



## **CDC Ovarian Cancer Education, Awareness, and Surveillance Programs**

There is currently no reliable early detection test for ovarian cancer. It's notoriously difficult to diagnose and progresses quickly and aggressively. As a result, most cases are diagnosed in late stages, when treatment options are limited and the chance of long-term survival is diminished. Over 50 percent of women diagnosed with ovarian cancer do not live five years beyond their diagnosis. As such, the value of awareness and education cannot be overstated. The Centers for Disease Control and Prevention (CDC) lead such efforts nationwide through a series of activities and programs under Johanna's Law and the Ovarian Cancer Control Initiative (OCCI).

### ***Ovarian Cancer Control Initiative***

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| FY2020 ASK:    \$9.5 million for the Ovarian Cancer Control Initiative<br>(Level funding from FY2019) |
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Created in 2000 by Congress, the CDC Ovarian Cancer Control Initiative is tasked with coordinating and funding health activities aimed at increasing early detection and improving treatment options to enhance survivorship for ovarian cancer. With its extensive network of cancer registries, the CDC is the optimal agency to undertake such work; leveraging its existing resources, much of the program's research is conducted through grants to state cancer registries and cancer centers.

OCCI-supported initiatives include the following:

- The development of the *General Practitioners' Awareness and Adherence to Ovarian Cancer Screening Guidelines*
- Efforts regarding risk perception and screening for women at high risk for ovarian cancer;
- Initiatives to improve clinical practices in the follow up of ovarian masses;
- Research into the relationship between symptoms and time to diagnosis; and
- Tracking both incidence of ovarian cancer and surgical interventions

### ***Johanna's Law***

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| FY2020 ASK:    \$12 million for Johanna's Law<br>(\$5 million increase from FY2019) |
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Johanna's Law – also referred to as The Gynecologic Cancer Education Act – was signed into law in 2007 to raise public awareness of gynecologic cancer symptoms and reduce rates of late-stage diagnosis. The legislation is named for Johanna Silver Gordon, who died of ovarian cancer in 2000. Johanna's Law

supports CDC's *Inside Knowledge* Campaign, which develops and disseminates fact sheets, brochures, and posters, as well as broadcast, print, and digital public service advertisements to raise awareness of ovarian and other gynecologic cancers.<sup>i</sup> *Inside Knowledge* uses varied platforms and evidence-based strategies to ensure messaging is effective and reaches target populations.

- Ads produced for the *Inside Knowledge* campaign were seen or heard around **6.5 million times** and were worth a total of \$175 million in donated ad value between 2010 and 2016.
- Throughout 2016, *Inside Knowledge* supported a consistent level of targeted paid outreach via digital display, Facebook, and YouTube ads. During 2016, the display and Facebook ads generated more than 300,000 clicks to the campaign website and related pages. YouTube ads generated more than 1.9 million, with an average view-rate of nearly 20 percent.
- Johanna's Law also supports ongoing education about gynecologic cancers and symptom among health care providers and offers free Gynecologic Cancer Curriculum for Continuing Medication Education (CME) credits.

### **Addressing Disparities with FY2020 Funding Increase for Johanna's Law**

Evaluations have repeatedly demonstrated the effectiveness and value of *Inside Knowledge* materials in raising awareness and educating patient and provider populations about ovarian and other gynecologic cancer, as intended – but evidence suggests the campaign's potential reach and impact may be limited by low utilization rates.

- ✓ A 2014 survey by CDC found that less than a quarter of providers (19.4%) reported using CDC gynecologic cancer education materials in their offices. According to the findings: "The provider characteristics associated with the use of CDC materials were not consistent across specialties. However, recognition of symptoms associated with gynecologic cancers was consistently higher among providers who reported using CDC materials."<sup>ii</sup>
- ✓ At the same time, persistent racial and geographic disparities in ovarian cancer outcomes separately suggests that additional efforts are needed to target vulnerable, hard-to-reach populations. While ovarian cancer is diagnosed at far greater numbers in white women compared with women of other races, research has shown that black women have worse survival than white women. A recent [review](#) of several studies shows that black women are more likely to be diagnosed in later stages, and less likely to receive recommended surgery and chemotherapy.
- ✓ Similarly, [CDC research](#) has shown that gynecologic oncologists are more concentrated in urban areas than rural areas, death rates from ovarian cancer are higher in areas with relatively few gynecologic oncologists, and death rates increase with increasing distance from areas where gynecologic oncologists are concentrated.
- ✓ Increased funding for Johanna's Law in FY2020 will enable CDC to build on its ovarian cancer portfolio and take meaningful action to address ovarian cancer disparities and target underserved and rural populations.

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<sup>i</sup> <https://www.cdc.gov/cancer/knowledge/index.htm>

<sup>ii</sup> [J Cancer Educ](#). 2014 Jun;29(2):247-51. doi: 10.1007/s13187-013-0580-z.