

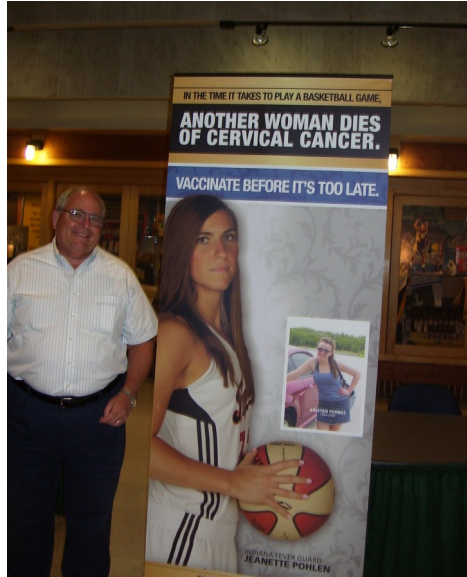
KRISTEN FORBES EVE FOUNDATION NEWSLETTER

Summer to Fall 2011

Volume 1, Issue 1



Indiana Fever Fights Cervical Cancer



Some of the most important shots in life aren't taken on the court!

The Marion County Public Health Department (MCPHD) has partnered with the Indiana Fever to promote the necessity of immunizations for the past seven years. Annually, MCPHD identifies a vaccine, age group or series to promote through this partnership. The Cervical

Cancer-Free Indiana Initiative's Kick-off, March 17th created the impetus for this year's partnership with the Indiana Fever. Kristen's story puts a face to the tragic consequences of cervical cancer. We want individuals to know about her struggle with this deadly disease: a **vaccine-preventable disease**.

At the Indiana Fever basketball game on July 9th, the MCPHD which sponsored the evening made a special announcement. The MCPHD has chosen the HPV vaccine to focus on this year to fight cervical cancer. Kristen Forbes' story was added to personalize the initiative.

A large life-size poster welcomed fans at the arena entrance with Kristen's photo along with Indiana Fever Guard Jeanette Pohlen. Kirk and Brenda Forbes and Virginia A. Caine, MD, Director of the MCPHD delivered the ball to the game referee.

During the halftime break, the MCPHD introduced the 30 second video PSA for the vaccine which highlighted Kristen's story. You can view it at www.vimeo.com/26225922. It was shown to several thousand basketball fans and will be shown during each of their televised and webcast games.

KFEF Raises HPV Awareness at Indiana University Bloomington

Kristen Forbes EVE Foundation hosted a vaccine walk on the Indiana University Bloomington Campus. Dr. Nate Stupiansky's The Nature of Cancer class passed out flyers that had HPV information and where to get vaccinated in Monroe County to students on IUB's campus. WORD on Cancer

was on site to record the event and conduct interviews. Even though it was a rainy day, it did not dampen the spirits of the class. They walked around campus and were overheard saying they were happy to be a part of something so important. Visit this link for footage. www.youtube.com/watch?v=sDwIRtziZ0k



In this issue:

Indiana Fever/KFEF Partnership	1
Indiana University Campus Walk	1
Cervical Cancer-Free America Summit in DC	2
Unite 2 Fight, Black Expo	2
Achievements to date	4
Currently working on	4
Next Issue Preview	4

Did you know?

- Approximately 4,000 women die each year in the U.S. from cervical cancer.
- Each year in the U.S. 12,000 women are diagnosed with cervical cancer.
- Every 3 days a woman in Indiana dies due to Cervical Cancer
- Only 32% of teen girls have been vaccinated.



Cervical Cancer-Free America Summit, DC



Cervical Cancer-Free America Summit



Cervical Cancer-Free Indiana

attended the first Cervical Cancer-Free America Summit held in Washington, DC on May 5, 2011. Kentucky, Alabama, California, Pennsylvania, North Carolina, and Texas were among the many states that attended. The purpose of the meeting was to create a strategic plan to rid the U.S. of cervical cancer. The group also worked on ways to increase state participation. There was a call to action to sign a pledge board to show your vested interest and support in fighting cervical cancer by educating the public about HPV and getting vaccinated. In attendance were Rep. Rosa DeLauro, Dr. Howard Koh MD, MPH, Assistant Secretary of Health, U.S. Department of Health and Human Services, Melinda Wharton, Deputy Director Center for Disease Control, Dr. Mary Wakefield, PhD, RN, Administrator, Health Resources and Services Administration, and John Schiller, PhD,

from National Institute of Health to name a few. Important topics discussed included; more funding for organizations such as the Breast and Cervical Cancer Program that offers low cost or free healthcare to underserved women. There is also a need for many women to see gynecologists instead of their primary care physicians for their pap exams. The best way to do this is for their primary care physician to recommend they visit a gynecologist. Finally, another important point mentioned was the need to allow pharmacists to administer the HPV vaccine. Visit this link to view footage of the event <http://www.youtube.com/watch?v=3SuTOXK5LE0>

Unite 2 Fight & Indiana Black Expo Health Fair

Unite 2 Fight took place from 9am-12pm on July 9th in downtown Indianapolis. The event was hosted by Little Red Door Cancer Agency and was held to fight cancer and raise awareness. Cervical Cancer-Free Indiana presented a table with HPV information and Awareness Bracelet giveaways. Participants tested their knowledge by spinning a roulette wheel to determine which question they would be asked about HPV. Approximately, 1,500 people attended the event.

Indiana Black Expo Health Fair took place July 14-17, 2011 at the Indianapolis Convention Center in downtown Indianapolis. Cervical Cancer-Free Indiana hosted a booth and the same roulette game was played. Approximately 1,500 people visited the booth in the span of four days. Both events were successful, but it is obvious that more work needs to be done to raise awareness and educate about HPV.



Above: Table at Unite 2 Fight Below: Cervical Cancer-Free Indiana booth at Black Expo



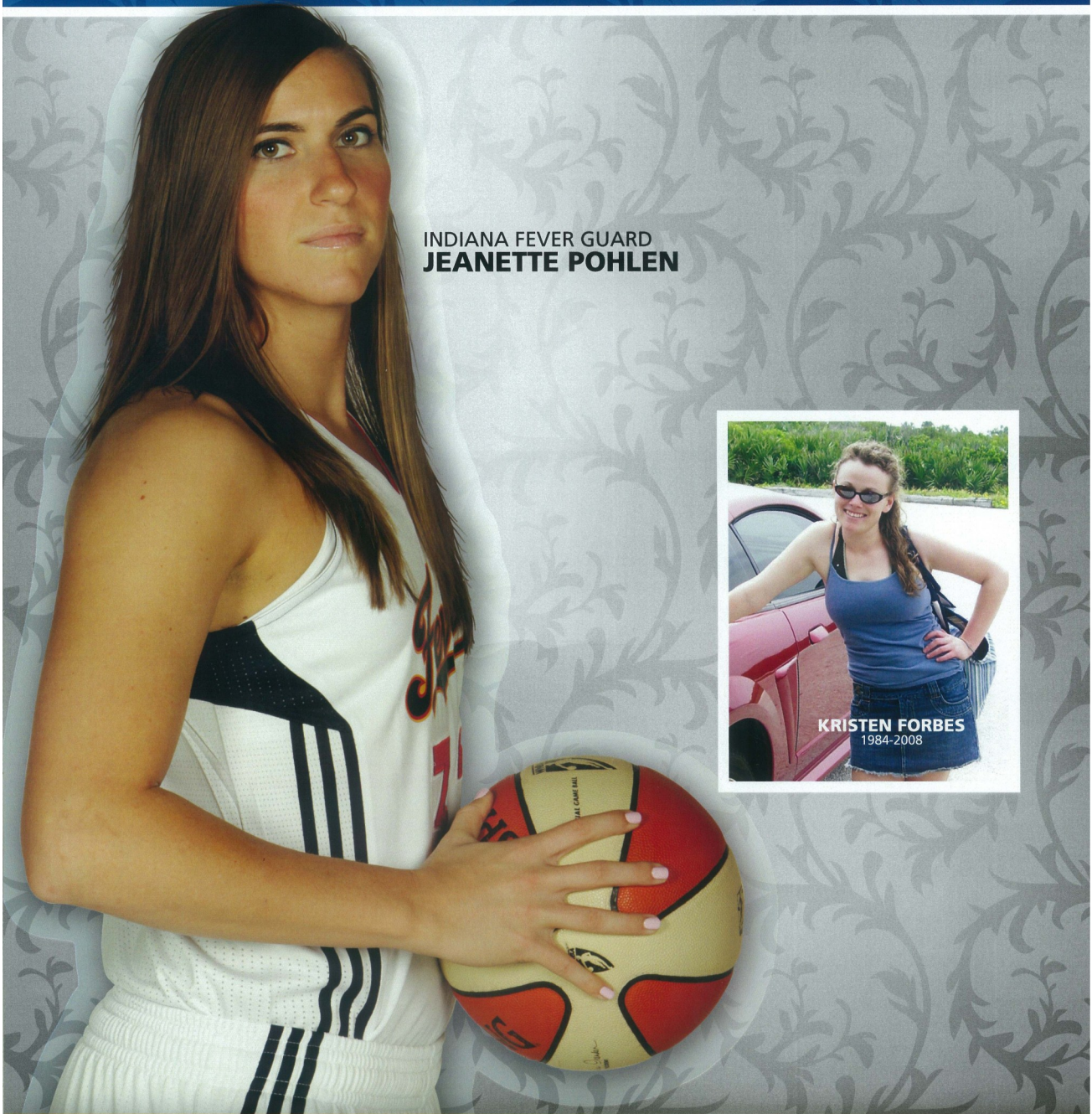
1,500 Awareness Bracelets were given away at Unite 2 Fight and Black Expo



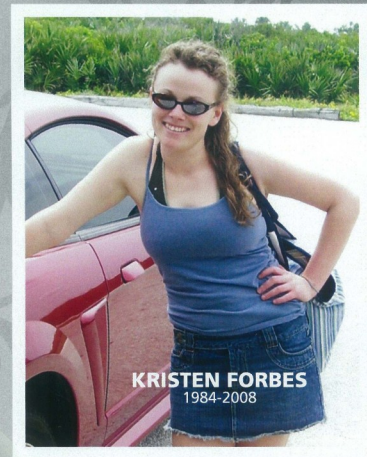
IN THE TIME IT TAKES TO PLAY A BASKETBALL GAME,

**ANOTHER WOMAN DIES
OF CERVICAL CANCER.**

VACCINATE BEFORE IT'S TOO LATE.



INDIANA FEVER GUARD
JEANETTE POHLEN



KRISTEN FORBES
1984-2008

FOR MORE INFORMATION, CALL (317) 221-2122.



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Achievements to Date

September 2010—KFEF Founders honored at Speaking of Women's Health Conference which was sponsored by WFYI and St. Vincent's Women's Health.

January 2011—Governor Mitch Daniels' Proclamation acknowledging a week in January as Cervical Cancer Awareness Week.

February 2011—Indiana Female Legislators' letter to the Press announcing their support for the Cervical Cancer-Free Indiana Initiative and the Kristen Forbes EVE Foundation.

March 2011—Successful Cervical Cancer-Free Indiana Kickoff Meeting with 135 attendees including the Indiana State Department of Health, IU Simon Cancer Center, Indiana University School of Medicine, corporate personnel, and various healthcare profession organizations. Visit this link to view footage.

<http://www.youtube.com/watch?v=p5Y6auG-z94>

April 2011—Public Awareness Campaign to raise the visibility of HPV, the availability of effective vaccines and cervical cancer screening by running 13,000 30 second spots on Comcast cable and 300,000 ad impressions on Comcast.net. In addition, we sent out Op-ed's to 275 media outlets in Indiana.

May 2011—Participated in Cervical Cancer-Free America Summit in Washington, DC.

July 2011—150 Awareness bracelets distributed at Unite 2 Fight.

July 2011—1,300 Awareness bracelets distributed at Black Expo.

Currently Working On

- ◆ Cervical Cancer-Free Indiana website
- ◆ Google AdWords Campaign
- ◆ College Campus HPV Awareness Walks
- ◆ Hosting HPV Conference in Indianapolis
- ◆ Inviting Indiana Employers to become Cervical Cancer-Free Indiana companies
- ◆ Speaker Panel at Women in Government Conference in Washington, DC

Next Issue Preview

- Update on Fever Partnership
- Events attended
- Community Outreach
- HPV Vaccine Initiative



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