

THINK ABOUT THE LINK[®]

HPV
Cervical Oropharyngeal Anal Cancer
HEP B HEP C
Liver

A Campaign of the Prevent Cancer Foundation

Congressional Briefing
Viruses and Cancer in Communities of Color
December 13, 2016

Action Toolkit

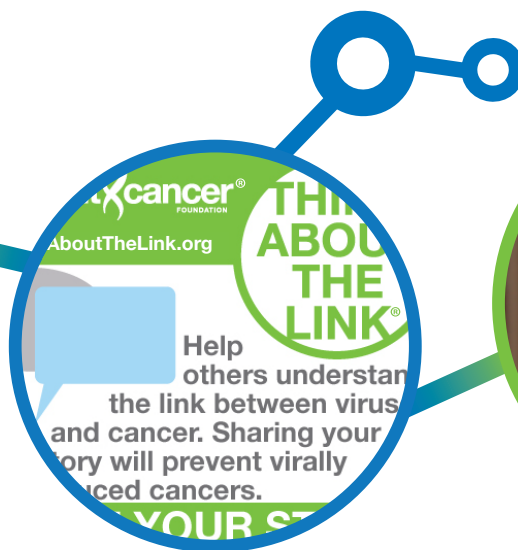
Many people are unaware of the link between viruses and cancer—but HPV, hepatitis B and hepatitis C are connected to at least seven types of cancer. While there are vaccines available for HPV and hepatitis B, and screenings and treatment for hepatitis C, many people do not take the steps to protect themselves and their loved ones from these viruses and ultimately, prevent cancer.

In this toolkit, you will find three ways to help amplify this critical public health message. Thank you for using your voice and empowering others to take charge of their health. Together, we can *Stop Cancer Before It Starts!*[®]

Submit an Op-Ed

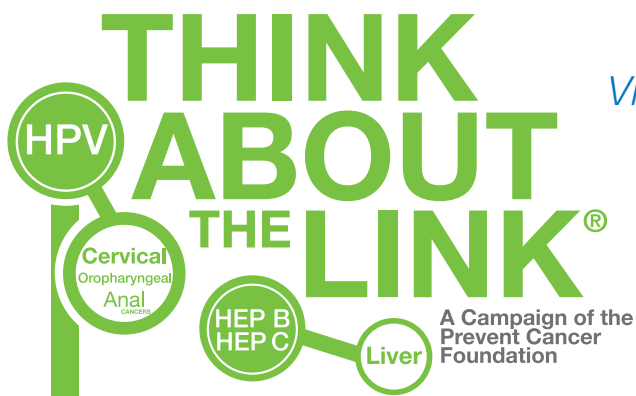
Most newspapers accept op-eds from readers and this is a great way to share your message with a broad audience. If you are a prominent figure or are writing about your particular area of expertise (in this case, if you are medical professional), there is a better chance your op-ed will be selected. Smaller media markets are also easier to break into, so we recommend submitting your op-ed to a smaller, local paper rather than competing to get published in The New York Times or The Washington Post.

What follows is a sample op-ed, which will also be included in the toolkit that will be emailed to you after the briefing. **If you would like to request a personalized/unique op-ed for your use,** or if you need help submitting to your chosen newspaper, please contact Lisa Berry, Director of Communications, at Lisa.Berry@preventcancer.org.



prevent **cancer**[®]
FOUNDATION

www.ThinkAboutTheLink.org



Think About The Link[®] between viruses and cancer

In recent decades, scientists have discovered a great deal of information about what causes cancer—research shows that you can significantly reduce your cancer risk by making healthy lifestyle choices such as avoiding tobacco, eating a healthy diet, being physically active and protecting your skin from the sun. But you may not know that another critical way to prevent cancer is to protect yourself and your loved ones from three cancer-causing viruses: human papillomavirus (HPV), hepatitis B and hepatitis C.

HPV, a common virus that infects about 14 million Americans each year, is linked to at least six types of cancer. More than a decade ago, the Centers for Disease Control and Prevention (CDC) began recommending the HPV vaccine for girls to prevent cervical cancer. (HPV is responsible for about 90 percent of cervical cancer cases.) We now know that HPV can also cause oropharyngeal (back of throat) cancer, which is on the rise in men, as well as anal, vaginal, vulvar and penile cancers.

The CDC now recommends the HPV vaccine to all girls AND boys ages 11-12—and most teenagers and young adults can get “catch-up” vaccines if they miss this window. Recently, the CDC changed the HPV vaccine recommendation from three doses to two doses for those under age 15.

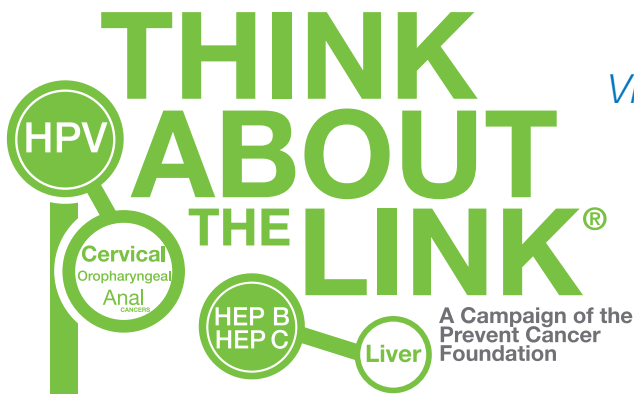
Hepatitis B and C are also common viruses that can lead to cancer, and together these viruses cause about 65 percent of liver cancers in the U.S. There is a vaccination available for hepatitis B, and screening and treatment available for hepatitis C, but many people are unaware of the link between these viruses and cancer.

In fact, according to a survey from the Prevent Cancer Foundation®, 76 percent of adults are unaware that hepatitis B vaccine can reduce the risk of liver cancer and 73 percent of adults are unaware hepatitis C treatment can reduce the risk of liver cancer.

Certain minority populations are at increased risk for hepatitis B or C—if you are African-American, Hispanic, or Asian-American, or if you are a baby boomer (born between 1945 and 1965), talk to your health care professional about getting tested and/or vaccinated for these viruses.

There is no better time to take charge of your health. By getting vaccinated, screened and/or treated for these viruses, you can prevent a cancer diagnosis down the road. Think About the Link[®] between viruses and cancer, and talk to your health care professional today.

For more information about viruses and cancer, visit www.preventcancer.org/thinkaboutthelink.



Action Toolkit

Quote / Appearance

Think About the Link® is traveling from coast to coast and holding grassroots events in the cities and states with the lowest vaccination rates and the highest rates of virally-induced cancers. Events typically include a panel of speakers who help increase awareness about virally-induced cancers, and often include screening and/or vaccination components as well.

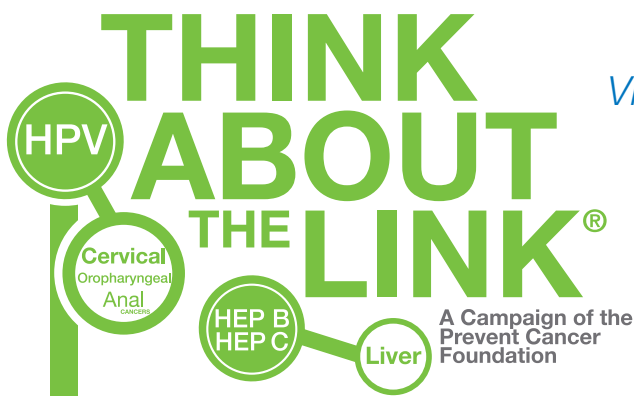
Below is the list of cities Think About the Link® will be visiting in 2017 (dates are to be determined). If you would be willing to speak at an event in your city or would like to provide a quote for a press release in advance of one of these events, please contact Kennesha Baldwin, Director of Campaigns, at Kennesha.Baldwin@preventcancer.org.

EXAMPLE:

“Harlem’s diverse community is particularly at risk for hepatitis C, as African-Americans are at higher risk of infection,” said Carolyn Aldigé, President and Founder of the Prevent Cancer Foundation®. *“This is critical because hepatitis C is a leading cause of liver cancer. There are screenings and treatments to diagnose and cure hepatitis C, but many Harlem residents are unaware of or cannot access this lifesaving care.”*

Think About The Link® 2017 campaign stops:





Social Media Posts

Facebook Posts

1. Viruses like HPV, hepatitis B and hepatitis C can lead to cancer if left untreated. Learn your risk today and talk to your doctor about vaccination and screening options. [#ThinkAboutTheLink](#) thinkaboutthelink.org
2. Around the world, 1 in 5 #cancer diagnoses is caused by a virus. Learn more about the link between viruses and cancer and how you can reduce your risk here: thinkaboutthelink.org. [#ThinkAboutTheLink](#)
3. African-Americans have a high rate of #hepatitisC infection. Since hepatitis C has few symptoms, testing is critical to identifying this often silent disease before it can lead to cancer. Learn more about the link between hepatitis and liver cancer: thinkaboutthelink.org [#ThinkAboutTheLink](#)
4. Asian-Americans make up less than 5% of the US population, but account for more than 50% of the one million Americans living with chronic #hepatitisB. Learn more about how hepatitis can lead to cancer: thinkaboutthelink.org. [#ThinkAboutTheLink](#)
5. Hispanic women in the United States have higher rates of #cervicalcancer than women in other racial or ethnic groups. It's important to raise awareness for the #HPVvaccine to protect them from the virus that can cause cervical cancer. [#ThinkAboutTheLink](#) thinkaboutthelink.org

Tweets

1. HPV, hepatitis B and hepatitis C can lead to cancer if left untreated. Learn more here: thinkaboutthelink.org [#ThinkAboutTheLink](#)
2. Worldwide, 1 in 5 cancers are virally induced. [#ThinkAboutTheLink](#) & talk to ur doc. about screenings & vaccinations. thinkaboutthelink.org
3. African-Americans are disproportionately affected by #hepatitisC which can lead to #livercancer. thinkaboutthelink.org [#ThinkAboutTheLink](#)
4. Asian-Americans represent 5% of the US pop., but make up 50% of #hepatitisB cases. Get tested! thinkaboutthelink.org [#ThinkAboutTheLink](#)
5. #HPV related cancer rates are higher among Hispanic women. Help by getting teens vaccinated. [#ThinkAboutTheLink](#) thinkaboutthelink.org