

Primary Care Briefing:

Reactivation of Scottish Cervical Screening Campaign

Background

In Scotland, uptake of cervical screening (smear tests) is on a downward trend, with the latest national figures showing just 72.8% of eligible women attend for screening, compared to 80% attending 12 years ago (ISD Scotland, 2018).

Uptake is lowest amongst 25-30 year olds (ISD Scotland 2018).

Research shows that there are many barriers to uptake – the main one being that screening is generally not seen as a priority for many young women. Fear, pain and embarrassment are also common.

Lessons from 2017 campaign

In February 2017, the **'Flower'** campaign launched to grab the attention of the 25 – 34 audience, and break down some of the barriers to attending screening.

The evaluation of the 2017 campaign identified:

- 7 in 10 were more encouraged to attend their next appointment or find out when their next test was due.
- 1 in 3 said as a result of seeing the campaign they had either attended an appointment or spoken to their GP practice.
- 1 in 5 said they had attended a smear test as a result of seeing the campaign.

- Over 130,000 completed views of the 50-second film.
- 36% spontaneously recalled messages around the importance of having a smear, and the fact it can save your life.
- 32% spontaneously recalled the message of not being embarrassed or ashamed.
- Over 17,000 social media shares, likes, comments or re-tweets linked to campaign content which delivered the aim of creating a conversation about this subject.

It is clear from this data that the Flower campaign captured the attention of the target audience, increasing awareness and encouraging action.

The 2019 campaign

Aims to:

- Raise awareness of the benefits of cervical screening.
- Encourage women to attend when invited.
- Empower women who missed their last appointment, or who have never been screened, to contact their GP practice to book an appointment.
- Generate talkability on the topic amongst younger women.

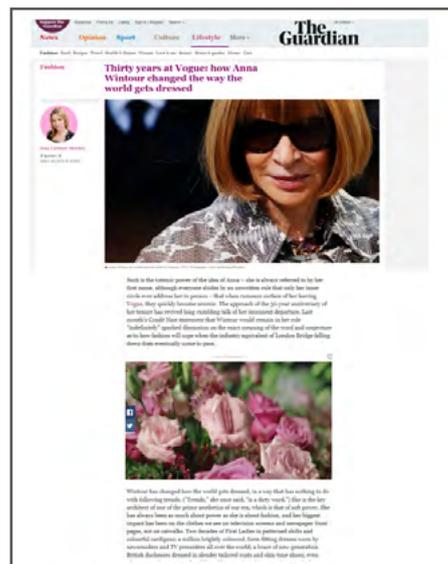
What and when?

The campaign will primarily be promoted digitally, placing the video in content that this audience engage with daily. It activates when women scroll past it as they read, for example, The Sun, Cosmopolitan or Metro.

We will also use paid advertising in social channels - Facebook, Messenger and Instagram - enabling the core target audience to view the relevant content in their own personal space and engage and share with friends.

The core digital campaign will also be bolstered by cinema advertising (in theatres all over Scotland from 17 January – 3 March) targeting films which are more likely to appeal to a female audience.

(Example advert position)



Medium	2019							
	Jan				Feb			
	7	14	21	28	4	11	18	25
Cinema - Female Audience Guarantee Package (12+films only)		17th start						
Digital Display - YouTube								
Digital Display - In content positions								
Paid Social on Facebook & Instagram								

Our PR campaign will start with a series of regional press releases w/c 28 January that include a localised uptake figure for 25 – 29 year olds as a news hook. We are also looking to include a practice nurse quote.

Detect Cancer Early’s PR strategy #MySurvivor will put efforts behind supporting the cervical screening message during this time as well.

The main thrust of PR activity in this campaign run will be on using influencers – so people like lifestyle

& fashion bloggers, stylists, make up vloggers, celebrities – as voices that the target audience trust and have a regular relationship with, to carry positive messages about cervical screening based on their personal experiences.

Who is it aimed at?

Women from lower socio-economic groups, and areas of low uptake, aged 25-34 years in Scotland.

What is the main message?

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

Will my surgery experience an increase in demand?

Due to the call to action for the campaign, it's likely that you will see women who missed their last appointment, or who have never attended, get in touch with you.

In previous bursts of the campaign we have not received any feedback of the campaign putting pressure on services and we do not expect that you will feel significant impact in your practice. If however you do experience significant pressure as a result of the campaign please do get in touch with the campaign manager.

What you can do

- A primary care toolkit has been developed to provide information and practical resources to help you raise awareness of the benefits of cervical screening and remove barriers to uptake in your local area. This will be available at www.healthscotland.com/publications/cervical-screening-toolkit. A campaign poster can also be printed [here](#).
- Ensure that all staff are aware of the campaign and its timings in case eligible women in your practice enquire on the back of seeing/hearing the campaign.
- Support the campaign in your practice environments. This could be by displaying posters or campaign visuals. All materials will be made available at www.getcheckedearly.org/resources.

Further information

For more information contact the Campaign Manager at Gail.Lyall@gov.scot or via the Healthier Scotland Marketing team on **0131 244 5219**.