

Cervical Screening Awareness Week

13-19 June

jostrust.org.uk/csaw

media@jostrust.org.uk



In the UK:

Every day 9 women are diagnosed with cervical cancer and 3 lose their lives

Attending cervical screening reduces the risk of cervical cancer

1 in 4 women fail to attend cervical screening every year

Key messages

- Cervical cancer is one of the only cancers that is preventable. With your help we can move ever closer to eradicating it
- Attend your smear test and reduce your risk of cervical cancer
- Jo's Cervical Cancer Trust offers a wide range of free support services and information about cervical cancer and cervical abnormalities.
jostrust.org.uk
- Uptake among women aged 60-64 is the lowest it has been in 18 years
- 1 in 4 women do not attend screening dropping to 1 in 3 among women aged 25-29

How you can help

Encourage as many people as possible to join us in raising awareness

- This can include colleagues, friends, bloggers, vloggers, journalists, healthcare professionals, politicians, celebrities, corporate/brand partners

Support the campaign on social media, in internal communications, on your website, in newsletters, on noticeboards – anywhere!

Create a news story

- About the importance of attending cervical screening
- About cervical screening uptake in your area
- Or about what you or your organisation are doing to promote cervical screening

Organise an awareness or fundraising event

Download or order and display our free resources

- jostrust.org.uk/resources/materials/information

Contact media@jostrust.org.uk for further ideas or for local statistics for your area

Social media

Use the below or create your own



Twitter

- It's Cervical Screening Awareness Week! What are you doing to help @JoTrust raise awareness of cervical screening? <http://bit.ly/1sjGsnq>
- It's Cervical Screening Awareness Week! 1 in 4 women don't attend their smear tests, help @JoTrust change this #csaw <http://bit.ly/1sjGsnq>
- 1 in 3 25 to 29 year olds don't attend smear tests, help @JoTrust change this in Cervical Screening Awareness Week #csaw <http://bit.ly/1sjGsnq>
- 1/3 of #cervicalcancer cases are in women over 50, help @JoTrust change this in Cervical Screening Awareness Week <http://bit.ly/1sjGsnq>



Facebook

1 in 4 women don't take up their cervical screening invitation putting their life at risk of developing cervical cancer.

Help Jo's Cervical Cancer Trust this Cervical Screening Awareness Week (13-19 June) to raise awareness about the importance of cervical screening. Find out more at jostrust.org.uk/csaw

Example newsletter content

Every day in the UK 9 women are diagnosed with cervical cancer and 3 sadly lose their lives. Cervical screening (smear tests) can protect against developing cervical cancer yet 1 in 4 women do not attend this potentially life-saving test.

This drops to 1 in 3 among 25-29 year olds and among 60-64 year olds screening uptake is at an 18 year low.

Cervical Screening Awareness Week runs from 13-19 June 2016 and Jo's Cervical Cancer Trust needs your help to encourage more women to attend cervical screening.

Get involved at jostrust.org.uk/csaw

Extra materials

We have lots of images, graphics and statistics available to help you spread our messages, please get in touch and we can send you some materials.

We can also provide quotes, spokespeople and suggested content.

Coming soon: Press release with new data



Jo's cervical
cancer trust 

Smear test overdue?
Book yours today

13 - 19 June 2016
Cervical Screening Awareness Week
jostrust.org.uk #CSAW



Lower back pain

Pain during sex

Bleeding: during or after sex, or between periods

Post menopausal bleeding

Unusual vaginal discharge

If you have experienced any of these symptoms you should contact your GP as soon as possible.

Find out more at jostrust.org.uk/symptoms

Jo's cervical
cancer trust 



Thank you so much for your support

Jo's Cervical Cancer Trust

media@jostrust.org.uk

Useful links



Cervical Screening Awareness Week

jostrust.org.uk/csaw

Free resources on screening, cervical cancer and abnormalities:

jostrust.org.uk/resources/materials/information

Videos on cervical screening:

<https://www.youtube.com/playlist?list=PLZiewZ4Ces2YTXh7nhcTh7TcYtYvofFaS>