



Cervical Screening Awareness Week Campaign Toolkit

19th – 24th of June 2025

What is the campaign?

Cervical Screening Awareness Week is an annual event which will run from the **19th to the 24th of June 2025**. The week aims to highlight the importance of regular cervical screening for women's health.

Cervical cancer is the most common form of cancer in women under 35 with two women in the UK per day dying from the disease. **Regular cervical screening appointments can prevent up to 75% of instances of cervical cancer, saving 5000 lives per year.**

Despite this, many women are reluctant to have this test done with a quarter of women not responding to their screening invitation. Cervical Screening Awareness Week is dedicated to women affected by cervical cancer or abnormalities.

Cervical Screening Awareness week aims to encourage all women to have regular cervical screening as well as to provide information and reassurance around any fears or embarrassment that women may have concerning taking the test.

During the week there will be information stands at GP surgeries, workplaces and sports centers, fundraising events and a social media campaign where women are urged to tell their stories relating to cervical cancer and cervical screening.



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Cervical Screening Awareness Week is a fantastic opportunity for Community Pharmacies to promote and create awareness within their HLP Wellbeing Zones.

What is cervical screening



Cervical screening is a way of preventing cancer of the cervix (cervical cancer). It uses tests to find abnormal changes in the cells of the cervix. The cervix is the lower part of the womb (uterus) that joins to the top of the vagina. It is sometimes called the neck of the womb. It is the part of the womb that opens (dilates) during childbirth to allow a baby to be born.

Why have cervical screening?

Abnormal cell changes in the cervix are common and often improve naturally. But sometimes these changes need treatment because there is a risk they may develop into cancer. Abnormal changes cause no symptoms. You will not know if you have them unless you have cervical screening. Screening finds abnormal cell changes, including the ones that are most likely to become cancer. These cells can then be treated. This is an effective way of preventing cervical cancer.

Cervical Screening (which used to be called a smear test) is a free NHS health test that is offered to women and all people with a cervix between the ages of 25 to 64. It helps prevent cervical cancer by checking for human papillomavirus (HPV) which can be passed on through sexual contact.

Not everyone finds cervical screening easy, but there are some things you can do to make it easier:

- ♥ Booking a double appointment
- ♥ Wearing comfortable clothes like a long skirt
- ♥ Listening to music or a podcast.



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Key messages

Cervical Cancer Prevention Week have teamed up with **GP Dr Nighat and Bake-Off Star Laura Adlington** in a series of videos discussing the link between sex and cervical cancer and debunking the common misconceptions about cervical screening during Cervical Cancer Prevention Week 2025.

Don't Miss Out, this is a life saving test, when invited then please make sure you #AttendScreening. To watch the video please click the link below.



What is cervical screening?



<https://www.cervicalcancerpreventionweek.com/>



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CANCER
PREVENTION
WEEK**



Campaign Resources

Various communications materials are available on the [Campaign Resource Centre](#).

These include downloadable posters, website and social media assets that can be used to build awareness of Cervical Cancer and Cervical screening.

This campaign aims to get everyone who is eligible for cervical screening to attend an appointment.

Key messages are around encouraging people to respond to the letter they get asking them to book an appointment or to book an appointment if they missed their screening.

<https://www.nhs.uk/tests-and-treatments/cervical-screening/>

CERVICAL SCREENING
AWARENESS WEEK 2024

Cervical screening looks for HPV, the virus which causes nearly all cervical cancers, and any changes to the cells which can be monitored or treated to prevent them developing into cancer.



Don't ignore your
cervical screening invite

Screening
saves
lives



Social Media Suggested copy

1) In England, nearly two women die a day from cervical cancer. Don't ignore your cervical screening invite, and if you missed your last one, book an appointment with your GP practice today.

Cervical screening saves lives. For more information visit <http://nhs.uk/cervicalscreening>

2) It's easy for cervical screening to fall to the bottom of your to-do list, but it only takes a few minutes and there are some simple ways to help put you at ease.

Find out more about cervical screening:
<http://nhs.uk/cervicalscreening>



Cervical screening saves lives

If you missed your cervical screening appointment contact your GP practice



Don't ignore your cervical screening



Screening saves lives

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Get in touch!

Please share your content, HLP Wellbeing Zone photos, examples of good practice or local case studies regarding Cervical Screening Awareness Week:

humber.lpc@nhs.net

Contacts

For any questions on this toolkit please contact: a.bryce@nhs.net

