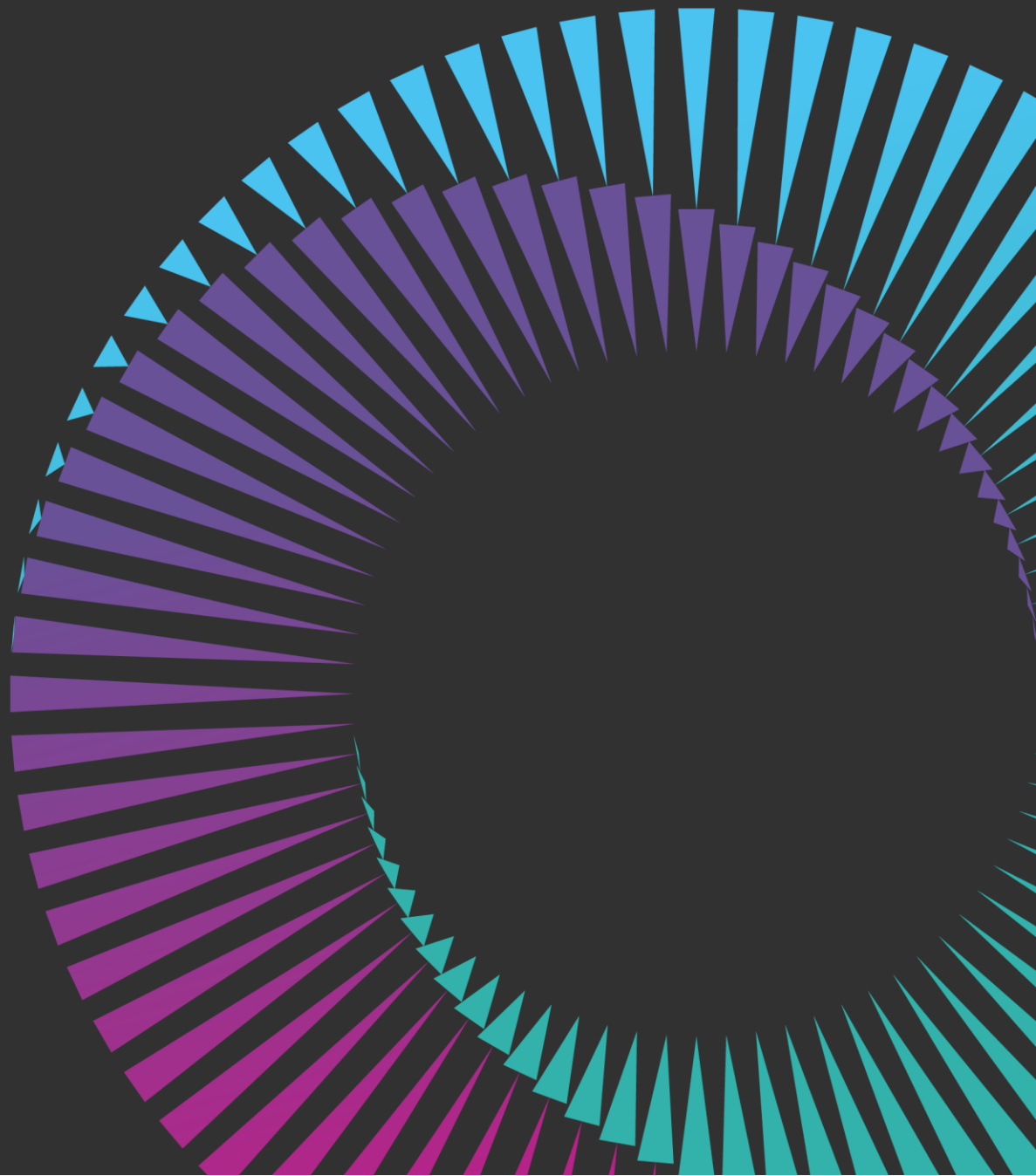


# SSOT ICB Cervical cancer

## Briefing sheet



# Briefing sheet

## Cervical screening campaign

### Campaign introduction

We would like to share news about a campaign running across Staffordshire and Stoke-on-Trent to increase appointment uptake for cervical screening throughout January - February 2025.

Cervical cancer is a cancer that's found anywhere in the cervix. Anyone with a cervix can get cervical cancer. Cervical screening (previously named a smear test) is a test to check the health of the cervix and helps find any abnormal changes early before they can turn into cancer. It is our hope that we can increase the uptake rate for cervical screening appointments across all of Staffordshire and Stoke-on-Trent through this campaign.

This campaign aims to increase awareness of the importance of cervical screening, as well as tackling some of the fears experienced around appointments, for people in Staffordshire and Stoke-on-Trent aged between 25 and 64 who were assigned female at birth.

The cervical screening campaign is being promoted through a multi-channel approach which includes a walk-through video created in partnership with a local Staffordshire GP, social media messages, a waiting area information video, GP practice patient text messages and a poster for display.

**This toolkit has been developed to help partners and GPs raise awareness of cervical screening. This toolkit is designed to share the correct information simply and clearly and encourage partners to support the campaign by sharing information across their communication channels.**

### Key messages

- To increase awareness of cervical screening appointments with people aged between 25 and 64 with a cervix.
- To reduce the fear of attending a cervical screening appointment experienced by some people.
- To encourage patients targeted by GP practices to respond to appointment invitations or to self-refer if they have not been contacted and meet criteria.

### What this campaign toolkit includes

To help you support the campaign locally, this toolkit includes a range of materials including:

Comms material	Content	How you can help
<b>Social media posts</b>	Social media videos PDF file and downloadable MP4s	Schedule relevant posts on your social media channels; repost or share from the SSOT ICB/ICS social media channels

<b>A4 Poster</b>	PDF file	Print and display in female washroom doors, sink areas or main rooms
<b>TV screen video</b>	Information screens	Upload to digital screens within waiting rooms
<b>Text messages</b>	Text message copy	GP practices to share via SMS text message service to relevant patient cohorts

## How to use this campaign toolkit

Please utilise as many of the enclosed resources as possible to help raise awareness of the importance of cervical screening.

Wherever you can, try to use the materials as they have been provided to promote the campaign messages. Please avoid making changes unless necessary. This will help to ensure consistency of branding and messaging throughout the area.

## For more information

All items of the toolkit, including social media videos and images can be downloaded here: <https://staffsstokeics.org.uk/cervical-cancer/>

If you have any questions about this toolkit or require more information, please visit the toolkit briefing sheet or email

[ssotics.comms@staffsstoke.icb.nhs.uk](mailto:ssotics.comms@staffsstoke.icb.nhs.uk)