World Health Organization

WEBINAR: UNDERSTANDING INFORMATION NEEDS FOR IMPROVING UPTAKE OF CERVICAL CANCER SCREENING AND TREATMENT

19 November 2026, 13:00 – 14:00 CET

Online

Background

Cervical cancer is largely preventable and highly curable when detected early and treated appropriately. Yet in many settings, screening coverage remains low, limiting opportunities for early detection and prevention of avoidable deaths. Building on progress in HPV vaccination, continued efforts across all three pillars of the WHO Global Strategy to eliminate cervical cancer are essential, including greater attention to understanding the barriers and perceptions that influence uptake of screening and treatment.

Misinformation can fuel fear, stigma and mistrust, and undermine confidence in health services. Barriers related to information, trust, stigma and service navigation can influence whether women seek screening, return for results and access timely treatment. These issues also matter for health workers and policymakers, who shape how services are communicated, delivered and prioritized.

From 19 October to 30 November 2026, the WHO Global Coordination Mechanism on NCDs (GCM/NCD), the WHO Cervical Cancer Elimination Initiative (CCEI) and Healthcare Information For All (HIFA) are hosting a six-week global online forum discussion on misinformation, perceptions and information needs related to cervical cancer screening and treatment. The discussion brings together health workers, policymakers, researchers, advocates and people with lived experience from across HIFA's network of 20,000 members in 180 countries.

As part of the discussion, a webinar will also be organized around World Cervical Cancer Elimination Day to share emerging insights from the moderated discussion and reflect upon implications for communication, advocacy and regional tailoring. The webinar is an opportunity to discuss emerging themes and information needs.

Purpose

The webinar expands the HIFA forum discussions with an opportunity to share emerging key themes in a virtual format. It will offer a platform to reflect on initial discussion insights and their implications, with particular attention to information needs of the public, health workers and policymakers; misinformation and perceptions around cervical cancer, and how they affect service uptake.

The webinar aims to:

• Share emerging themes from the HIFA online forum discussion on misinformation, perceptions and information needs related to cervical cancer screening and treatment.

• Provide space for discussants, members of civil society organizations, and people with lived experience to reflect on these themes and their implications in a live format.

• Help refine the questions and topics for the final phase of the online forum discussion (from the webinar up until 30 November), encouraging further contributions and input from a diverse, multistakeholder group

Insights from the forum discussion and webinar will inform future WHO communication, advocacy and knowledge products, and the design of CCEI-led follow-up work, supporting progress towards the 90-70-90 elimination targets.

Event Details

Date: Thursday, 19 November 2026

Time: 13:00 – 14:00 CET

Format: Virtual (Zoom)

Language: English

Registration:

- Webinar: Please register on Zoom: https://who.zoom.us/webinar/register/WN_j9pZp0reSjSQGAvi8rhwtg
- Forum discussion: Join HIFA for free at www.hifa.org/join
- Event page: Knowledge Action Portal

PROVISIONAL AGENDA

Time	Session	Speaker
13:00-13:05	**Opening Remarks**	**Katia de Pinho Campos** Technical Lead, Global Coordination Mechanism on NCDs (GCM/NCD), WHO
13:05-13:10	**Keynote Address** Why information needs matter for cervical cancer screening and treatment uptake	**Prebo Barango** Cross-Cutting Specialist NCDs and Special Initiatives, Cervical Cancer Elimination Initiative (CCEI), WHO
13:10-13:20	**Discussion Highlights** Summary of emerging themes on misinformation, perceptions and information needs	**Neil Pakenham-Walsh** Coordinator, Health Information for All (HIFA)
13:20-13:25	**Perspectives from Lived Experience**	Lived Experience Advocate (TBC)
13:25-13:55	**Insights & Exchange** Moderated discussion on the six questions, with reflections from selected forum participants	Moderated by the Cervical Cancer Elimination Initiative (CCEI), WHO
13:55-14:00	**Next Steps** Continuing the forum discussion until 30 November	Prebo Barango