

**CERVICAL CANCER  
ELIMINATION  
DAY OF ACTION  
2023**



World Health  
Organization

**GET INFORMED.  
GET SCREENED. GET VACCINATED.**



**Advocacy toolkit · 17 November 2023**

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# DAY OF ACTION

17 November marks three years since the world united for a global day of action, with a shared commitment to eliminate a cancer for the first time.

In 2020, the World Health Organization (WHO) launched the **Global strategy to accelerate the elimination of cervical cancer** by 2030.

17 November, world leaders, survivors, advocates, partners, and civil society will call for action by sharing stories and resources to drive efforts to screen, prevent, treat, and ultimately eliminate cervical cancer everywhere.

Together we will continue the annual tradition, hosting activities to promote elimination, lighting local landmarks in teal—the colour for cervical cancer awareness — and mobilizing on social media.

In this toolkit, find resources to support your advocacy efforts in championing the Global Strategy and the elimination of cervical cancer in your community.

**Help us remind the world that everyone can contribute, every community matters, and every country can eliminate cervical cancer.**

**Global strategy to accelerate the elimination of cervical cancer as a public health problem**





# WHY TAKE ACTION?



## Eliminating cervical cancer promotes gender equity

Ensuring access to primary health care, including vital preventive services, is a step toward safeguarding women’s well-being. By eliminating cervical cancer, we take a significant stride in acknowledging and rectifying the adverse impacts women face when their fundamental right to health care is disregarded.



## Eliminating cervical cancer breaks a cycle of poverty

*90% cervical cancer related deaths occur in low- and middle-income countries; and within high income countries, cervical cancer continues to disproportionately afflict vulnerable and marginalized communities.*

In impoverished households, when a mother falls ill and passes away, the family’s struggle deepens. The well-being of the children she leaves behind is compromised. Poverty often sets the stage for cervical cancer, which, in turn, exacerbates a cycle of poverty across generations.



## Eliminating cervical cancer is unfinished business for the HIV movement

*Cervical cancer is an AIDS-defining illness: women living with HIV are six times more likely to develop cervical cancer.*

Prioritizing a complete package of care for female HIV patients — including services for cervical cancer — is an essential element of the HIV movement’s unfinished agenda for 2030.

## Eliminating cervical cancer advances sustainable development

*Cervical cancer is the only NCD that can actually be eliminated.*

The elimination of cervical cancer is a pivotal step in advancing toward the achievement of Sustainable Development Goal 3.4 to reduce premature deaths from noncommunicable diseases by one third by 2030.



# HOW TO GET INVOLVED

## Three ways to engage on 17 November:

### Join the movement

Join survivors, advocates, policy makers, civil society, and world leaders on the Cervical Cancer Elimination Day of Action for a global webinar to reflect on progress and lessons learned across three years of this historic movement.

[Register for the webinar here](#)

### #GlowTeal and engage your community

Organize your own community activity or light a local landmark to illuminate the cause, raise awareness, and educate your community about cervical cancer.

Let us know how you are joining the movement on 17 November by sharing your stories and photos from the day here.

[Share your activities here](#)

### Spread the word on social media

Amplify the call to action by using the resources in this toolkit to inform your communities about how we can make history and eliminate cervical cancer.

Tag [@WHO](#), [@MikkelsenBente](#), and [@Dr Tedros](#) on social media to help showcase our global impact.

Explore stories from others and see how your collective actions are contributing to the movement as WHO highlights day of action activities around the world.

[Visit the Day of Action 2023 website](#)



# HOW TO GET INVOLVED



## Everyone can contribute to eliminating cervical cancer

### Community

- **Get informed**

Learn the facts about cervical cancer and HPV the virus that causes it. Then continue to spread the word and educate your community about the benefits of vaccination, screening, and treatment.

- **Get vaccinated**

Ensure girls and teens receive the HPV vaccine to guard against cervical and other types of cancer. Stay informed about recommended dosage and ages in your country, and if available, extend the shield by vaccinating boys too.

- **Get screened**

Encourage the women in your life to schedule regular screenings. Regular cervical screening is important to detect any changes that could become cancerous. Cervical cancer can be cured if identified at an early stage and treated appropriately.

### Health care professionals

- Advocate to ensure accessible and affordable screening and treatment services integrated into primary care for patients.
- Monitor patients throughout the continuum of care to ensure effective screening, diagnosis and treatment.



### Government and policy-makers

- Commit to introducing HPV vaccination within routine national immunization programmes and collaborating across the public and private sector to improve vaccine coverage.
- Commit to developing national elimination strategies and guidelines for cervical cancer management.
- Establish and/or strengthen monitoring systems to help track progress toward the 90—70—90 targets.
- Advocate for the inclusion of services for cervical cancer prevention and control in efforts to achieve universal health coverage.

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# CAMPAIGN ASSETS



Social media tiles (static)

DOWNLOAD



GIF 1 (multi-tile)

DOWNLOAD



Carousel 1 (multi-tile)

DOWNLOAD



GIF 2 (multi-tile)

DOWNLOAD



Carousel 2 (multi-tile)

DOWNLOAD



# CAMPAIGN ASSETS



## Social media messages

DOWNLOAD

- 17 November 2023, is the #CervicalCancer Elimination Day of Action! Join the movement to achieve 90% vaccinated, 70% screened, and 90% treated. Together, let's turn targets into triumphs for women and girls worldwide! #GlowTeal
- Illuminate the path to a world without #CervicalCancer! When you #GlowTeal, you're a beacon of awareness. Get informed. Get screened. Get vaccinated.
- Let's stand together and #GlowTeal for Cervical Cancer Elimination! Join me in making a difference — take action in your community, host an event, or light up a landmark in teal on #CervicalCancer Elimination Day of Action, 17 November 2023. Get Informed. Get Screened. Get Vaccinated. #CervicalCancer #GlowTeal
- 17 November is the #CervicalCancer Elimination Day of Action! Join @WHO, @DrTedros, @MikkelsenBente, and me to #GlowTeal. Together, we can eliminate a cancer and an NCD for the first time. Learn more and be part of the movement: <https://tinyurl.com/CCE-DayofAction> #GlowTeal
- Time to take action! #GlowTeal and shine a light on the mission to eliminate #cervicalcancer. If you have a cervix, you could be at risk. Join the movement on 17 November to raise awareness in your community. Learn more and be part of the change: <https://tinyurl.com/CCE-DayofAction> #CervicalCancer #GlowTeal
- Join the movement for #CervicalCancer Elimination! It's more than cervical cancer — it's about:
  - Ending a cycle of poverty
  - Advancing toward #GenderEquity
  - Fulfilling the AIDS Agenda
  - Achieving #HealthForAll

Together, let's make #CervicalCancer Elimination a reality!  
#CervicalCancer  
#HealthEquity

# RESOURCES



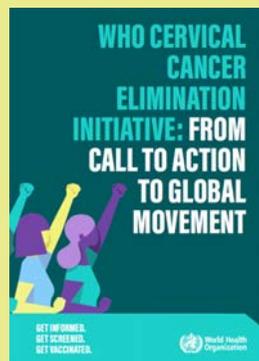
Click on the download buttons to access the linked files.

**Infographic:  
90—70—90 targets  
to eliminate cervical  
cancer**



DOWNLOAD

**WHO Cervical Cancer  
Elimination Initiative:  
from call to action to  
global movement**



DOWNLOAD

**Global strategy to  
accelerate the elimination  
of cervical cancer as a  
public health problem**



DOWNLOAD

**Fact sheet:  
Cervical cancer**

VISIT



**Cervical cancer  
elimination  
initiative webpage**

VISIT



DOWNLOAD

**Save the date  
social media tile**

Download includes translated versions for Arabic, Chinese, French, and Portuguese languages.

**Subscription link:  
Cervical Cancer  
Elimination Initiative  
Newsletter**

SUBSCRIBE

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**KEY CONTACTS**

**Yaa Bosomtwi**  
[bosomtwi@who.int](mailto:bosomtwi@who.int)

**Claire Kimilu**  
[kimiluc@who.int](mailto:kimiluc@who.int)

**Jinni**  
[jinn@who.int](mailto:jinn@who.int)

Visit  
[www.who.int](http://www.who.int)



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