

Time to Test



Campaign
toolkit



Visit: www.jostrust.org.uk/TimeToTest



Introduction

Thank you for signing up to Time to Test.

By raising awareness of cervical cancer and allowing your female employees the Time to Test you are playing a vital role in protecting their health and potentially preventing further lives being lost to the disease.

This booklet provides ideas and suggestions of how you can communicate details about the campaign internally amongst your staff and externally amongst the public, customers and potential new employees. We hope you find it helpful but please do get in touch with us at info@jostrust.org.uk if you have any more questions.

Best wishes,
The Jo's Cervical Cancer Trust team

Content

Internal communications	4
External communications	5
Hold an awareness day or event	6
Display our information	8
Organise a fundraising event	10
Get inspired	12

Internal communications

Cervical screening
prevents

75%

of cervical cancers
from developing



... yet

1 in 4

women do not
attend when
invited

...every day in the
UK

3

women lose their
lives from the
disease

Newsletter:

Now you've signed up to the campaign, the next step is to let your employees know! There are plenty of ways you can do this from announcing it in a staff meeting, including it in your latest newsletter or posting on your intranet.

“

Every year over 3,000 women are diagnosed with cervical cancer and sadly 1,000 will lose their lives to the disease. That's 3 women every day. Cervical cancer is a preventable disease and not attending cervical screening (smear tests) is the biggest risk factor in developing cervical cancer yet 1 in 4 women do not attend this potentially life saving test.

We want to make sure our employees do not delay attending their cervical screening and have pledged our support to Time to Test, a new campaign by Jo's Cervical Cancer Trust. Find out more here: [\[link to your news article/press release\]](#)

”

External communications

By joining Time to Test, you have pledged your commitment to raising awareness of cervical cancer prevention in your workplace to protect the health of your employees.

Why not shout about it and let your suppliers, customers, supporters and potential new staff know?

You could send out a press release to your local media or trade press, contact media@jostrust.org.uk for a template press release or for inspiration.

Publish a news story on your website for all your customers and clients to see.

Shout about it on social media!



We've joined @JosTrust's #TimeToTest campaign. Find out more here: [\[link to your news article/press release\]](#) #ScreeningSavesLives



We are delighted to announce that we have pledged our support to Jo's Cervical Cancer Trust's Time to Test campaign. Every day 3 women lose their lives to cervical cancer and 9 women face a life changing diagnosis. We're doing something about it. Find out more here: [\[link to your news article/press release\]](#)

Hold an awareness day



An awareness event or talk provides an opportunity to talk to your staff in more detail about cervical cancer, in addition to signposting to places for further information and support for those who may be personally affected or have concerns. This includes the Jo's Cervical Cancer Trust Helpline (0808 802 8000) and [Forum](#).

If this is something you would like to do, get in touch with us at info@jostrust.org.uk and we can send an example presentation and resources for you to use.

Alternatively email us to request one of our outreach team to come in and give a talk about cervical cancer, symptoms to look out for, how it can be prevented and who is most at risk.

Order free materials

All of our information materials can be [ordered for free at \[www.jostrust.org.uk/resources\]\(http://www.jostrust.org.uk/resources\)](#), why not create an information stand where your employees can take away more information and read up on everything in privacy.



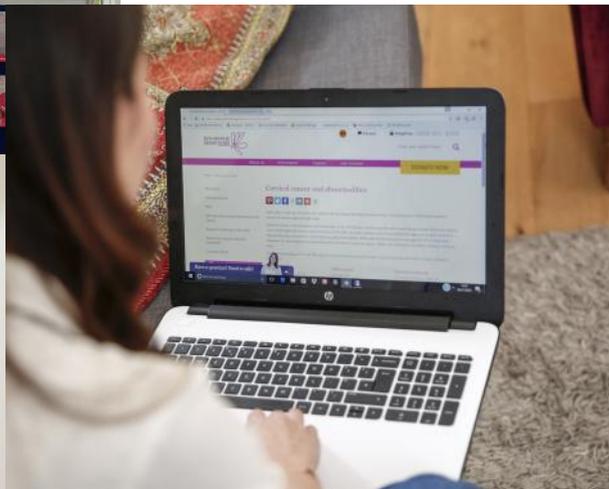
Display our information

We have over **20** different information materials available to order for free. This includes posters, factsheets and mini information booklets with the facts about cervical cancer, cervical screening and the HPV vaccination.

You can also direct your employees to where they can get more confidential information through our support services, such as our Helpline (0808 802 8000) or through our information pages.



Display our **factsheets** on cervical screening and cervical cancer in your reception area for employees to take away. Female washrooms are also great places to put up our **information posters**.



Organise a fundraising event



Fundraising events are a great way to raise awareness, have fun and bring your employees together all while supporting our work. Get in touch at fundraising@jostrust.org.uk if you would like someone from our fundraising team to visit your workplace.

With your help we can achieve so much more and be there for every woman facing a cervical cancer diagnosis.

£100

could produce 50 packs for hospitals so that every health care professional knows about our information and support services.

£800

could fund potentially life-saving educational programmes for women who do not attend cervical screening.

£500

could train a support group leader to deliver much needed support to recently diagnosed women.



From a cake sale or sponsored dress down Friday, to a sports day or football tournament, every penny you raise makes such a difference to our work, enabling us to be there for women when they need it the most and helping us increase our voice to protect the lives of even more women. It's a chance to get employees from

different departments together, to strengthen teams, try something different and most of all to have fun.

If you would like to fundraise but aren't sure where to start, email fundraising@jostrust.org.uk and we would be happy to provide ideas and support.



Get inspired

Ashfords LLP chose us as their charity of the year in 2013.

James from Ashfords LLP said: "Jo's Cervical Cancer Trust is a charity that is very close to my heart, having lost my sister Natalie to cervical cancer at the age of 26. Natalie discovered Jo's while battling cancer, and she was keen for us to do what

we could to support the charity after she passed away. We set a target of £12,000 which was quickly surpassed. ...We held a cycle-a-thon, a skittles evening, several dress down days, raffles and individual members of staff did lots of events too."



A team of ten from Valspar took on the Three Peaks challenge for Jo's in 2016:

"We've been working really closely as a team to hit our fundraising target and train as much as we can and everyone has taken on a different responsibility from leading on fundraising activities to finding dates to get us out for a hike on weekends. It's also benefited us in the workplace as we've found out much more about what each other does and enabled us to learn more about other parts of the business outside of our individual roles and teams."



Thank you

If you have any questions please get in touch.





Call our helpline:

0808 802 8000

Registered in England and Wales.
Company Limited by Guarantee: 7111375.
Registered Charity No: 1133542 / SC041236.

Contact us:

Jo's Cervical Cancer Trust

CAN Mezzanine

49-51 East Road

London N1 6AH

T 020 7250 8311

E info@jostrust.org.uk

 @JoTrust

 [joscervicalcancertrust](https://www.facebook.com/joscervicalcancertrust)

 [joscervicalcancertrust](https://www.instagram.com/joscervicalcancertrust)