



Cervical Screening campaign

14 February-14 March 2022

Campaign briefing for partners

The Office for Health Improvement and Disparities, with the support of NHS England and NHS Improvement

From 14 February 2022, the Office for Health Improvement and Disparities (OHID), supported by the NHS England and NHS Improvement will launch a new Cervical Screening campaign designed to increase the number of those eligible to attend their screening.



Objective

The campaign will raise awareness of the risks of cervical cancer and highlight the preventative benefits of screening. It will also provide reassurance and address misconceptions around cervical screening and Human Papillomavirus (HPV) primary screening. The overall aim of the campaign is to increase the number of those eligible to attend their screening.

Background

On 14 February 2022, the Department of Health and Social Care's (DHSC) Office for Health Improvement and Disparities (OHID), together with NHS England and NHS Improvement, will launch a national cervical screening campaign. The early diagnosis of cancer is a core part of the NHS Long Term Plan which will be achieved through several measures including maximising the number of cancers that are identified through screening.

Two women die every day from cervical cancer in England, yet it is one of the most preventable cancers. Around 2,700 women in England are diagnosed with cervical cancer each year and it is the second most common cancer amongst women under 35.¹

Target Audience

The Cervical Screening campaign will encourage those eligible for screening - women and people with a cervix aged 25-64 - to respond to their cervical screening invitation letter, and to book an appointment with their GP practice if they missed their last screening.

We will also actively target sub-groups who may experience additional barriers to attending screening – ethnic minority (Black and South Asian communities) and LGBTQ+ people with a cervix.

Campaign Activity

Running throughout England for four weeks, the campaign will include advertising on TV, video on demand, social media, and paid search, along with national and regional PR activity. The campaign will be supported by a range of commercial, third sector, NHSE, and Local Authority partners, amplifying messages to their customers, members, and colleagues.

¹ Cancer Registration Statistics, England 2019. Available from:

<https://digital.nhs.uk/data-and-information/publications/statistical/cancer-registration-statistics/england-2019#summary>

Data obtained from NCRAS, PHE. On average 2687 women were diagnosed with cervical cancer (ICD-10 C53) each year from 2017 – 2019 and 689 women died from the disease. The latest annual data is for 2019



Resources

A suite of campaign assets, specifically designed for partners to use, is available on the Campaign Resource Centre campaignresources.phe.gov.uk. The site also has more information about the campaign and ideas for getting involved.



Supporting the campaign

Our partners play an integral part in the success of the campaign. Local authorities, NHS and third sector partners will be able to order and download digital and print assets from the Campaign Resource Centre.

For example, some ways to support the campaign include:

- Activate the campaign using the partner assets, particularly where you can reach out to the campaign target audiences. For example, newsletters and social channels display posters and put website banners on surgery websites.
- Link up with local healthcare networks to get the message out to healthcare professionals or other suitable partners and encourage them to activate the campaign.
- Send case studies to the OHID Partnerships Team to share as best practice.

Find out more

Sign up to the Campaign Resource Centre: <https://campaignresources.phe.gov.uk>

For further information or a discussion with the partnerships team please contact partnerships@phe.gov.uk