



Michigan Cancer Consortium – Tool-of-the-Month  
September is National Ovarian Cancer Awareness Month

Use this toolkit to easily promote awareness and action related to ovarian cancer:

[Sample article](#) for MCC member organization employee newsletters; can also be used as the basis for a press release

[Quick data](#) – ready-to-use data to better tell the story, burden, and disparities associated with ovarian cancer

[Resources](#) – find both **Provider** and **Patient** resources to share within your organization and community

[Social media](#) – ready-to-use social media to promote awareness and a call-to-action for women and their families

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### **Sample Newsletter Article**

**Intended use:** use this article in your employee newsletters and as the basis for a press release; to promote awareness and a call-to-action for women and their families

### *Women: Do You Know the Four Symptoms That Occur More Often with Ovarian Cancer?*

#### **September is National Ovarian Cancer Awareness Month**

September is National Ovarian Cancer Awareness Month. It provides an opportunity to talk about this dangerous cancer and the fact that symptom awareness may be lifesaving.

#### **Ovarian cancer is not a Silent Killer**

Studies have shown that ovarian cancer is not silent. Rather, the warning signs are subtle. In fact, 90% of women **do** report symptoms, even at the early stages. Four symptoms have been proven to occur more often in females with ovarian cancer as compared to those in the general public. If any of these symptoms are new and unusual and occur at least 12 times in one month, the woman should see a doctor – preferably a gynecologist:

- ***Bloating***
- ***Pelvic and abdominal pain***
- ***Difficulty eating or feeling full quickly***
- ***Urinary Issues including changes in frequency or urgency.***

#### **Factors That May Decrease and Increase the Risk of Ovarian Cancer**

Factors which may decrease the risk of ovarian cancer include: oral contraceptive use, removal of fallopian tubes and/or ovaries, and breastfeeding.

Factors which may increase the risk of ovarian cancer:

- Personal or family history of ***ovarian, breast, uterine, or colorectal cancer***. About 20-25% of ovarian cancer is hereditary. Any female who has been diagnosed with a form of ovarian cancer should be referred to a genetic counselor.
- Increased number of menstrual cycles in a lifetime (never had children, late menopause, etc.)
- Infertility, regardless of whether fertility drugs were used
- Use of Hormone Replacement Therapy
- Increasing Age (Note: ovarian cancer affects all ages and all ethnic groups.)
- Obesity

#### **Why Symptom Awareness is Key**

Due to the lack of an early detection test, only 15-20% of ovarian cancer is detected early. In 2016 in the United States, it is estimated there will be 22,280 new cases of ovarian cancer and 14,240 women will die from the disease. In Michigan in 2016, it is estimated there will be 760 cases and 480 women will die from ovarian cancer.

#### **Until There's a Test, Awareness is Best**

Early detection of cancer is vital. Since there is no screening test for ovarian cancer, symptom awareness is key. Know your body and know the symptoms.

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### **Quick Data**

**Intended use:** use quick data to help women/people better understand the burden of ovarian cancer.

## Quick Data – Ovarian Cancer

### **United States**

- About 22,280 women will receive a new diagnosis of ovarian cancer in 2016
- About 14,240 women will die from ovarian cancer in 2016
- Ovarian cancer is more common in white women than African-American women.
- Ovarian cancer ranks fifth in cancer deaths among women, accounting for more deaths than any other cancer of the female reproductive system.

Source: American Cancer Society – What are the key statistics about ovarian cancer?

<http://www.cancer.org/cancer/ovariancancer/detailedguide/ovarian-cancer-key-statistics>

### **Michigan**

- In 2012, there were 755 new cases of ovarian cancer in Michigan
- In 2013, there were 544 deaths in Michigan due to ovarian cancer.

Source: Michigan Cancer Surveillance Program <http://www.cancer-rates.info/mi/>

Projections for 2016:

- It is estimated that in Michigan in 2016, there will be 760 new cases of ovarian cancer
- It is estimated that in Michigan in 2016, there will be 480 deaths due to ovarian cancer

Source: American Cancer Society, Cancer Facts & Figures 2016 Supplemental Data, Estimated New Cases & Deaths by State for 21 Cancer Sites, 2016

### **Disparities**

United States (rates are per 100,000 population)

- White women have a higher incidence (new cases) rate than Black women (12.4 vs 9.6 respectively)
- White women have a higher death rate from ovarian cancer than Black women (8.2 vs 6.8)

Source: Cancer Facts & Figures for African Americans 2016-2018, American Cancer Society, Inc., Surveillance Research

### **Michigan**

In Michigan, the new case rate or incidence of ovarian cancer and the death rate or mortality differences between Black and White women were not statistically significant.

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## **Resources**

**Intended use:** promote available ovarian cancer resources to both health care providers and patients. Also be aware of public outreach resources.

### **MCC Provider Ovarian Cancer Resources** – this page includes:

- Ovarian Cancer Fact Sheet
  - Also see CDC ovarian cancer fact sheet at [http://www.cdc.gov/cancer/ovarian/pdf/ovarian\\_facts.pdf](http://www.cdc.gov/cancer/ovarian/pdf/ovarian_facts.pdf)
- Provider tools
- Provider education
- Websites of interest
- Other resources

MCC Provider page URL: <http://www.michigancancer.org/Resources/OvarianPV.html>

### **Patient Ovarian Cancer Resources**

Education and awareness materials (signs and symptoms, detection, treatment, clinical trials, survivorship recurrence) can be found and these include:

- Ovarian Cancer Consumer Fact Sheet
- Ovarian cancer symptom cards in English/Arabic and English/Spanish
- Gynecologic cancer symptoms diary
- Listing of gynecologic oncologists in Michigan. Gynecologic oncologists are the preferred healthcare provider for women with any reproductive cancer, including cancer of the ovary.
- Websites
- [Michigan Ovarian Cancer Alliance](http://mioca.org) – See MIOCA's website for an up to date list of general, financial, support, and research resources. <http://mioca.org/resources/General-resources>

MCC Patient page URL: <http://www.michigancancer.org/Resources/OvarianPT.html>

### **Public Outreach Resources**

- CDC's Inside Knowledge Campaign – get the facts about gynecologic cancers

MCC Public Outreach page URL: <http://www.michigancancer.org/Resources/OvarianPO.html>

### **Websites:**

- [Michigan Ovarian Cancer Alliance](http://mioca.org) – State wide organization which provides resources and support to survivors, advocates, educates, raises awareness, and funds research. (Partner member of OCRFA) <http://mioca.org>
- American Cancer Society – Learn about Ovarian Cancer <http://www.cancer.org/cancer/ovariancancer/>
- [Ovarian Cancer Research Fund Alliance](http://www.ovariancancer.org/) – Largest global organization dedicated to advancing ovarian cancer research while supporting women and their families. Learn about ovarian cancer: statistics, risk factors, treatment, symptoms/detections, FAQs. <http://www.ovariancancer.org/>

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**Social Media – intended use:** use social media below to create interest and a call-to-action for women and their families

### **Tweets:**

Know your body. Know the [symptoms](#) of #ovariancancer.

Until there's a test, awareness is best. Learn the [symptoms](#) of #ovariancancer.

#Ovariancancer affects all ages and all ethnic groups. [Learn more.](#)

Women without ovaries can still be diagnosed with #ovariancancer. [Learn more](#)

Know the link between #breastcancer and #ovariancancer – [learn more.](#)

### ***These could be used in succession over a few days:***

#Ovariancancer is subtle. Knowing the 4 [symptoms](#) of ovarian cancer might save your life. Symptom #1: Bloating

There are [4 main symptoms](#) of #ovarian cancer. Symptom #1: Bloating

#Ovariancancer is subtle. [Knowing the 4 symptoms of ovarian cancer](#) might save your life. Symptom #2: Pelvic and Abdominal Pain.

#Ovariancancer whispers. Symptom #3: Difficulty Eating or Feeling Full Quickly. [Know the 4 main symptoms.](#)

Early detection of #ovariancancer is vital to survival. [Know the 4 main symptoms.](#) Symptom #4: Urinary Issues – Changes in Frequency or Urgency

### **Facebook Posts:**

Women, [do you know the four symptoms of ovarian cancer?](#) Bloating, pelvic and abdominal pain, difficulty eating or feeling full quickly, and urinary issues (changes in frequency or urgency). Until there's a test, awareness is best – talk with your health care provider.

September is National Ovarian Cancer Awareness Month. With no early detection, only 15% of cases are diagnosed in the early stages. 90% of women diagnosed with ovarian cancer report symptoms. [Know the symptoms!](#) Until there's a test, awareness is best! Learn more.

Due to a lack of early detection test, only 15% of ovarian cancer is diagnosed early. [Educate yourself by learning more about the symptoms](#) and risk factors related to this deadly disease.

Ovarian cancer affects females of all ages and all ethnic groups. During National Ovarian Cancer Awareness Month, [educate yourself about this subtle killer and know the symptoms.](#)

Is there a link between breast cancer and ovarian cancer? Do fertility drugs increase your risk of developing ovarian cancer? Is there an association between hormone replacement therapy and ovarian cancer? [Get answers to these questions and more.](#)