



EVERY WOMAN
EVERY CHILD

***Every Woman Every Child* Toolkit**

World Cancer Day 2016

“Towards a Cervical Cancer Free World”

On February 4th, the international community will rally around [World Cancer Day](#)—an annual day to raise awareness about cancer and promote ways to ease its growing global burden. While there is no way to prevent all cancers, many cancers can be prevented through screening, diagnosis and preventive treatment.


This year the *Every Woman Every Child* movement will seek to highlight the devastating impact of cervical cancer, an almost always preventable cancer caused by the Human Papilloma Virus (HPV). Cervical cancer is a leading cause of death among women, in low- and low-middle income countries.

Since the Secretary-General launched the *Every Woman Every Child* movement in 2010, there has been unprecedented progress in reducing the deaths of women and children around the world. However, women, children and adolescents continue to die from mainly preventable causes. As the world transitions to a new development era, there is renewed commitment under the recently launched *Global Strategy for Women’s, Children’s and Adolescents’ Health* to accelerate progress made to date and address broader health needs, including the global response to cervical cancer.

In late 2015, the Cervical Cancer Action (CCA) initiative came together to launch a five-year effort, “Taking Cervical Cancer Prevention to Scale: Protecting All Women and Girls.” And this year, the Union for International Cancer Control (UICC), supported by the World Health Organization (WHO) and the International Agency for Research on Cancer (IARC), is launching a three-year campaign under the theme “*We Can. I Can.*” to mobilize individual and collective efforts to reduce the global burden of cancer.

KEY MESSAGES

- ◆ We have an opportunity to end all preventable deaths for women, children and adolescents by 2030 and ensure they have an equal chance to survive and thrive regardless of where they live.
- ◆ Too many women, children and adolescents still have little or no access to essential, good quality health- services and education.
- ◆ With an estimated 270,000 women dying of cervical cancer annually, we can reduce the number significantly by ensuring that all girls have access to HPV vaccine and women access to screening and preventive treatment.

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- ◆ The *Global Strategy for Women's, Children's and Adolescents' Health* calls for stronger health systems, universal health care coverage and life-saving interventions that will ensure that women, children and adolescents not only survive, but thrive and transform the world.
 - ◆ Ensuring universal access to sexual and reproductive health-care services and rights will ensure that women will not only survive from preventable causes of death, like cervical cancer, but also can reach their full potential.
 - ◆ Investments in evidence-based health interventions like, HPV vaccine, screening and preventive treatment for cervical cancer, breast cancer diagnosis and early treatment, need to be prioritized, improving health outcomes and yielding tremendous returns.
 - ◆ With immunization being among the most cost-effective health interventions, ensuring that girls have access to HPV vaccines will save millions of lives.

CERVICAL CANCER

The global burden of cervical cancer is high and inequitable, especially in developing countries (defined low- or low-middle income by the World Bank).

- ▶ An estimated 528,000 women get cervical cancer each year, and 266,000 die. 85% of these women are in developing countries.
- ▶ By 2030, the number of cervical cancer cases globally will be more than double the number of deaths from pregnancy related complications.
- ▶ The global cost of cervical cancer was \$2.7 billion per year in 2010. This will rise to \$4.7 billion by 2030.

The women at highest risk for cervical cancer are the same as those heavily targeted by maternal health and HIV programs in low- and low-middle-income countries.


- ▶ In order to preserve the lives and dignity of these women, we must extend our commitment and protect them from cervical cancer.
- ▶ Protecting women from cervical cancer is critical to preserve our investments in maternal health, HIV and other global health efforts to safeguard the lives of women.
- ▶ Cervical cancer prevention programs can strengthen existing reproductive health programs for women and catalyze new focus and outreach for adolescent girls.

Today, we have the knowledge, experience and tools to protect every woman, everywhere.

- ▶ Comprehensive cervical cancer prevention at scale, which includes vaccines for adolescent girls (to protect them against future infection with HPV) and screening and preventive treatment (of cervical pre-cancer) for women, has been proven to work.

Global and national policies are in place to support worldwide scale up.

- ▶ 2014 WHO Guidelines provide up to date technical guidance to scale cervical cancer prevention programs at the country level.
- ▶ WHO's NCD monitoring framework calls on countries to track progress in HPV vaccination and screening and preventive treatment for women.
- ▶ Already 44 developing countries have introduced the vaccine on a national or pilot basis and 53 have introduced new screening and preventive treatment modalities on a pilot or early nation-wide basis.



We need investments to scale up prevention efforts and dramatically decrease the burden of cervical cancer—especially in developing countries.

- ▶ Vaccinating all girls and providing preventative screening or HPV testing to all women at least once in their lifetimes will cost US\$ 3.65 billion over 10 years.
- ▶ Early catalytic donor investment in cervical cancer prevention should be complemented by national investment.

EVERY WOMAN EVERY CHILD EVENT FOR WORLD CANCER DAY

Film Screening and Panel Discussion on how to end cervical cancer, co-hosted with the Permanent Missions of Zambia and the United States, and Cervical Cancer Action

This year, the *Every Woman Every Child* movement is joining forces to shed light on cervical cancer, a condition that severely affects women’s health, killing and devastating the lives of thousands worldwide. This event will feature a special screening of the inspirational documentary [“Lady Ganga: Nilza’s Story”](#).

“Lady Ganga” traces the final phase of life for an American woman, Michele Baldwin, who suffers from cervical cancer but decides to harness her remaining energy to go to India and standup paddle 1,000 kilometers down the Ganga River, breaking a world record and as a way of raising awareness of the need for cervical cancer screening and vaccination. Her final act of courage has proved to be extraordinarily effective, prompting at one point in the Himalayas alone 1,700 screenings and 102 surgeries in four days.

Following the screening, *Every Woman Every Child* partners and experts will exchange ideas about how the international community can help end cervical cancer — an almost always preventable disease, mainly caused by viral infections, and the leading cause of cancer deaths in low- and middle-income countries. Moreover, as cervical cancer is a significant risk factor for acquiring HIV and vice versa, the prevention and control of cervical cancer is closely linked to the fight against HIV/AIDS.

The event, hosted by *Every Woman Every Child* and partners, will take place in the evening on February 4, at the United Nations Headquarters in New York. [More details can be found here.](#)

Those who cannot participate in the event in person can view it live or later on by viewing the webcast available on [UN Web TV](#).



SOCIAL MEDIA

Hashtags

#EWECisME
#WorldCancerDay
#WeCanICan
#cervicalcancer
#LadyGanga
#CervixSelfie

Twitter accounts

@UnfEWEC
@UICC
@acsglobal
@LadyGangaMovie
@gavi
@IPPF_WHR
@MobileODT

Twitter: Tweet this!

#EWECisME event for #WorldCancerDay—film screening #LadyGanga & panel discussion on a future without #cervicalcancer! #WeCanICan

#EWECisME event today @ UNHQ on how we can end #cervicalcancer—incl @LadyGangaMovie, @acsglobal, @WHO, @gavi, @IPPF_WHR & @MobileODT

#EWECisME event on #WorldCancerDay to help shed light on #cervicalcancer & how we can prevent it #WeCanICan <http://bit.ly/1Pii433>

Comprehensive women's healthcare must incl #cervicalcancer screening & #HPV vaccination <http://bit.ly/1LiW9sp> #EWECisME #WorldCancerDay


Lack of #cervicalcancer prevention contributes to #HIV deaths esp in developing countries #raiseawareness #EWECisME #WorldCancerDay

The #GlobalGoals need gender equity. Ending #cervicalcancer is a women's rights issue. <http://bit.ly/1LiW9sp> #EWECisME #WorldCancerDay

#cervicalcancer deaths will rise 20% by 2020 if we don't integrate prevention into healthcare in developing countries #EWECisME #WeCanICan

Global #cervicalcancer prevention will safeguard our investments in women's&adolescent's health #EWECisME #WeCanICan <http://bit.ly/1LiW9sp>

#cervicalcancer prevention programs = smart buy in global health. Affordable, effective AND saves lives! #EWECisME #WeCanICan



Thanks to @gavi, many more countries are expanding girls' access to #HPV vaccination & preventing #cervicalcancer deaths! #EWECisME

#WeCanICan make a difference. Spread the message that Feb 4th is #WorldCancerDay #EWECisME #LadyGanga

Tech innovation from @MobileODT is empowering women to be screened for #cervicalcancer #cervixselfies #seeingisunderstanding #EWECisME

@MobileODT uses new diagnostic tech to engage women in #cervicalcancer screenings with #cervixselfies #EWECisME #WorldCancerDay

#WorldCancerDay: #WeCanICan take action to help improve #cancer survival rates & prevent #cervicalcancer #EWECisME

See how women's healthcare in Latin America incl #cervicalcancer prevention: <http://bit.ly/1QVcyEs> <http://bit.ly/1nHiINi> #EWECisME

No more women should die of #cervicalcancer! Early screening & #HPV should be available for all! <http://bit.ly/1nlpORM> #EWECisME

Govts, communities, schools, employers & media can challenge perceptions about #cancer & debunk myths #WorldCancerDay #WeCanICan #EWECisME

Facebook

Cancer is one of the leading causes of death in the world, particularly in developing countries. Together, we can change that. Learn more about the work being done under the Every Woman Every Child movement to ensure access to quality health care services for women and girls around the world. <http://bit.ly/1Pii433>

#WorldCancerDay, 4 February 2016 #EWECisME #WeCanICan

An estimated 270,000 women die of cervical cancer annually—we can reduce the number significantly by raising awareness about regular, consistent screening. Together, #WeCanICan make a difference in prevention and education re: cervical cancer. <http://bit.ly/1Tmibw7> #EWECisME #WorldCancerDay, 4 February 2016

4 February 2016, #WorldCancerDay—*Every Woman Every Child* event will be held to shed light on #cervicalcancer and how we can prevent it. Cervical cancer is a condition that severely affects women's health, killing and devastating the lives of thousands worldwide. Together, #WeCanICan change that. #EWECisME <http://bit.ly/1Pii433>

If you knew you were going to die, how would you spend your last few weeks?

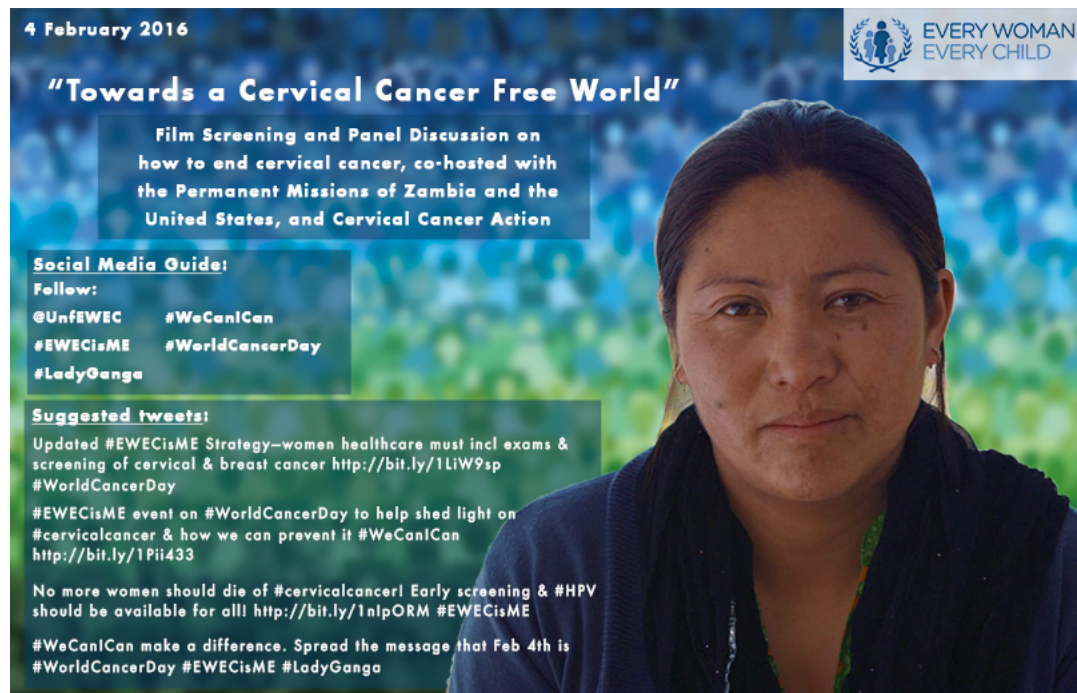
Before her death, "Lady Ganga" set a world record and started a movement to educate women about the disease that would kill her. Her story lives on – the Lady Ganga film is being translated into 50 languages and is free to everyone. #WorldCancerDay #EWECisME #cervicalcancer #LadyGanga

Did you know there's a vaccine that prevents cancer? Most people haven't heard of HPV or how to prevent cervical cancer. But we can save a quarter of a million women's lives every year. Watch this inspiring story "[Lady Ganga: Nilza's Story](#)". #EWECisME #cervicalcancer #LadyGanga #WorldCancerDay

THINGS YOU CAN DO

1. Attend the *Every Woman Every Child* event “Towards a Cervical Cancer Free World” on February 4 or tune in live to the webcast available on [UN Web TV](#).
2. Write a blog piece or op-ed to share with your followers and incorporate the key messages from the toolkit
3. Show your support on Twitter and Facebook by sharing the suggested messages or creating your own using [#EWECisME](#) & [#WorldCancerDay](#)
4. Check out the [United Nations Secretary-General’s statement](#) on World Cancer Day.
5. Join a twitter thunder clap— <https://www.thunderclap.it/projects/35578-world-cancer-day-2016>
6. Encourage your friends, family and followers to watch the [Lady Ganga](#) documentary and help raise awareness about cervical cancer.

SHARE THESE SOCIAL MEDIA CARDS



4 February 2016

“Towards a Cervical Cancer Free World”

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Social Media Guide:
Follow:
[@UnFEWEC](#) [#WeCan1Can](#)
[#EWECisME](#) [#WorldCancerDay](#)
[#LadyGanga](#)

Suggested tweets:
Updated [#EWECisME](#) Strategy—women healthcare must incl exams & screening of cervical & breast cancer <http://bit.ly/1LiW9sp> [#WorldCancerDay](#)
[#EWECisME](#) event on [#WorldCancerDay](#) to help shed light on [#cervicalcancer](#) & how we can prevent it [#WeCan1Can](#) <http://bit.ly/1Pii433>
No more women should die of [#cervicalcancer](#)! Early screening & [#HPV](#) should be available for all! <http://bit.ly/1nlpORM> [#EWECisME](#)
[#WeCan1Can](#) make a difference. Spread the message that Feb 4th is [#WorldCancerDay](#) [#EWECisME](#) [#LadyGanga](#)

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The [#GlobalGoals](#) need gender equity. Ending [#cervicalcancer](#) is a women’s rights issue. <http://bit.ly/1LiW9sp> [#EWECisME](#) [#WorldCancerDay](#)
Global [#cervicalcancer](#) prevention will safeguard our investments in women’s&adolescent’s health [#EWECisME](#) [#WeCan1Can](#) <http://bit.ly/1LiW9sp>
By speaking out, you speak up for those who can’t. Together [#WeCan1Can](#) [#raiseawareness](#) [#WorldCancerDay](#) [#EWECisME](#)
[#WorldCancerDay](#): [#WeCan1Can](#) take action to help improve [#cancer](#) survival rates & prevent [#cervicalcancer](#) [#EWECisME](#)



REFERENCES

ⁱ In 2015, the World Bank defines Low-income countries as countries with a GNI per capita of \$1,045 or less in 2013. Low middle-income countries are those with a GNI per capita of \$1,046-\$4,125 in 2013.

ⁱⁱ The WHO International Agency for Research on Cancer (IARC): GLOBOCAN 2012: Estimated Cancer Incidence, Mortality and Prevalence Worldwide in 2012. Cervical cancer fact sheet, available at: http://globocan.iarc.fr/Pages/fact_sheets_cancer.aspx

ⁱⁱⁱ WHO: Health Statistics and Information Systems, *Projections of mortality and causes of death 2015-2030*. Available at: http://www.who.int/healthinfo/global_burden_disease/projections/en/

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