



# HCC Civil Society Cervical Cancer Advocacy Plan

**Cervical Cancer  
Advocacy Workshop  
Caribbean Cancer  
Societies and Foundations**

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# Outline

- Background to Cervical Cancer Advocacy Initiative
  - PAHO
  - ACS
- Cervical Cancer Advocacy Plan
- Conclusion



# Background to Cervical Cancer Advocacy Initiative

- HCC- PAHO
- ACS Grant

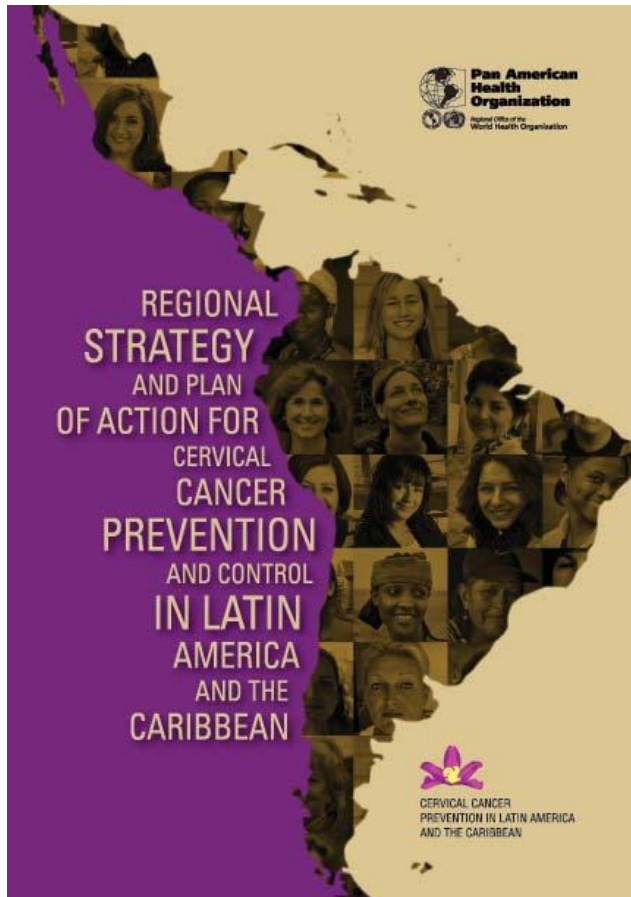


# HCC-PAHO Partnership

- In 2012 the HCC established Official Relations with PAHO
- Through these relations clear commitment to:
  - Share activities that address 'Improved health and quality of life and communication and advocacy around NCDs'
  - collaboration around cervical cancer education and advocacy



# PAHO Regional Strategy And Plan Of Action For Cervical Cancer Prevention And Control In Latin America And The Caribbean



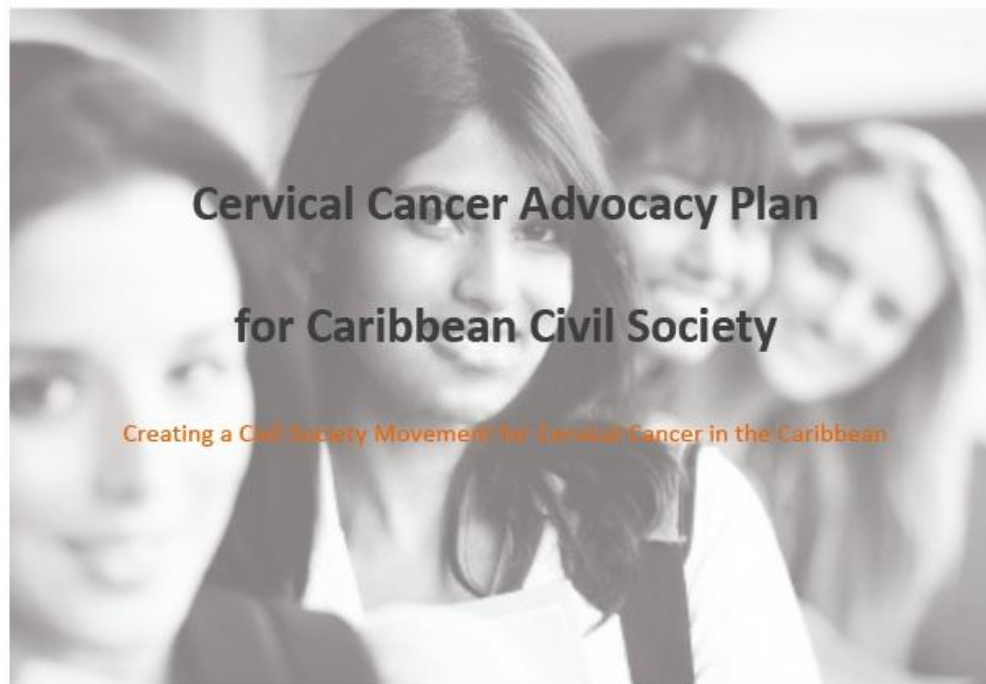
1. Conduct a situation assessment
2. **Intensify information, education and counseling**
3. Fortify screening and pre-cancer treatment programs
4. Establish or strengthen information systems and cancer registries
5. Improve access and quality of cancer treatment and of palliative care
6. Generate evidence to facilitate decision making regarding HPV vaccine introduction
7. **Advocate for equitable access and affordable comprehensive cervical cancer prevention**



# American Cancer Society: *'Meet the Targets'* Grant

- HCC received grant in 2012
  - Strengthen civil society capacity in the Caribbean to respond more effectively to NCDs
- *Objective 1*: Strengthen role of civil society response to NCDs through the development of a 4-yr Strategic Plan
- *Objective 2*: Enhance communication between NGOs and build capacity to respond to NCDs
- *Objective 3*: Execute a cervical cancer advocacy and awareness campaign





Healthy Caribbean Coalition

January 2013



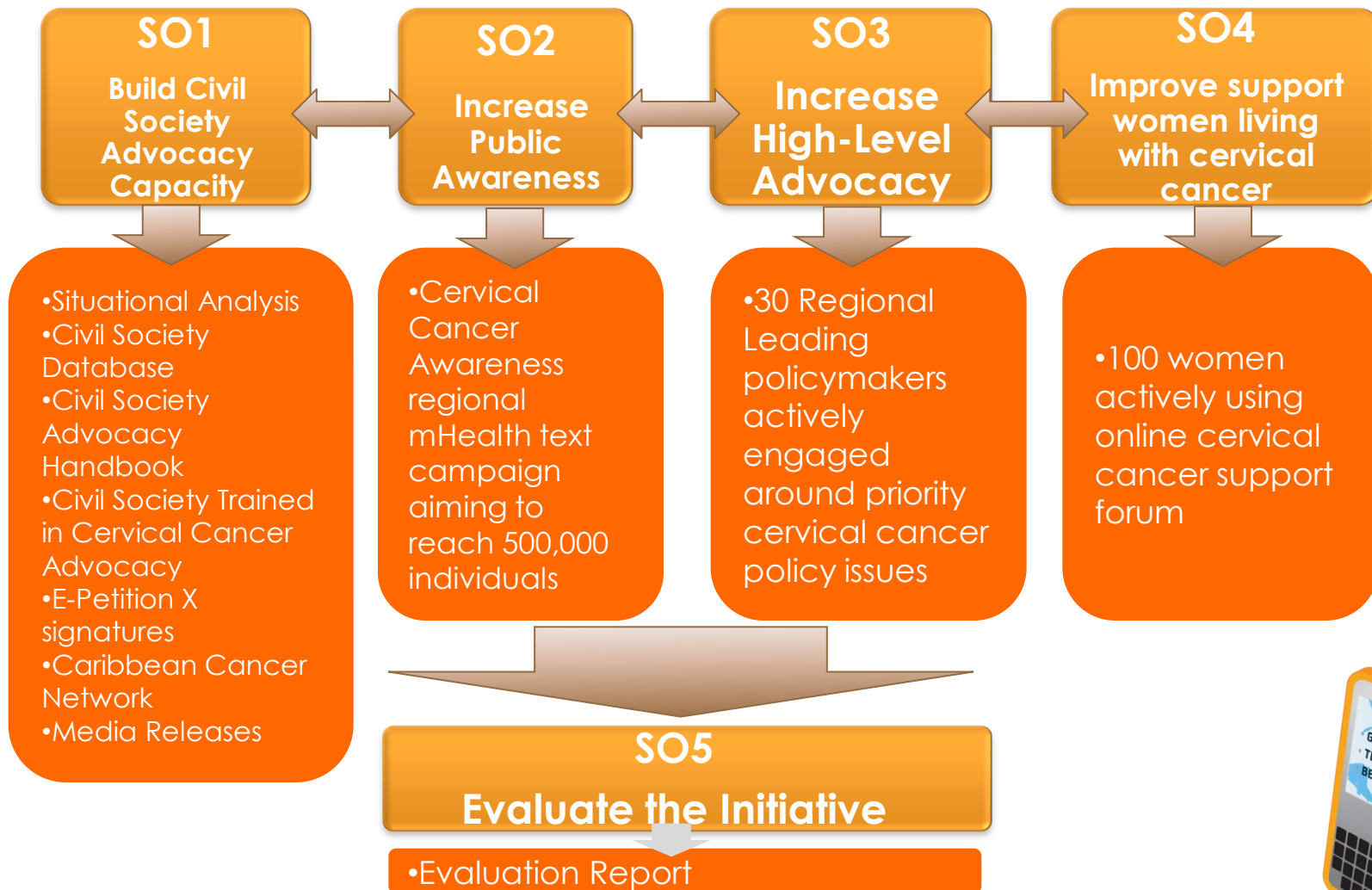
# Cervical Cancer Advocacy Plan for Caribbean Civil Society

- Finalised January 2013
- Funded through **ACS** Meet the Targets grant
- Timeline 6-9 months
- **Goal:** To Facilitate and mobilize Caribbean civil society around cervical cancer prevention, treatment and support advocacy.
- **5 Specific Objectives** with key outputs





**Goal: To facilitate and mobilize Caribbean civil society around cervical cancer prevention, treatment and support advocacy**



## SO1. To build the capacity of civil society to advocate for changes in cervical cancer related policy and programmes

- **SO1.1:** Conduct a desk-based situational analysis of civil society advocacy around cervical cancer
- **SO1.2:** Create a static database of key regional civil society actors and policy makers
- **SO1.3:** Develop a User Friendly Civil Society Handbook for Cervical Cancer Advocacy
- **SO1.4:** Conduct a 'How To Advocate' Workshop
- **SO1.5:** Conduct Civil Society Led E-Petition advocating for: e.g. improved access to screening, timely reporting of results, evidence-based treatments, HPV testing and vaccine, palliative care
- **SO1.6:** Develop a Caribbean Cancer Network
- **SO1.7:** Send out a Press Releases to Media Houses in each of target countries



## SO2. To increase public awareness and action around cervical cancer prevention, treatment and service gaps/needs

- **SO2.1:** Conduct mHealth campaign in selected countries using text messages aiming to reach 500,000 Caribbean people around cervical cancer prevention, treatment, and needs



## SO3. To increase cervical cancer advocacy at the highest levels of decision making

- **SO3.1:** Create list of 30 leading policymakers using defined selection criteria
- **SO3.2:** Contact 30 leading Caribbean policy makers via email about cervical cancer on at least 6 occasions in which they are informed of the issue of cervical cancer and the need to take action to prevent and treat the condition.



## SO4. To support the creation of a supportive network for women living with cervical cancer

- **SO4.1:** Create an online Forum of ~ 100 women affected by cervical cancer that allows them to “share their stories”

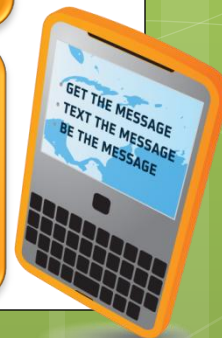
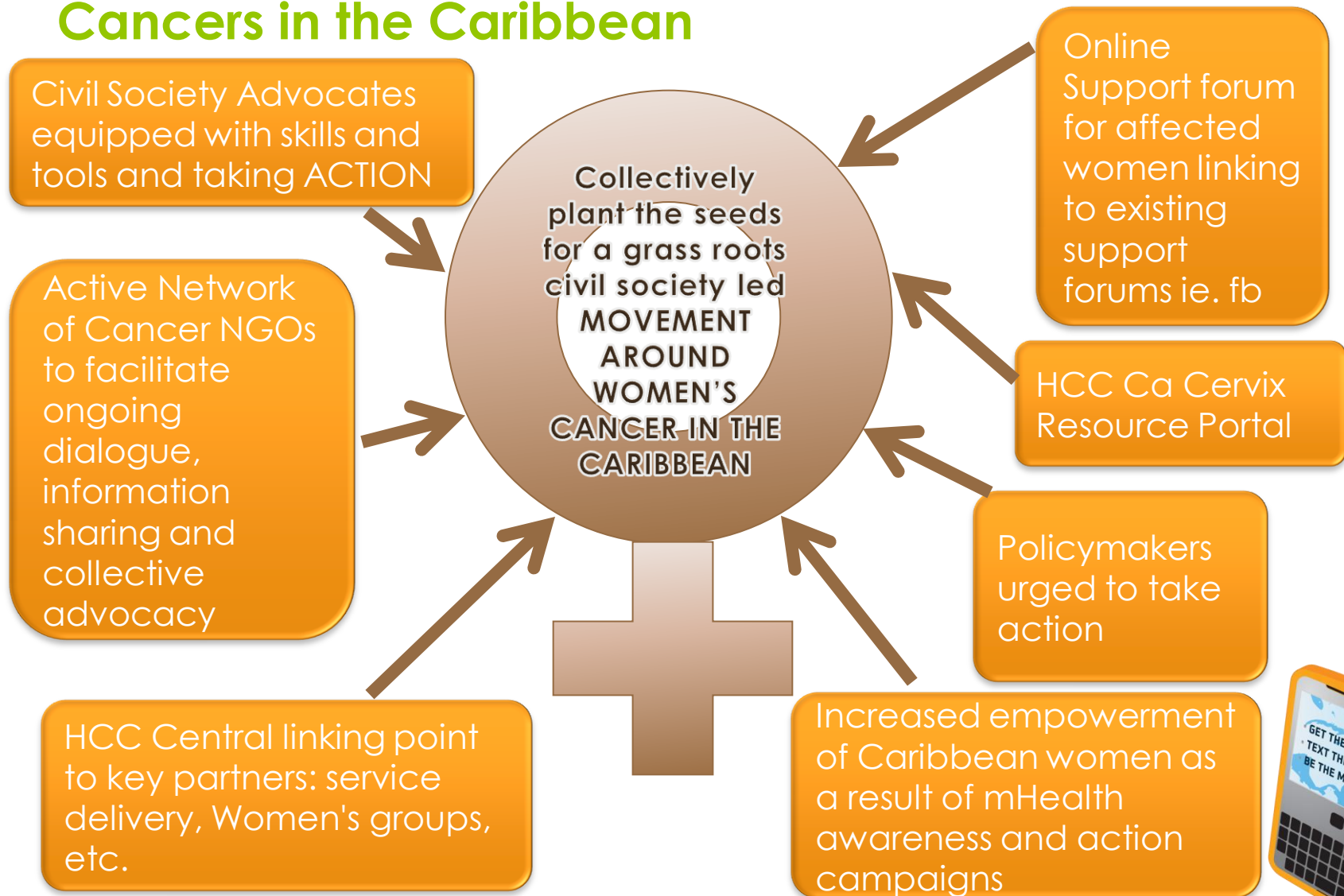


## SO5. To evaluate the Caribbean Civil Society Cervical Cancer Education and Advocacy Initiative

- **SO5.1:** Conduct an evaluation of the initiative using the logframe as a guiding document for this exercise by evaluating achievement against targets using agreed indicators



# Creating a Civil Society Movement for Women's Cancers in the Caribbean



**Thank you**