



Implementation Plan

Phase 1: Research and Planning

- Conducting a Needs Assessment to Identify Gaps in Knowledge and Awareness about Cervical Cancer among the Target Audience.
- Developing Educational Materials and Resources tailored to the needs and preferences of the target demographic.

Phase 2: Outreach and Education

- Launching the Awareness campaign through various channels, including Workshops, Social media and Community events.
- Distributing Informational materials and Organizing Educational Sessions in collaboration with Local Partners and Stakeholders.

Phase 3: Screening and Support

- Facilitating access to cervical cancer screenings, HPV vaccinations, and counselling services for women in need.
- Providing ongoing support and follow-up care for women diagnosed with cervical cancer, including mental health counselling and support groups.

Evaluation and Monitoring

- Tracking key metrics such as Attendance at Workshops, Social Media Engagement and uptake of Screening services to measure the Effectiveness of the Campaign.
- Conducting surveys and focus groups to gather feedback from participants and assess changes in Knowledge, Attitudes and Behaviours related to Cervical Cancer.
- Making adjustments to the campaign strategy based on Feedback and Evaluation findings to ensure continuous Improvement and maximum impact.

