

OVARIAN CANCER RESEARCH AND EDUCATION AT CDC

Enhancing Women’s Knowledge through Education and Outreach

- [Inside Knowledge: Get the Facts about Gynecologic Cancer](#) campaign, launched in 2008, raises awareness of the five main types of gynecologic cancer: cervical, ovarian, uterine, vaginal, and vulvar. Inside Knowledge encourages women to pay attention to their bodies, so they can recognize any warning signs and seek medical care.
- The Inside Knowledge digital initiative, active since 2012, has generated more than 2.1 million clicks on Inside Knowledge ads, leading to more than 2.3 million visits to the campaign’s website. All messages are developed and refined based on scientific evidence formative research conducted in multiple cities.
 - In 2015, Inside Knowledge produced and launched new public service announcements (TV, print, and radio) in English and Spanish to educate women about the signs, symptoms, and risk factors associated with gynecologic cancers. These Inside Knowledge PSAs to date have been seen or heard more than 4.8 billion times, garnering more than \$136 million in donated ad placements.
- [Know:BRCA](#) pilot program uses social media and a mobile application to educate young women (under age 45) about BRCA gene mutations that can raise risk for breast and ovarian cancer.
 - Messages about hereditary breast and ovarian cancer are included in content aimed at women younger than 45 years through Facebook, Twitter, Pinterest, and other platforms.
- CDC integrates ovarian cancer awareness month into ongoing CDC education campaigns using social media and matte releases.

Expanding public health knowledge through Research and Evaluation

- Using national health surveys, CDC assesses women’s awareness of ovarian cancer and its symptoms.
- CDC continues ongoing research to examine the level of concern about ovarian cancer among women, women’s perceived risk for ovarian cancer, and decision-making regarding seeking medical care and counseling.
- Ongoing studies include:
 - A comparison of the clinical effectiveness and utility of various risk assessment tools that help determine potential risk for hereditary breast and ovarian cancer.



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www.cdc.gov/cancer/ovarian
www.cdc.gov/cancer/knowledge

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Expanding public health knowledge through Research and Evaluation (continued)

- Ongoing studies include (continued):
 - A systematic evidence review determining the use of oral contraceptives is unproven as a way to reduce a woman's chance of getting ovarian cancer.
 - Measuring physician awareness of and adherence to guidelines regarding clinical assessment and treatment of ovarian cancer.
 - Surveying gynecologic cancer specialists in the country and evaluating women's access to these specialists.
- Studying receipt of guidelines-based treatment and outcomes—including overall survival—based on treatment in diverse populations of ovarian cancer patients across the nation.
- Examining the effect of patient and caregiver preferences on guidelines-based treatment.
- Evaluating the effectiveness of the Know:BRCA tool and the Inside Knowledge campaign.

Empowering Providers and Caregivers with Professional Support and Training

- The Know:BRCA online tool helps educate healthcare providers about hereditary breast and ovarian cancer and helps them discuss genetic counseling and/or testing.
- CDC created and promotes a continuing medical education (CME) programs for doctors and nurses, giving basic facts about the five main gynecologic cancers and recommendations on screening.
- Collaboration with National Comprehensive Cancer Control Program (NCCCP) grantees to reach more medical providers and women with IK campaign materials and evaluate those materials.
- Grants awarded to five states to improve their health departments' use of evidence-based cancer genomics best practices through education, surveillance, and policy initiatives.



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