



Dear Clinician,

I am writing to you as a cervical screening sample taker to inform you of an exciting new Cervical Screening health promotion launching on Monday 4th March, that we would like you to be part of.

You are probably aware that Cervical Screening uptake within the UK is at an all-time low especially in the younger eligible population and highly populated urban areas with high deprivation. We would like to do something about this and we would like your help to do it!

We are representatives of a local collaborative that has members from De Montfort University, NHS England/Public Health England, Leicester City CCG, and Cancer Research UK. Our aim is to increase awareness and potentially uptake of Cervical Screening by using social media as a medium.

We believe that social media is underutilised when it comes to health promotion and that it is a perfect medium to improve awareness of and the importance of regular attendance for cervical screening. Especially (but not confined to) in the social media savvy demographic of 25-49 where uptake is most dramatically in decline.

Here's what we would like you to do -

We would like you as a sample taker to ask your patients after their Cervical Screen if they would be happy to have their photo taken on **their phone** holding a placard with #Dontfearthesmear written on it. Then request that the patient post it on social media and tag 5 friends with #Dontfearthesmear, this will only take 1-2 minutes.

It is obviously important that it is the patient's decision to participate and they are not coerced into taking part in the campaign.

We would like as diverse a group of women as possible to take part. But we are not suggesting you ask every patient, just patients who using your judgment as a health care professional would be receptive to the request.

It is expected that many women will say no, but if we can just get some to say yes and post on their accounts we may start a social media wave such as the Jo's Trust "Smear for Smear" campaign or even the Ice Bucket Challenge (dreaming big).

We will supply you with a #Dontfearthesmear pack with key messages for your patients and campaign posters to place in reception and your clinic rooms, informing patients that they may be asked to take part and an example of the photos.

Additionally, there will be dedicated social media pages on Facebook, Twitter, Instagram and LinkedIn. These pages will share the latest health promotion messages, research, and signposting to support.

This social media campaign will run alongside a marketing campaign in Leicester City. This will target beauticians, hairdressers, and social "hangout" areas with posters and stickers with cervical screening myths such as "I haven't shaved down there" and "I am not sexually active".

If you want to be part of this exciting health promotion and request a #Dontfearthesmear sample taker pack, please contact adam.williams@cancer.org.uk.

Kind regards

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