

# Dr. Jennifer S. Smith

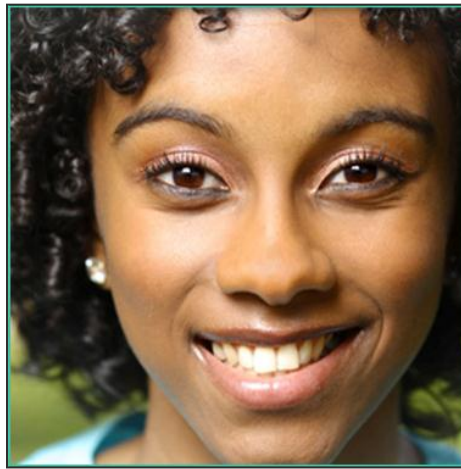
## DISCLOSURE OF CONFLICTS OF INTEREST

GLOBAL EDUCATION GROUP (GLOBAL) REQUIRES INSTRUCTORS, PLANNERS, MANAGERS AND OTHER INDIVIDUALS AND THEIR SPOUSE/LIFE PARTNER WHO ARE IN A POSITION TO CONTROL THE CONTENT OF THIS ACTIVITY TO DISCLOSE ANY REAL OR APPARENT CONFLICT OF INTEREST THEY MAY HAVE AS RELATED TO THE CONTENT OF THIS ACTIVITY. ALL IDENTIFIED CONFLICTS OF INTEREST ARE THOROUGHLY VETTED BY GLOBAL FOR FAIR BALANCE, SCIENTIFIC OBJECTIVITY OF STUDIES MENTIONED IN THE MATERIALS OR USED AS THE BASIS FOR CONTENT, AND APPROPRIATENESS OF PATIENT CARE RECOMMENDATIONS.

THE FACULTY REPORTED THE FOLLOWING FINANCIAL RELATIONSHIPS OR RELATIONSHIPS TO PRODUCTS OR DEVICES THEY OR THEIR SPOUSE/LIFE PARTNER HAVE WITH COMMERCIAL INTERESTS RELATED TO THE CONTENT OF THIS CME ACTIVITY:

DR. JENNIFER S. SMITH HAS DISCLOSED THE FOLLOWING RELEVANT FINANCIAL RELATIONSHIPS WITHIN THE PAST 12 MONTHS:

Consultant/Independent Contractor: Hologic-GenProbe  
Grant/Research Support: Hologic-GenProbe and Qiagen



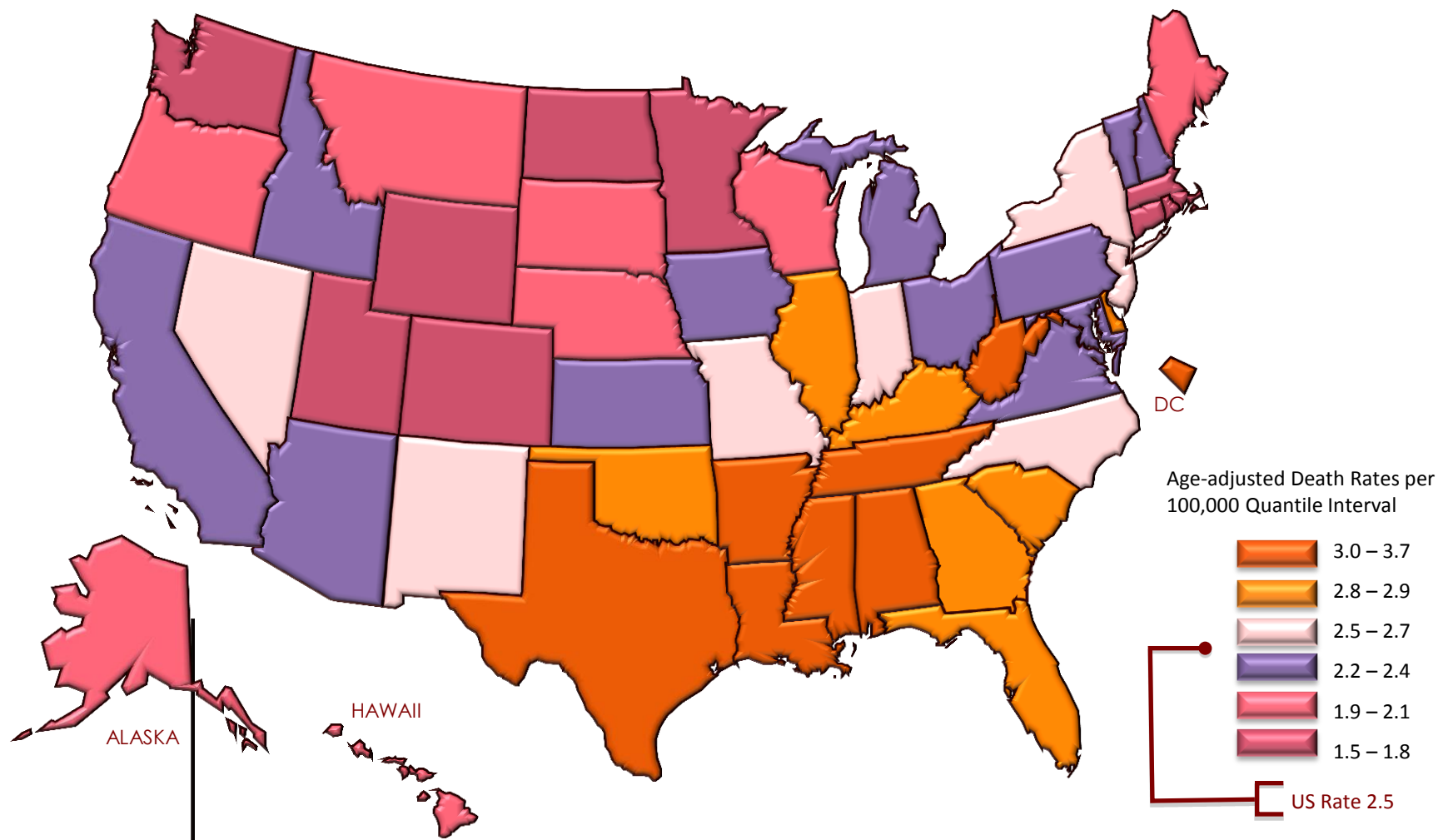
# **How to Talk with Patients about HPV and Cervical Cancer Screening in the Primary Care Setting**

Jennifer S. Smith, PhD, MPH

*University of North Carolina Gillings School of Public Health  
and Cervical Cancer-Free America*

March 21, 2013

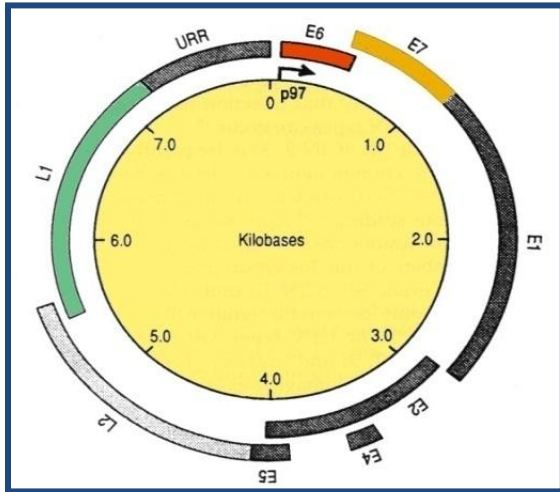
# Age-adjusted Mortality Rates per 100,000, 2001-2005 SEER Data



SEER = Surveillance, Epidemiology, and End Results

Surveillance, Epidemiology and End Results (SEER) Cancer Stats NCI, 2001-2005.

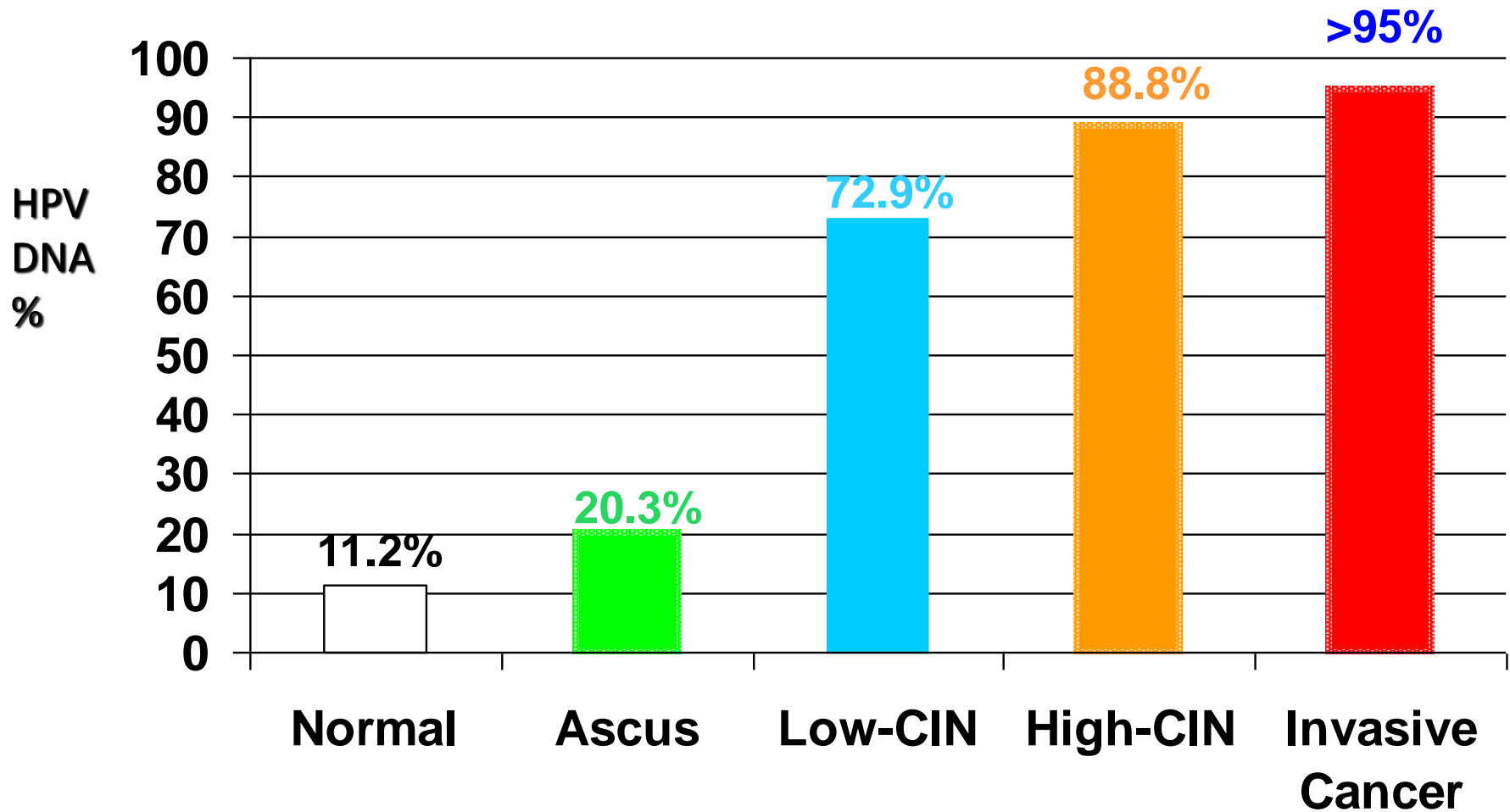
# HPV Infection and Cervical Cancer



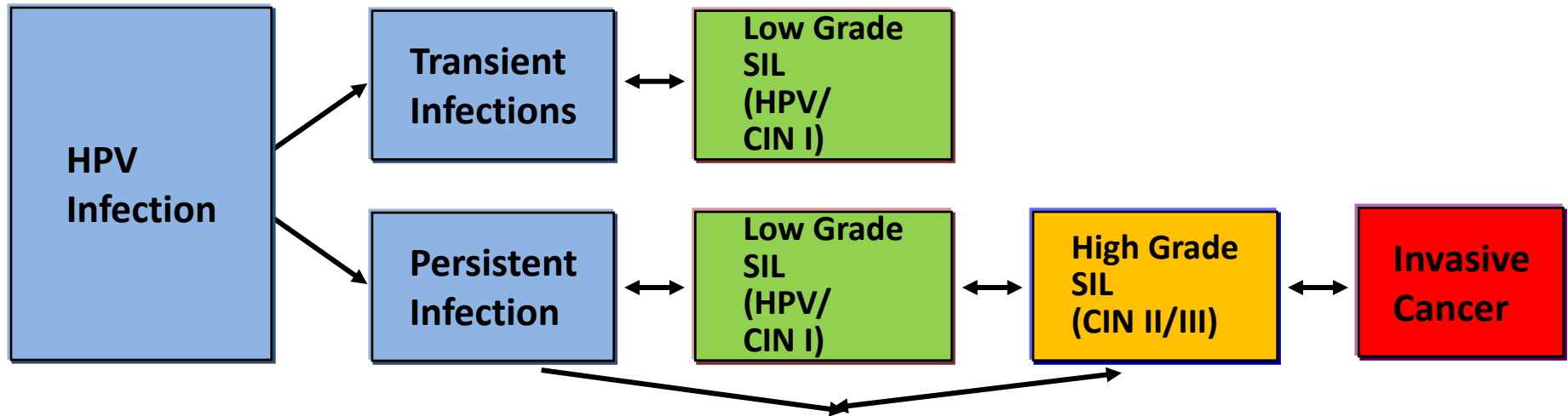
- Human papillomavirus (HPV): primary cause of cervical cancer (99.7% worldwide)
- Over 120 HPV types identified, >40 types infect the genital tract
- 13-15 types classified as 'high-risk' (HR) (oncogenic) types
- Every person has at least one HPV infection
- 70-80% have had an anogenital infection at some time in their lives

# HPV DNA % by stage of cervical neoplasia

*(Herrero et al., J Nat Cancer Inst)*



# Natural History of HPV/Cervical Neoplasia



- HPV types and variants
- Host factors:
  - Genetic susceptibility
  - Immunological factors
- HIV, HSV-2 and *C trachomatis*
- Hormonal factors
  - Long-term oral contraceptive use
  - High parity
- Tobacco smoking
- Screening/treatment

# Cervical Cancer Prevention in Women



**Primary prevention** to reduce the genital acquisition of HPV infection: *Prophylactic HPV vaccines*

**Secondary prevention:** Screening and treatment of cervical cancer lesions (*Cytology, HPV Detection*)

# Lack of Screening

- At least 50% of cervical cancer cases are due to lack of Pap smear screening.
- 25% of women in the United States have not been screened in the last three years.



# Pap Smear Guidelines 2009

## American College of Obstetrics and Gynecology

<21 Years	21-29 Years	30-64 Years	≥65 Years
No routine Pap smear	Bi-annual Pap smear	Pap smear every 3 years  ..if patient has had 3+ normal Pap results in a row, no abnormal test results in 10 years, and lacks other risk factors. <sup>b</sup>	Consider discontinuing Pap smear at 65 or 70 years  ..if patient has had 3+ normal Pap results in a row, no abnormal test results in 10 years, and lacks other risk factors. <sup>b</sup>

<sup>a</sup> Frequency of screening can be decreased to 2-3 years after 3 normal test results if no history of CIN 2 or CIN 3, no immunosuppression, HIV negative, and no history of DES in utero.

<sup>b</sup> History of cervical cancer or DES in utero, HIV positive, immunosuppression, or other risk factors for acquiring STDs.

# Pap smear and HPV Diagnostic Testing

Pap smear screening has decreased cervical cancer incidence dramatically in the past five decades, yet is characterized by relatively limited sensitivity, reproducibility and positive predictive value.

HPV DNA testing alone or combined with Pap smear screening in women > 30 years of age:

- To improve the detection of high-grade CIN-2 or greater (CIN-2+)
- To allow an earlier detection of CIN-2+
- A single negative test allows longer intervals between screening



# Sensitivity of Methods for Primary Screening

Screening method	Endpoint $\geq$ CIN 2	
	Sensitivity % (95% CI)	Relative sensitivity (95% CI)
Cytology only	71.3, (60.6-80.5)	1.0 (referent)
HPV DNA test only	95.4, (88.6-98.7)	1.3 (1.2-1.5)
Cytology and HPV DNA test	100, (95.8-100.0)	1.4 (1.2-1.6)

# Healthcare Reform in the US

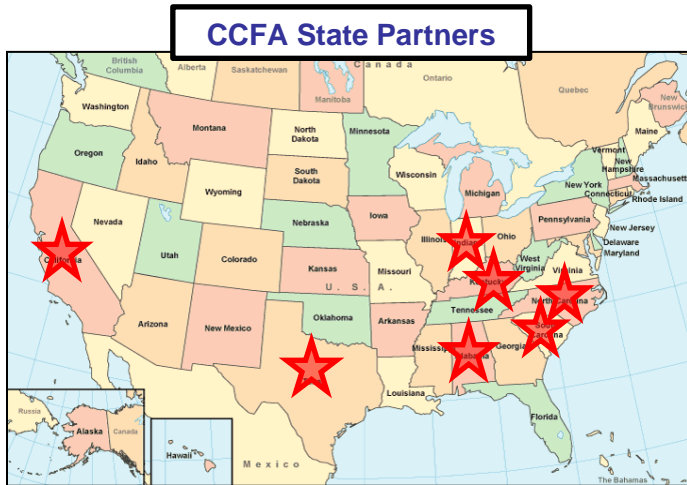
US healthcare reform provisions expand preventive services and will increase our ability to become cervical cancer-free.

- Screening
- Vaccination
- Medicaid

*Access to prevention and care will be limited to US citizens.*



# Cervical Cancer-Free America



## What:

Seven-state initiative to greatly reduce cervical cancer in the United States

## How:

*Through research, policy, and advocacy CCFA fosters multi-disciplinary activities to increase HPV vaccination, cervical cancer and HPV screening, and continuity of treatment*

## Who:

University of Alabama at Birmingham  
California Medical Association Foundation  
Indiana University  
University of Kentucky  
University of North Carolina  
University of Texas  
Medical University of South Carolina

## Pending State partners:

Tennessee Dept. of Public Health  
Illinois Dept. of Public Health  
University of Maryland  
Michigan  
Pennsylvania

# Carolina Framework for Action against Cervical Cancer

The Framework identifies four main causes of cervical cancer mortality.

100%	HPV infection
54%	Lack of screening
29%	Screening errors
12%	Not receiving follow-up care

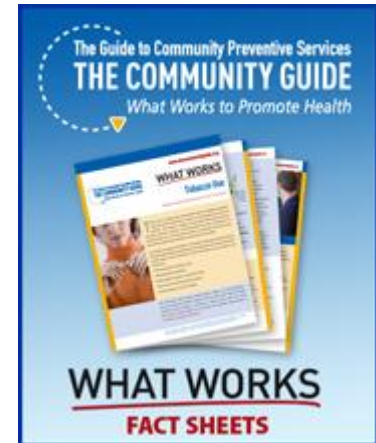
Each of the Framework's four pillars represents an area where public health can intervene with prevention programs and research.

# CDC Community Guide

## Community Preventive Services Task Force

### Interventions to Increase Cervical Cancer Screening

- One-on-one education
- Incentives
- Reminders
- Mass media
- Reducing costs and structural barriers



CCFA States are currently implementing programs using these intervention strategies.

# Cervical Cancer-Free North Carolina

- Participated in the State's **Breast and Cervical Cancer Program Provider Training**





# Cervical Cancer-Free Indiana

## Indiana University **School of Nursing** students:

- Disseminated information about HPV and cervical cancer in health clinics
- Partnering with Indianapolis Housing Agency (IHA):

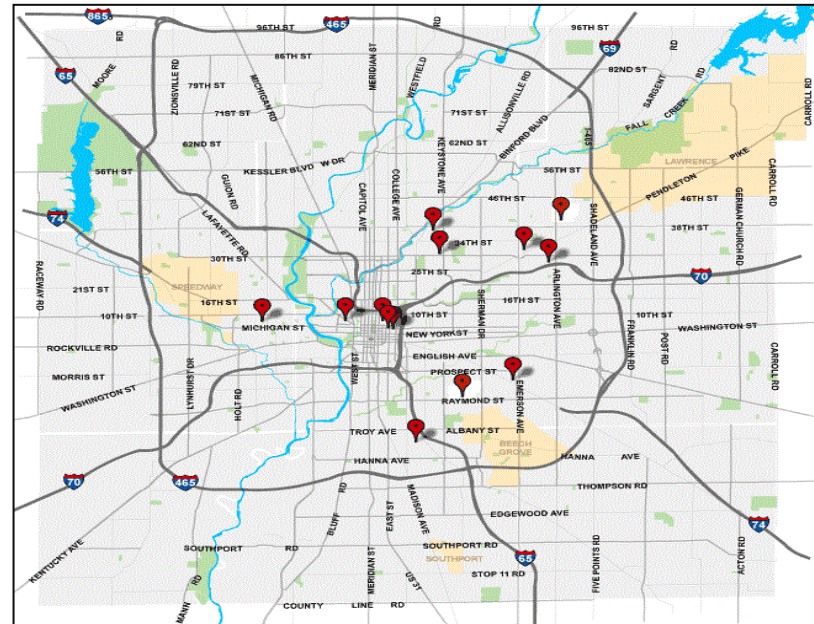
Developed a community toolkit to train

community health educators

## Conducted educational sessions

## Follow-up with screening

## recommendations



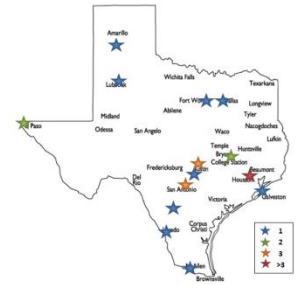


# Cervical Cancer-Free Alabama

## Racial and Ethnic Approaches to Community Health across the US (REACH US)

- Conducted focus groups in a rural and urban county in Alabama to assess key leaders' knowledge, attitudes, and beliefs regarding cervical cancer screening.
- Used Community-Based Participatory Research approaches to develop a culturally-relevant Community Action Plan to increase knowledge and awareness of HPV and cervical cancer.

# Cervical Cancer Free-Texas



Cultivando La Salud (CLS): **Evidence-based Lay Health Worker Program** to Increase Breast and Cervical Cancer Screening in Low-Income Hispanic Women in Houston:

- Participants were women 50 years and older who were non-adherent to Papanicolaou (Pap) test (n = 243) screening guidelines



Results: Screening completion higher among intervention group:  
Pap test (39.5% vs 23.6%;  $P < .05$ )

# Cervical Cancer Free-Texas

Increasing Breast, Cervical, and Colorectal Cancer Screening and HPV Vaccination among Underserved Texans: A Collaboration with the **United Way**: 2-1-1 information specialists will provide callers with resources and logistical support to eliminate barriers to cervical cancer screening and HPV vaccination.



# Cervical Cancer-Free California

Designed and disseminated Public Service Announcements (PSAs)

- CCF California partnered with Bendixen & Ammand International and New America Media to produce PSAs addressing cervical cancer. CMAF is working with the Univision Spanish-language television network to disseminate the PSAs.



# Cervical Cancer Free-Kentucky

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

## EDUCATION & SCREENING

- Using social media (Facebook) CCFKY increases knowledge of cervical cancer prevention initiatives state-wide
- Create high awareness of cervical cancer prevention-related key messages (i.e., Pap testing)
- Gain support of key influencers (women, businesses and partners throughout Kentucky)



# Cervical Cancer-Free South Carolina

- **Social media campaign** on Facebook and twitter to generate support and interest in CCFSC



- Tell Them SC website
- SC Cancer Alliance website



# Thank you!

## Find CCFA online

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

- Facebook: [www.facebook.com/CCFAmerica](http://www.facebook.com/CCFAmerica)
- Twitter: [www.twitter.com/CCFAmerica](http://www.twitter.com/CCFAmerica)
- CCFA Clearinghouse:  
<http://clearinghouse.cervicalcancerfreeamerica.org/>

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