


A Comedy Nightmare paying homage to Female Health and Cinema



DON'T FEAR THE SMEAR!

LOGLINE

On the eve of Maddie's first cervical screening, common concerns and movie tropes collide, as she fights her fears, one comical nightmare at a time.

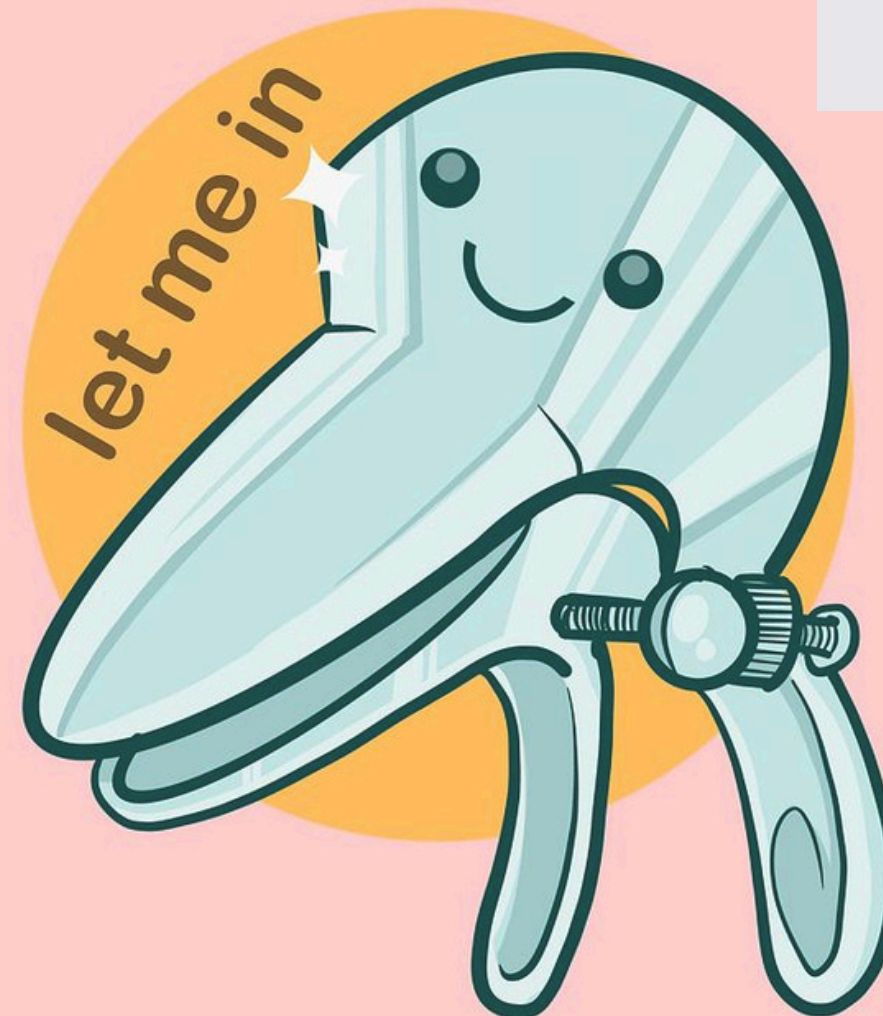
EXECUTIVE SUMMARY

Title: Don't Fear The Smear!

Genre: Comedy

Format: Short Film, 10 minutes

Themes: Feminine Health, Overcoming Fears, Female Empowerment



MADDIE

MAIN CHARACTER

Maddie is a 24 year old woman who is strong, fun-loving, smart and sensible.

Her first cervical screening appointment is due and although she understands the importance of attending, she harbours numerous fears concerning the procedure. She has never had a smear test before or any kind of intimate examination, so the idea of the unknown is intimidating.

As a fan of TV and Film, her nightmares manifest in unusual ways that encapsulate iconic media tropes. The fact that she uses comedy to tackle her fears, reflects her positive and fun nature too.



VISUAL STYLE AND TONE

The film is split into very distinct looking and sounding sequences, many of which pay homage to a specific genre.

THE 1940S FILM NOIR NIGHTMARE



THE KID'S PUPPET TV SHOW NIGHTMARE



THE WAR MOVIE NIGHTMARE

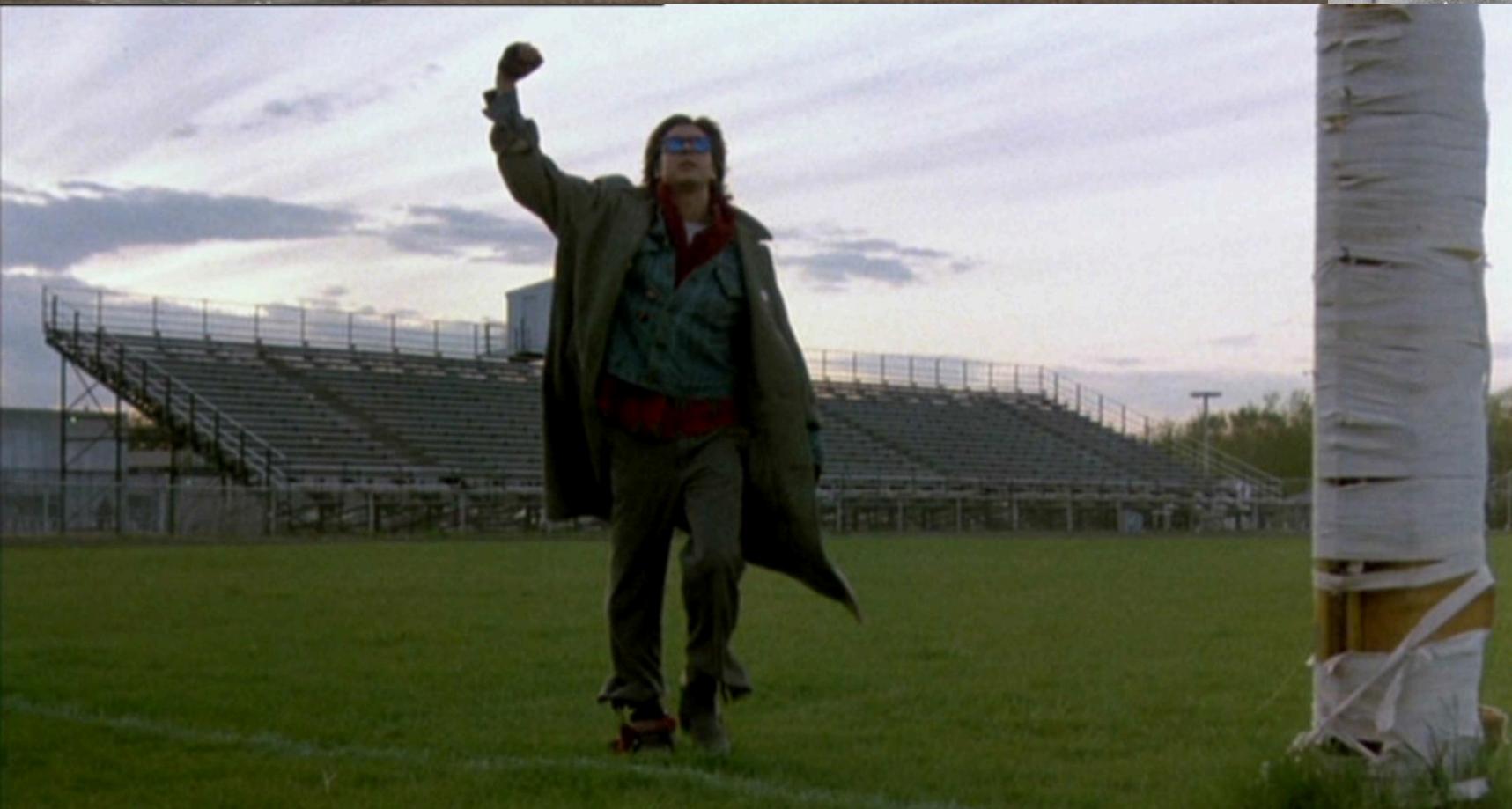


THE HANDSOME DOC DREAM



THE FREEZE FRAME

The film utilises this effect for comedic purposes, paying homage to the films referenced below.



Scenes including:
The Nightmare that we don't know is a Nightmare, The Real World and The Handsome Doc Nightmare should shot with naturalistic lighting and colours.



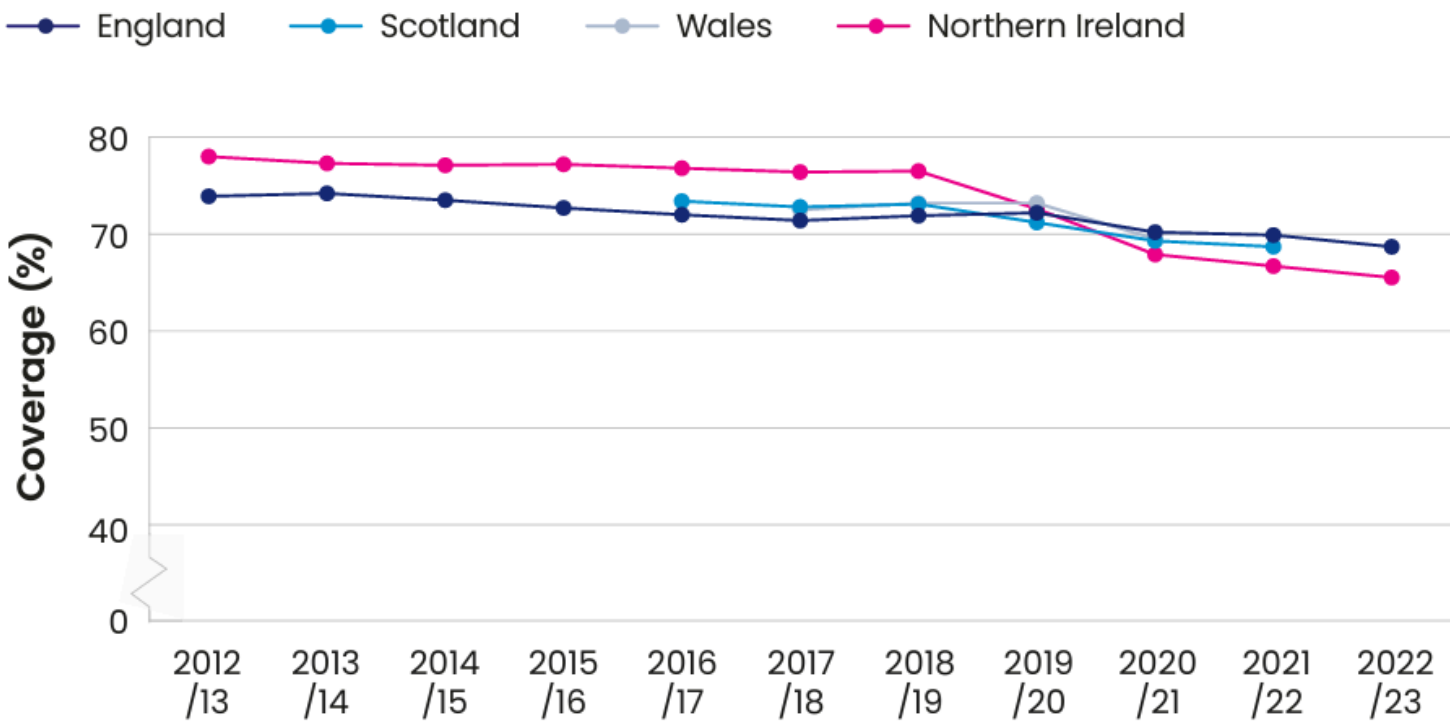
CERVICAL SCREENING STATISTICS

Cervical screening coverage across the UK

Over the past 10 years, there has been a decline in the number of people taking up their offer of cervical screening.

Cervical screening coverage is the percentage of eligible people invited for screening who have had a test with a recorded result within a specified period.

Cervical screening coverage in the UK



Data sources: England: NHS Digital. Scotland: Public Health Scotland. Wales: Public Health Wales. Northern Ireland: Public Health Agency.

Excerpts from Gov.uk, Public Service England, NHS websites

Quarterly Cervical Screening Coverage NHSEI Region Level Data Table for 25 to 49 age group

This worksheet contains one table

For period up to 31 December 2023

Cervical Screening Programme Standard: 80% of eligible women to have adequate screening test within previous 3.5 years

NHS Region	Eligible Individuals Ages 25 to 49	Screened Individuals Ages 25 to 49	% Screened (Coverage)	Rank	No of screens required to achieve 80% standard	Previous Quarters Coverage
South West	939,320	668,650	71.2%	1	82,806	70.8%
East Of England	1,203,050	845,175	70.3%	2	117,265	69.8%
North East And Yorkshire	1,466,155	1,028,985	70.2%	3	143,939	69.7%
South East	1,598,240	1,103,370	69.0%	4	175,222	68.4%
North West	1,298,150	877,770	67.6%	5	160,750	67.1%
Midlands	1,916,830	1,293,700	67.5%	6	239,764	67.0%
London	2,350,135	1,417,045	60.3%	7	463,063	59.7%
England	10,771,875	7,234,690	67.2%		1,382,810	66.6%

Table 1: NHS Cervical Screening Programme: Statistics on cervical cancer and the NHS Cervical Screening Programme

England, 2014 to 2024

										numbers/percentages/rates		
	units	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Cervical Screening Programme data												
Age appropriate coverage ⁽¹⁾												
Eligible women (25-64)	millions	13.95	14.17	14.40	14.67	14.93	15.19	15.47	15.65	15.95	16.24	16.54
Women screened within 3.5/5.5 years (25-64)	millions	10.35	10.41	10.46	10.57	10.67	10.92	11.16	10.99	11.15	11.16	11.38
Coverage (25-64)	%	74.2	73.5	72.7	72.0	71.4	71.9	72.2	70.2	69.9	68.7	68.8
Eligible women (25-49)	millions	9.63	9.71	9.82	9.96	10.09	10.22	10.37	10.43	10.60	10.81	11.06
Women screened within 3.5 years (25-49)	millions	6.91	6.91	6.89	6.93	6.97	7.13	7.28	7.09	7.16	7.11	7.31
Coverage (25-49)	%	71.8	71.2	70.2	69.6	69.1	69.8	70.2	68.0	67.6	65.8	66.1
Eligible women (50-64)	millions	4.33	4.45	4.58	4.72	4.85	4.98	5.10	5.23	5.35	5.43	5.48
Women screened within 5.5 years (50-64)	millions	3.43	3.49	3.57	3.64	3.69	3.79	3.88	3.90	3.99	4.04	4.07
Coverage (50-64)	%	79.4	78.4	78.0	77.2	76.2	76.2	76.1	74.7	74.6	74.4	74.3

USE OF FILM& SOCIAL IMPACT

News

NHS makes fresh uptake appeal as five million women not up to date with cervical screening

📅 28 November 2024

Cancer

Women are being urged to come forward for cervical screening as new figures show more than five million are not up to date with their routine check-ups.

The NHS invites women for screening every three to five years depending on their age, or more frequently if the high-risk human papillomavirus (HPV) is detected, with the programme saving thousands of lives annually.

Positive experience

Fear and embarrassment are some of the main influencing factors for women who choose not to have screening.

The aim of the film is to de-mystify the cervical screening procedure, highlight its importance and to encourage women not to be embarrassed or afraid. The film uses humour to remove fear, as when you make a joke of something, it makes it less scary. As we can see from the statistics, numbers for smear test attendance could and should be a lot higher. This film aims to help women feel safe and confident to book and attend their screenings. What better media to do so than film!

Excerpts from the NHS and Gov.uk websites

ALL FEMALE ON SET CREW

EVE HARDING
WRITER/DIRECTOR

Eve Harding is a passion-fuelled creative, who strives to depict thought-provoking untold stories from unheard perspectives, with sensitivity, intelligence, and cinematic depth. She likes to go against the grain, by experimenting with new ideas and techniques.



REBECCA WILLIAMSON-BROWN
PRODUCER

