

ELEVATE. ACT.

TRANSFORM.

**JOIN FRONTLINE HEALTH
WORKERS TO ELIMINATE
CERVICAL CANCER**

Advocacy Toolkit

17 November 2024



**World Health
Organization**

**Get Informed.
Get Screened. Get Vaccinated.**



THE PATH TO THE 90-70-90 TARGETS

TOWARDS ELIMINATION OF CERVICAL CANCER

90% OF GIRLS VACCINATED AGAINST HPV BY AGE 15:

Since the year the WHO Director-General issued his global call to action, more than 60 countries have introduced the HPV vaccine into their routine immunization programmes. Approximately 38 of these countries introduced the HPV vaccine since the Global Strategy was adopted in 2020.

70% OF WOMEN SCREENED WITH A HIGH-PERFORMANCE TEST BY AGE 35 AND AGAIN AT 45:

Over 60 countries recommend HPV testing as part of either their cervical screening programs or opportunistic screening. Since the Global Strategy was adopted in 2020, 36 of these countries introduced screening using HPV testing in their national guidelines.

90% OF WOMEN WITH CERVICAL DISEASE RECEIVING TREATMENT:

83 countries include surgical-care services for cervical cancer in health-benefit packages.



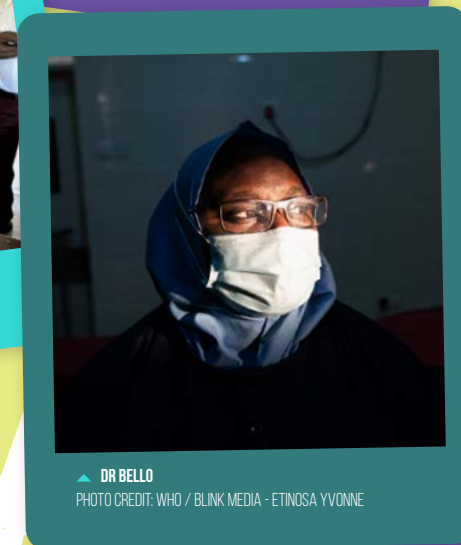
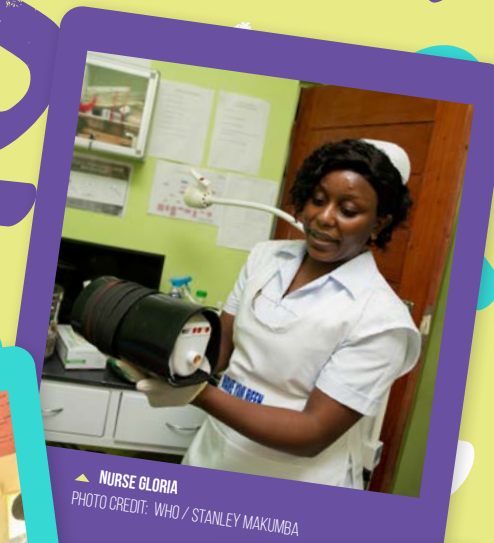
▲ DAY OF ACTION. SUCCESS ARCO.
PHOTO CREDIT: MINISTERIO DE SALUD PUBLICA Y ASISTENCIA SOCIAL

CATALYZING LIFESAVING ACTION: ELEVATING FRONTLINE HEALTH WORKERS ON THE PATH TO ELIMINATE CERVICAL CANCER

Each day, frontline health workers contribute to advancing progress towards the [90-70-90 targets](#). Advocates like nurse, Josephine in Zimbabwe who empowers women to screen for cervical cancer using HPV self-testing; nurse Gloria in Zambia, who shares her expertise in performing the loop electrosurgical excision procedure (LEEP) with fellow nurses across the African region to support the diagnosis and treatment of abnormal cells or cancer; and Dr Amina Abubakar Bello in Nigeria, an obstetrician and gynecologist, who works tirelessly through the RAiSE Foundation to provide affordable screenings and free treatment for women identified with precancerous lesions.

These are just a few of the dedicated individuals on the frontlines of cervical cancer prevention, treatment, and care. Discover more about the frontline health workers driving us closer to eliminating cervical cancer in your community and beyond by exploring stories on our webpage here: [\[Stories from the frontlines\]](#)

This 17 November, we honor the frontline health workers who transform commitments into lifesaving actions on the path to eliminate cervical cancer. Use this advocacy toolkit to learn how you can join the movement and help uplift the frontline health workers bringing us closer to elimination each day.



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ABOUT THE CERVICAL CANCER ELIMINATION DAY OF ACTION

On 17 November 2024, we mark four years of the global movement to eliminate cervical cancer.

In 2020, 194 countries made an unprecedented commitment and WHO launched the [Global Strategy to eliminate cervical cancer](#) as a public health problem, introducing a global Day of Action for Cervical Cancer Elimination.

Each year, advocates worldwide continue this tradition. Governments and partners renew their commitments

to achieving the Global Strategy targets, First Ladies mobilize communities to raise awareness, and civil society organizes local activities to drive forward the mission of elimination.

This 17th November, we are rallying voices from every corner of the globe to honor and elevate the contributions of frontline health workers who provide lifesaving services in the journey to eliminate cervical cancer.

**IN THIS TOOLKIT, YOU'LL FIND RESOURCES
TO SUPPORT YOUR ADVOCACY IN
UPLIFTING FRONTLINE HEALTH WORKERS
AND ADVANCING CERVICAL CANCER
ELIMINATION IN YOUR COMMUNITY.**

Global strategy to accelerate the elimination of cervical cancer as a public health problem



 World Health Organization

WHY TAKE ACTION?

FRONTLINE HEALTH WORKERS ARE CENTRAL TO ELIMINATING CERVICAL CANCER:

Achieving success in cervical cancer prevention, treatment, and care relies on a diverse and well-trained health workforce. Supporting these workers is crucial to reaching the 90-70-90 targets and moving closer to elimination.

FRONTLINE HEALTH WORKERS DISPEL MYTHS AND ENCOURAGE LIFESAVING SERVICES:

As trusted sources of information in their communities, frontline health workers actively combat misinformation, promote awareness about HPV vaccination and screening, and help ensure that more individuals access essential cervical cancer prevention and care.

FRONTLINE HEALTH WORKERS BRING LIFESAVING INNOVATIONS TO THOSE WHO NEED THEM MOST:

Cervical cancer is preventable and curable if detected early. Health workers play a pivotal role in delivering HPV vaccination and advanced screening and treatment technologies to women and girls, especially those in underserved communities.

EMPOWERING HEALTH WORKERS MEANS BETTER CARE FOR ALL:

Women and girls in low- and middle-income countries are disproportionately affected by cervical cancer due to limited access to essential services. By building the capacity of frontline health workers in these regions, we can bridge gaps and ensure that **every woman and girl, regardless of location or circumstance, receives the care she needs.**



▲ A LAB SCIENTIST WORKS ON A MICROTOME MACHINE IN THE PATHOLOGY LAB
PHOTO CREDIT: WHO / STANLEY MAKUMBA



▲ ANGOLA-CERVICAL CANCER VACCINES ARRIVE FOR GIRLS AGED 9 TO 12
PHOTO CREDIT: WHO / BOOMING - CARLOS CESAR



▲ SISTER KAROLINA, A NURSE SPECIALISED IN CERVICAL CANCER, TALKS WITH A POTENTIAL PATIENT
PHOTO CREDIT: WHO / TOM VIERUS



▲ TIYAMIKE, MAYAMIKO AND JOSEPHINE (IN THE CENTRE, FROM LEFT TO RIGHT) STAND WITH OVER 50 GIRLS WHO RECEIVED THE HPV VACCINE IN CHIKOWA VILLAGE
PHOTO CREDIT: WHO / FRANCISCO MARIA GALEAZZI

HOW TO GET INVOLVED?

FOUR WAYS TO JOIN FRONTLINE HEALTH WORKERS IN THE GLOBAL MOVEMENT:

1. TAKE ACTION!

Organize a local event on the Day of Action to join frontline health workers in efforts to reach the 90-70-90 targets.

#GlowTeal: Light a local landmark in teal—the colour for cervical cancer elimination—to raise awareness about cervical cancer and honor frontline health workers within your community. Then, don't forget to take photos and share with us! When posting photos on the Day of Action, include the hashtag #GlowTeal, so that we can further illuminate the cause.

[Share your activities here](#)

2. SHARE “STORIES FROM THE FRONTLINES.”

We want to hear stories directly from the frontlines of cervical cancer elimination. Be it survivors and advocates; partners, donors, and policymakers; or frontline health worker themselves - help us capture the everyday efforts and impact of health workers in your community.

Share your stories from the frontlines with us here: cxca@who.int

3. ELEVATE THEIR VOICES:

Use this toolkit's resources to amplify the contributions of frontline health workers in your community. Share their stories and showcase how their efforts are driving the elimination of cervical cancer.

Tag @WHO and @DrTedros on social media to spotlight our collective global impact and inspire others to join the movement.

4. STAY INFORMED:

Keep up with the latest updates and stories from the frontlines; and find all the resources you need for the Day of Action.

[Visit the Day of Action 2024 website here](#)

On 17 November, follow us real-time on social media using #GlowTeal and #CervicalCancerElimination



▲ DIALLO IS A CERVICAL CANCER SURVIVOR WHO SPEAKS TO OTHER WOMEN IN HER COMMUNITY TO RAISE AWARENESS ABOUT CERVICAL CANCER
PHOTO CREDIT: WHO / BLINK MEDIA - RICCI SHRYOCK

WHY DO YOU TAKE ACTION?

EVERYONE HAS A ROLE IN ELIMINATING CERVICAL CANCER.

Use this year's customizable template to share why or how you are taking action; and #GlowTeal to illuminate the cause on social media with this year's Day of Action template.

SUGGESTED TILE SLOGAN:

Elevate. Act. Transform: Join Frontline Health Workers to Eliminate Cervical Cancer

SUGGESTED TWEET:

Elevate. Act. Transform. Today, I'm standing with frontline health workers to eliminate #CervicalCancer. Together, we can prove elimination is possible. [Add why you support this cause or how you're taking action] #GlowTeal #HealthForAll



▲ 15 TIANJIN, TAIJIN EYE
PHOTO CREDIT: YOU LIN QIAO



▲ AWARENESS MURAL ILLUSTRATED BY BODIL JANE, PAINTED BY ARTIST UKLEBALIA, GEORGIA
PHOTO CREDIT: WHO / BODIL JANE / FOLIO ART



▲ KAREN, A CERVICAL CANCER SURVIVOR AND ADVOCATE, MEETS WITH DR BENTE MIKKELSEN, FORMER WHO DIRECTOR OF THE DEPARTMENT OF NONCOMMUNICABLE DISEASES
PHOTO CREDIT: WHO / JINNI



▲ YOUNG TEENAGERS IN BISHKEK, KYRGYZSTAN, READ A BROCHURE ABOUT HPV VACCINATION
PHOTO CREDIT: WHO / GULZHAN TURDUBAEVA

CAMPAIGN ASSETS

SOCIAL MEDIA TILES (STATIC)

DOWNLOAD



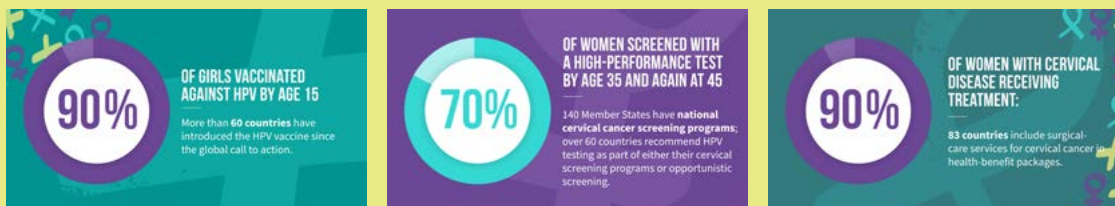
CANVA TEMPLATES

DOWNLOAD



INFOGRAPHIC: 90—70—90 TARGETS TO ELIMINATE CERVICAL CANCER

DOWNLOAD



CAMPAIGN ASSETS

SOCIAL MEDIA MESSAGES

COPY AND PASTE TO TWEET

Combatting misinformation saves lives. Frontline health workers are trusted sources, promoting HPV vaccination and screenings to protect people from #CervicalCancer. Let's help spread the word with facts to support them: [\[Link to cervical cancer factsheet\]](#) #GlowTeal #HealthForAll

Innovation meets impact when frontline health workers bring HPV vaccines and advanced screening and treatment services to underserved communities. Together, we can ensure that #CervicalCancer is preventable and curable for women and girls everywhere. #GlowTeal #HealthForAll

#CervicalCancerElimination is a collective effort. When policymakers, donors, and communities unite to support frontline health workers, we transform promises into lifesaving actions. Let's demonstrate that elimination is within our reach! #GlowTeal #HealthForAll

Shine a light on cervical cancer elimination! When you #GlowTeal, you're raising awareness for prevention, screening, and treatment. Join us on #November17 to support frontline health workers and make a lasting impact! #CervicalCancerElimination #GlowTeal

Nov 17 is #CervicalCancer Elimination Day of Action! Join me, @WHO, & @DrTedros in supporting frontline health workers to reach 90-70-90 targets. Take action: engage your community, light a landmark, or spread awareness. Let's make #CervicalCancer history! Learn more: [\[campaign webpage link\]](#) #GlowTeal #HealthForAll

On **#CervicalCancer Elimination Day of Action**, let's honor frontline heroes making elimination possible. Share a story of a health worker who's impacted your community 📩 cxca@who.int. Together, we can transform commitments and make #CervicalCancer history! #GlowTeal #HealthForAll



▲ PETRA MONUMENT, PETRA, JORDAN



▲ NIAGARA FALLS, CANADA



▲ JET D'EAU, GENEVA, SWITZERLAND
PHOTO CREDIT: WHO CCEI

RESOURCES

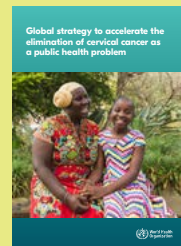
SAVE THE DATE: LAUNCH OF THE WHO TARGET PRODUCT PROFILES FOR HPV SCREENING TESTS

LEARN MORE



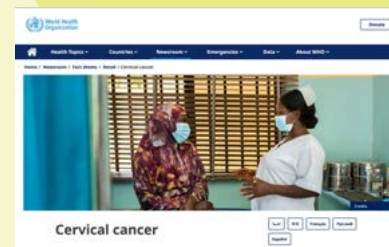
GLOBAL STRATEGY TO ACCELERATE THE ELIMINATION OF CERVICAL CANCER AS A PUBLIC HEALTH PROBLEM

LEARN MORE



FACT SHEET: CERVICAL CANCER

LEARN MORE



CERVICAL CANCER ELIMINATION INITIATIVE WEBPAGE

LEARN MORE



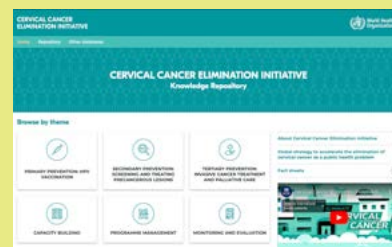
GLOBAL CERVICAL CANCER ELIMINATION FORUM: ADVANCING THE CALL TO ACTION

LEARN MORE



KNOWLEDGE REPOSITORY

LEARN MORE



SUBSCRIPTION LINK: CERVICAL CANCER ELIMINATION INITIATIVE NEWSLETTER

LEARN MORE

WE CAN END CERVICAL CANCER

GET INFORMED. GET SCREENED. GET VACCINATED.

WWW.WHO.INT

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