



# #HELA100: TEAL TAKEOVER ELIMINATE CERVICAL CANCER

*Briefing*

## Title: Light Up Baltimore to Eliminate Cervical Cancer

**DATE:** TUESDAY, NOVEMBER 17, 2020 **TIME:** 6:30 - 7:30 PM ET

**LOCATION: ONSITE:** BALTIMORE CITY HALL IN WAR MEMORIAL PLAZA **ONLINE:** ZOOM & FACEBOOK LIVE

**PARKING:** On Street & Garage 148 N Gay St, Baltimore, MD

**ATTIRE:** Wear a pop of teal for cervical cancer awareness to help illuminate the cause with The Lacks Family!  
(Teal Scarves & Teal Masks: Provided for all Lacks Family Members at City Hall)

**WEB:** [HELA100.ORG](http://HELA100.ORG) **REGISTRATION:** [CLICK HERE TO REGISTER](#) OR VISIT [TINYURL.COM/LIGHTUPBALTIMORE](http://TINYURL.COM/LIGHTUPBALTIMORE)

Tue 11/17

51° | 36°F



Mostly Sunny

0 in

### MEDIA

**Social - Follow:** @CELLebrateHeLa @LacksFamily **Share:** #HELA100 #HenriettaLacks #EndCervicalCancer

**Press** - Open invite, multimedia news release with broadcast, online, print and digital outreach

**Contact** - Shyrea Thompson **Cell:** 202-427-8934 **Email:** media@hela100.org

### PURPOSE

August 1, 2020 marked the 100th anniversary of the birth of Henrietta Lacks and the launch of The Lacks Family led year-long celebration to honor her legacy. To commemorate her centennial year, The Lacks Family is spearheading the "HELA100: Henrietta Lacks Centennial CELLebration" a series of events and initiatives aimed at educating new generations to preserve her legacy by educating future generations on the impact of her phenomenal HeLa cells while promoting health equity and social justice.

### DESCRIPTION

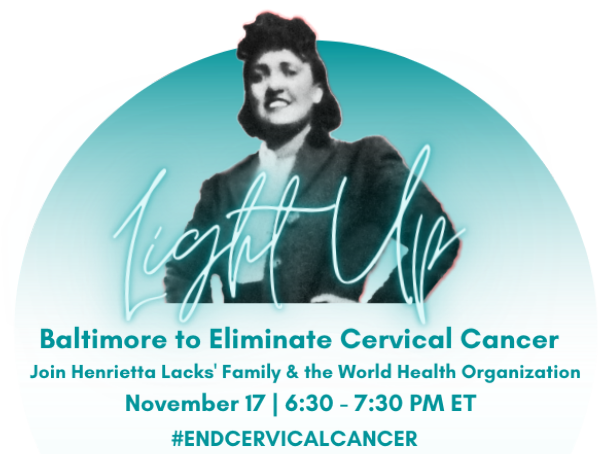
The Lacks Family is Lighting Up Baltimore City Hall for the World Health Organization's launch of the Global Strategy to Accelerate the Elimination of Cervical Cancer. On November 17, iconic landmarks worldwide will be lit in teal - the color of cervical cancer awareness. The Lacks Family stands in solidarity to honor Henrietta's centennial year. In 1951, Henrietta's life was cut short by cervical cancer at age 31 - leaving behind a husband and 5 children. Decades later, her immortal HeLa cells are the most prolific cell line in medical research - including contributing to discovering the Human Papilloma Virus (HPV) causes most cervical cancers and creating the HPV vaccine. The Lacks Family collaborates to increase access for all women and girls to ensure no other mothers, sisters, or daughters die from cervical cancer.

### ATTENDEES | OPEN TO PUBLIC

- Henrietta Lacks' son, grandchildren, great-grandchildren, and relatives.
- Baltimore's elected officials, global, national and local science, medicine, health and advocacy stakeholders.
- Accessibility: Closed Caption is available for viewers via YouTube.

### ATTACHED MATERIALS

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- CERVICAL CANCER RESOURCES...PAGE 7
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## MEDIA ADVISORY

CONTACT

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# Henrietta Lacks' Family and the World Health Organization Collaborate to Eliminate Cervical Cancer Worldwide

*Baltimore Leaders and The Lacks Family to Light Up City Hall and Turner Station  
to Honor Henrietta Lacks' Legacy During Her Centennial Year*

**BALTIMORE, MD** (November 13, 2020) – Media are invited to the Lighting of Baltimore City Hall for the World Health Organization's launch of the Global Strategy to Accelerate the Elimination of Cervical Cancer. On November 17, iconic landmarks worldwide will be lit in teal – the color of cervical cancer awareness. The Lacks Family stands in solidarity to honor Henrietta's centennial year. In 1951, Henrietta's life was cut short by cervical cancer at age 31 – leaving behind a husband and five children. Decades later, her immortal HeLa cells are the most prolific cell line in medical research – including contributing to discovering the Human Papilloma Virus (HPV) causes most cervical cancers and creating the HPV vaccine. The Lacks Family collaborates to increase access for all women and girls to ensure no other mothers, sisters, or daughters die needlessly from cervical cancer.

**DATE:** **Tuesday, November 17, 2020**

**TIME:** 6:30 to 7:30 PM EST **BEST TIME TO COVER:** 6:45 – 7:15 PM EST

**WHERE:** **On Location:** Baltimore City Hall, War Memorial Plaza, 101 N Gay St., Baltimore, MD, 21202  
(Outdoor plaza between E Fayette St. & E Lexington St.)

**OR**

**Online:** Virtually on Zoom (Link to attend <https://tinyurl.com/lightupbaltimore>)

**WHO:** **On Location Available for Interview, Photo & Video**

- Lawrence Lacks, Sr., Henrietta Lacks' Son, and members of The Lacks Family
- Alfred Lacks Carter, Jr. Henrietta Lacks' Grandson; President & Founder, Henrietta Lacks House of Healing
- Veronica Robinson, Henrietta Lacks' Great-Granddaughter
- Mayor-Elect Brandon M. Scott
- Mayor Bernard C. "Jack" Young (Invited)

**Virtually Available for Interview, Photo & Video**

- David Lacks, Jr., Henrietta Lacks' Grandson; Co-Founders, CELLebrate Henrietta Lacks
- Robyn Estwick & Krystle Brown, Henrietta Lacks' Great Granddaughters
- Congressman Kweisi Mfume (Invited)
- Silvana Luciani, Unit Chief, Noncommunicable Diseases, Violence and Injury Prevention, Pan American Health Organization, World Health Organization

**RSVP:** To media@hela100.org if you will attend or to schedule an interview

**SOCIAL:** @CELLebrateHeLa #HELA100 #HenriettaLacks #EndCervicalCancer

### **About HELA100: Henrietta Lacks Centennial CELLebration**

August 1, 2020, marked Henrietta Lacks' 100th birthday and the launch of The Lacks Family led "HELA100: Henrietta Lacks Centennial CELLebration" to honor her legacy through yearlong events, collaborations, and initiatives. Born on August 1, 1920, Henrietta was a Black woman, wife, and mother of five, whose HeLa cells - taken unbeknownst to her - would become responsible for some of the greatest scientific advancements of our time.

### **About CELLebrate Henrietta Lacks and the Henrietta Lacks House of Healing**

Jeri Lacks-Whye and her brother, David Lacks, Jr. co-founded CELLebrate Henrietta Lacks to preserve Henrietta's legacy and educate future generations on the impact of her immortal HeLa cells while promoting health equity and social justice. To implement HELA100, CELLebrate Henrietta Lacks collaborates with the Henrietta Lacks House of Healing, a 501(c)(3), non-profit organization founded by Alfred Lacks Carter, Henrietta Lacks' grandson. Together The Lacks Family seeks to promote education and community programs to foster a greater appreciation and understanding of Henrietta Lacks' legacy.

To learn more, visit [hela100.org](http://hela100.org). For media inquiries, image clearances, interview or speaking requests email [media@hela100.org](mailto:media@hela100.org). View the HELA100 media kit [here](#) or visit [hela100.org/media-kit](http://hela100.org/media-kit).

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## **Baltimore to Eliminate Cervical Cancer**

Join Henrietta Lacks' Family & the World Health Organization

November 17 | 6:30 - 7:30 PM ET

#ENDCERVICALCANCER

**1 WOMAN DIES FROM CERVICAL CANCER EVERY 2 MINUTES**

# **It's Time to Eliminate Cervical Cancer**

## **PROGRAM**

### **Welcome from The Lacks Family**

Robyn Estwick & Krystle Brown, Henrietta Lacks' Great Granddaughters

### **Lighting Up the World to End Cervical Cancer**

Falasha Zuend, HELA100 Digital Director

### **Opening Remarks: The Lacks Family Stands in Solidarity**

Alfred Lacks Carter, Jr. Henrietta Lacks' Grandson; President & Founder, Henrietta Lacks House of Healing

### **Special Remarks**

Mayor-Elect Brandon M. Scott

### **On Eliminating Cervical Cancer by 2030**

Silvana Luciani, Unit Chief, Noncommunicable Diseases, Violence & Injury Prevention  
Pan American Health Organization, World Health Organization

### **We Are Illuminating the Cause**

Veronica Robinson, Henrietta Lacks' Great-Granddaughter

Special Guests & Attendee Participation

### **Closing Remarks: We Are Proud of Henrietta**

Lawrence Lacks, Sr., Henrietta Lacks' Son



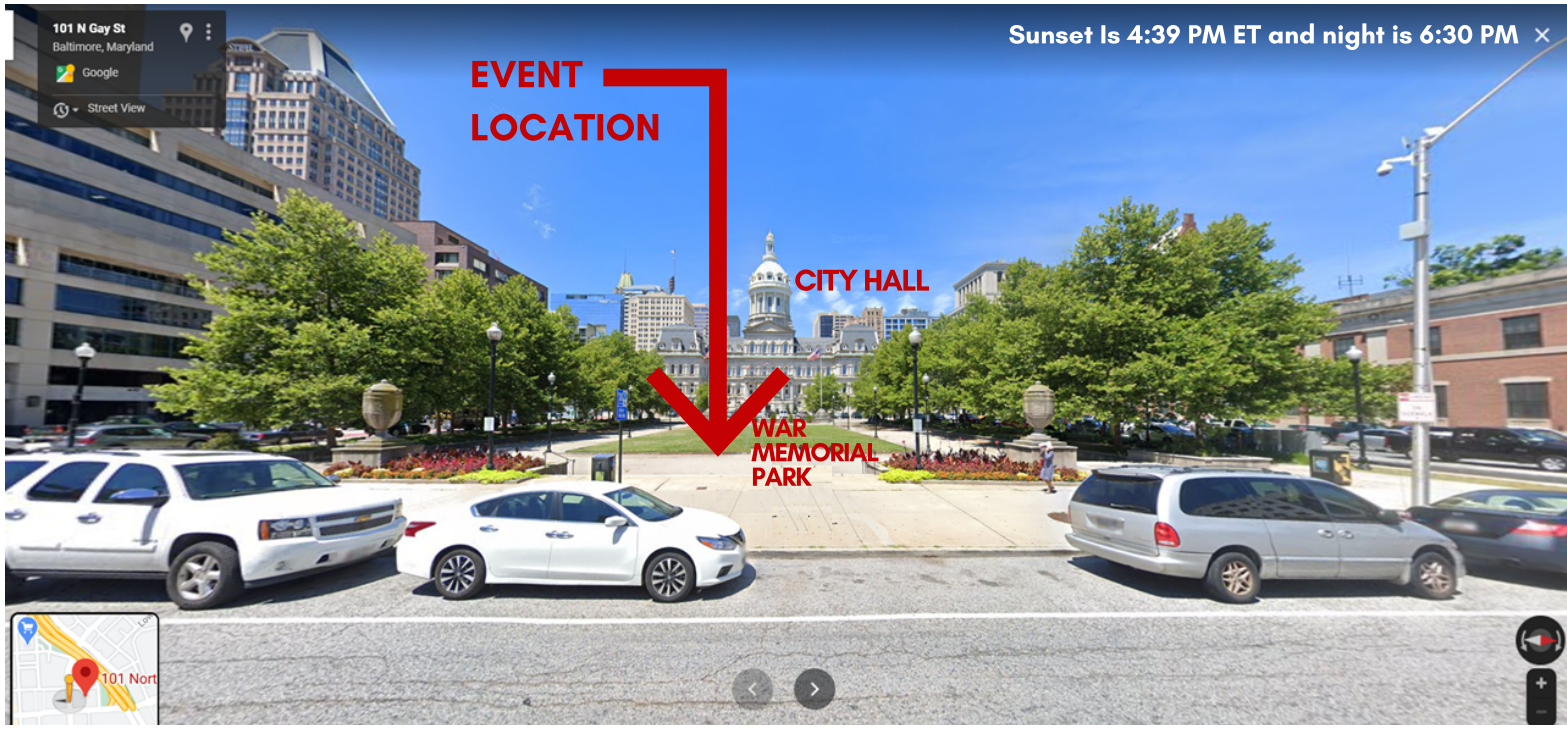
# #HELA100: TEAL TAKEOVER ELIMINATE CERVICAL CANCER

*Logistics*

## WAR MEMORIAL PARK PARKING



## WAR MEMORIAL PARK & CITY HALL



# CELLebrate Henrietta Lacks Mother of Modern Medicine

Henrietta Lacks was a Black woman born on August 1, 1920 in Virginia. After moving to Baltimore, she and her family would make their home in the Turner Station community. In 1951, she was diagnosed with cervical cancer and died only 8 months later at age 31, leaving behind her husband and 5 young children.

Unbeknownst to her or her family, researchers at Johns Hopkins hospital took a sample of her tumor cells before she died. These miracle cells became known as "HeLa" cells and were a breakthrough in cell research - the first immortal line of human cells.

For over 6 decades, Henrietta's prolific cells continued to grow and contribute to medical advances - including discovering Human Papilloma Virus (HPV) causes most cervical cancers and the creation of the HPV vaccine.

Yet today, Black women are dying while unable to access a vaccine that can save lives. The very HPV vaccine that was created using the cells of a black woman - Henrietta Lacks.

Henrietta Lacks' descendants, are taking action to end cervical cancer in honor of her centennial year. The Lacks Family is honored to collaborate with the World Health Organization to honor Henrietta's legacy by illuminating the cause to eliminate cervical cancer worldwide. Learn more at HELA100.ORG.



*All girls and women have the right to be informed.*

Access to quality medical care is important to eliminating cervical cancer. Nearly 90% of women who die from cervical cancer have limited access to prevention, screening and treatment.

Jeri Lacks Whye  
Henrietta Lacks' Granddaughter  
Co-Founder, CELLebrate Henrietta Lacks



## CERVICAL CANCER FACTS

1 woman is diagnosed with cervical cancer every minute.

Cervical cancer is the 4th most common cancer in women.

In 2018 there were 500,000 new cases and 311,000 deaths from cervical cancer.

Cervical cancer can be eliminated.

The World Health organization will eliminate cervical cancer by 2030 by achieving:

- 90% HPV vaccination coverage
- 70% screening coverage
- 90% treatment for cervical pre-cancer and cancer



**CONTACT:** MEDIA@HELA100.ORG  
**SOCIAL:** Tag @CELLebrateHeLa  
**HASHTAGS:** #HELA100 #HenriettaLacks #EndCervicalCancer #TealTakeover

**HELA100.ORG/MEDIA-KIT**

# Ending Cervical Cancer Disparities in Baltimore

**Cervical Cancer Disparities** - Preventable differences in cervical cancer outcomes or opportunities to achieve optimal health among specific populations, such as race/ethnicity, age, gender, education, disability, socioeconomic status, geographic location, or sexual orientation.

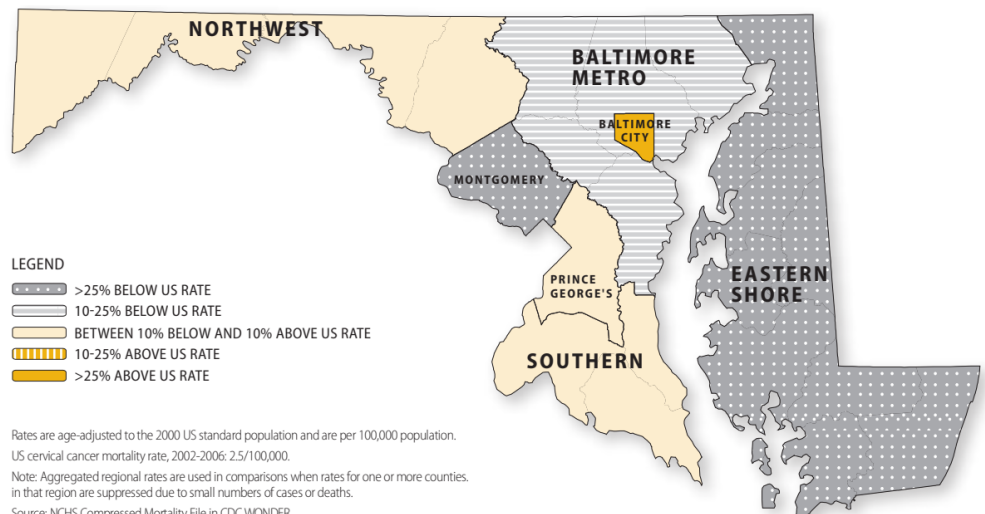
**Disparities Are Inequitable** - Directly related to historical and current unequal distribution of social, political, economic, and environmental resources.

Today, we are working to end cervical cancer disparities to achieve health equity:

- **Baltimore City is the only jurisdiction or region that has a significantly higher cervical cancer mortality rate than the U.S.**
- From 2006 to 2010, Maryland ranked 25th highest in mortality rate for cervical cancer among the 50 states and the District of Columbia.
- Cervical cancer incidence and mortality rates in Maryland, as a whole, are higher among black women than white women.
- Cervical cancer incidence rates among Maryland women increased at a rate of 1.9% per year from 2012 to 2016, while mortality rates decreased at a rate of 0.5% per year during this same time period.
- From 2012 to 2016, mortality rates for cervical cancer were continuously higher in black females compared to white females.
- In 2016, 82.2% of Maryland women ages 21 to 65 years old had a Pap test within the past three years, below the Healthy People 2020 target of 93.0%.

FIGURE 13.4

Maryland Cervical Cancer Mortality Rates by Geographical Area: Comparison to US Rate, 2002-2006



# Quotes Illuminating the Cause



*“ The world has a lot to thank Henrietta Lacks for.*

It should be a celebration that is held globally, if you consider her contribution. For the first time ever, the world has an opportunity to eliminate a cancer – cervical cancer, which took her life – and that’s thanks in large part to Henrietta Lacks’ cells. We should honor her legacy by working to make these innovations equitably available to all who need them.

Dr. Princess Nothemba Simelela  
Special Adviser to the Director-General, Strategic Programmatic Priorities  
World Health Organization



*“ All girls & women have a right to be informed.*

Access to quality medical care is important to eliminating cervical cancer. Nearly 90% of women who die from cervical cancer have limited access to prevention, screening and treatment.

Jeri Lacks Whye  
Henrietta Lacks' Granddaughter  
Co-Founder, CELLebrate Henrietta Lacks



*“ United worldwide for real change.*

The Lacks Family is uniting with global leaders and advocates around the world to eliminate cervical cancer by 2030. We are honored to stand with the World Health Organization and Dr. Princess Nothemba Simelela in support of the Global Strategy to Accelerate the Elimination of Cervical Cancer.

David Lacks, Jr.  
Henrietta Lacks' Grandson  
Co-Founder, CELLebrate Henrietta Lacks



*“ We advocate to save lives.*

Our grandmother's life was cut short by cervical cancer. Her HeLa cells were used to create the HPV vaccine, which we know saves lives. We call upon global and industry leaders to honor Henrietta Lacks by providing equal access to all women and girls to cervical cancer education, screening and treatment.

Alfred Lacks Carter  
Henrietta Lacks' Grandson  
President & Founder, Henrietta Lacks House of Healing





### What is the World Health Organization's plan to eliminate cervical cancer?

- The World Health Organization (WHO) is working to eliminate cervical cancer by 2030.
- By 2030 they aim to achieve:
  - 90% HPV vaccination coverage
  - 70% screening coverage
  - 90% treatment for cervical pre-cancer and cancer

### Which locations around the world will host lighting events?

- [Click here for the WHO Global Lighting List: https://www.who.int/initiatives/cervical-cancer/lightning-events](https://www.who.int/initiatives/cervical-cancer/lightning-events)

### Why are we working to eliminate cervical cancer?

#### FACTS

- 26 women die daily in Nigeria. Women in African countries die more of cervical cancer.
- Cervical cancer is the 4th most common cancer in women and the 8th most common cancer overall.
- Over 500,000 new cases in 2018 and 311,000 deaths from cervical cancer.
- Research conducted with Henrietta Lacks' HeLa cells proved that various strains of the sexually transmitted infection - the human papillomavirus (HPV) - caused most cervical cancer. This discovery led to the creation of the HPV vaccine.
- The HPV Vaccine is considered the leading way to lower risk and prevention of cervical cancer and is vital to the elimination of cervical cancer.

#### DISPARITIES

- Black women worldwide are disproportionately impacted by cervical cancer.
- Black women have significantly higher incidence and mortality rates for invasive cervical cancer than white women.
- In 2018, 19 of the top 20 countries with the highest cervical cancer burden were in sub-Saharan Africa.
- Black women are dying while unable to access a vaccine that can save lives. The HPV vaccine that was created using the cells of a black woman.

### How is Henrietta Lacks' family collaborating with WHO?

#### HELA100 Teal Takeover

- The Teal Takeover campaign is to encourage our community to join The Lacks Family as we stand in solidarity with the World Health Organization (WHO) and our sisters around the globe to eliminate cervical cancer.
- CELLebrate Henrietta Lacks' digital media will "go teal" from November 2020 through January 2020 - Cervical Cancer Awareness Month.
- To end disparities, we share resources, advocate and empower women and girls to know their risk, get informed about the HPV vaccine and support adequate access to vaccines for countries with higher infection rates.
- #TealTakeOverActivities Include:
  - Centennial Conversations: November 10 | 12 - 1 PM | December | 7 - 8 PM | January | 7 - 8 PM ET
  - WHO Formal Launch of the Strategy to Eliminate Cervical Cancer: November 17 | 8:30 - 10 AM ET
  - Illuminating the Cause: Baltimore City Hall & Turner Station Lighting: November 17 | 7 - 8 PM ET



## A Family-Led CELEbration

We, The Lacks Family, invite the world to support our mission to preserve our grandmother's legacy by educating future generations on the impact of Henrietta Lacks' phenomenal HeLa cells while promoting health equity and social justice. Learn more about our work at [hela100.org/our-story](http://hela100.org/our-story).



## CELEbrate Henrietta Lacks' Co-Founders



### Jeri Lacks-Whye & David Lacks, Jr.

As the children of Henrietta Lacks' son David "Sonny" Lacks, Jeri and David Jr. co-founded "CELEbrate Henrietta Lacks" and The Lacks Family led HELA100: Henrietta Lacks Centennial CELEbration to ensure that future generations recognize their grandmother's incontestable impact through education and dialogue. [Click here to learn more about our work and story.](#)



## Henrietta Lacks House of Healing Founder



### Alfred Lacks Carter, Jr.

As the child of Henrietta's second daughter Deborah Lacks, Alfred Lacks Carter started the Henrietta Lacks House of Healing to ensure there are equitable opportunities in Baltimore for marginalized men and women in the very community Henrietta raised her children. Today, Alfred serves as the Founder & President of the Henrietta Lacks House of Healing. [Click here to learn more about his work and story.](#)

## Invest in Legacy

Support Henrietta Lacks' family and their efforts to honor her legacy:

Give to help educate future generations or make a purchase with purpose at [hela100.org/donate](http://hela100.org/donate).

For information on sponsorship, vendors, collaborations, media or image inquiries, email [impacttehela100.org](mailto:impacttehela100.org).

**Connect With Us** For more on us and resources access our Media Kit at [hela100.org/media-kit](http://hela100.org/media-kit).

