



PUBLIC HEALTH RESEARCH INSTITUTE OF INDIA (PHRII)

AND



Global Initiative Against HPV and Cervical Cancer (GIAHC)

Cervical Cancer Prevention Campaign (CCPC) Report



Contents

Background	3
Description of the Program.....	3
Purpose.....	4
Target Population.....	4
Planning and Preparation.....	4
Program Details.....	5
a. Awareness Program.....	5
b. Informational Flyers.....	9
c. Video Podcast.....	11
Key Stakeholder Meeting on IHAD.....	12
Upcoming Activities.....	12
Conclusion.....	13

ABBREVIATIONS

CCPC – Cervical Cancer Prevention Campaign

GIAHC - Global Initiative Against HPV and Cervical Cancer

HPV – Human Papillomavirus

IHAD - International HPV Awareness Day

MMCRI - Mysore Medical College and Research Institute

PHRII – Public Health Research Institute of India

WHO – World Health Organization

Cervical Cancer Prevention Campaign (CCPC) Report

Implementing organization: Public Health Research Institute of India (PHRII)

Strategic partner: Global Initiative Against HPV and Cervical Cancer (GIAHC)

Collaborator: Mysore Medical College and Research Institute (MMCRI)

BACKGROUND

Despite being easily preventable, cervical cancer continues to be the second largest cancer killer of women in India. Each year approximately 124,000 new cases are diagnosed, and about 77,000 women die from cancers of the cervix in India alone. Early vaccination and screening are a critical key to prevention and survival from cervical cancer. The World Health Organization (WHO) has called for a global commitment in investment for cervical cancer prevention particularly in communities that have limited settings. In May 2018, the WHO Director-General announced a global call for action to eliminate cervical cancer, underscoring renewed political will to make elimination a reality and calling for all stakeholders to unite behind this common goal. Each country should meet the 90–70–90 targets by 2030 to get on the path to eliminate cervical cancer within the next century. This program was taken up to raise awareness about HPV-related diseases, specifically cervical cancer and the tools that are now available to eliminate this cancer. In addition, this initiative is being implemented in time to honor the centenary of Mysore Medical college.

DESCRIPTION OF THE PROGRAM:

This program was implemented in support of WHO's Global Strategy for Elimination of Cervical Cancer through 90-70-90 targets: 1) By 2030, 90% of girls should be fully vaccinated with the Human Papillomavirus (HPV) vaccine by 15 years of age; 2) 70% of women should be screened using a high-performance test by age 35, and again by age 45; 3) 90% of those identified with cervical cancer should receive appropriate treatment. Cervical cancer remains the second most common cancer among women in India. While 70% to 97% protection is available based on the type of HPV vaccine, one in three deaths among women due to cervical cancer across the globe continues to occur in India. As the Government of India expressed support for the HPV vaccine while presenting the interim budget, efforts such as this awareness program in Mysuru are essential in building awareness about cervical cancer and encouraging timely vaccination and screening.

Components of the CCPC:

1. In-person, awareness programs across Mysuru City.
2. Distribution of informational flyers across the city through inserts in local newspapers.
3. Publication of an educational video podcast on HPV, cervical cancer, and prevention through a local media house in Mysuru City.

PURPOSE

GIAHC and PHRII collaborated to conduct a campaign to raise HPV awareness on and around March 4th, International HPV Awareness Day (IHAD). The program was aimed at raising awareness among young adults and health care professionals in-training in Mysuru, aligning with WHO's Global Strategy for Cervical Cancer Elimination. The purpose of this program was to deliver tested and effective communication toolkits to improve awareness about risk factors, health literacy, and behavior change for communities in areas of HPV, HPV vaccine and cervical cancer prevention and then plan for future activities that will promote cervical cancer prevention through screening and vaccination in Mysuru, Karnataka, India.

TARGET POPULATION

The population targeted for this program were Mysuru City population, and for the in-person programs - primarily youth and health care professionals in-training in higher education institutes across Mysuru City.

PLANNING AND PREPARATION

The planning phase of this comprehensive awareness initiative played a crucial role in its successful implementation. A Memorandum of Understanding was established between PHRII and GIAHC to outline expectations and roles of each organization in the CCPC.

1. Awareness programs: Initially, efforts were made to identify key authorities at the higher education institutions in Mysuru City and proved essential to the program's success. These stakeholders included Principals and Professors from the institutions. The PHRII team met with them in-person to orient them to the initiative, explain the relevance and significance of the cervical cancer and the program, and plan for activities for their students.
2. Informational flyers: PHRII and GIAHC together developed informational flyers aligning with WHO's Global Strategy for Cervical Cancer Elimination in English and Kannada that would reach a city-wide population.
3. Video podcast: Local media houses were approached a popular outlet was chosen who agreed to publish the podcast and designed it as an interview with PHRII's research physician.

Zoom meetings were concurrently held between GIAHC and PHRII to discuss the program's objectives, identify beneficiaries, select target organizations for collaboration, and plan the initiative. Additionally, in-person meetings also took place at PHRII to discuss the logistics of the program. Official permissions were obtained from heads of the institutions to ensure smooth conduct of the awareness program.



PHRII Team met with the Principal of the Government School of Nursing, Mysore Medical College and Research Institute to plan an awareness program for nurses in training.

PROGRAM DETAILS

1. Awareness Program:

a. Organizations Identified for CCPC Awareness in Mysuru City:

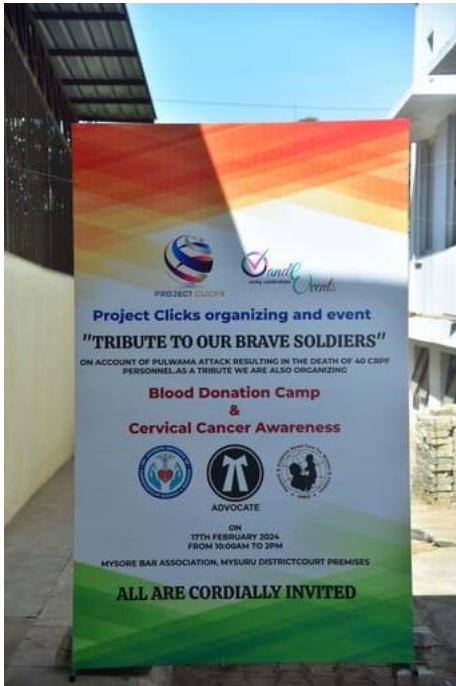
- i. Mahajana Post-Graduate Centre
- ii. Government School of Nursing, Mysore Medical College and Research Institute
- iii. Government Nature Cure And Yoga Medical College And Hospital
- iv. Lawyers Program - Mysore Bar Association, Mysore District Court

b. Awareness Sessions Conducted and Attendees:

Date	Location	Attendees
19/02/24	Mysore Bar Association, Mysore District Court	50
01/03/24	Government School of Nursing, Mysore Medical College and Research Institute – 2 Sessions	365
04/03/24	Mahajana Post-Graduate Centre	234
06/03/24	Government Nature Cure And Yoga Medical College And Hospital	134
	Total	783

c. Details of the Awareness Program:

Education and awareness sessions were held at the above-mentioned locations by the PHRII community educators and physicians. All educational sessions were held on the attendees' campuses at a time convenient for the organization administrators and students. Education and awareness sessions were conducted in the local language Kannada by using visual educational materials to discuss risks of HPV infection, cervical cancer, risks and benefits of vaccination and importance of timely screening and early treatment. These educational sessions were tailored for the general population and mainly animated pictures were used from flipcharts designed by PHRII. Pre- and post-awareness surveys were conducted to know the uptake of information. The presentation was followed by interactive discussions between the crowd and presenters to clarify doubts and provide additional information. The attendees were also given take home material including flyers and brochures with information on HPV and cervical cancer.



Awareness Program at Mysore Bar Association, Mysore District Court



*Awareness Program at Government School of Nursing,
Mysore Medical College and Research Institute*



Awareness Program at Mahajana Post-Graduate Centre on IHAD



Awareness Program at Government Nature Cure And Yoga Medical College And Hospital

2. Informational Flyers:

Informational flyers were created by PHRII in collaboration with GIAHC using culturally relevant images and updated, evidence-based facts that align with WHO's Global Strategy for Cervical Cancer Elimination. The flyers were first created in English and then translated to Kannada by expert translators. These flyers were distributed as local newspaper inserts in Kannada and English newspapers on 4th March, 2024, International HPV Awareness Day which reached a population of 16,000 residents across Mysuru City. The flyers were also distributed at the awareness sessions. The flyers also contained information about PHRII for the readers to contact for more information or obtain screening services.

Informational Flyer in English and Kannada



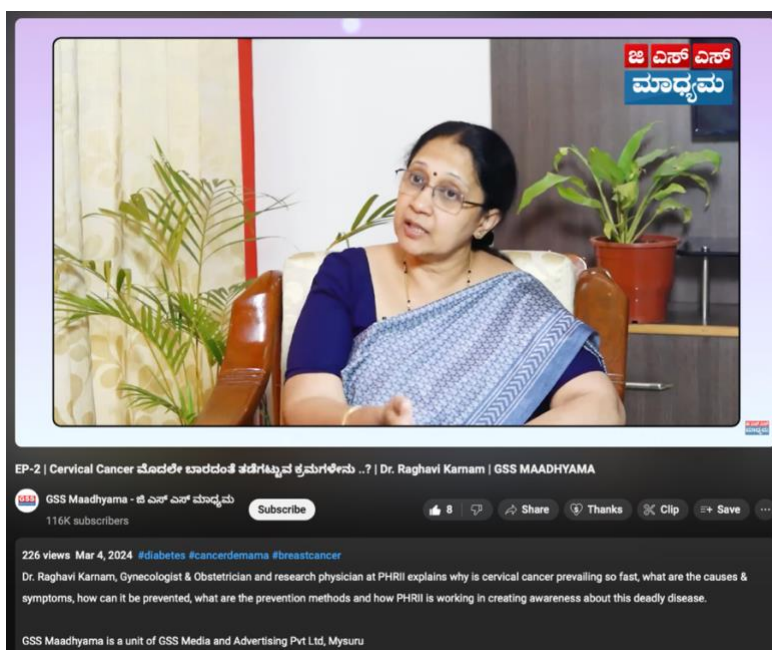
Flyer Distribution across Mysuru City as Newspaper Inserts on IHAD

3. Video Podcast:

A video podcast was released through a popular local media house in Mysuru City – GSS Maadhyaama. This was in the form of a 3-part interview with PHRII’s Gynecologist and Research Physician, Dr. Raghavi Karnam and was released on GSS Maadhyaama’s Youtube Channel that has about 116,000 subscribers. The interview was recorded on 26th February 2024 and released in 3 episodes on 1st, 4th and 6th March 2024. These YouTube videos were subsequently hosted on PHRII’s social media and distributed among friends, families, stakeholder groups and women in the community to spread awareness.



Recording Video Podcast with Dr. Raghavi Karnam at the GSS Maadhyaama Studio in Mysuru



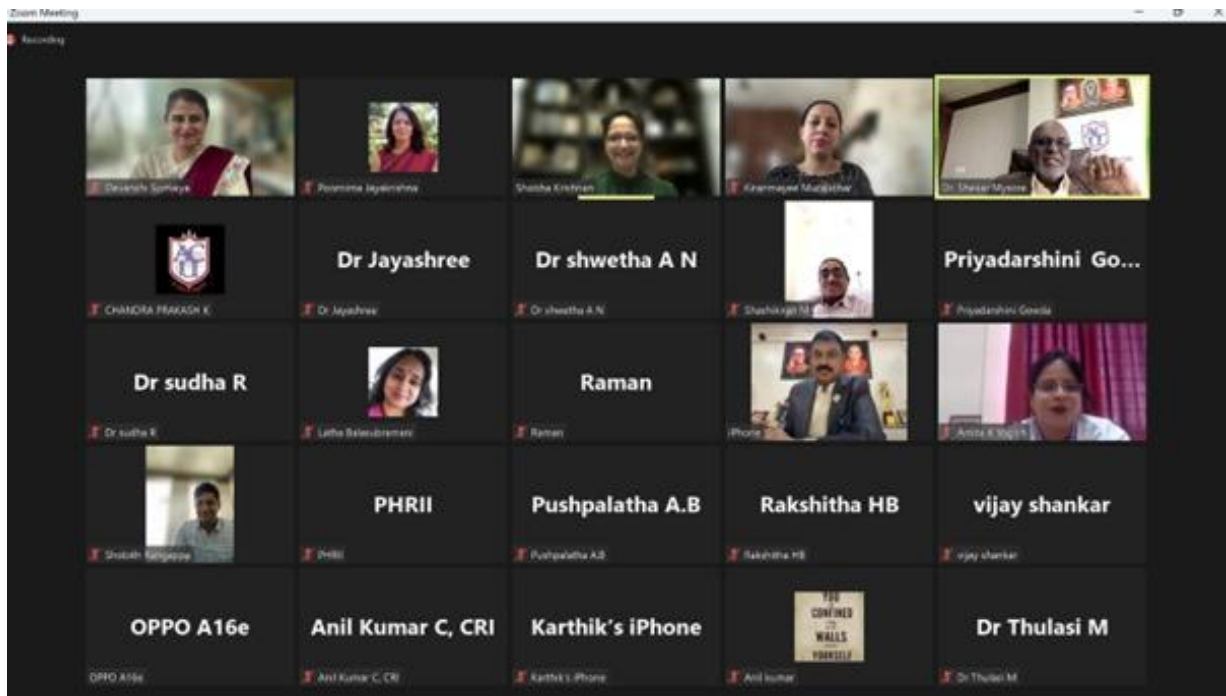
Screenshot of Video Podcast released on IHAD

MEETING WITH KEY STAKEHOLDERS IN WOMEN'S HEALTH IN MYSURU CITY on IHAD

To continue planning engaging activities through a larger project in cervical cancer prevention in Mysuru City, a Zoom meeting was held on IHAD. There were 45 participants in the meeting with representatives from MMCRI, Adichunchanagiri Institute of Medical Sciences, other organizations, GIAHC and PHRII.

Some of the action items decided upon by the representative organizations include:

- Creating a steering community to be headed by GIAHC
- PHRII taking the role of Secretariat for the project
- Identifying resource persons in each organization
- Forming a core group with PHRII and spokespersons from each organization
- Setting in line 3 committees: Administration, Logistics and Science
- Involving local political representatives who will join the call to help eliminate cervical cancer in Mysuru city.



Zoom Meeting with Key Stakeholders in Mysuru on IHAD

UPCOMING ACTIVITIES

PHRII and GIAHC are planning a 3-part exciting and engaging event for medical students of MMCRI as part of their centenary celebration:

1. Video Competition: Participants will develop a video motivating the public to prevent cervical cancer through HPV vaccination and screening. Finalists' videos will be aired on the day of the program of the centenary celebration of MMCRI. Winning video could will shared on news media and across PHRII's website and social media.

2. Poster Competition: Participants will develop infographic posters on HPV and vaccine awareness that will be distributed across Primary Health Centers in Mysuru District. Finalists' posters will be displayed on the day of the centenary celebration of MMCRI and the winning poster will be distributed across Health centers of Mysuru district.
3. Debate Competition: Two debates will be held on the day of the centenary celebration of MMCRI. Debate topics will be: a). Which gender should be prioritized for HPV vaccination? Women or all genders. And b). Is vaccination sufficient to prevent cervical cancer screening? Is screening and early treatment still required?

Winners of all the competitions will also be awarded cash prizes.

CONCLUSION

The CCPC activities conducted so far have been successful, with comprehensive planning and execution. The initiative targeted higher education students, health professionals in training and the general public, involving educational sessions and informative material that reached a large audience in the city of Mysuru and beyond. The program achieved active participation. We express gratitude to authorities at the higher education institutes, media persons and other stakeholders for their cooperation and unwavering support. The success reflects our commitment to health awareness and work toward preventive measures in the community.



Stop cervical cancer before it starts!