



Young People and Cervical Screening Campaign Toolkit

Regular cervical screening is your best protection against cervical cancer.

CAMPAIGN OVERVIEW

Cancer Council NSW is urging women and people with a cervix aged 25–34 to book a cervical screening test if they're due or overdue as part of their Young People and Cervical Screening Campaign.

You can now choose to screen by collecting your own sample (this is called self-collection). By highlighting the two options for cervical screening now available, women and people with a cervix are reminded to prioritise their health by booking their cervical screening test.

The campaign will run from October 19 to 30 November 2023 on digital channels.

Key campaign messages

- *If you're 25 or older, you might be due for cervical screening.*
- *Women and people with a cervix aged 25–74, who have ever been sexually active need to screen every five years to protect against cervical cancer.*
- *A cervical screening test looks for HPV (human papillomavirus), which causes most cervical cancers.*
- *Cervical screening just got easier. You can now choose to self-collect your next cervical screening test using a swab.*
- *Self-collection is quick, private, easy to do and just as accurate as a test done by a doctor or nurse.*

Calls to action

Our campaign features a primary call to action:

If you are due or overdue for a cervical screening test, book in to speak to a doctor or specially trained nurse about your options, including self-collection.

Why we need a campaign

About 930 women are diagnosed with cervical cancer in Australia each year. Cancer of the cervix is one of the most preventable cancers.

If you are a woman or a person with a cervix, between the ages of 25–74 years, a cervical screening test every five years is your best protection against cervical cancer.

The self-collection option became universally available in Australia in mid-2022 and is expected to be a game-changer in increasing cervical screening participation. It's important we ensure all women and people with a cervix are aware of this option and can access this potentially life-saving test.

Campaign audience

- **Primary audience:** Women and people with a cervix in NSW aged 25–34
- **Secondary audience:** Women and people with a cervix in NSW aged 25–74



Aboriginal Respect Symbol. Designed by
Marcus Lee Design for Cancer Council NSW.



CAMPAIGN ASSETS

Your support sharing our campaign materials makes a big difference. [Click here](#) to request assets. Don't forget to follow us and tag us so that we can share your support.

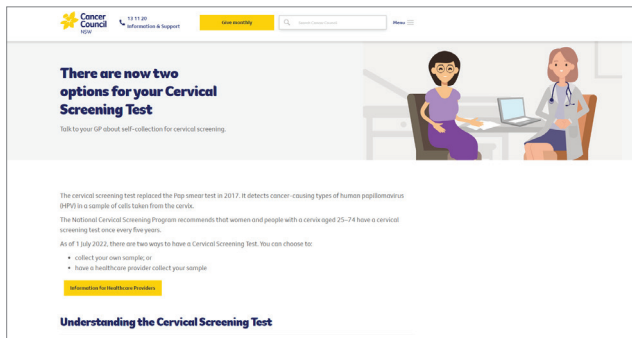
 facebook.com/cancercouncilnsw

 [@cancercouncilnsw](https://instagram.com/cancercouncilnsw) or [#cancercouncilnsw](https://twitter.com/cancercouncilnsw)

Campaign website

Check out the campaign microsite, it provides information about risk factors, the importance of early detection, step-by-step instructions for completing the cervical screening test, resources for Health Care Professionals.

cancercouncil.com.au/choosecervicalscreening

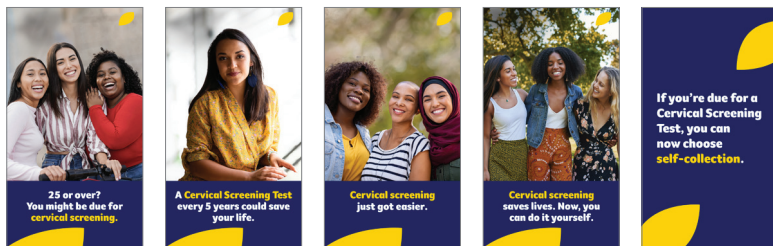


Social Tiles

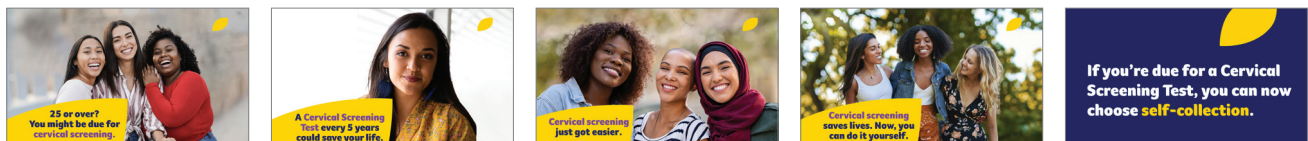
1080x1080



1080x1920



1920x1080



Sample social media posts

The cervical screening test detects HPV early, before it can cause cell changes that may develop into cervical cancer. If you're 25 or over, one test every five years could save your life. Visit: cancercouncil.com.au/choosecervicalscreening

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Cervical screening just got easier. You can now choose to self-collect your next cervical screening test using a small swab. It's quick, private, easy to do and reliable. Visit: cancercouncil.com.au/choosecervicalscreening

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If you're 25 or older, you might be due for cervical screening. One test every five years could save your life. Find a provider that meets your needs: cancercouncil.com.au/choosecervicalscreening

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A cervical screening test every five years could save your life. You can now choose to self-collect your test using a swab. It's quick, private, easy to do and reliable. Visit cancercouncil.com.au/choosecervicalscreening to find out more.

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Sample Video Post for **Eliminate cervical cancer in our lifetime** videos

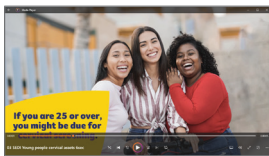
National Cervical Cancer Awareness Week (13-17 November 2023)

Did you know that Australia is on track to become one of the first countries in the world to eliminate cervical cancer as a public health problem? Every Australian can do their part to help reach this incredible milestone by ensuring eligible people are vaccinated against HPV and participate in regular cervical screening.

Videos

General videos

6 seconds - wide

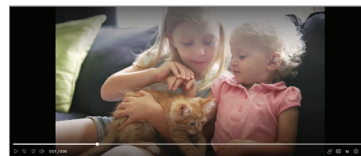


15 seconds - wide

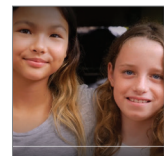


Eliminate cervical cancer in our lifetime videos

6 seconds - wide



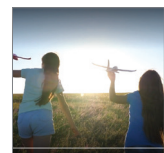
6 seconds - square



15 seconds - wide



15 seconds - square



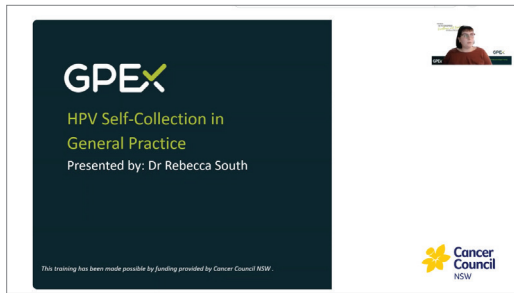
INFORMATION FOR HEALTH CARE PROFESSIONALS

GPs and other primary health professionals play a key role in the success of the National Cervical Screening Program. Visit our health professionals page for more information.

Self-collection Webinar for Providers

How to incorporate the National Cervical Screening Program self-collection changes into primary practice, including pathology requirements.

cancercouncil.com.au/cancer-prevention/screening/cervical-screening/cervical-screening-test/information-for-healthcare-providers



Resources to support patients

Clinic Poster



Self-collection Wallet Card (English)



Self-collection Wallet Card (languages)



Arabic



Chinese Simplified



Dari



Khmer



Vietnamese



Thai



Nepali

Also available in Farsi, Hazaragi, Portuguese, Serbian, Polish, Gujarati, and Hindi.

FURTHER INFORMATION

About Cancer Council NSW

We are Australia's leading cancer charity, working across every area of every cancer. Cancer Council is standing by everyone living with cancer, protecting life's moments, for life. This is only possible thanks to the incredible generosity of our volunteers, supporters and employees. Together, we work across every area of cancer, supporting communities where and when it's most needed.

If you need to talk about cancer, call Cancer Council on 13 11 20.

Contact Us

T: 02 9334 1900

E: screening@nswcc.org.au

W: cancercouncil.com.au

Media enquiries

Please get in contact with our PR team via prteam@nswcc.org.au .

Note on terminology: Cancer Council NSW acknowledges that not all people with a cervix identify as women. We use the term 'women and people with a cervix' to ensure everyone with a cervix, who is at risk of cervical cancer is included in our messaging and can protect themselves with this life-saving test.