



Say Something toolkit:

Two survivors empower community health educators by creating an innovative, multimedia toolkit to educate women about cervical cancer prevention

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Disclosure

- Susan Garfield is a full-time employee of QIAGEN corporation (formerly Digene), maker of the HPV test; she is also ABD in a DrPH program at the Boston University School of Public Health
- Christine Baze has received funding from Digene and QIAGEN for cervical cancer education, and Say Something.
- Say Something was funded in part by Digene Corporation.

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Cervical Cancer Background

- Each year, roughly 9700 women are diagnosed with, and 3700 women die from cervical cancer.
- Cervical cancer is caused by the human papilloma virus (HPV).
- Cervical cancer is preventable with use of new screening and vaccine tools.

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Why 'Say Something'?

- Women in community settings need current, easy-to-understand, actionable information on how to best prevent cervical cancer.
- Previous research shows a lack of knowledge about HPV, screening and vaccination.
- To date, public health education efforts targeting cervical cancer prevention have not included comprehensive and engaging materials for community health educators.

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How 'Say Something' Was Created

- Cervical Cancer survivors and activists Christine Baze and Tamika Felder partnered to create the Say Something project.
 - The Yellow Umbrella Organization
 - Tamika and Friends, Inc.
- Both organizations have the shared goal of educating women about how to prevent cervical cancer.

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Say Something Toolkit

- Video
- Original music
- Educational materials
- PowerPoint presentation
- Posters for publicizing Say Something events
- T-shirts
- Media guides
- Web resources



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Say Something Website



Say Something

Say Something!
Help End Cervical Cancer

- Home
- Why Say Something?
- Cervical Cancer Screening and Prevention Guidelines
- Say Something Tool Kit
- Say Something Video
- Event Photos and Stories
- Donate
- Resource CD
- Contact Us

Say Something

Tamika Felder and **Christine Baze** are both cervical cancer survivors. Their lives changed course - drastically - at the young ages of 25 and 31. Both women were diagnosed with advanced cervical cancer, and both immediately underwent a radical hysterectomy followed by radiation and chemotherapy.

After living through the toughest experience of their lives, both Tamika and Christine did something amazing - they drew on the strength it took to beat cancer to start **Tamika and Friends, Inc.** and **The Yellow Umbrella**, two unique non-profits that help educate women about HPV and the prevention of cervical cancer.

Now these women have combined the powerful forces of their organizations to build Say Something, a program with the goal of reaching even more women - in more places - with the message that HPV causes cervical cancer. And with the right education and proper screening, this cancer will be eliminated.

You can be a Part of SAY SOMETHING!

Now it's time for you to SAY SOMETHING! Cervical cancer truly is preventable. But we need your help in spreading the word. By ordering a Say Something Tool Kit, you can learn more about HPV and cervical cancer, and then share what you've learned with groups of women in your world. Being a part of SAY SOMETHING will mean that you are part of the elimination of cervical cancer.

ORDER A SAY SOMETHING TOOL KIT TODAY!

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Say Something Video

- Captures both women sharing their stories of survival, interwoven with footage of clinicians discussing HPV and prevention options
- Provides an engaging way to learn about cervical cancer prevention
- Formatted in 3, 11, and 24 minute versions

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Results

- Over 750 toolkits have been disseminated to community groups around the country.
- Over 6500 women are estimated to have participated in Say Something workshops.
- Women's health advocacy groups have been partners in disseminating materials to their members.

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Results

- Evaluations of content and format have been extremely positive.
- Participants found materials to be easy to use and understand.
- Video has been used in multiple non-Say-Something trainings and educational forums.

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Conclusion

- Offers an example of how to integrate print, video, music, and presentation tools into a cohesive program.
- Provides community health educators with a package of evidence-based, interactive, educational materials.
- Demonstrates the impact that survivors can have in community education efforts
 - Working with clinicians and patients
 - Working with legislators
 - Working with industry
 - Working with schools

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Next Steps

- Further program evaluation needed
 - Possible pre and post-test of KABs related to cervical cancer prevention
- Partner with other organizations to increase reach of program
- Apply for additional funding to ensure program continuity

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