

Tips for Engaging Community Partners in Cervical Cancer Elimination

WIPE OUT
cervical cancer
ALABAMA



OPERATION WIPE OUT Champions

Below are some suggestions on talking points when engaging community partners.

1 Start with Shared Values, Not Just the Data

Lead with **why this effort matters** for the people they serve — not just numbers.

- “This is about protecting our daughters, sisters, and mothers from a cancer we can prevent.”

Align with their mission:

- For **schools**: “Healthy students stay in school.”
- For **churches**: “We’re called to care for our bodies and community.”
- For **clinics**: “We can reduce advanced cancer diagnoses together.”
- For **civic organizations**: “This message can be integrated in the community service you are already providing to our community.”



2 Make the Ask Specific and Doable

Be specific on your request. Avoid saying, “Will you help?” Instead, you can say:

- “Would you be willing to host a screening day or share HPV vaccine info in your newsletter?”

Or

- “Now that you know more about **OPERATION WIPE OUT**, what role would you/your organization like to play?”

Examples of specific partner asks:

- Participate in planning **OPERATION WIPE OUT activities** in the community
- Host a **health education session** or vaccine clinic
- Distribute **flyers or materials**
- Invite a speaker to a **staff meeting or church group**
- Share a **story on social media**



3 Bring Solutions, Not Just Problems

Partners are more likely to say yes if they feel they are **fully supported**.

- “We have materials, speakers, and can help promote the event. We just need a space and your support in spreading the word.”

If you're asking for help with access (e.g. clinics), show how **you can help with outreach and turnout**.

4 Leverage Trusted Leaders

People listen to who **they already trust**.

Work through:

- **Faith leaders** (pastors, women's ministry leads)
- **Barbers and beauticians**
- **School nurses and counselors**
- **Sororities, fraternities, and civic clubs**
- **Public health departments and Federally Qualified Health Centers (FQHCs)**

Ask these trusted messengers to co-host or co-brand events.



5 Show What's in It for Them

Make the partnership **mutually beneficial**.

- “You'll be helping protect the health of our community and showing leadership on an issue that affects so many families.”

You can also offer:

- Recognition as a partner in the **OPERATION WIPE OUT** website
- Recognition (co-branding, flyer logos, social media shoutouts)
- Partnership letters for grant support
- Stories or photos for their newsletters

6 Build Relationships, Not Transactions

Meet **face-to-face** when possible. Be consistent.

- “Even if you cannot make a commitment right now, I'd love to stay in touch and find the right moment.”

Send follow-up emails, thank-you cards, and success stories. Show appreciation!

7 Track Impact Together

Let partners know **their support made a difference**.

- “Because of your help, 18 people got screened and 5 started follow-up care.”

Share impact stats or photos they can use.

Sample Conversation Starters for OPERATION WIPE OUT Champions

- “We're working to eliminate cervical cancer in Alabama, and I think your organization could play a key role.”
- “Would you be open to a short chat about how we might work together on women's health?”
- “We have an opportunity to protect the next generation, and it starts with trusted voices like yours.”

DISCLAIMER: The purpose of these tips is to facilitate conversations based on our experience in Alabama as well as recent scientific literature. These tips are complementary to the **Navigation Chart** that can be found at www.operationwipeout.org under resources.

