

# Eradicating cervical cancer

Our role in making it a reality

**Cervical  
cancer can  
be prevented.  
We're doing  
something  
about it.**



— An estimated —

49,000

— women —

are living with or beyond  
a cervical cancer diagnosis

Each year 3,200 women are diagnosed with cervical cancer and five year survival currently stands at 67.4%. For those who survive, many are faced with multiple and often complex long term consequences of their diagnosis and subsequent treatment which can significantly reduce quality of life. A further 220,000 women every year are told they have cervical abnormalities which if not monitored or treated, could develop into cervical cancer. These women also face the uncertainty a diagnosis brings and the physical and emotional effects of treatment.

At Jo's Cervical Cancer Trust we passionately believe every woman affected should have the best possible care, treatment and support. Through our campaigns, services and information we are committed to making this happen. We want to be there for every woman who needs us, for as long as they need us.

We are fortunate in the UK to have screening and vaccination programmes which can prevent women from getting cervical cancer and we want every woman to understand the steps they can take to reduce their risk of the disease.

**However our vision is bolder. We want to see cervical cancer become a disease of the past.**

We know this day can happen and with eradication on the horizon, we have modelled the future of cervical cancer until 2040 to ensure we understand the challenges and opportunities, and can focus our energies where most needed. To provide us with clarity and direction we are launching a new five year strategy to achieve this goal. Our strategy is ambitious, exciting and will get us closer to the day where no woman has to face a cervical cancer diagnosis.

# Where have we come in cervical cancer prevention?

The NHS Cervical Screening Programme was introduced in 1988 and in its first 20 years contributed to cervical cancer incidence falling by a third. Screening provides the best protection against developing cervical cancer, preventing an estimated 75% of diagnoses. A more recent development in cervical cancer prevention is the vaccination programme for human papillomavirus (HPV). Almost all cervical cancers are caused by HPV (99.7%) and the vaccination, which has been offered to girls aged 11-17 since 2008, protects against 70% of cervical cancers. While the programme is still in its infancy, recent data from Scotland has already shown a 90% reduction in prevalence of high-risk, cervical cancer causing HPV in vaccinated women. This demonstrates the significant impact vaccination is set to have on incidence and mortality over the coming years.

We are on the cusp of even further advances. A vaccination protecting against 90% of high-risk HPVs, the 9-valent vaccine, has been developed and if it were to be introduced into the national programme over the coming years, would provide women with even higher protection. Closer to the horizon is the introduction of HPV primary screening in 2019, a more accurate and reliable cervical screening test, which will result in around 450 fewer diagnoses every year.

We have come so far and have much to celebrate, yet there are still big challenges to overcome. Improvements to the prevention programmes only benefit those participating in them. We are seeing cervical screening uptake fall and large variations in vaccination uptake across the UK; this is leaving significant numbers of women at greater risk. Reversing this must be a priority, ensuring the prevention programmes stay fit for purpose and adapt to modern lifestyles and behaviours.

# The next 20 years

We commissioned research projecting incidence and mortality in England until 2040 factoring in changes to the vaccination and screening programmes and variations in uptake. As the leading cervical cancer charity we wanted to better understand where the impact of cervical cancer will be felt the most over the coming years.

## Vaccinated generations

Cervical cancer is currently the most common cancer in women under 35, with incidence the highest among 25-29 year olds. However, this is set to change. With the more effective HPV primary screening and 9-valent vaccine we will see incidence in young women plummet. Among women aged 25-29 diagnoses will fall from 412 cases a year to just 104 cases in 2040. The impact of cervical cancer among this generation will be greatly reduced and almost removed, with deaths falling from 27 to just six in 2040. For this generation eradication is firmly on the horizon. However, we cannot get complacent, as if uptake were to fall to 40%, incidence in 25 to 44 year olds would increase by 38% (to 945). We must continue to ensure vaccination uptake remains high with every young woman understanding the role of cervical screening in further reducing their risk.

“ *Deaths among young women could be close to eradicated by 2040* ”

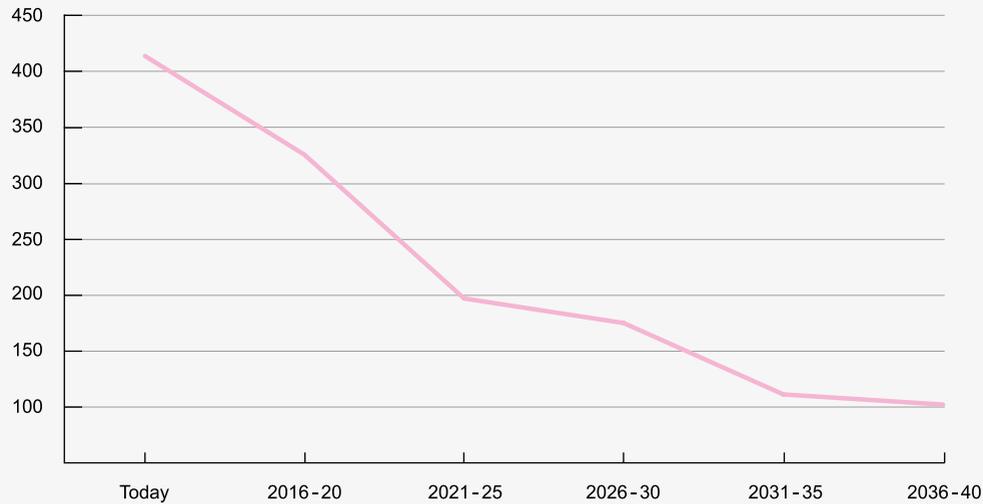


“

*I'm 20 and when I was in Year 8 had the HPV vaccine. Because my mum had cervical cancer when I was little I knew why the vaccine is so important but a lot of my friends didn't really understand it or the fact it reduces their risk of cervical cancer. I'm so pleased that by having the vaccine and attending smear tests, hopefully none of my friends will have to go through what mum experienced.*

**— Jordan**

## Projected incidence among 25-29 year olds



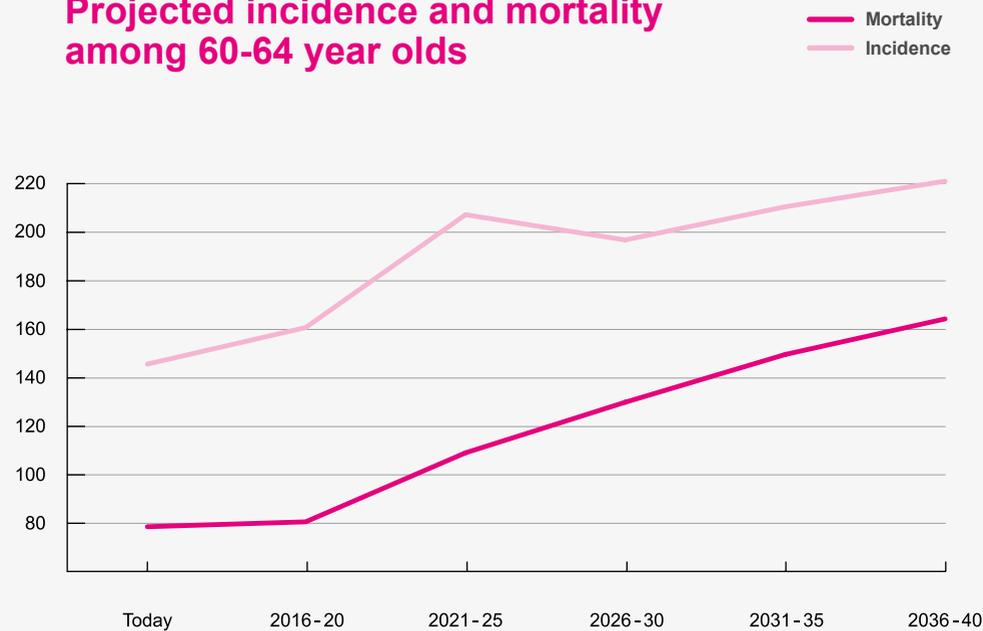
## Non-vaccinated generations

Cervical cancer incidence over the next 20 years will be dominated by women currently in their 40s and 50s. Incidence among women aged 60-64 in 2040 will climb 54% from 144 to 222 cases a year. Mortality will rise 109% (79 to 165 deaths a year) however if screening attendance continues to fall and drops a further 5%, then deaths in this age group will rocket 128%.

“ Among 50-64 year olds incidence will increase 51%

Among this age group improving awareness of the steps they can take to reduce their risk and aid early diagnosis must be paramount. This includes better knowledge of symptoms and increasing attendance of cervical screening through addressing the many barriers that exist, of which accessibility is vital.

## Projected incidence and mortality among 60-64 year olds



## Changing screening uptake

Attendance of cervical screening is falling year on year with 1.2 million women not taking up their invitation. Lives are being put at risk and even being lost as a result. The cost of cervical cancer is significant. The NHS spends around £21 million on treatment for the disease alone and the state loses £9 million in tax revenue every year. If cervical screening attendance was to fall to 70%, annual costs to the NHS would increase by £6.5 million and costs to the state would climb £800,000 to £10,181,045 a year. The impact on the individual cannot be overestimated bringing life-long physical, psychological and financial cost. We are faced with multiple reasons for women delaying or not taking up their screening invitation not one, therefore there is no one way to increase attendance. Whether vaccinated or not, the risk of diagnosis is reduced for every woman who attends screening so national and local action to increase uptake is essential. Particular attention must be given to groups where attendance is especially low including women at first and last age of invitation, women with a learning disability, those living in areas of deprivation and women from Black, Asian and minority ethnic communities.



“

*I was diagnosed with cervical cancer following a smear test and had to have a radical hysterectomy followed by 5 weeks of radio-chemotherapy. I still struggle with long term consequences of my treatment but if I hadn't attended it could have been so much worse so it makes me extremely concerned that so many women are not attending their smear tests. It is so important that all women understand the risks of not attending.*

**— Laura**

# Every day

**Nine** women are diagnosed with cervical cancer

**Two** women will lose their lives

*The faster we act, the faster we change this*

## Making it happen

We have come a long way since we were set up in 1999. We have grown to a team of 21 staff, an income of £1.75 million and hundreds of volunteers who dedicate their time and skills to support our work. We have directly supported tens of thousands of women through our services and reached millions more through our campaigns, information and outreach.

We are excited to be launching our new five year plan which has been shaped and informed by our modelling work. The plan is ambitious and not without challenges, however we are confident that it is achievable and the impact will be significant.

Six new strategic objectives are at the focus of our plan which we believe will provide us with the direction, the clarity and the motivation we need to get there.

# Our ambition for 2022

## By 2022 we want to see:

- ✓ A **10%** reduction in incidence of cervical cancer across the UK

---

- ✓ **100%** of women told about Jo's Cervical Cancer Trust on their screening invitation

---

- ✓ **66%** of women diagnosed with cervical cancer made aware of the charity

---

- ✓ Cervical screening coverage to reach **80%**

---

- ✓ HPV vaccination coverage to get to **92%**

**These targets are challenging but we have our vision of eradication firmly in mind and are determined to get there. We will be working harder, shouting louder and reaching further to achieve our vision.**

# Objectives to 2022

## 1 Ensure everyone affected by cervical cancer has access to the best treatment, support and information

An estimated 49,000 women are currently living with or beyond cervical cancer in the UK. Survival is increasing, however the consequences of diagnosis and treatment can last a lifetime impacting psychological wellbeing, physical health, finances and relationships.

We want to reduce the feelings of isolation, anxiety and fear a diagnosis can bring, with every woman having access to the best treatment, care and support. We will work to ensure more women know about our services and will develop them to reflect the changing needs of those we support. Through our campaigns, partnerships and increasing our networks with health care professionals, we will champion improvements and changes that will improve the lives of thousands.

## 2 Ensure significantly greater numbers of women eligible for cervical screening or the HPV vaccination 'truly' understand the importance of cervical cancer prevention, making an informed choice and taking up the offer

We will set out to better understand the barriers, attitudes and behaviours that exist for different groups of women and produce targeted information, campaigns and messages to tackle them. We will focus our energies in communities where coverage is low and work directly with local community groups, GPs and organisations to increase awareness and positively impact behaviour in these groups. We will adapt to changing behaviours, modern lifestyles and technologies ensuring the prevention programmes remain accessible and customer focused. We will share our findings building an evidence base to inform and support the work of others.

## 3 Run targeted national campaigns to see improvements and change in health policy and practice

We will increase our voice and build on the many strong relationships we have with health influencers and commissioners to ensure cervical cancer prevention, treatment and support are key strategic priorities across all four nations. We will challenge and advocate for changes to increase the health outcomes for women, and campaign for initiatives that will increase the quality of life for those affected by cervical cancer.

## 4 Champion quality in local health practice to promote and ensure access to the best cervical cancer prevention and treatment programmes

We will work independently and in partnership to research, understand and shape best practice. We will engage health and policy influencers at a national and local level to foster collaboration, share best practice and disseminate our findings. We will also support and work with primary and secondary health care professionals to ensure women get the best treatment and care possible, from women attending cervical screening to those living with long term effects of cervical cancer treatments.

**5** Build and foster partnerships both across the UK and worldwide that will enable us to have the greatest impact possible

We know that our vision can only be achieved through partnership and collaboration. We are proud to be the world's largest cervical cancer charity and over the next five years we want to create new partnerships, strengthen existing relationships and collaborate to enable us to achieve our goals. This includes with other voluntary sector organisations, the gynecological cancer community and health care professionals. We will ensure we are a truly UK representative organisation able to offer time, energy and resourcing to all UK countries.

**6** At least double sustainable funding by 2022

Our long term vision of eradication is hugely exciting, but to get there we need additional resources. To achieve our vision we will invest in our fundraising capability and diversify our sources of income. We will be seeking more partnerships with companies, trusts and statutory funders as well as recruiting and supporting individuals who fundraise and give to the charity.

**Jo's Cervical Cancer Trust  
has a vision of the day that  
cervical cancer is a disease  
of the past and no lives are  
at risk from the disease.**

**We hope you will join  
us in getting there.**

# Help us make cervical cancer a disease of the past:

## Volunteer

[jostrust.org.uk/volunteer](https://jostrust.org.uk/volunteer)

## Campaign

[jostrust.org.uk/campaign](https://jostrust.org.uk/campaign)

## Donate

[jostrust.org.uk/donate](https://jostrust.org.uk/donate)

### Contact us:

 **Jo's Cervical Cancer Trust**, CAN Mezzanine,  
7-14 Great Dover Street, London SE1 4YR

**T** 020 3096 8100

**W** [jostrust.org.uk](https://jostrust.org.uk)

**E** [info@jostrust.org.uk](mailto:info@jostrust.org.uk)

 @JoTrust

 Jo's Cervical Cancer Trust

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

### Call our helpline:

# 0808 802 8000