



> Campaign Overview

On Tuesday 5th March 2019, Public Health England, with support from NHS England, will launch the first ever national cervical screening campaign targeted at women who are eligible for screening (those aged 25 – 64).

Around 2,600 women are diagnosed with cervical cancer in England each year and around 690 women die from the disease.¹ It is estimated that if everyone attended screening regularly, 83% of cervical cancer cases could be prevented;² however, attendance is at a 20-year low, with one in four women in the UK not attending their cervical screening.¹

The campaign will raise awareness of the risks of cervical cancer and highlight the preventative benefits of screening; encouraging women to respond to their screening invitation letters, and if they missed previous invites, to book an appointment. Research conducted by Public Health England shows that there are a number of barriers to screening including concern that it might be painful and embarrassing, which the campaign will also aim to tackle.

Running throughout England for eight weeks, from 5th March until 28th April, the campaign will include new advertising on TV, VOD, media partnerships, social media and other digital channels, together with national and regional PR activity. Our partners will play an integral part in supporting the campaign with digital activity and by distributing information cards and posters through outlets such as GP surgeries and pharmacies.

This toolkit contains information to help you promote the campaign in your area. It includes key messages, suggested long and short copy, template materials and key stats and facts. Suggestions for social media activity and messaging will be communicated in a separate document.

¹ [Cervical screening programme 2017-18](#)

² [Health Matters, Public Health England, 2017](#)