



Creating A Legacy For Amber

PEN Awards 1st Oct 2026 –
Birmingham University



Northumbria Healthcare
NHS Foundation Trust



The Northumbria Way
People Caring for People

The Origins of Amber's Legacy

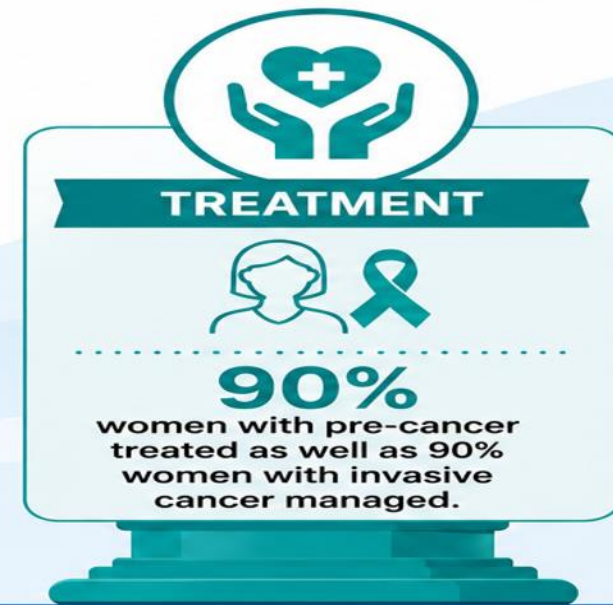
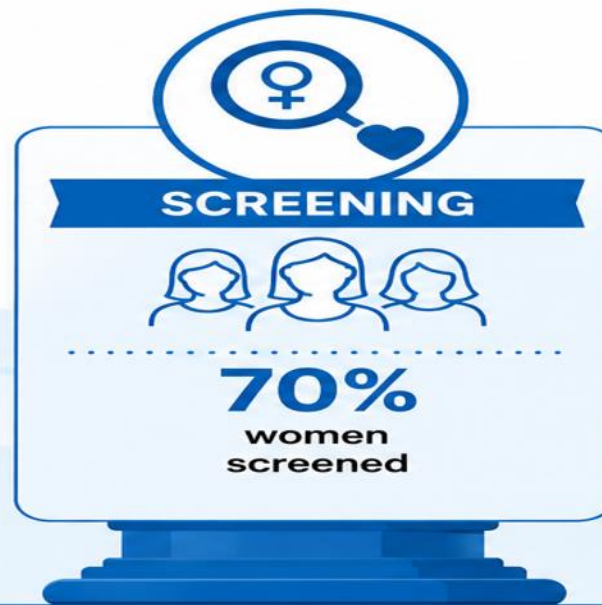
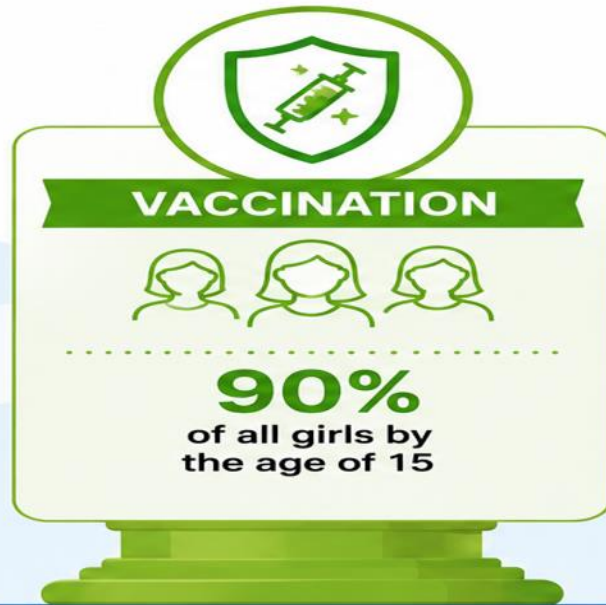
- ♥ *Amber Rose Cliff was a much loved daughter, sister, colleague & friend. She died from cervical cancer on 8 January 2017 at the age of 25, after a four-year battle with the disease.*
- ♥ *Amber was proactive in seeking help for her symptoms but was refused a smear test due to her age. She later obtained a private smear test and was diagnosed with stage 2 cervical cancer.*
- ♥ *Amber fell through the gaps of screening & immunisation policy; too young for a smear test but too old to be included in the rollout of HPV vaccination. She had left school the year vaccination for HPV was introduced.*

What is the Humanpapilloma Virus?

- **Nearly all cervical cancers (about 99.8%) are caused by HPV.** [\[cancerresearchuk.org\]](https://www.cancerresearchuk.org), [\[cancerresearchuk.org\]](https://www.cancerresearchuk.org)
- Around **3,300 new cases of cervical cancer** are diagnosed each year in the UK. [\[cancerresearchuk.org\]](https://www.cancerresearchuk.org)
- Around **880 deaths from cervical cancer** occur each year in the UK. [\[cancerresearchuk.org\]](https://www.cancerresearchuk.org)
- HPV is also linked to cancers of the:
 - **Anus**
 - **Penis**
 - **Vulva**
 - **Vagina**
 - **Mouth and throat (oropharyngeal cancers)** [\[cancerresearchuk.org\]](https://www.cancerresearchuk.org), [\[hpvcentre.net\]](https://www.hpvcentre.net)
- About **70% of oropharyngeal (throat) cancers** are linked to HPV. [\[cancerresearchuk.org\]](https://www.cancerresearchuk.org)

The Race to Eliminate Cervical Cancer by 2040

The 3 Pillars to Ensure Elimination



building a caring future

www.northumbria.nhs.uk



December 2023 Our “Sliding Doors” Moment.....



“A Good Leader is a Dealer in Hope” – Napoleon Bonapart.

The beginning of this partnership involved Amber's dad Darren talking to the team and sharing Amber's story.



Moving From Education to Action



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“Amber’s story is one of strength, hope, and purpose. Amber had just missed out on the HPV vaccine; having left school by the time it had been introduced in 2008. In this emotional and honest conversation, Darren joins Caroline Smith, Clinical Lead at Northumbria Healthcare, to talk about Amber’s story, the importance of HPV vaccination, and how a simple, safe vaccine can help prevent cervical cancer. This isn’t just about data or policy — it’s about real people. Real families. Real futures. Please watch, listen, and most importantly — share Amber’s story.”

<https://youtu.be/3yZYETbtvoA>



Working Together to Spread the Word



Making a Difference. Saving Lives. 

NHS
Northumbria Healthcare
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A powerful message. A community response.



**112,000
VIEWS**



**& OVER
1,000
SHARES**



VOICES THAT MATTER

Comments from women and men
urging their loved ones to book their
smears and vaccinate their teenagers.

SHARED NATIONWIDE



**UKHSA SHARED IT
ACROSS ALL GPs
NATIONALLY**



**MANY GPs SHARED
THIS VIDEO ON THEIR
OWN PLATFORMS**



VACCINATE. SCREEN. TREAT.
Let's end cervical cancer together.

Thank you to everyone who watched,
shared and started important conversations.



Our Work Continues Independently and Together



Achieving cervical cancer elimination in England:
Sharing learnings,
inspiring change



Remembering, Inspiring, Continuing Amber's Legacy



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Thank you