



CITATION

Cervical cancer is the most common cancer affecting women between 15 and 44 years, and second most common cancer affecting women in South Africa. Health communication about cervical cancer is critically important. The aim was to design a health communication campaign model for cervical cancer awareness for rural women in Limpopo Province. Drawing on peer-to-peer communication strategy, a peer-centered Communication Framework (PCCF) was developed that served as a model for health awareness campaigns. Two articles are under review in DHET accredited journals, presented at national and international conferences. Her findings make novel contributions to scholarship in health communication and provide policy and practical guidelines for campaigns about cervical cancer in rural communities of South Africa.