



**Campaign
toolkit**
22-28 January 2018



Join #SmearForSmear 2018

Help us reach more women than ever
before with the message that

smear tests save lives.

22-28 January 2018



Why is it important?

Every day
in the UK

9
women a day are
diagnosed with
cervical cancer

Cervical cancer
is the **most
common** cancer
in women **under
35**

2
women will lose
their lives from
the disease every
day

Smear tests
prevent

75%
of cervical cancers
from developing

and yet...

1 in 4
women don't
attend when
invited

this drops to

1 in 3
in women aged
25-29



Smear your lipstick and share your #SmearForSmear. Make sure you tell people why you're doing it, here are some example posts you can use and remember to tag us!



Attend your smear test; reduce your risk of cervical cancer. Here's my #SmearForSmear for @JoTrust (Twitter) / @joscervicalcancertrust (Instagram/Facebook) to encourage more women to go to their smear test.

Cervical cancer is the most common cancer in women under 35, yet one in three young women don't attend their smear test. I'm supporting @JoTrust (Twitter) / @joscervicalcancertrust (Instagram/Facebook) and sharing my #SmearForSmear because every woman should know that smear tests save lives. Attend your smear test, reduce your risk.

I'm supporting @JoTrust (twitter) / @joscervicalcancertrust (Instagram) with a #SmearForSmear selfie because 1 in 4 women do not attend their smear test. Attend your smear test to reduce your risk of cervical cancer.



More ways to get involved

Don't want to take a selfie? No problem! You can share your thoughts about smear tests, statistics or the #SmearForSmear logo.

Get your friends, family & colleagues to join in

Once you've shared your own selfie, nominate others to help us raise awareness. Get your friends involved, encourage your work place to take part, the more the better!

Spread the message

Do you have a blog, newsletter or website? Tell people about #SmearForSmear and why they should get involved. You can also contact your local media about the campaign and let them know what you're doing to raise awareness. Spreading the message about the importance of smear tests can save lives.

Host a fundraising event

Check out our ideas of ways to fundraise during Cervical Cancer Prevention Week 2018. Fundraising events are a great opportunity to get others involved in #SmearForSmear, buy some lipstick and get people to share their #SmearForSmear on the day.



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