

Stakeholder Briefing:

New Scottish Cervical Screening Campaign

The ambition

To increase levels of uptake in cervical screening amongst women aged 25-35, from lower socio-economic groups, living in Scotland.

The challenge

- Uptake of cervical screening is on a downward trend in Scotland with latest national figures showing that just under 70 per cent of those eligible attend screening, compared to 80 per cent attending 10 years ago (ISD Scotland, 2016)
- Uptake is lowest amongst 20-30 year olds (ISD Scotland, 2016)
- There are a number of barriers to uptake that exist – the main one being that it's generally not a priority amongst young women. Fear and embarrassment are also factors.

The campaign

A bold new campaign has been developed to grab the attention of young women aged 25-35, and start breaking down some of these barriers to attending.

The purpose of the campaign is three-fold:

- to raise awareness of the benefits of having a smear test
- to encourage women to attend when invited and empower any women who missed their last appointment, or who have never been screened, to contact their GP
- to generate talkability on the topic of cervical cancer/ screening

Cervical cancer isn't a concern and cervical screening is a low priority for these women, so the campaign really needs to stand out to ensure cut-through and be remembered. Bold is good.

Entitled '**Flower**', a short film has been developed which focuses on a close-up of a flower, with the petal formation resembling a vulva. The visual element is accompanied with a trusting voiceover that challenges women on the reason(s)

that they choose not to attend for screening, ending with the call to action urging them not to ignore their next smear invite and to contact their GP if they missed their last test.

The campaign will primarily be promoted digitally through social channels including Facebook and Instagram, enabling the core target audience to view the relevant content in their own personal space.

Viewers will be encouraged to like/comment/tag their friends in the video with the message that it's time to 'stop fanning around and get tested.'

The digital campaign will also be bolstered by cinema advertising and a PR campaign backed by case studies, practice nurses and screening co-ordinators across the country.

Call to action

Don't ignore your next smear invite, and if you've missed your last smear test, contact your GP practice to find a time that suits you.

The secondary call to action is to visit getcheckedearly.org/cervical-cancer for more information.

Timing

The campaign will launch on **08 February 2017** and run for five weeks.

Resources

A suite of digital assets is being developed and will be available shortly on getcheckedearly.org/resources. We'll contact you as soon as these are uploaded.

Resources will include a link to a downloadable version of the Flower film, cover and profile images for Facebook and Twitter, digital ads (such as MPUs and skyscrapers) and email signatures.

Additional editorial assets will also be available, including sample Facebook and Twitter posts and sample editorial for websites / newsletters.

How you can help

Your support for the campaign will be invaluable in helping us to maximise audience reach and impact during this important five week window.

There are a number of ways in which you can help:

- Following our social media channels (Facebook: [@theweec](https://www.facebook.com/theweec), Twitter: [@theweescot](https://twitter.com/theweescot)) and sharing content
- Using the sample social media posts and digital assets across your channels over the campaign period using the hashtag [#NipItInTheBud](https://twitter.com/hashtag/NipItInTheBud)
- Linking your digital channels to our website – getcheckedearly.org/cervical-cancer – using the assets on our resources page
- Helping maximise media opportunities by working with our PR agency and identifying potential case studies.

We look forward to working with you on this bold and empowering campaign and thank you in advance for your support.

Further information

For further information contact Consolidated PR on **0131 240 6420** or email scotland@consolidatedpr.com



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