



601 Old Hickory Blvd. 32
Brentwood, TN 37027
(901) 483-4605
info@cancertn.org
www.cancertn.org

“Think About the Link” Event 2017 ~ Nashville, TN

The Prevent Cancer Foundation has asked the TN Cancer Consortium to co-host and help plan an event in the Nashville area. The goal of the “Think About the Link” event is to increase awareness of the links between viruses (HPV, Hep B&C) and cancer, and promote vaccination and/or treatment as a cancer prevention tool. Contact Jennifer Murray for more information ~ jennifer@cancertn.org

1. Id what type of event is most needed in Nashville community

- a. Where is there a lack of information and a need
- b. Reference VICC’s Environmental Scan (May 2016)

Previous “Think About” Events include:

- Health Summit
- “Talk to a Provider” community event
- Awareness Health Fairs / Community Screening
- School-based Virus and Cancer Awareness Event
- Provider-to-Provider “How to Discuss Vaccination with your Patient”

2. Id Event Partners:

CCFTN members

TN Cancer Consortium

Prevent Cancer

TPCA

Hospitals

Community Centers

Nashville Cares

VICC

TDoH

TMA (Peds?)

FQHC’s

AARP

3. **Id date / location for event (Late March thru June/July)** May 19/20 out for PC
 - a. Any events already planned / dates we need to avoid?
 - b. Cancer Consortium's Cancer Conference July 20 ~ Maxwell House (Thursday)
 - i. Can have the event here
 - ii. Or share the results of the event at the July 20 meeting
 - iii. Men's Health Report Card rollout & SURVIVORville will be there July 20

4. **Partners join conference calls to discuss event plans & progress**
 - a. Calls will begin in January 2017
 - b. Partners will also agree to sign a simple MOU with Prevent Cancer identifying roles and responsibilities
 - i. Partner responsibilities – help promote the event, id any speakers if needed
 - ii. Partner benefits – logo on materials, social media, included on advertising & signage

5. **Prevent Cancer Provides:**
 - a. Funding for a venue, food / beverage
 - b. Manage onsite logistics
 - c. Staff (2 or more if available)
 - d. Advertising of event on local community health calendars, local media, press releases
 - e. Promote on their "Think About the Link" webpage
 - f. Social media, email communications

Think About the Link: Campaign Overview

The Campaign

Tens of thousands of people in the world suffer from cancers caused by viruses and millions more suffer from the viruses that cause them. Many people are unaware that a link exists between certain viruses and cancer. As a result, many people do not take steps to protect themselves.

Think About the Link aims to increase awareness of the link between viruses and cancer, with the ultimate goal of preventing many types of cancer. The campaign is focused on three viruses: human papillomavirus (HPV), hepatitis B, and hepatitis C. *Think About the Link* aims to increase screening rates for the viruses, increase immunization rates for HPV and hepatitis B and raise awareness of available treatment options for hepatitis C.

Prevent Cancer Foundation

Since 1985, the Prevent Cancer Foundation, a 501(c)3 nonprofit, has invested nearly \$142 million in support of cancer prevention research, education, outreach and advocacy nationwide and has played a pivotal role in developing a body of knowledge for prevention and early detection strategies. The Foundation is the only U.S. nonprofit organization solely devoted to cancer prevention and early detection. It has funded more than 450 scientists at more than 150 leading medical institutions across the country. The Foundation's public education programs have applied this scientific knowledge to inform the public about ways they can reduce their cancer risk.

Our Efforts

Think About the Link will work to achieve its goals of increasing awareness of the link between certain viruses and cancers, increasing immunization rates for HPV and hepatitis B, and increasing awareness of and access to treatment options for hepatitis C by:

- *Developing and sharing educational materials for primary care providers and patients on the viruses and their links to different cancers;*
- *Initiating and engaging in conversations with the public and health care providers on social media;*
- *Educating the media on the link between viruses and cancer; and*
- *Holding grassroots events in cities across the country to educate at-risk individuals within their local communities*

Think About the Link: Campaign Overview

The Importance

Too few people understand the link between viruses, certain cancers and how to reduce the risk that these viruses will lead to cancer. For example, vaccinations for HPV and hepatitis B and screenings and treatment for hepatitis C are all critical prevention measures. In fact:

- *More than half (53 percent) of adults are not aware HPV can lead to cancer if untreated.*
- *More than half (57 percent) of adults are not aware the HPV vaccine can significantly reduce the risk of certain cancers.*
- *Approximately 92 percent of adults believe more education is needed about the dangers of HPV.*
- *Sixty-seven percent of adults are not aware hepatitis B increases the risk of liver cancer.*
- *A majority (75 percent) of adults are not aware the hepatitis B vaccine can lower the risk of liver cancer.*
- *Seventy-three percent of adults are not aware that hepatitis C treatment can reduce the risk of liver cancer.*
- *Only 7 percent of adults indicated their physician has recommended one or more vaccines specifically to reduce cancer risk.*

Your Role

There are many ways you can prevent cancers caused by viruses:

- *Get vaccinated. Make sure you and your family receive the recommended HPV and hepatitis B vaccines.*
- *Get tested. If you are a woman, talk to your primary care provider about getting a Pap smear to screen for cervical cancer. If you are at high risk for hepatitis C infection, get screened for the virus.*
- *Protect yourself. Avoid engaging in behaviors that transmit HPV and/or lead to hepatitis B and C, such as having unprotected sex, abusing alcohol or using injectable recreational drugs or shared needles.*
- *Get educated. Visit us at preventcancer.org to download resources; connect with us on Facebook; and follow us on Twitter to learn more about the link between viruses and cancer.*
- *Share your story. Help others understand the link and ways to prevent virally induced cancers by sharing your story.*

Statistics sourced from a survey conducted by the Prevent Cancer Foundation in partnership with Russell Research Firm.