

Online Learning Module:
How to Educate the Community
about Cervical Cancer Screening

Course Objectives

- Describe what health communication is and what it can do
- Discuss tips for developing effective health messages around cervical cancer
- Describe peer educators' role in a cervical cancer screening program
- Identify 3 key messages to be disseminated for a cervical cancer screening program

What is Health Communication?

- The study and use of communication strategies to inform and influence individual and community decisions that improve health.



Health Communication Guidelines

1. Define health message goal
2. Identify group you want to communicate your message to
3. Create message to fit your goal & group
4. Pre-test message with group members
5. Implement message with group and evaluate if the group understands message and if message is effective

What Health Communication Can Do

- Increase knowledge and awareness of a health problem
- Influence beliefs that may change customs and practices
- Demonstrate healthy skills
- Motivate action
- Show the benefit of behavior change
- Increase demand or support for health services
- Dismiss myths and misconceptions

Message Development

Tips on deciding *what* to say and *how* to say your health messages

1. Limit the number of messages
2. Tell women what you want them to do
3. Tell women what they will gain
4. Choose your words carefully
5. Be sensitive to cultural customs and practices



Peer Educators

- A community member who is seen by others as a focal point for information and assistance
- Select peer educators from community where clinic will be located
 - Increases effectiveness
 - Increases availability
- Should reach out to community of potential clients and distribute educational pamphlets
- Can help administer questionnaires to patients

Peer Educators

Roles of a Peer Educators:

- Education
- Counseling
- Cervical cancer prevention advocacy

Peer Educators work in:

- Residential areas
- Churches
- Markets
- Bus stations
- Bars
- Schools
- Prisons
- The workplace



Key Messages

1. Any woman who has ever had sexual intercourse needs to be screened for cervical cancer
2. The early stages of cervical cancer do not have any symptoms
3. The purpose of screening is to prevent women from getting cancer of the cervix

CCPPZ Co-directors

CCPPZ Program Manager

CCPPZ Community Outreach Coordinator

Super
Peer

Super
Peer

Super
Peer

Super
Peers

25 Peer Educators

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1. Effective health education should:
 - (a) Include a defined health message
 - (b) Fit the goal and group
 - (c) Be evaluated to determine appropriateness
 - (d) All of the above

2. The goal of health education is to:
 - (a) Educate the country's future doctors
 - (b) Dismiss myths and misconceptions about a health problem
 - (c) Demonstrate unhealthy skills
 - (d) None of the above

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3. When developing health messages the following are important principals:

- (a) Include a limited number of messages
- (b) Develop culturally sensitive messages
- (c) Clearly discuss the benefits of the health behaviour
- (d) All of the above

4. Key messages in cervical cancer education include:

- (a) All stages of cervical cancer have clear symptoms
- (b) Only high-risk women should be screened
- (c) Only women with symptoms should have cervical cancer screening
- (d) Any woman who has ever been sexually active should be screened for cervical cancer

Evaluation Score

- Congratulations!
- You passed this evaluation with a score of

- Please click on the CERTIFICATE button below to print your certificate. Be sure to print & sign your name before submitting the certificate to your supervisor.

CERTIFICATE

“Every woman has the right to live
a life free from cervical cancer”

