

STOP CERVICAL CANCER IN EUROPE



# European Cervical Cancer Association Info Pack



European Cervical Cancer Association



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### ECCA Membership - European Coverage (November 2007)





## The Problem

In Europe, 50,000 women develop and 25,000 women die from cervical cancer every year. This disease primarily affects younger women with the majority of cases occurring between the ages of 30 and 50. This is an age when many women are actively involved in their careers, caring for their families or both, and the impact on society as a whole is therefore greatly increased.

Cervical cancer is also a clear example of health inequality in Europe where women from lower socioeconomic groups or from Eastern Europe have far higher rates. This difference is almost entirely due to a lack of uptake or access to proper cervical cancer prevention programmes.

## The Solution

It is important to recognize that cervical cancer is different from other cancers in that ***we already know how to prevent almost every case.*** Effective organised cervical screening programmes can prevent 80% of cervical cancers, and new technologies such as liquid-based cytology, HPV testing and HPV vaccination can reduce these rates even further.

For the first time in history, we have the means to virtually eliminate a human cancer in Europe through the establishment of comprehensive organised cervical cancer prevention programmes. The research has been done and the solution to cervical cancer is now political: politicians and public health officials must be convinced to implement these prevention programmes supported by effective public health education to ensure that all women take full advantage of them.









***Cervical cancer could be virtually eliminated*** now if these services were equitably implemented across Europe.

## The ECCA

The ECCA was established in 2002 specifically to raise awareness of the benefits of organised cervical cancer prevention programmes and advocate for their implementation.

To achieve this goal, the ECCA has brought together Europe's leading cancer societies, medical associations, cervical cancer researchers, clinicians and patient groups to form a Europe-wide network of expertise covering all aspects of cervical cancer prevention. This extensive network has then been complemented by the ECCA's health communications experts and, working together, we have mounted a co-ordinated education and advocacy programme that now reaches almost every country in Europe.

## The Directors of the ECCA

 Mrs Imelda Read Member of the European Parliament 1989-2004	 Dr Magdalena Grce Rudjer Boskovic Institute (Croatia)
 Prof Lutz Gissmann German Cancer Research Centre DKFZ (Germany)	 Mrs Pamela Morton Jo's Trust (United Kingdom)
 Prof Thomas Iftner University Hospital of Tübingen (Germany)	 Dr Lena Dillner Lund University (Sweden)
 Dr Anne Szarewski Cancer Research UK (United Kingdom)	 Prof H�el�ene Sancho-Garnier, Epidaure CRLC (France)

## The Institutional Members of the ECCA

The Institutional Membership of the ECCA continues to grow and now stands at 78 university departments, medical associations, cancer societies and patient groups from 32 countries across Europe, including the International Union Against Cancer (UICC) and Program for Appropriate Technology in Health (PATH).

Austria	<ul style="list-style-type: none"> <li>• Krankenanstaltenverband Korneuburg - Stockerau</li> </ul>	Finland	<ul style="list-style-type: none"> <li>• Finnish Cancer Registry</li> </ul>
Belgium	<ul style="list-style-type: none"> <li>• Scientific Institute of Public Health</li> </ul>	France	<ul style="list-style-type: none"> <li>• Cancer Centre Leon Berard</li> <li>• French College of Obstetricians and Gynecologists</li> <li>• University Hospital Centre of Grenoble</li> <li>• University Hospital Centre of Saint Etienne</li> <li>• University Hospital of Lyon</li> </ul>
Bosnia & Herzegovina	<ul style="list-style-type: none"> <li>• University Clinical Center Tuzla</li> </ul>	Georgia	<ul style="list-style-type: none"> <li>• National Cancer Prevention Centre</li> <li>• Tbilissi Cancer Center</li> <li>• Women's Center of Georgia</li> </ul>
Bulgaria	<ul style="list-style-type: none"> <li>• Bulgarian National Cancer Registry</li> </ul>	Germany	<ul style="list-style-type: none"> <li>• Freiburg University Medical Center</li> <li>• German Green Cross</li> <li>• German STD-Society</li> <li>• University Hospital of Tübingen</li> </ul>
Croatia	<ul style="list-style-type: none"> <li>• Croatian National Advisory Board for Cervical Cancer Prevention «For all women»</li> <li>• Croatian National Institute of Public Health</li> <li>• Cybermed Ltd</li> <li>• Rudjer Boskovic Institute</li> </ul>	Greece	<ul style="list-style-type: none"> <li>• Hellenic Society for the Research and Treatment of Papilloma Virus</li> <li>• Papageorgiou General Hospital</li> </ul>
Cyprus	<ul style="list-style-type: none"> <li>• Mendel Center for Biomedical Sciences</li> </ul>	Iceland	<ul style="list-style-type: none"> <li>• Icelandic Cancer Society</li> </ul>
Czech Republic	<ul style="list-style-type: none"> <li>• Charles University, Department of Obstetrics and Gynecology</li> <li>• Czech Gynecological and Obstetrical Society</li> <li>• Institute of Hematology and Blood Transfusion</li> </ul>	Ireland	<ul style="list-style-type: none"> <li>• Royal College of Surgeons in Ireland</li> </ul>
Denmark	<ul style="list-style-type: none"> <li>• Danish Cancer Society</li> </ul>		
Estonia	<ul style="list-style-type: none"> <li>• Estonian Cancer Society</li> <li>• National Institute of Health Development</li> </ul>		

Italy	<ul style="list-style-type: none"> <li>• Centre for Cervico-Vaginal Cytology Screening of S. Maria Nuova Hospital</li> <li>• Centre for Epidemiology and Tumour Prevention</li> <li>• Italian Division of the International Academy of Pathology</li> <li>• Local Health Unit 12 of Viareggio</li> <li>• National Observatory for Women's Health</li> <li>• Scientific Institute of Oncological Prevention</li> <li>• University of Bari</li> <li>• University of Foggia</li> </ul>	Romania	<ul style="list-style-type: none"> <li>• Romanian Cancer Society</li> <li>• Romanian Society for Colposcopy and Cervical Pathology</li> <li>• Romanian Society for Cytopathology</li> <li>• Romanian Society for Oncological Surgery and Gynecology</li> </ul>
		Russian Federation	<ul style="list-style-type: none"> <li>• Research Center for Obstetrics, Gynecology and Perinatology of High Technology Medical Service</li> </ul>
		Serbia	<ul style="list-style-type: none"> <li>• Clinical Center of Serbia</li> </ul>
		Slovakia	<ul style="list-style-type: none"> <li>• Jessenius Faculty of Medicine</li> </ul>
Latvia	<ul style="list-style-type: none"> <li>• Latvia's Association for Family Planning and Sexual Health LFPA</li> <li>• Latvian Association of Gynecologists and Obstetricians</li> </ul>	Slovenia	<ul style="list-style-type: none"> <li>• KALA - Society to fight HVP infections &amp; cervical cancer</li> <li>• Slovenian Society of Clinical Microbiology and Hospital Infections</li> <li>• Slovenian Society of Gynecological Oncology Colposcopy and Cervical Pathology</li> </ul>
Lithuania	<ul style="list-style-type: none"> <li>• University of Vilnius</li> </ul>		
Norway	<ul style="list-style-type: none"> <li>• Association of Gynecologic Cancer Patients of Norway</li> <li>• Cancer Registry of Norway</li> </ul>	Spain	<ul style="list-style-type: none"> <li>• Catalan Institute of Oncology</li> <li>• Spanish Association Against Cancer</li> <li>• Spanish Association of Cervical Pathology and Colposcopy</li> </ul>
Poland	<ul style="list-style-type: none"> <li>• Association Against Cervical Cancer - Flower of Womanhood</li> <li>• National Cervical Cancer Screening Program in Poland</li> <li>• Polish Gynecological Society</li> </ul>	Netherlands	<ul style="list-style-type: none"> <li>• PAMM Laboratories</li> <li>• Vu University Medical Center</li> </ul>
Portugal	<ul style="list-style-type: none"> <li>• Portuguese Institute of Cancer Francisco Gentil EPE</li> <li>• Portuguese League Against Cancer</li> <li>• Portuguese Section of Colposcopy and Cervico Vulvo Vaginal Pathology</li> <li>• Portuguese Society of HPV</li> </ul>	Turkey	<ul style="list-style-type: none"> <li>• Turkish Society of Obstetrics and Gynecology</li> <li>• Yeditepe University Hospital</li> </ul>
		Ukraine	<ul style="list-style-type: none"> <li>• Zina Memorial Lissod Hospital</li> </ul>
		United Kingdom	<ul style="list-style-type: none"> <li>• Health Protection Scotland</li> <li>• Jo's Trust</li> <li>• Marie Stopes International</li> </ul>
Romania	<ul style="list-style-type: none"> <li>• Oncological Institute «Prof. Dr. I. Chiricuta»</li> <li>• Romanian Association of Health Psychology</li> <li>• Romanian Cancer Patients Association</li> </ul>	International	<ul style="list-style-type: none"> <li>• International Union Against Cancer UICC</li> <li>• Program for Appropriate Technology in Health PATH</li> </ul>

## Achievements in 2006 > 2007

### 1. Educational Materials & Resources

- a. The ECCA produced a set of consensus agreed educational materials that were developed in a pan-European consultation process. These materials currently include: 4 introductory brochures that have been adapted and translated for 17 different countries, and 2 educational booklets that have been adapted and translated for 5 countries. In recognition of their integrity, these materials have been endorsed by over 40 medical organisations and cancer societies from across Europe.
- b. The ECCA has developed a comprehensive website with 120 pages of information covering all aspects of cervical cancer from its cause to its prevention. The website was launched in January of 2006 for the UK and France, and has since expanded to include Germany, the Czech Republic, Croatia, Serbia and Turkey.
- c. The ECCA has produced and distributed a set of 8 cervical cancer factsheets designed to provide politicians with a concise yet comprehensive summary of cervical cancer and its prevention. These were delivered to Members of the European Parliament monthly from October 2005 to June 2006 and to many politicians across Europe by members of the ECCA.

### 2. Education & Networking Events

The ECCA, led by our Croatian members, organised the Congress for Consensus Recommendations for Cervical Cancer Prevention in Croatia. This congress brought national stakeholders and experts together with their international colleagues to review the latest research on cervical cancer prevention and develop consensus recommendations for the implementation of an organised cervical screening programme in the country. The congress was held on 18-21 April 2007 and successfully produced the consensus recommendations that have now been delivered to the Croatian Minister for Health.

### 3. Advocacy & Outreach

The ECCA facilitated the establishment of the Cervical Cancer Interest Group (CCIG) in the European Parliament and now serves as the secretariat for this organisation. The CCIG currently consists of 38 Members of the European Parliament and it is chaired by Mrs Françoise Grossetête (France), Mrs Glenis Willmott (UK) and Dr Jolanta Dickute (Lithuania). The group held its inaugural meeting on 31 May 2006 in the European Parliament and has since organised many events and actions to ensure that cervical cancer prevention remains high on the EU agenda.

### 4. The STOP Cervical Cancer Petition

The European constitution includes a clause compelling the Commission to act if requested to by a petition of 1 million or more European citizens. Although the constitution has not been adopted, such a petition would still attract enormous media interest and exert pressure on the Commission, the Parliament and the Council. The ECCA therefore launched an on-line petition calling for the equitable implementation of organised cervical cancer prevention programmes across Europe. The objective is to collect 1 million names before the European Cervical Cancer Prevention Week, 20-26 January 2008.

### 5. The Cervical Screening Reminder Service

The ECCA, in partnership with our Czech members and Vodafone CZ is developing a pilot system for using mobile telephone text messaging for call/recall of women to cervical screening. This service will be officially launched during the European Cervical Cancer Prevention Week 2008.



## Ongoing Activities for 2007 > 2008

### 1. Educational Materials & Resources

- a. The ECCA is continuing to update its brochures and booklets to ensure that the content is relevant in this rapidly changing field. In addition, we are working to adapt and translate these materials for use in more European countries. In particular, we are focused on Eastern Europe where cervical cancer rates are far higher than in the West and the need for these materials is much greater.
- b. The ECCA is also continuing to revise and update its website, and to expand the number of countries available to facilitate access to this comprehensive resource.
- c. In keeping with our focus on Eastern Europe, the ECCA's cervical cancer prevention factsheets that were designed specifically for the education of politicians will be updated, adapted, translated and made available for distribution in these countries.

### 2. Educational & Networking Events

The ECCA is co-organising two clinical congresses on HPV and cervical cancer prevention: 1) HPV in Human Pathology, 1-3 May 2008, Prague, Czech Republic and 2) the IX International Workshop of Lower Genital Track Pathology: HPV-Related Disease in the HPV Vaccine Era, 22-24 May 2008, Viareggio, Italy.

In addition, following the example of the successful Congress for Consensus Recommendations for Cervical Cancer Prevention in Croatia, the ECCA is working with the UICC, the European Board and College of Obstetrics and Gynaecology, the European Federation for Colposcopy and numerous national gynaecology, colposcopy and cancer societies to plan the European Cervical Cancer Prevention Congress Series. This congress series will comprise 18 x 2-day congresses covering all aspects of cervical cancer prevention that will be held sequentially over a 3-year period in those European countries with the highest cervical cancer rates. Translation services will be provided to ensure the highest degree of interaction.

### 3. Advocacy & Outreach

Although the CCIG is very good at raising awareness in the European Parliament, Council and Commission, these European institutions have limited jurisdiction over healthcare policy in the Member States. It is therefore very important to develop good working relationships with politicians from the national governments and the ECCA is supporting the expansion of the CCIG to form a Europe-wide network of politicians with an interest in cervical cancer prevention.

### 4. The STOP Cervical Cancer Petition

The ECCA has planned a promotional campaign with its members and partners across Europe that will be launched in September 2007, once the summer vacation period ends. This campaign will use emails and other electronic means to raise awareness of the petition and drive traffic to the [www.CervicalCancerPetition.eu](http://www.CervicalCancerPetition.eu) website.

### 5. The Cervical Screening Reminder Service

The SMS Prevence reminder service will be officially launched during the European Cervical Cancer Prevention Week 2008 and the ECCA has planned a promotional campaign together with our Czech members and Vodafone Czech Republic. We will then be looking to roll out this service in other European countries where it will be able to contribute to increasing attendance to cervical cancer prevention programmes.

# The European Cervical Cancer Prevention Week 2008

20-26 January 2008



In January 2007, the ECCA, with enormous support from our members and partners across Europe, held the first ever European Cervical Cancer Prevention Week (ECCPW).

The ECCPW was launched in the European Parliament where the ceremony was attended by 105 MEPs, representatives of the Permanent Representations, Commission officials and journalists with the opening speech being given by Mr Philippe Brunet, Deputy Head of Cabinet for the European Commissioner of Health, Mr Markos Kyprianou.

In addition, the members of the ECCA organised 32 different events across Europe that generated an enormous amount of interest and awareness of cervical cancer prevention. (A complete report of the week can be found on the ECCA website at [www.ecca.info](http://www.ecca.info))

Following the success of the 1st ECCPW, the European Cervical Cancer Association is now planning the 2nd ECCPW to be held during the week of 20-26 January 2008.

## What is the ECCA doing?

1. In order to raise awareness of cervical cancer prevention and advocate for the equitable implementation of prevention programmes across Europe, a visible and recognisable symbol was required that people can wear to demonstrate their support for this campaign.



Pearl of Wisdom™

The Cambridge International Dictionary of Idioms defines a Pearl of Wisdom as “an important piece of advice” and it is therefore a very appropriate symbol for an event that encourages women to participate in cervical cancer prevention programmes. Even in those countries where the Pearl of Wisdom phrase is not used, pearls are still associated with femininity and represent an appropriate symbol for the Cervical Cancer Prevention Campaign.

The ECCA is working with its members, partners and donors from across Europe and the UICC to promote the Pearl of Wisdom campaign. The activities being undertaken cover a wide range including the distribution of the Pearl of Wisdom™ to high-profile individuals who will be encouraged to wear it during the Prevention Week (politicians, celebrities, media personalities), an e-mail awareness campaign, direct sales in gynaecologists' cabinets, corporate internal sales, etc. These programmes will generate interest in the Prevention Week and complement the national activities now being organised.

Importantly, the Pearl of Wisdom Campaign has been designed to 1) raise money within each country for national cervical cancer prevention actions and 2) raise money that can be used to support cervical cancer prevention activities in resource-poor regions of Europe.

2. The Cervical Cancer Interest Group (CCIG) that was started in the European Parliament is now being expanded into a Europe-wide political network dedicated to the elimination of cervical cancer. To support this process, the ECCA is working with the ECCIG to organise the inaugural meeting of the expanded group, the European Cervical Cancer Summit Meeting, that will be held in Brussels on the morning of Tuesday 22 January 2008.

This meeting will provide national politicians from across Europe with:



- a) up to date information on the European Institutions' policies, actions and plans for supporting the implementation of cervical cancer prevention programmes across Europe
- b) the opportunity provide feedback regarding the utility of these programmes for their countries.







3. The ECCA launched the STOP Cervical Cancer Petition in June of 2007 as a tool to help raise awareness of cervical cancer prevention. We are now working with the Cervical Cancer Interest Group to organise an event to be held in the European Parliament on the afternoon of Tuesday 22 January 2008 where the final signatures will be added to the petition from Members of the European Parliament and the national politicians attending the Summit Meeting. The petition will then be presented to the European Commission at a press conference to be held at the end of the meeting.

This event will be paralleled by similar signing ceremonies organised by the ECCA's members in their own parliaments across Europe where the final signatures from national politicians will be added to the national sections of the petition and these will subsequently be presented to their respective Health Ministers. In this way, each country will be able to generate its own media coverage while capitalising on the heightened media interest that will accompany the European campaign.

### What are ECCA's Institutional Members doing?

In addition to the national events for signing the STOP Cervical Cancer Petition and the presentation of the CCIG Recommendations to Health Ministers, the ECCA is working with its members, partners and donors from across Europe to facilitate their local plans and coordinate these projects between countries. In this way, the ECCA can capitalise upon its extensive European network to maximise the educational impact and media interest that can be achieved during the Prevention Week. Some of the activities that are now being planned across Europe are listed below.

Selected national actions for the European Cervical Cancer Prevention Week:	
Belgium 	<ul style="list-style-type: none"> <li>• The European Cervical Cancer Summit Meeting, Brussels, 22 January 2008</li> <li>• The presentation of the STOP Cervical Cancer Petition to the European Commission</li> </ul>
Bosnia & Herzegovina 	<ul style="list-style-type: none"> <li>• Lectures on cervical cancer prevention to be held in four cities (Sarajevo, Tuzla, Banja Luka and Mostar)</li> <li>• Round table discussion on cervical cancer prevention policy for Bosnia &amp; Herzegovina (to include subject experts, Ministry of Health officials, politicians and cervical cancer patients), Sarajevo, 24 January 2008</li> <li>• Advertisements for cervical cancer prevention will be placed in the local weekly newspapers</li> <li>• Public service TV commercials promoting cervical cancer prevention will be aired by local TV stations throughout the week</li> </ul>

<b>Selected national actions for the European Cervical Cancer Prevention Week:</b>	
<p>Bulgaria</p> 	<ul style="list-style-type: none"> <li>• Advertising posters promoting cervical cancer screening will be displayed in major cities</li> <li>• A media education session will be held for journalists, editors and other media representatives to ensure accurate reporting of the issues surrounding cervical cancer screening and HPV vaccination</li> <li>• Public service TV commercials promoting cervical cancer prevention will be aired throughout the week</li> </ul>
<p>Croatia</p> 	<ul style="list-style-type: none"> <li>• 4 conferences on cervical cancer prevention to be held simultaneously in Zagreb, Osijek, Rijeka and Split with video-linking between the sites</li> <li>• A media education session will be held for journalists, editors and other media representatives to ensure accurate reporting of the issues surrounding cervical cancer screening and HPV vaccination, Zagreb, 24 January 2008</li> <li>• A charity concert will be held in Zagreb to raise money for cervical cancer prevention programmes in Croatia</li> <li>• A round-table policy discussion on future of cervical cancer prevention in Croatia will be held in Zagreb (to include national experts, public health officials, politicians, journalists and cervical cancer patients)</li> </ul>
<p>Czech Rep</p> 	<ul style="list-style-type: none"> <li>• Launch of 'SMS Prevence', a nationwide text messaging service for cervical screening call and recall</li> </ul>
<p>Cyprus</p> 	<ul style="list-style-type: none"> <li>• Launch of a 5-year plan for the progressive implementation of an organised cervical cancer prevention programme in compliance with the European Guidelines for Cervical Cancer Screening</li> </ul>
<p>Estonia</p> 	<ul style="list-style-type: none"> <li>• Tutorial on cervical cancer prevention, the current situation in Estonia and the plans for the implementation of screening and vaccination in Estonia, Tallinn</li> <li>• Articles on cervical cancer prevention to be placed in national and local newspapers for both Estonian and Russian speakers</li> <li>• Free consultations with doctors to provide information about cervical cancer screening and vaccination in the larger cities (Tallinn, Tartu, Pärnu, Rakvere, Viljandi, Narva) which will operate until 3 February 2008</li> <li>• Distribution of ECCA educational materials through healthcare professionals to the general public</li> <li>• Television advertising calling women to participate in the cervical cancer screening program</li> <li>• Cervical cancer screening advertising posters will be put up in the larger cities (Tallinn, Tartu, Pärnu, Rakvere, Viljandi, Narva) with advertisements to simultaneously appear in health magazines</li> </ul>
<p>Greece</p> 	<ul style="list-style-type: none"> <li>• The 2nd annual workshop for local healthcare professionals entitled 'Preparing the Way for HPV Vaccines'</li> <li>• 1st Meeting of the Hellenic Society for Research and Treatment of Human Papillomavirus will be held in Thessaloniki, Macedonia Palace Hotel, from 25th to 27th of January 2008. Scientists from Greece, Germany, France, Spain, USA and Canada will present the latest developments in cervical cancer prevention, with the opening address being given by Prof. Harald zur Hausen who will also give a press conference for the Greek media.</li> </ul>

**Selected national actions for the European Cervical Cancer Prevention Week:**

Italy



- Online cervical cancer educational sessions will be launched for three key Italian medical societies: SIAPEC - Società Italiana di Anatomia patologica e Citopatologia Diagnostica, FADOI - Federazione delle Associazioni dei Dirigenti Medici Ospedalieri and AOGOI - Associazione Italiana Ostetrici e Ginecologi Ospedalieri
- A cervical cancer briefing session will be held in the Italian parliament

Latvia



- The 2nd annual meeting of national key opinion leaders and government officials to evaluate the current status of cervical cancer prevention in Latvia and settle plans for development over the coming year

Lithuania



- The 1st Cervical Cancer Prevention workshop, Kaunas Medical University and Vilnius University Medicine Faculty, January 18 2008
- 2nd Annual Cervical Cancer Prevention Course for Lithuanian Healthcare Professionals and Public Health Officials, Vilnius, January 25 2008

Portugal



- Event in the capital building on 18 January 2008 at which the Portuguese First Lady will sign the STOP Cervical Cancer Petition
- Educational session for Portuguese politicians on cervical cancer prevention to be held in the Portuguese Parliament on 21 January 2008. This will be followed by an event to present the STOP Cervical Cancer Petition to the Portuguese Minister for Health
- The Portuguese HPV Society will organize clinical education workshops: HPV and Cervical Cancer; Screening and Prevention in the HPV Vaccine Era in Porto on 25 January 2008 and in Lisbon on 26 January 2008
- Free screening clinics will be made available during the Prevention week in Lisbon and in Porto
- ECCA educational materials will be distributed through the Portuguese Section of Colposcopy & Cervico Vulvo Vaginal Pathology, the Portuguese HPV Society, the Portuguese League Against Cancer and the Portuguese Planned Parenthood Federation Newspaper articles will be placed in local newspapers

Romania



- The Romanian Cancer Society and the Romanian Federation of Cancer Patients Associations (FABC) will hold a series of public information meetings on the importance of cervical cancer prevention in the cities of Cluj-Napoca, Bistrita and Galati. The meetings will include presentations from well-known experts in all areas of cervical cancer prevention
- A campaign will be launched in the cities and rural areas of Cluj, Bistrita-Nasaud, Maramures and Salaj to distribute the ECCA leaflets
- The STOP Cervical Cancer Petition will be presented to the Romanian Minister for Health
- The Ministry of Public Health will announce their plan for the implementation of a national cervical cancer screening programme to commence in the second half of 2008. The FABC will participate with the objective of raising awareness and promoting participation in the programme

**Selected national actions for the European Cervical Cancer Prevention Week:**

Romania



- The Romanian Cancer Society will use their mobile gynaecological clinic van to offer free cervical cancer screening in Cluj, Bistrita-Nasaud and Maramures counties
- Press conferences will be held to increase coverage of all the above activities

Russia



- A section of the International Reproductive Health Congress being held in Moscow will be devoted to raising awareness of the importance of cervical cancer prevention and the ECCA Russian brochures will be distributed
- A campaign to raise awareness of cervical cancer prevention through the media will be launched to include public service advertisements, interviews, etc.
- The ECCA Russian brochures will be distributed to the public through a range of sources including gynaecologists, health clinics, etc.

Serbia



- The Serbian Department of Health will launch the Serbian National Organised Cervical Screening Programme with a media event to be held in Belgrade during the Prevention Week
- A free cervical cancer information telephone help line will be run for the entire week 20-26 January 2008
- A Town Hall lecture for the general public on cervical cancer prevention will be held in Belgrade

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