

## Methodology

### AURORA has been structured in the following macro-tasks:

- **analysis of the local context** to study the literature in the participating countries concerning Cervical Cancer Epidemiology, Screening programmes and presentation of the project target group needs;
- **identification and analysis of good practices** and strategies in the fight against Cervical Cancer on how to promote the Cervical Cancer Screening among the project target groups;
- **training course for healthcare professionals (face to face and e learning)** to improve the communication skills of 2 health professionals for each participating country, as Trainers of trainers (ToT); to value the Cultural Competence and Cultural Mediation; to promote sexual and reproductive health, in order to tackle the determinants of cervical cancer and HPV infection; to assure a high Quality in the Cervical Cancer Screening programmes management and sustainability.
- **training course for advocacy leaders (face to face and e learning)** to train effective leaders in cervical cancer control advocacy able to persuade influential people to create change, to inspire a shared vision that provides societal benefit; to enable others to act; to encourage a people-centred focus.
- **e-Learning environment** to serve all the users of the participating countries interested to be trained on the project issues.

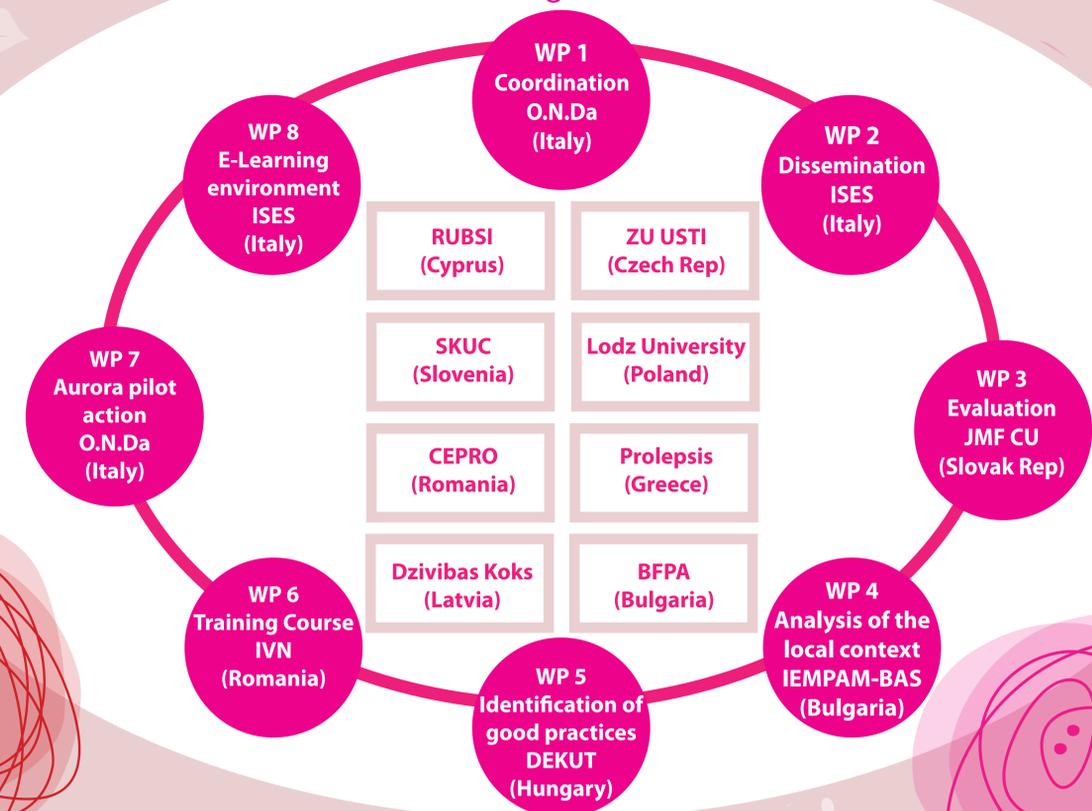
## Objective

### AURORA project aims to:

- identify a common and feasible strategy to promote Cervical Cancer Screening in the New EU Member States targeting women in the reproductive age and ensuring the coverage of the hard to reach groups (according to the demographic, cultural, behavioural, attitudinal and structural factors);
- assist the New EU Member States in the implementation of evidence-based population based screening for cervical cancer according to the Council Recommendation on cancer screening - (2003/878/EC) and the Second edition of the European guidelines for quality assurance in Cervical Cancer Screening;
- promote a European exchange of information and expertise (training and education) on the development and implementation of good practices in Cervical Cancer Prevention and Advocacy.

Key words: **Cervical cancer screening, Hard to reach populations, Training, Advocacy, Pilot Action**

## Management



## Target group

### AURORA direct target group involved in the training activities and pilot action is:

- health professionals directly involved in the women related sexual and reproductive health issues, Cervical Cancer Screening Programmes and Prevention (in-reach strategy): experts involved in the decision making process as sexual and reproductive health specialists, oncologists, gynaecologists, epidemiologists, midwives, infectious disease;
- health care support service personnel (out-reach strategy): social educators, social workers, family counsellors and cultural mediators;
- other services: community and migrant health centres, health care for homeless, women and family planning facilities and parents movements/associations.

### Indirect target group that will benefit of the project activities:

- women in the reproductive age, particularly those belonging to the following sub-groups: Migrants and Ethnic groups/Minorities of the participating cities.

This Group refers to the cities participating in the project: **Riga, Sofia, Usti nad Labem, Nicosia, Martin, Marousi, Bucharest, Debrecen, Ljubljana, Timisoara, Naples and Lodz.**