

## 7 Measure Success

**Why It Matters:** Set clear, measurable goals for events to clarify roles, align efforts, and assess effectiveness by tracking metrics like event count, attendance, and screening referrals.

### Actions:

- Set specific, measurable goals for each event.
- Collaborate with clinics to track progress of services provided.
- Regularly look for ways to improve events based on lessons learned.
- Contact OPERATION WIPE OUT partners to discuss setting goals and ways to measure effectiveness.

## 8 Engage with Local Rotary Clubs in this Mission

**Why it Matters:** Rotary International's motto, "service above self," reflects its mission to serve communities. With over 1.4 million members globally, Rotary's networks, structure, and reach uniquely position it to support cervical cancer elimination efforts locally and worldwide. Here is how they can make an impact:

Eliminating cervical cancer as a public health problem is a bold but achievable goal, and OPERATION WIPE OUT provides a clear, action-oriented pathway to achieving it. By combining leadership, strategic partnerships, evidence-based practices, and community engagement, we can make meaningful progress toward a future where cervical cancer no longer poses a significant health risk.

### Actions:

- **Advocacy and Awareness:** Leverage Rotary Clubs' local and global networks to spread the word about HPV vaccination and cervical cancer prevention.
- **Mobilization of Expertise and Resources:** Most Rotary Clubs have diverse expertise among their members that can provide services and guidance. They can also help raise funds for the program.
- **Health Education and Training:** Partner with local healthcare providers (some of whom may be Rotary Club members) and experts to offer training/education sessions for medical professionals, volunteers, and community leaders.
- **Support Government Initiatives:** Advocate for stronger government policies and funding for cervical cancer prevention, including HPV vaccination and screening. For example, additional funding for the Alabama Breast and Cervical Cancer Early Detection Program that provides free screening, diagnosis, and treatment for uninsured women in the state.
- **Global Collaboration:** Use Rotary's international network to exchange knowledge and best practices in cervical cancer elimination across regions and countries.

The **OPERATION WIPE OUT** coordinating partners are ready to support and guide you along the way!

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## A Strategic Approach to Help Partners Getting Started

The goal of **OPERATION WIPE OUT** is to eliminate cervical cancer as a major public health threat in Alabama through a comprehensive approach that includes awareness/education, HPV vaccination, screening, and follow-up/treatment. Achieving this mission requires collaboration, strategic planning, and leveraging community resources, including grassroots support, healthcare professionals, and partnerships. Everyone can play a role, and there are many opportunities for different organizations and individuals to jump in and focus on where they have capacity.

### How to get started?

### 1 Identify a Champion(s)

**Why It Matters:** A champion is a trusted, passionate community volunteer who engages, connects, and inspires others to support health initiatives, advocating for the cause and sustaining momentum without needing to be a healthcare professional.

### Actions:

- Identify passionate, effective leaders to unite local allies, share ideas, are able to connect with others across the state, and drive action.
- OPERATION WIPE OUT coordinating partners will work with them on a "Champion Briefing" to equip them with necessary information and tools they need to get started.



## 2 Engage Expert Support

**Why It Matters:** The initiative must incorporate the latest clinical evidence and expert guidance to ensure effectiveness and build trust.

### Actions:

- Work with OPERATION WIPE OUT partners for assistance and guidance. The “**Champion Briefing**” will provide the appropriate messaging and assist with support if needed.
- Utilize the resources available at [www.operationwipeout.org](http://www.operationwipeout.org)
- Invite healthcare and public health professionals to speak at events.

## 3 Understand the Healthcare Landscape

**Why It Matters:** It is critical that awareness and education are coupled with knowing how to connect community residents with services.

### Actions:

- Identify and partner with your county's health department, Federally Qualified Health Centers (FQHC), and private providers who can provide HPV vaccination, screening, and follow-up services. Health departments and FQHCs are equipped to provide services to women with no health insurance and a low income. The Alabama Breast and Cervical Cancer Early Detection Program offers free cervical cancer screening, diagnosis, and treatment to uninsured women in every county in the state.
- Collaborate with these health care services on availability of appointments for HPV vaccination, screening, and follow-up.

## 4 Partnering

**Why It Matters:** Partnerships expand the program's impact by leveraging diverse resources and expertise. While financial resources may not always be needed, raised funds should be managed with accountability to ensure strategic use.

### Actions:

- Identify key organizations that can bring diverse expertise, resources, and perspectives to the table: churches, schools, community organizations, health providers, and advocacy groups.
- Schools are key partners due to their ability to reach children and parents. Programs led by school nurses, teachers, or students (like Chambers County's successful student-led HPV vaccination awareness campaign), can serve as models for others.
- Work with local businesses, civic organizations, and faith-based groups to expand outreach.
- Explore resources available in the community and leverage them to organize awareness events.
- Explore fundraising opportunities, grants, and in-kind contributions from community members and organizations if needed.
- Engage with other OPERATION WIPE OUT partners who are already providing services and implementing activities and programs (go to <http://operationwipeout.org/get-involved/partners/> for a list of partners, their geographic reach, and what they are doing under OPERATION WIPE OUT).
- Become an OPERATION WIPE OUT partner.



## 5 Embrace Volunteer Engagement

**Why It Matters:** Volunteer support provides a way to expand capacity without significant financial investment. Volunteers can help with outreach, education, and more.

### Actions:

- Recruit volunteers through local Rotary Clubs, schools, and other community organizations.
- Develop specific roles based on skills and interests (e.g., community outreach, data entry, event coordination).
- Provide training and recognition to keep volunteers engaged. OPERATION WIPE OUT offers “Speaker Bureau” training to help volunteers explain cervical cancer prevention, address concerns, and motivate community action.
- Refer to the “get involved” page on the OPERATION WIPE OUT website for handouts showing what different people can do (e.g., business leaders, teacher, parent, firefighter, political leader, faith-based leader, etc.) - <http://operationwipeout.org/get-involved>.

## 6 Prioritize the Mission and Celebrate Small Wins

**Why It Matters:** Staying focused on the goal of eliminating cervical cancer aligns efforts, fosters respect for diverse opinions, and overcomes obstacles. Celebrating even small milestones maintains enthusiasm and motivates continued support.

### Actions:

- Continuously revisit the core mission when evaluating the effectiveness of various strategies.
- Keep the conversation centered around the health benefits of the initiative to remind all involved of the long-term impact.
- Recognize achievements like the number of women reached with education or awareness, participation of partners, a news article about OPERATION WIPE OUT, social media recognition, or the screening of one individual.
- Share stories of individuals or families who have been positively impacted by the program.
- Use these wins to further build support for the initiative.