



Impact report 2017

Every day

Nine women are diagnosed with cervical cancer

Two women will lose their lives

The faster we act, the faster we change this

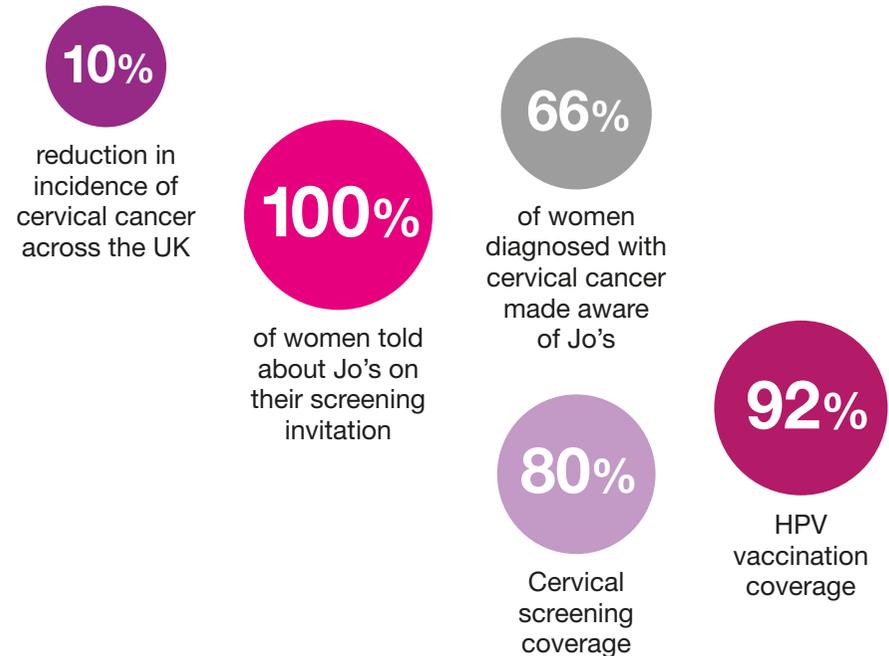
About Jo's and our vision

Jo's Cervical Cancer Trust is the only UK charity dedicated to women affected by cervical cancer and cervical abnormalities. We want to be there for every woman that needs us, for as long as they need us.

However we have a bold vision, **we want to see cervical cancer become a disease of the past.**

We launched a new five year plan at the end of 2017 to help us get closer to our vision. Our strategy centres around five new commitments:

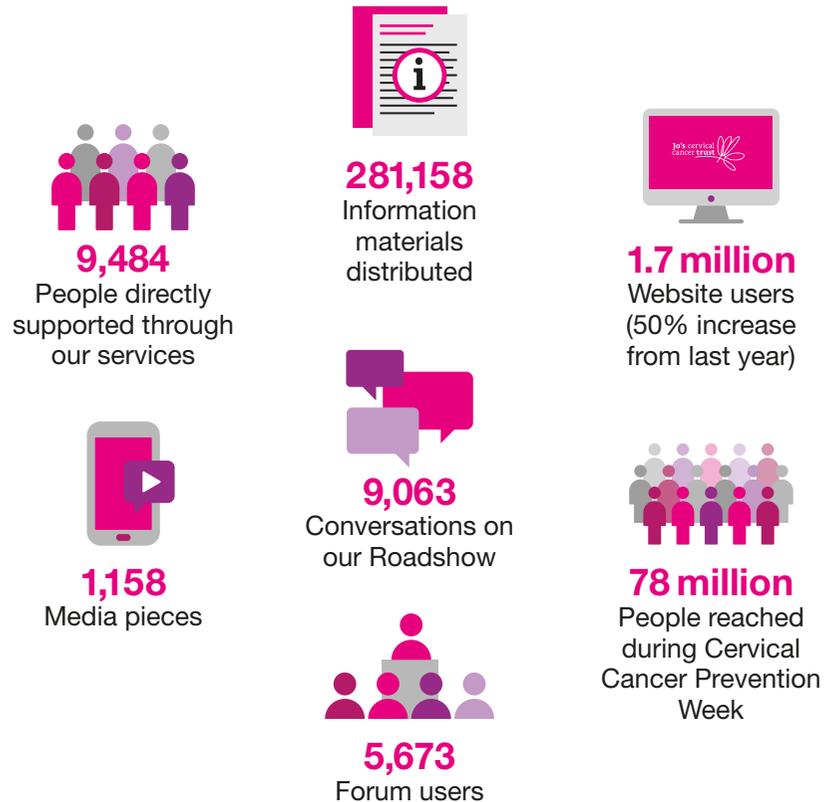
By 2022 we want to see



Impact over the last year

In 2016-17 we supported more women than ever in our history. We held the UK's first cervical cancer prevention roadshow, and through our campaigns, education and information reached millions with information about prevention, treatment and support.

Year at a glance



Support at every step

Over 3,200 women in the UK are diagnosed with cervical cancer every year, and a further 220,000 with a cervical abnormality. The physical and psychological impact of diagnosis and treatment can last a lifetime and we want to be there for each woman who needs us, as long as they need us.

- 1,586** Helpline calls, a **43%** increase to the previous year
- 288** follow up calls, a **45%** increase to the previous year
- 36%** rise in new Forum members from **4,142** to **5,673**
- 1,737** Ask the Expert submissions, a **17%** increase to the previous year
- 45** support group meetings with **174** women attending
- 96%** of support group attendees felt both more supported and less isolated
- 91%** of Information Day attendees felt more hopeful and **88%** less isolated

“This charity was an absolute lifeline for me and my sanity. I have a wonderful family and group of friends who were very supportive but speaking to Jo’s made my thoughts rational and life seem not so lonely and scary; when cancer is involved you do often feel alone. I could talk to the ladies and not be embarrassed by symptoms I was having. They were simply the best. Thank you everyone.” Support services user

Getting the message out

Over the year we worked hard to increase our voice among the public and reach as many health care professionals, politicians and policy stakeholders as possible. It is only with their help that we will get closer to our goal of making cervical cancer a disease of the past.

1,158 media pieces throughout the year

1.7 million website users

364 media pieces and **78** million people reached on social media through our smear test campaign **#SmearForSmear**

21 press releases issued by politicians

39 parliamentary questions asked

1st ever Adjournment Debate on cervical screening

We also have strong relationships with key policy and health influencers and sit on a number of influential committees enabling us to ensure the patient perspective is always at the forefront of discussion.



“You’ve reminded me I’m due mine – rang up and booked for next week, thank you!”

Social media comment during campaign week

Be cervix savvy

Our Be Cervix Savvy Roadshow was the first of its kind to run in the UK funded by the Tampon Tax Fund. Between March and July 2017 we visited 16 locations across the UK, starting in Glasgow and finishing in Knowsley. Our unit visited highstreets and locations with high footfall, where attendance of cervical screening is low.

9,063 conversations

19,000 information materials given out

800+ people had in-depth conversations with us

72% increase in Helpline calls about cervical screening and **164%** increase about the HPV vaccine

1/3 intend to attend screening and

1/4 to encourage others to attend



“You don’t know how much better I feel having spoken to you. It’s like a weight has lifted. I know that I can take the first step now.” Roadshow attendee

Cervical cancer stories

With nine women diagnosed with cervical cancer every day in the UK we wanted to highlight some of the issues women face when they are newly diagnosed, and how they cope during and after treatment. We were able to draw attention to areas in which care and treatment can be improved and of the varying experiences and needs of women affected by cervical cancer.

To do this we held in depth interviews with 35 women affected by cervical cancer enabling us to:



Make **20** key recommendations



Produce **7** films about living with cervical cancer



Get **7,966** views of the films



Gain **3,000** views of the report page

“My advice for anyone going through cervical cancer treatments it to talk to someone, don’t do it alone. If you don’t want to talk to your partner or family go on to Jo’s Cervical Cancer Trust, there are loads of other women in your position. You will instantly feel so much better, as there will be someone who has been through it and done it, or someone who is just at the same stage as you. Even if you don’t want to talk to someone face to face just that online chat or on the phone is really important.” Jo’s supporter

Our amazing supporters

Jo’s relies on fundraising for its income and it is only because of our incredible fundraisers that we can do what we do. We’d like to say a massive thank you to everyone who baked, ran, swam, climbed, cycled, or jumped out of a plane to raise funds and to all of the companies, trusts and community organisations who chose to support us as their charity this year. We are extremely grateful to each and every one of you.

3,000 Women V Cancer Ride the Night participants

271 individual fundraising events

£17,000 raised through Steps for Jo’s

£52,000 raised through Theatre in Trust

7.5% increase in support from companies

200% rise in income from organisations including

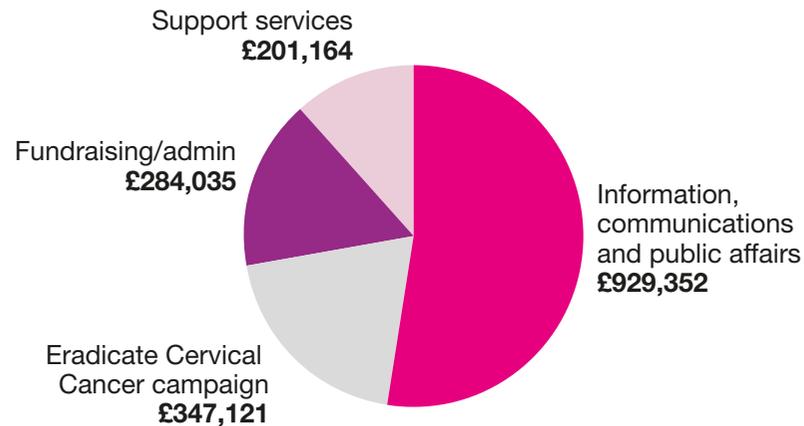
£15,000 from the British Society for Colposcopy and Cervical Pathology

£40,000 from Public Health England to extend Roadshow by five cities

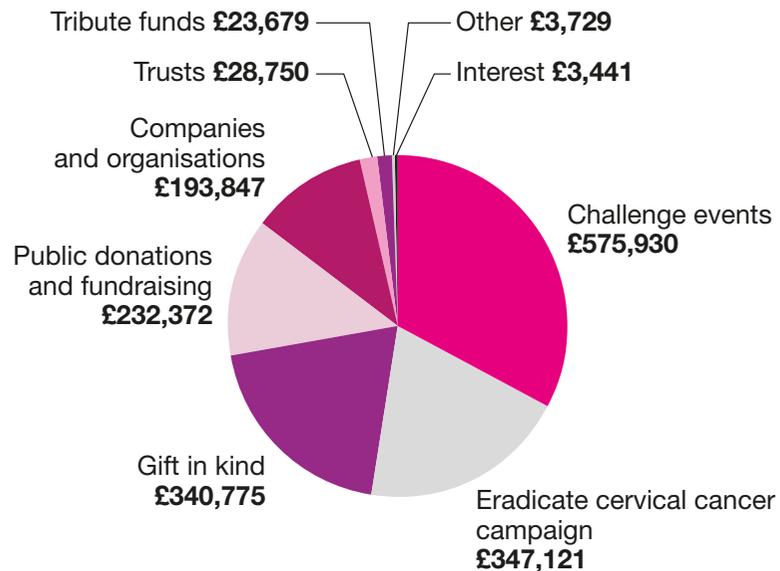


How we raise and spend our money

Total expenditure
£1,761,672



Total income
£1,749,644

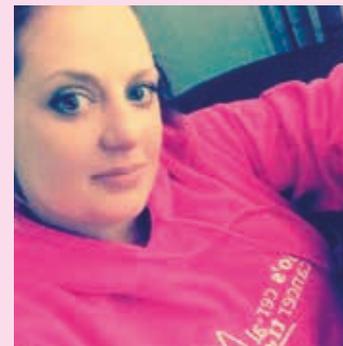


“I had my second smear test when I turned 29. A few weeks later I got the results in the post which said I had ‘high grade dyskaryosis, CIN 3 cell changes’, and that I needed to go for back in for colposcopy.

I didn't know what that meant. Only two days after my colposcopy I was called to come back in for further tests and ultimately I was diagnosed with stage 1a1 cervical cancer. I knew straight away that I wanted a hysterectomy, to make sure it was all gone in one go.

I'm now over one year cancer free but if it wasn't for that smear test, things could have been very different. It was a really scary and uncertain time but Jo's were there for me whenever I needed them.

After my diagnosis I decided to give back to the charity that was there for me throughout. I have become a Jo's media volunteer sharing my story to help raise awareness and I had the absolute privilege of being a part of the Roadshow which has got to be one of the greatest experiences of my life to date.” **Laura Flaherty**



Help us make cervical cancer a disease of the past:

Volunteer

jostrust.org.uk/volunteer

Campaign

jostrust.org.uk/campaign

Donate

jostrust.org.uk/donate

Contact us:

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 Jo's Cervical Cancer Trust

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Call our helpline:

0808 802 8000