



Globe-athon To End Women's Cancers Q&A

About Globe-athon to End Women's Cancers

Q: What is Globe-athon to End Women's Cancers?

A: Globe-athon to End Women's Cancers is the world's first international movement committed to raising awareness and expanding research on gynecologic (GYN) cancers. Throughout September, thousands of people across the globe will host events to help raise awareness of the often silent and deadly GYN cancers. Over 60 countries participated in 2013.

Q: How did Globe-athon get started?

A: Globe-athon started as a relay race in Washington, DC in September 2013, and grew into an international movement. People in more than 60 countries participated in events in 2013 to help raise awareness of GYN cancers.

Q: How does Globe-athon help in the fight against GYN cancers?

A: Globe-athon is a call-to-action for advocacy groups, health care professionals, survivors and the public to unify international efforts toward fostering greater awareness and education about GYN cancer. Awareness is the key. A primary reason why GYN cancers are so challenging to beat is because women don't recognize the symptoms. If Globe-athon can make enough noise, then more women will pay attention to what their bodies are trying to tell them and seek medical attention while the disease is still in its early, more treatable stages.

More awareness could also lead to more funding for patient care and for vital research that will enable scientists around the globe to crush cancerous mutations and eventually even prevent cancerous cells from forming.

Q: Why is raising awareness of GYN cancers important?

A: GYN cancer impacts women worldwide, accounting for 19 percent of the 5.1 million estimated new cancer cases each year (World Health Organization International Agency for Research on Cancer). These cancers are extremely difficult to diagnose since most women don't recognize the symptoms. By the time it's detected, the disease is already at an advanced stage and survival rates are shockingly low.

GYN cancers have long been ignored, often considered a taboo topic of discussion and underfunded in the medical world. With increasing numbers of women at a greater risk and those in developing countries disproportionately affected, the time is ripe for action.

Join the conversation, learn more and get involved:

www.globeathon.com www.facebook.com/globeathon www.twitter.com/globeathon

Q: Who sponsors Globe-athon?

A: Globe-athon is sponsored by the Nancy Yeary Women’s Cancer Research Foundation and INOVA Health System.

Q: How can I sponsor Globe-athon?

A: If you are interested in being a Globe-athon sponsor, please email team@globeathon.com.

Q: How can I support Globe-athon?

A: There are many ways you can support Globe-athon. You can go to globeathon.com to learn how to:

- Host an event: <http://globeathon.com/events/host-an-event/>
- Participant in an event: <http://globeathon.com/events/>
- Follow the Globe-athon on Facebook engage with us: www.facebook.com/globeathon
- Follow Globe-athon on Twitter and engage with us: www.twitter.com/globeathon
- Watch the latest videos from Globe-athon efforts across the world: www.youtube.com/globeathon

Q: Where is Globe-athon happening?

A: This year, more than 60 countries are expected to participate in Globe-athon events. A full list of 2015 events can be found at globeathon.com/events/events

Q: When is Globe-athon taking place?

A: Globe-athon is taking place throughout the month of September around the world.

Q: Is Globe-athon a nonprofit organization?

A: Globe-athon is not a nonprofit organization or a corporation. It is a global movement sponsored by the Nancy Yeary Women’s Cancer Research Foundation and INOVA Health System.

Q: What is No Evidence of Disease (N.E.D.) and how are they a part of Globe-athon?

A: No Evidence of Disease (N.E.D) is a group of six GYN surgeons, scattered across the country, who create and perform original music to help raise awareness and research funding for GYN cancers, spread healing through music, and help humanity rock out. In 2013, N.E.D and Globe-athon released “What Every Woman Should Know” (globeathon.com/videos---ned), a 16-minute multimedia guide to the signs and symptoms of all major GYN cancers. It features the N.E.D. doctors, survivors, N.E.D. music graphic and most of all information you need to know.

Hosting an Event

Q: What if my city is not having an event? How do I start one in my city?

A: To start planning your own Globe-athon event, download our Event Host Starter Kit on globe-athon.com. If you have any questions, please email team@globeathon.com.

Q: What activities could we include as part of our event?

A: A variety of activities will be staged at events across the world ranging from dance parties to lectures to walks. We encourage you to be creative with the type of activities at your event to try to engage the most participants.

Q: What kind of support is provided by Globe-athon for my event?

A: Globe-athon will offer the following support to event hosts:

- **Online Promotion:** The Globe-athon website and Facebook page are multi-lingual to assist in recruiting participants and disseminating information to promote awareness. City and country events will be listed on the website after submitted on the Globe-athon website (globeathon.com/2014-events/host-an-event). An interactive world map will allow visitors to look for events near them.
- **Print Marketing:** Globe-athon offers downloadable posters and postcards that you can print for your event (globeathon.com/media-center). Globe-athon also will provide a customizable ad that you can download and print to help promote your event and encourage community involvement.
- **Social Media:** Social media will be used to drive awareness about Globe-athon and gain awareness online. Monthly suggested social media posts will be sent to event and country hosts for use on their personal social media accounts. There will only be one Globe-athon Facebook page (facebook.com/globeathon). We ask that hosts post their event information on the Globe-athon Facebook page and not create additional pages to maintain community cohesion. We encourage hosts to share anything on the Globe-athon Facebook page with personal and in-country connections. Globe-athon also has a Twitter presence (twitter.com/globeathon) in 2014.
- **Media Coverage:** Globe-athon will provide a press release template, media talking points and a template media article that each of the event host leaders can share with media contacts (globeathon.com/media-center). These items will be provided in a format that allows for editing and personalization with details regarding local events.

Q: What is included in the Event Host Toolkit?

A: The following materials are available as part of the event host toolkit to help you prepare and promote your event:

- Template News Release
- Template Local Media Alert
- Template Media-Ready Article
- Media Talking Points

- Q&A
- Fact Sheet
- Quick Action Guide
- Template Ad

Q: Where can I access the Event Host Toolkit?

A: Visit Globeathon.com and download the Event Host toolkit in the media cancer (globeathon.com/media-center).

Q: How much does it cost to participate in Globe-athon?

A: Globe-athon is free to join. We do not charge individuals for hosting an event or participating in an event. At some events, there are opportunities to make donations to local GYN cancer societies.

Q: How do I get funding for my event?

A: Each participating event and country hosts should rely on external resources for funding. Consider engaging the survivor community, nonprofit organizations, government agencies, professional cancer societies, industry and local businesses. Globe-athon does not fund local events, but offers materials needed for event hosts to execute an event and encourage participation.

Q: How can I use the Globe-athon logo to promote the event?

A: The logo is available to download here: globeathon.com/logo. There are several ways you can use the logo to show your support for Globe-athon:

- Print the logo, stand in front of a monument in your country and take a picture of yourself showing your Globe-athon pride. Then share your photo on social media and upload it to the Globe-athon image gallery.
- Place the logo on flyers, posters, handouts or t-shirts to promote your local event.

GYN Cancers

Q: What are the GYN cancers and why are they so hard to diagnose?

A: The primary GYN cancers are ovarian, uterine (or endometrial), fallopian tube, vulvar, vaginal and cervical. The major reason why they are so deadly is a lack of awareness. Women either don't recognize or ignore the symptoms until it is too late. For example, ovarian cancer is typically too far advanced before it is diagnosed, making it far more resistant to therapy. More awareness will lead to earlier detection, which will lead to more successful treatments.

Q: What are the different types of GYN cancers?

A: There are five different types of GYN cancer:

- **Cervical cancer:** The cervix is the lower, narrow end of the uterus. The cervix connects the vagina (birth canal) to the upper part of the uterus. The uterus (or womb) is where a

baby grows when a woman is pregnant. Cervical cancer is the most common type of GYN cancer.

- **Uterine cancer:** The uterus is the pear---shaped organ in a woman’s pelvis (the area below your stomach and in between your hip bones). The uterus, also called the womb, is where the baby grows when a woman is pregnant. The most common type of uterine cancer is also called endometrial cancer because it forms in the lining of your uterus, called the endometrium.
- **Ovarian cancer:** Women have two ovaries that are located in the pelvis, one on each side of the uterus. The ovaries make female hormones and produce eggs. Ovarian cancer is the third most common type of gynecologic cancer and yet is the most lethal in developed countries.
- **Vaginal and vulvar cancers:** The vagina, also called the birth canal, is the hollow, tube---like channel between the bottom of the uterus and the outside of the body. The vulva is the outer part of the female genital organs. It has two folds of skin, called the labia. Vulvar cancer most often occurs on the inner edges of the labia.

Q: What are some of the symptoms of GYN cancers?

A: The problem with many of the symptoms of GYN cancers is that they are similar to those of other less serious problems. But don’t take any chances. If you have any unusual spotting, bloating, watery discharge or itching, then make an appointment with your doctor. Don’t put it off. Early detection is the key to fighting these diseases. For more detailed information about GYN cancer symptoms, visit the foundationforwomenscancer.org.

Q: How many people are affected by GYN cancer?

A: According to the World Health Organization, GYN cancers account for 19 percent of the 5.1 million estimated new cancer cases each year.

Q: How can I prevent and/or detect GYN cancer early?

A: There are a few things you can do to help prevent and detect GYN cancer:

- Get regular Pap tests and understand your test results.
- Consider getting the HPV vaccine.
- Know your normal period flow and talk to your doctor if it changes.
- Don’t wait to talk to your doctor if you think you have symptoms.
- Don’t smoke as it increases your chances of developing GYN cancer and other health problems.
- Use a condom during sex to help prevent HPV infection.

Q: What is HPV?

A: The Human papillomavirus (HPV) is the most common sexually transmitted infection in the United States. HPV is so common that nearly all sexually active men and women get it at some point in their lives. There are many different types of HPV; some can cause problems including genital warts and cancers.

Q: Why is getting an HPV vaccine important?

A: HPV vaccines protect against cervical cancers. The vaccines are given as a series of three shots over 6 months to protect against HPV infection and the health problems that the HPV infection can cause. Almost all cervical cancers are caused by the HPV virus. Women who are vaccinated against HPV still need to have regular Pap tests to screen for cervical cancer. Men can also have HPV, and should consider getting the vaccine.

Q: What is a Pap test?

A: The Pap test is used as a critical screening method of cervical cancer. The Pap test looks at a sample of cells from the cervix to see if there are any that are abnormal. Abnormal cells that are left untreated may become cancerous over time. The Pap test is recommended for all women between the ages of 21 and 65 years old. It is one of the most reliable and effective screening tests available.

Q: I have just been diagnosed with a GYN cancer, what do I do?

A: There are a number of great community support organizations that can lend a helping hand and answer any questions you might have. There are many links on Globe-athon's Partner page (globeathon.com/partners). You can also look at the Foundation for Women's Cancer website for more specific info: foundationforwomenscancer.org/just-diagnosed.