INTRODUCTION

Every two minutes, an individual dies from cervical cancer (Beddoe, 2019). Ranked as one of the most malignant diseases worldwide, cervical cancer is the second most common cancer found in women globally (Lukack et al., 2018). Cervical cancer is a type of cancer that occurs in the cells of the cervix from persistent high-risk HPV infections. Although a vaccination exists today to address this global health issue, we continue to struggle with new diagnoses and uneven high disease burden.

Given that cervical cancer is preventable disease, screenings including self-sampling, play an important role in early detection. HPV self-sampling is an alternative to receiving a cervical cancer screenings in a clinic. HPV self-sampling kits provide individuals the opportunity to take a self-collective cervico-vaginal sample at home (or another location) for HPV testing.

OBJECTIVES

To understand:

1) What the problem direct-to-consumer (DTC) companies and its products seeks to solve.

2) Who the HPV self-sampling kits are made for.

3) What impact do HPV self-sampling kits have on getting people who need it get screened for HPV, and ultimately, included in cervical cancer prevention.

METHODS

• Literature review
  o Self-sampling throughout history
  o Self-sampling in cervical cancer prevention

• Data collection: WHO, UN, and other global health actors

• Web-based search: six DTC companies

• Content Analysis: of the six DTC companies

RESULTS TO-DATE

The populations targeted by these product companies differ substantially from the populations most in need of them.

• Imagined/ Ideal User: overall someone who had the ability to afford to purchase the product, and who is technologically savvy.

• Target Demographics: many of the companies promote their HPV sampling kits to women between the ages of 18-30+. Only one of the companies (Self-Collect) advertised their kit to both men & women, while the rest of the companies only gave the option for a consumer to choose women.

• HPV Problem Solving: companies were aiming to solve problems of convenience, comfort, a need for early detection, empowerment, privacy, and affordability.

RECOMMENDATIONS

To empower DTC companies to build a health equity model into their business in order to create health equity for all.

• Make HPV self-sampling kits accessible to countries who need vaccinations and providers.

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REFERENCES

Figure 1. EverlyWell HPV self-sampling kit