



2024

*Creating a world free of HPV cancers,  
starting with cervical cancer*

**Global Cancer Prevention Impact Report  
American Cancer Society**

# FOREWORD

Despite having the tools to prevent most cervical cancers and 4 other HPV cancers in women, a woman still needlessly dies from cervical cancer every 2 minutes in our world. These needless deaths leave families broken, children orphaned, and communities destabilized.

As public health practitioners, mothers, and daughters ourselves, the American Cancer Society's Global Cancer Prevention team is dedicated to shifting this reality to one of hope, where cervical and other HPV cancers are a thing of the past.

We are inspired by our partners around the globe who are working tirelessly to ensure that the next generation of women do not have to hear the dreaded words "you have cancer."

We sincerely thank our partners who support us with funding and collaboration on research and implementation globally. We hope you see your extraordinary efforts reflected in this 2024 Impact Report and we look forward to deepening our connections and impact in 2025.

Global Cancer Prevention Team  
[Read the Executive Summary](#)



> **60%** of women with cervical cancer experience financial hardship

> **40%** of women with cervical cancer abandoned by intimate partners

> **200,000** maternal orphans each year from cervical cancer (children <18 years old)

When a woman dies from cervical cancer....

*"maybe a man can get another wife, but children will never get another mother"*

**Sudha Murthy**  
Indian Educator, Philanthropist,  
and Member of Parliament  
(Rajya Sabha)

# Global Cancer Prevention

Our vision is to eliminate preventable cancers through high impact cancer prevention initiatives, with focus on lower- and middle-income countries (LMICs) where cancer mortality is highest. Through the **Global HPV Cancer Free** initiative, we seek to create a world free of HPV cancers, starting with cervical cancer.

## 730000

cases of cancer globally are caused by HPV infection

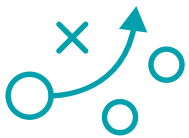


>90% of all cervical cancer deaths globally occur in LMICs

*“More than any other cancer, cervical cancer reflects striking global health inequity.”*

Agosti & Goldie, New England Journal of Medicine

## Strategies



Engage local social and behavioral experts and CSOs to **co-develop evidence-based messages, interventions and implementation strategies** in select countries to increase the demand and uptake of HPV vaccination.

**Convene, partner, and activate civil society organizations (CSOs)** to share outcomes and strategies across LMICs, expanding impact and promoting promising practices.

## ACS Role



Facilitate the adoption and scaling up of high impact interventions and strategies in high-burden, low-resource countries by

- **Elevating** local CSOs, particularly cancer organizations
- **Catalyzing** evidence-based action
- **Sharing** communication and messaging expertise and research



HPV vaccination is a **WHO Best Buy** and is a highly effective way to prevent cervical cancer, though many girls do not have access. As of 2020, only **30% of girls live in countries with access to the vaccine**. Globally, only **15% of eligible girls have received the HPV vaccine**.

# 2024 Impact Highlights

**86+**

organizations in over 15 countries  
engaged in cervical cancer elimination efforts

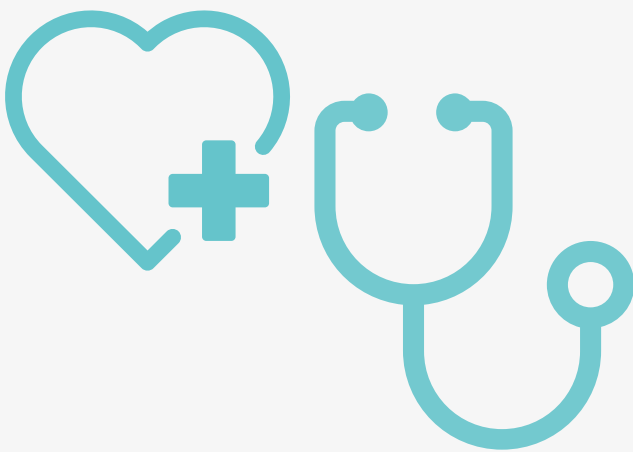


**10**

new resources launched on  
PreventGlobalHPVCancers.org in 7 languages

**105**

health centers engaged



**2,000+**

community health workers and  
nurses trained

**16,200+**

physicians trained through 390 trainings in  
2023 and 2024



**20,000,000+**

individuals reached with cervical cancer prevention  
messages

---

# Program Details

Cervical Cancer Action for Elimination.....	06
Communication & Messaging.....	07
India.....	09
Kenya.....	18
Colombia.....	22
Global Dissemination.....	26
2025.....	28
Global Prevention Team.....	29



# Cervical Cancer Action for Elimination

## Mission

Cervical Cancer Action for Elimination (CCA) is a network of organizations working together to accelerate global progress towards a world free from cervical cancer.

## Vision

A world free of cervical cancer, where:

- All girls are fully vaccinated against HPV by the age of 15
- All women receive at least two preventative cervical screenings in their lifetime, with appropriate treatment of any precancerous lesions
- All women with suspicion of cervical cancer are referred, diagnosed, and treated promptly at early stages of the disease
- All women with invasive cervical cancer have access to supportive and palliative care

## History

Founded in 2006, Cervical Cancer Action (CCA) convened a group of civil society organizations and individuals committed to building momentum for action on cervical cancer prevention. In 2019, following the World Health Organization's (WHO) call for global cervical cancer elimination, CCA rebranded as Cervical Cancer Action for Elimination (CCA) to directly support the WHO and accelerate global progress towards cervical cancer elimination. CCAE is co-chaired by Cancer Research UK and the American Cancer Society (ACS).

In 2024, CCAE hosted virtual and in-person **dialogues** on critical issues for cervical cancer elimination. These dialogues gave voice and space to representatives of **41 organizations** in **15 countries** working on cervical cancer elimination at the national, sub-national, and global levels.



**Designing Behavioral Interventions:** cervical cancer elimination



**World Cancer Congress 2024:** Special Working Meeting on engaging civil society organizations in HPV vaccination policy & implementation



**Engaging the Cancer Community in HPV Vaccination Policy & Implementation Efforts:** virtual dialogue



**CCA Network Immunisation & Cancer Partnership Survey Results**

# Global Cervical Cancer Prevention Messaging Campaign

In November 2024, ACS global prevention conducted a 10-day social media campaign in collaboration with local partners in India and Kenya to educate and increase awareness of HPV vaccination among parents of HPV vaccine-eligible girls. The campaign marked the anniversary of WHO's *Global Strategy to Accelerate the Elimination of Cervical Cancer*.

## Key campaign results:

- Reached more than **20,915,000** unique individuals
- More than **462,000** engagements (likes, comments, video views)
- More people reached in India vs. Kenya due to population size
- Engagement in Kenya was deeper than in India (more comments)

## India Results

**17,642,558**



Message on the screen of unique individuals

**375,408**



Likes, comments, playing video

### Engagement by message



92,150



75,728



51,147



156,383

## Kenya Results

**3,275,436**



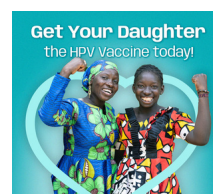
Message on the screen of unique individuals

**86,670**



Likes and comments

### Engagement by message



27,708



22,185



19,409



17,368



# Intervention & Implementation Resources for LMICs

ACS has created a dynamic digital space with resources for ministries of health, medical societies, and civil society organizations. Individuals in **74 countries** accessed these resources in 2024. These downloadable tools offer a starting point for partners in LMICs to use in their efforts to enhance HPV vaccination and cervical cancer screening rates in their respective countries.



## New Resources on PreventGlobalHPVCancers.org in 2024:

**10 new resources** in **7 languages** were developed or updated to support intervention implementations in India, Colombia, and Kenya.

- **Clinic Posters:** Bengali, Hindi, Kannada, Marathi, and Tamil
- **Physician Handout: Effectively Communicating with Parents:** Bengali, Hindi, Kannada, Marathi, and Tamil
- **Parent Handout: Don't Wait to Vaccinate:** Bengali, Hindi, Kannada, Marathi, and Tamil
- **Cervical Cancer Prevention Booklet for ASHAs:** Hindi
- **Protecting our Daughters:** Hindi and English
- **You Can Stop Cancer of the Cervix:** Hindi and English
- **Help Reduce Your Cancer Risk:** Hindi and English
- **Recommendations Guide to Promote HPV Vaccination: Evidence-Based Messages to Motivate Parents to Vaccinate:** Spanish and English
  - Resources included in this Guide: **Action Plan Template, Communications Calendar and Message Development Template, and Case Study Template**

Access all resources on [www.PreventGlobalHPVCancers.org](http://www.PreventGlobalHPVCancers.org)



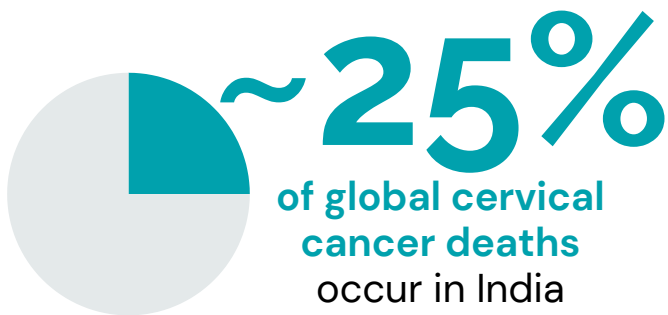
# India HPV Vaccination

# 79,000+

women died in India from cervical cancer in 2022

# 59.7

million girls are age eligible but remain without free access to the HPV vaccine in India



FOGSI physician hosting an awareness day at a girls school.

## HPV VACCINATION GOALS

Normalize HPV vaccine as cancer prevention so that:

- Physicians recommend the vaccine routinely and confidently
- Parents demand their children be vaccinated
- Community influencers advocate for its access and uptake
- Policymakers fund the vaccine in national and sub-national programs

## INITIATIVE

National medical societies, the Federation of Obstetrics and Gynecological Societies of India (FOGSI), the Indian Academy of Pediatrics (IAP), and the Indian Medical Association (IMA) are partnering with the Cancer Foundation of India and the American Cancer Society to co-develop and implement behavior change interventions to help physicians use effective strategies for recommending HPV vaccination and answering parents' questions.

## PARTNERS

Cancer Foundation of India (CFI)  
Indian Academy of Pediatrics (IAP)

Federation of Obstetrics and Gynecological Societies of India (FOGSI)  
Indian Medical Association (IMA)

# Translating Insights to Action: India HPV Vaccination

Research conducted in India in 2021–22 highlighted:



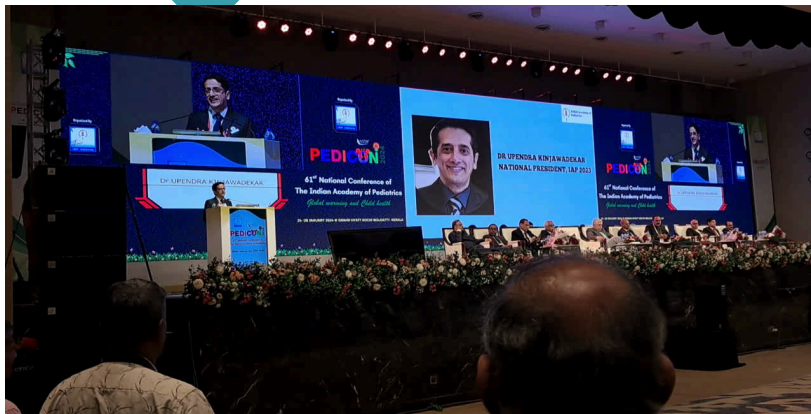
## Parental decision making

- Parents in India rely heavily on doctors for medical information and advice



## Physician barriers to HPV vaccine recommendation

- Underestimated the prevalence and threat of HPV and cervical cancer
- Expressed reduced trust in the safety and efficacy of the HPV vaccine
- Voiced concern of breaking social norms
- Discomfort talking about HPV with parents of young girls



IAP President addressing audience at Pedicon 2024 (above) and a physician showcases newly translated HPV vaccine posters in her clinic (right)



## 2021–22

Intervention research

## 2023

Launch of implementation partnerships with medical societies – IAP & FOGSI

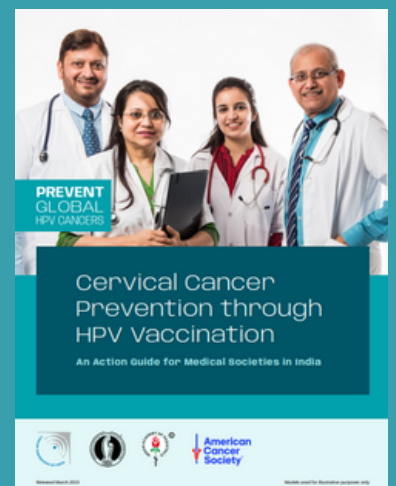
## 2024

Implementation and evaluation with continued training of pediatricians and gynecologists, and recognition of physician champions

## 2025

Expansion of training to family physicians in partnership with the Indian Medical Association (IMA)

The two most effective interventions for physicians were incorporated into *Cervical Cancer Prevention through HPV Vaccination: An Action Guide for Medical Societies in India*. The Guide and corresponding resources were launched in 2023 and implemented in 2024.



# India – HPV Vaccination 2023 – 2024 Highlights

# 501

Physicians trained as  
master trainers

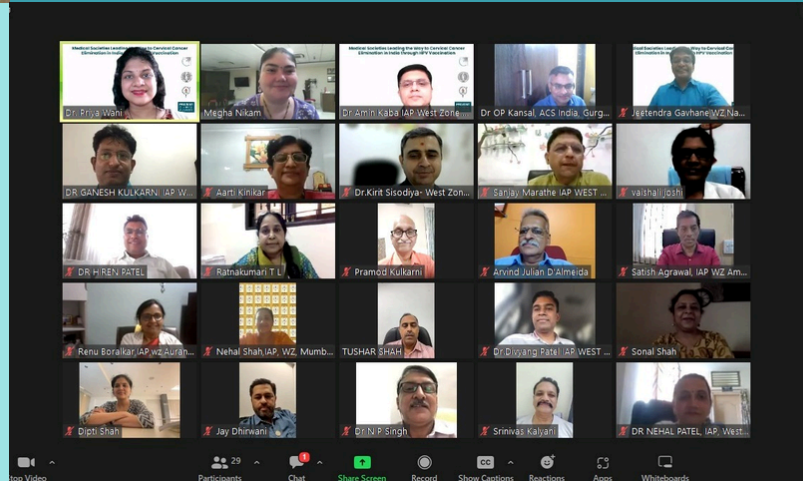


# 160

In-person trainings

# 230

Virtual trainings



*"I am able to convince my patients to bring their daughters for vaccination course and more so over insist to complete the course in specified time. I am getting more & more of teenage girls for vaccination at my clinic."*

-Trained Physician

# 16,201

Physicians trained

# India Partner Spotlight FOGSI

The Federation of Obstetric and Gynecological Societies of India (FOGSI) is a lead partner in a collaborative project to address cervical cancer elimination through HPV vaccination in India. In 2023 and 2024, under the leadership of then-President **Dr. Hrishikesh D. Pai** and **Dr. Priya Ganeshkumar**, Chairperson, Gynae Oncology, and National Coordinator of the HPV Project, **14 Core Trainers** were trained. These Core Trainers subsequently trained **178 Master Trainers**, who, in turn, trained **10,804 members**,

## FOGSI prioritized the following actions:

- Alert Physicians of high risk of cervical cancer and their pivotal role in preventing it
- Recognize and share physician successes in increasing HPV vaccination
- Cultivate HPV vaccination physician champions

## Key Project Highlights

25% of membership reached with education and training.

A joint opinion piece penned by the Presidents of two national medical societies – FOGSI and IAP. Published on International HPV Awareness Day, 2024

Members inspired by physician champions in their communities took part in countless vaccination and awareness activities and education.

### A vaccine that prevents six cancers

January was observed as Cervical Cancer Awareness Month.

Additionally, every year, March 4 is observed as International HPV Awareness Day.

Protecting women's health includes protecting the cervix, the lower part of the uterus.

With HPV vaccination, we can prevent cervical cancers that can seriously affect a woman's health.

As the fourth most common cancer among women worldwide, cervical cancer claims the lives of more than 3,00,000 women every year, or one life every two minutes.

Nine out of 10 women dying of cervical cancer live in lower- and middle-income countries. In India, cervical cancer is the second most common



**Hrishikesh D. Pai**  
is President, FOGSI 2023



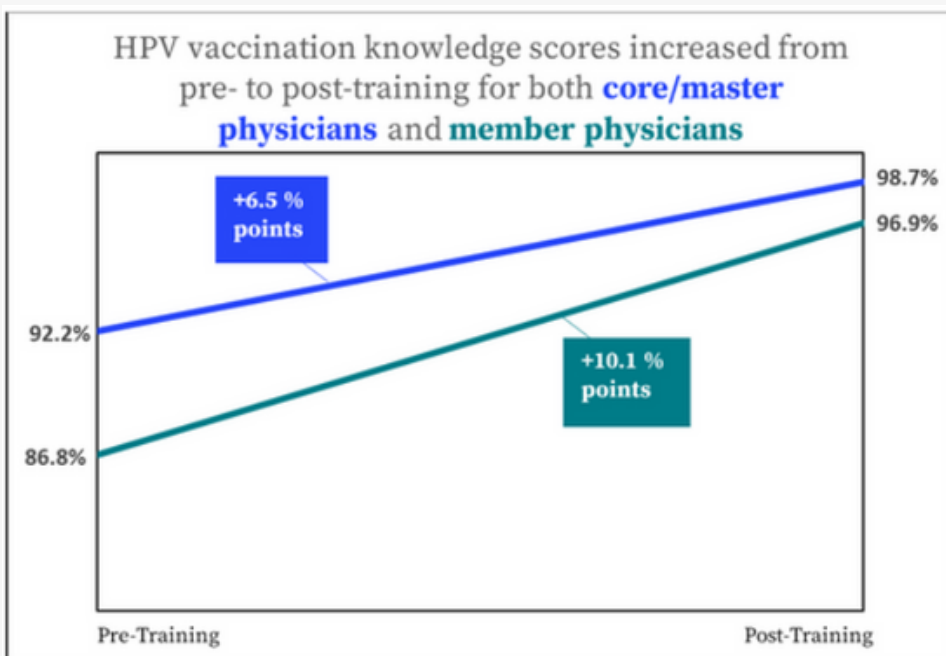
**Upendra S. Rajgondkar**  
is President, IAP 2023

outlines a 90-70-90 triple pillar intervention to be implemented by 2030 with an additional focus on high-quality health care and equitable health care services. The intervention targets are: 90% of girls must be fully vaccinated with the HPV vaccine by the age of 15; 70% of women must be screened using a high performance screening test by the age of 35 and again by 45; and 90% of women screened with cervical pre-cancer and cancer lesions must receive treatment and care.

A recent report titled 'Accelerating global health pathways to health equity for the G20' highlighted the commitment of India's G20 presidency to providing equitable access to vaccines, particularly for lower-

income and low- and middle-income countries. In India, cervical cancer is the second most common

cause of cancer among women. Facts and best practices in support of the widely anticipated national roll-out of the HPV vaccine, the Federation of Obstetric and Gynaecological Societies of India (FOGSI) and the Indian Academy of Pediatrics (IAP), with a combined membership of over 80,000 physicians, have joined hands to remind member obstetricians, gynecologists and pediatricians about the facts of HPV vaccination and share best practices for effectively communicating with parents about this cancer preventing vaccine. This safe and effective vaccine can help prevent six HPV



\*Core/Master Pre: n=187, Post: n=146; Member Pre: n=8562, Post: n=7406

**99%** of Core and Master Trainers **Strongly Agreed or Agreed** that they felt confident delivering this training to other physicians

**97%** of Member Physicians found the training content to be **Extremely useful or Very useful**

*"I have more clarity as to how to answer patients with confidence and assurance and also motivated to spend more time of my routine practice to vaccinate all my patients"*

- FOGSI Member

# Beat Cervical Cancer Initiative

The Cancer Foundation of India (CFI), with support from the American Cancer Society’s Global Cancer Prevention Program, launched a network of civil society organizations in 2024. The network, named Beat Cervical Cancer (BCC), is collectively taking action to advance the demand and coverage of cervical cancer prevention, starting with HPV vaccination, using science-based messages and interventions.

## Vision:

BCC’s vision is to unite local non-governmental organizations (NGOs) in a collective effort to reach the common goal of witnessing India score a win against cervical cancer!

BCC aspires to engage NGOs across India to catalyze community action and advocate with state governments to prioritize cervical cancer prevention so that the next generation of Indian women grow up protected from cervical and other HPV-related cancers.

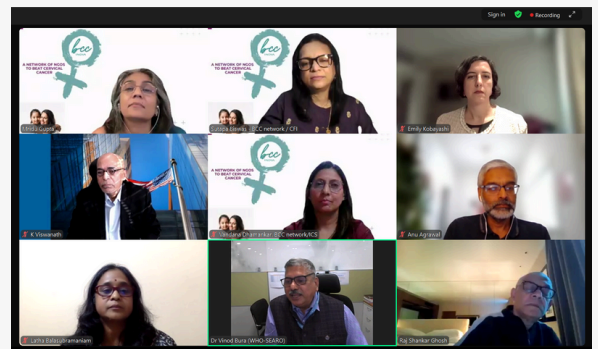
## 2024 Highlights:

The network meets regularly to align efforts. Key outputs include:

- Commitments from 7 founding organizations
- Regular HPV related news and updates sent to network members, experts and partners
- A [video](#) created for advocacy efforts
- A [national webinar](#) in observance of the World Health Organization’s 4th *Cervical Cancer Elimination Day of Action* with 280 attendees



Beat Cervical Cancer network advocacy video



Beat Cervical Cancer network leaders preparing for a webinar



National webinar in observance of WHO’s 4th Day of Action

*Elevating Cancer Voices in India*

# India

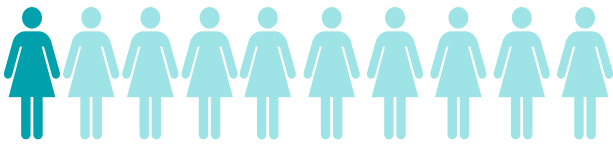
## Cervical Cancer Screening



127,526 women were diagnosed with cervical cancer in India in 2022



Cervical cancer is the **2nd leading cause of cancer deaths** among women in India



Fewer than **1 in 10 women** have been screened for cervical cancer in the last 5 years in India



### SCREENING GOALS

- Break social stigma around cancer, including cervical cancer
- Raise awareness and demand for cancer prevention health services in communities, including screening
- Strengthen policy and capacity at district and local health system levels for access and availability of cancer prevention services, starting with cervical cancer screening

### INITIATIVE

ACS is supporting CAPED India with the development, validation, and scale-up of a CSO–district health department collaboration model which (a) engages leadership at all levels in the health system to prioritize delivery of cancer prevention services, (b) facilitates certification of nurses in PHCs, and (c) trains and equips community health workers to increase uptake of cervical cancer prevention services in communities.

### PARTNERS

Cancer Awareness, Prevention and Early Detection Trust (CAPED)

Gurugram District Health Department  
Rajsamand District Health Department  
Kheda District Health Department

# Translating Insights to Action: India Cervical Cancer Screening

A pilot project conducted in India in 2022 showed key barriers to screening included:

## Health System Barriers:



- Cervical screening is not a regular health service available at primary health centers (PHCs), and is generally not offered to asymptomatic women
- PHC staff nurses are not adequately trained to provide cervical screening
- Accredited social health activists (ASHAs) lack knowledge and resources on cervical cancer and prevention
- No counselling and navigation services exist to support women with positive screening tests



## Social and Structural Barriers:

- Stigma, myths, and misconceptions exist about cervical cancer and screening
- Communities lack awareness about cancer, cervical cancer, and prevention

## Expanding Pilot Project Successes

A pilot project to address barriers to cervical cancer screening was implemented in select primary health centers in Gurugram district, Haryana from February to December 2022. Under the original project, **5,653 women** were screened across **73 villages**, and **91 screen-positive patients** were supported through CAPED's patient navigation program.

In 2023, successful strategies and resources from the pilot were compiled in an implementation guide and a hub and spoke model for expansion was developed. This model was expanded to two additional districts using the new guide in 2024.

**2022**

Gurugram pilot project

**2023**

Development of implementation guide and resources, formation of hub and spoke model

**2024**

Expansion and validation of the model in two additional districts/states

**2025**

Continuation of validating and refining hub and spoke model



The pilot helped inform the development of the Implementation Guide including the following tools and resources:

- Booklets for ASHA workers
- Budget template
- Case study template
- Data collection forms
- Informational flyers
- Patient navigation data template
- Project checklist
- Project report form
- Reference card
- Stakeholder videos
- Sun boards
- Trainings & presentations

# India Screening 2024 Highlights



# 79

Health centers equipped for sustained cervical cancer screening

# 234

Staff nurses/Auxiliary Nurse  
Midwives/Community Health Officers trained



# 1,884

ASHA workers trained



# 8,082

Educated through community awareness workshops

*"Women will only come to PHC only if they are guided by the ASHAs. They trust them (ASHA) more than anyone else, even their husbands.... "*

**Project Manager, Kheda District, Gujarat**



# 392,790

Reached through door-to-door mobilization (50% of population of the villages covered)



# India Screening

## 2024 Highlights



# 178

Screening camps conducted



# 8,095

Women screened

# 386

Screen-positive patients identified



*"...with local ASHAs they (women) believe that she will do something beneficial for them."*

- Project Manager, Rajasmand District, Rajasthan

# 95

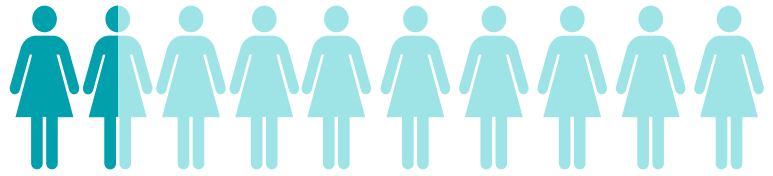
Patients navigated for further diagnosis\*

\*this is an on-going activity and numbers may change

# Cervical Cancer Prevention

# #1

Cervical cancer is the leading cause of all cancer deaths in Kenya



less than **2 in 10** girls in Kenya are fully vaccinated against HPV by age 15

## HPV VACCINATION GOAL

Increase the demand and uptake of HPV vaccination available free of cost in county health facilities in Kenya.

## INITIATIVE

In late 2023, ACS launched an initiative with three Kenyan cancer organizations to support the efforts of government health centers in five counties to increase the coverage of HPV vaccine. The initiative highlights the leadership and crucial role of cancer organizations in supporting governments with raising demand for HPV vaccination in communities. This work utilizes an action guide and resources co-developed with partners and informed by interventions research done in prior phases of ACS' work. Kenya's National Vaccine and Immunization Program, National Cancer Control Program (NCCP), National Cancer Institute (NCI) Kenya, as well as other civil society stakeholders are also engaged in the effort.



## PARTNERS

Africa Cancer Foundation (ACF)  
KILELE Health  
Women for Cancer Early Detection and Treatment (Women 4 Cancer)

Ministry of Health

- National Vaccine and Immunization Program
- National Cancer Control Program
- National Cancer Institute Kenya

# Translating Insights to Action: KENYA HPV Vaccination

Research conducted in 2021-22 with parents and community health workers showed:



## Key Research Findings:

- Parents trust health providers for health-related information
- Aspirational framing is most effective when communicating with parents
- It is imperative to make clear that HPV vaccination is cancer prevention
- SMS (text messaging) is not successful in low-resource settings
- HPV vaccination has not been prioritized for community health workers



Images are from project kick-off in Nairobi February 2024.

## 2020-22

Intervention research and community health worker training pilot

## 2023

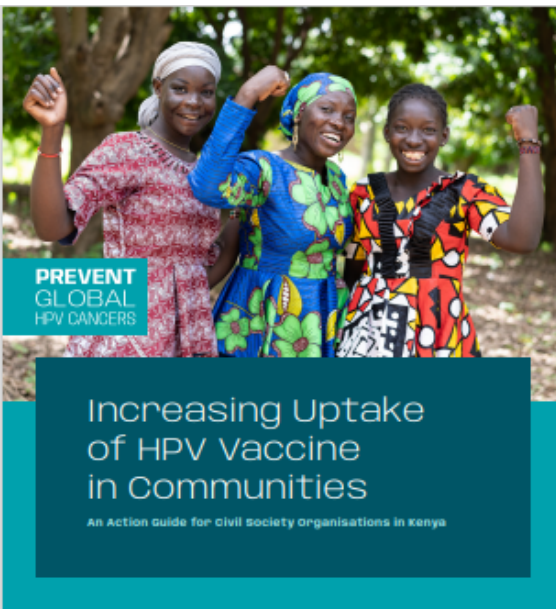
Results dissemination, stakeholder engagement and planning for intervention implementation

## 2024

Implement interventions through three partners in 5 counties

## 2025

Promote continued leadership of cancer organizations in national/county government efforts and adoption of effective interventions



Findings from the Kenya research were incorporated into [Increasing Uptake of HPV Vaccine in Communities: An Action Guide for Civil Society Organisations in Kenya](#). Resources developed as companion tools to the action guide include:

- Action planning checklist for CSOs
- Don't Wait to Vaccinate handout for parents
- Factsheet for Health Workers: Frequently Asked Questions
- HPV vaccination educator badges
- HPV vaccination clinic poster
- Sample certificate of recognition
- Wearable vest designs
- HPV Vaccination Job Aid

# Kenya

## 2024 Highlights



# 5

Counties



# 26

Primary health facilities

# 180

Community health promoters  
trained



# 2487

Girls vaccinated

\*all data is preliminary and final, cleaned data will be shared in final project update



# Meet Grace

Community Health Promoter (CHP)  
and mother  
Kisumu County, Kenya

Before attending a community health training, Grace, a Community Health Promoter from Kisumu, harbored deep reservations about the HPV vaccine due to widespread rumors that it could impair a girl's fertility. These misconceptions had deterred her from allowing her daughter, who turned 15 on August 3rd, to receive the vaccine despite its availability.

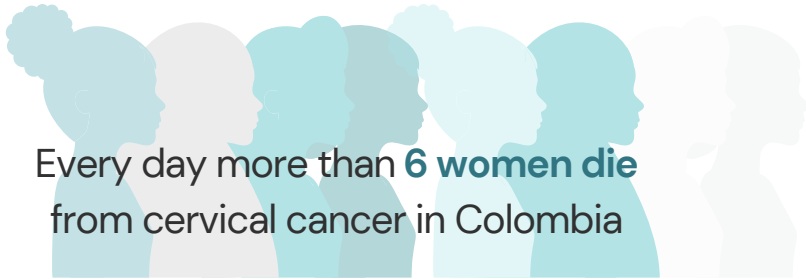
However, Grace's turning point came after participating in the CHP training session provided by the Africa Cancer Foundation, one of ACS' partners. The session addressed these myths and highlighted the vaccine's crucial role in preventing cervical cancer. It provided Grace with information that challenged her previous beliefs and highlighted the vaccine's safety and efficacy.

Convinced by the information presented during the training, Grace experienced a profound change in perspective. "After this training, I now understand [the vaccine's] importance," she remarked, relieved and reassured. Her newfound understanding motivated her to consent to her daughter's vaccination and advocate for it within her community.

Grace's transformation into a proactive advocate for the HPV vaccine illustrates the power of community health education to dispel myths and promote HPV vaccination within communities. Her story is a testament to how targeted education can empower individuals, change minds, and safeguard future generations' health.

*"Can I please have my daughter vaccinated, who just turned 15 on 3rd August? After this training, I now understand its importance. I had heard about the vaccine, and that it interferes with a girl's fertility, so I refused for my daughter to be vaccinated. After the training, I am now convinced it will protect her against cervical cancer." Grace*

# Cervical Cancer Prevention



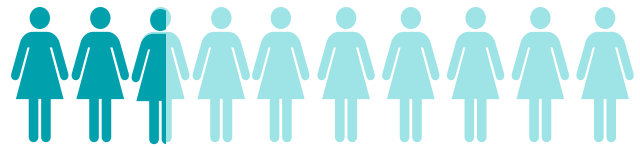
Every day more than **6 women die** from cervical cancer in Colombia

## 20.8M

women aged 15 years or older are at risk of developing cervical cancer in Colombia

## 97% to 9%

Colombia is trying to recover from a dramatic decrease in HPV vaccination rates



Less than **3 in 10 girls** in Colombia have completed the HPV vaccine series by age 15 (2023).

## HPV VACCINATION GOAL

Nudge parents to vaccinate their daughters with the HPV vaccine to decrease the burden of cervical cancer.

## INITIATIVE

Between 2021 and 2024, ACS partnered with La Liga Colombiana Contra el Cáncer, the Inter-American Development Bank (IDB) Behavioral Insights Group, and Universidad del Rosario to develop, test, replicate, and guide messages to nudge parents to get their daughters vaccinated against HPV. Behaviorally-optimized messages for the parents of 9 to 17-year-old girls were pilot tested and incorporated into a messaging toolkit to support national and local health authorities and insurance companies in their efforts to motivate parents and healthcare providers to prioritize HPV vaccination.

## PARTNERS

Behavioral Government Lab, Universidad del Rosario  
Colombian Association of Integral Medicine Companies (ACEMI)  
Inter-American Development Bank (IDB)  
La Liga Colombiana Contra el Cáncer  
Secretaría de Salud Distrital de Bogotá  
Programa Ampliado de Inmunizaciones (PAI), Bogotá

# Translating Insights to Action: Colombia HPV Vaccination



This initiative tested behaviorally-designed messages sent to parents of vaccine-eligible girls through an SMS campaign to nudge them to get their daughters the HPV vaccine.

## Most impactful messages to increase first-dose:

- Emphasize that doctors strongly recommend the vaccine
- Communicate government's support for the vaccine
- Communicate HPV vaccine as a safe vaccine in the immunization schedule
- Use emoticons to suggest vaccinating is the expected behavior

## 2021-22

Intervention research

## 2023

Research and messaging dissemination; stakeholder engagement

## 2024

Launch messaging toolkit; partnership with ACEMI; provide technical assistance

## 2025

Promote use of messaging toolkit and develop case studies



Toolkit launch in February 2024



**Guía de recomendaciones para promover la vacunación contra el VPH:**  
Mensajes basados en evidencia para motivar a los padres y madres de familia y cuidadores a vacunar a niños y niñas

Una guía práctica para compañías de seguros de salud y Autoridades de Salud en Colombia

Findings from the Colombia research were incorporated into [Recommendations to Promote HPV Vaccination: Evidence-Based Messages to Motivate Parents to Vaccinate](#). This guide was developed in both [English](#) and [Spanish](#).

Resources developed as companion tools to the action guide include:

- Action plan template ([English](#), [Spanish](#))
- Communications calendar & message development template ([English](#), [Spanish](#))
- Case study template ([English](#), [Spanish](#))

# Colombia

## 2024 Highlights



# 50+

Participants at messaging toolkit launch and training

Government agencies, NGOs, national cancer institutes, community organizations, and industry

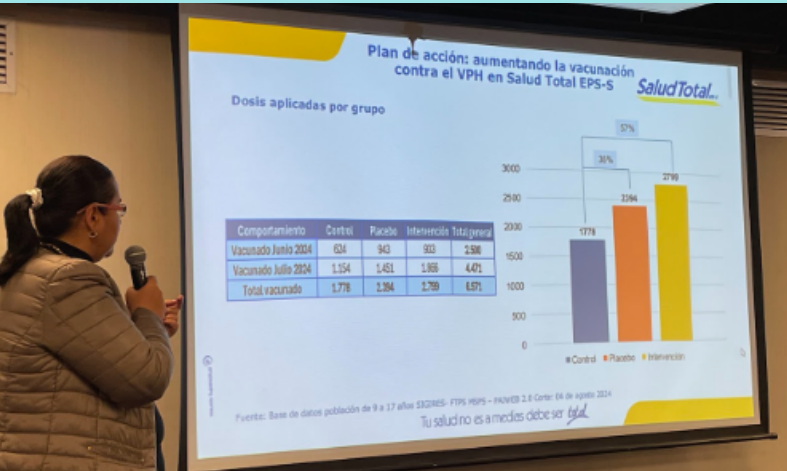


# 20

Organizations with potential to impact >2,000,000 age-eligible girls and boys with messaging

# 70+

Organizations reached through roundtable meetings



Salud Total, a health insurance company, presents the results of their pilot that replicated tested messages

Image to left, presentation during a roundtable meeting



# Colombia Partner Spotlight

## Salud Total EPS-S



Salud Total is one of the 10 largest health insurers in Colombia and is part of the country's social security system (Salud Total EPS-S). Colombia has achieved 99.6% of universal insurance coverage for its 52 million population. Between June 11, 2024 and August 2, 2024, Salud Total implemented a communication strategy using text messages developed by the American Cancer Society. The text messages were developed using the results of a prior ACS study conducted in Bogota in partnership with the Secretariat of Health and other partners (Maldonado et al. 2024; Martinez et al. 2023; Diaz et al. 2022).

### Objective

Salud Total's objective was to increase vaccination in girls (9-17 yrs) and boys (9 yrs) by motivating their parent/caregivers using text messages (SMS). One carefully developed message was sent per week for 8 consecutive weeks.

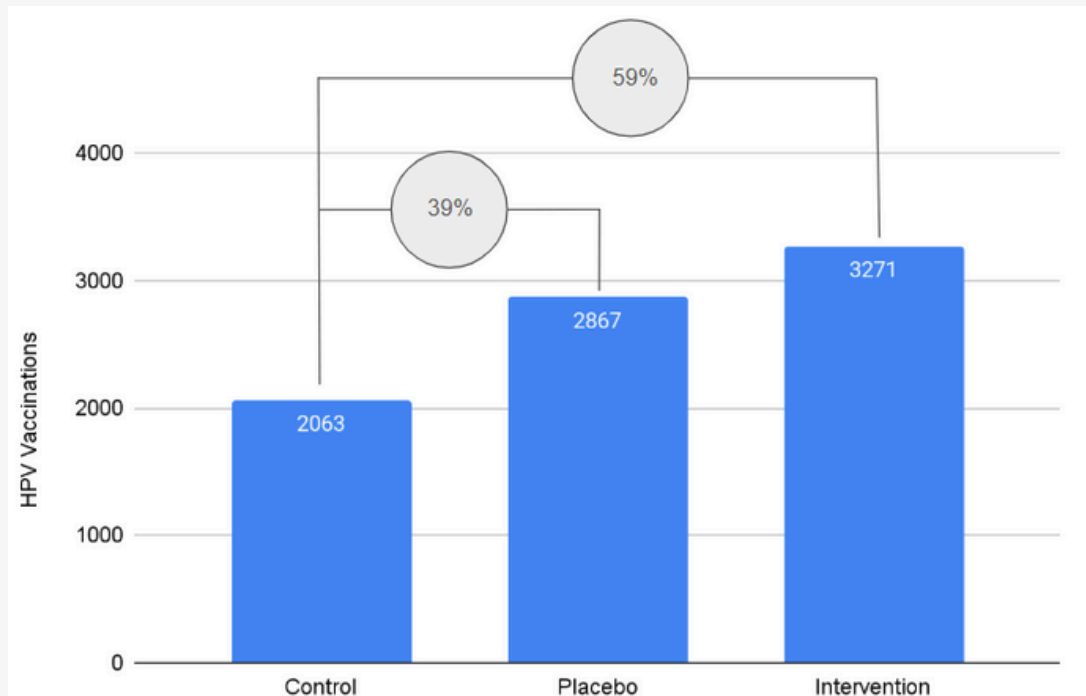
### Results

257,490 parents of 9- to 17-year-old children were divided into three groups:

- **Control:** received no message, but other communication as usual
- **Placebo:** received non-behavioral messages
- **Intervention:** received behaviorally-designed messages

Total HPV vaccinations were **59%** higher in children whose parents/caregivers received behaviorally-designed messages compared to those who received no message (control group).

### Total vaccinations



**Note:** This graph shows the total population vaccinated during the intervention: 8,201

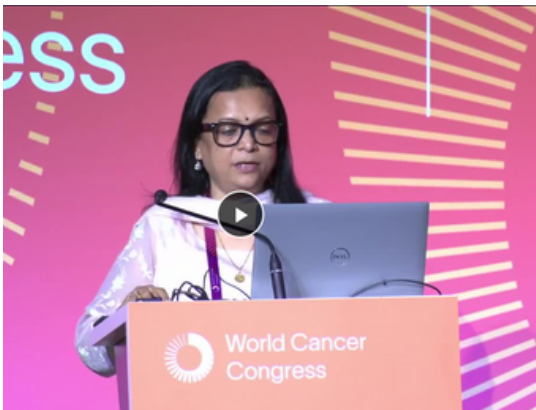
# Global Dissemination 2024

## Manuscripts Submitted

- Anand M., Diaz L., Maldonado S., Martinez Villarreal D., Scartascini C., Saving lives in developing countries: How to increase the demand for HPV vaccination.
- Maldonado S., Martinez Villarreal D., Diaz L., Building a shield together: Addressing low vaccine uptake against cancer through social norms.
- Diaz, L., Martinez Villareal D., Marquez, K., Scartascini, C., Combating vaccine hesitancy: The case of HPV vaccination.

## Reports

- [Tri-Country Synthesis](#)
- [Kenya Implementation Kick-Off and Mid-Year Report](#)
- [Colombia Toolkit Launch Report](#)
- [World Cancer Congress Summary Report](#)
- [CCAIE Designing Behavioral Interventions Summary Report](#)
- [CCAIE Virtual Dialogue on Engaging Cancer Community](#)
- [CCAIE Network Immunisation & Cancer Partnership Survey Results](#)



**CAPEP** Cervical Cancer Prevention through Screening at Primary Healthcare Centres

Meenu Anand,<sup>1</sup> Mridu Gupta,<sup>2</sup> Shaylen Foley,<sup>3</sup> Mathangi Ramakrishnan,<sup>4</sup> Swati Saxena,<sup>5</sup> Tolly Sharma,<sup>6</sup> <sup>1</sup>American Cancer Society, <sup>2</sup>Cancer Awareness Prevention and Early Detection Trust

**Purpose:** Cervical cancer, despite being ~100% preventable, remains a leading cause of mortality in India. Efforts to combat cervical cancer in India require sustained screening, aiming to reach 7 out of 10 women aged 30-45 with high-quality HPV tests. Challenges such as low screening availability at primary health centres, awareness gaps, accessibility issues, and stigma surrounding cervical cancer must be addressed to eliminate it as a public health threat in India.

**Methodology:** CAPEP, ACS, and Government Health Department conducted a collaborative cervical cancer awareness and screening project from Feb to Dec 2022. The project engaged stakeholders such as district authorities, PHEC, Community health workers (CHWs), and local communities. The project aimed to test methods to achieve its objectives:

1. Advocacy for screening of all women - asymptomatic and symptomatic women and increasing community awareness of Non-Communicable Diseases (NCD) screening.
2. Certification of Staff Nurses for screening through Visual Inspection with Acetic Acid (VIA).
3. Educating, training and equipping CHWs.
4. Multi-pronged awareness building activities in communities.
5. Logistics support at screening centres.
6. Counselling and supporting women for further diagnosis & treatment through patient navigation.

**Results:**

73	61	213
Health Centres	Health Workers	Screened Women
5653	128	91
Women Screened	Positive Results	Screened Postmenopausal Women

**Quantitative Outcomes:**

- Screen-positive patients: The women who have some kind of infection or lesion and there is a need for further diagnosis.
- Screen-negative patients: The women who have no infections.

**Qualitative Outcomes:**

- Improved knowledge and confidence of CHWs following training.
- Improved confidence of Staff Nurses in conducting VIA.
- Every PHEC in the district equipped with capacity to offer VIA screening.
- Enhanced awareness among communities about cervical cancer and its preventive measures.

**Discussion:**

- The project aimed to address the complex policy and practice challenges hindering cervical cancer prevention in India.
- Through a collaborative approach involving CAPEP, ACS, and the Government Health Department, the project resulted in increased access to screening services, enhanced healthcare provider capacity, and improved community awareness.
- These efforts addressed the multifaceted challenges of cervical cancer prevention in the project area.
- Despite VIA challenges, including resource constraints, logistical issues, and socio-cultural barriers.
- While the project demonstrated health, equity, and sustainability, several critical considerations for broader implementation.
- Ensuring sustainability of the model requires long-term governmental commitment for inter-ministerial coordination, the project processes within governmental health systems, which can be challenging to sustain.
- The Implementation Guide developed as a result of the pilot is a crucial resource to the replication of this model across new geographies with comprehensive guidelines and best practices derived from the pilot. This guide serves as a blueprint for effectively adapting proven strategies to diverse contexts.

**Conclusion:** Moving forward, it is imperative to continue building on these achievements and further refine the model to ensure scalability, sustainability, and equitable access to cervical cancer prevention services across India. Through continued collaboration and concerted efforts, we can strive towards the goal of eliminating cervical cancer as a public health threat in India.

**Aim of the Project:**

- Develop a cervical cancer prevention model at screening at Primary Healthcare Centres (PHCs), addressing access and availability challenges.
- Establish collaborations with government health systems at all levels (District, Regional and Community Health Centres) to strengthen policies, staff capacity, and service delivery, with an overall focus on cervical screening.

**Highlight:** The pilot laid the foundation for an Implementation Guide, facilitating strategy replication in two new geographies in 2024 through local cancer organization partnerships.

**Towards a Cervical-Cancer-Free Future!**



# Global Dissemination 2024

## Conference Panels, Posters, and Presentations:

- Panel Chair, 2024 World Cancer Congress (WCC). Transformative Partnerships and Policies for Accelerating the Elimination of Cervical Cancer: Lessons and Tools from Around the World. World Cancer Congress, 2024.
- Poster, 2024 WCC. Cervical Cancer Prevention in India: Exploring a Collaborative District Model for Increasing Cervical Cancer Screening Through Community Outreach and Capacity Strengthening Within Primary Health Centers (PHCs)
- Panel Chair, 2024 NCI Annual Symposium on Global Cancer Research (ASGCR). Cervical Cancer Prevention in India: Exploring a Model for Cervical Cancer Screening Through Community Outreach and Government Capacity Building.
- Poster, 2024 NCI ASGCR. Impacting the Cervical Cancer Burden in India: Collective Efforts and Strategies to Train Health Care Providers on HPV Vaccination and Cervical Cancer Screening
- Panel Chair, 2024 International Papillomavirus Conference (IPVC). No Wrong Door: Settings and Stakeholders to Optimize HPV Vaccination Uptake and Access
- Poster, 2024 IPVC . Replicating a Collaborative Model to Increase Demand of Cervical Cancer Screening in India
- Poster, 2024 IPVC. Collaborative Efforts to Increase Uptake of HPV Vaccination Among Parents and Communities: Mixed-Methods Evaluation of Physician Training in India
- Presentation, 2024 National HPV Roundtable Annual Meeting. Global HPV Vaccination Efforts.
- Presentation, 2024 Asian & Oceania Federation of Obstetrics & Gynaecology. Medical Society Leadership to Accelerate HPV Vaccination: Physicians Education and Engagement as an Implementation Strategy to Support HPV Vaccination Launch in NIP in India.
- Panelist, 2024 Eurogin. Multi-Sector Partnerships to Accelerate HPV Vaccination: Provider Education and Engagement as an Implementation Strategy Pre-NIP HPV Vaccination Launch in India.
- Presentation, 2024 Human Development & Capability Association Conference. Indian Women and Cervical Cancer: Using CA for Understanding Screening and Risk in Rural Haryana, India
- Panelist, US-India Cancer Moonshot Dialogue, Delhi. The Future of Cost-Effective Cancer Therapy and Implementation Science between the U.S. and India
- HPV Vaccination Case Studies, Union for International Cancer Control (UICC) The Cervical Cancer Elimination Initiative foundational course:
  - Case Study: towards the elimination of cervical cancer – HPV vaccination in Colombia, La Liga Colombiana Contra el Cancer
  - Case Study: HPV vaccination in India, Cancer Foundation of India

# 2025 PREVIEW

## Disseminate Promising Practices

- Host virtual dialogues and webinars to share scientific breakthroughs, best practices, and enhance LMIC leadership in discussion on **emerging issues relevant to cervical cancer elimination** efforts
- **Activate cancer organizations** and other civil society organizations in LMICs, with a focus on countries preparing for national rollouts of the HPV vaccine. Equip them with guidance and resources for effective HPV vaccination communication.



## Grow Global Partnerships



Collaborate with the **International Pediatric Association** to design and implement online training to **strengthen medical society action in LMICs** and equip healthcare workers with effective strategies for communicating with parents when making HPV vaccine recommendations and answering questions.

## Catalyze Adoption of Behavior Change Messages, Interventions, and Implementation Strategies

- **INDIA: Train and equip physicians** with HPV vaccination facts and effective strategies for communicating with parents through continued partnership with Cancer Foundation of India (CFI) and national medical societies.
- **INDIA: Train and equip community health workers (CHW) and nurses** at primary health centers in 3 Districts. Complete validation of district health department – CSO collaboration model in 3 states through continued partnership with Cancer Awareness Prevention and Early Detection Trust (CAPED) India. This model prioritizes cancer prevention in Districts and trains and equips CHWs and nurses at primary health centers.
- **INDIA: Support the Beat Cervical Cancer network** to engage and align cancer and community-based CSOs on HPV vaccination messaging and increase uptake of evidence-based interventions through in-country leadership.
- **KENYA: Facilitate adoption of validated module on HPV vaccination** in the national curriculum to train and equip CHWs in primary health centers in collaboration with local cancer organizations.
- **COLOMBIA: Activate and support insurance companies and central health authorities** to use evidence-based messaging and share learnings.

# Global Prevention Team

## Global Team Members



**Meenu Anand, MPH, MBA**

Director  
Global Cancer Prevention  
meenu.anand@cancer.org



**Anu Agrawal, MD**

Vice President  
Global Cancer Support  
anu.agrawal@cancer.org



**Sara Comstock, MSW**

Program Manager  
Global Cancer Prevention  
sara.comstock@cancer.org



**Nina DaSilva Batista**

Sr. Program Manager  
Global Cancer Prevention  
nina.batista@cancer.org

## Integrated Interventions & Implementation Support



**Michelle Burcin, PhD,  
MPH**

Sr. Director, Data & Evaluation  
michelle.burcin@cancer.org



**Shaylen Foley, MPH**

Sr. Data & Evaluation Manager  
shaylen.foley@cancer.org



**Ashleigh Flowers, MPH**

Data and Evaluation Manager  
ashleigh.hayward@cancer.org



**Jennifer Nkonga, MS**

Sr. Director, Regional  
Implementation & Strategy  
jennifer.nkonga@cancer.org

## Country Technical Advisors



**Om Prakash Kansal, MD**

Senior Consultant  
India



**Deborah Martinez  
Villarreal, PhD**

Senior Consultant  
Colombia



**Barrack Ogwel**

Senior Consultant  
Kenya



*“Women don’t do anything for themselves. If 1 litre milk comes – 1 cup each is given to son and husband. Women don’t drink...*

*Their health is important – women are the ones who need to work and cook – what if they only fall ill? ... ”*

**Accredited Social Health Activist, Gurgaon, India**

**For more information please contact:**

Meenu Anand, MBA, MPH

Director, Global Cancer Prevention

Meenu.Anand@cancer.org

[www.PreventGlobalHPVCancers.org](http://www.PreventGlobalHPVCancers.org)



American  
Cancer  
Society

Global  
**HPV** Cancer  
Free