

Manitoba Pap Test Week is changing to... TellEveryWoman 2011!

What is TellEveryWoman 2011?

TellEveryWoman 2011 is a province-wide campaign to promote education and awareness about the importance of Pap tests for the prevention of cervical cancer.

How is it different from Manitoba Pap Test Week?

- Manitoba Pap Test Week combined education and awareness with increased access to Pap test services.
- TellEveryWoman 2011 will facilitate generic “TellEveryWoman” program messaging and advertising across Manitoba.
- CervixCheck partners will be encouraged to host Pap clinics throughout the year in conjunction with the CervixCheck invitation letters to unscreened women, rather than just during the program’s October “blitz.”

Why is it changing?

With the incept of CervixCheck’s new invitation letters to unscreened women, we can now identify and recruit Manitoba’s most at-risk women through direct mail correspondence.

CervixCheck will work with health care providers to provide timely access to Pap test services in conjunction with the distribution of the invitation letters. Access will be facilitated on a year

round basis rather than for just one week.

We still need you!!!

Invitation letters are systematically distributed throughout the year. CervixCheck will continue to work with health care providers to coordinate Pap test clinics in conjunction with the letters going to specific regions of Manitoba (by postal code). While we encourage you to coordinate your Pap clinic simultaneously with the distribution of invitation letters in your community, we will also support you to host a Pap clinic at any point during the year. This could be on a weekly, monthly or annual basis.

Join our access team by hosting a Pap clinic for your community’s most at-risk women! We will provide you with:

- Specific clinic newspaper advertising,
- Specific clinic flyer advertising sent directly to unscreened women in your community,
- Specific clinic website advertising on TellEveryWoman.ca,
- Posters and flyers to advertise your clinic,
- Educational resources.

To register, complete the CervixCheck Pap Clinic Access Team Registration Form and fax back to Lesley at (204) 779-5748. For more information, contact Lesley at (204) 788-8627.