**Two British Athletes - who both survived cancer - join forces for new NHS campaign to help eliminate cervical cancer**

**Paralympic gold medallist Erin Kennedy MBE and four-time Olympian Donna Fraser OBE**, who were diagnosed with cancer during the height of their careers, have joined forces for a new campaign to help eliminate cervical cancer.

**The athletes are now urging women to attend their cervical screening appointment, as it can prevent cervical cancer.**

Cervical screening is offered to women and all people with a cervix, between the ages of 25 to 64, and helps prevent cervical cancer by checking for a virus known as human papillomavirus (HPV). HPV can cause abnormal cells to develop in the cervix. Over time these abnormal cells can turn into cancer if left untreated.

The four NHS Cancer Alliances in London - who have launched the campaign to coincide with the Paris 2024 Games - say that only 58% of 25 to 49-year-olds living in London currently attend screening. The attendance is higher for 50 to 64-year-olds living in London at 70%. *(Source: NHS Digital).*

The advertising campaign will be streamed across cinema screens in London, on Sky TV and social media (TikTok, Facebook and Instagram) from Wednesday 31st July to Monday 12th August. Audiences will see Erin and Donna talking about their cancer journey and how they hope to be a beacon of hope for those affected by cancer.

Both athletes are strong advocates for women’s health and are hoping to harness the feel-good spirit of the 2024 Paris Games to encourage women to prioritise their health and attend their NHS cervical screening appointment – as it can prevent cervical cancer.

Find out more about Erin and Donna’s story here: <https://www.londoncervicalscreening.com/>

**How can I support the campaign?**

Until Monday 12th August, you can publish a post from your organisation’s Facebook, Instagram and TikTok accounts using the provided social media assets. Please find our social media toolkit attached and links to assets, on Google Drive, here: [NHS Cervical Screening Campaign - summer 2024 - Google Sheets](https://docs.google.com/spreadsheets/d/1WJWkH-ApZXX4NPW13940P_0ovehlfk4czhjY-nEEtms/edit?gid=0#gid=0)

Please use the hashtags #WereInTheRace and #GetScreenedNow on all social media posts. This will help the four London Cancer Alliances to use social listening to pick up on campaign's posts and measure reach effectively.

Our RM Partners Twitter is @RMPartnersNHS

Colleagues working in primary care can inform their administrative and clinical colleagues about the campaign, so they are prepared to handle more questions about cervical screening and requests for appointments.

**I have a question(s), how can I get in touch?**

Pease contact Candy Brown, Early Diagnosis Project Manager – RM Partners [candy.brown@nhs.net](mailto:candy.brown@nhs.net) and Ricki Ostrov, Communications Manager at RM Partners ricki.ostrov@nhs.net