Cervical Health Awareness in Bermuda

Partnership between
Bermuda Cancer and Health Centre
and
Bermuda Department of Health
A National Health Promotion Strategy which represents Bermuda’s first concerted effort to create a joined-up approach to the promotion of health on our island, and to create a shared vision for health promoters across all sectors.

Since its launch in November 2006 great strides have been made, action plans have been created, community interventions have been delivered and, among public health practitioners and partners, Well Bermuda has became a household name.
Bermuda Department of Health

* The Department of Health is a department within the Government Ministry of Health

* The Department of Health works towards a number of objectives which include education, prevention, and identification of actual or potential threats to health and applying effective control methods
The Department of Health’s vision statement is “Healthy People in Healthy Communities”

The Department’s mission is: To promote and protect the physical, psychological and social well-being of the community to enable the island’s residents to realize their optimum quality of life.
One of Bermuda’s oldest registered charities #070.
The Executive Director, Tara Soares, oversees all day to day operations and sets the long-term goals of the Centre together with a voluntary Board of Directors.
Our Vision: To serve our community building healthier lives free of cancer and disease

Our Mission: To be a Centre of Excellence offering comprehensive Breast Specialist services and providing early detection, support and education for cancer and other diseases.
Support for the Community

Cancer Information Service launched in Mar. 2010
Resource and Lending Library

- Comprehensive collection of books, DVD’s on all aspects of cancer
- A computer terminal is available for Internet research
The First Campaign

* In February 2009 representatives of Merck & Co. (Merck) with health professionals from Bermuda Cancer and Health Centre and Bermuda Department of Health

* Merck expressed an interest in assisting with a public awareness campaign
While cervical health awareness had been previously promoted during the month of January, the awareness had been limited for the most part to an in-house public presentation (Bermuda Cancer and Health Centre) and media interviews.

It was proposed that the campaign for 2011 would have extensive promotion including posters delivered island-wide.
Brainstorming sessions began

Participants:
- Edward Cordeiro, Merck
- Marcella Evans-Ingraham, Merck
- Dr. Cheryl Peek-Ball (currently Acting Chief Medical Officer)
- Dr. Hilda Dunsmore, Gynaecologist and Medical Officer
- Dr. T. Jaya, Medical Officer
- Dr. Virloy Lewin, Health Promotion Coordinator
- Gaynell Hayward-Caesar (currently Chief Nursing Officer)
- Lynn Jackson, Coordinator, Maternal and Child Health
- Rachel Card – Public Health Nurse
- Rhonda Smith-Simmons, Education Officer
- Ashley DaCosta, Education Officer
To encourage women to speak with their doctors concerning protection against the Human Papilloma Virus (HPV), which is the main cause of cervical cancer.

To encourage women over 20 years to have a pap smear, particularly those who have not had this test within the last three years.
Secondary Goals

- With education on HPV and the associated risks for cervical cancer highlighted, females will take better care of their health by:
  - Delaying sexual activity until adulthood
  - Reducing the number of sexual partners
  - Avoiding smoking
  - Getting vaccinated
Campaign Steps

- Proposal for Funding
- Letter sent to all General Practitioners and Paediatricians
- Posters of public personas for distribution
- Public service announcements
- Radio/TV interviews
- Documentary
- Free Public presentation
December 9, 2010

Dear Dr.,

In January 2011, Bermuda Cancer and Health Centre will partner with the Department of Health to launch a Cervical Health Awareness Campaign. The purpose of the campaign is to encourage women to speak with their doctors about Human Papilloma Virus (HPV) protection and to encourage women over 20 years of age to have a pap smear, particularly those who have not had this test within the last three years.

As precancerous changes of the cervix can be detected through regular pap screening, it is imperative that we educate women of the importance of this simple test. In addition, because HPV is known to be the cause of almost all cervical cancer occurrences, we also have a duty to inform the community concerning vaccines which are readily available to prevent this.

Both Gardasil and Cervarix are available at the Department of Health for physicians who wish to provide HPV protection to their patients. It is recommended that vaccination against HPV is offered between the ages of 11 – 12 years, or as close to that as is practical.

We invite you to partner with us in the upcoming awareness campaign by enhancing the education provided to families on the value of the HPV vaccines and regular cervical cancer screening for women over age 20. This campaign also provides an excellent opportunity to reinforce the importance of maintaining a healthy lifestyle with regard to cervical cancer.
Government Minister

CERVICAL HEALTH AWARENESS

As a busy professional, I take the time to visit my healthcare provider.

FOR MORE INFORMATION ASK YOUR HEALTHCARE PROVIDER OR CALL 298-6444 or Visit www.chc.bm

JUST 5 MINUTES CAN SAVE YOUR LIFE!
Comedian

CERVICAL HEALTH AWARENESS

Ladies, early detection is key!

FOR MORE INFORMATION ASK YOUR HEALTHCARE PROVIDER OR CALL 298-6444 OR VISIT WWW.CH.BM

JUST 5 MINUTES CAN SAVE YOUR LIFE!
Olympic Diver

CERVICAL HEALTH AWARENESS

Performing at a high level takes years of training but regular cervical screening takes little time.

FOR MORE INFORMATION SEE YOUR HEALTHCARE PROVIDER OR
Call 211-444 or visit www.cervicalhealth.com

JUST 5 MINUTES CAN SAVE YOUR LIFE!
Radio Talk Show Host
HPV Vaccine

As her parent YOU have always been there for her.

Now is the time to PROTECT your pre-teen daughter from CERVICAL CANCER!

- Cervical cancer is caused by a common virus called the human papilloma virus (HPV).
- An HPV vaccine is now available, it can prevent most cervical cancers.
- The vaccine is safe and very effective.
- Doctors recommend the HPV vaccine for all girls aged 11 and 12 years old.
- If your daughter missed getting the vaccine when she was 11 or 12, make an appointment for her to get it now.

For more information ask your healthcare provider or call 299-8441 or visit www.cch.bm

CALL YOUR DOCTOR TODAY!
Campaign Launch January 10, 2011
FREE Public Talk at Bermuda Underwater Exploration Institute

Thursday, January 20 @ 6:30pm Presentation (5:30pm Doors open, Information Tables)

Cervical Health Awareness - HPV vaccine recommended for females ages 11yrs+ Learn why this is important.

Guest speaker - Dr. Hilda Dunsmore, Medical Officer, Department of Health. Learn the basics about cervical health, the importance of regular testing, when to seek help and how a simple HPV vaccine can help protect against cervical cancer.

Health Information Tables 5:30-6:30pm: Blood pressure and glucose screening; Resources available regardless of your health insurance status; Representatives from 2 leading pharmaceutical companies on hand to discuss the HPV vaccine.
Cervical Health: Prevention is better than Cure

20th January 2011

Dr Hilda Dunsmore, MB ChB
Medical Officer

Department of Health
The Importance of Immunisations and the HPV Vaccine

Dr Hilda Dunsmore, MB ChB
Medical Officer

19th January 2012

Department of Health
Protecting our Children
HPV Vaccine as a Continuum of the Childhood Vaccination Programme

Presented by
Rhonda J. Smith-Simmons RN
Education Officer

* United States Preventive Services Task Force (USPSTF)

* American Cancer Society/American Society for Colposcopy and Cervical Pathology/American Society for Clinical Pathology
Top 5 Cancer Incidences (2009) - Women

- Breast: 75 cases
- Colorectal: 18 cases
- Lung: 11 cases
- Endometrium: 10 cases
- Bladder: 3 cases

Number of Cases
2011 Bermuda Cancer Forum

Top 5 Diagnosed Cancers (2010) - Women

- Breast: 67 cases
- Cervix: 13 cases
- Colorectal: 11 cases
- Lung: 6 cases
- Uterus: 5 cases

Number of Reported Cases

Reported by the Bermuda National Tumour Registry
Most Registered Neoplasms (2011) - Female

- Breast: 46.55%
- Cervix Uteri: 17.82%
- Colorectal: 8.05%
- Endometrium: 4.02%
- Lung: 3.45%
- Liver: 3.45%

**Percentage of Total Registered Female Neoplasms**

Reported by the Bermuda National Tumour Registry 2012
Next Steps - Campaign 2014

* Proposed
  * Rap competition for Middle and Senior School students
  * HPV vaccine poster targeting male adolescents
  * New CITV documentary