



Cervical Cancer Awareness

Women's Way Toolkit



WOMEN'S WAY
A Breast & Cervical Cancer
Early Detection Program

1 in 17 North Dakota women may be eligible for free breast and cervical cancer screenings through Women's Way.

Spread awareness to the women in your community!

Getting regular cervical cancer screenings is important because most women do not show any signs or symptoms of cervical cancer during the early stages. The Pap test and HPV test are the best methods for early detection of cervical cancer!

During the Pap test, a health care provider will check for any abnormal and/or cancer cells on the cervix. The HPV test will detect the virus that is the main cause of cervical cancer.

Early detection can lead to early prevention! Abnormal cells and lesions detected on the cervix can be treated before cancer develops.

The Pap test and HPV test are the best screening tools to detect cervical cancer early.

- Women should begin screening at the age of 21.
- Women ages 21-29 should get a Pap test every 3 years.
- Women ages 30-65 should get a Pap test combined with an HPV test every 5 years, provided the test results are normal.

Let's make sure women know if they are eligible!

Women's Way may provide a way to pay for breast and cervical cancer screenings for eligible North Dakota women. Women's Way also offers many resources, such as patient care navigation services, that help women access quality care!

If you know someone who:

- Lives in North Dakota.
- Are ages 40 through 64.
- Are ages 21 through 39, have breast symptoms (lump) or at high risk for breast cancer, are due for a Pap test, or need breast or cervical cancer diagnostic procedures.
- Have insurance that doesn't cover Pap tests and/or mammograms or cannot afford to pay her deductible and/or co-payments or does not have insurance.
- Meet income guidelines found online at hhs.nd.gov/womensway. Click on Who Is Eligible?

...show them you care!

Share the resources available through Women's Way today!

Spread the word on social media.

Use these videos, graphics and accompanying post copy to raise awareness about the importance of cervical cancer screenings!

Post 1- 6 second video

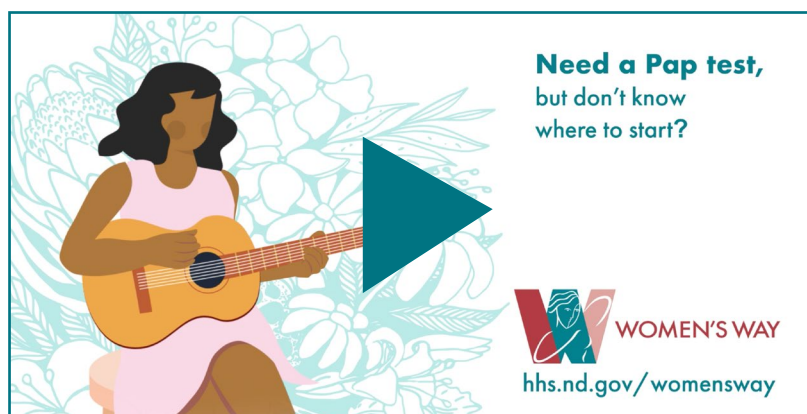
Cervical cancer screenings save lives! Talk to your health care provider about a cervical cancer screening! Visit hhs.nd.gov/womensway to learn more about the services Women's Way has to offer.



DOWNLOAD

Post 2- 6 second video

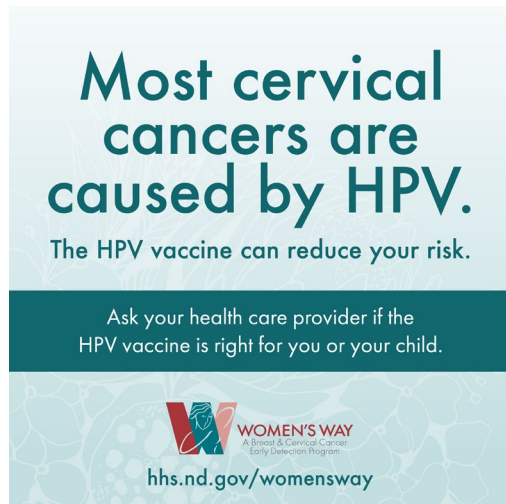
Pap tests are important. What if I don't have time? What if I can't afford it? Where can I find help? With Women's Way, you can find helpful resources in one place, and they may provide a way to pay. Learn more at hhs.nd.gov/womensway.



DOWNLOAD

Post 3- Static graphic


96% of cervical cancer is caused by HPV. But did you know? The HPV vaccine has dramatically reduced the number of women who will develop cervical cancer. So why wait? Talk to your health care provider about the benefits of the HPV vaccine. To learn more, visit hhs.nd.gov/womensway.



Most cervical cancers are caused by HPV.

The HPV vaccine can reduce your risk.

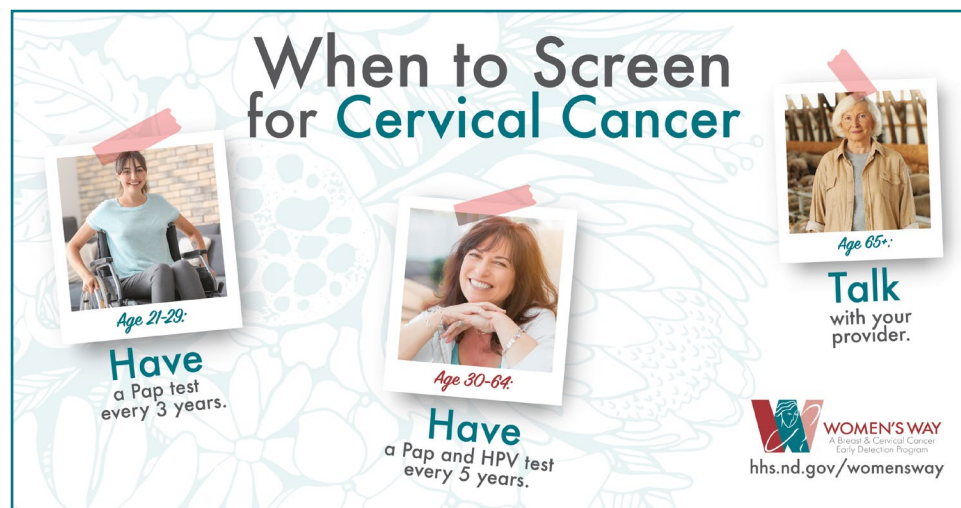
Ask your health care provider if the HPV vaccine is right for you or your child.

 **WOMEN'S WAY**
A Breast & Cervical Cancer Early Detection Program
hhs.nd.gov/womensway

DOWNLOAD

Post 4- Static graphic

Cervical cancer screenings should begin at age 21. Women's Way can help and may provide a way to pay! Learn more at hhs.nd.gov/womensway.




When to Screen for Cervical Cancer

Age 21-29:
Have a Pap test every 3 years.

Age 30-64:
Have a Pap and HPV test every 5 years.

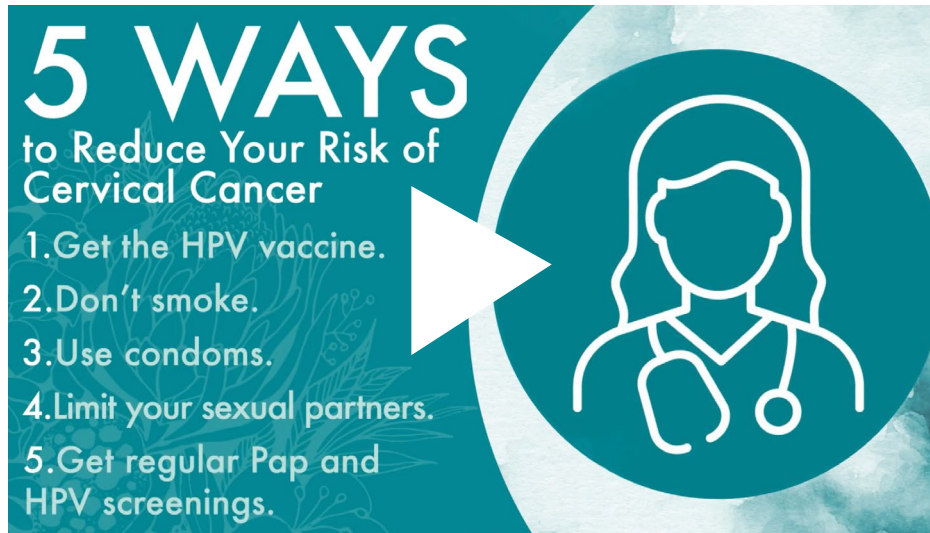
Age 65+:
Talk with your provider.

 **WOMEN'S WAY**
A Breast & Cervical Cancer Early Detection Program
hhs.nd.gov/womensway

DOWNLOAD

Post 5- 15 second video

Did you know that you can reduce your risk of cervical cancer? Take action for your health today with these 5 steps!



DOWNLOAD

Testimonial 1- 15 second video

Make your health a priority, even during life's busy seasons! Talk to your health care provider about the importance of cervical cancer screenings. Visit hhs.nd.gov/womensway to learn more.



DOWNLOAD

Testimonial 2- 30 second video

Listening to your body today can help ensure you are here for your loved ones in the future. So can routine cervical cancer screenings. Learn more about how *Women's Way* can help at hhs.nd.gov/womensway.



DOWNLOAD

Testimonial 3- Static graphic

Paying attention to your body's cues can save your life. So can routine cervical cancer screenings! Learn more about how *Women's Way* can help at hhs.nd.gov/womensway.



DOWNLOAD

Get the message out to your community!

Utilize the poster and flyer around the community, such as local gas stations, office bulletin boards, or restaurant bathrooms. Place the ads in local newspapers, newsletters, or magazines.

Poster- 8.5 x 11 inches



The poster features a woman, Pam Stromme, smiling and standing with her hand on her hip. The background is light blue with a subtle floral pattern. The text is in a clean, sans-serif font.

You are never too busy to
**PRIORITIZE
YOUR HEALTH**

"Taking time to
listen to my
body was an
important step
in detecting my
cancer early."

Pam Stromme,
-Women's Way advocate
and cervical cancer survivor

Regular Pap tests are important.

Women's Way can help and
may provide a way to pay!

Find out how at
hhs.nd.gov/womensway

WOMEN'S WAY
A Breast & Cervical Cancer
Early Detection Program

DOWNLOAD

Flyer- 8.5 x 5.5 inches

Pam recognized her body's cues and got screened for cervical cancer.

IT SAVED HER LIFE.

Schedule your Pap test
TODAY.

Women's Way can help and may provide a way to pay!

Find out how at hhs.nd.gov/womensway



DOWNLOAD

Newspaper Ad



"I needed a Pap test, but didn't think I could afford it."

Women's Way can help and may provide a way to pay.

Find out how.
Call at 800-449-6636
hhs.nd.gov/womensway



DOWNLOAD

4 x 10

DOWNLOAD

5 x 5

Spread the word!

Share the radio ad with local radio stations to reach listeners on the air. Send the articles to local blogs, newspapers, newsletters, or magazines.

Radio Ad



DOWNLOAD

Article #1- Local Woman, Cancer Survivor Stresses Importance of Cervical Cancer Screenings

DOWNLOAD

Article #2- Cervical Cancer: Screening Guidelines and Financial Assistance for Local Women

DOWNLOAD



Be a Women's Way advocate!

Support the women in your life. We are stronger together.

Want to know how you can get involved in your community? Reach out to your [local coordinator](#) or [visit us online!](#)

To request printed resources, click [here](#).

Here are some other ways to get involved:

- Walk-In Screening Events
- Fill the Bucket Event
- Women's Health Day
- Cancer Survivorship Testimonials
- Local Runs/Walks
- Sporting Events
- HPV Vaccination Clinic Events



WOMEN'S WAY
A Breast & Cervical Cancer
Early Detection Program

Not seeing what you need? Give us a call! | 800-449-6636 | hhs.nd.gov/womensway