



Provincial Coordinating Office

Toll Free: 1-866-643-8719



## Pap Test Awareness Week

October 23 – 29, 2016

### STIRRUPS ARE **NOT** JUST FOR COWBOYS!

You know ladies there are stirrups that we hope you'll have your feet in this year.

This year's Pap test awareness week theme is: "Stirrups are not just for cowboys; a regular Pap test can save your life!"

The Cervical Screening Initiatives program (CSI) aims to capture the attention of a large group of women in our communities and get more people talking about cervical cancer. Cervical cancer is a disease that is 90% preventable if women would just go get their regular Pap tests. When people see the campaign slogans, posters and promotional items, they will talk about it and ask others for their thoughts. CSI awareness campaigns are designed to move the disease out of the clinical context, where it is discussed in medical terms, and into mainstream conversation.

Creativity is key within the CSI program! We have a full team across the province including our Provincial Director, Provincial Health Educator, Policy and Planning Research Analyst, Colposcopy Project Manager, Regional Coordinators and Program Assistants all working together to keep current in the latest cervical cancer research and trends to try and educate as many women as possible. Sometimes, it can be a challenging task to find the under screened or unscreened population of women. We have to use a variety of ways to reach women, not only in urban centers but rural areas as well. CSI tries to tap into women wherever they congregate whether it be at a salon/spa, bingo group or church event.

Partnerships with community organizations is paramount in successful screening rates and luckily CSI has developed many relationships throughout the years to help reach women. Family resource centers, community health nurses, nurse practitioners, physicians, non-government organizations and churches all help us spread the word about the importance of cancer screening!

Women's Health Days were created by the coordinator in the Avalon region where we invited women to come to a day of learning about various women's health issues/cancers. The first one was held in Placentia in 2012 and by word of mouth, the CSI program was invited to do similar events in Riverhead and Ferryland. From these days, we were able to reach over 200 women. Each event was a success and there were a number of women following each session that booked for Pap tests.



*“Congratulations on organizing such a successful day! The energy in the room was palpable! So nice to see so many women empowered to maintain good health!”*

*“I really enjoyed the event. I hope you continue with these. I learned things very important for my own health.”*

These quotes came from women who attended Women’s Health Days organized by the coordinator for the CSI program in the Avalon region.

Pap testing is offered by family physicians, NP’s, and front line health care providers. Across the province, there are over 90 Open Pap Clinics that will see any woman for a Pap test. From 2013 to 2015, 95 women in NL were diagnosed with cervical cancer. But we are finding more cancers at an early stage where treatments are readily available and accessible. This is one reason why educating women about screening is key to the prevention of cervical cancer!



**Cervical Screening highlighting the top Pap screener in the Avalon region (2013)**



Cervical Screening partnering with the Carbonear Relay for Life (2016)



Cervical Screening partnering with Kenmount Bingo (2015)

Did you know:

- Women who are sexually active should begin Pap testing at the age of 21
- Unless your doctor tells you otherwise, have a Pap test every three years
- Women with abnormal Pap history should continue yearly Pap testing

BOOK YOUR APPOINTMENT TODAY OR CALL 1-866-643-8719 to learn more about Pap testing!