

Think About the Link:
Advancing Awareness of the Connection
between Viruses and Cancer –
A Prevention and Education Campaign



Stop Cancer Before It Starts!

About Prevent Cancer Foundation

History

- In 1985, Carolyn “Bo” Aldigé founded the Prevent Cancer Foundation in memory of her late father, Edward P. Richardson, who had died of cancer one year earlier.

Vision

Stop Cancer Before It Starts!™

- Reducing the cancer mortality rate by focusing individual behaviors, public policy, and research on prevention and early detection
- Addressing all preventable cancers across all populations
- Making prevention knowledge and early detection services more accessible for people in medically underserved communities
- Collaborating with partners to maximize the effectiveness and reach of the prevention and early detection programs and message
- Creating an energizing and productive workplace that people want to join

Mission

- The mission of the Prevent Cancer Foundation is saving lives across all populations through cancer prevention and early detection

About Prevent Cancer Foundation

- The Foundation focuses its resources on cancers such as breast, cervical, colorectal, lung, oral, prostate, skin, testicular and liver cancers that can be prevented through lifestyle changes or early detection and treatment.
- Over the past 30 years, we have contributed more than \$140 million through our four pillars:
 - Research
 - Education
 - Community Outreach
 - Advocacy

Stop Cancer Before It Starts!™

Prevention Focus

- We currently spend 75 percent of \$2.5 trillion annual U.S. health care dollars on treatment of chronic conditions.
- Three cents of every dollar goes towards prevention.
- Prevention efforts can save 4.5 million lives.



Hepatitis B/Hepatitis C

- Approximately 3.5 to 5.3 million people in the U.S. are living with chronic hepatitis B (hep B) or hepatitis C (hep C) infections.
- About 65% and 75% of the infected population are unaware that they are infected with hep B and hep C, respectively.
- In the next 10 years, about 150,000 people in the U.S. will die from liver cancer and end-stage liver disease associated with chronic hep B and hep C.
- Reported hep B vaccination coverage greater than or equal to 3 doses among U.S. adults in 2013 was 25.0% for adults aged 19 years or older, 32.6% among adults aged 19–49 years, and 16.1% among adults aged 50 years or older.
- Of the approximately 3 million persons living with hep C in the U.S., an estimated 38% are linked to care, 11% are treated, and 6% achieve cure.
- Several studies continue to show hep B and hep C stigma is associated with reduced rates of screening for the infection.

Human Papillomavirus

- One in every four people in the U.S. is infected with at least one strain of Human Papillomavirus (HPV).
- Certain HPV types are responsible for more than 90 percent of anal and cervical cancers, more than 70 percent of oropharyngeal cancers (throat cancers occurring in the back of the tongue and tonsils), and more than 50 percent of vaginal, vulvar and penile cancers.
- HPV was responsible for almost 39,000 new cases of cancer in the U.S. in 2010 and more than 9,500 deaths.
- With immunization, HPV-related cancers could be avoided.
- Coverage estimates for HPV vaccine remain low and continue to lag behind rates for the Tdap and quadrivalent meningococcal conjugate vaccines.
- Four out of 10 adolescent girls and six out of 10 adolescent boys haven't started the HPV vaccine series, and are vulnerable to cancers caused by HPV infections.

Campaign Objectives

Campaign objectives include raising awareness:

- Among target audiences of the link between specific strains of HPV and certain types of cancer, and that HPV-induced cancers are preventable in many cases through immunization.
- Of the effectiveness of the HPV vaccine among preteen and teenaged males and females, as well as young adults aged 18 to 26.
- Of the importance of improving immunization completion rates for the HPV vaccine series.
- Among target audiences on the connection between hep B, hep C and liver cancer.
- Among high-risk populations on the importance of getting vaccinated against hep B.
- About risk factors and the cancer prevention benefits of hep C screening and treatment.

Campaign Objectives

- Raise awareness among high-risk populations and high-prevalence communities on the connection between hep B/hep C and liver cancer.
- Raise awareness of the connection between hep B and hep C and liver cancer among vulnerable and undeserved populations.
- Educate target audiences, including those born between 1945 and 1965, about risk factors and the cancer prevention benefits of hep C screening and treatment.
- Educate high-risk populations on the importance of getting vaccinated against hep B.

Target Audiences

Hep B, Hep C & Liver Cancer

- Individuals born between 1945 and 1965 (particularly for hep C)
- Individuals with multiple sex partners or those who have been diagnosed with an STD
- Individuals who share needles during intravenous (IV) drug use
- Persons who live with someone who has a chronic hep B infection
- Individuals who have had unprotected sex with multiple sex partners or with someone who's infected with hep B
- Infants born to an infected mother
- Individuals that have a job that exposes them to human blood
- Individuals that travel to regions with high infection rates of hep B, such as Africa, Central and Southeast Asia and Eastern Europe
- Individuals who drink alcohol in excess or use tobacco products

Target Audiences

HPV & HPV-Induced Cancers

In addition to general education and awareness, campaign efforts will specifically target:

- Parents and guardians of pre-teens, teenagers and young adults
- Young adults (aged 18 to 26)
- Pediatricians, nurse practitioners, and primary care physicians
- Community officials and local health institutions

Campaign Components

- **Health Care Provider and Consumer Surveys**
 - Help to uncover significant perception gaps between healthcare providers and consumers in an effort to uncover any communication barriers, roadblocks to immunization compliance and disparities in care within communities of color.
- **Congressional Briefings**
 - Cervical Cancer Awareness Month
 - Hepatitis Awareness Month
- **National and Local Media Outreach**
 - Survey results released in January 2016 will kick-off national and trade outreach and re-ignite focus on viruses and related cancers. Outreach also will target outlets in high-risk, high-prevalence regions.
- **Grassroots Outreach and Educational Resources**

Campaign Timeline

Campaign Deliverable	Timing
Health Care Provider and Consumer Surveys (Development and Fielding)	November – December 2015
Congressional Briefing	January 26, 2016 (Cervical Cancer Awareness Month)
Campaign Launch: National Media & Local Outreach	January 2016
Direct Mail Campaigns	February – December 2016 (staggered mailings)
Grassroots Local Events	February – December 2016
Hepatitis Congressional Briefing	May 2016 (Hepatitis Awareness Month)
Public Service Announcement (Distribution) Educational Webinars	August 2016 (National Immunization Awareness Month)

Measuring Outcomes – Five Years

- Increase immunization rates for the HPV and hep B vaccine series within target cities/states
- Increase knowledge and use of hep C treatment within target cities/states
- Successful campaign global expansion in the third year of the campaign, including partnerships with leading health organizations in target countries
- Increase in year-round, factual coverage of link between viruses and cancers in national/global media

Thank You



Stop Cancer Before It Starts!