Global communication manual
<table>
<thead>
<tr>
<th>VERSION</th>
<th>DATE</th>
<th>AUTHOR(S)</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>29 January 2024</td>
<td>CONNAXIS (Reviewed by all consortium members)</td>
<td>Final version to deliver to the European Commission for approval.</td>
</tr>
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# Table of contents

Table of contents ........................................................................................................... 3

1. Introduction ................................................................................................................. 4

2. Guidelines for designing effective communication plans ............................................. 5
   2.1 Situation analysis .................................................................................................... 5
   2.2 Goals .................................................................................................................... 5
   2.3 Target audience(s) ............................................................................................... 6
   2.4 Messages .............................................................................................................. 7
   2.5 Channels, activities, and products ....................................................................... 8
   2.6 Expected results and success indicators ................................................................ 8

3. PRESCRIP-TEC communication outputs and lessons learnt ....................................... 9
   3.1 Owned media ....................................................................................................... 9
   3.2 Paid media .......................................................................................................... 11
   3.3 Earned media ..................................................................................................... 12
   3.4 Dissemination of project’s activities and results .................................................. 13
      3.4.1 Activities ....................................................................................................... 13
      3.4.2 Results .......................................................................................................... 16
      3.4.3 Conclusions .................................................................................................. 16
   3.5 Community sensitisation ..................................................................................... 18
      3.5.1 Activities ....................................................................................................... 18
      3.5.2 Results .......................................................................................................... 22
      3.5.3 Conclusions .................................................................................................. 23

4. Repository of communication tools ............................................................................. 23

5. ANNEX ....................................................................................................................... 25
1. Introduction

This communication manual has been developed as part of the Prevention and Screening Innovation Project Toward Elimination of Cervical Cancer (PRESCRIP-TEC), a three-year project (February 2021 – January 2024) funded by the European Union H2020 programme under agreement 967240. PRESCRIP-TEC conducted research aimed at increasing the adoption of cervical cancer screening in resource-constrained settings of Bangladesh, India, Uganda, and Slovakia.

This manual aims to support researchers, advocates, health workers and the society at large by sharing the knowledge and experiences related to communication gained through the project’s implementation. The PRESCRIP-TEC project had a dedicated work package for communication and dissemination (WP6) led by the communications consulting company Connaxis and with active participation from all consortium members. Analysing and sharing the outputs of PRESCRIP-TEC’s communication activities will facilitate the transmission of knowledge and lessons learnt, which can be valuable for future projects in related domains.

The communication actions undertaken for PRESCRIP-TEC can be categorized into two primary groups, each serving very different purposes:

- **Dissemination of project’s activities and results**: One objective of the communication work package is to publicize the activities and the results obtained by the PRESCRIP-TEC researchers to enable key stakeholders and the wider society to benefit from and build upon the findings, fostering broader engagement and understanding.

- **Community sensitisation**: One of the PRESCRIP-TEC main purposes is to effectively raise awareness, sensitise and mobilise communities for cervical cancer prevention, particularly in challenging environments characterised by poverty or inaccessibility. The strategies devised by the communication work package have played a crucial role in achieving this objective.

In the first part of the document, we provide general guidelines for designing effective communication plans. These guidelines have been implemented in the development of the PRESCRIP-TEC communication strategies (both for dissemination of activities and results and for community sensitisation), and we believe they hold significant utility for forthcoming projects with similar objectives.

Subsequent chapters delve into insights gained from both successful and unsuccessful communication strategies and activities executed throughout the project. This section furnishes readers with valuable information applicable to the two main domains previously outlined: community sensitisation and dissemination of research activities and results.

Lastly, we provide materials, templates, publications, designs, and other communication products generated over the course of the project. These resources can prove highly beneficial providing a valuable repository of tools that can be used for related communication activities.
2. Guidelines for designing effective communication plans

To ensure the coherence and effectiveness of all communication actions we propose to initiate every project by designing a communication and visibility plan following these sequential stages.

2.1 Situation analysis

The communication strategy should begin by conducting a systematic analysis of the situation through a comprehensive review of the existing documentation that may include reports, research findings, and relevant literature.

If the project has already executed communication initiatives evaluating these ongoing activities and materials is crucial to identify opportunities, potential gaps, and areas for improvement. A thorough assessment of ongoing activities provides insight into the dynamics at play and helps identify existing resources that may be utilised, such as logotypes, brand guidelines, promotional materials, and templates. It is vital to ensure coherence between former and new communication activities and consider how the audience will perceive this change.

For PRESCRIP-TEC, Connaxis began by identifying other H2020 projects and initiatives with similar themes, giving special attention to their communication strategies. We also examined the World Health Organisation’s campaigns on cervical cancer to align our communications with theirs for a cohesive direction. Additionally, we conducted an analysis of media consumption in the target countries. Through online research, we compiled an inventory of websites and social media profiles related to cervical cancer prevention, ensuring a comprehensive understanding of the existing landscape for informed communication planning and paving the way for future collaborations and synergies with them.

Engaging in this meticulous analysis enables the tailoring of the communication strategy to address specific needs, capitalize on existing strengths, and overcome potential challenges. This groundwork establishes an approach that maximizes the impact of communication efforts in achieving project objectives.

2.2 Goals

In the process of developing a dissemination activity, a crucial step involves taking the time to collectively define the desired objectives. The starting point entails identifying the underlying “problem” and determining the perception, attitude, or behaviour to be instilled in the target audience(s). After establishing a policy-related goal, it becomes essential to articulate it clearly and underpin it with specific, measurable, attainable, relevant, and timely (SMART) objectives, enabling the measurement of progress.

Below we provide an example taken from PRESCRIP-TEC's communication plan:
Turn the overall objective…

into a communication objective…

then, develop SMART objectives.

Example: Building on and upscale existing screening programmes with women-friendly and cost-effective tools and test whether and why they are effective in increasing participation in cervical cancer screening in Europe and in Low- and Middle-Income Countries in accessible, affordable and equitable ways.

Example: Raise awareness and encourage women to participate in screening sessions in urban and rural areas in four beneficiary countries: Bangladesh, India, Slovakia and Uganda.

Example: In 3-years:
- Reach over 5.000.000 people through targeted advertising campaigns in digital media.
- Sensitise over 370.000 men and women about cervical cancer prevention and screening using an approach of community mobilisation
- Interact with over 96.000 women eligible for screening (especially from vulnerable groups) to advocate for the screening and follow-up programme.

Figure 1: Example of PRESCRIP-TEC project’s goals

2.3 Target audience(s)

Creating effective messages for different individuals requires a profound understanding of their perspectives, values, and motivations. By gaining insights into the driving forces and inspirations of the communities and individuals we aim to reach, we can tailor messages that resonate emotionally or rationally with their values.

To comprehensively know and understand our intended audience, conducting a small survey among them can be of very much help. Inquiring about their knowledge of the subject, level of curiosity, and other interests they may provide essential information.

In the PRESCRIP-TEC project, Connaxis coordinated a workshop together with representatives of organisations in the four implementation countries to identify target audiences for both community mobilisation and dissemination of project’s activities and results. Beginning with a brainstorming session, we compiled a comprehensive list of potentially interested individuals. Subsequently, we refined the selection to highlight the most pertinent ones. Lastly, we created detailed descriptions for each target audience, incorporating key information such as demographic profile, socioeconomic status, media consumption habits, interests, hobbies, level of knowledge about cervical cancer, and other pertinent details.
By knowing who our target audience is and considering their needs, attitudes, and motivations, we can communicate more effectively, thereby fostering behaviour change for improved health outcomes.

2.4 Messages

Once the goals and the audience are defined, the next step is to craft narratives that effectively convey our ideas while remaining relevant to the intended audience.

This involves developing key messages in a way that align with the unique characteristics, interests, and concerns of each target audience defined in the previous step.

Creating impactful key messages requires addressing two critical questions:

- What do we want to talk about?
- Why should our audience care?

To establish a meaningful connection between these questions, it is crucial to identify a link with the needs, motivations, and daily life of the target audience. In the case of PRESCRIP-TEC, we utilized the same workshop to discuss the most appropriate messages for each of our target audiences. To guide this discussion, we employed the following conceptual framework:

![Figure 2: Conceptual framework for definition of messages](image)
This targeted messaging approach enhances the likelihood of eliciting the desired responses and actions from each stakeholder group. By considering the goals alongside the needs and desires of the audience, we can ensure that our messages not only convey information effectively but also resonate with and engage the specific stakeholders we aim to reach.

2.5 Channels, activities, and products

The next step involves specifying the communication channels, activities, and products tailored for each target audience.

To accomplish this effectively, a thorough understanding of the consumption habits of each of our target audiences is essential, as well as the possibilities offered by each communication channel.

To align communication efforts with audience preferences, it is crucial to adapt the contents and formats of the chosen communication activities and products to the specific channels through which they will be disseminated. This ensures that the messages not only reach the intended audience but also resonate with them in a manner consistent with their habits and preferences.

When defining the channels, a recommended practice we utilized in PRESCRIP-TEC is to combine owned media, such as websites and social channels, which provides control over messaging. Paid media, including advertising that serves to extend reach to targeted audiences. And earned media, gained through organic coverage, which builds credibility and trust.

Combining these elements optimizes visibility, enhances brand reputation, and ensures a well-rounded approach.

By carefully tailoring content for each communication channel, we enhance the likelihood of successful engagement and reception by the diverse groups we seek to communicate with.

2.6 Expected results and success indicators

Ensuring the effectiveness of the communication strategy requires an objective evaluation process, and to facilitate this, it is crucial to establish SMART goals as outlined in the second step. These goals should clearly state the expected results and include indicators that will inform us of whether we have successfully achieved our objectives.

It is equally important to incorporate an indicative timeline and a projected budget for each action. This provides a structured framework for implementation, ensuring that resources are allocated efficiently and activities are carried out in a timely manner.

Furthermore, it is necessary to establish means of verification and a procedure for implementing enhancements or corrective actions as needed.

In the case of PRESCRIP-TEC, social media enabled the real-time measurement of publications performance and audience reception. Additionally, Connaxis actively participated in monthly country implementation meetings, discussing aspects related to community mobilisation. Utilizing the gathered data, Connaxis produced quarterly reports shared during Executive Board Meetings with consortium members. This ongoing monitoring and evaluation against predefined indicators facilitated a dynamic approach, allowing adjustments based on real-time feedback.
This adaptative approach ensured that the communication strategy remained responsive to changing circumstances; a scenario often encountered in research projects.

3. PRESCRIP-TEC communication outputs and lessons learnt

In this chapter the reader will find more specific information about the planning, strategies and specific communication actions implemented during the project.

We employed the systematic approach outlined in the previous chapter to implement the communication strategies for PRESCRIP-TEC, encompassing both project dissemination and community sensitisation within the target communities.

The main goal we established for the communication efforts for the 3-year project duration was to engage with **over five million individuals** through a wide-ranging of communication activities, serving the dual purpose of project promotion and community sensitisation within the target communities.

To achieve this goal, we decided to employ the following assets:

### 3.1 Owned media

Owned media are the media property of the consortium members that we created and that we could control directly.

<table>
<thead>
<tr>
<th>OWNED MEDIA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Platform</strong></td>
</tr>
<tr>
<td>Project website</td>
</tr>
<tr>
<td>Project blog</td>
</tr>
<tr>
<td>Landing pages</td>
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<td></td>
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<td></td>
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<td></td>
</tr>
</tbody>
</table>
| Facebook fanpage | At the beginning this fanpage intended to serve for both dissemination and community sensitization. But we realised that it was much more effective for dissemination.  
| | [https://www.facebook.com/PrescripTec/](https://www.facebook.com/PrescripTec/) |
| Twitter fanpage | Twitter (now X) is a very convenient social network for dissemination of project’s activities and results since it is widely used by policy makers and members of the scientific community.  
| | [https://twitter.com/PrescripTec](https://twitter.com/PrescripTec) |
| LinkedIn fanpage | LinkedIn is also a very convenient social network for dissemination of project’s activities and results since it is widely used by policy makers and members of the scientific community.  
| | [https://www.linkedin.com/company/prescriptec/](https://www.linkedin.com/company/prescriptec/) |
| YouTube channel | Used both for dissemination of project’s activities and results through informative videos including with interviews to researchers and community sensitization through short videos.  
| | [https://www.youtube.com/channel/UCAG_RKyjMYjha1XabrBjrX-g](https://www.youtube.com/channel/UCAG_RKyjMYjha1XabrBjrX-g) |
| Capacity4dev group | The Capacity4dev group is a platform specifically created by the European Commission for Dissemination and exploitation of results. We made use of it to amplify the scope of the project’s dissemination.  
| Newsletter | We designed and distributed quarterly newsletters to share the main achievements and relevant information from the project.  
| | [https://prescriptec.org/newsletters/](https://prescriptec.org/newsletters/) |
| Existing websites from the consortium members | The websites of the consortium members were also used to host and share information related to the project and leverage its reach. |
| Existing social media channels from the consortium members | The same for social media: Most of the consortium members already have interesting networks on their social media |
platforms that can be used to increase the reach of the PRESCRIP-TEC communications.

3.2 Paid media

Paid media refers to external marketing efforts that involve a paid placement to promote our contents. According to the research and analysis done in the first stage of the communication plan, we decided to use the following platforms:

<table>
<thead>
<tr>
<th>Platform</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google Ads</td>
<td>To reach people already interested on Cervical Cancer to show them relevant information about the PRESCRIP-TEC project. Also, useful to amplify the scope of the short videos for community sensitization within the target audiences.</td>
</tr>
<tr>
<td>Facebook Ads</td>
<td>Amplify the reach of the messages for community sensitisation and the activities and findings for dissemination and exploitation of results.</td>
</tr>
<tr>
<td>Twitter Ads</td>
<td>Grow the community quickly so that we can impact more policy makers and researchers with our messages from the first stages of the project.</td>
</tr>
<tr>
<td>Local Radios</td>
<td>We saw in the situation analysis that many people from remote areas (specially in Uganda and Bangladesh) do not have internet access and radios are the main medium of mass communication used by them. We used them for a massive spread of our community sensitisation messages.</td>
</tr>
<tr>
<td>Local Newspapers</td>
<td>For the same reason as above, advertising in local newspapers of the target regions from the beneficiary countries (specially in Uganda and Bangladesh) promised to be very useful for community sensitisation in these regions where local newspapers have more reach than digital media.</td>
</tr>
</tbody>
</table>
3.3 Earned media

Earned media consists of all the content and conversation around the project that has not been paid for or created by the consortium members and therefore are hosted by a third party. Usually, this publicity is gained through quality content generation and public relations efforts.

<table>
<thead>
<tr>
<th>EARNED MEDIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platform</td>
</tr>
<tr>
<td>Facebook, Twitter and LinkedIn posts</td>
</tr>
<tr>
<td>News and Interviews on local TV, radios and newspapers</td>
</tr>
<tr>
<td>Speeches and presentation in conferences and events</td>
</tr>
</tbody>
</table>
3.4 Dissemination of project’s activities and results

3.4.1 Activities
To make PRESCRIP-TEC activities and outcomes widely known by the research community, key policy makers, key stakeholders and the society at large, a communication and dissemination plan was designed following the steps indicated in chapter 2.

For the situation analysis, Connaxis orchestrated a workshop involving communication officers from the other consortium members. The objective was to gain insights from the local contexts and identify opportunities for establishing synergies with other projects or leveraging internal resources within each institution as the online and offline networks already established. During the workshop, potential target audiences in each country were shared, and a collaborative brainstorming session was conducted to outline the main messages to be communicated.

Additionally, we decided to establish a communication working group to design the communication and dissemination plan taking into account the input from the different partners. The objective of this collaborative approach was to ensure that the communication strategy is comprehensive, aligns with the diverse perspectives of consortium members, and maximizes the potential for successful implementation.

Another crucial decision made at the project’s inception was the creation of a stakeholder map, documented and shared among members of the communication working group, which included representatives from all participating countries. This initiative facilitated the establishment of an actionable database comprising individuals and institutions. This stakeholder map became instrumental in directing our advocacy efforts, providing a targeted approach to engage with different key stakeholders.

Based on the analysis of online media consumption in each of the countries involved, it was decided to create corporate profiles for the project on Twitter (currently X), Facebook, and LinkedIn, along with a dedicated channel on YouTube. To build the necessary critical mass and ensure the impact of our communications, targeted advertising campaigns were launched on Facebook and Twitter. Furthermore, through the communication working group, it was agreed that the corporate profiles of the institutions within the consortium would actively support the new PRESCRIP-TEC profiles by sharing and amplifying its publications This permitted to maximize the visibility and dissemination of the project-related content, fostering an impactful online presence.

The initial five months were dedicated to completing these tasks and designing and launching the website. From the sixth month onwards, our focus shifted towards content creation, content curation and dissemination. To facilitate this, we developed weekly social media publication plans that included the posts we intended to publish during the week in each platform. These plans facilitated a consistent stream of posts tailored to our target audiences. To achieve this, we combined our original content with compelling information about cervical cancer research and other related topics.

To establish a robust evaluation framework, we generated quarterly reports detailing communication activities and results. This approach enabled regular monitoring and assessment, allowing us to determine whether enhancements or corrective actions were necessary.
The following specific communication activities were carried out for dissemination of project’s activities and research results:

<table>
<thead>
<tr>
<th>ACTIVITIES</th>
<th>DESCRIPTION</th>
<th>RESOURCES</th>
</tr>
</thead>
</table>
| Publicising the project to the scientific community and stakeholders. | Throughout the project, as implementation activities unfolded, the activities of the local teams were communicated on the project’s weblog and social media profiles. The Connaxis team performed a field visit to each of the implementation countries to collect information and produce audiovisual contents, including interviews to the local teams. These field visits enabled a more sensitive understanding and communication of the project’s activities and results taking into account the local contexts. Infographics and scientific posters also played a crucial role on publicising the project to the scientific community and stakeholders. | Project’s weblog: [www.prescriptec.org/news](http://www.prescriptec.org/news)  
Introductory video: [https://www.youtube.com/watch?v=h19GPqB3ADw](https://www.youtube.com/watch?v=h19GPqB3ADw)  
Informative videos per country including interviews to researchers:  
- Bangladesh  
- India  
- Slovakia  
- Uganda  
Informative videos about project’s goals, activities and results:  
- Friendship floating hospital  
- Dr. Frederik Van Slooten explains how PRESCRIP-TEC conducts cervical cancer screening  
- Healthy Regions’ work with Roma communities in Slovakia  
- Dr. Vet’s experiences in Bangladesh  
(For infographics and scientific posters see examples in annexes) |
| Keeping social media updated with relevant content about the project. | Maintaining PRESCRIP-TEC’s active and up-to-date presence on social media was crucial for keeping the audience informed, fostering connectivity and real time communication among consortium members, key stakeholders and the society at large. Project’s milestones were specially showcased enhancing visibility and attracting a broader audience and potential partners, thereby amplifying the project’s impact and relevance worldwide. This helped in media interest such as The Guardian publication and the nomination as "Project of the Month" by Cordis. | X profile: [www.twitter.com/PrescripTec](http://www.twitter.com/PrescripTec)  
LinkedIn profile: [www.linkedin.com/company/prescriptec/](http://www.linkedin.com/company/prescriptec/)  
Facebook profile: [https://www.facebook.com/PrescripTec/](https://www.facebook.com/PrescripTec/)  
YouTube channel: [https://www.youtube.com/channel/UCAG_RKyMYja1XabrBjrX-g](https://www.youtube.com/channel/UCAG_RKyMYja1XabrBjrX-g) |
| Stakeholder meetings | Stakeholder meetings were important for PRESCRIP-TEC, as they provided a platform for stakeholders to discuss the project's progress and share feedback. | Country fact sheets as supporting communication materials: |
meaningful collaboration. These meetings facilitated the exchange of ideas, nurtured a network of support, disseminated innovative new ways of screening, and fostered a collective commitment to advance cervical cancer prevention in the target countries.

<table>
<thead>
<tr>
<th>Events or webinars</th>
<th>Workshops and participation in events aided in disseminating the activities and outcomes of the project. PRESCRIP-TEC, researchers and consortium members participated in events such as the Annual Scientific Meeting or the European Congress on Tropical Medicine and International Health or the GACD annual scientific meeting. To ensure a consistent brand image for the presentations and facilitate their design, templates with graphic resources were created. These templates aid in effectively communicating the researchers’ content.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic partnerships or collaborations</td>
<td>Collaboration with the Global Alliance for Chronic Diseases (GACD) helped us to amplify the scope of the results, it is very important to establish synergies. Collaborations with other H2020 projects facilitated the dissemination of results through the Booster E-programme. By fostering these synergies and collective strengths, strategic partnerships significantly contributed to the project's implementation and the sharing of results. Establishment of a working group with 5 other projects related to cervical cancer prevention. Participation on The Horizon Results Booster (HRB) programme together with RISCC project. The HRB produced a join</td>
</tr>
<tr>
<td>Search Engine Optimisation</td>
<td>SEO: PRESCRIP-TEC has a noticeable impact on search engine optimization of the web browser. The term is well positioned “Cervical cancer” + the country where PRESCRIP-TEC was implemented. Eg.: Cervical cancer in India. Link building: A mix of news and pages where partners and other platforms talked about PRESCRIP-TEC.</td>
</tr>
</tbody>
</table>
Scientific Papers

The publication of scientific articles is vital to disseminate project results on a global scale. The authors of PRESCRIP-TEC contributed to the collective knowledge, influencing evidence-based practices and establishing the importance of the project in screening for effective cervical cancer detection in poor or hard-to-reach regions.

Future publications that are approved will validate the findings, increase credibility and serve as a reference for a wider audience.

3.4.2 Results

In total, during the 3 years of project’s implementation, we reached **almost 5 million people** with online media publications related to the dissemination of PRESCRIP-TEC project’s activities and results.

| Number of people reached for dissemination of project’s activities and results |
|------------------|-------------------|-----------------|------------------|------------------|------------------|
| Facebook         | YouTube           | LinkedIn        | X (Twitter)      | Website visits   | TOTAL            |
| 4.442.355        | 59.863            | 39.111          | 302.362          | 47.887           | 4.891.578        |

3.4.3 Conclusions

The communication and dissemination plan implemented for PRESCRIP-TEC has been instrumental in amplifying the project’s activities and outcomes across the research community, policymakers, stakeholders, and society at large.

Establishing a communication working group that effectively linked the communication teams from the different consortium facilitated a collaborative approach from the beginning of the project, ensuring alignment of strategies with consortium members’ perspectives and maximising
implementation success. Subsequently, the field visits and the workshops performed in the countries enabled Connaxis to gather insights from local contexts, identify synergies, and connect internal resources within each institution.

Leveraging online media platforms and targeted advertising campaigns boosted our online presence, while collaboration with institutional profiles amplified project-related content dissemination.

The communication and dissemination efforts have not only enhanced visibility but also fostered meaningful engagement, promoting broader awareness and understanding of PRESCRIP-TEC’s contributions to cervical cancer research and related areas. Through the strategic communication plan, we have established a strong foundation for continued dissemination and impact in research and broader communities.

Following the project's conclusion, it is advisable to always designate an organization to update the website for at least two years to publish forthcoming scientific papers. In the case of PRESCRIP-TEC, Connaxis will oversee these updates to ensure the website's content repository remains current. It is also important that these information remains available for as long as possible as it can be tremendously useful for future related projects. We would suggest to ensure that the information remains available at least 5 to 10 years after the end of the project. In the case of PRESCRIP-TEC project Connaxis plans to keep the website live for at least this period of time.

A significant lesson learnt is the importance of communicating the results not only to the key stakeholders, but also among all project participants, who are sometimes neglected. This specially includes the beneficiary women and all the people from the communities involved in the research. They have the right to be actively informed about the project’s activities and outcomes. This aspect should be considered by all organisations in their final communication activities.

In the table below we present other main challenges we faced it on dissemination of project’s activities and results and its possible solutions.

<table>
<thead>
<tr>
<th>Challenges</th>
<th>Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest in a complex topic</td>
<td>Tailoring messages to the intended audience is crucial for effectively conveying the significance of either cervical cancer prevention or the tools utilised in the process. Defining the insights of the target is pivotal in determining the messages. The use of pictures or graphics can make it easier for people to understand. In annexes there is an example of a poster that illustrates how PRESCRIP-TEC creatively and effectively conveyed the project’s purpose.</td>
</tr>
<tr>
<td>Diverse teams working remotely</td>
<td>Maintaining continuous communication and conducting field visits are essential for a deeper understanding of activities and contextual nuances. Face-to-face interactions foster a more profound connection with the field, allowing the team to gain valuable insights and enrich their knowledge, ultimately contributing to the project’s success.</td>
</tr>
</tbody>
</table>
3.5 Community sensitisation

3.5.1 Activities
Cervical cancer poses a significant global public health challenge. The disease is largely preventable through vaccination and regular screenings for early detection. However, more than 500,000 women are diagnosed annually, with 90% of cases occurring in low and middle-income countries. Therefore, community sensitisation is crucial to reduce the incidence of cervical cancer by increasing vaccination and screening rates.

Initiatives that raise awareness about cervical cancer risk factors, symptoms, and the importance of prevention, (and that foster a culture of knowledge-sharing and open communication) empower individuals to demand better access to prevention and healthcare, and to make informed decisions about their participation in prevention programmes.

For these reasons, the project consortium of PRESCRIP-TEC conceptualised, designed, and implemented communications strategies for Bangladesh, India, Slovakia and Uganda, with a specific focus on community mobilisation. These country-specific plans were built on existing platforms and networks such as Friendship in Bangladesh, the Zdravé Regióny in Slovakia and the Uganda Rural Development Training Programme in Uganda.

Our community mobilisation model consisted of four key elements: situation analysis, information provision, engagement and advocacy, and support for community groups.

Figure 3: Community mobilisation model
**Situation analysis**

At the beginning of the project, we started in collaboration with the local teams in Bangladesh, India, Uganda, and Slovakia to identify the key needs, social, religious, and cultural factors influencing the uptake of cervical cancer screening, available information resources, etc. Objectives, key results, strategies, and performance indicators were set. This resulted in a communication plan for community sensitisation. Where teams defined the WHO (Target audience), WHY (insights of the target), WHAT (Messages to communicate), and HOW (Platforms and ways to spread the messages).

**Information provision**

To connect with target audiences, PRESCRIP-TEC employed a branded content approach, effectively conveying values, emotions, and behaviours. To disseminate information massively and raise awareness in target communities, we utilized social media, radio, landing pages, posters in health centres and high-traffic areas, as well as flyer distribution, among other channels.

**Engagement and advocacy**

Mass communication activities serve as an initial introduction to the topic within the community. However, for effective engagement and mobilisation of community members, it is essential to conduct interpersonal communication activities. These involve direct contact between beneficiary populations and local health intermediaries.

The main interpersonal communication activities that have been carried out have been awareness sessions in the villages, informative talks in factories, schools, health centres... drama theatre sessions and other cultural events and door-to-door home visits.

We also created lobby and advocacy activities with local civil society (e.g., religious leaders, women organizations, teachers, community leaders) to increase knowledge and commitment to screening programs, reinforcing present mobilisation mechanisms.

**Support to community groups**

Connaxis provided technical assistance to local teams in communication, encompassing the design of informative brochures, posters, roll-ups, flyers, audiovisual content, merchandising, and other materials utilized for both mass and interpersonal communication. Additionally, targeted advertising campaigns on social media were conducted.

Moreover, Connaxis took charge of training local teams in communication to equip them with essential knowledge and tools for sensitising and mobilising community members. This included specific training in event organization, advocacy, and social media marketing, ensuring local teams efficiently reached their target audiences.

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To mobilise communities, local organizations within the project's consortium members, possessing extensive experience in working directly with communities, played a crucial role, especially for interpersonal communication efforts. These organisations employed health mediators from the target communities who had undergone prior training. This approach fostered a closer and more trusting relationship with the target audience, enhancing the effectiveness of community engagement.

- **FRIENDSHIP NGO**, through the Friendship Community Medic-aide (FCMs) in Bangladesh.
- **URDT**, through the Villages Health Teams (VHTs) in Uganda.
- **Zdravé Regióny**, through the Roma Health Mediators and **TRUNI** through its internal team in Slovakia.
MAHE, through the ASHAS in India.

The following specific communication efforts were carried out for community sensitisation.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mass communication</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weekly talk shows in local radios</td>
<td>In Kakumiro district, Uganda, radio is the predominant media platform. PRESCRIP-TEC secured a 45-minutes slot to address reproductive and sexual health, including discussions on cervical cancer symptoms and prevention. The program featured an entertainer and a health mediator introducing the day’s topics, followed by a segment where listeners could express doubts and pose questions, fostering interactive engagement within the community.</td>
<td><a href="https://twitter.com/PrescripTec/status/1598542478163992579">https://twitter.com/PrescripTec/status/1598542478163992579</a></td>
</tr>
</tbody>
</table>
| Social media advertising                     | Online platforms provide an excellent opportunity to deliver targeted messages to a well-defined audience, considering geographic and demographic factors, as well as specific interests. Targeted advertising was implemented in all four countries. While it proved effective in Slovakia and India, its success was limited in Uganda and Bangladesh, where a significant portion of the target population lacks internet access.                                                                                                                                                                                                                                                                                                                                                      | https://www.youtube.com/shorts/MjdLLG6EFw
https://www.facebook.com/PrescripTec/photos/pb.100075486024340.-2207520000/153598166936323/?type=3                                                                                                                                                                                                                                           |
| Dedicated landing pages on PRESCRIP-TEC website | One landing page for each country was created to gather practical information related to community sensitization and to serve as a supporting tool for the health ambassadors in the countries.                                                                                                                                                                                                                                                                                                                                                                                   | https://prescriptec.org/community/bangladesh/
https://prescriptec.org/community/india/
https://prescriptec.org/community/slovakia/
https://prescriptec.org/community/uganda/                                                                                                                                                                                                                                                                                                                                                                  |
| Posters in concentration areas               | Connaxis designed tailored posters for each country, considering the specificities and cultural context in each case. These posters were prominently displayed in visible locations such as health centres, cultural centres, schools, factories, and other areas frequented by the target communities.                                                                                                                                                                                                                                                                                                                                                              | https://prescriptec.org/wp-content/uploads/2024/01/rollup-slovakia-partners-v2-288x720.jpg
| **Interpersonal and group communication**    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Theatrical performances                      | In Bangladesh, storytelling was used through theatrical performances to raise awareness among communities. These performances, both highly entertaining and informative, effectively reinforced messages about cervical cancer prevention for the local communities.                                                                                                                                                                                                                                                                                                                                                   | https://twitter.com/PrescripTec/status/1584872516178567168/video/1                                                                                                                                                                                                                                                                       |
**Awareness sessions**

PRESHRIP-TEC carried out sensitisation outreaches in the villages of the beneficiary communities to raise awareness about the importance of cervical cancer prevention. These sessions were facilitated by one or several local health mediators who had undergone prior training. The number of participants varied, ranging from approximately 10 to 40 people depending on the local context.

https://prescriptec.org/wp-content/uploads/2022/10/PRESHRIP-TEC_in_Bangladesh-1280x549.jpg

**Flyer’s distribution**

Flyers and brochures were designed and distributed during the awareness talks and made available to the target audience in health centres and other frequented locations.


**Door-to-door home visits**

The local health mediators also conducted individual home visits to inform beneficiary women about the importance of prevention to avoid cervical cancer and the opportunity to perform the HPV self-test. While this activity demands many resources, it proves to be highly effective.

https://prescriptec.org/vhts-empowering-women-saving-live/

**One-to-one sessions with opinion leaders**

One-to-one sessions proved highly efficient in keeping key stakeholders informed and involved in community mobilisation. Local health mediators conducted individual interviews with religious leaders and other influential figures within the community.

https://prescriptec.org/cervical-screening-remote-areas-south-bangladesh/

<table>
<thead>
<tr>
<th>Mass Communication</th>
<th>Activities planned</th>
<th>Activities actually conducted</th>
<th>Activities that achieved the best results</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV appearances</td>
<td></td>
<td></td>
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<tr>
<td>News articles on newspapers</td>
<td>News articles on newspapers</td>
<td></td>
<td></td>
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<tr>
<td>Advices and information through the project’s website</td>
<td>Advices and information through the project’s website</td>
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<tr>
<td>Social media posts (Facebook and Twitter)</td>
<td>Social media posts (Facebook and Twitter)</td>
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<tr>
<td>Local radio programmes</td>
<td>Local radio programmes</td>
<td>Local radio programmes</td>
<td></td>
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<tr>
<td>Short videos on YouTube</td>
<td>Short videos on YouTube</td>
<td>Short videos on YouTube</td>
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</tbody>
</table>
Posters in concentration areas (Health centres, community centres, etc.)  

Posters in concentration areas (Health centres, community centres, etc.)  

Posters in concentration areas (Health centres, community centres, etc.)

<table>
<thead>
<tr>
<th>Interpersonal and group communication</th>
<th>SMS on mobile devices</th>
<th>Theatrical performances represented in the villages</th>
<th>Theatrical performances represented in the villages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community sensitisation talks in public spaces, community centres, health centres, etc.</td>
<td>Community sensitisation talks in public spaces, community centres, health centres, etc.</td>
<td>Community sensitisation talks in public spaces, community centres, health centres, etc.</td>
<td></td>
</tr>
<tr>
<td>Engaging community leaders</td>
<td>Engaging community leaders</td>
<td>Engaging community leaders</td>
<td></td>
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<tr>
<td>Door to door home visits</td>
<td>Door to door home visits</td>
<td>Door to door home visits</td>
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</tbody>
</table>

3.5.2 Results

**Over 980.000 people** from the target audiences across the four beneficiary countries were reached with messages that explained the importance of prevention to avoid cervical cancer, the PRESCRIP-TEC approach and the possibilities they had to get screened.

Specific results per platform and per country are as follows:

<table>
<thead>
<tr>
<th>Number of people reached for community sensitisation purposes</th>
<th>Local media*</th>
<th>Facebook</th>
<th>YouTube</th>
<th>Landing pages visits</th>
<th>Interpersonal activities**</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bangladesh</td>
<td>290.000</td>
<td>9.487</td>
<td>12.847</td>
<td>4.014</td>
<td>17.397</td>
<td>333.745</td>
</tr>
<tr>
<td>India</td>
<td>13.063</td>
<td>73.110</td>
<td>6.821</td>
<td>11.341</td>
<td>8.000</td>
<td>112.335</td>
</tr>
<tr>
<td>Slovakia</td>
<td>71.391</td>
<td>25.940</td>
<td>3.711</td>
<td>5.288</td>
<td>8.200</td>
<td>114.513</td>
</tr>
<tr>
<td>Uganda</td>
<td>400.000</td>
<td>7.121</td>
<td>9.821</td>
<td>4.408</td>
<td>14.950</td>
<td>436.300</td>
</tr>
<tr>
<td>TOTAL</td>
<td>761.391</td>
<td>115.658</td>
<td>33.200</td>
<td>25.051</td>
<td>53.610</td>
<td>988.910</td>
</tr>
</tbody>
</table>

*Local radios, local newspapers, audio towers, and others

**Awareness sessions, theatrical performances, one-to-one interactions, etc.
3.5.3 Conclusions

Mass communication can pave the way by providing knowledge and general context, but in the case of PRESCRIP-TEC, where the target audience resides in hard-to-reach settings, it alone is insufficient for community mobilisation.

Initially, we anticipated that social media, with their high segmentation capacity and the widespread use of smartphones, could be a primary means for community mobilisation. However, we quickly recognized that effective community mobilisation demands group and interpersonal communication. This requires the support of local associations that already maintain a pre-existing relationship of trust with the target audience.

We also found that for community awareness activities to be effective and memorable, they must not only be informative but also entertaining. Theatrical performances in Bangladesh proved highly successful, whereas initial publications on social media and purely informative landing pages did not achieve the expected impact. Another action we believe could have been very effective in Uganda, but could not be implemented due to time constraints, is the creation of a short film narrating a dramatized story about the consequences of cervical cancer and the importance of prevention.

Another lesson learnt is that community sensitisation must consider not only the beneficiary women but also the key decision-makers within their environment, which typically are men. Throughout the project, we discovered that these male decision-makers play a fundamental role in the participation and follow-up of their wives and other female family members in prevention programmes, as women often need to seek their permission. To gain deeper insights into effectively raising awareness among men, we conducted in-depth interviews in Uganda. The findings revealed that, by the end of the project, men were generally less informed about cervical cancer compared to women. However, among the informed men, there was a higher willingness to collaborate. Therefore, if men are also informed and convinced of the benefits and importance of prevention, they are more likely to authorize and encourage the participation of their female relatives.

Some interesting ideas that emerged from the interviews on how to sensitise men in rural areas of Uganda were the organization of football tournaments among the communities and the dissemination of information through audio systems installed in vehicles. Unfortunately, these activities could not be implemented in PRESCRIP-TEC due to time constraints. However, we encourage future projects in related domains to explore and consider incorporating these innovative approaches.

4. Repository of communication tools

During the implementation of the PRESCRIP-TEC project, a comprehensive communication toolkit was developed that can be useful as a resource for other projects focused on cervical cancer prevention. This toolkit comprises templates for social media publications, design of flyers, brochures and posters, promotional and informative videos, training resources, and other useful tools. All these resources are available online at the following address:

https://prescrip-tec.org/communication-toolkit/
Other communication tools and resources utilized during the project implementation, which we believe can be beneficial for similar projects, include:

- **Responsible Research and Innovation (RRI) Toolkit.** More than 1,500 resources, inspiring practices, projects and library elements tailored according to different profiles: [https://rri-tools.eu/](https://rri-tools.eu/)

- **Messaging templates** proposed by the Scientist's Guide to Talking with the Media (book published by the Union of Concerned Scientists): [https://www.ucsusa.org/resources/communication-best-practices](https://www.ucsusa.org/resources/communication-best-practices)

- **Writing to Grab Attention, a handbook for EU-funded projects.** The 26-page handbook is divided into three sections: Common writing challenges, Writing for the media, and Examples and more. It includes checklists, practical tips, and examples of good and bad writing. [https://south.euneighbours.eu/publication/writing-grab-attention-handbook-eu-funded-projects/](https://south.euneighbours.eu/publication/writing-grab-attention-handbook-eu-funded-projects/)

- **How to take pictures of an EU funded project. A Photographer’s handbook.** In this publication, the EU Neighbourhood Info Centre has put together useful guidelines for projects, including many examples of good and bad photos and ideas of how they can be used. [https://dokumen.tips/download/link/a-photographers-handbook-how-to-take-pictures-of-an-eu-funded.html](https://dokumen.tips/download/link/a-photographers-handbook-how-to-take-pictures-of-an-eu-funded.html)

- **The tensions of scientific storytelling.** In this essay, prof. Roald Hoffmann discusses storytelling in science and exemplifies it with a practical example: [https://www.americanscientist.org/article/the-tensions-of-scientific-storytelling](https://www.americanscientist.org/article/the-tensions-of-scientific-storytelling)

- **Is storytelling bad for science?** Podcast of a live talk held at the University of Sydney. The 5-people panels talk about storytelling, how science might need it and whether it can be, on the contrary, a bad thing. [https://www.sydney.edu.au/engage/events-sponsorships/sydney-ideas/2018/is-storytelling-bad-for-science.html](https://www.sydney.edu.au/engage/events-sponsorships/sydney-ideas/2018/is-storytelling-bad-for-science.html)

- **Science Media Centres.** International network of not-for-profit organisations specialised in connecting journalists with researchers to improve the public understanding of science, by injecting evidence-based information into headline news. [https://www.smcglobal.org/](https://www.smcglobal.org/)

- **HARO (Help a Reporter Out).** It is similar to the previous one. Connects journalists seeking expertise to include in their content with researchers who have that expertise. [https://www.helpareporter.com/](https://www.helpareporter.com/)

- Example of a **scientific paper** turned into a **news article**
5. ANNEX

Examples of posters for community sensitisation
Examples of leaflets for community sensitisation

Do you know the symptoms of cervical cancer?

The most common symptoms include:

1. Vaginal bleeding that is unusual for you—after menopause, between regular periods or after sex.
2. Unexplained pain in your lower back or between your hip bones (pelvis).
3. Pain during sex.
4. Changes to vaginal discharge.

These symptoms are not usually cervical cancer, but it’s important to seek medical attention from your VHT, Health center or Hospital to get screened and treated.
Examples of roll-ups and banners for community sensitisation
Examples of social media posts for community sensitisation

PrescripTec
March 8, 2023

To commemorate this day we have created posts to spread awareness about HPV and cervical cancer prevention. Feel free to download or share the information within your organisation.
https://prescrip-tec.org/communication-toolkit/

HPV facts

HPV prevention and screening programmes are usually focused on women. Both men and women are at risk of HPV-related cancer, which means that we all need to think about preventing HPV.

PrescripTec
October 24, 2023

The PREScripTec Uganda team, Uganda Rural Development and Training Programme - Uganda and Uganda Cancer Institute, is making concerted efforts to follow up women who tested HPV positive but didn’t turn up for VHC. In VHC sensitisation, everyone must be sensitised, including husbands and mothers-in-law, and not just the women.

PrescripTec
February 25, 2023

Dr. Jessenia Vot, a supervising doctor at the Female Cancer Foundation, visited Nampala to help with the activities carried out by the Bangladesh team. Read about the experiences she shared with the local teams in the south of the country.

PrescripTec
June 11, 2023

In collaboration with Fred Rubako, a village health team member in Kazuma district, Mr. Rubako is changing the face of many women by empowering them to learn more about their health. HPV, and cervical cancer. Discover how he is enabling communities.

Cervical cancer screening - Working in remote areas in the south of Bangladesh

VHCs in Uganda: Empowering women and saving lives in hard-to-reach settings

The members of village health teams are part of their communities. They are doing a very
Examples of landing pages for community sensitisation
Awareness-raising talks

<table>
<thead>
<tr>
<th>Bangladesh</th>
<th>Slovakia</th>
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<tbody>
<tr>
<td><img src="image1" alt="Bangladesh Image" /></td>
<td><img src="image2" alt="Slovakia Image" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Uganda</th>
<th>India</th>
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<tbody>
<tr>
<td><img src="image3" alt="Uganda Image" /></td>
<td><img src="image4" alt="India Image" /></td>
</tr>
</tbody>
</table>

Merchandising

![Merchandising Image](image5)
Examples of infographics and posters for dissemination of project’s activities and results

Impact

Increase uptake of cervical cancer screening

How

- Community mobilisation through social media
- Door-to-door services
- SMS reminders
- Client friendly services
- Self-test HPV
- Fewer gynecological examinations
- WHO recommended protocol
- Use of artificial intelligence
Prevention and Screening Innovation Project toward Elimination of Cervical Cancer

Prescrip-Tec introduces an innovative approach to cost-effective cervical cancer screening in resource-constrained settings:

- Community mobilisation
- HPV self-test at home
- Visual inspection with acetic acid (VIA*) or health worker supported by artificial intelligence
- If positive, treatment of precancerous lesions or referral to a hospital.

**Key Findings**

- **hrHPV self-sample testing**: Preliminary screening is very convenient for women and increases uptake to over 90%.
- **Community sensitisation**: Contributions increased uptake and outreach included family members, like husbands and mothers-in-law.
- **In the follow-up process**: of screening, if hrHPV-positive women need to avoid drop-out and receive care to correct the client in order to achieve an uptake of 90%.
- **Artificial intelligence**: is a promising technology for decision support to health workers who perform VIA.
- **The WHO screening protocol is feasible and cost-effective.** Recent costs of hrHPV testing must reduce to make it affordable for low- and middle-income countries.

**Achievements**

- 900,000+ people screened
- 53,000+ samples collected through integration of communication
- 30,000+ VIA performed by trained self-collectors
- 1,400+ women screened
- 1,100+ trained workers
- 30+ health workers trained for further screening and feedback
**Key outcomes**

**Baseline survey**
Before initiating the PRESCRIP-TEC cervical cancer awareness was assessed among 992 women and 950 Decision Makers (Men, In-laws, parents) using AWACAN (African Women Awareness of CANcer).

- 5% of women had been screened before for cervical cancer
- 62% of women had never heard of cervical cancer
- 73% of decision makers had never heard of cervical cancer

**Cervical Cancer Awareness Initiative**
13,063 of women reached through 176 sessions or campaigns (Continuing).

The centres achieved these numbers through:
- One-on-one sessions by home visits,
- Awareness sessions at their workplaces, schools, institutions, anganwadi centres, etc.

Communication and educational materials used include brochures, flipcharts, videos, PowerPoint presentations, models, etc.

**Cervical Cancer Screening Initiative**

Goal: to screen 7,500 women with HPV self-swab test.

Camp-based testing near the women’s home and workplace was done using COPAN Self-swabs and tested by Roche cobas® 4800 HPV Test (COBAS) and Cepheid GeneXpert.

- 7,557 women were mobilised and invited for the HPV self-test by research staff, Community Health Workers such as Accredited Social Health Activist (ASHA), Staff Nurses and Self-help groups.

- 5,585 women attended and accepted to take the test (74.04%). Among them:
  - 5,551 self-performed the test (99.4%),
  - 34 requested a healthcare professional to perform the test (0.6%).
Prevention and Screening Innovation Project Toward Elimination of Cervical Cancer (PRESHRIP-TEC)
The Story of a Patient

Community mobilisation for cervical cancer screening

Lessons learned
1. Achieve higher uptake of cervical cancer screening by including husbands and household decision makers in communication.

The PRESHRIP-TEC project conducted research into knowledge concerning cervical cancer and decision making processes with the modified AWAID/CAN tool in Slovakia, Uganda, Bangladesh and India.

- On average the knowledge on risks and symptoms is moderate among women and low among men in all four countries.
- Only in Slovakia a majority of women takes decisions autonomously on cervical cancer screening. In Uganda, Bangladesh and India husbands or mothers-in-law have an important say in health matters of women or are the principal decision-makers.
- Increasing knowledge of men and mothers-in-law during the sensitisation phase might increase uptake of cervical cancer screening among women.

- hHPV prevalence rates varied much depending on the population: less than 2% in rural Asia, around 7% in urban Asia, around 11% in Europe, 2% in Uganda and 36%-40% in women living with HIV or sex workers in India.
- Among HPV positive women, who need further diagnoses by gynaecological examination, 10% to 20% is reluctant to come to a clinic, due to social and financial barriers, or due to fear for possible treatment.
- When health workers and volunteers make personal contacts, they may convince women and their husbands to visit clinics for further screening.
- Even when hHPV prevalence is low, HPV positive women must complete the screening procedure to reduce morbidity and morality.
Example of a newsletter for dissemination of results

Field visit to Uganda health centres

In April Dr Frederik van Stokoo, supervisory doctor with the Female Cancer Foundation paid a successful visit to Uganda. He was accompanied by three students of the University Medical Centre Groningen.

He was in discussions with the Uganda Rural Development and Training Programme (URDT) and the Uganda Cancer Institute (UCI) and, together, they also visited health centres in the Kalumino District.

PRESCHRIP-TEC conducts implementation research over three continents

Learn more about the work that the Uganda Cancer Institute (UCI) and the Uganda Rural Development and Training Programme (URDT) are doing in the PRESCHRIP-TEC project to eliminate cervical cancer as a public health problem in remote areas of Uganda.

Learn more about the work that the India National Cancer Institute, ICMR and the Tata Medical Centre are doing in the PRESCHRIP-TEC project to eliminate cervical cancer as a public health problem in remote areas of India.

Learn more about the work that the Slovak Institute of Oncology, Gemelko and the University Hospital of Maribor are doing in the PRESCHRIP-TEC project to eliminate cervical cancer as a public health problem in Slovakia.

Bangladesh

Uganda

Slovakia

India
Examples of social media posts for dissemination of results (Twitter and LinkedIn)

Congrats Dr. Carolyn Nakalule, @UgandaCancerIns, on your publication, showcasing AI & visual inspection in #CervicalCancer screening. The study highlights expert consensus, with enhanced diagnostic accuracy, as an alternative to histopathology. prescriptic.org/results/

Visual inspection with acetic acid is limited by subjectivity and a lack of skilled human resource. A decision support system based on artificial intelligence could address these limitations. We conducted a diagnostic study to assess the diagnostic performance using visual inspection with acetic acid under magnification of healthcare workers, experts, and an artificial intelligence algorithm.

Dr. Mahesh explains the PRESCRIP-TEC project to the chair of the @globalmedialab strategic board, Prof. Palmer. This comic strip was inspired by stories from the communities. It is a simple and effective way to explain the project's impact on society. #GACDmeeting

We are delighted to announce that the PRESCRIP-TEC consortium members in collaboration with the Global Alliance for Chronic Diseases (GACD), will co-host a conference to present the key findings of the 3-year project. Is elimination of cervical cancer feasible globally? Webinar: Lessons learnt from PRESCRIP-TEC project

Date: 30 January 2024
Time: 09:30 – 12:00 (CET)
Location: Online | No registration fee

PRESCRIP-TEC researchers will share their findings with key players involved in cervical cancer policy making.

A panel discussion will follow to:
- Reflect on the goal of reducing cervical cancer globally by 90% in 2040
- Reflect on the lessons learnt from PRESCRIP-TEC
- Discuss how we can make cervical cancer screening affordable for LMICs


PRESCRIP-TEC workshop: Innovating cervical cancer screening in low- and middle-income countries and vulnerable groups in Europe.

Are you at #ECTH2023 conference today?
Based on experiences in the PRESCRIP-TEC project we’re hosting a workshop to reflect on the feasibility of the WHO strategy towards the elimination of cervical cancer as a public health problem.

PRESCRIP-TEC is working in four countries and has already gained wider experience in the screening process. Through surveys we have collected detailed information about facilitators and barriers. This will be shared during the session.

Come and speak with us during this session!
Example of a factsheet

More than twelve women die every day from cervical cancer in Uganda. This should not happen because we have all the tools we need to prevent it.

Nearly all cervical cancers are caused by an infection with human papillomavirus (HPV) not successfully controlled by the immune system, which lead to cell changes that, if untreated, become cancer.

In Uganda there are two leading partners working in PRESCRIP-TEC Project: The Uganda Rural Development and Training Programme (URDT) and the Uganda Cancer Institute (UCI). Both have experience in capacity development, awareness raising and community mobilisation. The URDT team works closely with the community based staff, community leaders and Village Health Teams. The UCI is equipped with a efficient system to perform HPV tests in any part of the country.

Contact us to join this winnable cause:

Uganda Rural Development and Training
Programme: P.O. Box 499, P.O. Box 499, Kampala, Uganda
Tel: +256 414 299991 or +256 332 332332
E-mail: info@urdt.org

Together we can end cervical cancer!
Stakeholders meetings

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Other materials