

National Cervical Screening Campaign 2024-25

Own It.

Toolkit for the **Arabic speaking** Community



Disclaimer / IP

These materials are provided on the condition that they must be used for their intended purpose of promoting cervical screening.

Own It Cast/ Talent's images and their quotes have been obtained with consent specific to promoting cervical screening and the Own It campaign. These images and quotes are not for use outside the specifics of this campaign.

About this toolkit

This toolkit is designed to equip community organisations with communication tools and resources to promote cervical screening and further the reach of the Own It campaign.

The toolkit comes with images, posters, resources, and DIY content for you to use.

For media enquiries please email ownit@slingandstone.com





Get the word out

[images and video](#) 04

[carousel images \(for grids\)](#) 05

[social media content](#) 06

[meet our talent](#) 08

[posters and email signatures](#) 09

Create your own content

[social media images](#) 10

[posters](#) 12

Useful resources 13

Useful links 15

Get the word out: images and video.

- Download social media tiles in the community toolkit.
- Embed a video from [the campaign YouTube](#).
- Arabic language videos are also available on YouTube with versions for both a [younger audience](#) and an [older audience](#).

Facebook

- @ownit.org.au
- @amhcollab
- @healthgovau
- @ACON

Instagram

- @ownit.org.au
- @amhcollab
- @healthgovau
- @ACON

LinkedIn

- @amhcollab
- @healthgovau
- @ACON

TikTok

- @ownit.org.au
- @healthgovau
- @ACON



Get the word out: carousel images.

By posting four social media tiles, you can create a 'carousel' on Facebook and Instagram. This allows more information to be shared on the images without cluttering the space. These images are available in the community toolkit.



Get the word out: social media content.

Short content you can cut and paste or adapt for social media to help us spread the word.

In English...	In Arabic...
Stay Ahead of Cervical Cancer	ابقِ على اطلاع بسرطان عنق الرحم لتجنّبه
Protect Yourself From Cancer	احم نفسك من السرطان
Early Detection Saves Lives	الكشف المبكر ينقذ الحياة
Cervical Screening Saves Lives	الفحص الكشفى لعنق الرحم ينقذ الحياة
Cervical Cancer Is Preventable	يمكن الوقاية من سرطان عنق الرحم
Screen For Cervical Cancer	قومي بإجراء الفحص الكشفى لسرطان عنق الرحم
Keep Up With Screening Tests	تابعي إجراء اختبارات الفحص الكشفى في مواعيدها
Don't Miss Your Screening Test	لا تفوّتي إجراء اختبار فحصك الكشفى
Prevent cervical cancer. Get screened every 5 years. Book your test now.	تجنّبي الإصابة بسرطان عنق الرحم. قومي بإجراء الفحص الكشفى كل 5 سنوات. احجزى موعد فحصك الآن.
HPV causes most cervical cancers. Early detection can save lives. Get screened.	يسبب فيروس الورم الحليمي البشري (HPV) معظم سرطانات عنق الرحم. يمكن أن ينقذ الاكتشاف المبكر الحياة. قومي بإجراء الفحص الكشفى.
Cervical screening is quick and simple. Protect your health by scheduling today.	الفحص الكشفى لعنق الرحم سريع وبسيط. احمِ صحتك من خلال تحديد موعد فحصك اليوم.
Regular cervical tests can prevent cancer. Find a clinic and book your screening.	يمكن أن تساعد فحوصات عنق الرحم المنتظمة في الوقاية من السرطان. ابحثي عن عيادة واحجزى موعدًا لفحصك الكشفى.

Get the word out: social media content.

Short content you can cut and paste or adapt for social media to help us spread the word.

In English...	In Arabic...
Take Your Own Cervical Test	قومي بإجراء فحصك الكشفى الخاص بعنق الرحم بنفسك
Do Your Own Cervical Test	قومي بإجراء فحصك الخاص بعنق الرحم بنفسك
Self-Swab Cervical Screening	الفحص الكشفى لعنق الرحم بأخذ المسحة ذاتيًا
Simple Self-Swab Test Option	خيار اختبار المسحة ذاتيًا البسيط
Take Control of Your Screening	تحكمي في فحصك الكشفى
Prefer privacy? Do your own cervical test with a simple self-swab. Book today.	هل تفضلين الخصوصية؟ قومي بفحص عنق الرحم بنفسك ببساطة عن طريق أخذ المسحة ذاتيًا. احجزى موعدًا اليوم.
Self-swab cervical tests are easy and convenient. Book your screening now.	فحوصات عنق الرحم بأخذ المسحة ذاتيًا سهلة ومريحة. احجزى موعد فحصك الكشفى الآن.
Choose a self-swab to screen for cervical cancer	اختاري أخذ المسحة ذاتيًا لإجراء الفحص الكشفى لسرطان عنق الرحم
Self-sample for HPV testing—protect yourself with a simple, quick self-swab.	خذي عينة بنفسك لفحص فيروس الورم الحليمى البشرى (- HPV) احم نفسك بأخذ المسحة البسيط والسريع ذاتيًا.
Book Your Cervical Test Today	احجزى موعد فحصك الكشفى لعنق الرحم اليوم
Schedule your cervical screening today for peace of mind.	حددي موعد فحصك الكشفى لعنق الرحم اليوم كي تطمئني.
Take the cervical screening test and ensure your well-being.	قومي بإجراء اختبار الفحص الكشفى لعنق الرحم وتأكدي من سلامتك.

Get the word out: meet our talent.

Stories from people who volunteered to help us raise awareness of cervical screening.

Diala

Diala put off cervical screening because her life is busy, and she didn't prioritise preventative healthcare. After finding out about the option to self-collect a Cervical Screening Test, she chose to screen for her loved ones.



"Self-swab is a convenient and comfortable option, and I can protect my health."

Intisar

Intisar didn't feel comfortable discussing her sexual health with a male doctor. She chose to see a female doctor.



"With my female doctor, I can speak freely and feel comfortable completing the self-swab test."

Get the word out: posters.

Posters can be downloaded from the community toolkit and displayed.



Get the word out: email signatures.

These images can be placed at the bottom of your email signature and linked to www.ownit.org.au. Download them in the community toolkit or click on the image below to open a version in Canva to add your own text and/or logo.

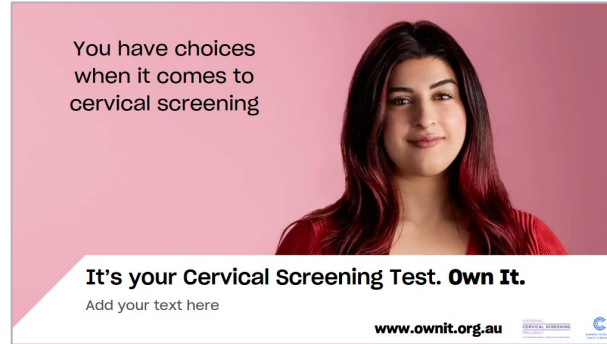
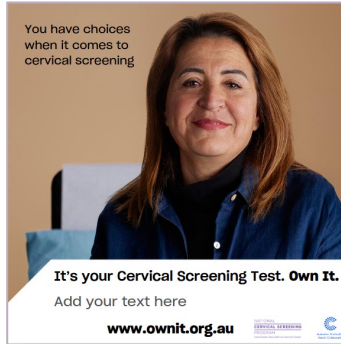


Create your own content: social media images.

Use Canva templates to customise your own social media images.

How to:

1. Click on the image below you would like to use – you will be taken to a Canva file page
2. Select 'File' and 'Make a copy'
3. A new Canva window will open and you will be able to edit the image from the new window.
4. Remember to close the original window once the copy has been made and saved to your Canva account.



Create your own content: social media images.

Use PowerPoint templates to customise your own social media images.

Don't use Canva?

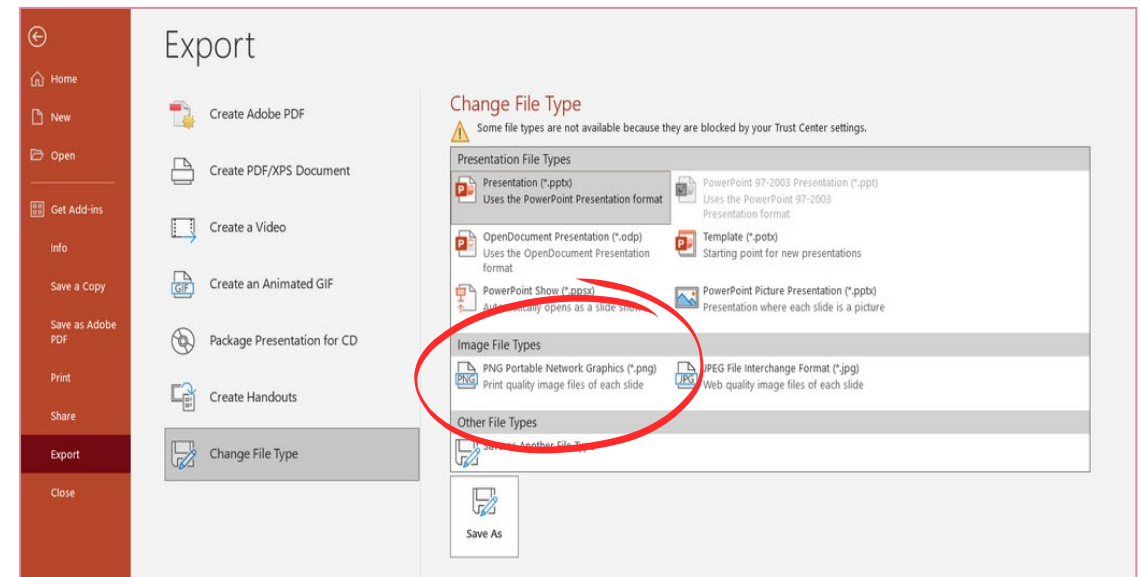
No problem! We've added some template PNGs to the community toolkits with space to add your own text on design software.

We've also created some editable PowerPoint Presentations that can be saved as PDF or PNG.

These can also be downloaded in the community toolkit.

HOW TO TURN A POWERPOINT INTO A PDF

- Open the PowerPoint file in this Community pack.
- Click on the 'Insert text here' text box and add your own text.
- You can add your own logo if you wish.
- Export the image by clicking "File" then "Export".
- Select "PNG" as the file type or "Change the file type" to PNG.



Create your own content: DIY posters

We have created some Microsoft word documents for you to use as posters for your office, clinic, or practice.

You can adapt these for your own needs and messaging for your clients or patients.

Customisable posters are available in the community toolkit.



A 'blank' poster is also provided if you would like to add your own image of someone holding a Cervical Screening Test self-swab.

Useful resources.

Find translated resources in the Community pack and [here](#).

فحص عنق الرحم : أخذ العينة بنفسك

This is a visual guide, in Arabic, on using the self-collection option to do your own a Cervical Screening Test.



فحص عنق الرحم فى أستراليا

This fact sheet, in Arabic, helps healthcare providers to discuss whether self-collection may be an option for patients having a Cervical Screening Test. It is usually provided during a consultation.



فهم نتائج فحص عنق الرحم

This is a visual guide, in Arabic, to help culturally and linguistically diverse communities understand their Cervical Screening Test results.



Useful resources.

Find translated resources in the Community pack and [here](#).



Cervical screening explained

This video is translated in Arabic.

It explains how to take your own Cervical Screening Test sample.



البرنامج الوطني لفحص عنق الرحم – كيفية جمع العينة الخاصة بك بنفسك (بسيط)

هذا دليل إرشادي مرئي وبسيط لمساعدة الأشخاص على فهم كيفية جمع العينة المهبلية الخاصة بهم إذا اختاروا الجمع الذاتي كخيار لفحص عنق الرحم.



البرنامج الوطني لفحص عنق الرحم – فحص عنق الرحم – شرح اختياراتك

هذا دليل مرئي إرشادي لمساعدة الأشخاص على فهم اختياراتهم لفحص عنق الرحم



البرنامج الوطني لفحص عنق الرحم – ماذا يحدث عندما يقوم مقدم الرعاية الصحية الخاص بي بجمع عيني

هذا دليل إرشادي مرئي وبسيط لمساعدة الأشخاص على فهم العملية عند اختيارهم أن يقوم مقدم الرعاية الصحية بجمع عينة لفحص عنق الرحم لديهم

Useful links.

Own It website
In Arabic

<https://ownit.org.au/ar/arabic/>



It's your Cervical Screening Test. Own It.