



Indian Statistical Institute

North-East Centre

Tezpur, Assam

Title: Preventing Cervical Cancer Incidence: Evidence from an experiment

Speaker: Dr. Hari K Choudhury
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When

February 14, 2025 at 2.15 PM

Where

Seminar Room, Administrative Building

Abstract

Cervical cancer prevention efforts in developed countries have made significant progress, reducing the occurrence and mortality associated with the disease. In contrast, developing nations continue to face a higher risk of cervical cancer, largely due to a lack of awareness among the population. The present study seeks to assess the impact of monetary/financial incentives in increasing women's participation in cervical cancer screening programs.

A Randomized Controlled Trial was implemented to examine how varying financial incentives affected women's engagement in the screening process. Logistic regression analysis was used to determine the effect of these incentives on participation rates.

The study found a clear link between higher financial incentives and increased participation in cervical cancer screenings. The group receiving the highest incentives showed a 17-fold increase in participation compared to the control group, while those with lower incentives experienced a 10-fold increase. When comparing the high- and low-incentive groups, the former demonstrated a 71% greater likelihood of achieving the desired outcome. Thus, these findings confirm that offering financial incentives can be an effective strategy to improve women's involvement in cervical cancer screening programs. They highlight the potential of such incentives to overcome the challenge of low participation rates, particularly in areas with high cervical cancer prevalence.