

NO MORE **IN 2024**

Media Kit

Secure the Media Opportunity:

- Identify the media outlets in your community that have the biggest reach and impact (include radio and podcast outlets, too!)
- For print/online, identify the health editor and reach out via email.
- For broadcast, you can reach out to the news desks (emails or phone numbers are available on the websites).
- Use the attached pitch letter/email. Keep it succinct and simple, they get a ton of pitches a day!

Prepare for the Interview:

- If it's a broadcast opportunity you can request a pre-meeting with the producer and also get sample questions to prepare for it.
- *Practice practice practice.* Use the key points listed below, make sure you practice telling your story, and practice spelling Cervivor outloud.

Top 6 Talking Points:

- Three to four sentences about you or your loved ones story.
- Cervical cancer is a global health problem, the 4th leading cause of cancer-related deaths in women with an estimated 604,000 new cases and 342,000 deaths in 2020 (World Health Organization).
- HPV, the cause of nearly all cervical cancers, can be prevented when girls and boys are vaccinated against the virus. The vaccine is safe and effective.
- Research tells us that when cervical cancer is detected and treated early enough, women have a 93 percent five-year survival rate.
- Communities of color are impacted disproportionately - Black women are dying at a higher rate as their Caucasian peers, and Latina/Hispanic women have one of the highest rates of cervical cancer and the second-highest rate of deaths related to cervical cancer. American Indian and Alaska Native women are nearly twice as likely to develop cervical cancer compared to white women and are four times as likely to die from cervical cancer.
- Call to Action: Schedule your screenings, get your youth vaccinated, and raise awareness in your local communities.



NO MORE **IN 2024**

Media Kit

Questions to be prepared for:

Can you share your story?

- Share diagnosis, treatment plan, impact on family/friends, and what life looks like now (Keep it brief - think 30-second elevator pitch).

What do you want people to know about Cervical Cancer?

- It's preventable via the HPV vaccination, when detected and treated early enough through routine screening,

What causes cervical cancer and how can we prevent it?

- HPV is the cause of nearly all cervical cancers as well as anal, oropharyngeal (head and neck), penile, vaginal, and vulvar cancers.
- We can prevent it by getting kids ages 9-12 vaccinated, it's safe and effective.

What can people do to fight this disease?

- Educate yourselves on HPV and cervical cancer and stop stigma.
- Get involved with Cervivor and your local organizations and thought leaders.
- Talk to your friends and families about HPV and vaccinations. The American Cancer Society reported data from women ages 20 to 24 who were first to receive the human papillomavirus (HPV) vaccine showed a 65% reduction in cervical cancer incidence rates from 2012 through 2019.
- Schedule your screenings.
- Share your story.

Tell us about Cervivor.

- Mission Statement: Cervivor is a global community of patients, advocates, and supporters who inspire and empower those affected by cervical cancer by educating and motivating them to use their voices for creating awareness to end stigma, influence decision, and change, and end cervical cancer.
- Cervivor is a global leader in this space that puts patients first.
- We provide a safe space for authentic, vulnerable, and empowering conversations and support.
- And those in leadership have experienced cervical cancer firsthand.





Date

Dear Name:

With January being Cervical Cancer Awareness Month, I am writing to request that you consider writing an article or doing a story on cervical cancer to enable your readers, viewers, or listeners to learn about the importance of screening and vaccination.

In 2023, the American Cancer Society estimated that in the United States, 13,960 women would be diagnosed with cervical cancer and 4,310 would die from this now preventable disease.

As a cervical cancer survivor and advocate, I can speak firsthand to the hardships patients and their families endure to battle this disease. I would be happy to share my story and my expertise about HPV and cervical cancer as well as on the best ways to screen for and prevent this disease.

I can be reached by email or phone number to answer questions or arrange for an interview.

Thank you so much for your consideration.

Best Regards,

(NAME)

(Phone number and email)

(Link to your story on Cevivor.org)