



PRESS RELEASE

Month-long campaign to raise awareness of screening

Public Health Wales is launching its fifth annual 'Screening for Life' campaign on 1 July to raise awareness of the free national screening programmes offered by the NHS.

The month-long campaign is aimed at encouraging eligible men, women and children across Wales to take up free NHS screening.

Throughout the month, Public Health Wales's Screening Engagement Team will be working with GP Practices across Wales, training members of staff as "screening champions" to talk to patients about screening.

Each of the programmes aimed at adults will be targeting specific groups during the month:

- Breast Test Wales will be encouraging women being invited for screening for the first time to take up their screening invitations
- Bowel Screening Wales are asking men, who tend to engage with the programme less than women, to consider returning their test kit
- The Wales Abdominal Aortic Aneurysm Screening Programme will be targeting men eligible for screening who are still working and encouraging them to take time out to attend their appointment
- Similarly, Diabetic Eye Screening Wales – the newest programme to join Public Health Wales – will be encouraging people eligible for screening who are at work to make sure they attend
- Cervical Screening Wales will be calling on younger women who have been for a smear test to talk to their older relatives or friends about the importance of attending

Author: Anna Ashman	Date: 13 June 2017
Version number: 0a	Page number: 1

There are many ways in which you can get involved in the campaign. There is a free Screening for Life resource pack available on the website which will give you useful ideas and information to help you run screening events and activities. For more information visit: <http://www.screening.wales.nhs.uk/>.

A new screening 'z card' resource is now available. The pocket sized resource contains signposting information on all of the national screening programmes. The resource is ideal as a quick reference guide for professionals, and for handing out to people wanting to find out more about the services available.

Dr Sharon Hillier, Acting Director of Screening for Public Health Wales, said: "This is the fifth year of Screening For Life, which has run very successfully since 2013 and has seen us speak to thousands of people about screening.

"With four adult screening programmes, one screening both adults and children, and three maternal and child screening programmes running in Wales, it can be confusing to know which programmes you are eligible for, and how to take part, and we look forward to answering any questions people may have.

"We know that some people ignore their screening invitation. Screening really can save your life, and we would urge everyone invited to have a good look at the information we send them and really consider attending for screening."

The campaign will be promoted on social media, including a Facebook Live chat with Dr Sikha De Souza, consultant in screening, who will be answering questions about screening live online on Monday 31 July.

To follow the campaign you can 'Like' the Screening For Life facebook page at www.facebook.com/screeningforlife or follow @PublicHealthW on twitter.

You can tweet about the campaign using #S4L2017

For more information about all of the screening programmes visit:

<http://www.screeningforlife.wales.nhs.uk/>

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CONTACT: Public Health Wales Communications Team on 029 2034 8755 (24 hours)

Author: Anna Ashman	Date: 13 June 2017
Version number: 0a	Page number: 2

Editor's notes

Public Health Wales is an NHS organisation providing professionally independent public health advice and services to protect and improve the health and wellbeing of the population of Wales.

Public Health Wales has four statutory functions:

- To provide and manage a range of public health, health protection, healthcare improvement, health advisory, child protection and microbiological laboratory services and services relating to the surveillance, prevention and control of communicable diseases;
- To develop and maintain arrangements for making information about matters related to the protection and improvement of health in Wales available to the public; to undertake and commission research into such matters and to contribute to the provision and development of training in such matters;
- To undertake the systematic collection, analysis and dissemination of information about the health of the people of Wales in particular including cancer incidence, mortality and survival; and prevalence of congenital anomalies; and
- To provide, manage, monitor, evaluate and conduct research into screening of health conditions and screening of health related matters.

More information on Public Health Wales is available at www.publichealthwales.org