

CERVICAL CANCER PREVENTION WEEK

Social Media Toolkit

CERVICAL CANCER PREVENTION WEEK



Cervical Screening (also known as 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) can be passed through forms of sexual contact.

Currently, **only 66% of 25 to 49-year-olds attend screening**, with the attendance significantly higher for 50 to 64-year-olds at 74% nationally.

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

Don't Miss Out, this is a life-saving test, when invited: **#GetScreenedNow**

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Here's how you can get involved.

From Monday 22nd of January to Sunday 28th of January, publish a post from your organisation's Facebook, Instagram and Tiktok accounts using the provided social media assets.

The suggested copy is provided but please feel free to adjust language to fit your organisation's brand voice and tone to better relay the message to your communities. You can also choose to amplify (repost/share) the official posts which will feature under the same campaign hashtags.

Please use the hashtags **#CervicalCancerPreventionWeek** and **#GetScreenedNow** on all social media posts and be sure to tag. This is so our social listening can pick up the campaign's posts so we can measure reach effectively.



**CERVICAL
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Messaging & Assets

CONVERSATION	DEBUNKED	GET SCREENED
SOCIAL ASSETS		
<u>Images</u>	<u>Video - Can Cervical Cancer be prevented?</u>	<u>Video - Bring your own music</u>
SOCIAL COPY		
This Cervical Cancer Prevention Week, we've partnered with Dr Nighat Arif and Laura Adlington to debunk the most common misconceptions about cervical screening.	Did you know cervical cancer can be prevented? We sat down with Dr Nighat Arif and Laura Adlington to find out why and debunk misconceptions around cervical screening.	It's Cervical Cancer Prevention Week and we're asking that when invited for a cervical screening appointment, you attend. It can save your life.
Hear from Dr Nighat Arif & Laura Adlington debunking the most common misconceptions around cervical cancer and screening.	Did you know that cervical cancer can be prevented? Your risk of cervical cancer can be significantly reduced by having a HPV vaccination and attending a cervical screening appointment when invited.	Attending your screening can stop you getting cervical cancer. So if you're invited, it's crucial that you attend. Hear from Dr Nighat Arif & Laura Adlington.

It's Cervical Cancer Prevention Week and we've partnered with Dr Nighat Arif & Laura Adlington to debunk misconceptions around cervical screening including tips to help you feel more comfortable during your appointment.

It's really important that when invited for your screening, you attend. It can save your life!

Hear from Dr Nighat Arif on steps you can take to get more comfortable during your cervical screening.

If you are a woman or person with a cervix, it's really important that you attend your cervical screening, it can save your life.

This Cervical Cancer Prevention Week, we're debunking misconceptions around cervical screening.

Did you know that if you've received the HPV vaccination already, you still need to attend your cervical screening ?

It's really important that when invited for your screening, you attend. It can save your life!

Don't forget to include the campaign hashtags
#CervicalCancerPreventionWeek #GetScreenedNow



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THANK YOU

For more information visit

www.CervicalCancerPreventionWeek.com

