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
September is National Ovarian Cancer Awareness Month

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

Ovarian cancer is not a Silent Killer
Studies have shown that ovarian cancer is not silent. Rather, the warning signs are subtle. 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.** Approximately 20% 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 2018 in the United States, it is estimated there will be 22,240 new cases of ovarian cancer and 14,070 women will die from the disease. In Michigan in 2018, it is estimated there will be 750 cases and 500 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.
Michigan Cancer Consortium Tool of the Month
September is National Ovarian Cancer Awareness Month

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 22,240 women will receive a new diagnosis of ovarian cancer in 2018
- About 14,070 women will die from ovarian cancer in 2018
- Older women and non-Hispanic white women have the highest risk for ovarian cancer
- Ovarian cancer ranks fifth in cancer deaths among women, accounting for more deaths than any other cancer of the female reproductive system.


**Michigan**
- In 2015, there were 661 new cases of ovarian cancer in Michigan
- In 2016, there were 486 deaths in Michigan due to ovarian cancer.


**Projections for 2018:**
- It is estimated that in Michigan in 2018, there will be 750 new cases of ovarian cancer
- It is estimated that in Michigan in 2018, there will be 500 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, 2018

**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)


**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.
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
- Provider tools
- Provider education
- Websites of interest
- Other resources
  MCC Provider page URL: [http://www.michigancancer.org/Resources/OvarianPV.html](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.
  MCC Patient page URL: [http://www.michigancancer.org/Resources/OvarianPT.html](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](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](http://mioca.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](#).