

Are You Ready For Your Screen Test?

Raising awareness of cervical screening for lesbian and bisexual women



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The Lesbian & Gay Foundation

Background to campaign

- Until 2009, NHS guidance suggested that women who were not and had never been sexually active with men did not need cervical screening.
- In practice, this often translated into all lesbian women (or women who had female partners) being told they did not need cervical screening.
- More research was conducted into the transmission of HPV via skin-to-skin contact which led to changes in official advice.

THE EXPERT OPINION

“THE BIGGEST RISK FACTOR FOR CERVICAL
CANCER IS NON-ATTENDANCE FOR SCREENING
SO WE ENCOURAGE ALL WOMEN AGED 25
TO 64, IRRESPECTIVE OF THEIR SEXUAL
ORIENTATION, TO
ACCEPT THEIR
INVITATIONS
FOR CERVICAL
SCREENING”

NHS CANCER
SCREENING
PROGRAMMES



Research with Salford University into barriers to screening for lesbian & bisexual women found...

- General myths and lack of knowledge within the LGB women's community
- Lack of awareness in some health professionals, often coupled with heterosexist attitudes.
- Reluctance or fear of coming out
- Previous negative experiences

Pre Campaign Key Findings

- **51%** of LGB women of an eligible age had either never had a test, or not had one within the recommended timescales.
- LGB women are significantly less likely to have accessed cervical screening within the last five years than heterosexual women. **70.5%** of LGB women of an eligible age reported screening within the last five years compared to **78.9%** of the general female population.
- A significantly high proportion of eligible LGB women (**19%**) reported never having been for a cervical screening test.
- **37%** of all the LB women in our study had been told they did not require a test due to their sexual orientation. This directly resulted in over half of them disengaging from screening programmes, believing they were not at risk.
- **14%** of the women we spoke to had been refused a test or actively discouraged from having a test by a healthcare professional.

“Nurse said I didn’t need a test, so I didn’t have one. I wouldn’t mind but I didn’t really want to come out to my nurse – she kept asking about contraception – I had no choice but to tell her. When I told her she was very rude and tried to get me out of the room as soon as she could. I’m glad I don’t need a smear as I couldn’t go through that again.”

“I was told ‘nuns don’t get cervical cancer’ - to which I responded that I wasn’t exactly a nun.

I was refused the test on this occasion.”

“I think there is fear as well as embarrassment...fear of what is going to happen, is it going to hurt, will it be embarrassing, will I make a fool of myself because you are never quite sure what sort of response you are going to get.”

Campaign Objectives

1. Increase knowledge about cervical cancer & the need to attend screening
2. Increase knowledge about the right to access screening
3. Increase confidence in dealing with potential barriers to screening
4. Mixed mode approach to intervention taking account of the diversity of LGB women
5. Develop solid evaluation mechanisms to provide an evidence base for future action

Are You Ready For Your Screen Test? Campaign Phase One 2010-2011

Initial research project and pilot campaign in the North West

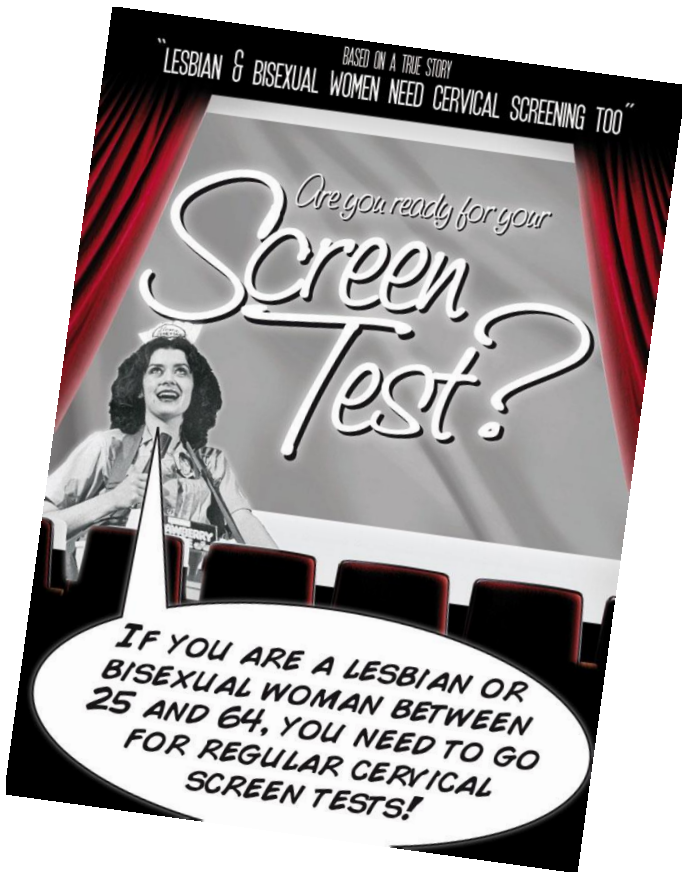
- Baseline research (online and in person surveys + focus groups)
- Awareness raising campaign across the North West
- Post intervention evaluation (online and in person surveys)

Phase 2: National Roll Out 2012-13

- First national health campaign aimed at lesbian and bisexual women
- Campaign materials delivered to all 9 English regions
- Campaign stall and outreach at Pride events in all 9 English regions
- LGB and mainstream print and online advertising and editorial
- Utilising analysis from the research project as to the best mechanisms for getting the campaign message out to women
- Developing training module for healthcare professionals

Are You Ready For Your Screen Test? Campaign

- Campaign launch events
- Poster and postcard campaigns
- Information booklet
- Print and online articles, adverts and interviews
- Viral videos
- Interactive web game and board game
- Social media
- Radio presence
- Promotional goodies
- Targeted one to one outreach in gay venues and at Pride



Information booklets

MYTH

"I'M A LESBIAN, SO I DON'T NEED A CERVICAL SCREENING TEST."

FACT

ALL WOMEN BETWEEN THE AGES OF 25 & 64 WHO HAVE A CERVIX NEED TO GET SCREENED REGARDLESS OF WHO YOU SLEEP WITH OR WHO YOU'VE SLEPT WITH IN THE PAST.

THE HUMAN PAPILLOMA VIRUS (HPV), WHICH CAUSES CERVICAL CANCER, CAN BE PASSED ON DURING SEXUAL ACTIVITY BETWEEN TWO WOMEN, SO GET SCREENED - YOUR CERVIX IS WORTH IT!

Don't get left in the dark...

For more on this campaign visit www.lgf.org.uk/screening or e-mail women@lgf.org.uk call 0845 3 30 30 30.

On Twitter search for #screentest and follow @lgfoundation. You can find us on Facebook at Friends of The Lesbian & Gay Foundation.

Cervical Screening Programme

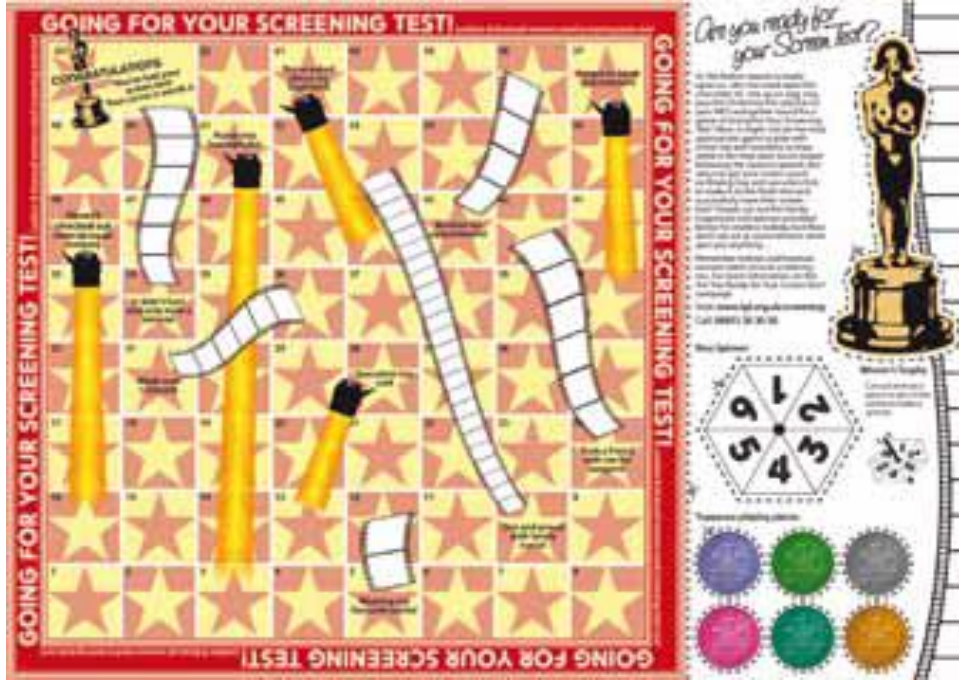




Targeted one to one outreach



Registered Charity No.1070904



PUT YOUR CERVIX IN THE SPOTLIGHT

Find and click as many ladies as you can in 60 seconds!

PLAY

36.5 percent identified they had been told that lesbian and bisexual women did not require a cervical screening test.

Time Left:
28

Number of Women Found:
10

RESUME

look for the ladies



Time Left:
37

Number of Women Found:
3

PLAY AGAIN

CONGRATULATIONS YOU PUT 20 CERVIXES IN THE SPOTLIGHT!

Lesbian & bisexual women need cervical screening too

www.lgf.org.uk/screening

Board and online games



BASED ON A TRUE STORY
 "LESBIAN & BISEXUAL WOMEN NEED CERVICAL SCREENING TOO"

love your cervix actually

Make a date this Valentine's Day

Book your cervical screening test today

FOR MORE ON THIS CAMPAIGN VISIT
 WWW.LGF.ORG.UK/SCREENING
 OR CALL 0845 3 30 30 30

LGF
 The Lesbian & Gay Foundation
 Ending Homophobia, Empowering People
 www.lgf.org.uk
 2000-2010
 CELEBRATING TEN YEARS

THE UNIVERSITY OF SALFORD

NHS
 Cervical Screening Programme

BASED ON A TRUE STORY
 "LESBIAN & BISEXUAL WOMEN NEED CERVICAL SCREENING TOO"

THE LESBIAN & GAY FOUNDATION

Mary Pops in
 for her cervical screen test

Be Practically Perfect in every way

Book your cervical screening test today

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Posters and postcards

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Registered Charity No.1070904

MENU

- Introduction
- The Expert Opinion
- Did You Know?
- Common Misconceptions
- What Women Told Us
- Positive Messages
- What Women Told Us
- Think!
- What You Can Do
- Top Tips
- What Women Told Us
- How Embarrassing
- What Do I Say?
- Remember
- Other Things to Consider
- Environment
- The LGF Materials
- What About Trans?
- Glossary
- Test Yourself

Not just like nuns!

Why lesbian and bisexual women need cervical screening and how you can provide appropriate services


An e-learning toolkit for healthcare professionals.

Please use the buttons below to navigate through the course.



PREVIOUS

NEXT


Cervical Screening Programme



SLIDE 1 OF 26



Training for sample takers

Are You Ready For Your Screen Test?

Campaign Numbers



GAMES CREATED
& DISTRIBUTED



PRESS RELEASES
ISSUED



VIDEOS CREATED
& DISTRIBUTED



MONTHS OF
OUTREACH WORK



PRIDE EVENTS ATTENDED



RADIO INTERVIEWS



ADVERTISEMENTS &
ARTICLES PLACED



POSTERS HUNG



FACEBOOK FRIENDS
POSTED TO



ONLINE ADVERTISEMENTS
PLACED



FOLLOWERS
TWEETED TO



VIEWS OF LGF ONLINE
CAMPAIGN CONTENT



PROMOTIONAL
GOODIES DISTRIBUTED

RESOURCE BOOKLETS
DISTRIBUTED

POSTCARDS
DISTRIBUTED

Post Campaign Results

- Halved the under-screening rate - first survey, **49%** of women had been for a test in the recommended timescales, this figure increased to **73%** in the post campaign survey.
- **51%** of women reported positive behavioural change as a direct result of engaging with the campaign



Impact

- 96%** of participants felt the campaign was effective
- 25%** of participants of a relevant age (25-64) reported that they had been for a screen test as a direct result of the campaign.
- 8%** reported that they had booked a screen test as a direct result of the campaign.
- 8%** reported that they planned to book a test in the near future.
- Only **4%** of women said that they would still not attend screening.



*“Great campaign and great message – so important.
I’ve never tested until now and have abnormal cells so
this is a lifesaver.”*

*“Love that it speaks to me, as a lesbian
woman. It gets a serious message across
in a not-so-serious way which I think is the
key to success.”*

*“I’m a survivor of cervical cancer myself.
I’ve actually just been given the all clear
this week. My previous doctor advised me
that I didn’t need to get screened because
I’m a lesbian. So I completely get this
campaign.”*

*“I loved the movie theme, made it non-
threatening and got a serious point over in
a fun way. Most people feel guilty enough
about not going as it is!”*

Recommendations from the research

1. Targeted, appropriate and accurate information
2. Widespread campaign delivery
3. Targeted campaign approaches
4. LGB specific training for health professionals
5. LGB specific cervical screening services
6. Sexual Orientation Monitoring
7. Work with the trans community

What now?

- Funding for targeted campaign has now ended but the work continues.
- Information still available on our website.
- Also still distributing booklets, posters and other items.
- Targeted messages via social media, especially around Cervical Screening Awareness Week.
- Delivering training to sample takers in the Greater Manchester area.

For more information and to download the reports: www.lgf.org.uk/screening

Online training module:

www.lgf.org.uk/screeningtoolkit

To order booklets or for more info:

Email women@lgf.org.uk

Call **0845 3 30 30 30**

