

# Jo's Trust – who we are

- Established in 1999 by James Maxwell following the death of his wife, Jo (40) from cervical cancer.
- UK's only dedicated cervical cancer charity
- Staff of 3
- Income - £210,000 (€242,000)

# The issues we face in the UK

- Every day 3 women in the UK will die of cervical cancer
- Each year around 2,800 women are newly diagnosed
- 1million out of 4.2million invited for screening didn't attend
- 30% aged 25-34 did not take up their invitation for screening
- Only around 50% of girls in 'catch up' HPV programme had the vaccination

**Young women missing out on potentially life saving opportunities**

# What we did about it

A long term strategy to run targeted education campaigns to increase awareness of cervical screening and HPV vaccination



**Every day 3 women in the UK will die from cervical cancer**

The good news is that:

- cervical cancer can be prevented
- cervical screening can save your life

Despite this, 1 million women who were invited, chose NOT to have a screening test last year

For more information go to [www.jostrust.co.uk](http://www.jostrust.co.uk)

*Jo's Trust*  
FIGHTING CERVICAL CANCER

Jo's Trust is the UK's only dedicated cervical cancer charity.  
Charity No. 1076289

**Till Receipt  
January 2010**

[www.jostrust.co.uk](http://www.jostrust.co.uk)

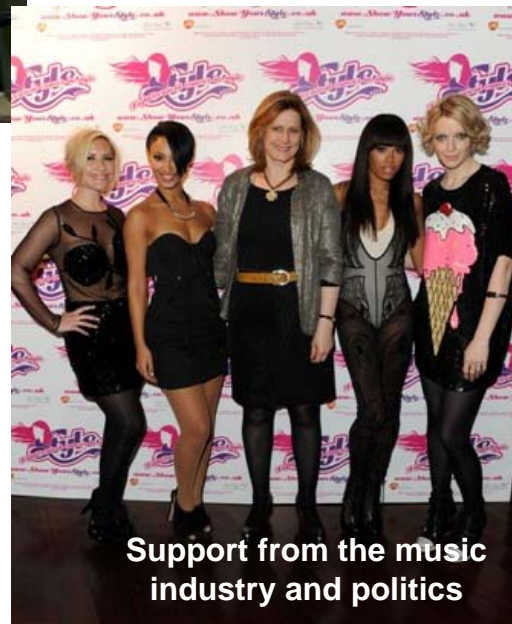
*Jo's Trust*  
FIGHTING CERVICAL CANCER



[www.jotrust.co.uk](http://www.jotrust.co.uk)

*Jo's Trust*   
FIGHTING CERVICAL CANCER

# What we did about it



# Impact

## Cervical Screening advert

- Seen on TV by 6.8 million viewers (shown 220 times)
- 300% increase in demands on our services
- Other healthcare organisations using advert for free
- Virgin Media producing a new advert

## Postcard and poster campaigns

- 500,000 postcards distributed in bars, clubs, health clubs and cinemas
- Potential audience footfall of 7.4 million
- Reaching key target audience not attending screening or vaccination
- 10% increase in unique hits to our website
- Healthcare professionals requesting our materials

# Going forward

- Targeted campaigns have resulted in
  - An increased in numbers seeking support and information from Jo's Trust.
  - We have been able to reach millions more women
  - Increased profile and education of cervical cancer
  - We have received full support and positive feedback from the public and health professionals
- Need to understanding the needs of hard-to-reach groups
- Developing best practice
- Continue to test a range of media to explore how best to reach and inform key target audiences
- These projects could easily be replicated in other countries

Positive projects, but much to do!