

NEW HPV CAMPAIGN TARGETS WOMEN AGES 25-45

Ottawa, October 7, 2016 - The Society of Obstetricians and Gynaecologists (SOGC) today launched a new campaign to raise public awareness about the Human papillomavirus (HPV) virus. It is ten years since the HPV vaccine was first introduced in Canada and scientific studies are showing better than expected results - that it is not only safe, but prevents cervical cancer and precancerous lesions caused by the virus. Three out of four Canadians will be infected by HPV at some time in their life.

The target of this campaign is women between the ages of 25-45. The incidence of HPV is increasing among women in their 30s and 40s - women who have likely never displayed any symptoms, yet could still become infected with genital warts or cancer. As we age it is more difficult for our bodies to rid ourselves of the virus.

“Many of the women in this demographic may have had their sons or daughters vaccinated, but have left themselves vulnerable. But it isn’t too late. Protect yourself and talk to your doctor,” says Dr. Jennifer Blake, the SOGC’s CEO.

The SOGC has produced [a provocative video ad](#) which is playing at selected Cineplex theatres across Canada over the next two weeks.

“Anyone who is sexually active is at risk for HPV,” says Dr. Blake. “With the vaccine and other preventive measures the medical community is optimistic that HPV-related cancers may be eradicated within our lifetime.”

The SOGC HPV campaign will overlap with National Cervical Cancer Awareness Week, an initiative of the Federation of Medical Women of Canada (FMWC) from October 17-21. For more information on HPV, please visit the SOGC educational website at hpvinfo.ca.

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For more information please contact:

Anne Trueman
Communications Manager
Phone: 613 730-4192 ext. 228
Email: atrueman@sogc.com

About the Society of Obstetricians and Gynaecologists of Canada

The SOGC is one of Canada's oldest national specialty organizations. Established in 1944, the Society's mission is to promote excellence in the practice of obstetrics and gynaecology and to advance the health of women through leadership, advocacy, collaboration and education. The SOGC represents obstetricians/gynaecologists, family physicians, nurses, midwives and allied health professionals working in the field of sexual reproductive health. www.sogc.org