

Pap Test Awareness Week

October 23 – 29, 2016

Did you know that October is Cervical cancer Awareness Month and that cervical cancer is preventable? Make sure you and women in your life are screened regularly with a Pap test. Ask your healthcare provider today. For more information on how to prevent cervical cancer visit www.westernhealth.nl.ca or call 1.866.643.8719

One way to educate and inform the public about cervical cancer is to make the dialogue surrounding it more accessible. The awareness campaign is designed to move the disease out of the clinical context, where it is discussed in medical terms, and into mainstream conversation.

This year's Pap test awareness week theme is: "Stirrups are not just for cowboys; a regular Pap test can save your life!" If we're aiming to capture the attention of a huge group and get more people talking about cervical cancer, it helps to have a campaign with a degree of shock value.

When you see the campaign, talk about it and ask others for their thoughts. I expect responses will vary; some will find the campaign startling, others will find it empowering. Either way, everyone will be talking about cervical cancer.



Cervical
Screening
Initiatives

Provincial Coordinating Office

Toll Free: 1-866-643-8719



STIRRUPS ARE *NOT* JUST FOR COWBOYS!

You know ladies there are stirrups that we hope you'll have your feet in this year! You will find these in your doctor's office and they will be part of the Pap test that will help protect you from cervical cancer.

BOOK YOUR APPOINTMENT TODAY OR CALL 1-866-643-8719 to learn more about Pap testing and HOW you can KICK CERVICAL CANCER!