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Aware but busy

A survey* reveals women in India are putting work and social lives before their health when it comes to cervical cancer

A global cervical cancer survey conducted to explore women's attitudes towards cervical cancer, specifically the barriers preventing women from acknowledging their personal risk of the disease and from taking action to help protect themselves, revealed that women in India are aware of cervical cancer and understand the importance of screening and vaccination but they are prioritising other things like their work, personal appearance and social life above their cervical health.¹

The survey* was conducted with over 18,000 women aged 18-55 across 19 countries including; Belgium, Brazil, Czech Republic, Germany, Greece, India, Indonesia, Italy, Lebanon, Lithuania, Malaysia, Mexico, Poland, Romania, Russia, Singapore, South Korea, Spain and Sweden. In India alone, 1,009 women were surveyed¹. The survey* comprised of 20 closed questions and was conducted online OR via telephone¹.

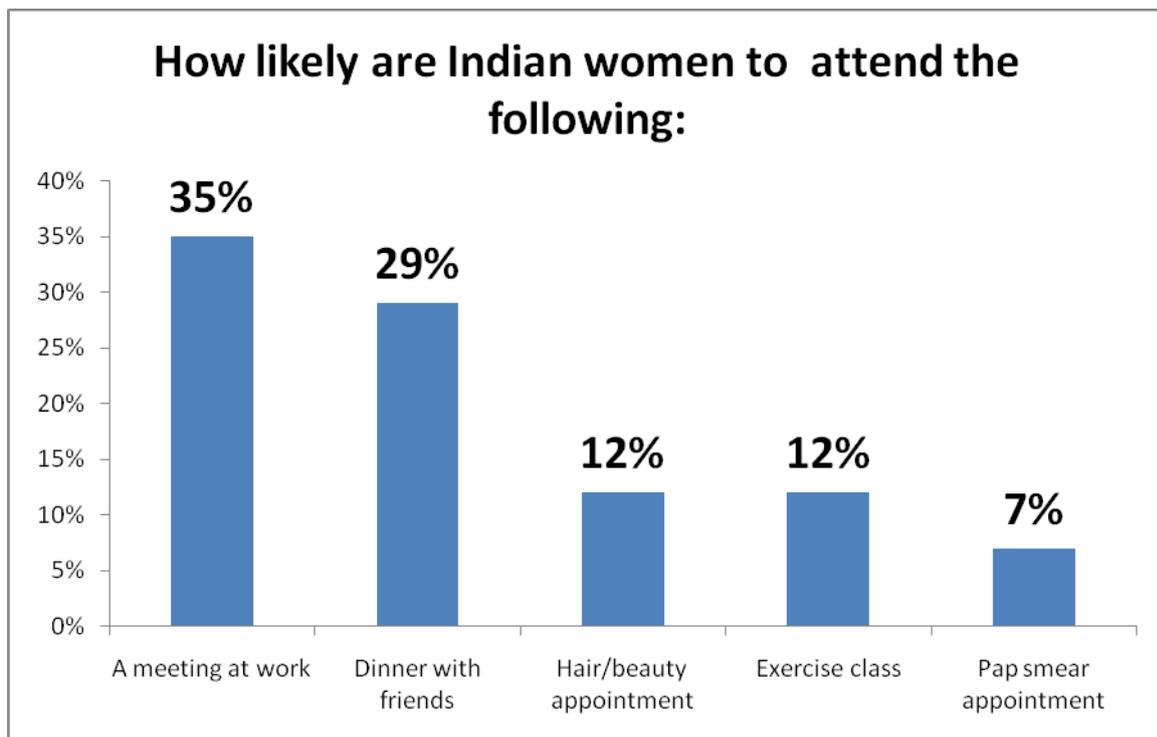
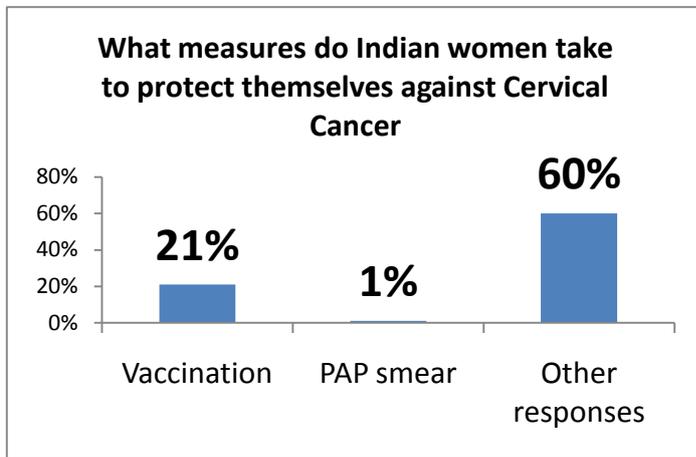
An overview of survey results¹:

1. Nearly half of Indian women (45%) revealed that they worried more about putting on weight than developing cervical cancer (24%)
2. On a twelve grids matrix surveying about their dreams and aspirations, 61.8% women aspire for wealth and comfort followed by a career or occupation of choice (18.1%), a happy family (10.3%), good health etc. and protection from diseases (13%) featured on number six.
3. The majority of Indian women (24%) admitted that if given money to spend on themselves they would rather invest it in savings (39%) or spend it on a weekend away (24%)
4. The survey revealed that other health and lifestyle priorities could be the reason behind why Indian women are not putting their cervical health first

Dr. Ashwini Bhalerao Gandhi, Consultant Gynaecologist Hinduja Hospital Mumbai agrees that, "Women nowadays are putting their health-related issues on the back burner in their endeavour to balance their professional and personal lives. They should prioritise their cervical health and talk to the gynaecologist because missing a Pap smear test could mean that the early signs of Cervical Cancer are not being picked up. Women can take action now to protect themselves from Cervical Cancer by attending their Pap (cervical) screening and asking their gynecologist about vaccination to protect themselves against the disease. Vaccination alongside screening is the best possible way to

protect against Cervical Cancer. A little time invested now can go a long way in protecting against a major cancer and its associated complications. ”

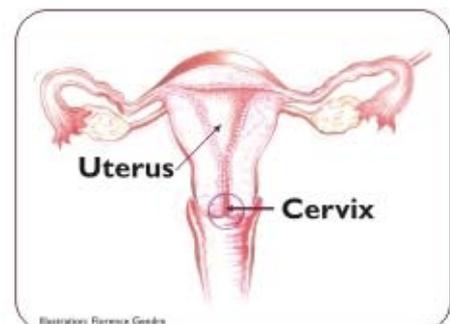
Other interesting facts¹:



About Cervical Cancer:

Cervical Cancer is a cancer of the cervix. The cervix is located at the entrance of the uterus and it helps to prevent infections from reaching the uterus².

Cervical Cancer is the No. 1 cause of cancer-related deaths amongst women in India and is even more common than Breast



Cancer. In fact, every year, more than 72000 women in India die due to Cervical Cancer.³

Cervical Cancer is caused by the Human Papillomavirus (HPV). It is estimated that up to 80 per cent of women will acquire an HPV infection and 50% of those infections will be with a cancer-causing HPV type.⁴⁻⁵

The objective of vaccination is to help prevent HPV infections and the objective of screening is to detect pre-cancerous lesions due to HPV infection. Combination of vaccination with screening could reduce the absolute lifetime risk of cervical cancer by 94% compared with no intervention.^{2, 6,7}

About the survey*

The survey was commissioned and funded by GSK, and the research undertaken by a global agency Opinion Matters.

About GlaxoSmithKline

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For more information, please contact:

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