

# Engaging Your Community- Cervical Cancer Awareness

**Market Expansion Through Cultural Understanding**



**Community  
Connected**

Seo Jo, PharmD  
Angelina Tucker, PharmD, BCGP, CDCES  
Community Connected | CPESN USA

# Objectives

1. **Describe** current epidemiology trends and national cervical cancer statistics within the United States.
2. **Review** strategies to engage pharmacy employees and patients in cervical cancer prevention and early detection initiatives.
3. **Identify** opportunities to collaborate with community stakeholders to expand access to education, vaccination, and screening services.
4. **Recognize** common myths and stereotypes surrounding cervical cancer to support culturally competent communication and equitable care.

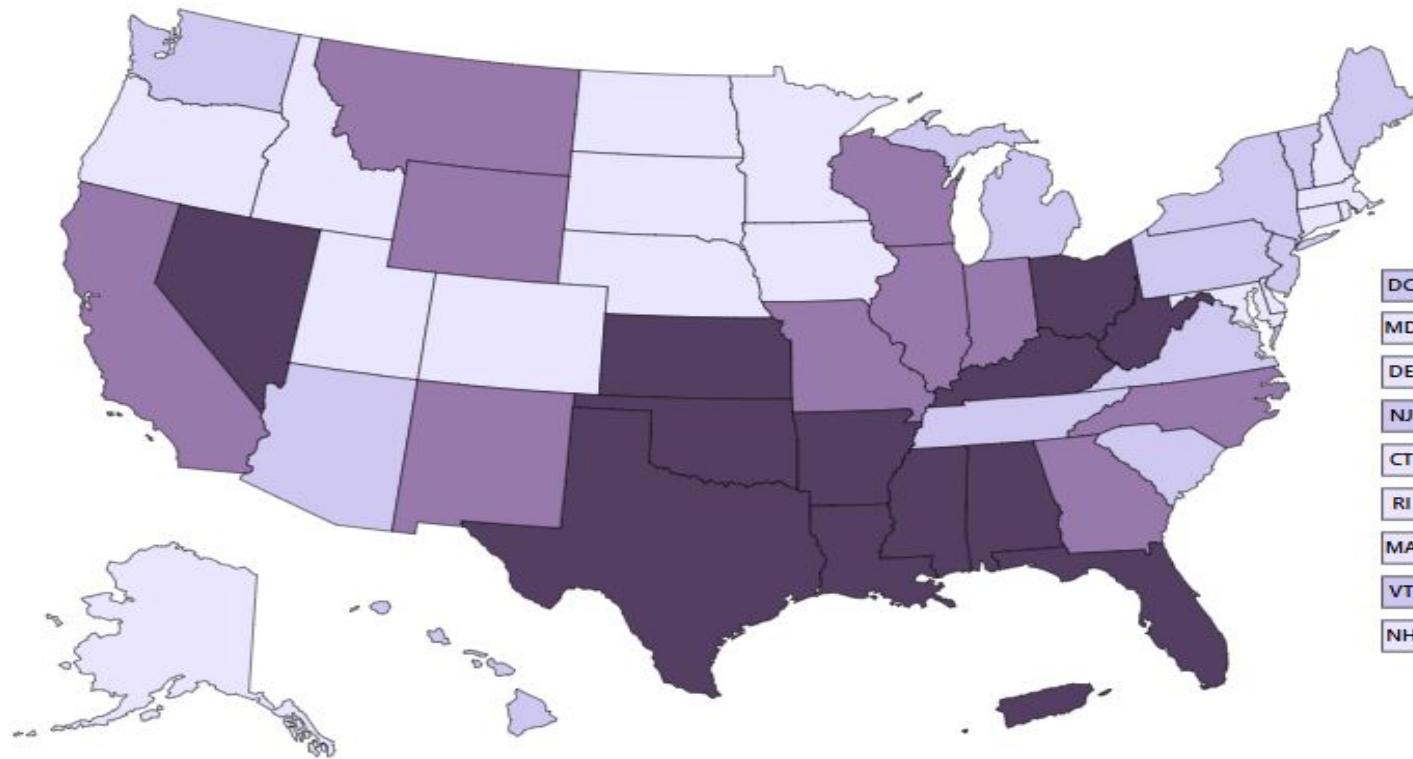
# Setting the Stage

- A pharmacy owner discovers high HPV and cervical cancer rates among women aged 25–45 in their area .
- How can the pharmacy owner develop preventive and supportive services to improve outcomes and better engage this demographic in his community?

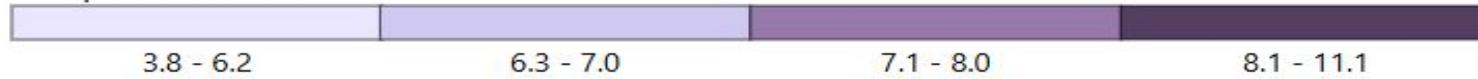
## Rate of New Cancers in the United States, 2022



### Cervix, Female, All Races and Ethnicities



Rate per 100,000 women



# Cervical Cancer - New Cases (Incidence) , United States, 2022 by Ethnicity

Incidence Rate per 100,000 Women

7.4

Incidence Count

12,960

Population

168,308,005

## Rate of New Cancers, United States, 2022

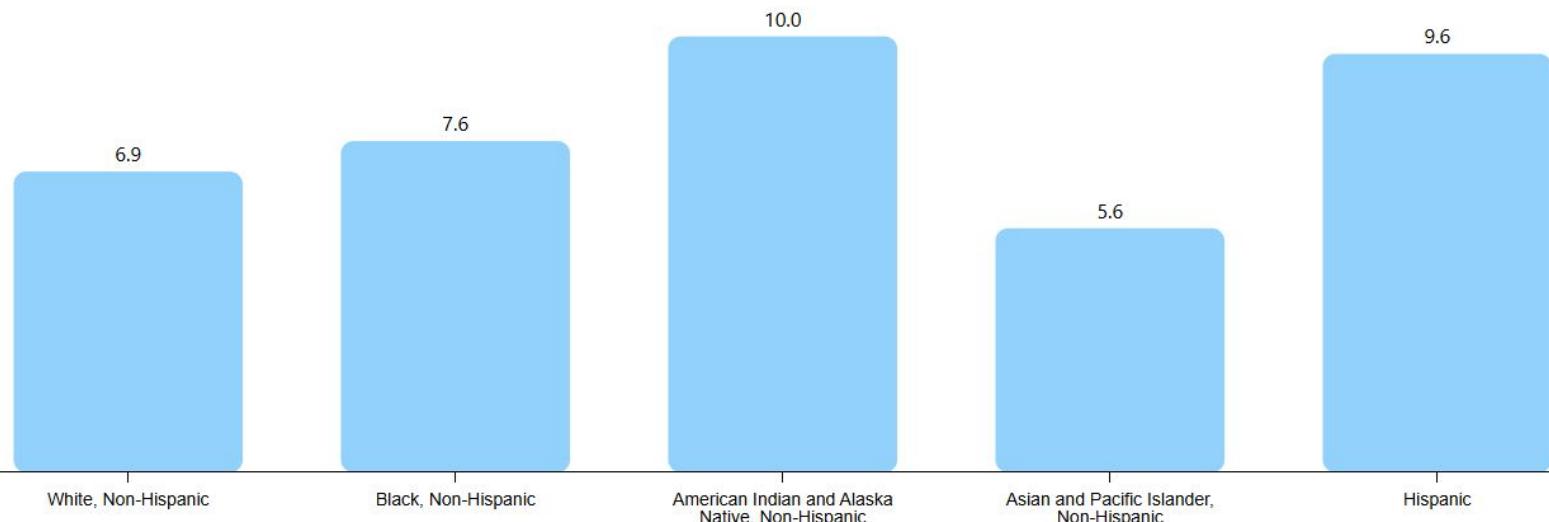
View x-axis by: Race/Ethnicity ▼

95% Confidence Interval:  Hide  Show



### Cervix, Female, by Race and Ethnicity

Rate per 100,000 women



# Cervical Cancer - New Cases (Incidence) , United States, 2022 by Age

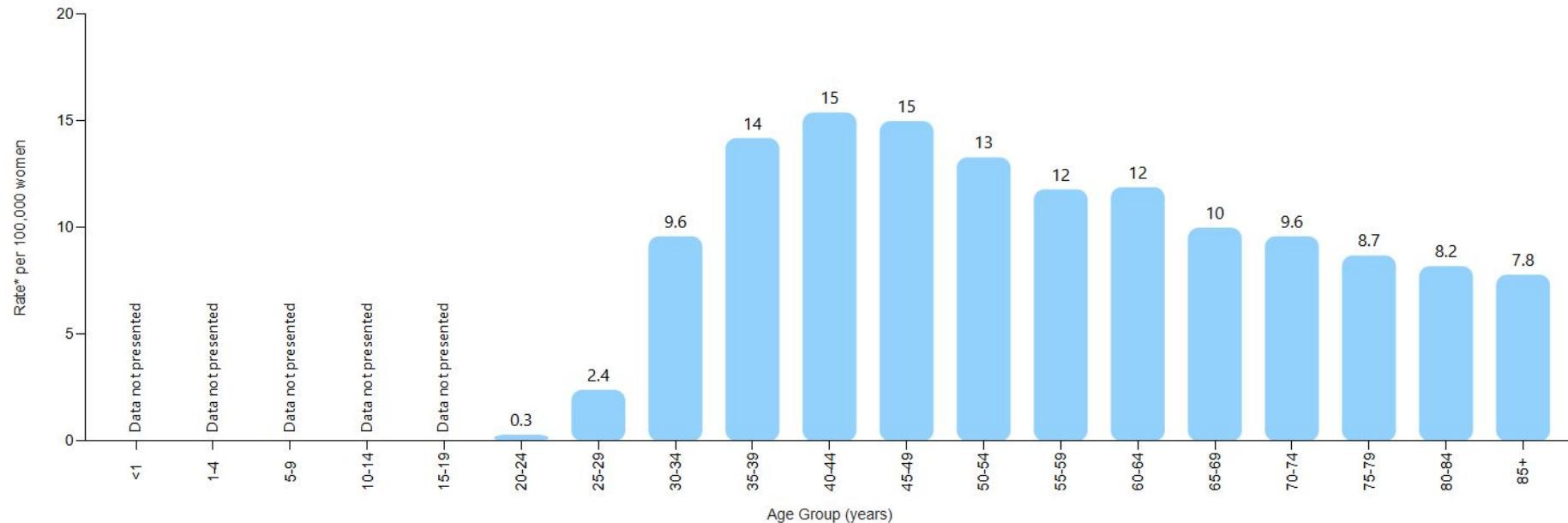
Rate of New Cancers, United States, 2022

View x-axis by: Age ▾



95% Confidence Interval:  Hide  Show

Cervix, Female, All Races and Ethnicities, by Age Group (in years)  
Rate\* per 100,000 women



\*Age-specific Rate

# Demographics

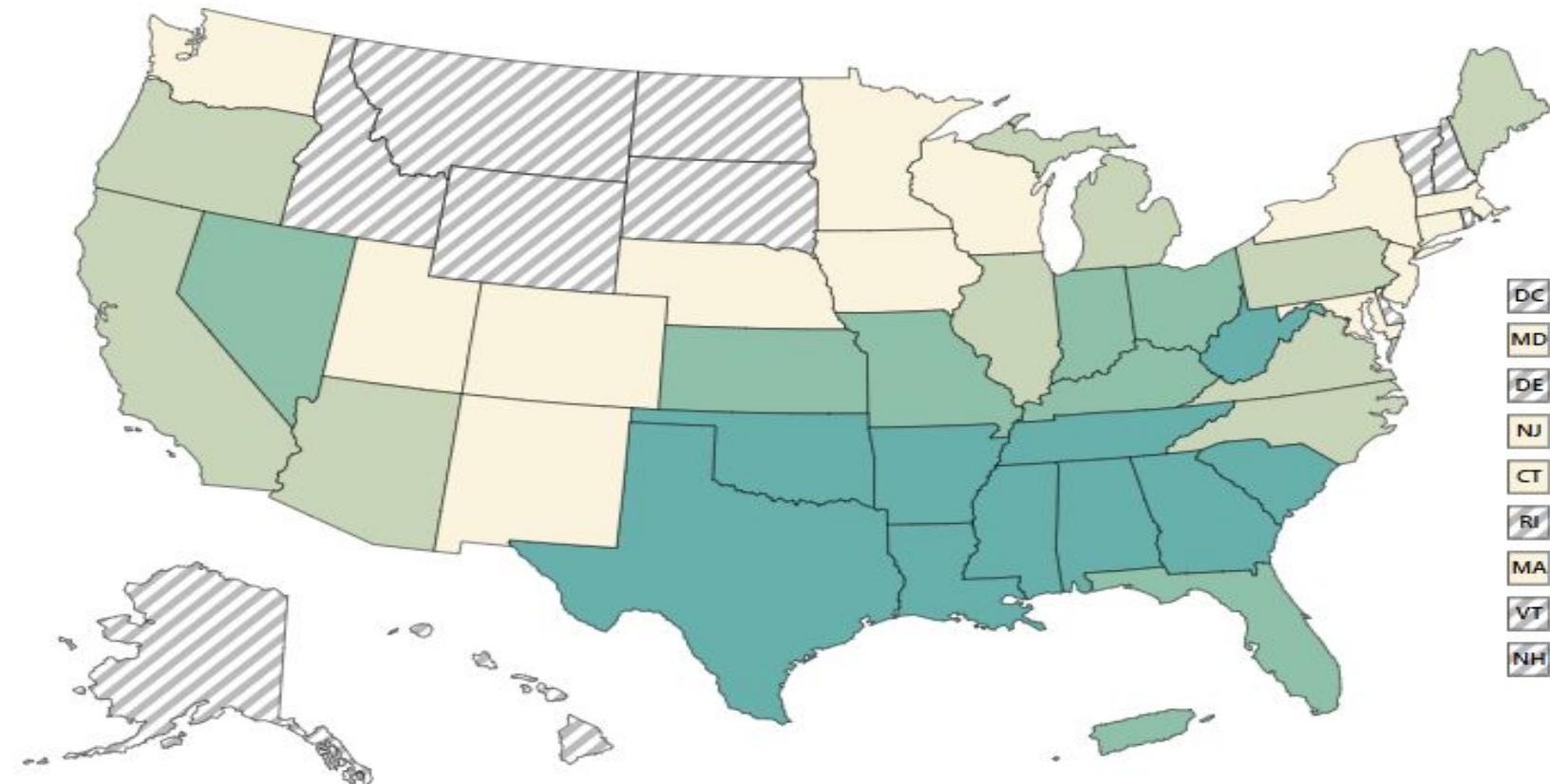
- **Age**
  - Cervical cancer is rare in women under 25, but incidence increases significantly in the following age groups
  - A significant proportion of patients are diagnosed between 20 and 79 years old
- **Race and Ethnicity**
  - Incidence rates for squamous cell carcinoma (the most common type) are highest in **Black** and **Hispanic** women
  - Incidence rates for adenocarcinoma (a less common type) are highest among **Hispanic** and **White** women.
  - Specific groups of American Indians, Asian-Americans, Alaskan natives, and Pacific Islanders may also experience higher rates, partially due to a lack of access to screening.

<https://www.frontiersin.org/journals/medicine/articles/10.3389/fmed.2025.1579446/full>

# Rate of Cancer Deaths in the United States, 2023



## Cervix, Female, All Races and Ethnicities



Rate per 100,000 women



[Mortality Rates of Cervical Cancer](#)

# Cervical Cancer - Deaths (Mortality) , United States, 2023 by Ethnicity

Death Rate per 100,000 Women

2.1

Death Count

4,162

Population

169,165,495

## Rate of Cancer Deaths, United States, 2023

View x-axis by:

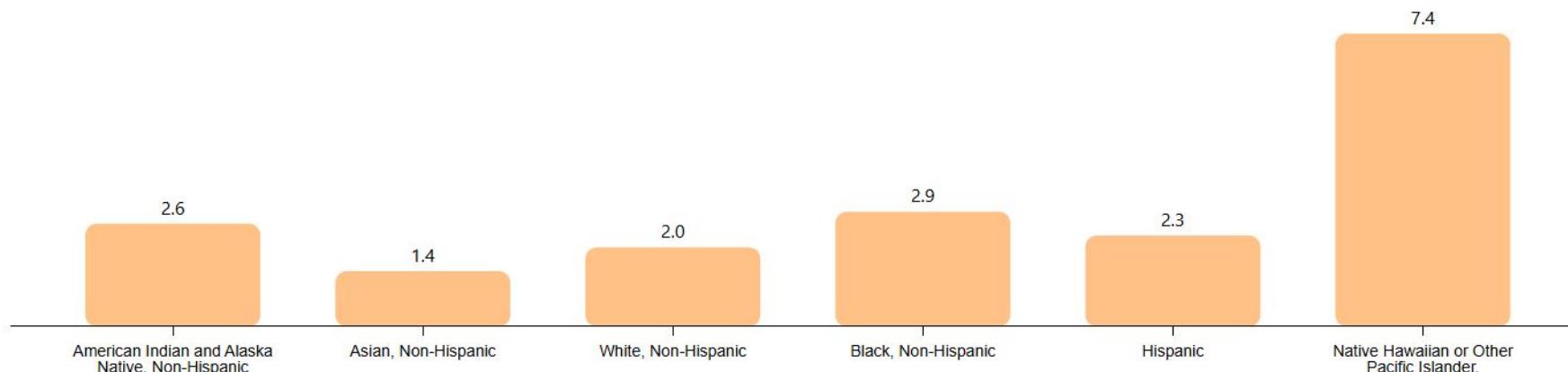
Race/Ethnicity

95% Confidence Interval:  Hide  Show

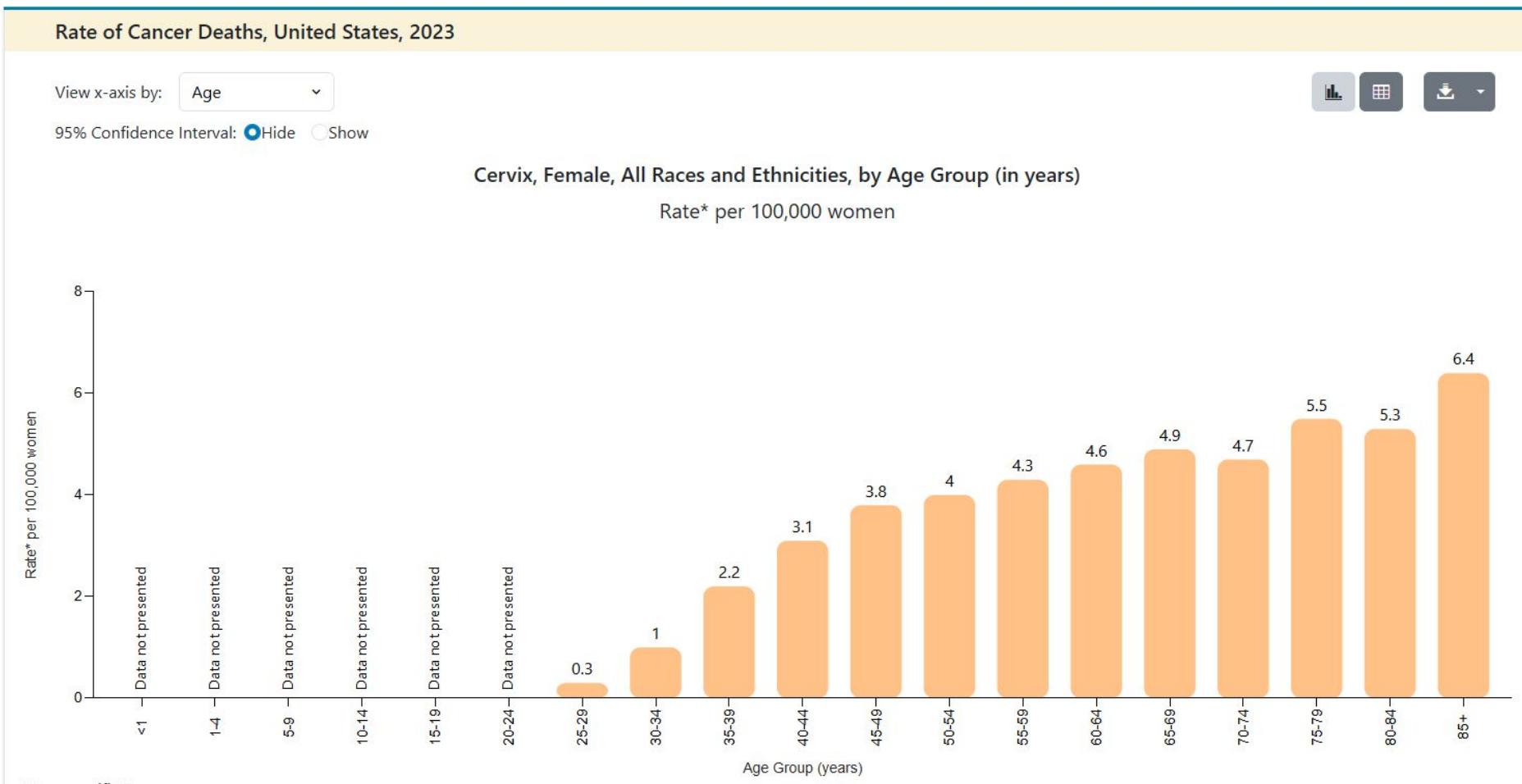


### Cervix, Female, by Race and Ethnicity

Rate per 100,000 women



# Cervical Cancer - Deaths (Mortality) , United States, 2023 by Age Group

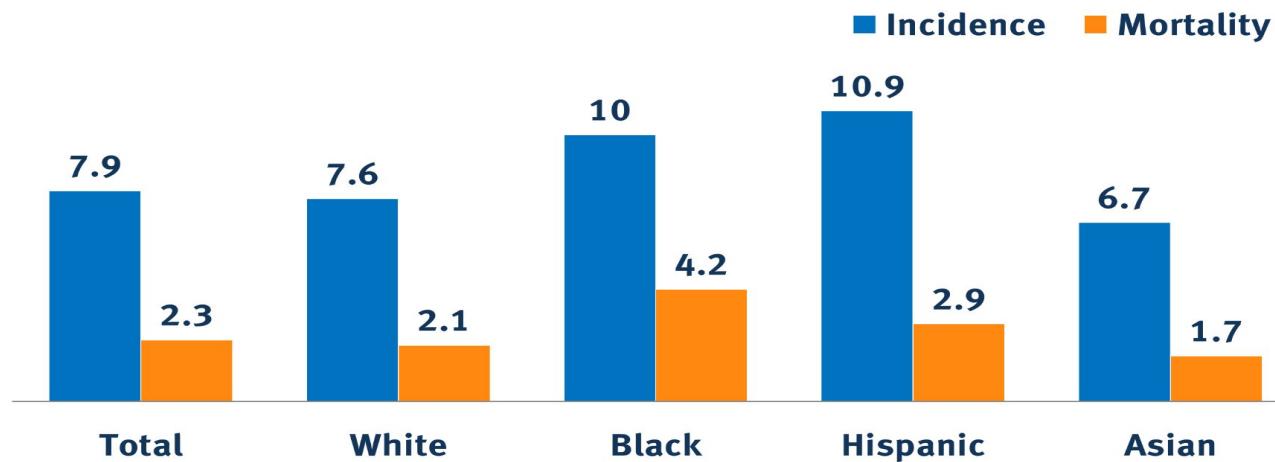


## Cervical Cancer Mortality by Age Group

# Incidence and Death Rates in the U.S.

## Racial and Ethnic Disparities in Cervical Cancer

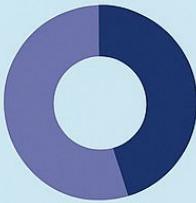
Incidence and Mortality of Cervical Cancer by Race/Ethnicity, 2009



NOTE: Rates are per 100,000 persons and are age-adjusted to the 2000 U.S. standard population.  
SOURCE: CDC, United States Cancer Center: 2009 Cancer Types Grouped by Race .

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FOUNDATION

<https://www.kff.org/womens-health-policy/racial-and-ethnic-disparities-in-cervical-cancer/>



**~13,800 new cases  
and 4,300 deaths  
annually**



**HPV causes  
>90% of  
cervical  
cancers**



**Most cases occur  
between ages 35-44**



**Hispanic and Black  
women have  
high mortality**



<https://www.ccjm.org/content/84/10/788>

# Patient Engagement

## Increasing Your Sales

How to “Market” to Your Community



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# Patient Engagement

## Services Pharmacies Can Offer:

- Cancer prevention counseling and screening referrals.
- HPV vaccination (ages 9–45).
- Medication Therapy Management.
- Lifestyle intervention counselling
- Pharmacogenetic testing (CYP2D6, UGT1A1, MTHFR variants).
- Collaboration with OB/GYN clinics.
- References: CDC; CMS; NIH.

# Cervical Cancer Prevention

## HPV Vaccine Facts:

- Prevents most cervical cancers when given early.
- Safe and effective for men and women.
- Recommended age: 11–12 years.

## Screening:

- Regular Pap and HPV tests.
- Early detection improves survival

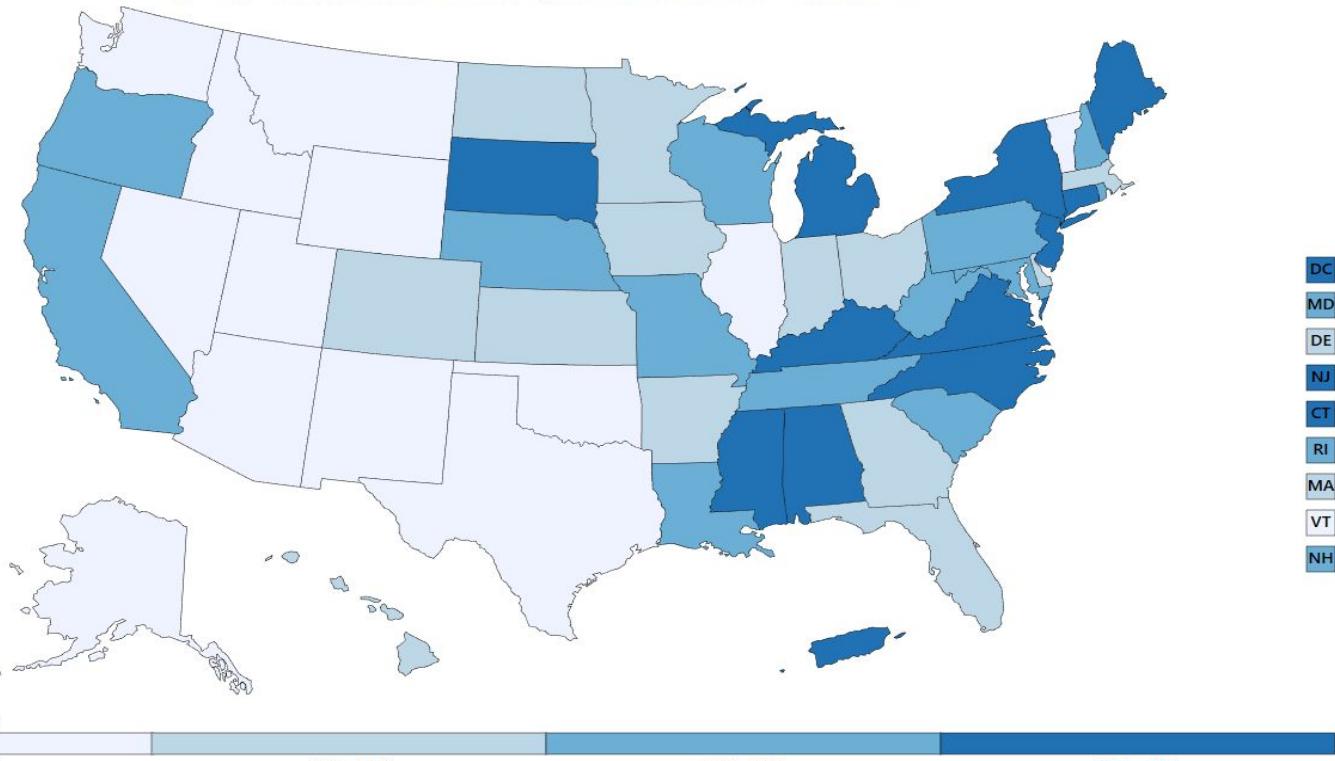
- References: CDC NBCCEDP; WHO.

# Cervical Cancer Screening

The age-adjusted prevalence among adults aged 21-65 years who reported being [up-to-date](#) with cervical cancer screening was 78.0% (95% Confidence Interval 77.3 – 78.6).



Age-adjusted Prevalence (Percentage), Female, All Races and Ethnicities



Age-adjusted Prevalence (%)

68.5 - 75.8

75.9 - 78.1

78.2 - 79.7

79.8 - 83.5

# Cervical Cancer Screening tests

**HPV test**- A test that looks for the HPV virus (**human papillomavirus**) that can cause cell changes on the cervix. The collected cells will be tested for HPV.

**Pap test** (or Pap smear)- A test that looks for precancers, cell changes on the cervix that might become cervical cancer if they are not treated appropriately. The collected cells will be checked to see if they look normal

Both tests can be done in a doctor's office or clinic. During the Pap test, the doctor will use a plastic or metal instrument, called a speculum, to look inside your vagina. This helps the doctor examine the vagina and the cervix, and collect a few cells and mucus from the cervix and the area around it. The cells are sent to a laboratory.

**21-29**- Pap test - every 5 years

**30-65**- HPV test- every 5 years , HPV and Pap-every 5 years , or Pap test only - every 3 years

**>65** - no longer screened if - You have had at least three Pap tests or two HPV tests in the past 10 years, and the test results were normal or negative, You have not had a cervical precancer in the past, You have had your cervix removed

<https://www.cdc.gov/cervical-cancer/screening/index.html>

# Employee Engagement

- Offer continuing education to employees on HPV and women's health.
- Recognize January as Cervical Health Awareness Month in the pharmacy .
- Encourage staff to join awareness events.
- Provide HPV vaccine and cancer awareness training.
- OTC section with cervical cancer awareness information

# Employees Wear teal and white for Cervical Cancer Month

January

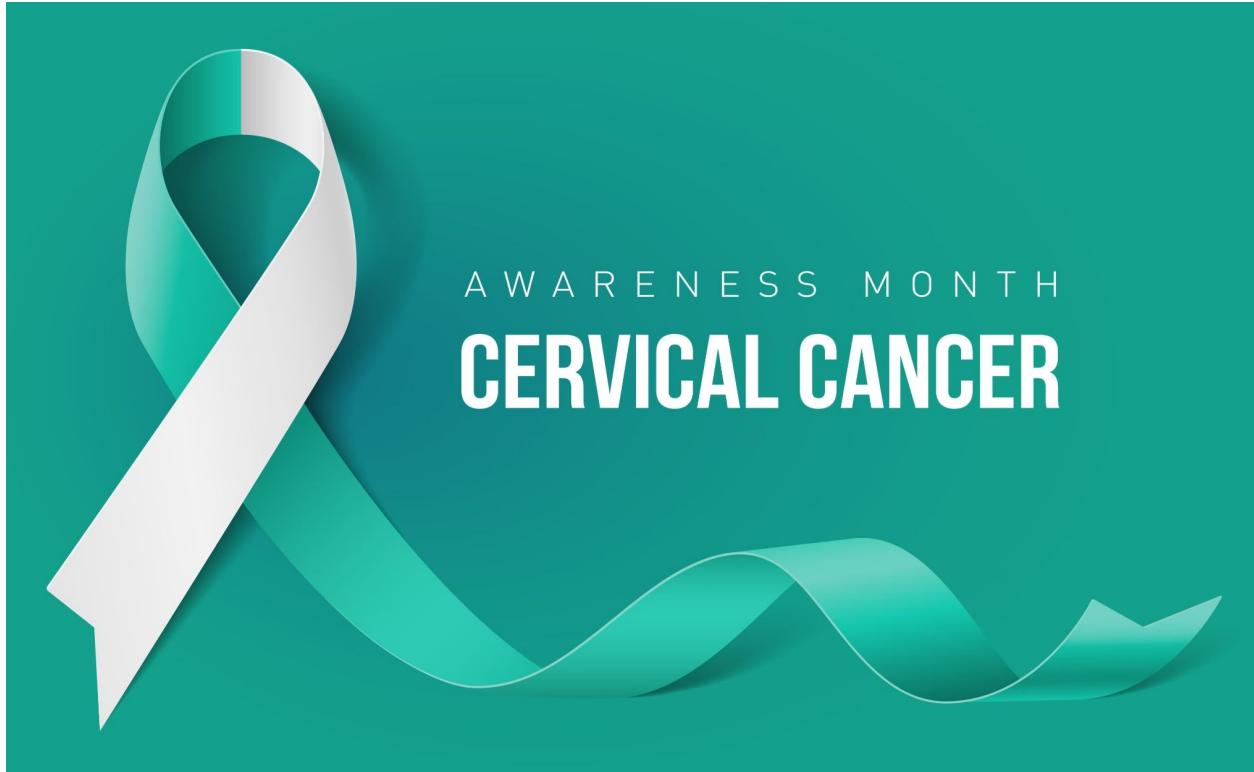
## How to Participate in Cervical Cancer Month?



Participating in Cervical Cancer Month allows individuals to contribute to cervical cancer awareness and support those affected by the condition. Here are ways to get involved:

- Wear teal and white: The official color of cervical cancer is teal and white. Wear teal and white clothing or accessories to show your support.
- Share Information: Educate others about cervical cancer, its risk factors, and the importance of a healthy lifestyle.
- Get Tested: Visit your doctor for a Pap smear
- Support Cervical Cancer Charities: Contribute to organizations that fund cervical cancer research, education, and patient support programs.
- Advocate for Cancer Care: Advocate for policies and healthcare improvements that enhance cancer care and accessibility.
- Organize Awareness Events: Host or participate in events, workshops, or seminars that raise awareness about cervical cancer in your community.

# Focus Month



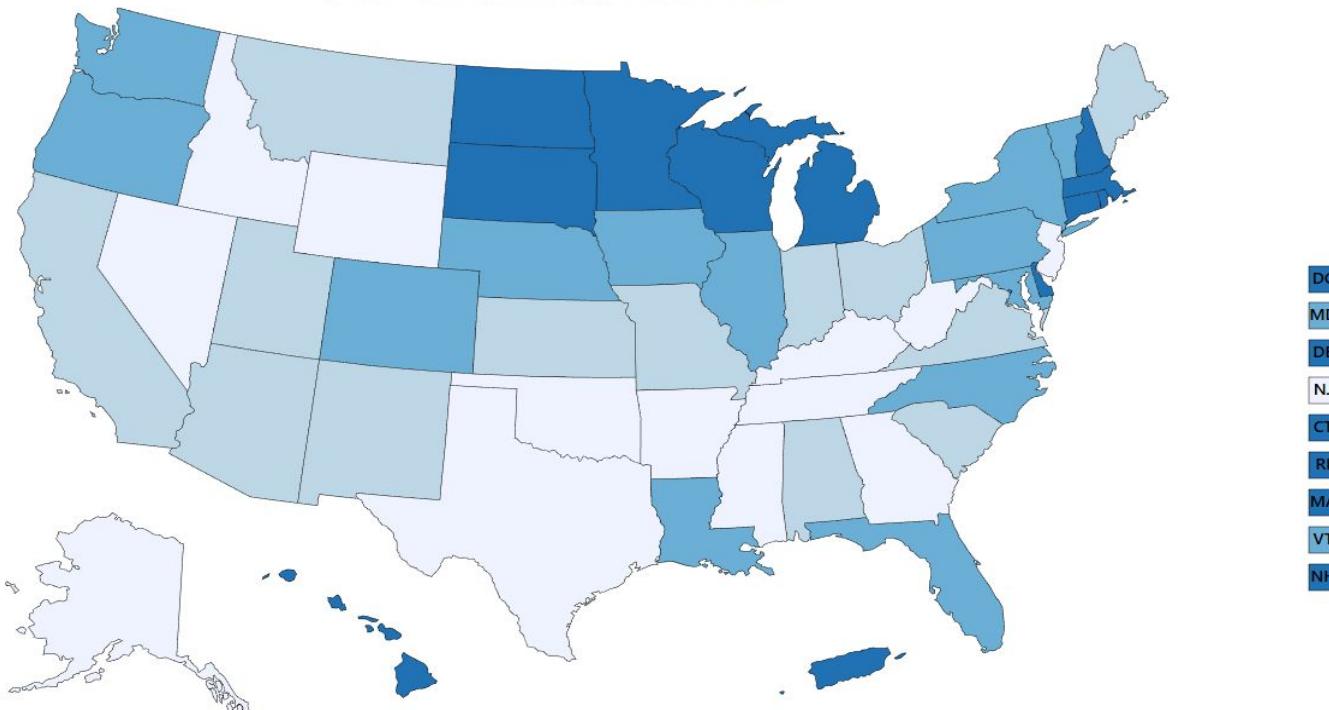
**January is Cervical Cancer Awareness Month, a time when we focus on the importance of taking care of ourselves and our health. This month is an opportunity for patients to take the time to make sure they are taking the necessary steps to protect their long-term physical and mental health. Click [for Community Connected Toolkit here](#)**

# HPV Vaccinations

According to [National Immunization Surveys-Teen \(NIS-Teen\)](#) 2023 data, in the United States, the HPV vaccination coverage among teens aged 13-17 years who reported being [up-to-date](#) with HPV vaccinations was **61.4%** (95% Confidence Interval 59.9% - 63.0%).



All Races and Ethnicities, Male and Female

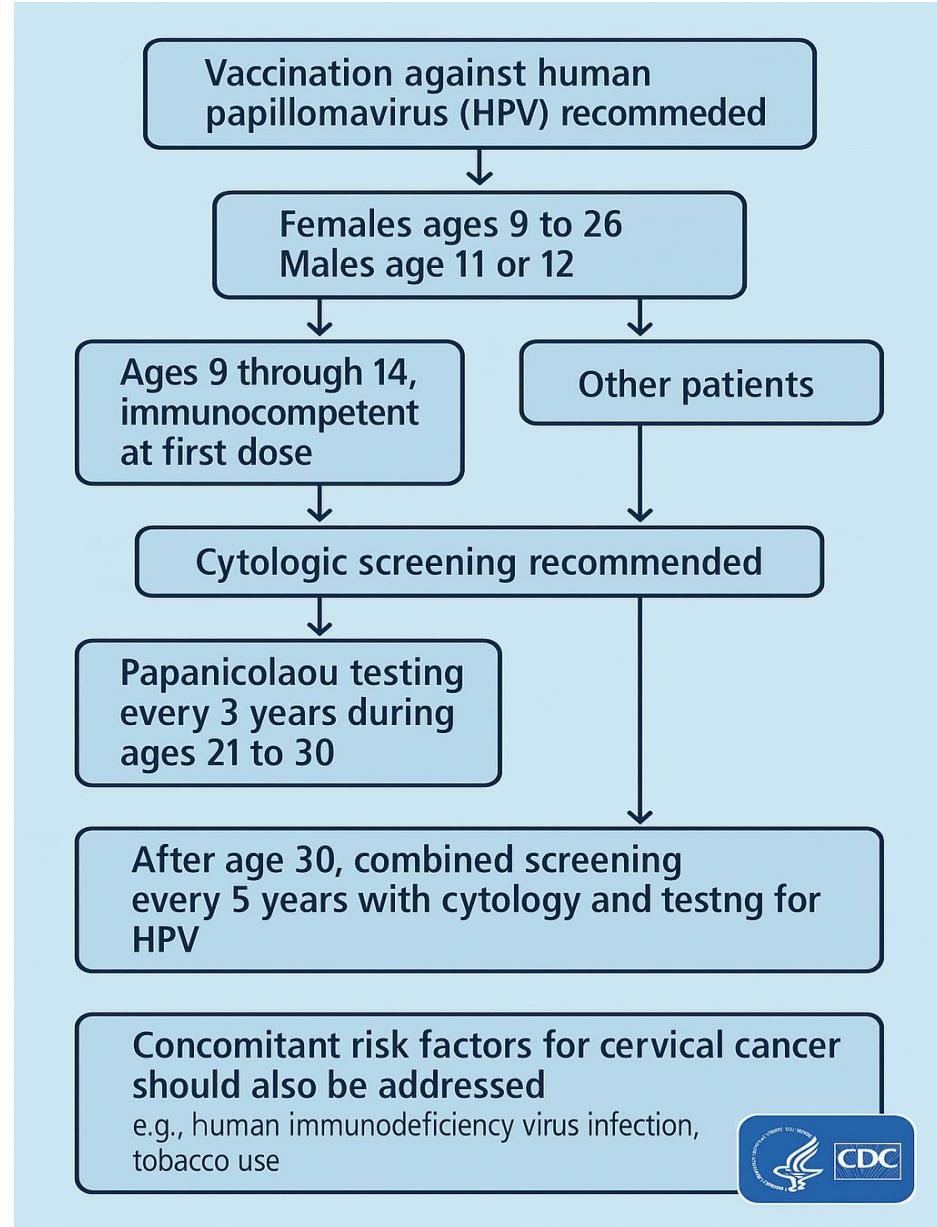


HPV Vaccination

T MORE  
strictly prohibited.

# KEY Points HPV Vaccine

- HPV vaccination prevents new HPV infections, but does not treat existing infections or diseases.
- Vaccination against human papillomavirus (HPV) is recommended for females ages 9 to 26 and males age 11 or 12
- HPV vaccination is not recommended for everyone older than age 26 years.
- <15-two-dose schedule, 6-12 months apart
- >15 -series of three shots.
- Three vaccines are available: a 2-valent, a 4-valent, and a newer 9-valent preparation.



# Lifestyle Intervention Counselling

## Cervical Cancer Risk Factors

- Almost all cervical cancers are caused by human papillomavirus (HPV), a common virus that can be passed from **one person to another during sex**.
- There are **many types of HPV**. Some HPV types can cause changes on your cervix that can lead to **cervical cancer** over time, while other types can cause **genital or skin warts**.
- HPV is so common that most people get it at some time in their lives. HPV usually causes no symptoms, so you can't tell that you have it. For most people, HPV will go away on its own. If it doesn't, it can cause cervical cancer over time.
- Other things can increase your risk of cervical cancer:
  - Having **HIV (the virus that causes AIDS)** or another condition that makes it hard for your body to fight off health problems.
  - **Tobacco smoking**

<https://www.cdc.gov/cervical-cancer/risk-factors/index.html>

# Nutrition and Wellness

The National Institutes of Health (NIH) and MD Anderson Cancer Center emphasize the critical roles of nutrition and physical activity in cancer prevention, treatment, and survivorship.

Be Well Communities is an initiative of the [Cancer Prevention and Control Platform](#) and they work collaboratively with residents and community-based organizations to implement evidence-based strategies that can reduce the risk of cancer with a focus on five key areas:

- [Healthy eating](#)
- [Active living](#)
- [Sun safety](#)
- [Tobacco-free living](#)
- [Preventive care](#)

# Nutrition and Wellness

- Healthy eating
  - a. Make whole grains, vegetables, fruits, beans, and lentils a major part of your regular diet. These foods are excellent sources of fiber, vitamins, and phytochemicals which aid digestive health and help maintain a healthy weight. Limit red meat, sugary drinks, fast foods and alcohol and prioritize lean meats
- Active living
  - a. Aim for physical activity every day. Increased activity levels and reduced sitting time are linked to lower cancer risk.
- Sun safety
  - a. Apply sunscreen 30 minutes before going out and use at least 1 ounce - about the size of a golf ball. Cover each part of your body exposed to the sun. Reapply every two hours or after swimming or sweating
- Tobacco-free living
  - a. Smoking is the leading cause of cancer deaths in the United States. About 85% of lung cancer cases are caused by smoking. In addition to lung cancer, smoking increases your risk for other types of cancer.
- Preventive care
  - a. choose healthy lifestyle choices.

# Dietary Guidelines for Cervical Cancer

Emphasize Whole Foods

Lean Proteins

Include Healthy Fats

Limit Processed Foods

Hydration

Include Antioxidants  
and Folates

Consult a Nutritionist



<https://wellnessbyrosh.com/functional-medicine-approach-for-cervical-cancer/?srsltid=AfmBOopTgTEG0KvwB3yK5LPJz9uExtQXwuPOFba-eQNnEfd2bxq3DE50>



EXPECT MORE

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# Cultural & Genetic Awareness: Seollal and Asian Considerations

Seollal (Korean Lunar New Year) is family-centered, emphasizing respect, privacy, and wellness.

## Cultural Context:

- Discussions on women's health may be sensitive.
- Use bilingual resources and private spaces.
- Respect family-based decision-making.

## Genetic Considerations:

- HPV 52 and 58 are more common in East Asia.
- HLA-DQB1, TP53, and MTHFR variants linked to higher risk.
- Pharmacogenomic differences affect treatment response.
- Encourage discussion on family cancer history.

**Sample Message:** 'Honor your family's health this New Year — schedule your cervical screening.'

- References: WAOCP; IJGC; CDC; Korean Ministry of Health.

# Complementary and Alternative Medicine

Complementary and alternative medicine are medicines and health practices that are not standard cancer treatments. Complementary medicine is used **in addition to** standard treatments. Alternative medicine is used **instead of** standard treatments. Acupuncture and supplements like vitamins and herbs are some examples.

Many kinds of complementary and alternative medicine have not been tested scientifically and may not be safe. Talk to your doctor about the risks and benefits before you start any kind of complementary or alternative medicine.

# Herbal Products and Asian Culture

In Asian culture, particularly Traditional Chinese Medicine (TCM) and Japanese Kampo, herbal products are widely used as an adjunct or complementary therapy for cancer care, often to manage the side effects of conventional treatments like chemotherapy and radiation, improve quality of life, and enhance patient outcomes.

These herbs are not typically used as a sole "cure" in modern medical contexts, and scientific evidence for human treatment is primarily focused on their *supportive* roles.

[Traditional Chinese Medicine as a Cancer Treatment.](#)

# Traditional Chinese Medicine

- **Turmeric**

Inhibit growth of cancer cells

- **Ginger**

Alleviate chemotherapy-induced nausea

- **Ginseng**

Strengthen the body's resistance and modulate the immune system

- **Ganoderma Lucidum**

A type of edible fungus (Reishi mushroom), it is frequently used as an effective agent against cancer in China, Japan, and other Asian countries

- **Astragalus**

Widely used in TCM anti-tumor and immunomodulatory properties

- **Chinese Skullcap**

Known as *Huangqin*, this herb contains polyphenols and has been historically used in anti-cancer therapy in China

- **Oldenlandia Diffusa**

Known as *Bai Hua She She Cao*, it is one of the most well-known Chinese herbs specifically noted for its potential anti-cancer and immune-regulating effects.

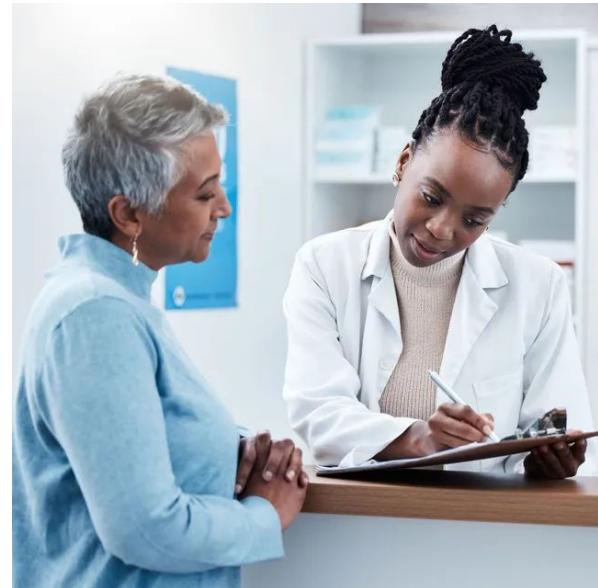
[Traditional Chinese Medicine](#).

# Medical Billing

Depending on your state laws for pharmacists provider status consider billing for your consultations for

- 1) Cancer medication education
- 2) Cancer state education
- 3) Medication Therapy Management
- 4) Cancer lifestyle education

- Billing Codes:
  - 90651- Gardasil-9
  - 90649- Quadrivalent
  - 90650 bivalent
  - 90471–90472- administration
  - 99401–99404- counselling if applicable in your state
  - 81225–81355- pharmacogenomic testing-labs



[Codify](#)

# Engagement

## Community Stakeholders

Networking - Going outside your comfort zone



# Community Stakeholders

- Key Partners:
  - NCCC, ACS, Planned Parenthood.
  - State Health Departments, FQHCs, faith-based groups.
  - Community Health Workers (CHWs).
- Host screening drives, vaccine clinics, and educational workshops.



# Avoiding, Debunking, Demystifying **Stereotypes**



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# CERVICAL CANCER



# Stereotypes and Myths

- Myth: Only promiscuous women get cervical cancer.

Fact: HPV is common; nearly everyone is exposed.

- Myth: HPV vaccine causes infertility.

Fact: No evidence supports this.

- Myth: Healthy women don't need screening.

Fact: Cervical cancer can develop silently.

# Cultural & Communication Competence

- Pharmacist Strategies:
  - Use inclusive, nonjudgmental language.
  - Offer materials in multiple languages.
  - Provide private consultation spaces.
  - Practice empathy and cultural humility.
  - Values: Patience | Trustworthiness | Respect | Honesty | Compassion.

[www.communityconnected.us](http://www.communityconnected.us) offers cultural competency strategies for pharmacists

# Key Takeaways

- Cervical cancer is preventable and treatable when detected early.
- Pharmacists play a key role in HPV vaccination and screening advocacy.
- Collaboration enhances community outreach.
- Pharmacogenetic testing enables precision prevention and therapy.

References: [CDC](#); CPESN USA.