

National Cervical Screening Campaign 2024-25

Own It.

Community toolkit
for **people from regional
and remote areas**



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

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Get the word out: images and video.

- Download social media tiles in the community toolkit.
- Embed a video from [the campaign YouTube](#).

Facebook

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

Instagram

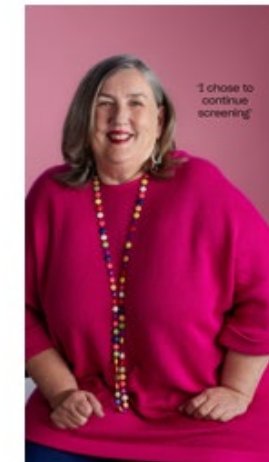
- @ownit.org.au
- @healthgovau
- @ACON

TikTok

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

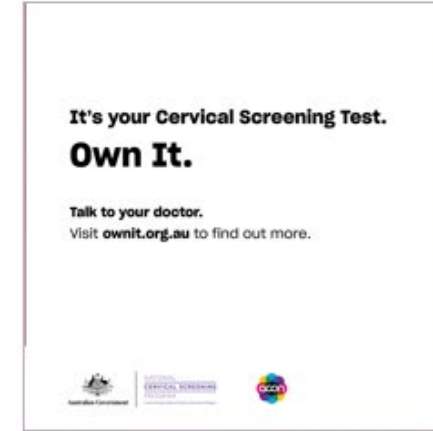
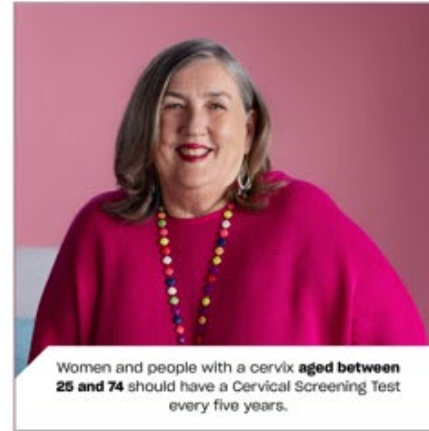
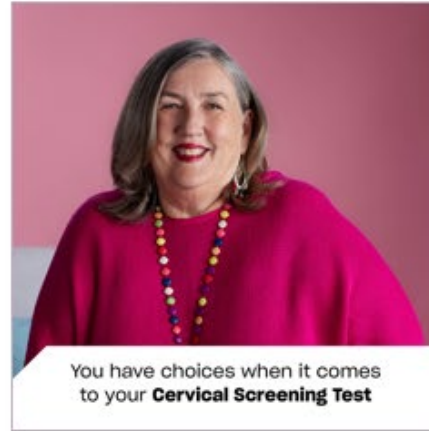
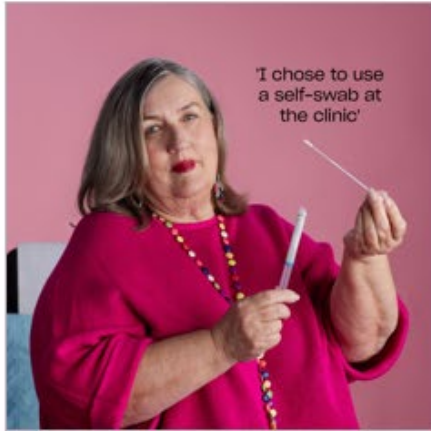
LinkedIn

- @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.

Meet our talent and use key messages to adapt for social media to help us spread the word.

Karen

Karen put off the test for a long time because her previous tests were awkward and uncomfortable.



She chose to educate herself about the test and ask her doctor for help with the self-swab.

"Now I know I have options. By taking control your experience can be positive."

Key messages

Did you know regional, remote and very remote areas have higher rates of cervical cancer than urban areas? Women in these communities are at a higher risk of being diagnosed with cervical cancer and are more likely to die from it.

Living in regional or remote areas can mean challenges in accessing healthcare, including cervical screening.

It is important to prioritise your health. Regular cervical screening is an essential part of women's healthcare.

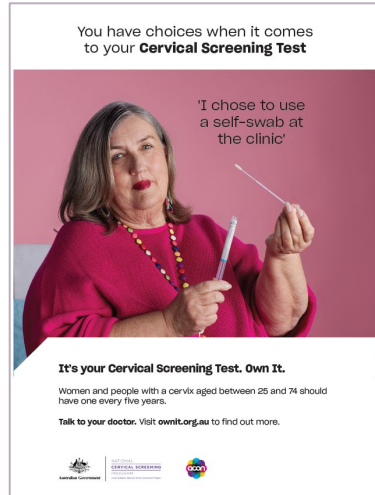
You can research options for cervical screening in your local area. This may include general practices or mobile and outreach services.

Women's Health Nurses are also a great option for cervical screening in remote areas. They can offer both self-collection and clinician collection options. Many provide outreach services and opportunistic screening through community events and mobile clinics.

All women aged 25 to 74, both HPV vaccinated and unvaccinated, should have a Cervical Screening Test every 5 years.

Get the word out: posters.

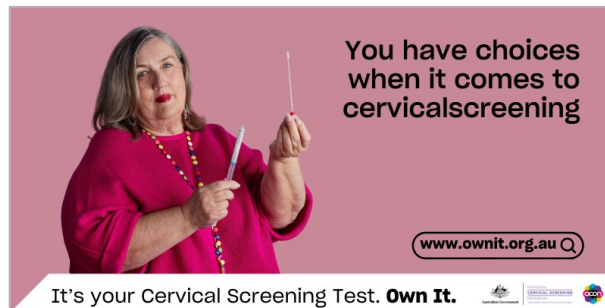
Posters can be downloaded from the community toolkit and displayed.



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.

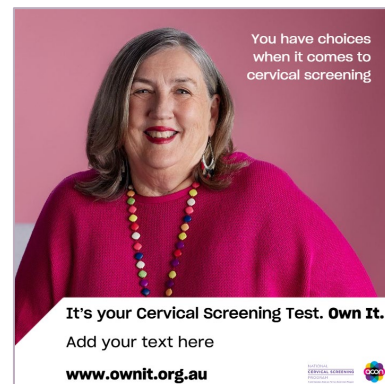
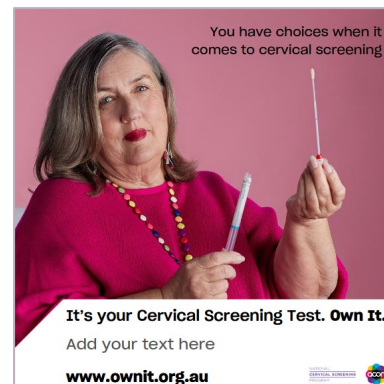
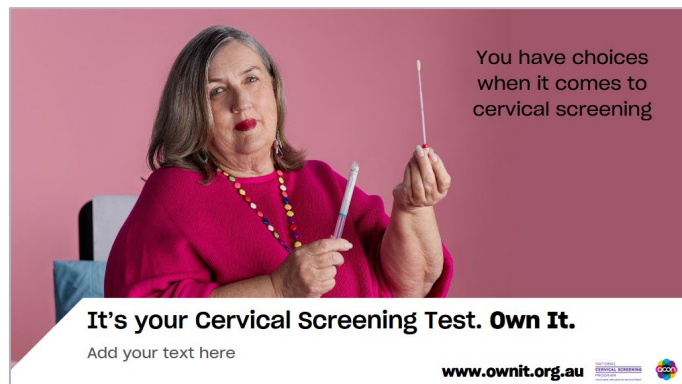
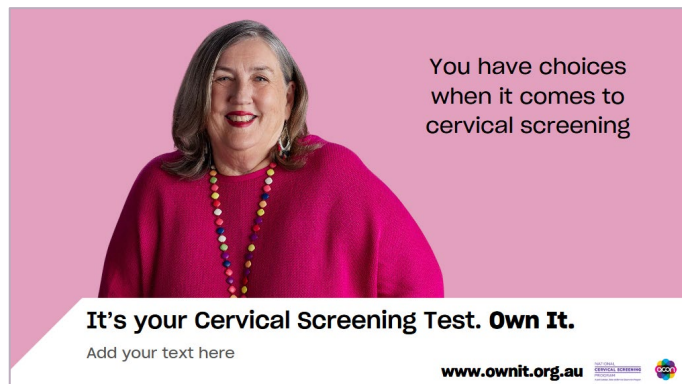


Create your own content: social media images.

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?

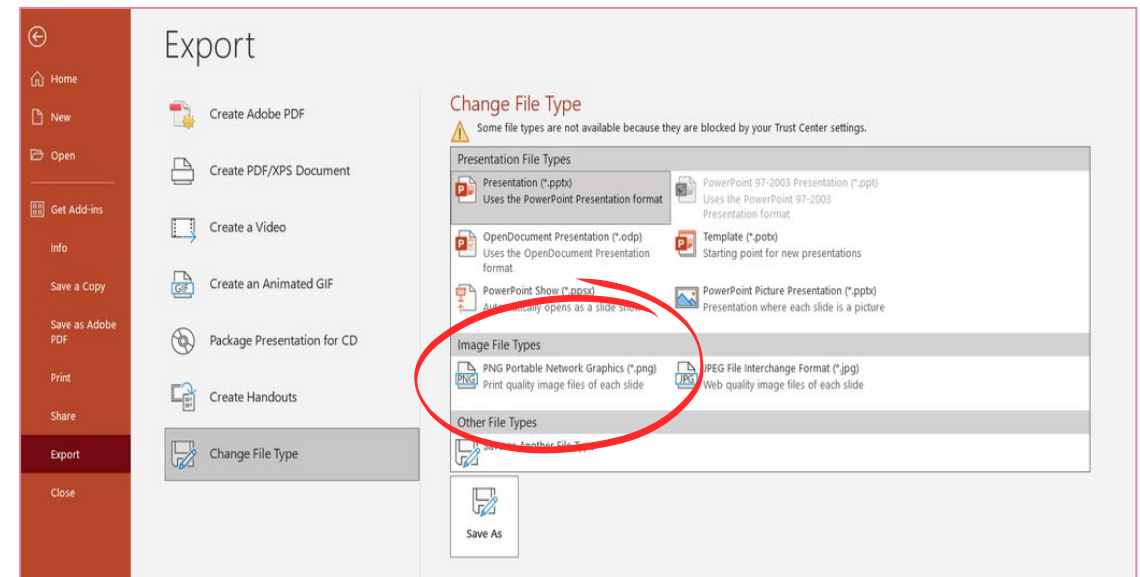
No problem! We've added some template PNGs to the community toolkits with space to add your own text on design software.

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.

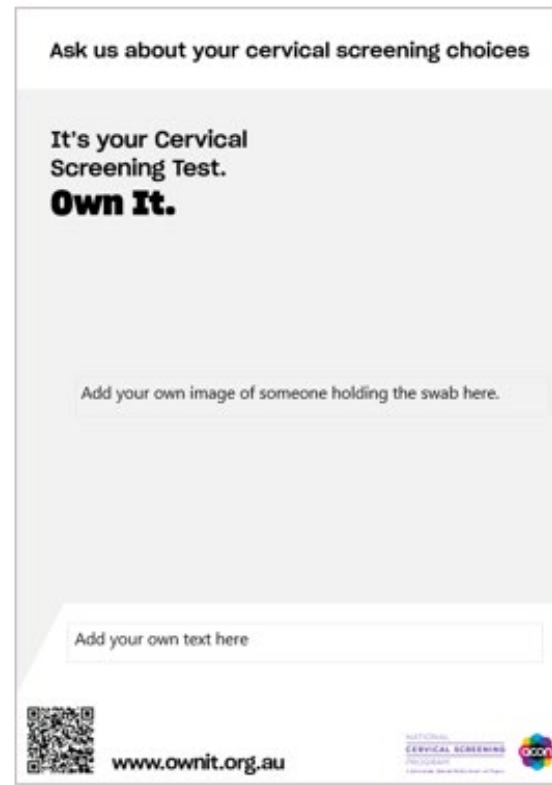
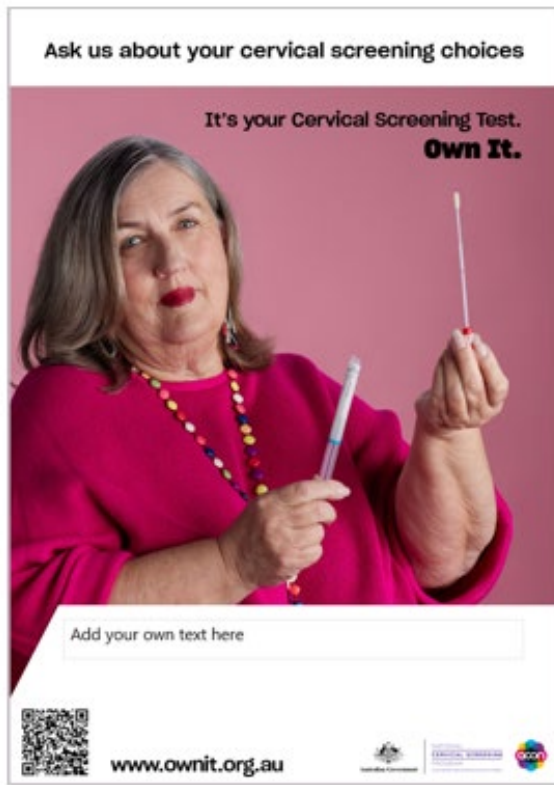


Create your own content: DIY posters

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.

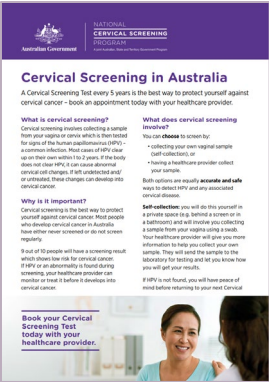
A customisable poster of Karen is available in the community toolkit.



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 toolkit and [here](#).



Cervical Screening in Australia

This fact sheet helps healthcare providers to discuss whether self-collection may be an option for participants in the National Cervical Screening Program. It is usually provided during a consultation.



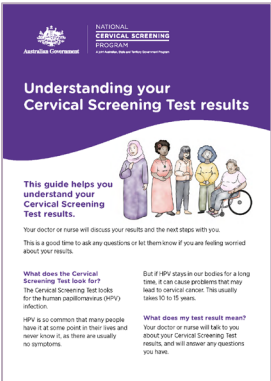
What happens when my healthcare provider collects my sample

This is a visual guide to help people understand the process when they choose to have a healthcare provider collect their Cervical Screening Test sample.



How to collect your own sample

This is a visual guide to help people understand how to collect their own vaginal sample if they choose self-collection as a screening option for their Cervical Screening Test.

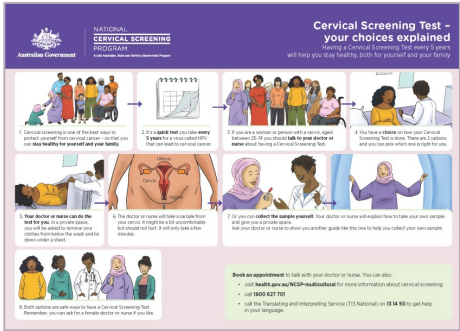


Understanding your Cervical Screening Test results

This is a visual guide to help people understand their Cervical Screening Test results.

Useful resources.

Find resources in the community toolkit and [here](#).



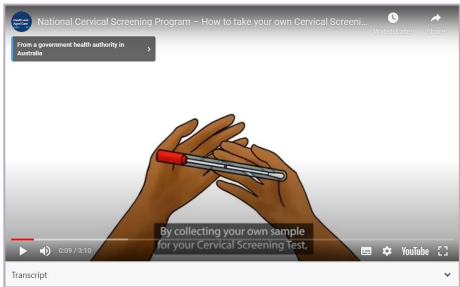
Cervical Screening Test – your choices explained

This is a visual guide explaining how the Cervical Screening Test works and your options.



Cervical screening explained

This video provides an overview of the National Cervical Screening Program. It outlines what a Cervical Screening Test is and the test options available to participants.



How to take your own Cervical Screening Test sample

This video explains how to take your own cervical screening test sample if self-collection is chosen as a screening option for a cervical screening test.

Useful links.

Own It website	<u>www.ownit.org.au</u>
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It's your Cervical Screening Test. Own It.