

SC Cervical Cancer Prevention Initiative
SC House Ways & Means Committee
202023/24 - Budget Appropriation Proposal

The ***SC Cervical Cancer Prevention Initiative*** is a project of the Palmetto Center for Policy Alternatives which is a 501-C nonprofit entity. The initiative is seeking a one-time state appropriation of:

\$175,000 (FY 2023/24)

The ***SC Cervical Cancer Prevention Initiative*** is partnering with *Cervical Cancer Free SC* and the *SC Cancer Alliance*, to develop and deliver a comprehensive media awareness and education campaign for cervical cancer prevention and HPV vaccination.

South Carolina currently ranks 7th in the nation in cervical cancer deaths.
South Carolina currently ranks 14th in the nation in cervical cancer incidence.
Less than ½ of South Carolina teens have received the HPV preventative vaccine.
Women have an 80% chance of developing HPV by age 50.

SC Cervical Cancer Prevention Initiative objectives:

- Increase participation in regular Pap and HPV screening for women ages 21-65
- Increase rates of HPV vaccination and series completion for girls and boys ages 11-12 (ACIP recommended guidelines)
- Target HPV vaccine awareness to the 13-26 year old population
- Develop a Cervical Cancer Screening and HPV vaccine education and awareness media campaign –
 - Coordinate with *Cervical Cancer Free SC* to develop an accurate prevention message
 - Statewide TV & radio public service announcements
 - Website development and maintenance
 - Printed brochures and distribution to healthcare providers and the public
 - An extensive “youth- oriented” social media effort, which includes Facebook, Twitter and YouTube postings.
 - Coordinate with DHEC’s HPV vaccine and screening outreach efforts