

WE'RE IN A RACE

HELP US ELIMINATE CERVICAL CANCER



Social Media Toolkit

We're in a race to eliminate cervical cancer by 2040.

Cervical Screening (formally 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) which can be passed through forms of sexual contact.

Currently across London, only 58% of 25 to 49-year-olds attend cervical screening, with the attendance significantly higher for 50 to 64-year-olds at 70%.

Together we can eliminate cervical cancer. Athletes Erin Kennedy MBE (Rowing) and Donna Fraser OBE (Athletics) have joined forces following their own cancer experience to share their stories and encourage others to attend cervical screening.

The South East London Cancer Alliance,
North Central London Cancer Alliance,
North East London Cancer Alliance,
RM Partners NW & SW
London Cancer Alliance are working to improve early cancer diagnosis and treatment for patients in London.

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



Here's how you can get involved.

From Friday 26th of July to Monday 12th of August, 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 **#WereInTheRace** 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.



Messaging & Assets

SOCIAL ASSETS	SOCIAL COPY
Video - Every Race Has A Goal	We're in a race to eliminate cervical cancer by 2040. It's really important that when invited for your cervical screening, you attend. It can save your life!
Video - Screening Can Save Your Life	It's really important that when invited for your cervical screening, you attend. It can save your life!



Video - Make That Appointment	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.
Video - Erin x Donna - 60s version	We've joined forces with athletes Erin Kennedy MBE (Rowing) and Donna Fraser OBE (Athletics) to share their cancer experience and encourage others to attend cervical screening.
Video - HPV Specific - Erin Kennedy MBE	If you are under 25 and missed out on your HPV vaccine at school, please contact your GP to ensure you receive this lifesaving vaccine.

Don't forget to include the campaign hashtags
#WereInTheRace and **#GetScreenedNow**



THANK YOU

For more information visit

www.londoncervicalscreening.com

