

September 2020

Gynecologic 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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ABOUT THIS TOOLKIT

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

WHAT IS GYNECOLOGIC CANCER AWARENESS MONTH?

Gynecologic Cancer Awareness Month was established in 1999 to encourage women to learn more about these diseases and share risk reduction strategies.¹

Gynecologic cancer is “any cancer that starts in a woman’s reproductive organs” and includes cervical, ovarian, uterine, vaginal and vulvar cancers.² About 94,000 cases of gynecologic cancer were diagnosed each year between 2012 and 2016.² Uterine—specifically endometrial—is the most common gynecologic cancer while vaginal is the least common.^{2,3} Uterine cancer includes the more common endometrial cancer or the rarer uterine sarcoma.³

Each type of gynecologic cancer has different signs, symptoms, risk factors, and prevention strategies.⁴

Gynecologic Cancer Awareness Month begins on September 1st and ends on September 30th.

SOCIAL MEDIA 101

This toolkit offers recommended posts for [Facebook](#), [Twitter](#), and [LinkedIn](#).⁵

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>.

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](#)



BEST PRACTICES FOR COMMUNICATING ABOUT GYNECOLOGIC CANCER

Every five minutes, someone will be diagnosed with a gynecologic cancer—either cervical, ovarian, uterine, vaginal or vulvar cancer—and over 33,000 will die of one of those cancers each year.⁶ About 94,000 women are annually diagnosed with gynecologic cancer.²

When communicating about gynecologic cancer, your primary audience are people with a cervix, ovaries, uterus, vagina or vulva. This includes cisgender women, most transgender men and some gender nonconforming individuals. You may also be communicating with cancer survivors, caregivers and health care providers. Note that survivors of different gynecological cancers may have varying lived experiences. For example, cervical cancer tends to be diagnosed in younger individuals.⁷ Therefore, consider the information most useful to each group as you tailor messaging.

Each of the gynecologic cancer types presents differently and has different risk factors, risk-reduction options and treatments.⁸ Some gynecologic cancer symptoms may be difficult to recognize, so provide detailed information on what to look for and share strategies about how to track abnormalities or potential issues.¹ All people with a cervix, ovaries, uterus, vagina, or vulva can get gynecologic cancer and risk increases over time. Treatment is most effective when caught early. Encourage individuals to get screened for cervical cancer, to receive Human papillomavirus (HPV) vaccination if age appropriate, and to self-monitor and seek out consultations if any symptoms or concerns arise.⁸

TIPS WHEN COMMUNICATING ABOUT GYNECOLOGIC CANCER



1. Address vulnerable populations

- **Honor LGBTQ+ patients' needs.** Most transgender men and some gender nonconforming patients require cervical/gynecologic cancer screening. Lesbian patients should continue to be screened for cervical/gynecologic cancer.⁹ Check out the guidelines from the Gay and Lesbian Medical Association for tips on making care more comfortable for LGBTQ+ patients.¹⁰
- **Highlight health disparities for each cancer type:** Cancer incidence is highest among Hispanic people (cervical cancer), Black people (vaginal cancer), and White people (uterine, ovarian and vulvar cancer) (based on the 2012-2016 CDC data).²
- **Share age-appropriate cancer information:** Cervical cancer screening should start at age 21 and HPV vaccination can start at age 9,¹¹ while uterine cancer usually presents after age 50 and vaginal and vulvar cancers are generally diagnosed at older ages (median age of 67) (based on the 2012-2016 CDC data).²



2. Emphasize gynecologic cancer screening, self-monitoring, and follow-up reminders

- **Remind health care providers that they have an essential role in sharing cervical cancer screening information and encouraging patient screening.**¹² Patients are much more likely to be screened if a provider recommends it.

- There are no screening options for ovarian, uterine, vaginal, endometrial (a type of uterine cancer), and vulvar cancers. **Encourage people to pay attention to their bodies and talk to a doctor about any abnormalities**, such as unusually timed or heavy vaginal bleeding, bleeding after menopause, or other unexplained signs or symptoms that last two weeks or longer.¹³

3. Share risk-reducing options

- **Remind providers to recommend HPV vaccination to the parents of adolescents in a strong, timely, consistent, and urgent manner.**¹⁴ HPV vaccination substantially reduces the risk of cervical cancer.¹⁵
- **Help people understand their individual risk factors.** For example, having a genetic mutation or syndrome may increase risk of ovarian cancer for some people.¹⁶ Encourage genetic counseling and testing to find out about individual risk.
- **Share a range of resources specific to cervical, ovarian, uterine, vaginal and vulvar cancers.**
- **Encourage individuals to stop smoking**, as it increases the risk of contracting vaginal cancer and cervical cancer.^{17,18}
- **Provide support and materials that support healthy weight maintenance.** Obesity is strongly linked to uterine cancer¹⁹ and other gynecologic cancers.²⁰
- **Encourage help from friends, family, trusted caregivers, oncology social workers or patient advocates** to support cancer survivors.



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>.

SAMPLE TWEETS AND FACEBOOK POSTS

Tip: These correspond to the strategies above.

Tweets	Facebook Posts	Message Category
<p>It's #GynecologicCancer Awareness Month! #DYK that gynecologic cancers include #cervicalcancer, #ovariancancer, uterine or endometrial cancer, vaginal cancer, and vulvar cancer? Learn more via @CDC_Cancer: https://bit.ly/3fGJq3k #GynCSM</p> <p style="text-align: center;">Tweet This</p>	<p>September is Gynecologic Cancer Awareness Month! Did you know gynecologic cancers include cervical, ovarian, uterine or endometrial, vaginal and vulvar cancers? Learn more from the CDC: https://bit.ly/3fGJq3k</p> <p style="text-align: center;">Share Link on Facebook</p>	1
<p>For #GynecologicCancer Awareness Month, use @CDC_Cancer's symptoms diary and talk to your doctor if you have symptoms: https://bit.ly/2CoM4wt #GynCSM</p> <p style="text-align: center;">Tweet This</p>	<p>Cancer is more treatable the earlier it is caught. In honor of Gynecologic Cancer Awareness Month, use this symptoms diary from the CDC to identify possible symptoms and talk to your doctor: https://bit.ly/2CoM4wt</p> <p style="text-align: center;">Share Link on Facebook</p>	2
<p>Ladies, grab your coffee and take one minute for your health. Watch @CDC_Cancer's video to learn about signs of #gynecologiccancer: https://bit.ly/3fGxr66 #GynCSM #womenshealth</p> <p style="text-align: center;">Tweet This</p>	<p>Ladies, grab your coffee and take one minute to prioritize your health. Invest in your health by building your awareness. Watch this CDC video to learn about signs of gynecologic cancer: https://bit.ly/3fGxr66</p> <p style="text-align: center;">Share Link on Facebook</p>	2
<p>Take this 8-question @CDC_Cancer quiz to check your knowledge of #gynecologiccancer: https://bit.ly/3dgcJZ7 Then, review @theNCI's information on statistics, treatment and research/clinical trials: https://bit.ly/3hSppsx #GynCSM #womenshealth</p> <p style="text-align: center;">Tweet This</p>	<p>It's important to stay informed! Use this 8-question CDC quiz to check your gynecologic cancer knowledge: https://bit.ly/3dgcJZ7 Then, read NCI's information on statistics, treatment, research/clinical trials, and more by cancer type: https://bit.ly/3hSppsx</p> <p style="text-align: center;">Share Link on Facebook</p>	2
<p>Bleeding between periods/after menopause or atypical vaginal discharge can indicate #cervicalcancer, #ovariancancer, uterine cancer or vaginal cancer, so talk to your doctor if you notice any of these symptoms. Use this @CDC_Cancer chart to prepare: http://bit.ly/2hY5eMo</p> <p style="text-align: center;">Tweet This</p>	<p>Cervical cancer, ovarian cancer, uterine cancer or vaginal cancer can cause unusual vaginal bleeding or discharge, so talk to your doctor if you experience any of these symptoms. Review this CDC chart to learn more about warning signs: http://bit.ly/2hY5eMo</p> <p style="text-align: center;">Share Link on Facebook</p>	2

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>#HPVvax is #cervicalcancer prevention. The Pap and HPV test can detect #cervicalcancer early. Make an appointment to get vaccinated or screened: http://bit.ly/2zMCHAX</p> <p style="text-align: center;">Tweet This</p>	<p>HPV vaccination is cervical cancer prevention. If you are not vaccinated, make an appointment to be vaccinated today. And remember to get screened regularly for cervical cancer. A combined Pap and HPV test is recommended after age 30: http://bit.ly/2zMCHAX</p> <p style="text-align: center;">Share Link on Facebook</p>	3
<p>#DYK the #HPVvax is very effective against #cervicalcancer? Anyone between the ages of 9 and 45 can be vaccinated! https://bit.ly/2PRJqCU</p> <p style="text-align: center;">Tweet This</p>	<p>The HPV vaccine is safe and effective against cervical cancer. More than 12,000 people get cervical cancer each year. Anyone between the ages of 9 and 45 can access this cancer prevention vaccine. Get details: https://bit.ly/2PRJqCU</p> <p style="text-align: center;">Share Link on Facebook</p>	3
<p>Hispanic women face the highest incidence of #cervicalcancer. Learn more in this @CDC_Cancer video and make an appointment for screening every three years between 21 and 65 years old. @Health4Americas https://bit.ly/2Nf4jGU</p> <p style="text-align: center;">Tweet This</p>	<p>Between 2012 and 2016, U.S. Hispanic women had the highest cervical cancer incidence rates. Learn more and make an appointment for screening every three years between 21 and 65 years old. https://bit.ly/2Nf4jGU</p> <p style="text-align: center;">Share Link on Facebook</p>	1
<p>Clinicians, all patients with a cervix should receive #cervicalcancer screening. Recommend screening for transgender men, gender diverse people with a cervix, lesbian and bisexual patients. Read more from the @AmericanCancer Society: https://bit.ly/3drrWql #LGBTQ @cancerLGBT</p> <p style="text-align: center;">Tweet This</p>	<p>Clinicians, consider the gynecologic health needs of transgender men, lesbians, and bisexual and gender nonconforming patients. All patients with a cervix should receive cervical cancer screening and read more from the American Cancer Society: https://bit.ly/3drrWql</p> <p style="text-align: center;">Share Link on Facebook</p>	1
<p>#DYK: The Pap test does not screen for #ovariancancer, but can help find ovarian cancer. Read more from the @AmericanCancer Society and talk to your doctor if you have symptoms: https://bit.ly/2XeL8Ct #GynCSM</p> <p style="text-align: center;">Tweet This</p>	<p>Did you know? The Pap test does not screen for ovarian cancer, but there are tests to help find ovarian cancer. Recognizing abnormal symptoms early may help your doctor catch it sooner. Check out more info from the American Cancer Society and talk to your doctor if you have symptoms: https://bit.ly/2XeL8Ct</p> <p style="text-align: center;">Share Link on Facebook</p>	2

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>Meet Jennie and read her #ovariancancer story via @CDC_Cancer: https://bit.ly/2A1zqCO. You, too, can self-monitor and report any atypical gynecologic symptoms. #gynecologiccancer #GynCSM</p> <p style="text-align: center;">Tweet This</p>	<p>Read Jennie’s story of discovering her ovarian cancer and uterine cancer: https://bit.ly/2A1zqCO. Pay attention to your body and contact your doctor if you experience unusual gynecologic symptoms, such as bloating, lower back pain and bleeding between periods.</p> <p style="text-align: center;">Share Link on Facebook</p>	2
<p>Besides abnormal vaginal bleeding or discharge, #ovariancancer symptoms can include pelvic pressure, bloating, difficulty eating, frequent urination, and abdominal/back pain. Reference @CDC_Cancer’s chart and share any symptoms with your doctor: http://bit.ly/2hY5eMo #GynCSM</p> <p style="text-align: center;">Tweet This</p>	<p>Ovarian cancer symptoms can include abnormal vaginal bleeding or discharge, pelvic pressure, bloating, difficulty eating, frequent urination, and abdominal/back pain. Use CDC’s chart to review then share any concerns with your doctor: http://bit.ly/2hY5eMo</p> <p style="text-align: center;">Share Link on Facebook</p>	2
<p>Looking for an #ovariancancer or other #gynecologiccancer provider that supports LGBTQ+ survivors? Search @GLMA_LGBTHealth’s provider directory for an oncology specialist: https://bit.ly/2Yb691z #GynCSM</p> <p style="text-align: center;">Tweet This</p>	<p>Looking for an ovarian cancer or other gynecologic cancer provider that supports LGBTQ+ survivors? Search the Health Professionals Advancing LGBTQ Equality’s provider directory for an oncology specialist: https://bit.ly/2Yb691z</p> <p style="text-align: center;">Share Link on Facebook</p>	1
<p>#DYK: The risk of vulvar cancer goes up as women age? HPV is one risk factor. Ask your doctor about the HPV vaccine or other risk factors like tobacco use today! https://bit.ly/2PI4POR #GynCSM</p> <p style="text-align: center;">Tweet This</p>	<p>Did you know that the risk of vulvar cancer goes up as women age? HPV is one risk factor, but there are others like tobacco use and HIV infection. Ask your doctor about your risk factors, especially if you are older than 70 today! https://bit.ly/2PI4POR</p> <p style="text-align: center;">Share Link on Facebook</p>	3
<p>Black women have the highest risk of getting vaginal #cancer and dying from it. Take time to understand how to reduce your risk today via the @AmericanCancer Society: https://bit.ly/2YToP6s @blackbodyhealth</p> <p style="text-align: center;">Tweet This</p>	<p>Black women have the highest vaginal cancer incidence rates and death rates in the U.S. Learn more about risk factors, like HPV and tobacco use, and risk reduction methods. https://bit.ly/2YToP6s</p> <p style="text-align: center;">Share Link on Facebook</p>	1

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>Hey studs, bois, and queer folk! #LGBTQ #DYK tobacco more than doubles your risk of vaginal cancer? Get the facts from @CDC_gov and call 1-800-QUIT-NOW https://bit.ly/38qU1gr @cancerLGBT</p> <p style="text-align: center;">Tweet This</p>	<p>Studs, trans men, sisters and bois, this is for you: Tobacco can increase your risk of vaginal cancer and other cancers. Talk to your doctor to get the support you need to quit tobacco today. https://bit.ly/38qU1gr</p> <p style="text-align: center;">Share Link on Facebook</p>	3
<p>Some people with family members who have #ovariancancer or #uterinecancer may have an increased risk for these. Talk to your doctor about genetic testing and counseling to find out how family history affects your risk: https://bit.ly/3lvccYG #GynCSM</p> <p style="text-align: center;">Tweet This</p>	<p>Some people with close family members who have ovarian or uterine cancer may have an increased risk for these. Talk to your doctor about genetic testing and counseling to find out more about individual risk: https://bit.ly/3lvccYG</p> <p style="text-align: center;">Share Link on Facebook</p>	3
<p>Lower your risk of #uterinecancer with regular exercise. What you need to know about cancer and weight: https://bit.ly/3eSJeOI #GynCSM</p> <p style="text-align: center;">Tweet This</p>	<p>Stay active! Exercise reduces your risk for cancer, but extra weight puts you at greater risk. Learn more about the link between cancer and weight: https://bit.ly/3eSJeOI #GynCSM</p> <p style="text-align: center;">Share Link on Facebook</p>	3
<p>Do you know the warning signs of #uterinecancer? Learn more here and talk to your doctor if you have concerns: https://bit.ly/2BYIHgz #GynCSM</p> <p style="text-align: center;">Tweet This</p>	<p>Pay attention to your body and learn the warning signs of uterine cancer, like unusual bleeding for you or pelvic pain. Then talk to your doctor if you have concerns: https://bit.ly/2BYIHgz #GynCSM</p> <p style="text-align: center;">Share Link on Facebook</p>	2
<p>Meet Eileen and read her #uterinecancer story via @CDC_Cancer: https://bit.ly/3dRO90L. Be proactive and ask your doctor about tests to catch uterine cancer early. #gynecologiccancer</p> <p style="text-align: center;">Tweet This</p>	<p>Read Eileen's story of how she discovered her uterine cancer: https://bit.ly/3dRO90L. She had family risk factors but didn't get tested until she had symptoms. Do you have risk factors too? Speak with your doctor and get tested. #GynCSM</p> <p style="text-align: center;">Share Link on Facebook</p>	2
<p>According to the @AmericanCancer Society, #uterinecancer is the 6th most common cause of cancer death among women in the U.S. Learn more about your family history, risks and available screenings today. https://bit.ly/2ZGe8U7 #GynCSM</p> <p style="text-align: center;">Tweet This</p>	<p>Uterine cancer is the 6th most common cause of #cancer death among women in the U.S. It's important to understand if you're at risk and how it can be caught early. The American Cancer Society explains risk factors, like family history, here: https://bit.ly/2ZGe8U7 #GynCSM</p> <p style="text-align: center;">Share Link on Facebook</p>	2

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>.@cancerLGBT encourages trans men to pay careful attention to the early symptoms of #ovariancancer and seek prompt and culturally competent medical care. Identify any symptoms using this list: https://bit.ly/33KQMAk #LGBTQ #GynCSM</p> <p style="text-align: center;">Tweet This</p>	<p>The National LGBT Cancer Network encourages trans men to pay careful attention to the early symptoms of ovarian cancer and seek prompt and culturally competent medical care. Identify any symptoms using this list: https://bit.ly/33KQMAk #LGBTQ #GynCSM</p> <p style="text-align: center;">Share Link on Facebook</p>	1
<p>Recent studies show #CervicalCancer screening among Asian women is low. Providers, encourage screening for these patients—and be sure to discuss family history and overall risks. Review stats: https://bit.ly/3fMsNTD @APPEALhealth #GynCSM</p> <p style="text-align: center;">Tweet This</p>	<p>Recent studies show #CervicalCancer screening among Asian women is low. Providers, encourage screening for these patients—and be sure to discuss family history and overall risks. Review stats: https://bit.ly/3fMsNTD #GynCSM</p> <p style="text-align: center;">Share Link on Facebook</p>	1

SAMPLE LINKEDIN POSTS

LinkedIn Message	Message Category
<p>September is Gynecologic Cancer Awareness Month. The National Cancer Institute provides information on all types of gynecologic #cancer. Tailored versions for both health professionals and patients are available in English and Spanish. https://bit.ly/3hSppsX</p> <p style="text-align: center;">Share on LinkedIn</p>	2
<p>Patient navigators can be very helpful to people affected by gynecologic #cancer. To effectively advocate for cancer patients, take GW Cancer Center's free, comprehensive, competency-based navigation training course that includes case studies and other learning tools: https://bit.ly/30XOEnp</p> <p style="text-align: center;">Share on LinkedIn</p>	1
<p>The earlier that cervical cancer is found, the more its impact can be minimized. Providers that serve women and LGBTQ+ individuals with a cervix, refresh your knowledge on cervical #cancer screening using this comprehensive guide from the National Cancer Institute. https://bit.ly/2VbqOk9</p> <p style="text-align: center;">Share on LinkedIn</p>	2
<p>Gynecologists and primary care providers, take modules 4, 5 and 6 of GW Cancer Center's E-Learning Series to learn more about cancer prevention, collaborating with #cancer healthcare professionals to provide patient-centered care, and how to support cancer survivors: https://bit.ly/2Naalsc</p> <p style="text-align: center;">Share on LinkedIn</p>	2
<p>Did you know that smoking increases the risk for cervical and many other cancers and can damage the female reproductive system? Read more about the damage tobacco use can have on your reproductive health. https://bit.ly/38qU1gr</p> <p style="text-align: center;">Share on LinkedIn</p>	3
<p>Clinicians, the risks of uterine, vulvar, and vaginal #cancer are increased for patients that don't exercise, have unhealthy diets, use tobacco, and/or maintain an unhealthy weight. Take module 4 of GW Cancer Center's E-Learning Series to learn how to encourage survivors and those at risk to live well! https://bit.ly/2Naalsc</p> <p style="text-align: center;">Share on LinkedIn</p>	2
<p>Clinicians play a vital role in the WHO's new global Strategy on the Elimination of Cervical Cancer. Experts believe strong HPV vaccination and screening could prevent up to 13 million cervical cancer cases over 50 years. Learn what you can do to eliminate #cancer then share this video to spread the news: https://bit.ly/3itD9JS #conqueringcancercampaign #publichealth</p> <p style="text-align: center;">Share on LinkedIn</p>	2

ADDITIONAL TOOLS AND RESOURCES

These tools can help you enhance your online presence and overall communications strategy regarding gynecologic cancer awareness. In addition, below is a set of image banks that can visually enhance your social media posts.

Tool	Description
Cervical Cancer Awareness Month Bilingual Infographics	This infographic, available in both English and Spanish, highlights cervical cancer incidence data broken down by race/ethnicity. It also provides information on cancer disparities among high-risk groups and raises awareness of screening.
CDC Vital Signs: Cervical Cancer is Preventable	This CDC resource provides recommendations and strategies for various stakeholders, such as healthcare providers and healthcare systems, on ways to improve cervical cancer screening utilization and HPV vaccination.
Cancer Prevention and Control: Provider-Oriented Interventions to Increase Breast, Cervical, and Colorectal Cancer Screening	This website provides a table that lists interventions reviewed by the Community Guide, with a summary of the Task Force findings. Information on provider-oriented interventions aimed at increasing recommendation and delivery of cervical cancer screening is available.
A Systematic Review of Interventions to Increase Breast and Cervical Cancer Screening Uptake Among Asian Women	This study synthesizes information about the effectiveness of cervical cancer screening interventions targeting Asian women.
HPV Vaccine Myth Busting for Health Care Providers Social Media Toolkit	This toolkit is designed to help public health professionals establish a “Myth Busting” social media strategy to encourage providers to effectively talk to parents and adolescents about the HPV vaccine.
6 Reasons to Get HPV Vaccine for Your Child	This infographic provides parents with information about why their child should receive the HPV vaccine.
American Academy of Pediatrics HPV Champion Toolkit	This toolkit has resources available to healthcare providers to educate other healthcare professionals, discuss HPV vaccination with parents, and recommendations to implement changes in provider practice to improve HPV vaccination rates.
The Cancer Survivorship E-Learning Series for Primary Care Providers	This series educates primary care providers (PCPs) about how to better understand and care for cancer survivors in the primary care setting. Clinicians can learn more about cancer prevention, collaborating with cancer healthcare professionals to provide patient-centered care, and how to support cancer survivors in modules 4, 5 and 6.
National Cancer Survivorship Resource Center Toolkit	Resources are available to help with implementing American Cancer Society cancer survivorship care guidelines for many cancers. While not specific to gynecologic cancers, a useful patient checklist begins on page 73.

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