RESUMING CERVICAL SCREENING

Stakeholder Toolkit
Help Spread Our Message

This toolkit provides approved posts and assets for you to use and share on your social media channels. These direct users to NHS Inform for further information.

Each of the social media assets has been scaled for Facebook, Twitter and Instagram. Please note, the caption sizes vary and some of them may not be suitable for Twitter (limit of 280 characters).

We want you to regularly feed these social media assets into your planned activity.
Timeline

Cervical screening has resumed in Scotland.

From Monday 29 June anyone who was invited for cervical screening before the pause and was yet to make an appointment or had their appointment cancelled, will be able to contact their GP practice to make an appointment.

Appointment invitations and reminders will be posted from mid-July, with invitations sent to those who receive more frequent (non-routine) cervical screening appointments first. Routine screening will recommence once NHS Scotland has caught up with non-routine appointments affected by the pause.
The cervical screening programme is resuming.

If you received an invitation before the pause or had your appointment cancelled due to COVID-19, call your GP practice to book an appointment.

For more information visit: www.nhsinform.scot/cervicalscreeningresumes

Cervical Screening Asset 1

Caption:
If you received an invite before the pause or had your appointment cancelled due to COVID-19, contact your GP practice now to book your cervical screening (smear test). For more information visit www.nhsinform.scot/cervicalscreeningresumes
Social Media Assets

Cervical Screening Asset 2

Caption:
Due to COVID-19, a number of safety measures have been put in place to ensure it is safe to attend screening appointments. There is no change to the screening test itself. For more information visit www.nhsinform.scot/cervicalscreeningresumes.
Cervical Screening Asset 3

Caption:
If you are concerned about a potential sign or symptom, don't wait for your screening invite to arrive. Contact your GP practice to get it checked. For more information about the symptoms of cervical cancer visit www.nhsinform.scot/cervicaltest.
Stakeholder Toolkit

Updated versions of this toolkit will be made available to you as these additional programmes become operational:

- Breast Screening (mammograms)
- Bowel Screening (home test kits)
- Abdominal Aortic Aneurysm (AAA) Screening (ultrasound of abdomen)
- Diabetic Retinopathy (Eye) Screening (images taken of the eye).
If you require any further information about this toolkit, please contact:

Lois Baillie            Jennifer Nicol
Senior Marketing Officer Marketing Officer
E: lois.baillie@nhs.net  E: jennifer.nicol3@nhs.net
P: 07921 473946        P: 07581 500375