

Understanding Women's Preferences For Cervical Cancer Screening

Insights From Our International Survey

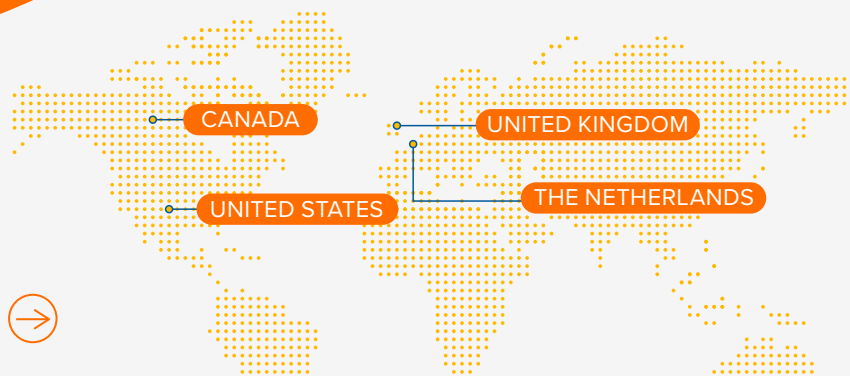
With self-sampling being offered as an option for cervical cancer screening in some countries, **how can we support women in deciding what type of screening is best for them?**

STUDY POPULATION



4,000 WOMEN

(aged 30-65 years old) from **4 countries** →



Screening experience is positive, but knowledge gaps remain

80%

Reported undergoing cervical cancer screening in the past 5 years

87%

Of the recently screened were satisfied with their prior screening experience

69%

Reported insufficient knowledge to compare clinician-collected and self-collected screening

Information is valued and supports decision-making



≥84%

Found information on sample reliability and follow-up steps easy to understand



≥66%

Reported the information would support screening decision-making

Healthcare professionals play a key role



≥62%

Reported that healthcare professionals' recommendations could influence their screening method choice

Clinician-collected screening is preferred



71%

Preferred clinician-collected **VS.** self-collected screening

CA
72%

US
83%

UK
69%

NL
61%

Information provision increases preference for clinician-collection



+6%

Overall increase in preference for clinician-collected vs. self-collected screening after receiving information about differences

CA
6%

US
4%

UK
8%

NL
5%

Implications for screening policies and practices

Among a largely well-screened population, clinician-collection was preferred over self-collection both before and after information provision. Our survey assessed preferences in a general female population: questions first asked about knowledge and preferences using neutral language, followed by comparative information and questions about its impact on preferences. Appropriate information provision strategies will be essential to enable informed choice, as uncertainty persists regarding the accuracy of self-sampling and screening programmes consider offering both screening modalities.

It is crucial to continue strengthening clinician-led screening services and raising awareness about screening among both eligible women and their healthcare professionals.