

A Community Health Campaign for Cervical Cancer Awareness and Prevention for African-American Women



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Learning Objectives

- 1. Identify methods for assessing self-efficacy in health prevention practices in African American women.**
- 2. Select appropriate communication channels through which to disseminate specific public health information to a targeted population.**
- 3. Identify quantitative and qualitative methods for evaluating knowledge, public awareness, and information-seeking in cervical cancer prevention behaviors in a special population.**

Cervical Cancer Statistics, US (2007)



- **10,370 new cases of cervical cancer**
- **Estimated 3,710 deaths from cervical cancer**
- **50 million women undergo Pap testing in the U.S./ year**
- **3.5 million (7%) are diagnosed with an abnormal Pap test requiring additional follow-up or evaluation**

- **Approximately 500,000 new cases in the world, mainly in developing countries**
- **273,500 deaths worldwide**

Cervical Cancer Mortality Rates per 100,000



All	White	African American	Asian American/ Pacific Islander	American Indian/ Alaskan Native	Hispanic/ Latino
2.7	2.4	5.1 (TN = 7.2)	2.7	2.6	3.5

Jemal, 2007

Cervical Cancer Statistics, TN (2003)



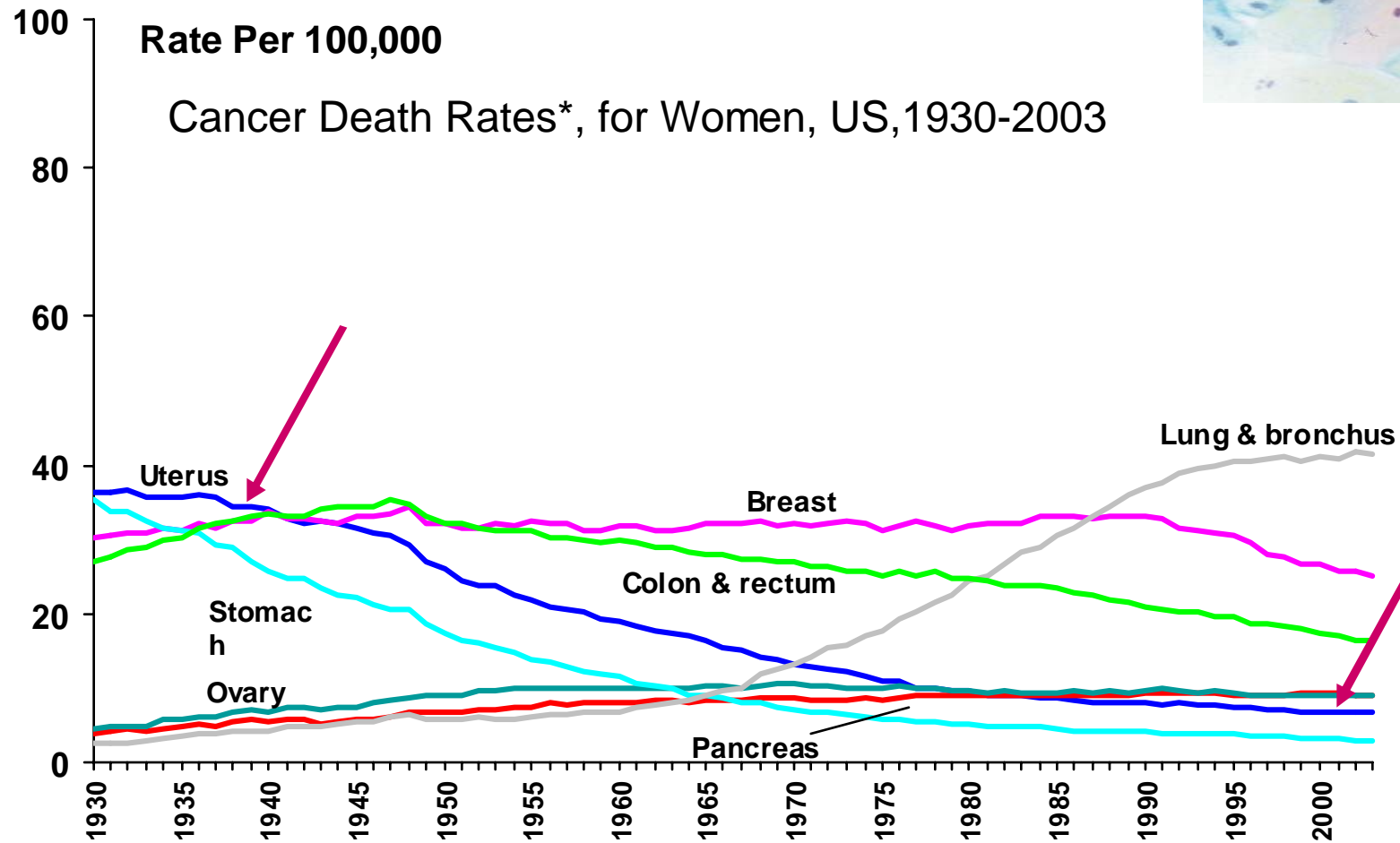
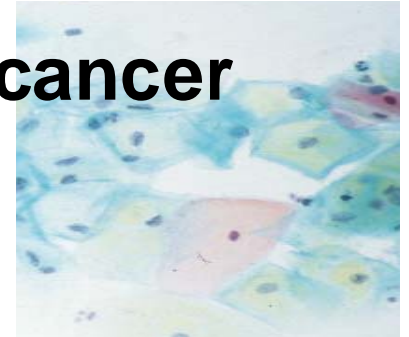
- **Tennessee ~ 400 women are diagnosed each year with cervical cancer and about 100 die**
- **Davidson County over a four year period, in a group of:**
 - **100,000 Women (all races) about 7 will be diagnosed and 4 will die**
 - **100,000 Black women about 9 will be diagnosed and 5 will die**
 - **100,000 White women about 6 will be diagnosed and 4 will die**

Cervical Cancer and African American Women



- **Are 2 times more likely to get it**
- **Nearly 3 times as likely to die from it**
- **44% are diagnosed with early stage cervical cancer compared to 55% of white women**
- **5 year overall survival rate is 61% compared to 72% in white women**

Decrease in death rates from cervical cancer



*Age-adjusted to the 2000 US standard population.

Source: US Mortality Public Use Data Tapes 1960-2003, US Mortality Volumes 1930-1959, National Center for Health Statistics, Centers for Disease Control and Prevention, 2006.

Cervical Cancer Facts



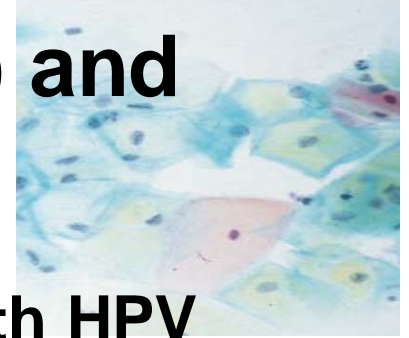
- All women are at risk
- Deaths occur most often in women over 40
- 15% of women are diagnosed before age 30
- Rates are increasing in women less than 20 years old
- 100% survivable if found early
- If abnormal changes in the cells of the cervix (also called precancerous or severe dysplasia) are treated early, cervical cancer can be prevented
- With the advent of the human papillomavirus (HPV) vaccine, cervical cancer can be virtually eliminated
- Vaccination and early detection are keys to survival

Risk Factors for Cervical Cancer



- **Having sex before the age of 18**
- **Having multiple sex partners or a partner who has multiple sex partners**
- **Smoking cigarettes**
- **15 – 20% of women diagnosed have one or more close relative(s) with cervical cancer**
- **Chemical**
- **Being poor**
- **History of sexually transmitted diseases or undiagnosed HPV (Human Papilloma Virus)**

Human Papilloma Virus (HPV) and Cervical Cancer



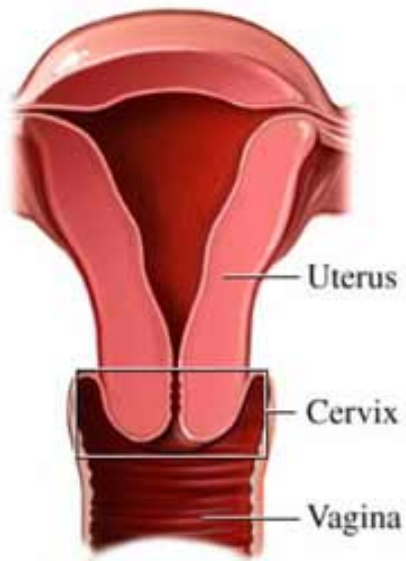
- **90% of cervical cancers are associated with HPV types 16 and 18**
- **70 different types and 30 types are sexually transmitted**
- **5.5 million new cases per year represents 1/3 of all STD's**
- **20 million men and women will have HPV infection in their lifetime**
- **75 percent of people ages 15 – 49 will be infected with HPV in their lifetime**

Cervical Cancer Risk Factors

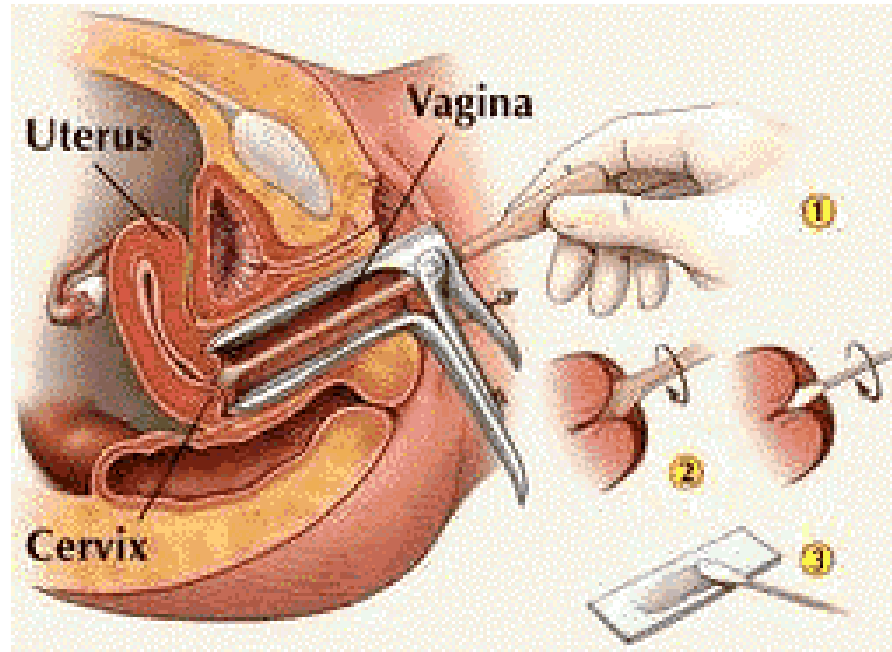
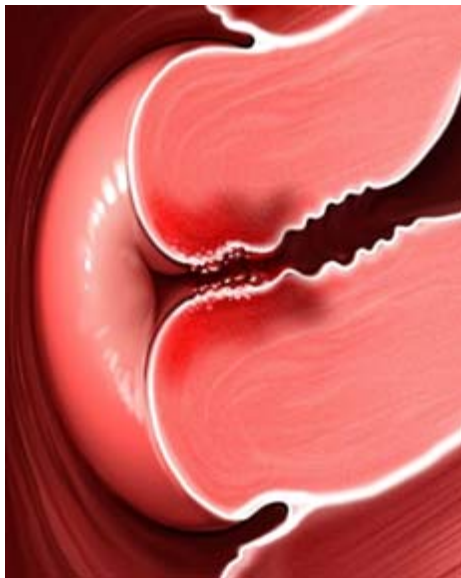


- Persistent infection with high risk human papilloma virus (HPV)
- Three or more lifetime sexual partners.
- First sexual intercourse before age of 18
- Smoking
- A previous abnormal Pap smear
- Never having had a Pap or not having one in the previous 5-10 years

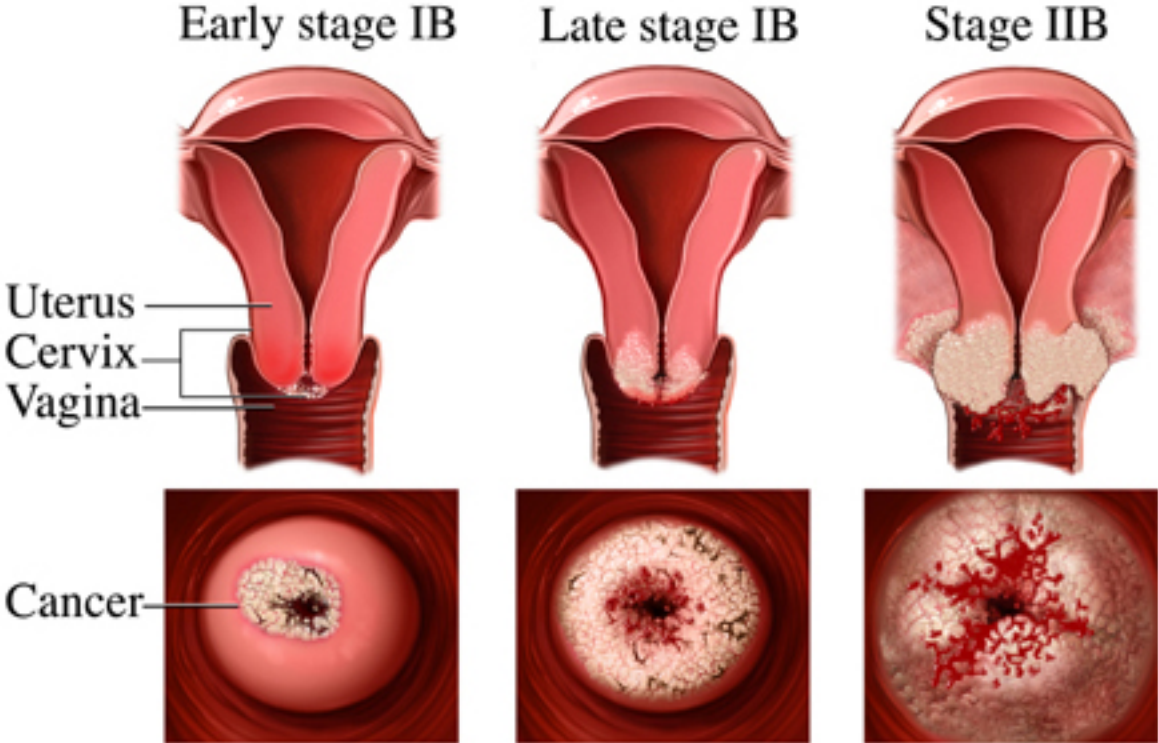
The Pap test



Cervix viewed from below



Cervical Cancer



Pap tests detect abnormal cervical cells

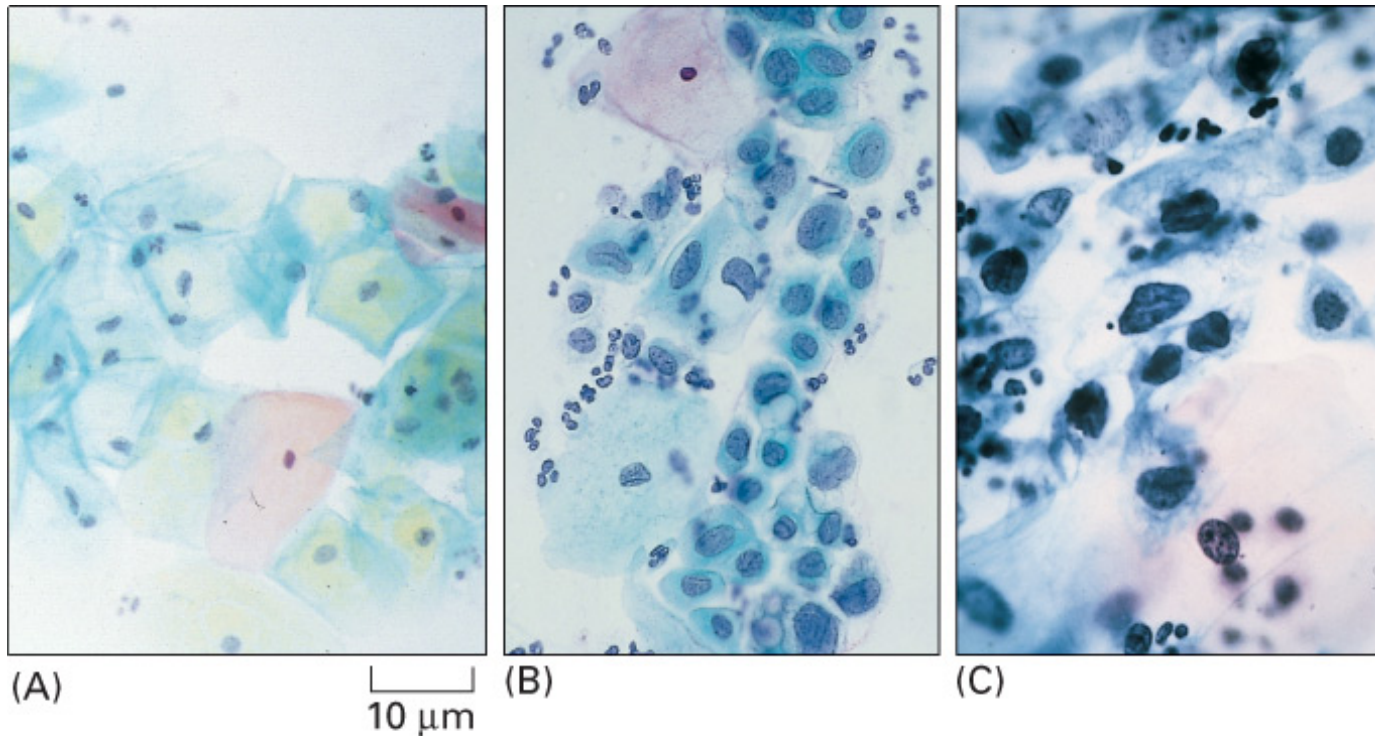


Figure 23-10. Molecular Biology of the Cell, 4th Edition.

***Papanicolaou, GN, Traut, HF. Am J Obstet Gynecol, 1941
Alberts, B et al. Molecular Biology of the Cell, 4th ed., 2002***



Current Pap test screening rates fall short of the
Healthy People 2010 objective:
screening of 90% of age-appropriate women

and

**the rate of *not* having had a Pap test in the past
3 years remains unchanged at approximately
16% for African American women**

BRFSS, 2006

Reasons for not getting a Pap Test



- **No family history of cervical cancer**
- **It is embarrassing**
- **It costs too much**
- **Fear**
 - **It will hurt**
 - **Of finding cancer**
 - **Of not being able to achieve sexual satisfaction**
 - **Of losing a husband or boyfriend**



- **What are the barriers that prevent a population of African American women, who are never or rarely screened for cervical cancer from getting screened?**
- **What are the best methods to increase cervical cancer screening in this at risk group of women?**
- **How do we best educate the African American community about cervical cancer, HPV and the HPV vaccine?**

“Shots for Girls Stir Early-Sex Concerns” June 2006

I would love to hear how to “separate out the moral issues” to a nine year old who is questioning why she needs such a vaccine. The laws and commands of God cannot and should not be “separated” for any reason. We have forgotten that He gave us laws and commands for our own good! Dr. Khabele failed to consider there would be little need for this vaccine if we taught biblical principles of sex. www.apologeticspress.org

Push to mandate HPV vaccine triggers backlash in USA

Over 20 US states are considering laws to make vaccination against the human papilloma virus mandatory for pre-teen girls. But the push is meeting resistance from a broad spectrum of groups, including some in public health. Laurie Udesky reports from California.

Community Partnership to Eliminate Cervical Cancer (CPECC)



- **Established 2006**
- **Collaboration between:**
 - **Meharry Medical College, Center for Women's Health**
 - **Cervical Cancer Coalition of Tennessee**
 - **The Witness Project®**
 - **The Tennessee Breast and Cervical Screening Program (TBCSP)**
 - **The National Black Leadership Initiative on Cancer III (NBLIC III)**

Gynecologic Oncology at Meharry



- **Reestablished in 2004**
 - Comprehensive care from screening and prevention to treatment and follow up
 - More than 100 surgeries/year
 - Clinical trials through Gynecologic Oncology Group (GOG) through the Minority Based Community Clinical Oncology Program (MBCCOP) Other clinical trials (Cytoc)
- **Established the Women's Cancer Research Program in 2004**
 - Translational Research
 - Community-based Participatory Research

Cervical Cancer Coalition of Tennessee



- Established in 2001
- Founded by a cervical cancer survivor
- Provides community outreach initiatives
- Dedicated to partnering with organizations in order to
 - Reduce the death rate from cervical cancer
 - Eliminate cervical cancer



CPECC Pilot Campaign



- Primarily targets African American women to provide information about cervical cancer and HPV
- Launched a multi-media campaign for January 2007 Cervical Cancer Awareness Month
 - Radio, Cable TV and Newspaper
 - Live, commercial and college talk radio shows
- Partnered with a free mammogram program (Mammos in May) to increase Pap test screening

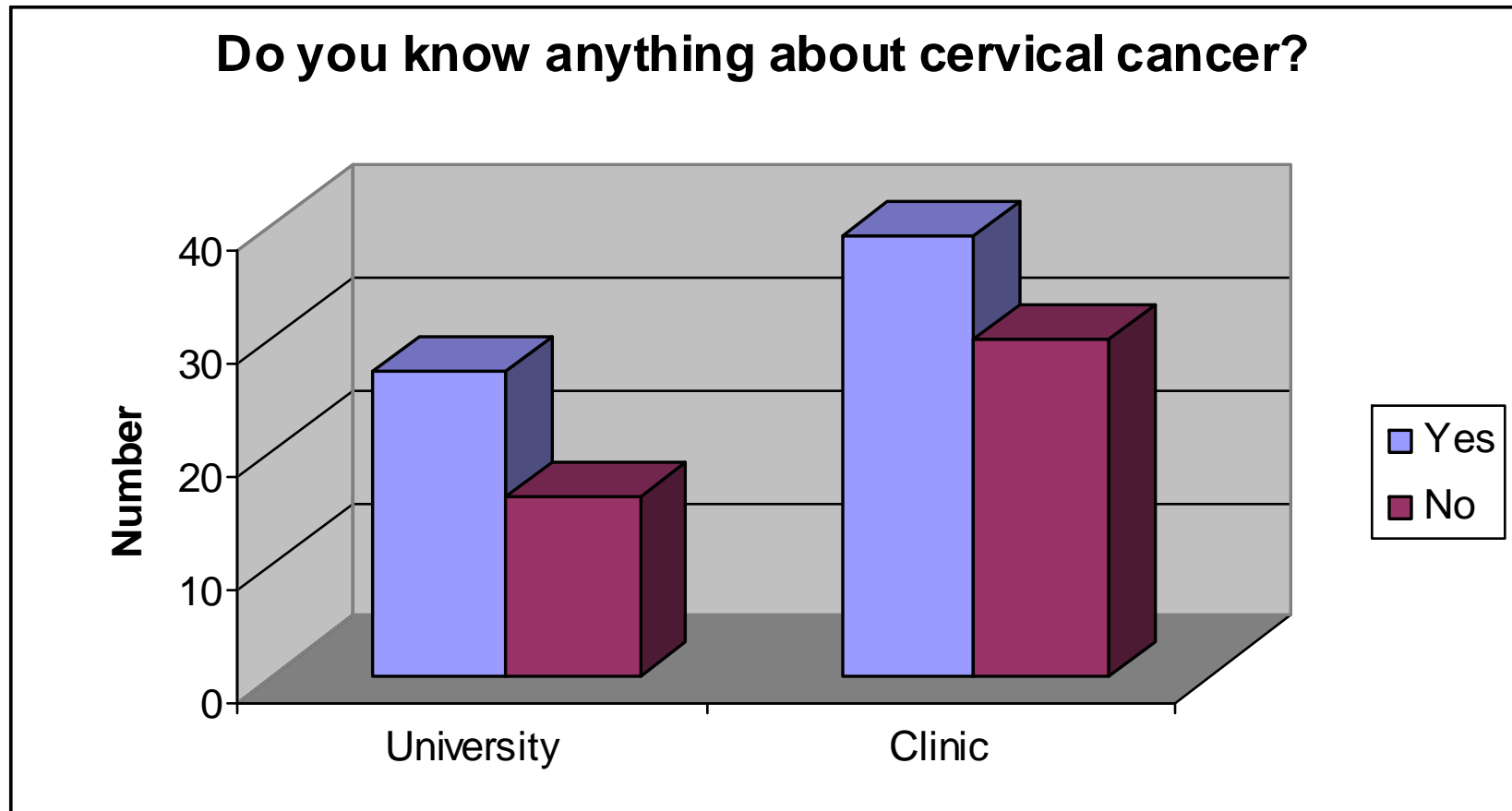
Needs Assessment Survey

- **Do you know anything about cervical cancer?**
- **Have you ever heard about HPV – human papillomavirus?**
- **Did you know that HPV and cervical cancer are connected?**
- **Did you know that Pap tests can detect cervical cancer early?**
- **Have you had a Pap test in the last year?**
- **Would you like information about cervical cancer and HPV?**

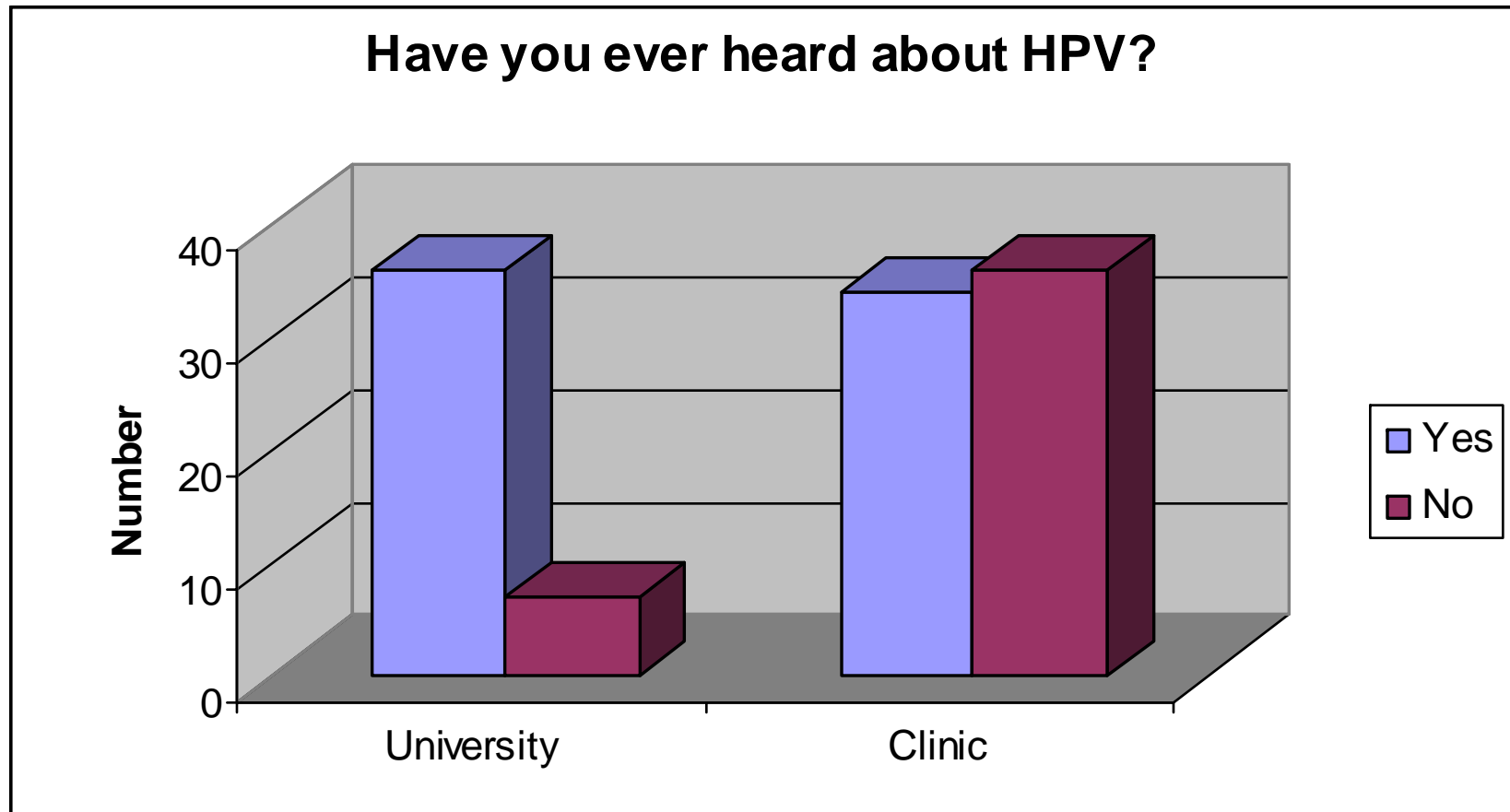
Survey

- **Surveyed clinic-based group of African-American and Hispanic women at a minority medical center, and 2) community-based group of mostly African-American women in the student center of a university with a predominantly African-American student body**
- **113 respondents; 70 clinic; 43 community**

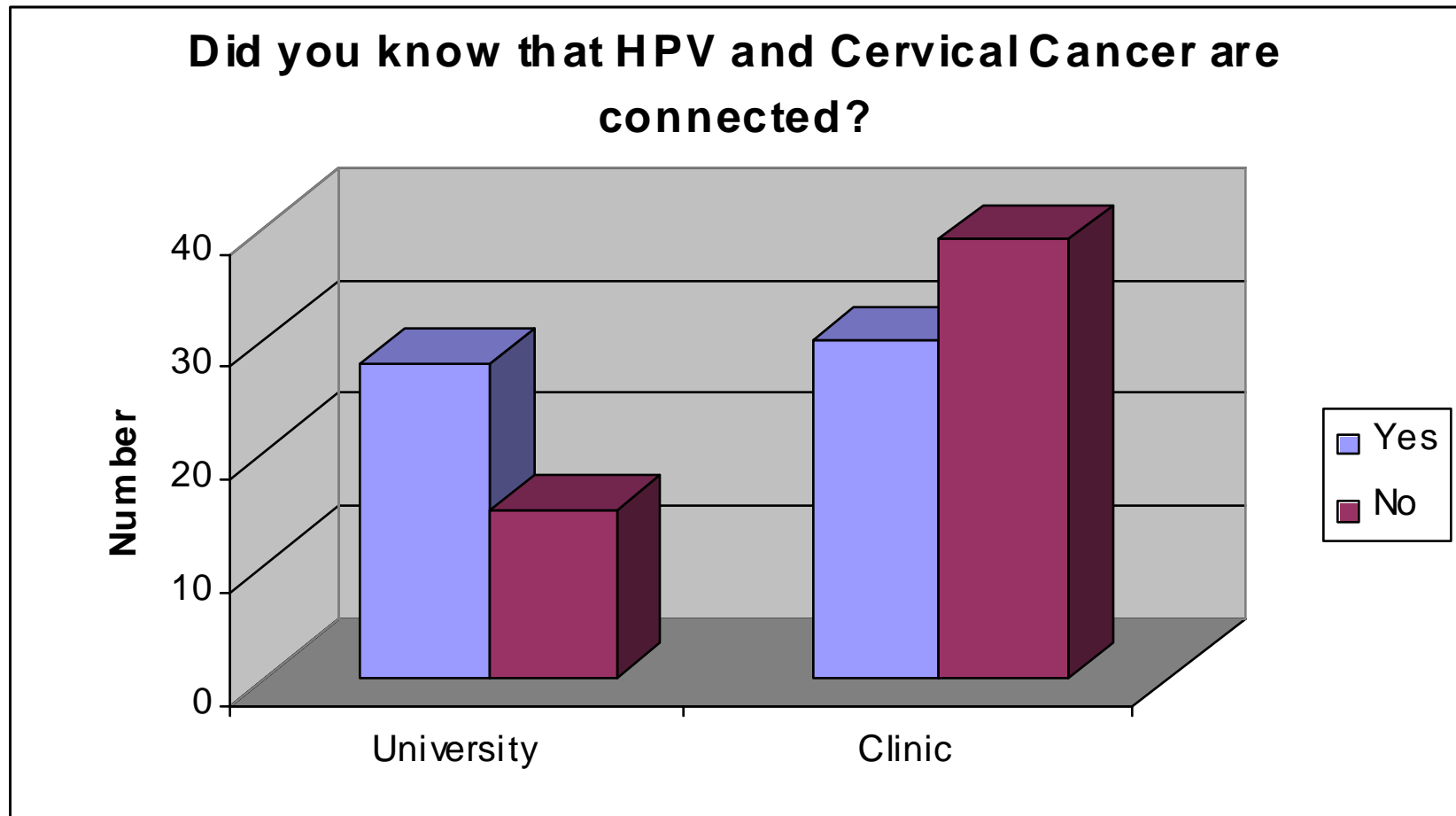
Results



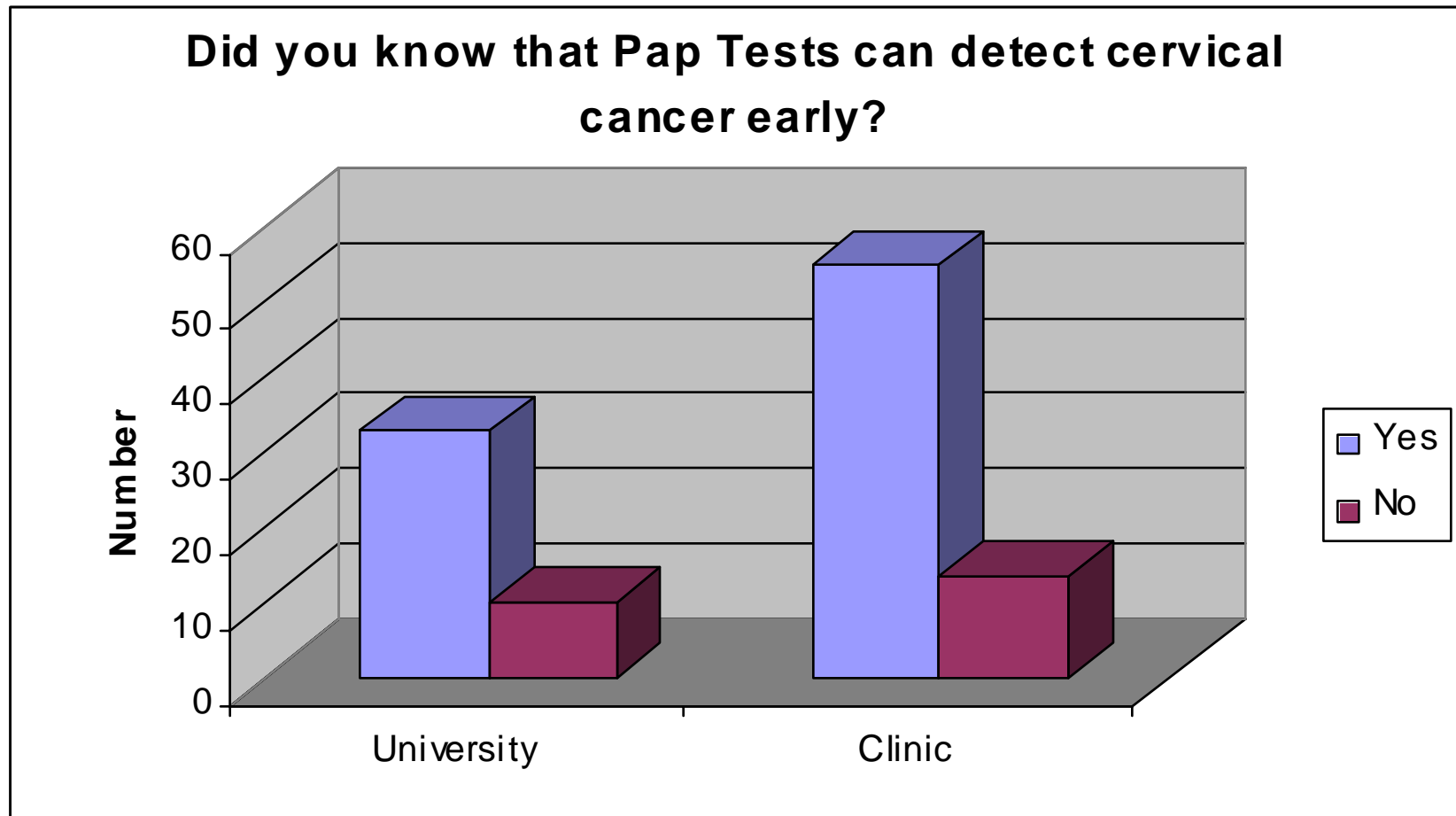
Results



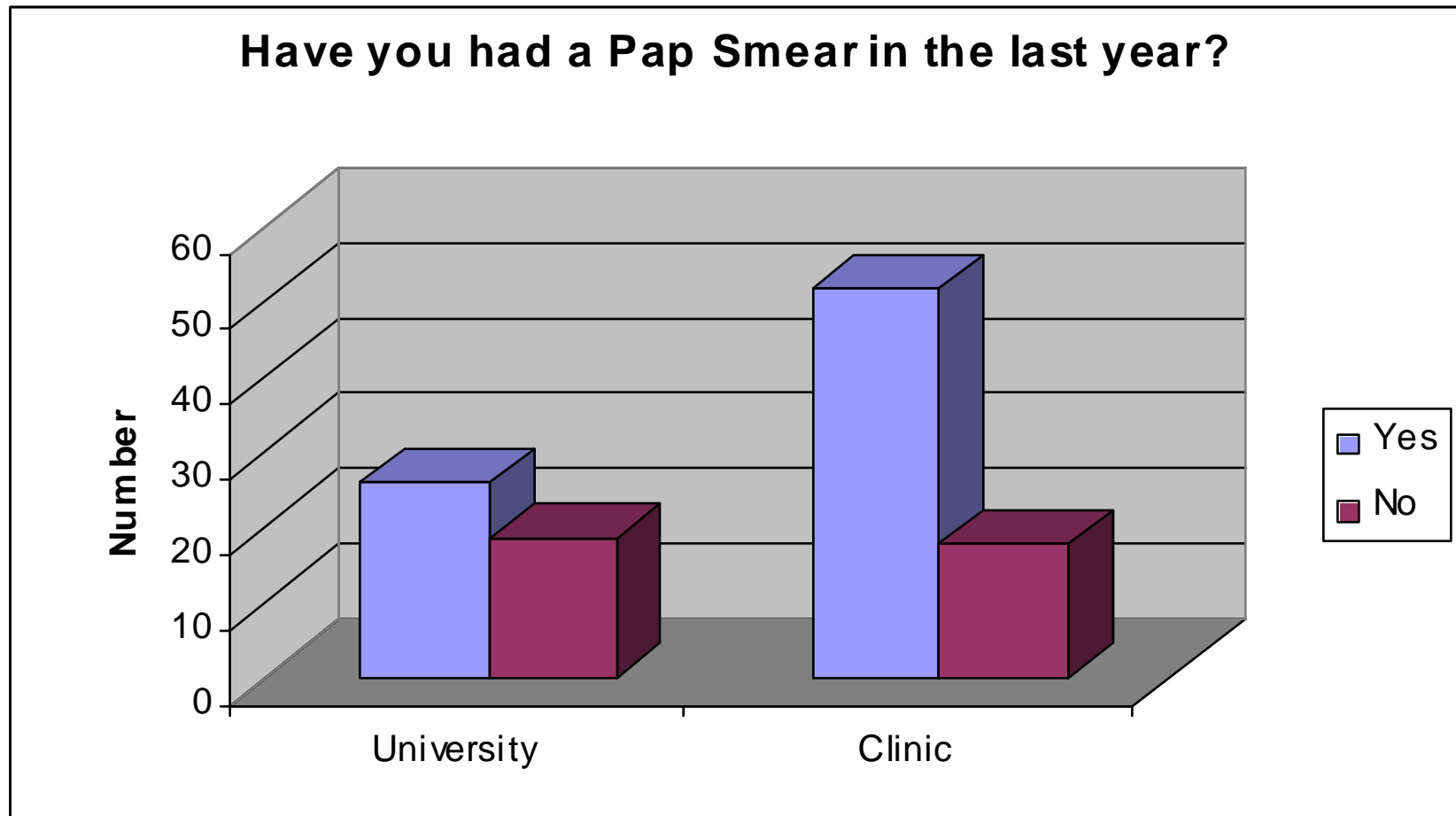
Results



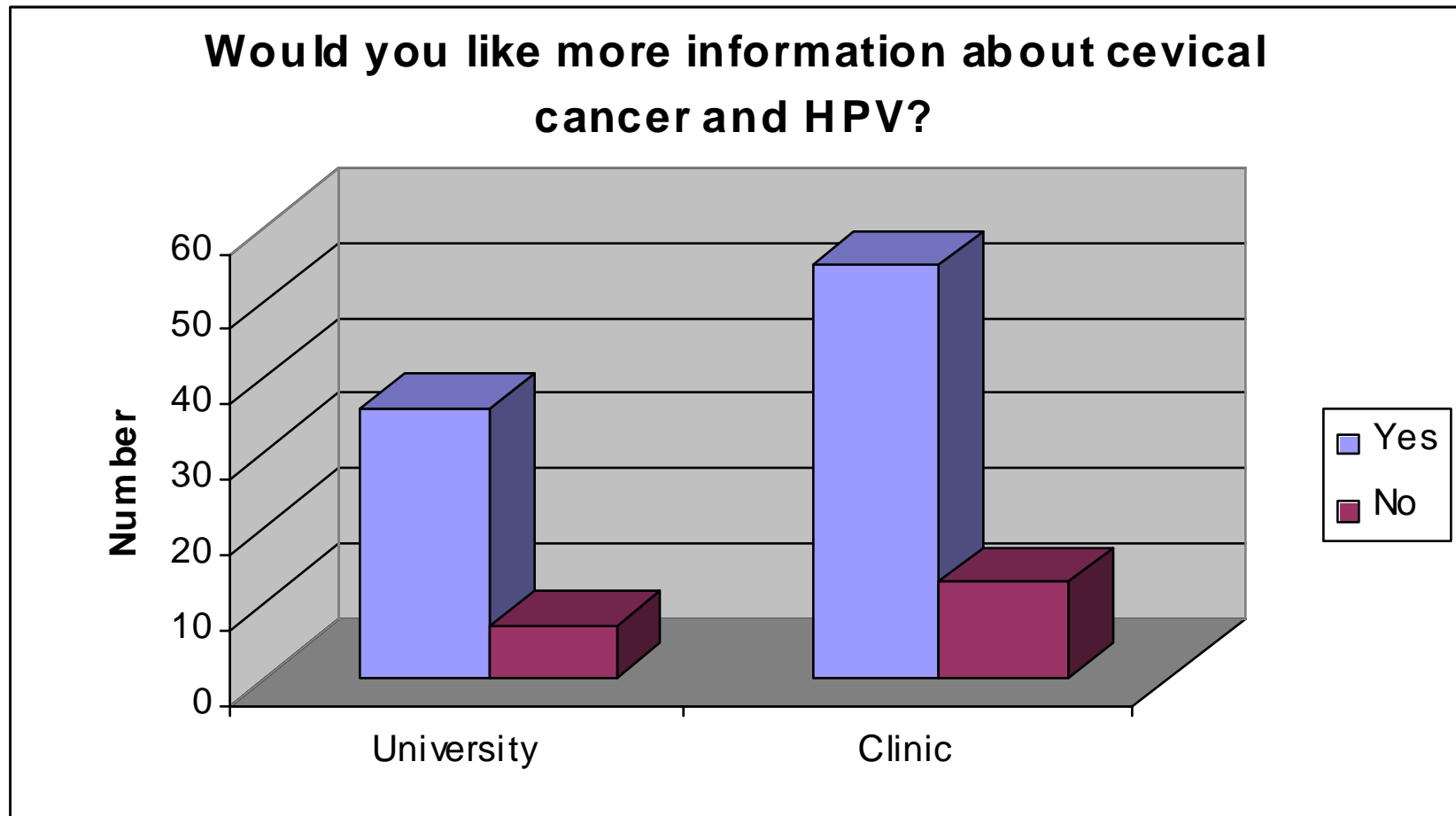
Results



Results



Results



Summary



- **Knowledge about the link between HPV and cervical cancer is high**
- **BUT, efficacious health behavior (seeking Pap tests and HPV vaccination) is low**
- **HPV vaccine is not a substitute for regular Pap screening**

Summary

- **African-American and underserved women need more education about the link between HPV and cervical cancer**
- **Health care providers and delivery systems may effect behavioral change**
- **Future directions include focus groups and provider education**

Lessons learned...so far



- **Partnership promotes capacity enhancement**
 - The clinical-academic hub provides services to the community
 - These community partners provide the clinical-academic hub invaluable insights to eliminate health disparities among African American women
 - Enhancing the capacity of the community ensures that long-term partnerships will be sustained

Lessons learned...so far



- **Urban radio, particularly talk radio was very effective**
- **Cable television was effective (repeated viewings)**
- **Future directions may include the web (ex. You Tube)**

Acknowledgements

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