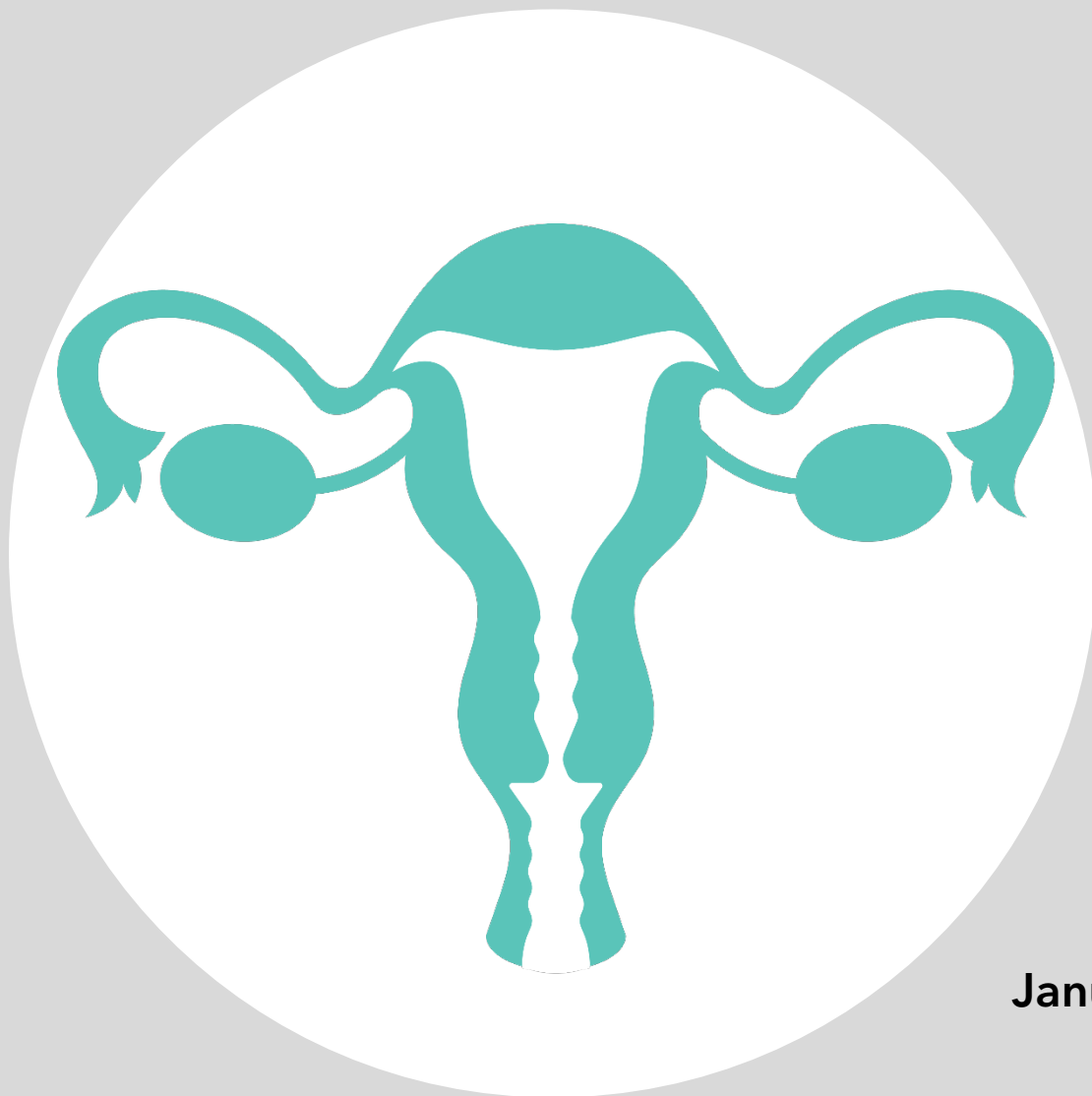


Cervical Cancer Awareness Month Social Media Toolkit



January 2020

Cervical Cancer Awareness Month Social Media Toolkit

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Tip: Viewing this PDF in Google Chrome? Use “Ctrl+Click” on links to open them in a new tab.

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INTRODUCTION

In 2017, over 12,800 people were diagnosed with cervical cancer.¹ Screening and HPV vaccination are proven tools for reducing the burden of cervical cancer in the United States. Health care providers are integral in recommending both of these preventative actions to individuals with a cervix and parents of children old enough for the HPV vaccine.

Screening: Many people lack basic knowledge about cervical cancer screening, including the age that the average person should start screening and how often to be re-screened.² Health care providers are central sources of information about cervical cancer screening, and their involvement is often an important factor in influencing screening coverage.³ The American Cancer Society (ACS) (2020) recommends that individuals with a cervix aged 25-65 get screened for cervical cancer with primary HPV testing every 5 years or with cytology (pap smear) alone every 3 years.⁴ The US Preventive Services Task Force (USPSTF) (2018) recommends that individuals with a cervix aged 21-29 get cervical cancer screening with cytology alone, while individuals aged 30-65 are recommended to screen every 3 years with cytology alone, every 5 years with HPV testing alone, or every 5 years with HPV testing in combination with cytology (co-testing).⁵

Racial and ethnic disparities in cervical cancer screening and diagnosis persist. A 2017 national assessment of HPV and Pap tests using 2015 U.S. National Health Interview Survey data found that 20% of survey respondents had not been screened for cervical cancer in the past 3 years, translating to over 14 million women.⁶ Additionally, Asian women had lower screening rates compared to White and Black women.⁶ Other communities at a higher risk of being out of date for screenings include recent immigrants to the United States, women without insurance, and those without a usual source of healthcare.^{6,7} The Centers for Disease Control and Prevention (CDC) reported that more Black and Hispanic women are affected by HPV-associated cervical cancer than women of other races and ethnicities, possibly due to lower access to screenings.⁸ With this in mind, providers should promote awareness of cervical cancer screening and remind all eligible patients to get screened, especially those in higher-risk groups.

HPV Vaccination: "Human papillomavirus (HPV) is a known cause of cervical cancer, as well as some oropharyngeal, vulvar, vaginal, penile, and anal cancers."⁹ HPV vaccination could prevent more than 90% of cancers caused by HPV—an estimated 33,000 cases every year—from ever developing.¹⁰ The CDC recommends 2 doses of HPV vaccine for all boys and girls aged 11 or 12 years.¹¹ Parents' interactions with health care providers can impact their decision to vaccinate their children. A health care provider's recommendation is the single biggest predictor of whether or not a parent will vaccinate their child against cervical cancer.¹²

ABOUT THIS TOOLKIT

This toolkit is designed to help cancer control stakeholders implement evidence-based practices when communicating about cervical cancer.

ABOUT CERVICAL CANCER AWARENESS MONTH

Cervical Cancer Awareness Month is an annual observance held throughout the month of January. It is intended to raise awareness of cervical cancer and to fundraise for research into its cause, prevention, diagnosis, treatment, survivorship and cure. Cervical Cancer Awareness Month is also an opportunity to support those affected by cervical cancer.

Don't have the time or capacity to implement this toolkit? Don't fret! You can still engage your audience by retweeting messages from @GWCancer

SOCIAL MEDIA 101

This toolkit offers recommended posts for [Facebook](#), [Twitter](#), and [LinkedIn](#). For information about social media platforms, key terms, and strategies to promote health observances using social media, please review the social media guide available at <http://bit.ly/GWCCSMTKs>.

BEST PRACTICES FOR COMMUNICATING ABOUT CERVICAL CANCER AWARENESS

Your organization's communication efforts about cervical cancer screening and HPV vaccination can be most effective when they 1) emphasize screening information and follow-up reminders and 2) remind providers about the importance of talking about HPV vaccination as cervical cancer prevention.



1. Emphasize screening information and follow-up reminders

- **Promote information on cervical cancer screening recommendations.**
- **Remind providers to promote screening as part of cervical cancer prevention**
- **Promote awareness of cervical cancer screening** particularly for populations who are most at-risk.
- **Remind patients to get screened for cervical cancers** and encourage them to ask about screening recommendations at appointments.
- **Emphasize the importance of not delaying treatment** if an abnormal lesion is identified.

2. Remind providers about the importance of talking about HPV vaccination as cervical cancer


- **Improve knowledge of HPV-related cancers.** Educational campaigns such as [CDC's Inside Knowledge campaign](#) can improve patient and provider knowledge of HPV-associated gynecologic cancers.
- **Promote HPV vaccination as cervical cancer prevention.**
- **Remind providers about the importance of talking about HPV vaccination with parents of adolescents.**
- **Providers' recommendations about HPV vaccination should be strong, timely** (when boys and girls are in the recommended 11-12 age range for vaccination), **consistent, and urgent.**
- **Use pre-written recommendation scripts for ideas on how to make an effective recommendation for HPV vaccination** such as "Today your child should have 3 vaccines. They're designed to protect him from the cancers caused by HPV, meningitis, tetanus, diphtheria, and pertussis."¹³

When communicating about HPV vaccination, it is important to:

- build rapport with patients, accept their questions and concerns, and ensure valid consent;¹⁴
- tailor risk communication to different parental positions on vaccination;¹⁴
- ensure a provider recommendation includes when a child should be vaccinated;^{15,16} and
- encourage parents to get their children vaccinated, if in the recommended age range, the same day they come in to see their provider.¹⁷

Note: Some of the social media sample messages and associated links included in this toolkit connect to resources based on guidelines that recommend initiating cervical cancer screening at age 21. Edit these messages and replace the resources if you prefer to only disseminate the 2020 ACS guidelines, which recommend initiating screening at age 25.

SAMPLE TWEETS AND FACEBOOK POSTS

Tip: These correspond to the strategies above. 

Tweets	Facebook Posts	Message Category
<p>We're kicking off #CervicalHealthMonth! Read about some ways you can reduce your risk of #CervicalCancer here: http://bit.ly/2yNSCkq</p>	<p>The most important thing you can do to help prevent cervical cancer is to have regular screening tests starting at age 21. Read about some ways you can reduce your risk of cervical cancer here: http://bit.ly/2yNSCkq</p>	1
<p>Did you know smoking can increase your risk of #CervicalCancer? Get the facts from @CDCgov and call 1-800-QUIT-NOW http://bit.ly/2zBjnpd</p>	<p>Each year, more than 12,000 people in the United States get cervical cancer, but it can be prevented by getting an HPV vaccine, visiting your doctor for a Pap or HPV test when recommended, and not smoking. Find out more: http://bit.ly/2zBjnpd</p>	1, 2
<p>Almost all #CervicalCancer is caused by HPV. Talk to your doctor to see if the #HPVvax is right for you.: http://bit.ly/2PY9LRu.</p>	<p>Almost all cervical cancers are caused by human papillomavirus (HPV), a common virus that can be passed from one person to another during sex. Learn more about HPV and other risk factors for cervical cancer: http://bit.ly/2PY9LRu</p>	2
<p>Learn from a provider about the importance of getting the #HPVvax from @CDCgov's "Can I Ask You a Question?" video series here: https://bit.ly/3fXcxRu #CervicalHealthMonth</p>	<p>Every year, 42,700 people are affected by HPV-related cancers, including cervical cancer. Learn from a provider about the importance of getting the HPV vaccine from CDC's "Can I Ask You a Question?" series here: https://bit.ly/3fXcxRu</p>	2
<p>Parents: You are the key to closing the door to #CervicalCancer. Watch this video from @CDCgov's "How I Recommend HPV Vaccine" series on the importance of #HPVvax: https://bit.ly/33CG5ij</p>	<p>Parents: You are the key to cervical and other HPV-causing cancer prevention. Watch this short video from CDC's "How I Recommend HPV Vaccine" video series on the importance of the HPV vaccine: https://bit.ly/33CG5ij</p>	2
<p>Did you know that #CervicalCancer is the easiest gynecologic cancer to prevent - with regular screening tests and vaccination? http://bit.ly/2zMCHAX</p>	<p>Two screening tests can help prevent cervical cancer or find it early: the Pap test and the HPV test. Read more about these screening options: http://bit.ly/2zMCHAX</p>	1
<p>I'm a young woman and heard about the #HPVvax. Can it help me? Find the answer to this and more: http://bit.ly/2QLi6oJ #CervicalHealthMonth</p>	<p>The HPV vaccine is safe and effective, but who should get vaccinated and why is it important? Find the answer to this and more: http://bit.ly/2QLi6oJ</p>	2
<p>As parents, you do everything you can to protect your kids' health. Today, there's a way to prevent #CervicalCancer: https://bit.ly/36qOIT9</p>	<p>As parents, you do everything you can to protect your children's health now and in the future. Today, there's a strong weapon to prevent several types of cancer in your kids. Find out more: https://bit.ly/36qOIT9</p>	2

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>Knowledge is power: What you need to know about #CervicalCancer: http://bit.ly/2xglT4C</p>	<p>Remember to get screened for Cervical Cancer! Early detection is associated with survival and a better quality of life: http://bit.ly/2xglT4C</p>	1
<p>Attention clinicians! @CDCgov and partners, including @AmerAcadPeds, recommend the HPV vaccination of both girls and boys at ages 11 or 12. Read more: https://bit.ly/37pZsfK #CervicalHealthMonth</p>	<p>Attention clinicians! CDC and partners, including the American Academy of Pediatrics, recommend HPV vaccination of both girls and boys at ages 11 or 12. The vaccine can even be given starting at age 9. Read more: https://bit.ly/37pZsfK</p>	2
<p>How much do you know about #CervicalCancer? This @CDCgov quiz can test your knowledge: http://bit.ly/2zLSPpm</p>	<p>Think you know all there is to know about cervical cancer? Test your knowledge about cervical cancer and other gynecologic cancers with this CDC quiz. The answers may surprise you! http://bit.ly/2zLSPpm</p>	1
<p>#CervicalCancer is the fourth most common cancer among women globally, with an estimated 570,000 new cases in 2018. Learn how the #HPVvax can lower these rates: https://bit.ly/3myBx41</p>	<p>Cervical Cancer is the fourth most common cancer among women globally, with an estimated 570,000 new cases in 2018. Learn how the #HPVvax can lower these rates: https://bit.ly/3myBx41</p>	2
<p>#Clinicians: Are you up-to-date on the current #HPVvax and #CervicalCancer screening recommendations? See here: http://bit.ly/2z5UISX</p>	<p>Current vaccination and screening recommendations for cervical cancer include that both girls and boys ages 11-12 should receive 2 doses of the HPV vaccine 6-12 months apart. Learn more: http://bit.ly/2z5UISX</p>	1, 2
<p>Are your gynecologic symptoms normal or could they be something more? This @CDCgov chart can help: http://bit.ly/2hY5eMo #CervicalCancer</p>	<p>Confused about signs and symptoms of cervical cancer or other gynecologic cancers? This chart from CDC's Inside Knowledge campaign can help you listen to your body: http://bit.ly/2hY5eMo</p>	1
<p>#Clinicians: Here are some tips and time-savers for talking with parents about #HPVvax: http://bit.ly/HPVTipsTimesavers #CervicalHealthMonth</p>	<p>Clinicians: Need some guidance on addressing common questions about the HPV vaccine? These tips and timesavers from CDC can help: http://bit.ly/HPVTipsTimesavers</p>	2
<p>#Clinicians: Did you know some 11-12 yr olds may only need 2 doses for the #HPVvax to be effective? Learn more: http://bit.ly/2zvdI5p #CervicalHealthMonth</p>	<p>Clinicians: Did you know that some 11-12 year olds may only need 2 doses of the HPV vaccine for it to be effective? Get the latest info from this handy CDC decision tree: http://bit.ly/2zvdI5p</p>	2
<p>Looking for information on clinical trials for #CervicalCancer treatment? Check out this list from the National Cancer Institute: http://bit.ly/2CRdoDe</p>	<p>Looking for information on clinical trials for cervical cancer treatment? Check out this list from the National Cancer Institute: http://bit.ly/2CRdoDe</p>	2

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>Check out this factsheet from the American Cancer Society about #CervicalCancer and its risk factors, prevention, and treatment: http://bit.ly/2MpJcPd</p>	<p>Check out this factsheet from the American Cancer Society about cervical cancer and its risk factors, prevention, and treatment: http://bit.ly/2MpJcPd</p>	1, 2
<p>Think you know the facts about #CervicalCancer? Learn more from actress Cote de Pablo and @CDCgov: http://bit.ly/2cLzsk3</p>	<p>Think you know the facts about cervical cancer? Get the inside knowledge from actress Cote de Pablo and CDC: http://bit.ly/2cLzsk3</p>	1
<p>Parents: Are your kids vaccinated against #CervicalCancer? @CDCgov & partners recommend #HPVvax for kids ages 11-12 (and even as early as ages 9-10). Find out more about recommended immunizations for your children: http://bit.ly/2Tfy07I</p>	<p>Parents: Your doctors may have already talked to you about the Tdap vaccine to prevent tetanus, diphtheria, and pertussis, as well as the flu shot to prevent influenza. Did you know that the HPV vaccine is recommended to prevent cervical and HPV-associated cancers? Find out more about recommended immunizations for children here: http://bit.ly/2Tfy07I</p>	2
<p>Received abnormal Pap test results? It usually does not mean you have cancer. Follow up with your doctor to learn more http://bit.ly/2iygt1n #CervicalHealthMonth</p>	<p>A Pap test is a cervical cancer screening test that looks for cell changes to the cervix that might become cancer if they are not treated appropriately. Receiving an abnormal Pap test result does not usually mean you have cancer, but it is important to follow up with your doctor. Learn more: http://bit.ly/2iygt1n</p>	1
<p>Check out this video from @MayoClinic to learn key topics and recommendations on #CervicalCancer: https://bit.ly/36ul9fk</p>	<p>More than 94,000 women are diagnosed with gynecologic cancer annually, but only one type—cervical cancer— is preventable through screening and HPV vaccination. Check out this video from Mayo Clinic to learn more: https://bit.ly/36ul9fk</p>	1, 2
<p>#HealthcareProviders: Ensure your adolescent patients are fully vaccinated by using these resources to help you make effective recommendations http://bit.ly/2OLVDWJ #CervicalHealthMonth</p>	<p>Clinicians: What can you do to ensure your adolescent patients are fully vaccinated? Here is a factsheet for vaccine recommendations, including the HPV vaccination to protect patients against cervical cancer: http://bit.ly/2A0Adzq</p>	2
<p>There are several treatment options for #Cervical Cancer. Talk to your doctor to learn which treatment is right for your type and stage of cancer: https://bit.ly/2JkhBDH</p>	<p>If your doctor says that you have cervical cancer, ask to be referred to a gynecologic oncologist—a doctor who has been trained to treat cancers of the female reproductive system who will work with you to create a treatment plan: https://bit.ly/2JkhBDH</p>	2
<p>#HealthcareProviders: Patients who have a cervix, including transgender or gender non-conforming patients, should be screened according to national guidelines: https://bit.ly/3mKSusd #CervicalHealthMonth</p>	<p>Individuals who have a cervix should be screened according to national guidelines. This may include transgender or gender non-conforming patients. Read more about cervical cancer screening recommendations here: https://bit.ly/3mKSusd</p>	1

SAMPLE TWEETS AND FACEBOOK POSTS FOR COVID-19

Tweets	Facebook Posts	Message Category
<p>#CancerCare Providers: There were 2,500 missed/ delayed diagnoses of #CervicalCancer from March-June. Read about the importance of continued screenings during the #COVID19 pandemic from @AmericanCancer: https://bit.ly/2VzJYAg</p>	<p>Cancer Care Providers: Due to the COVID-19 outbreak, there were 2,500 missed or delayed diagnoses of cervical cancer from early March through early June. Read about the importance of continued screenings during the pandemic from the American Cancer Society: https://bit.ly/2VzJYAg</p>	1
<p>#CancerCare Providers: Despite #COVID19, it is important for patients to resume #CervicalCancer screening and #HPVvax. Follow these strategies from @AmericanCancer to get screening and #HPVvax back on track: https://bit.ly/32YKFHc</p>	<p>Cancer Care Providers: It is important for your patients to resume cervical cancer screening and HPV vaccination even during the COVID-19 pandemic. Follow these strategies from the American Cancer Society to get screening and vaccination back on track: https://bit.ly/32YKFHc</p>	1, 2
<p>#CancerCare Providers: During #COVID19, prioritize those most at-risk for complications from delayed care for #CervicalCancer and those without access to #telehealth services. Review at-risk populations here: https://bit.ly/3a0DNxE</p>	<p>Cancer Care Providers: During the COVID-19 pandemic, prioritize those most at-risk for complications from delayed care for cervical cancer and those without access to telehealth services. Review at-risk populations and others who need to take extra precautions here: https://bit.ly/33VpR3U</p>	1
<p>#CancerCare Providers: There are several safe and effective tests to screen for #CervicalCancer, even during #COVID19, including primary HPV testing, Pap tests, and co-testing. Review testing options and how to prepare here: http://bit.ly/2zMCHAX</p>	<p>Cancer Care Providers: There are several safe and effective tests to screen for cervical cancer even during the COVID-19 pandemic, including primary HPV testing, Pap tests, and co-testing. Review testing options and how to prepare here: http://bit.ly/2zMCHAX</p>	1
<p>If you recently had normal #CervicalCancer screening results, getting screened during #COVID19 may not be urgent. Review your #cancer screening options here: https://bit.ly/2HBZXug</p>	<p>If you recently had normal cervical cancer test results, getting screened during COVID-19 outbreak may not be urgent. Review your flexible screening options for cervical cancer and other cancers here: https://bit.ly/2HBZXug</p>	1
<p>Parents: Despite the challenges of #COVID19, it is important to keep your children up to date with the #HPVvax which can prevent #CervicalCancer: https://bit.ly/340372G</p>	<p>Parents: It is important that adolescents are vaccinated against vaccine-preventable diseases even during the pandemic. Keep your children up to date with their recommended vaccinations, including the HPV vaccination, which can prevent cervical cancer: https://bit.ly/340372G</p>	2
<p>#Cancer patients and survivors including #CervicalCancer survivors may be at higher risk for illness if they get #COVID19. Lower your risk of infection by following @CDCgov guidance: http://bit.ly/2M0m8Ml</p>	<p>Cancer patients and survivors, including cervical cancer survivors, may be at a higher risk for illness if they get COVID-19. Lower your risk of infection by following this CDC guidance: http://bit.ly/2M0m8Ml</p>	1

SAMPLE LINKEDIN POSTS

LinkedIn Message	Message Category
Healthcare Providers: During the COVID-19 pandemic, prioritize individuals in cervical cancer surveillance with a previous abnormal screening result, those who were scheduled for follow-up exams, colposcopy, or excisional treatment. See more tips on cervical cancer screening during COVID-19 here: https://bit.ly/2VzJYAg	1
Healthcare Providers: Cervical cancer screening can save lives, but only if individuals get tested. During the COVID-19 pandemic, prioritize screening individuals who are overdue for an HPV test, Pap test, or co-test. See more tips on cervical cancer screening during COVID-19 here: https://bit.ly/2VzJYAg	1
Healthcare Providers: As your practice returns to providing cancer screening, follow these cancer screening guidelines from the American Cancer Society to reduce the risk of COVID-19 transmission and ensure that screening is done safely: https://bit.ly/2HBZXug	1
Healthcare Providers: Check out this resource from the National Cancer Institute to learn about the latest evidence-based information about cervical cancer screening: http://bit.ly/2x5F9T9	1
Healthcare provider recommendations motivate parents to say “yes” to the HPV vaccination. These Communication training tools from HPV IQ can be used to educate providers and vaccine prescribers on how to communicate with patients and vaccine-hesitant parents about the HPV vaccine: https://bit.ly/39YwypL	2
Healthcare Providers: The biggest predictor of HPV vaccination uptake is a strong recommendation from a health care provider. Check out this Action Guide to find detailed steps, evidence-based strategies, and tools for your clinic to increase HPV vaccination and prevent cervical cancer: http://bit.ly/2Qeixaz	2
Looking for information on clinical trials for cervical cancer treatment? Check out this list from the National Cancer Institute: http://bit.ly/2CRdoDe	2
Check out this factsheet from the American Cancer Society about cervical cancer and its risk factors, prevention, and treatment: http://bit.ly/2MpJcPd	1, 2



Remember that other suggestions on social media strategies, links to images and graphics, analytic tools, and a glossary of social media terms can be found on the GW Cancer Center’s Social Media Guide at <http://bit.ly/GWCCSMTKs>

ADDITIONAL TOOLS AND RESOURCES

Tool	Description
"About HPV" American Cancer Society Videos	A playlist of videos about HPV from the American Cancer Society, including videos from survivors and caregivers.
ACS Guidance on Cancer Screening during COVID-19	This resource summarizes the current state of research available and provides guidance on how health care providers can promote and deliver cancer screening appropriately, safely, and equitably during the COVID-19 pandemic.
ACS Guidance on Promoting HPV Vaccination during COVID-19	This resource highlights how COVID-19 has impacted HPV vaccination rates and promotes its continued importance during the pandemic.
Closing in on the Bull's Eye: Moving from Volume to Value through HPV Vaccination	Published in the American Medical Group Association's Group Practice Journal, this article by AMGA and the National HPV Vaccination Roundtable makes the case for why health systems hold the key to preventing and eliminating HPV cancers.
Cervical Cancer Awareness Month Bilingual Infographics: Spanish and English	These bilingual infographics highlight cervical cancer disparities, raise awareness, and emphasize the importance of screening.
Gynecologic Cancer Awareness Month Social Media Toolkit 2020	This toolkit contains best practices for communicating about gynecologic cancers and sample messaging for social media.
HPV IQ-Immunization Quality Improvement Tools	The site is designed for public health professionals and primary care providers who want to increase and improve the delivery of the HPV vaccine to adolescents. It provides evidence-based tools and strategies on quality improvement and communication training.
HPV Vaccine Facts Social Media Toolkit 2020	This toolkit contains best practices for communicating about the HPV vaccine and sample messaging for social media.
Promising Practices for Adolescent Vaccination During COVID-19	Given the significant negative impact of COVID-19 on adolescent immunization rates, the National HPV Vaccination Roundtable hosted 2 webinars to share promising practices from the field.
Promoting Cervical Cancer Screenings During the COVID-19 Pandemic	The American Cancer Society provides recommendations and messages to promote the importance of continued cervical cancer screening during the COVID-19 pandemic.
Tips for Coping with COVID-19: A Resource for Cancer Survivors and Caregivers	Tips and resources put together by the GW Cancer Center that may help you and those you love while practicing Social Distancing and Sheltering in Place.
Us vs. HPV 2020	This webinar series is hosted by the American Medical Women's Association, Global Initiative Against HPV and Cervical Cancer, and Indiana University's National Center of Excellence in Women's Health. The webinars are intended for members of the public, patients, healthcare providers, and anyone else who wishes to learn more about various aspects of HPV-related diseases and HPV prevention.

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