

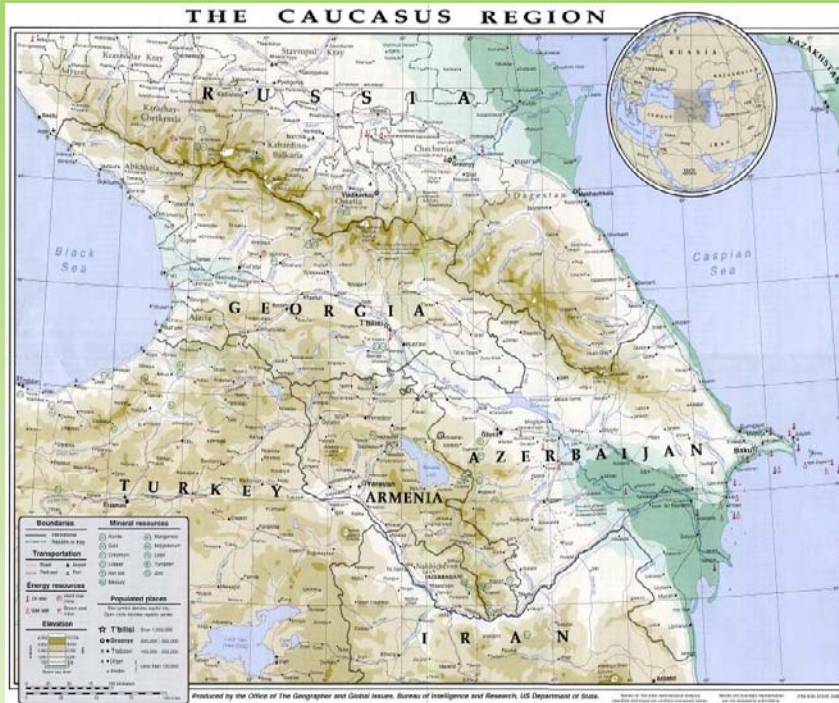
Cervical Cancer Prevention: Introducing HPV vaccination in Georgia

John Snow, Inc



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Georgia



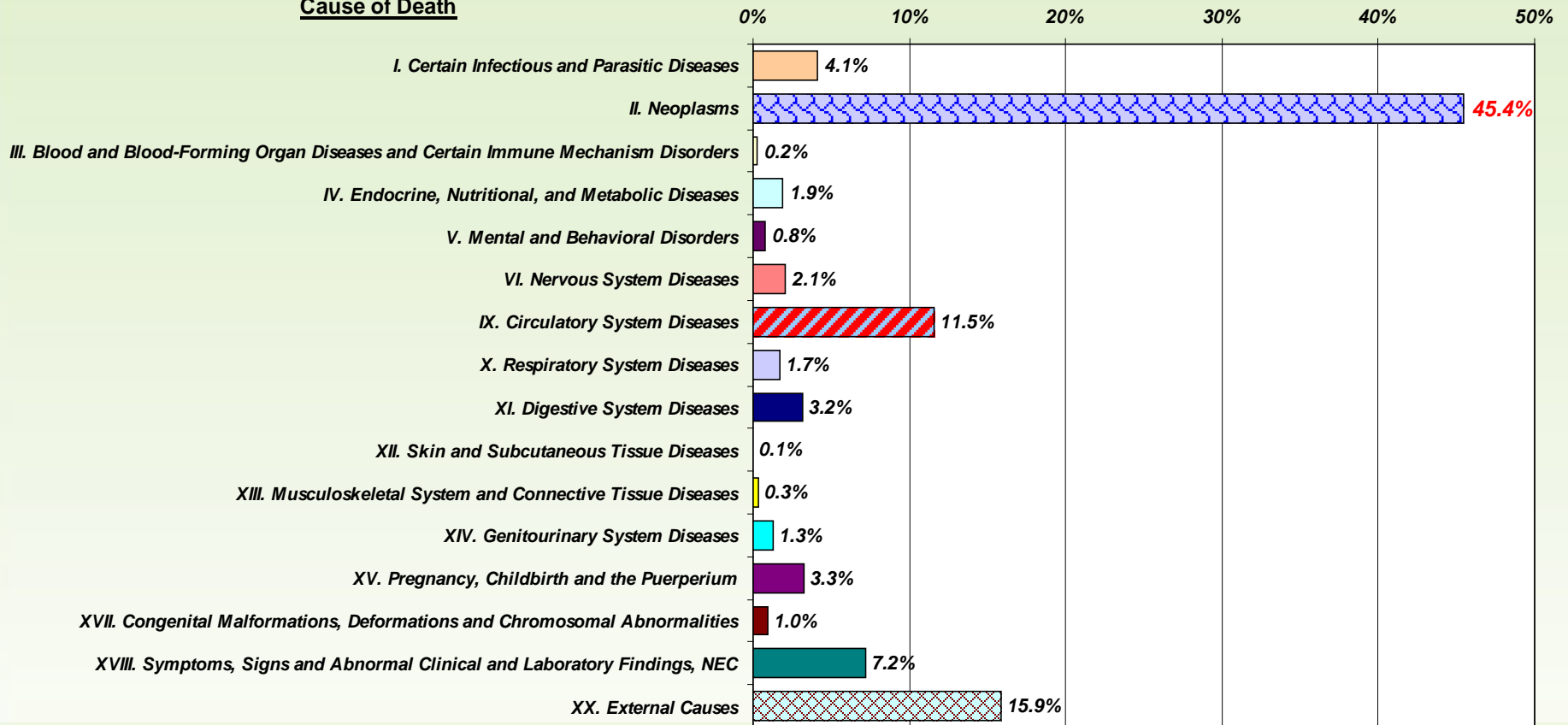
- **Population:** 4.3 million
- **GNI per capita:** US \$ 2,510
- **Urban population:** 57.7%
- **Adult literacy:** 100%



Cancer: Leading Cause of Death for Women of Reproductive Age (15-49 yrs) in Georgia in 2006

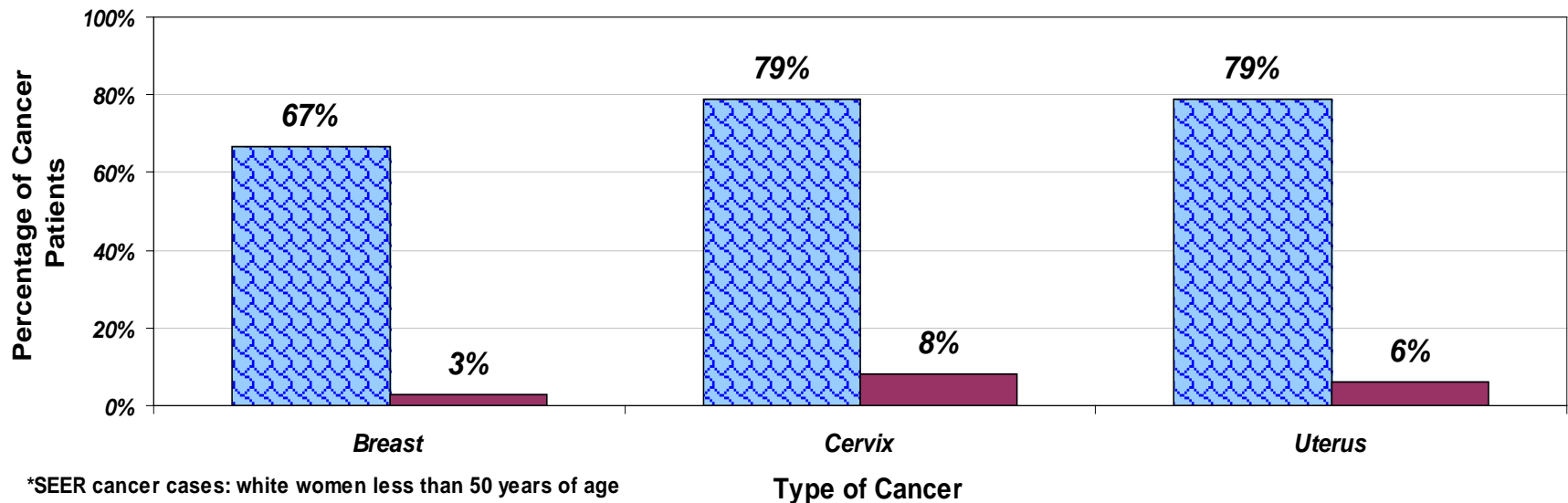
ICD-10 Chapter for Underlying Cause of Death

Percentage of Deaths



Late Diagnosis: High mortality contributor

Figure 4.3.3. GERAMOS06 Results vs. USA 1999-2005*: Percentage of Late Stage Diagnoses among Cancer Patients by Type of Cancer

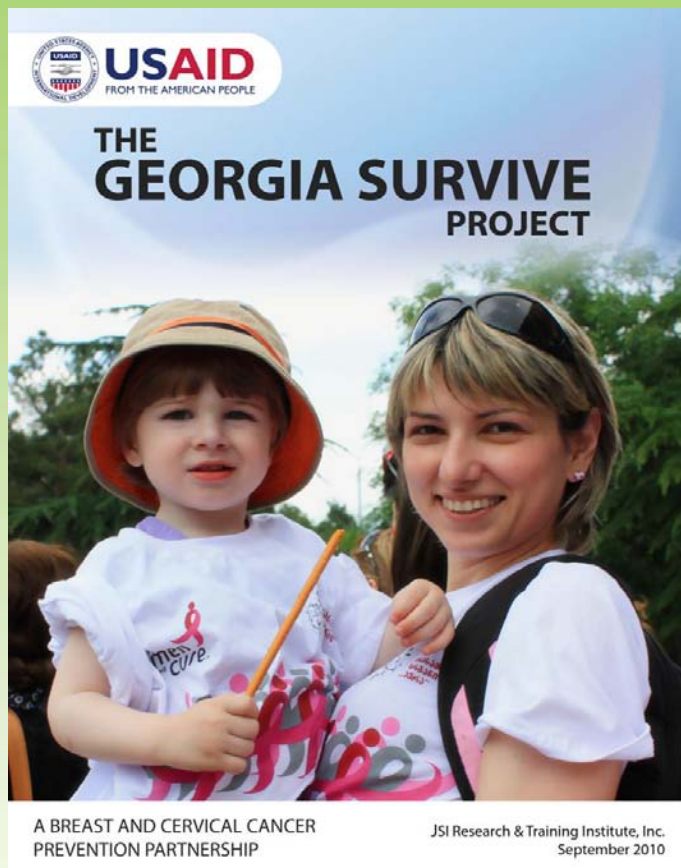


Screening System

- Cervical cancer free screening program and treatment of precancerous lesions in Tbilisi, the capital city
 - **Screening policy:** 25 - 60 years
 - **Technology:** conventional cytology, Pap smear
 - **Screening financial support:** Health and Social Affairs Department of Tbilisi Municipality
 - **Program management:** Ministry of Labor, Health and Social Affairs
 - **Implementing organizations:** National Screening Center and sub-contractor clinics
- Opportunistic cervical cancer screening exists in other urban areas



Survive Alliance



Partners:

- Tbilisi Municipality
- USAID/Bureau for Europe and Eurasia
- National Screening Center
- HERA
- UNFPA
- GPC
- Hoffman-La Roche
- HSBC Bank
- British Petroleum
- Aqua Vita
- World Bank
- Nino Ananiashvili Fund
- JDC
- Eurasia Foundation
- Susan G. Komen Foundation



Improving comprehensive cervical cancer control: HPV vaccination pilot project

- HPV vaccine approved by the Ministry of Health
- HPV vaccine included in the recommended vaccination list
- 19,200 doses of Gardasil donated (Gardasil® Access Program) to Tbilisi Municipality
- Target population - 6,000 13 year-old girls living in Tbilisi
- Vaccine delivery strategy
 - existing national system of immunization, pediatric and family medicine centers
 - direct invitation
 - on-demand vaccination
- Close surveillance by the National Center for Diseases Control and Prevention



Making medical professionals aware of HPV vaccination benefits

- Evidence-based curriculum on cervical cancer, HPV vaccine benefits, and communications developed
- 366 FD/Pediatricians and 79 OB/GYNs trained
- Pre-service training curriculum revised



Training session with health care providers

Improved medical - technical - counseling capacity



Conducting social mobilization and communication campaign

Social, online, broadcast, print, direct mail, and event marketing campaigns informed and empowered health consumers

Pearl of Wisdom to Prevent Cervical Cancer

Miss Georgia 2003 became the face of the campaign



HPV Communication and Outreach Campaign

- TV talk shows on HPV vaccine and cervical cancer prevention
- Radio programs, live “question & answer” sessions with experts
- Articles on vaccination benefits in popular magazines and newspapers
- Journalist training on quality & content of cervical cancer and HPV news coverage
- Client brochures



Advocating to build political will and national leadership



Advocacy packages were sent to over 200 political leaders



Presentations and meetings at the Parliament of Georgia and the patronage of the First Lady were crucial for building support for cervical cancer prevention



Workshops with political and civil society leaders were important for awareness generation and interest in HPV vaccination

Results

- Pediatric and family medicine centers providing HPV vaccination
 - 166 13 year-old girls received first dose of Gardasil, September – October, 2010
- Improved Cervical Cancer Screening Coverage
 - 20,853 women of target age group screened
 - 14,420 (69,1%) women of reproductive age
 - 89,7% increase in the average number of women screened



Challenges

- The extent of vaccine use will depend on the general awareness of the benefits of being vaccinated
- Potential for missing lower socio-economic groups
- Cost of HPV vaccine will limit to integrate it into national immunization program or scale up



Lessons Learned: Elements for success?



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საშვილოსნოს ყელის კინძო
კატხიარ სხვისეც "სიამონის პოპულერი"

- Building HPV vaccination program on cervical cancer screening initiative
- Implementing mass-media campaign promoting HPV vaccination as cervical cancer prevention strategy
- Strengthening political advocacy
- Endorsement by the Ministry of Health, Tbilisi Municipality, prominent groups, individuals and celebrities
- Establishing strong public-private partnerships and coalition – building efforts



Thank you!

