

### PICTURE THIS...

Crystal, a 22-year-old VCU student went to her annual gynecological visit. Her doctor noticed a small wart on her pelvic region. Crystal told the doctor she had it for a few weeks, but thought it was nothing major. The doctor tested the wart and discovered that Crystal had contracted a strain of genital human papillomavirus (HPV) that was known to lead to cervical cancer. Luckily for Crystal, her doctor knew the steps in treating HPV to avoid the development of cervical cancer. Not every doctor is as knowledgeable about HPV; leaving many women confused and scared when they are diagnosed.

### BACKGROUND ON THE VIRGINIA DEPARTMENT OF HEALTH (VDH)

The mission of the Virginia Department of Health (VDH) is to maintain optimum personal and community health by emphasizing health promotion, disease prevention, and environmental protection. As a part of their Sexually Transmitted Disease (STD) Prevention Program, VDH provides education, screening, and counseling. The goal of the program is to reduce and prevent the incidence of STDs in Virginia.

### BACKGROUND ON HUMAN PAPILLOMAVIRUS (HPV)

There are 100 known strains of HPV, most of which lead to common benign skin warts. 30 of these strains are sexually transmitted and are known as genital HPV strains. Recent studies project that almost 75% of American adults will contract some strain of HPV during their lifetime. About a dozen strains of genital HPV are known to cause genital warts and some lead to cervical cancer if left untreated. The state of Virginia is trying to pass a law, requiring girls as young as 11 to receive a HPV vaccine.

### OBJECTIVE

The objective of our advertising is to raise awareness of genital HPV among sexually active women, ages 13 and up.

### TARGET AUDIENCE

The women in our target audience are familiar with the symptoms and effects of the more common STDs such as herpes, gonorrhea, syphilis, and chlamydia. However, when it comes to HPV, they are confused about the information they receive. Their doctors aren't always adept at providing that information. Many women believe HPV is cervical cancer when in fact it is one of the leading causes of cervical cancer if left untreated. Many women believe vaginal intercourse is the only way HPV is transmitted however any type of sexual contact can lead to the transmission of HPV. The women in our target audience are aware of the recent development of the HPV vaccination, and they are curious as to when and where they can obtain it.

### OUR MESSAGE

Don't wait until it's too late to learn about the risks of HPV.

### IMPORTANT FACTS THAT SHOULD BE COMMUNICATED

-Almost 70% of cervical cancer cases and 90% of genital warts cases stem from four different high-risk strains of HPV.

-It is very rare that a first-time occurrence of HPV leads to cervical cancer, however multiple occurrences of HPV increase the likelihood of developing cervical cancer.

### TONALITY & ATTITUDE

Many women are already scared and confused about the things they've heard regarding HPV. We need to be clear, concise, honest, and compassionate so that we can educate rather than frighten them.

### MANDATORIES

- Virginia Department of Health logo
- Website URL: [www.vdh.state.va.us](http://www.vdh.state.va.us)
- VDH STD Hotline: (804) 864-7964

### CREATIVE RECOMMENDATIONS

30-second television and radio PSAs.

Posters to be hung on stall doors in women's public restrooms, including rest areas and college dormitories.

Stickers to be placed on tampon dispensers in public women's restrooms, including rest areas.

Pamphlets to be distributed at adult novelty stores, ie: Pricilla's.