



# Help stop cervical cancer before it starts

On Tuesday 5th March, Public Health England (PHE), with the support of NHS England, launches a new national campaign to encourage all eligible women to not ignore their cervical screening invite or if they have missed their last cervical screening, to book an appointment with their GP practice.

**Two women die every day from cervical cancer and we need your help to reduce this number.**

Cervical screening can stop cancer before it starts by checking the health of the cervix and preventing any potentially harmful cells from developing. These screenings save an estimated 5,000 lives per year, which is why it's vital we encourage women to attend.

The number of eligible women attending their tests is at a 20-year low and coverage is at its lowest amongst women aged 25-35.

## About the campaign:

It's not unusual for women to feel a bit uneasy about going to their cervical screening, however the thought is normally worse than the reality. With your help, we can put their minds at ease and reassure them that screenings are nothing to be worried about and can stop them developing cervical cancer.

Our campaign focuses on the important relationships in women's lives, reminding them of all the people that want them to be healthy and well. Our TV ad will feature the voice of a woman thanking the friends and family who have reminded her about her upcoming screening.

## Target audience:

All eligible women aged 25 – 64, and in particular women aged 25 – 35 as they are the least likely to currently book their cervical screening.

## The campaign will:

- Remind women of the risk of cervical cancer.
- Educate them about the importance and preventative benefits of screening.
- Dispel feelings of unease or embarrassment around getting screened.
- Encourage women to respond to their cervical screening invites.
- Share helpful advice on what to expect during a screening and tips on how to make it a more comfortable experience.

## Campaign call to action:

- Cervical screening saves lives – encourage the people that you love to get screened if they are overdue a test.
- Don't ignore your cervical screening invite. If you missed your last screening, book an appointment with your GP practice now.
- For further information, please visit [nhs.uk/cervicalscreening](https://nhs.uk/cervicalscreening)

## Why we need your support:

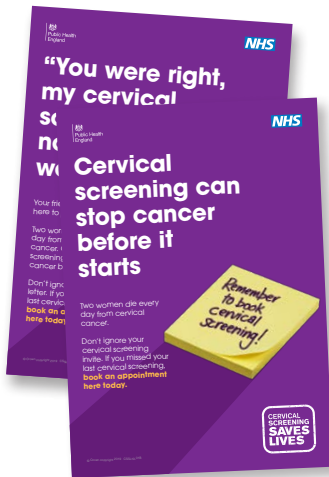
The more women we can encourage to get their screening, the better. That's why we need your help to spread the word.

CERVICAL  
SCREENING  
**SAVES  
LIVES**

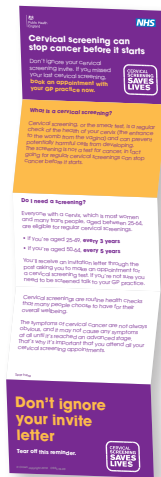
## How you can get involved:

You can help us spread the word about cervical screening by placing the following campaign materials around your pharmacy, and using them to support positive conversations about cervical screening. We have also supplied you with 'shelf wobblers' which could be placed near sanitary products. Don't forget, to share this message with your own colleagues, friends and family to help protect them too.

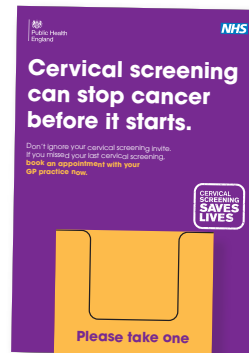
## Resources you'll find in this pack:



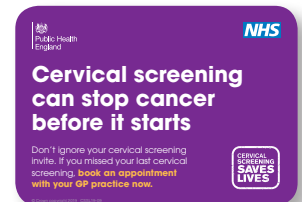
Posters



Concertina wallet card



Leaflet dispenser



Shelf wobbler



Sticker

The PHE Campaign Resource Centre has more ideas and resources including social media, digital screens and templates for you to use – visit [campaignresources.phe.gov.uk](https://campaignresources.phe.gov.uk)

## Things you could do to promote the campaign:

- Host a day or week where the pharmacy is themed with the campaign.
- Work with other NHS settings in your area to host a campaign week.
- Promote the campaign on your social media channels.
- Set up a page on your website that gives information and advice on cervical screening. You can find suggested content on our Campaign Resource Centre.
- Work with your community settings to help promote the campaign to female audiences.
- Ask local community groups to promote the campaign and direct them to our campaign resource centre – visit [campaignresources.phe.gov.uk](https://campaignresources.phe.gov.uk)
- Talk to your local GP practice on how to work together to support the campaign.



Thank you for all your help in supporting this campaign.