

Example invitations

Cervical screening drop-in clinics



Text messages

General

[Surgery name] is having a drop-in cervical screening (smear test) clinic on *[date and time]*. Come in and see *[nurse name]* to have your smear test or just to have a chat *[over some tea and cake]* if you are unsure.

First cervical screening

[Surgery name is] hosting a drop-in cervical screening (smear test) clinic on *[date and time]*. We know this might be your first smear test, so we want to make it as comfortable for you as possible. Come in *[for some tea and cake]* and ask any questions. If you choose to have one, there will be smear test appointments available on the day.

Women's health event

[Surgery name is] hosting a well-woman's evening on *[date and time]*. We would love to see you *[for some tea and cake]*, to chat about smear tests and women's health. If you choose to have one, there will be smear test appointments available on the day.

Letters, posters and leaflets

[Surgery name] is hosting a drop-in cervical screening clinic on *[date and time]*. If you are due for a smear test, we'd love to see you there. Our trained nurses will be happy to do your smear test or just to have a chat.

We understand that you may find smear tests difficult for lots of reasons. If you want to ask any questions or have any concerns, we are here to support you *[over some tea and cake]*.

We want you to feel as comfortable as possible so, if you would find it helpful, you can meet the nurse and have a look at the equipment we use.

You can come at *[any time that day/between {hour} and {hour}]*, depending on what suits you.

Patient feedback from Jo's Cervical Cancer Trust-assisted drop-in clinics showed that text messaging was the preferred method of invitation. We recommend sending a minimum of 2 text messages to patients – sending the first 2 weeks in advance and the second 1 or 2 days before the drop-in clinic.

If you know the text response rate for your surgery, it's safer to assume the lower end, particularly with cervical screening. We recommend texting several hundred eligible patients to maximise attendance. Some surgeries invite all eligible patients.