



<https://rotaryhealthprofessionals.org/>

<https://www.hewrag.org/>

## A call to Action: Eliminating Cervical Cancer

On behalf of the International Fellowship of Healthcare Professionals (IRFHP) and the Health Education and Wellness Rotary Action Group (HEWRAG), we urge clubs and Districts to consider taking part in a campaign to eliminate cervical cancer.

We will be happy to work alongside you and:

- Connect you with a community of experienced practitioners.
- Help ensure that your proposals are evidence-based and conform to the Rotary Foundation guidelines.
- Link your club /district with other clubs/districts involved in cervical cancer programmes to benefit from their experiences.

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HEWRAG Director  
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**Cervical Cancer kills a woman every ninety seconds.**

**90% die in low-income countries,**

**90% of us have the HPV virus during our lives, men and women included**

## 1. Our Polio legacy and cervical cancer

We've learned valuable lessons from our Polio campaign – about our ability to gather grass root support, breakdown barriers and collaborate with Governments and non-Governmental organisations.

Now we have the chance to use those lessons to engage in another campaign – to eliminate cervical cancer.

Despite remarkable advances in treatment, screening, and vaccination, cervical cancer continues to claim the lives of hundreds of thousands every year, disproportionately affecting those in low- and middle-income countries.

The time for decisive action is now.

We hope your club and your Rotary District will join this campaign.

## 2. No need to re-invent the wheel

You do not need any medical knowledge to initiate a Cervical Cancer Elimination (CCE) programme.

### Cervical Cancer: Preventable

- We already have the ability to end this cancer
- It's preventable:
  - We know what causes it,
  - how to find it,
  - how to treat it
  - even have a vaccine
- YET DEADLY
  - 662,000 global cases in 2022<sup>1</sup>
  - projected to reach 855,000 cases by 2040<sup>2</sup>

<sup>1</sup><https://eco.iarc.who.int/media/globcan/factsheets/cancers/23.cervix-uteri-fact-sheet.pdf> Accessed 26 Feb, 2024

<sup>2</sup>[https://eco.iarc.fr/tomorrow/en/dataviz/bubbles?sexes=1\\_2&cancers=23](https://eco.iarc.fr/tomorrow/en/dataviz/bubbles?sexes=1_2&cancers=23) Accessed 28 December, 2023.

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There is a wealth of experience in Rotary in organising impactful programmes – and we will connect you and guide by step by step in making a lasting impact in your community.

## 3. First things first

If you are wondering what Cervical Cancer is and why we are appealing for your support, here is a simple Power Point presentation to answer those questions.

### [CERVICAL CANCER – THE BASICS](#)

This is prepared by Dr Linda O Eckert, MD Professor, Obstetrics & Gynecology, Adjunct Professor, Global Health, University of Washington.

Her book, “Enough: Because We Can Stop Cervical Cancer”, was published in January of 2024 by Cambridge University Press.

The book delivers an impassioned plea for the elimination of cervical cancer, weaving powerful stories with evidence-based information.

It explains in everyday language what cervical cancer is, and how we can prevent this cancer from claiming more lives. Enough offers both accurate easily understandable information as well as inspiration as it features compelling stories

of women from six continents who have battled cervical cancer. Their stories move us to action.

Linda says: "It needs a Tsunami!". This is why Rotary needs grass roots action from every level - bottom to top – to eliminate Cervical Cancer.

#### 4. Learning from Rotary colleagues

There are many passionate Rotarians who are engaging with CCE programmes worldwide, whose experience we can call on.

In 2023 Alabama became the first and only state in the U.S. to launch a statewide plan to eliminate cervical cancer through a partnership between the Rotary Club of Birmingham, Rotary Club of LaFayette and other organizations

Dr Isabel Scarinci, who was the brain behind this project, has dedicated her career to the development, implementation, and evaluation of evidence-based programs in cervical cancer prevention and control



among underserved populations. She has practical suggestions as to how to start a CCE programme and will be happy to get alongside anyone to engage with a CCE programme.

‘Operation Wipe out’ (<https://operationwipeout.org/>) has many resources we can all benefit from.

Click below for more information:

[PARTNERING TO ELIMINATE CERVICAL CANCER IN ALABAMA](#)

## 5. Programme of Scale (United to End Cervical Cancer in Egypt)

This four-year program in and around Cairo will vaccinate more than 30,000 girls ages 9 to 15 to prevent infection with the human papillomavirus, which causes the disease. It will provide cancer screenings for 10,000 women — allowing for early detection and treatment — and launch a public awareness campaign to reach 4 million people, helping address cultural misconceptions that may deter people from seeking care. (<https://www.rotary.org/en/preventable-killer>)

## 6. The Rotary Foundation (TRF) is here to help

From Rotary Year 2014 through December 2024, there have been 132 approved global grants with a combined total budget of \$11,755,142. There is also a Programs of Scale United to End Cervical Cancer in Egypt with an award of \$2,000,000 (<https://uecce.org/>).

The global grants have been implemented across the spectrum of prevention, diagnosis and treatment. With Rotary members investing in vaccination, promotion, awareness and advocacy campaigns, medical equipment for diagnosis and treatment, and collaborating with governments and other NGOs to support implementation and sustainability.

Dr. Nyreese Castro-Espadas, the Area of Focus Manager for Disease Prevention and Treatment and Maternal and Child Health, is eager to support clubs/districts who are considering evidence based, locally relevant CCE programmes.

**I am a Rotarian**  
What Can I Do To Wipe Out Cervical Cancer In Alabama?

- Include cervical cancer elimination in your club's Strategic Plan
- Partner with school systems to work with students in promoting cervical cancer education – materials and examples can be found at the link below \*
- Encourage moms, dads, and legal guardians to talk to their doctor about their children (boys and girls aged 9 - 18) getting the HPV vaccination. If they do not have health insurance, Vaccines for Children (VFC) provides free HPV vaccine to children and adolescents 9 - 18 years of age
- Watch the 35-minute "Conquering Cancer in Alabama" in one of your weekly meetings and consider hosting a viewing of the video in your community
- Sponsor grants or initiatives to engage the community in efforts to increase HPV vaccination, screening, and appropriate follow-up
- Reach out to other clubs for collaborations on implementation of HPV vaccination and cervical cancer screening programs in your community
- Share information about the Alabama Breast and Cervical Cancer Early Detection Program (ABC) for free cervical cancer screenings, diagnostic testing, and cancer treatment for women who have no health insurance (1-877-252-3324)
- Encourage Rotarians in your club to consider paid time off for their employees to get screened for cervical cancer and get their children vaccinated
- Partner with local businesses, non-profit organizations, health care providers, and community opinion leaders to organize, develop, and host cervical cancer awareness events or activities (videos and slide decks available)
- Join OPERATION WIPE OUT and become an advocate

<https://operationwipeout.org/>  
\*<https://operationwipeout.org/chamberscountysd/>

Click below to see how the TRF can help you.

[THE ROTARY FOUNDATION – HERE TO HELP](#)

## 7. Health Education and Wellness Rotary Action Group (H.E.W.R.A.G)

[hewrag@gmail.com](mailto:hewrag@gmail.com)

As Rotarians, we are uniquely positioned through our worldwide network to make enormous leaps of progress in the quality of life for the people in the communities where we live, work, and play.

Imagine, if you will, the opportunity to add decades to the life expectancy of millions of women and the chance to improve the quality of life for everyone.

We have the tools and the opportunity to eliminate cervical cancer for future generations. Please contact Dr Richard Godfrey, HEWRAG Director ([richgodfrey77@gmail.com](mailto:richgodfrey77@gmail.com)) for a 20 minute presentation.

Click below for HEWRAG's

[GUIDE TO CERVICAL CANCER PREVENTION](#)

Please feel free to print/distribute these guidelines.

## 8. Some practical suggestions

Consider a presentation in your Club/District event. Please try first to reach out for a speaker to a Specialist from your local community. If this is not possible, please contact us – we will be happy to arrange an online presentation.

If you wish, you are free to use any presentation included in this brochure.

Rotarians who wish to engage with a cervical cancer elimination programme must liaise with their health authorities. Many Governments have ongoing programmes where the focus is determined by local factors.

For example, in the United Kingdom, the National Health Service (NHS) has an effective well organised programme. Here is the link to a Toolkit from the NHS with many helpful suggestions about data collection, vaccine hesitancy and communication strategy.

Click below for more details

[NHS TOOL KIT FOR CERVICAL CANCER ELIMINATION](#)

## 9. The World Health Organisation (WHO)

In 2020, 194 countries collectively committed to eliminate a cancer for the first time and WHO launched a Global Strategy to accelerate the elimination of cervical cancer as

a public health problem. (<https://www.who.int/campaigns/world-cervical-cancer-elimination-day/2025>).

Since then, communities, governments, and partners have united each year to expand access to HPV vaccination, high-performance screening, and treatment services — advancing women’s health, equity, and universal health coverage.

WHO’s global strategy aims to achieve by 2030 the following targets:

- 90% of girls vaccinated against HPV by age 15;
- 70% of women screened with a high-performance test by age 35 and again at 45;
- 90% of women with cervical disease receiving treatment.

There are many useful resources available on the WHO website.

WHO Cervical Cancer Country Profiles -

<https://www.who.int/teams/noncommunicable-diseases/surveillance/data/cervical-cancer-profiles>

WHO HPV Vaccination Dashboard - [https://www.who.int/teams/immunization-vaccines-and-biologicals/diseases/human-papillomavirus-vaccines-\(HPV\)/hpv-clearing-house/hpv-dashboard](https://www.who.int/teams/immunization-vaccines-and-biologicals/diseases/human-papillomavirus-vaccines-(HPV)/hpv-clearing-house/hpv-dashboard)

HPV Information Centre - <https://hpvcentre.net>

## 10. Please join in this mission to eliminate cervical cancer.

Below is a step-by-step guide

### Your community

The first step is to gather information about your community, what is being done now and in what way Rotary can collaborate with the authorities.

### Cervical cancer incidence – how big is the problem in your community?

Data: It is usually expressed as the number of new cancers per 100,000 women in one year.

Source: Health authorities – usually government departments.

Enter the information here:

Your country/region/community	
Incidence of cervical cancer	
Where did you get this information from?	
Any additional information you are able to share?	

## Cervical cancer screening

Most countries offer cervical screening to women between 25-64 (this may vary). It is usually provided free of charge. If you have any information about cervical cancer screening in your area, please enter it below:

Is screening offered free of charge?	
What is the screening uptake (this is usually expressed as number of women screened/ number of women offered screening.	
Are the Health authorities satisfied with the uptake? Are their barriers to the uptake?	
If not, how can your club (clubs in your area or your District) help in increasing the uptake?	

## HPV vaccination

Many countries include routine HPV vaccination in their national vaccination programmes. Please enquire about your countries vaccination policy and enter the information below?

Is HPV vaccination included in your country's national immunisation policy?	
Is it provided free of charge to young girls?	
Are the Health authorities satisfied with the uptake? Are their barriers to the uptake?	
If not, how can your club (clubs in your area or your District) help in increasing the uptake?	

## Your contact details

Name	
Email address	
Rotary Club	
Rotary district	
Country	

We look forward to working with you and hearing from you.

Dr John Philip and Dr Richard Godfrey