

# User Guidance

Updated November 2020

## Introduction

In support of the [WHO Global Strategy towards eliminating cervical cancer as a public health problem](#), Cervical Cancer Action for Elimination (CCAIE) has developed this communications toolkit to ensure use of a common set of messages and communication materials—created with input from you and/or your peers—as we unite and rally action at global, regional, and country levels to accelerate progress towards a world free from cervical cancer.

Following its [adoption](#), our governments have committed to a three-pronged approach that provides a roadmap to achieve a common vision: the elimination of cervical cancer in the lifetime of today's youngest girls. But success will require all of us, across sectors and borders, to come together and demand action. Together, the CCAIE network aims to support all countries to join the movement to eliminate cervical cancer as a public health problem and to take action to implement WHO's global strategy.

“ CALL TO ACTION TO ELIMINATE CERVICAL CANCER

“If we don't act, deaths from cervical cancer will rise (globally) ...

To succeed, we need everyone on board... who can help us reach our goal...

That's why today I am calling for coordinated action globally to eliminate cervical cancer.”

— Dr Tedros Adhanom Ghebreyesus, WHO Director-General

Photo: Business Wire

**To achieve collective action**, this toolkit aims to assist advocates to have dialogue with policymakers, media, local government officials, community leaders, and key decision-makers across the health, finance, and education sectors. This will help shape public opinion and inform policies that support implementation of the global strategy. Countries at various stages of the implementation process will likely prioritize different actions, which may include, but is not limited to:

1. Encouraging policymakers to publicly commit to implementing WHO's global strategy, potentially timed to Cervical Cancer Awareness Month (January 2021) or World Cancer Day (February 4, 2021), setting interim progress targets across vaccination, screening, and treatment efforts that are monitored and reported at the 2022 World Health Assembly to showcase the urgent action through national/sub-national policies and budget on country commitment to eliminate cervical cancer.
2. Asking policymakers and government officials to establish/strengthen a technical working group to advise on a national cervical cancer elimination strategy; or advocating for an updated national cancer plan that is inclusive of cervical cancer elimination targets.
3. Advocating for cervical cancer elimination to remain high on social and political agendas and ensuring that prevention, screening, and treatment is included in primary health care programs as part of universal health coverage (UHC) and a commitment to UN Sustainable Development Goals (SDGs).

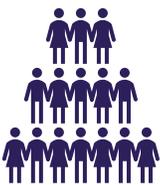
4. Encouraging and working with governments to ensure continuation of cervical cancer prevention and treatment services during and post-COVID-19, in accordance with WHO/GAVI guidance.
5. Fostering targeted community engagement and action to identify and overcome barriers to delivering essential services.
6. Encouraging greater cross-sectoral collaborations that strengthen integration and expand reach of programming.
7. Advocating for increased financing for cervical cancer prevention, screening, and treatment, including via financed health plans and financial protection mechanisms.
8. Introducing and/or scaling-up of HPV vaccination for age-eligible girls through National Immunization Plans, including via the GAVI mechanism.

## Toolkit Materials

The toolkit has five customizable tools: narrative and key messaging, factsheets, op-ed template, introduction letter, and sample social media posts. All tools can be tailored to incorporate country and region-specific contexts (note: If context-specific data is unavailable, consider substituting similar data which supports the point you are trying to make or proceed with global data).

### 1. Narrative and Key Messaging

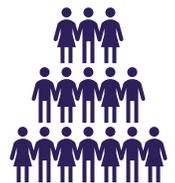
A common set of core messages for advocates to use as-is or tailor, as needed. These are intended for positioning of your ask accurately and consistently and to communicate the urgency of action needed to support implementation of WHO's global strategy and end cervical cancer.



#### TIPS

Potential uses include, but are not limited to:

- Talking points for conversations with key decision-makers, new partners or media
- A foundation to reference and pull from for cervical cancer-related communications, including leadership remarks, media outreach, social media posts, blog posts and infographics/infograms



## 2. Factsheets (x2 global & local)



An engaging, one-pager that can be shared as an introduction to cervical cancer elimination. The factsheets include high-level information and statistics, as well as recommended action for achieving the elimination targets in WHO's global strategy. Included is a global version, as well as the files for a version of the factsheet that can be customized to reflect country-specific contexts.

### TIPS

Potential uses include, but are not limited to:

- An accompaniment to introduction letters and advocate communications with key decision-makers or partners
- A digital backgrounder for media contacts that can supplement outreach efforts
- A printed leave-behind at in-person meetings and events (as they are resumed post-COVID-19)

## 3. Op-Ed Template



A pre-written opinion piece that advocates can tailor with relevant statistics and/or anecdotes based on regional or local contexts and pitch for placement in a regional or local news outlet. The aim of this op-ed is to raise awareness of and spark dialogue around cervical cancer elimination, including implementation of WHO's global strategy. If the ambition is for the op-ed to be published on larger, international platforms, joining international advocacy groups has been noted a good starting point.

### TIPS

Consider:

- Exploring publication in Fall 2020, to capitalize on the recent adoption of the WHO global strategy and its "launch" on November 17<sup>th</sup> during the re-convening of the World Health Assembly.
- Prioritizing one outlet for publication to focus initial outreach. Without sharing the full piece, gauge interest in the topic with the prioritized outlet. If they confirm interest, be sure to review all outlet editorial guidelines (e.g., word count, formatting, etc.) before submitting the piece for review. If they decline, consider their feedback and move to the next outlet on your priority outreach list.
- Using a patient story wherever possible to provide a 'human' angle and explore co-authors as there is power in numbers
- Aiming for 80% new information (to the reader) and 20% opinion, but the total length of the article largely depends on the publication. Generally, it's around 800-1000 words.

#### 4. Introduction Letter Template

A pre-written introduction letter that aims to familiarize readers - policymakers and local government officials from ministries of health, finance, and/or education, cross-sectoral partners and key community leaders - with the WHO global strategy and encourage their commitment towards its implementation. Advocates can tailor the message with country, regional, or local-specific data points to increase relevance and impact. Visit the CCAE website <https://cervicalcanceraction.org/> or email us at [CCAЕ@cancer.org](mailto:CCAЕ@cancer.org) for guidance on sourcing local data.



Introduction letters are a great tool for starting the conversation. However, they won't always receive a response, or the reply may be negative. Even in these cases, the introduction letter can still be powerful as more than likely it has initiated a discussion within government. In this sense, any attention is good attention to build a case for support.

#### TIPS

We recommend:

- The letter should target only one ministry/sector at a time, with content tailored for the recipient
- Select no more than three bullet points from the list of priority actions. Use local needs, the recipient's focus/interest, and the status of conversations to-date as criteria.
- Share the locally tailored Factsheet along with the letter to provide additional context and background
- Account for the impact of Covid-19 e.g. offer a virtual meeting (via Zoom or similar) in place of an in-person meeting for continued and meaningful engagement
- Where possible, try to partner with organisations with shared values— there is power in numbers

#### 5. Social Media Posts

The toolkit includes sample, pre-written social media posts targeting local and global health policymakers, community/faith leaders and key cervical cancer stakeholders. These posts can be tailored and distributed on your Twitter, LinkedIn, and Facebook channels. Each post is meant to be “evergreen,” meaning it can be posted anytime, as opposed to during a specific milestone or activity. We hope this will build a consistent digital dialogue over the coming months that will raise awareness of cervical cancer elimination and encourage collective action in support of the implementation of WHO's global strategy.

**To help your content stand out** aim to link content to what is happening around the world. For example, think about how cervical cancer elimination initiatives are being impacted by COVID-19. Note that adoption of WHO's global strategy and commitment by governments is a good news story that may be treasured now more than ever.

## TIPS

- Consider tagging other organizations within your posts. @CCAENetwork will launch on Twitter and Facebook from November 17<sup>th</sup>. Please follow, 'like' and RT!
- Incorporate your social media content into an existing editorial calendar and publish posts in alignment with your typical posting cadence.
- Keep your content up to date, aligning with relevant hashtags in the global community
- Think about who your target audience is and where they're most likely to receive and engage with information (e.g., Facebook vs LinkedIn). Decide what to post and on which channel based on this, for maximum impact
- Maintain a separation of personal and professional social media accounts. There are benefits to being active on both but think carefully about what makes most sense to post from which account and be consistent. Don't have all your social media accounts linked to one person or one individual's account as you'll need to ensure long-term organizational presence if that individual leaves.



## Getting Started



We understand and appreciate that partners, organizations, and countries may be in different points of conversation with key stakeholders. For some, the recent adoption of the WHO global strategy presents an opportunity to initiate conversations for the first time. With this in mind, each material has been developed with the flexibility to support you in a variety of scenarios, but if helpful, below are recommendations on where to begin.

### 1. If conversations have not yet been started

- We recommend beginning outreach to key officials in the ministry of health with the **introduction letter**, paired with the **factsheet**. When engaging in these initial discussions, be sure to use the **key messages** to guide you.

### 2. If conversations are in progress

- You may consider leveraging the **introduction letter** to re-start/continue discussions with the ministry of health to encourage concrete commitment and local implementation of the strategy. You might also explore engaging partners and officials across other sectors (e.g., finance, education, HIV/AIDS, gender). When using this letter, be sure to pair it with the **factsheet**, and leverage the **key messages** to guide your discussions. **Social media posts** may also be considered to help bolster discussions and rally partner engagement.

### 3. If conversations are advanced

- You may consider, in addition to the above, leveraging the **op-ed template** to help inform public opinion and encourage action by key stakeholders (e.g., policymakers, government officials). If published, this piece could be shared with key stakeholders and used as a tool for follow-on conversations to further advance discussions and action for local implementation.

We hope the toolkit not only provides a solid foundation of materials to leverage as part of ongoing programming, but also inspires and encourages the development of additional communications reflective of local contexts and in support of implementation of the WHO global strategy. If you require additional support or guidance, please get in touch with the CCAE team! We'd also love to hear how you're getting it on, whether it's a success story or lessons learned, so that we can share experiences and continue to build the CCAE community. We're always on the hunt for case studies for our website, so if you have any ideas, let us know!

***This user guide was informed by workshops, hosted by CCAE. With a special thanks to all participants and our peer coaches, Benda Kithaka, Carmen Auste and Salomé Meyer.***

## About Cervical Cancer Action for Elimination

Cervical Cancer Action for Elimination (CCA) is a network of organizations working together to accelerate global progress towards a world free from cervical cancer. CCA builds connections and synergies between organizations advocating for cervical cancer elimination. It also provides a forum for sharing information and resources, as well as amplifying the work of civil society and its shared messaging across the world.

**For questions, comments, or more information, please visit [cervicalcanceraction.org](https://cervicalcanceraction.org) or contact CCAE at [ccaecancer.org](mailto:ccaecancer.org). Follow us on Twitter @CCAENetwork or connect via Facebook by searching Cervical Cancer Action for Elimination.**

# Leveraging Materials For Upcoming Milestones

November 2020  
WHA

January 2021  
Cervical Cancer  
Awareness Month

February 4, 2021  
World Cancer Day

March 4, 2021  
HPV Awareness Day

<b>Narrative/ Key Messaging</b>	<ul style="list-style-type: none"> <li>• Incorporate messaging into relevant milestone communications (e.g., traditional, broadcast or radio media interviews, website updates, etc.)</li> <li>• Weave key messages into talking points for relevant meetings, speaking engagements or media interviews</li> </ul>
<b>Factsheet</b>	<ul style="list-style-type: none"> <li>• Complement milestone communications (e.g., emails, newsletter) to show the scope of the problem</li> <li>• Share factsheet as part of social posts, driving traffic to website where it is housed</li> <li>• Use to inform introductory discussions with media, policymakers, community leaders, etc.</li> <li>• Handout factsheet at in-person milestone events or meetings (once resumed)</li> </ul>
<b>Op-Ed</b>	<ul style="list-style-type: none"> <li>• Develop an op-ed to be placed ahead of the milestone, tailored to the focus and situated within local context</li> <li>• Use published op-ed as record/reference to point back to in future efforts/milestones (e.g., link to from website, social posts)</li> <li>• Publish op-ed on owned social properties (e.g., LinkedIn)</li> </ul>
<b>Introduction Letter</b>	<ul style="list-style-type: none"> <li>• Leverage the milestone as a key moment in time to either introduce yourself/your organization OR continue conversations with key stakeholders around cervical cancer elimination and the new WHO global strategy</li> <li>• Use the introduction letter to facilitate a concrete discussion around national/local cervical cancer elimination activities</li> <li>• Use the introduction letter as an opportunity to engage with other advocacy organizations (e.g., to co-author)</li> </ul>
<b>Social Media Posts</b>	<ul style="list-style-type: none"> <li>• Use social media posts to spark discussion in your country around local implementation of the WHO global strategy</li> <li>• Leverage relevant hashtags (e.g., #WHA73, #cervicalhealthmonth, #WorldCancerDay) in social posts</li> <li>• Share op-ed placement via social posts or consider repurposing op-ed for a long-form LinkedIn article/article series</li> </ul>