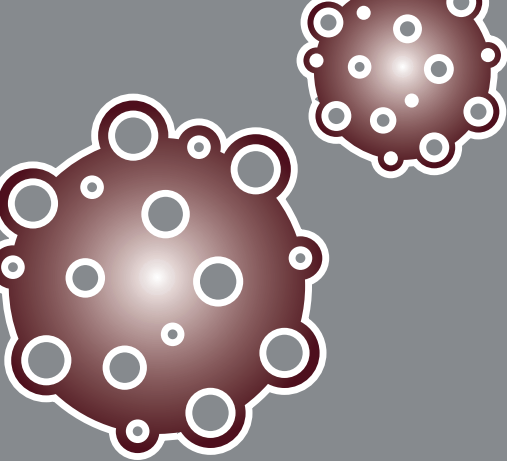


HPV-RELATED HEAD AND NECK CANCERS



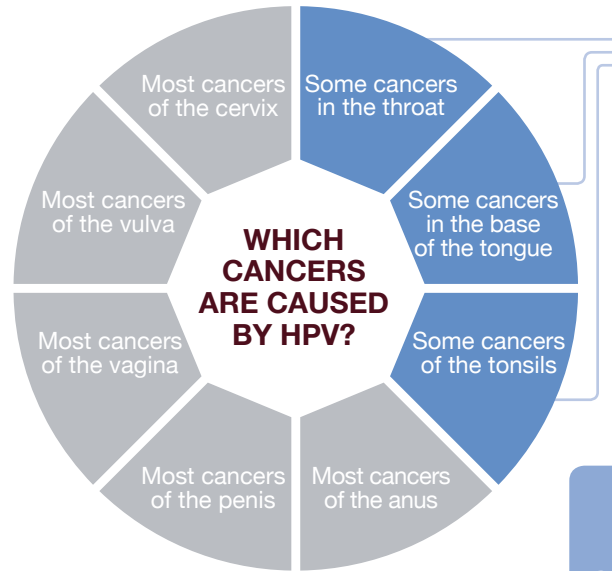
MAKESENSECAMPAIGN



WHAT IS HUMAN PAPILLOMAVIRUS (HPV)?

HPV is very common and over 100 different types of HPV have been identified; each type of HPV is known by a number

HPV affects the skin and the mucosa (the moist membranes that line parts of the body, such as the insides of the mouth, throat and anus)



These types of cancers are called oropharyngeal cancers (OPSCC), and are part of the group referred to as 'head and neck cancer'

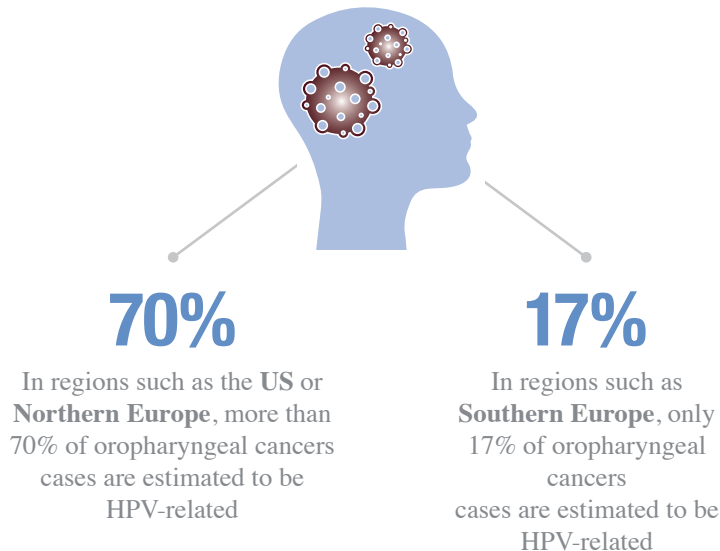
Head and neck cancers are the seventh most common cancer worldwide

HPV-RELATED HEAD AND NECK CANCERS

- Recent estimates suggest that over 5% of all cancers are attributable to HPV
- In recent times, experts have made a connection between high-risk HPV infection and most oropharyngeal cancers
- Worldwide, it is estimated that about 45,000 new head and neck cancer cases are attributable to HPV

WORLDWIDE TRENDS: A MURKY PICTURE

- Multiple international studies have provided robust data demonstrating a marked increase in HPV-related oropharyngeal cancers over the past 20 years
- These studies also show that the incidence of HPV-related oropharyngeal cancers varies significantly by region
- Data suggests that these variations are due to regional and cultural differences in sexual practices around the world



Some patients can feel extremely vulnerable when being informed they have cancer or when made aware of their HPV status



COMMUNICATING WITH PATIENTS

Communicate the diagnosis

Be prepared to answer some awkward questions

Help patients cope with their emotional reactions

Assess the psychosocial needs of the patients

RECOMMENDATIONS



Education

HCPs working in head and neck cancer should provide available information from a variety of sources to decrease gaps in knowledge regarding HPV-related head and neck cancers

Education should focus on:

- Illness
- Treatment
- Symptom burden
- Sexual behaviours

HCPs should also be aware of the possibility of patients finding distressing information online. This is generally not factual and written at a level too difficult for the average patient to comfortably understand



Counselling

Patients may require counselling for emotional support after their diagnosis, this can include:

- Rehabilitation programmes
- Stress management and relaxation exercises
- Social interventions

Advice should emphasise the psychosocial impact of their diagnosis and give patients the option for appropriate referrals

HCPs should also assess whether ongoing monitoring for support and guidance is needed

The *Make Sense* campaign is run by:



European Head and Neck Society

European support for the *Make Sense* campaign is provided by:

MERCK



 **Bristol-Myers Squibb**