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The European Federation for Colposcopy Endorses the Pearl of Wisdom as the Official Symbol of the Cervical Cancer Prevention Campaign in Europe



Cervical cancer is unique in that we already know exactly what we need to do to prevent the vast majority of cases. Organised cervical cancer screening of adult women can prevent up to 80% of cervical cancers while vaccination of adolescent girls to protect them against the human papillomavirus (HPV) can reduce cervical cancer rates even further. However, these programmes obviously will not work if people do not use them and participation remains a serious problem across Europe.

The benefits of properly organised cervical screening and HPV vaccination programmes greatly outweigh the harms. Raising public awareness about the benefits of these programmes is therefore key to increasing participation rates and realising their full potential.

Communicating health information to the public is influenced by many factors but one of the most important is that people must trust the campaign or they will ignore the messages. Trust is something that must be developed over time but the process clearly cannot start unless people can recognise the campaign and distinguish it from all the other things that are competing for their attention. The Pearl of Wisdom was created as a unique symbol specifically for the Cervical Cancer Campaign so the campaign can be easily recognised, trust can be created and we can communicate more effectively with the general public.



The Pearl of Wisdom

Prof K.U. Petry, President of the European Federation for Colposcopy, stated, "There are many things we need to do to reduce cervical cancer rates in Europe but raising awareness of the benefits of cervical screening and HPV vaccination programmes is a critical issue in all countries. The European Federation for Colposcopy is proud to endorse the Pearl of Wisdom as the symbol of the Cervical Cancer Prevention Campaign and we encourage others to do the same. Having a single, clearly recognisable symbol by which the public can recognise the campaign will greatly enhance our ability to raise awareness, to increase participation rates and ultimately to prevent cervical cancer."

Reinforcing these comments, Dr Philip Davies, Director General of the ECCA, said "The pink ribbon is recognised and trusted around the world, and it has been central to the success of the Breast Cancer Campaign. Now we need the same thing for the Cervical Cancer Prevention Campaign. We must have a single symbol that is uniquely associated with the campaign so we can build the public recognition and trust that is essential for the campaign's success. The endorsement of the European Federation for Colposcopy, an organisation that is highly respected within the cervical cancer prevention community across Europe, is a very important advance for the Pearl of Wisdom and for the Cervical Cancer Prevention Campaign."

About the European Federation for Colposcopy (EFC)

The European Federation for Colposcopy was founded in 1999 to improve the practice of colposcopy across Europe and thereby support the reduction of cervical cancer rates. The EFC membership now includes the colposcopy societies from Albania, Austria, Belgium, Croatia, Cyprus, Czech Republic, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Ireland, Israel, Italy, Kosovo, Macedonia, Malta, Netherlands, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Turkey and the UK.

The objectives of the EFC are:

- To promote the best possible standards of colposcopy in Europe.
- To agree minimal standards of training for colposcopy in Europe.
- To agree minimum standards for treatment of CIN in Europe.
- To support the International Federation for Cervical Pathology and Colposcopy (IFCPC) in its aims to promote high quality colposcopy worldwide.

For further information: www.e-f-c.org

About the European Cervical Cancer Association (ECCA)

The ECCA was established in 2003 to advance public health strategies for the reduction of cervical cancer in Europe. The ECCA currently operates in 34 European countries and has 120 institutional members (charitable, non-profit or governmental organisations) with an interest in cervical cancer prevention including many of Europe's leading cervical cancer researchers.

The ECCA has two primary areas of interest: 1) raising awareness of cervical cancer and the means by which this disease can be prevented and 2) advocating for the implementation of population-based organised cervical cancer screening programmes. Uniquely, the ECCA programmes target three different groups: 1) politicians with healthcare responsibilities, 2) healthcare professionals and 3) the general public. The ECCA works to establish collaborative partnerships between these groups that must all be involved for effective cervical cancer prevention.

For further information: www.ecca.info

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