

*Cuídate. Ármate. Edúcate.*

## Latinas for Cervical Cancer Prevention Action Kit

[www.latinainstitute.org](http://www.latinainstitute.org)

### *Cuídate. Ármate. Edúcate.*

- According to the American Cancer Society, there are approximately 10,000 cases and 3,700 deaths from cervical cancer in the U.S. per year.
- Latina women have the highest rates of cervical cancer amongst all racial/ethnic groups in the United States. It is almost twice as high as non-Latina white women. Latina women have the 2<sup>nd</sup> highest mortality rate from cervical cancer (after African American women).
- Cervical cancer is almost entirely preventable. 85% of women who die from cervical cancer have never had a pap smear, the primary form of cervical cancer screening.
- Cervical cancer has been linked to the Human Papilloma Virus (HPV), the most common sexually transmitted infection, affecting nearly a quarter of teenage girls and half of women in their 20s. An estimated 6.2 million people are newly infected each year in the United States.
- In June 2006, the FDA approved the first vaccine, Gardasil®, manufactured by Merck & Company, developed to prevent cervical cancer caused by four strains of HPV; two of which are responsible for 70% of cervical cancer incidences and two strains which are responsible for 90% of genital warts caused by HPV.
- This fall, the National Latina Institute for Reproductive Health is leading the *Cuídate. Ármate. Edúcate. Latinas for Cervical Cancer Prevention Campaign* to open the dialogue about cervical cancer prevention in our communities. Join us.

## WHAT CAN YOU DO?

### 1. CUÍDATE

- ☀ Take care of yourself and the women in your life. Eat nutritious foods and make sure you get regular pap smears and screenings for sexually transmitted infections.
- ☀ Help the women in your community access reproductive health care services. Create a resource guide to help women find health centers where they can obtain pap smears and learn how to get the HPV vaccine.

### 2. ÁRMATE

- ☀ Ensure that you and others in your community are armed with the important tools needed to prevent cervical cancer. Support initiatives on the local and state level that expand public funding for cervical cancer screenings and access to the HPV vaccine.
- ☀ Use the ‘Cuídate. Ármate. Edúcate.’ postcard and spread the word about cervical cancer prevention. Send the postcard to your friends, family and local decision makers (teachers, neighbors, local officials, community leaders) and start the discussion about cervical cancer and HPV.

### 3. EDÚCATE

- ☀ Educate yourself about cervical cancer, HPV and overall sexual health. Share that information with the people in your life, family and community.
- ☀ Host a *cafecito* and invite community members to talk about cervical cancer, HPV and the vaccine. See the included “How to Host a Cafecito” guide for more information and tips for your cafecito.

## RESOURCES

- ☀ NLIRH has a Frequently Asked Questions sheet, along with fact sheets and other research about cervical cancer, HPV and the vaccine in English and Spanish. Materials are included in your action kit, but check out our website for downloadable versions.
- ☀ Contact NLIRH to request FREE ‘Cuídate. Ármate. Edúcate.’ postcards.
- ☀ NLIRH has tools for organizing cafecitos, community forums, and legislative advocacy days and can provide support to groups who want to organize an event. See the materials included in your action kit, or ask us for more information.

For more information on the Latinas for Cervical Cancer Prevention Campaign contact us at (212) 422-2553 or email [Miriam@latinainstitute.org](mailto:Miriam@latinainstitute.org).



# How to Host a Cafecito

One of the greatest barriers we face in mobilizing Latinas around reproductive justice is a lack of comfort with topics such as sex, contraception, abortion, and sexuality. Many Latinas have grown up in families and relationships where sex isn't talked about. Part of the work of building a Latina movement for reproductive justice is creating spaces where Latinas can talk about their reproductive health openly and honestly.

The *Cuidate. Ármate. Educate.* Latinas for Cervical Cancer Prevention Campaign hopes to open up the dialogue about cervical cancer, HPV and prevention tools (like regular pap smears and the HPV vaccine) so that each woman can make informed choices about how to protect herself. The *cafecitos* are one tool that can be used to create a space for this dialogue in an informal and comfortable way. Below you will find things to think about when planning a *cafecito*, along with a discussion guide to help you facilitate the gathering. We hope that these tools will help you create safe spaces for Latinas to talk about prevention, access to reproductive health technologies, and mobilization towards community action for reproductive justice!

\*The *cafecito* has been used by the LOLA graduates in Chicago, IL, with Latinas Organizing for Reproductive Equality as well as by NLIRH when organizing the March for Women's Lives in 2004.

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## What is a *cafecito*, and why should I have one?



A *cafecito* is a group of people hanging out casually, talking, and enjoying coffee with snacks. You can invite members of the community to join you for a discussion, and you could even make it a mother-daughter *cafecito* if you'd like to focus on family conversations. It is an environment to bring together the women of your community and family for a guided discussion in a casual, open, honest, and safe space. You can host a *cafecito* in your living room or in a place that is comfortable and easily accessible, perhaps at the local park in the evening, or ask a local coffee shop to host your *cafecito*—maybe even donate some free coffee or snacks!

Here are a couple goals to keep in mind for your *cafecito*:

- You want to create a safe space for the participants to talk about cervical cancer prevention, HPV and the vaccine. There will be different opinions and perspectives, and ideally everyone should feel comfortable sharing their opinion.
- Everyone may have heard different things in the media, from their doctors, friends and family. It's a good idea to start with an overview of the issues, to make sure everyone is on the same page. Use the NLIRH FAQ and fact sheets to help you.
- You may want to invite someone to be an expert at the *cafecito* and answer questions—maybe a doctor or nurse from your community. NLIRH has some contacts with medical students around the country, who can come and speak about cervical cancer prevention and HPV. Just email [Miriam@latinainstitute.org](mailto:Miriam@latinainstitute.org) if you're interested in finding someone to speak.

- Ideally, the discussion will prompt the participants to get more involved, either in work around cervical cancer, or in your group. Make sure to leave them with information about the group (and leave with their contact info as well) in addition to ways to get involved after the *cafecito*.

*Planning:* Make sure to plan far enough in advance so you have time to advertise and prepare adequately. You definitely want a group of people helping with planning, so that you can divide up the responsibility. One person could be in charge of finding a space, another advertising the event, another preparing materials and finally someone facilitating the discussion at the *cafecito*.

*Invite Participants:* Part of having an open dialogue is making sure there are people with different perspectives and opinions present. Put up flyers in your community, in local groceries stores, shops, malls. Reach out to colleagues, friends and family members. Always ask permission before putting up a flyer—community bulletin boards make great locations. Think about language—will the *cafecito* be in English, Spanish or both? Make sure that the language is reflected in the flyer, and it is always a good idea to have an email address or phone number for RSVPs and questions.

*Preparing for the Cafecito:* You might want to come up with an informal agenda to help you run the event. It could look something like this:



*Cuidate. Armate. Educate. Cafecito on Cervical Cancer Prevention*  
*Jose's Coffee Shop*  
*Main Street*  
*Saturday 4pm-6pm*

**4pm-4:15pm:** Open time, people help themselves to coffee and snacks. If it is in a public location, be sure to post a sign or table tent so that the group could be identified. Make sure to introduce yourselves to new people who come in—you want everyone to feel welcome. Hand out any materials you might have brought and ask people to sign your sign in sheet.

**4:15pm-4:30pm:** Icebreaker and Introductions—pick an activity to help everyone get to know each other and feel more comfortable. You also might want to ask each person to explain why they came.

**4:30pm-5:00pm:** Short presentation by one of your group members about cervical cancer, HPV, and the vaccine. You can divide the topics between a few of you. You might want to create materials for people to follow along in your discussion.

**5:00pm-5:45pm:** Discussion and open question time. This is when the participants should be able to discuss their fears, questions and thoughts about the issues at hand. Below are some discussion questions to keep in mind, but feel free to go along with the desires of the group. This is where your expert (doctor, nurse or medical student) could also be helpful in answering questions.

**5:45pm-6:00pm:** Close the discussion with a wrap up of the issues that were brought up. This is also the time to talk about the next thing that interested people could be involved in. Make sure to have a sign-up sheet where people can put their emails and phone numbers, so you can contact them again for future events.

### ***DISCUSSION QUESTIONS***

The following are a list of *suggested* discussion questions around this issue; feel free to come up with new questions that better suit your group.

1. Go around and have everyone say a word, phrase, or idea they associate with cervical cancer or HPV. Use that to determine what the group already knows about the vaccine, HPV, and cervical cancer. You might want to write these words up on a piece of easel paper you could put on up on the wall.

2. Ask people if they know anyone who has suffered from cervical cancer; encourage them to share their stories and personal experiences if they feel comfortable.
3. How do people feel about the vaccine? Do they want the women in their lives to receive the vaccine?
4. How many people here talked with their parents or family members about sex and sexual health? How old were they? Where did they finally learn about sexual health?
5. Latina women have some of the highest rates of cervical cancer. Latina and black women are most likely to die than any other group. Why do you think that is? What can we do to ensure that we have a healthy community?

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### **The *Cafecito* Was Great! Now What Do I Do Next?**

After hosting such a great discussion, be careful not to let the group energy fade! Think about what your next steps may be. Did it sound like the participants may want to do another discussion around a certain topic? Does your local Latina Advocacy Network have any actions planned in which you can engage your participants? If not – you may want to work with the group to create an action plan, however small, to continue building on the foundation you've laid.

Some examples:

- Ask everyone to pledge to talk to ten people about cervical cancer—use the postcards!
- Have participants host their own *cafecitos* for other friends and family members
- Create a local resource guide about how to get the vaccine and pap smears in your community.
- Create a visual representation of who can be affected by cervical cancer.
- For more information about all these action items, check out the other materials in this action kit.

# Spreading the word: Using the Cervical Cancer Prevention Postcard

**Purpose:** The National Latina Institute for Reproductive Health supports comprehensive sex and sexuality education that will provide Latinas with culturally and linguistically competent information on cervical cancer prevention and HPV. The main goal of the postcard is to spark dialogue around cervical cancer, HPV, the effects on the Latina community, and what we can do to protect our communities. The postcard campaign is an easy way to get that information out there to family, friends, coworkers, and more!

**Materials:** *Cuídate. Ármate. Edúcate.* postcards (included), postage, pens, and people!

**Getting started:** The cervical cancer prevention postcard is extremely simple to use—simply fill out postcards (add a personal message if you'd like) and send them to people you know! There are two ways you can disperse the postcards:

## 1. MAIL THEM

You can address and place stamps on some postcards, mailing them to your friends and family members. Don't forget to put your phone number down, in case they want to talk more about the issues. These postcards can serve as reminders or invitation to personal events such as birthdays, housewarming parties, get-togethers.

## 2. HAND THEM OUT

Another way to get the word out on cervical cancer using the postcards is to give them to people in person. You could also leave them at schools, a friend's house, community centers, clinics, etc. Take the opportunity when handing someone a postcard to start a conversation about cervical cancer prevention. We want our local decision makers to be informed on these issues as well. That includes: school officials (Parent Teacher Associations, principals, school board), community leaders, local officials, and employees at community health centers. Consider lobbying at your state capitol and using the postcards to talk to your elected officials about cervical cancer prevention.

### Sample script for a conversation about cervical cancer prevention and HPV:

As we mentioned before, the goal of the postcard is to initiate conversation with others about cervical cancer, HPV, the vaccine and other prevention tools. Whether you mail the postcards or give them out in the streets, this postcard will allow you to begin talking about cervical cancer and get people informed. The kind of dialogue that follows could go something like this:

- What do you know about HPV and cervical cancer?
- Did you know that Latinas have the highest rates of cervical cancer and are more likely to die from the disease than other women?
- Have you heard of the HPV vaccine? What do you think about it?
- Continue the conversation with them as long as they are interested, and then direct them to other resources (like the NLIRH website for more information).

Questions? Email [Miriam@latinainstitute.org](mailto:Miriam@latinainstitute.org) or call (212) 422-2553

# Creating a Resource Guide for Your Community

**Purpose:** The purpose of the resource guide is to provide your community with accurate information about preventing cervical cancer—particularly how to get the HPV vaccine and where to obtain pap smears. The recent controversy around the vaccine has created a lot of misinformation. With the resource guide, you will be able to inform your community and help them access the tools they need to keep the community healthy.

## Materials:

- ✓ Paper
- ✓ Cervical cancer and HPV fact sheets and materials
- ✓ List of resources
  - Contact information for local clinics/community health centers
  - Information on programs that provide gynecological services (including pap smears)
  - Information on where people can get the HPV vaccine/how much it will cost

## Information to include in your resource guide:

### Section I:

#### Information on Cervical Cancer and HPV

- Use our Cervical cancer and HPV FAQ and fact sheet to create a basic information section on HPV, cervical cancer and the vaccine

### Section II:

#### Accessing Gynecological Services/Getting a Pap Smear

- Provide a list of community health centers that offer reproductive health services such as pap smears and sexually transmitted infection (STI) screenings.
- Provide information on what protocol women must follow in order to access to these services (Can you walk in? Do you have to make an appointment? What are the clinic's hours? What kind of insurance do they accept? Are there translators available? Do they require government identification?)
- Look out for free HPV screenings in the month of January (National Cervical Cancer Awareness month) that may be offered in your community.

### Section III:

#### Getting the HPV Vaccine



- The HPV vaccine is not offered in all locations where regular vaccines for immunization are offered. Double check with local clinics and hospitals and make sure they offer the service.
- Vaccines cost up to \$380 (full series; not including administrative costs that doctors could tack on)—offer information on costs/payment plans/resources for low-cost vaccines available
  - How does administering the vaccine work? At some clinics you have to get a prescription for the vaccine first, then go the pharmacy and come back to the clinic for the injection. Ask your clinics and hospitals what their procedure is, and include that in the guide.
  - Double check and see if your state/local community qualifies for free HPV vaccines for women under the age of 19 (<http://www.cdc.gov/vaccines/programs/vfc/default.htm>)

### Section IV:



#### More resources for information on HPV/Cervical Cancer and the Vaccine

- National Organizations/Resources
  - National Cancer Institute (<http://www.cancer.gov/cancertopics/hpv-vaccines>)
  - American Cancer Society (<http://www.cancer.org>)
  - Centers for Disease Control ([www.cdc.gov](http://www.cdc.gov))
  - Women ROCC (<http://www.wrocc.org/index.htm>)
  - Tamika and Friends (<http://tamikaandfriends.org/index.htm>)
  - American Social Health Association ([http://www.ashastd.org/hpv/hpv\\_learn.cfm](http://www.ashastd.org/hpv/hpv_learn.cfm))
  - The HPV Test Campaign ([www.thehpvtest.com](http://www.thehpvtest.com))

Visual Idea #1-Booklet type

 <p><b>Preventing Cervical Cancer</b> En Miami! Miami LOLA</p>	<p><b>Miami LOLA Contact Info</b></p> <p>Miriam Perez <a href="mailto:Miriam@latinainstitute.org">Miriam@latinainstitute.org</a></p> <p>Grace Kaissal <a href="mailto:grace@latinainstitute.org">grace@latinainstitute.org</a></p> <p>Lincoln Diaz Ballart <a href="mailto:lincoln@latinainstitute.org">lincoln@latinainstitute.org</a></p> <p><b>NLIRH Contact Info</b></p> <p>Silvia Henriquez <a href="mailto:Silvia@latinainstitute.org">Silvia@latinainstitute.org</a></p> <p>Miriam Perez <a href="mailto:Miriam@latinainstitute.org">Miriam@latinainstitute.org</a></p>	<p><b>What is HPV?</b></p> <p><i>Section I:</i></p> <p>Fsdjhfsjdsfghjklm... Dhghsdfghjklm... Fsdjhfsjdsfghjklm...</p> <p><i>Section II:</i></p> <p>Fsdjhfsjdsfghjklm... Dhghsdfghjklm... Fsdjhfsjdsfghjklm...</p> <p><b>Pap Smears</b></p>	<p><b>HPV Vaccine</b></p> <p><i>Section III:</i></p> <p>Fsdjhfsjdsfghjklm... Dhghsdfghjklm... Fsdjhfsjdsfghjklm...</p> <p><i>Section IV:</i></p> <p>Fsdjhfsjdsfghjklm... Dhghsdfghjklm... Fsdjhfsjdsfghjklm...</p> <p><b>More Information</b></p>	<p><b>More info:</b></p>  <p><b>Guidate... Armate... Educate!</b></p> <p><b>NLIRH for Cervical Cancer Prevention</b></p> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <p>Insert HPV Campaign Postcard</p> </div>
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Visual Idea #2-Brochure type (3-Fold/Table Tent)

 <p><b>Preventing Cervical Cancer</b> En Miami! Miami LOLA</p> <p><b>Resource Guide</b></p> <p>Miami LOLA/NLIRH Contact Info</p> <p>Miriam Perez <a href="mailto:Miriam@latinainstitute.org">Miriam@latinainstitute.org</a></p> <p>Grace Kaissal <a href="mailto:grace@latinainstitute.org">grace@latinainstitute.org</a></p> <p>Lincoln Diaz Ballart <a href="mailto:lincoln@latinainstitute.org">lincoln@latinainstitute.org</a></p>	<p><b>What is HPV?</b></p> <p>Fsdjhfsjdsfghjklm... Dhghsdfghjklm... Fsdjhfsjdsfghjklm...</p> <p><b>Pap Smears</b></p> <p>Fsdjhfsjdsfghjklm... Dhghsdfghjklm... Fsdjhfsjdsfghjklm...</p> <p><b>HPV Vaccine</b></p> <p>Fsdjhfsjdsfghjklm... Dhghsdfghjklm... Fsdjhfsjdsfghjklm...</p>	 <p><b>More Info</b></p> <p>Fsdjhfsjdsfghjklm... Dhghsdfghjklm... Fsdjhfsjdsfghjklm...</p> <p><b>Guidate... Armate... Educate!</b></p> <p><b>NLIRH for Cervical Cancer Prevention</b></p> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <p>Insert HPV Campaign Postcard</p> </div>
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