



Bermuda  
Cancer and  
Health Centre

DETECTION PREVENTION SUPPORT



# Cervical Health Awareness in Bermuda

Partnership between  
Bermuda Cancer and Health Centre  
and  
Bermuda Department of Health

# Well Bermuda



- \* 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 become 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

# Vision and Mission Statements

- \* 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.

# Bermuda Cancer and Health Centre

- \* 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



# Vision and Mission Statements

- \* **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

# Proposal

- \* 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

# August 11, 2010

- \* 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

# Primary Campaign Objectives

- \* 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

# Letter



GOVERNMENT OF BERMUDA  
Ministry of Health  
**Department of Health**

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



Sen. the Hon. Kam N. Wilson, JP  
Minister of Economic  
Trade and Industry

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



FOR MORE INFORMATION ASK YOUR HEALTHCARE PROVIDER OR  
Call 278-6441 or visit [www.chc.bm](http://www.chc.bm)



GOVERNMENT OF BERMUDA  
Ministry of Health  
Department of Health



Bermuda  
Cancer and  
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detoxification prevention support





# Comedian

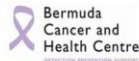
## CERVICAL HEALTH AWARENESS



Ladies, early  
detection is key!


Nakajo Bailey  
Comedian

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# Olympic Diver

**CERVICAL HEALTH AWARENESS**



Katarina Horne Parfitt  
2004 Olympic Diver

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

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GOVERNMENT OF BERMUDA  
Ministry of Health  
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well

**JUST  
5 MINUTES  
CAN SAVE  
YOUR LIFE!**

# Radio Talk Show Host

**CERVICAL HEALTH AWARENESS**



Kristy Burgess (A.K.A. Miss Thang)  
Radio Talk Show Host

**As a woman, protecting my health is my responsibility.**

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 GOVERNMENT OF BERMU<sup>DA</sup>  
Ministry of Health  
Department of Health

 Bermuda  
Cancer and  
Health Centre  
BERMUDA CANCER AND HEALTH CENTRE

 **well**  
WELLNESS

**JUST 5 MINUTES CAN SAVE YOUR LIFE!**

# 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.

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# Campaign Launch January 10, 2011





# Public Presentation Jan. 20, 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



19<sup>th</sup> January 2012

Department of Health







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# Protecting our Children

HPV Vaccine as a Continuum of the Childhood  
Vaccination Programme

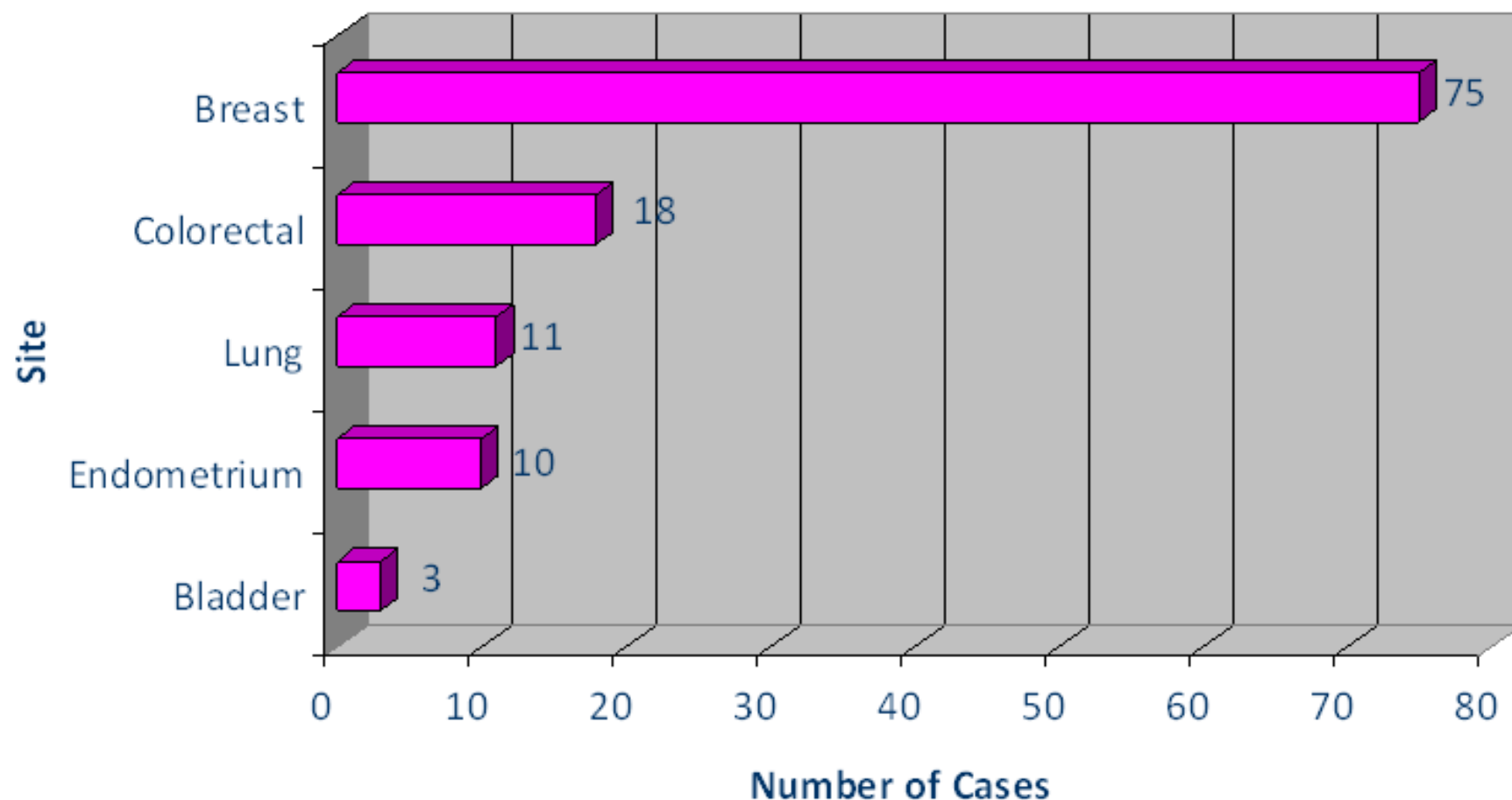
Presented by  
Rhonda J. Smith-Simmons RN  
Education Officer

# New Cervical Cancer Screening Recommendations Mar. 2012

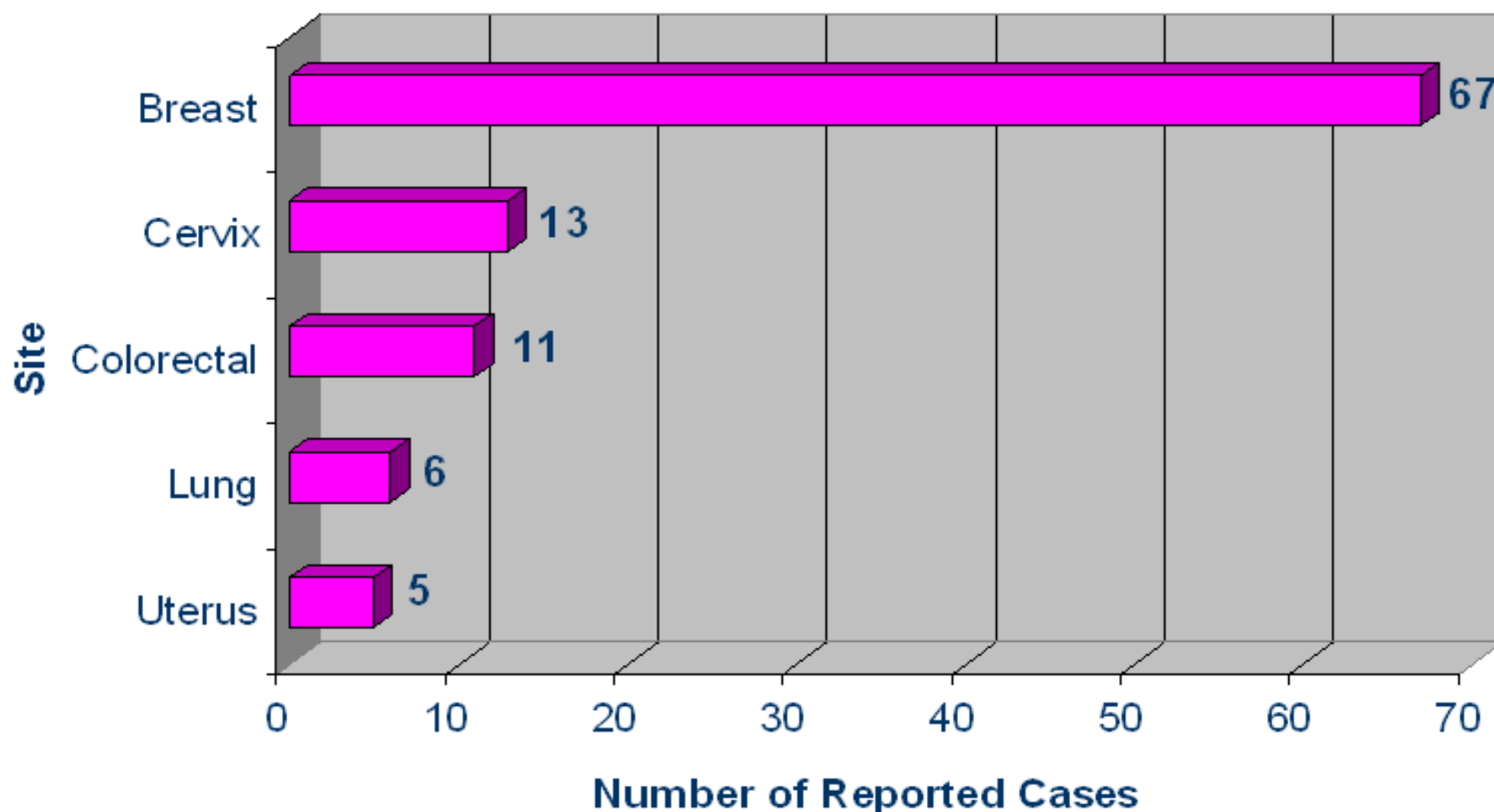
- \* United States Preventive Services Task Force (USPSTF)
- \* American Cancer Society/American Society for Colposcopy and Cervical Pathology/American Society for Clinical Pathology



## Top 5 Cancer Incidences (2009) - Women

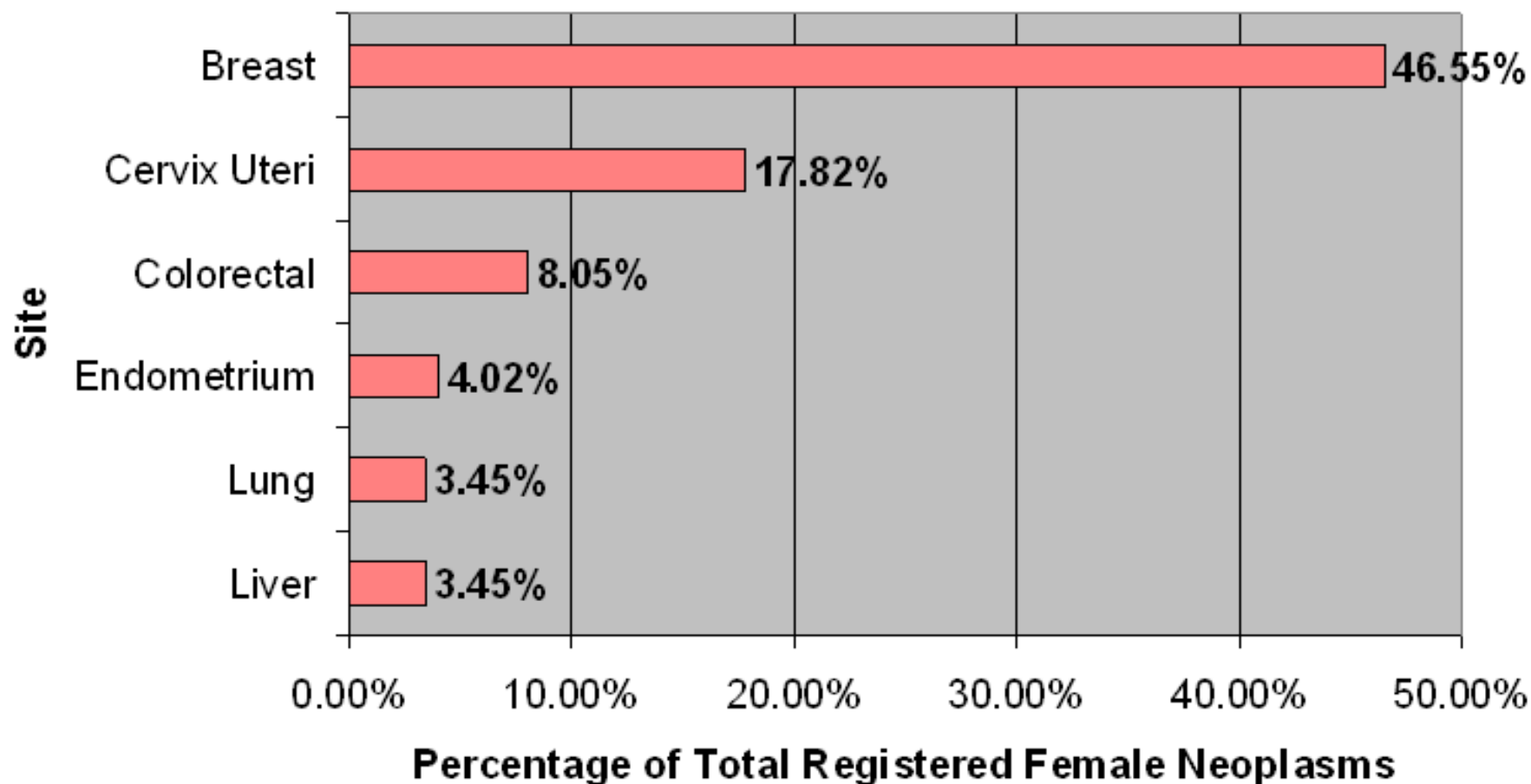


## Top 5 Diagnosed Cancers (2010) - Women





## Most Registered Neoplasms (2011) - Female



# Next Steps - Campaign 2014

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