

SAMPLE PRESS RELEASE

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GLOBAL WOMEN BUSINESS LEADERS CALL FOR IMPROVED CERVICAL CANCER PREVENTION PROGRAMS

Education and Improved Access to Screening and Vaccination Urged in [Country]

[Your Town], [Your State/Province] --- [Date] --- The Global Consortium of Women to End Cervical Cancer – a coalition of business, professional and government leaders -- is issuing a call for governments around the world to reduce death rates from cervical cancer, a highly preventable disease. With [number] of new cases of cervical cancer diagnosed in [country] each year, local members of the Global Consortium are calling for more action here at home.

“No woman should die of cervical cancer in this day and age,” said [your name], [title] of [organization]. “Today, there is a vaccination for girls against the most common types of the virus that causes this disease, HPV, and a test for women to determine who is carrying it. No other cancer has such a clearly understood cause, as well as available technologies to help prevent it. Our government must ensure that [nationality] women are educated about cervical cancer prevention and that prevention programs are available and accessible to all women and girls.”

According to the World Health Organization, cervical cancer is the second-most-common cancer and one of the leading cancer killers of women worldwide. Each year, approximately 500,000 women are diagnosed with cervical cancer and about half die of the disease. Cervical cancer is especially devastating because it typically strikes women while they are relatively young.

Cervical cancer is highly preventable when abnormal cells are treated early, before they develop into cancer. Pap tests, which look for cell abnormalities caused by HPV, have gone a long way towards reducing cervical cancer in countries where it is offered as part of a national screening program. Now, there is a test that directly detects HPV and has been shown to significantly improve the ability to identify women at risk of developing this deadly disease. Studies involving more than 300,000 women have shown that an HPV test is 86 percent to 97 percent accurate in identifying women with pre-cancerous cervical conditions or cancer when used alone, and virtually 100 percent effective when combined with a Pap.

New HPV vaccines are also available and studies suggest that they are effective in preventing infection with the two types of HPV that cause 70 percent of all cervical cancers. The HPV vaccines are most effective for girls and young women who have not yet been exposed to the targeted types of HPV. Experts agree that a combination of screening and vaccination is the best approach to reducing cervical cancer rates worldwide.

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“We have an unprecedented opportunity to eliminate cervical cancer worldwide and create a world that is free from cervical cancer for the next generation of women,” said Irene Natividad, president of the Global Summit of Women, which launched the Global Consortium of Women to End Cervical Cancer last year. “However, the existence of advanced technologies like the HPV test and vaccine is only the first step in ending cervical cancer. Every age-appropriate woman and girl must be informed about the need for screening and vaccination, and have access to the most current prevention techniques. Governments around the world must take the lead in this effort.”

The Global Consortium of Women to End Cervical Cancer is a project of the Global Summit of Women, an annual information-and-idea exchange designed to advance the global marketplace and the role of women within it. The initiative recognizes that a woman’s health is fundamental to her ability to participate in society at all levels. The Global Consortium urges women leaders worldwide to educate other women about cervical cancer, HPV, and the role of HPV testing and vaccination in its prevention; encourage governments to make affordable, accessible HPV technologies available to all age-appropriate girls and women; and to inform the media so that they can help spread. More information is available at www.globewomen.org.

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