



THE  
**WISH**  
REVOLUTION

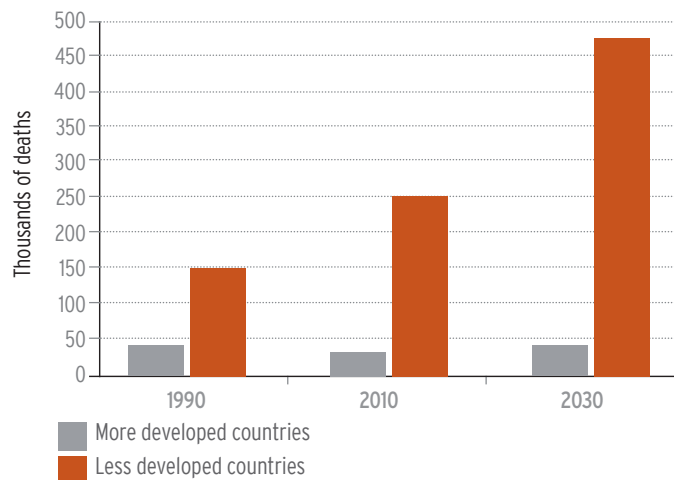
## Women-Inspired Strategies for Health (WISH): A Revolution against Cervical Cancer

By 2030, the mortality rate from cervical cancer in developing countries will increase tenfold. At this rate, there will be more than 20 million cervical cancer cases by 2060, and future vaccination will only reduce the number of new cases by 10%. This trajectory must change.

Our women-inspired strategies for health (WISH) will empower women to be the agents of change in the revolution against cervical cancer and, in doing so, avert the unjustifiable deaths of tens of millions of mothers and daughters for whom vaccination is not an option.

Within ten years, our model will reach five million women in two epicenters, Peru and Kenya; reduce deaths by 50%; and catalyze a global women-led revolution against cervical cancer through our long-standing partnerships across Latin America, Africa and Asia.

**CERVICAL CANCER DEATHS**



### Why have generations of women died from preventable causes?

Women are simply unable to access lifesaving solutions because of cultural, financial, political and geographical barriers. Global cervical cancer elimination requires a bridge between existing solutions and the vulnerable populations who desperately need them.

### What is the WISH solution?

Instead of requiring women to make lengthy journeys for intimidating clinic and hospital procedures, WISH has created transformative lifesaving solutions that both give these women access to home- and community-based care and empower them to help each other avert the growing mortality from this completely preventable disease.

### How does WISH make an impact?

For every 100 women screened, 98 complete care at home. A small percentage of those screened will have cervical disease, and we make early identification and treatment accessible at a health facility close to each woman's home. Our model significantly decreases stress and cost, removes barriers to lifesaving treatments, and prevents two cancers for every 100 women reached.

The WISH model empowers women with the knowledge, tools, and support to close the cervical cancer inequity gap, upend medical tradition and catalyze a new model of women-centered care.

### The WISH model works in three ways.



#### Women-Inspired Technology

There is a chasm between where lifesaving solutions exist and where women live. WISH includes novel technologies designed for women's at-home use (HPV virus testing, Callascope) and clinical-based care (Pocket Colposcope, diagnostic software, Thermocoagulator).



#### Community Workforce Training

Current care options require expertise and training to implement. We teach women to begin the screening process themselves, and we train midwives and nurses to identify and treat disease before it advances to cancer.



#### Peer-to-Peer Learning

Many women are afraid, embarrassed, or unaware of the importance of early screening, identification and treatment. We facilitate women-to-women storytelling to break down the shame and stigma associated with sexual and reproductive issues.

Bridging solutions from hospitals to communities and into women's homes will dramatically increase screening and treatment rates. Our women-centered approach will spark a multiplier effect where women empower women to end deaths from cervical cancer.

A women-led team with collective experience in cervical cancer prevention, technology innovation and entrepreneurship and implementation at scale will lead the WISH revolution against cervical cancer. Collectively, we have global partnerships in more than ten countries across four continents.

Duke University, Universidad Peruana Cayetano Heredia, Pontificia Universidad Católica del Perú, Liga Contra el Cancer, Kisumu Medical and Education Trust, Innovations in Healthcare, Calla Health Foundation, Cure Medical LLC, Global Initiative Against HPV and Cervical Cancer, Union for International Cancer Control

## How You Can Help

This revolution in treatment can save an entire generation of women from cervical cancer. With your support:

### \$1 Million

\$1 million brings together all of the elements of the WISH model to achieve holistic impact. Each piece of our process is proven to work individually. Your support will help us implement the entire model to achieve maximal impact at our current locations in Peru and Kenya and **impact 10,000 women.**

### \$5 Million

\$5 million allows us to test and verify the model in new locations in Peru and Kenya to demonstrate its scalability in new geographical regions. Increasing your support helps us identify more local partners in areas where this model is critically needed, enables infrastructure and process improvements to lower costs and **impacts 100,000 women.**

### \$10 Million

\$10 million will double screening and treatment coverage and reduce cancer deaths by 50% in Peru and Kenya. Increasing your support will improve efficiencies with expansion to wider locations, catalyzing a path toward country level-scale and **impacting half a million women.**

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