

National Cervical Screening Campaign 2024-25

Own It.

Community toolkit for
people with disability



Australian Government

NATIONAL
CERVICAL SCREENING
PROGRAM

A joint Australian, State and Territory Government Program



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



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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

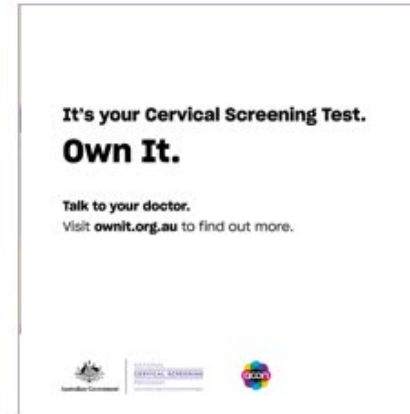
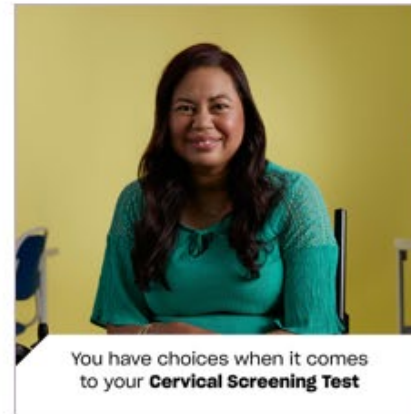
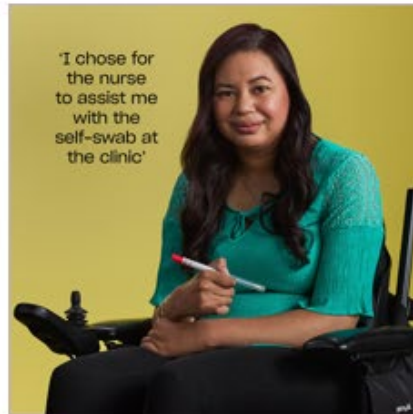
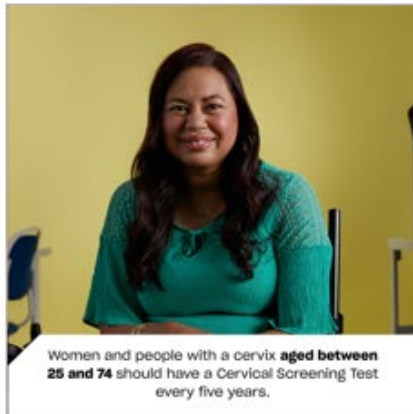


Alt text options:

- A dark-haired woman in a green top sits in an electric wheel-chair. She is smiling at the camera.
- A dark-haired woman in a green top sits in an electric wheel-chair. She is holding a medical tube with a swab inside. She is smiling at the camera.

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.

Hashtags

- #OwnIt
- #CervicalCancer
- #CervicalCancerAwareness
- #DisabilityHealthcare
- #CervicalScreeningTest
- #CervicalScreening
- #SelfCollection
- #WomenWithDisability

Key messages

Data shows that people with disability are less likely to do cervical screening than the general population.

Cervical screening is important for detecting and stopping cervical cancer.

If you are a woman or person with a cervix, are aged between 25 and 74, and you’ve ever had any sexual contact (with anyone), cervical screening is for you.

There are options for doing the test. With the self-swab method, you can do your own test in private. This may be more comfortable for you.

If you choose to self-swab, but are worried about mobility, you can ask for help from your doctor or nurse at any time. You can also ask them to do the test for you using the swab, the same way you would do it yourself. instead of a doctor-collected test with a speculum.

Accessibility adjustments are also an option, just talk to your practice when booking your screening appointment.

Get the word out: meet our talent.

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

Asha



"I'm a 44-year-old disabled woman. Getting a cervical screening was always concerning as the procedure and accessibility daunted me being a wheelchair user.

Surprisingly, my doctor gave me a little tube that had a swab and told me and my carer how to use it and we took it home and did the test with ease. My results showed two types of HPV, which was initially worrying. However, my doctor reassured me that the high-risk cancer types (HPV 16 and 18) weren't detected, only two low-risk types, which are common and usually resolve on their own. For confirmation, I had a second test with a speculum, arranged by a nurse at home, and the results were the same. I'll need to retest in a year to monitor.

I really loved the self-collection it was easy and stress free. It gave me confidence and a sense of empowerment that I was looking after my health."

Get the word out: editorial / newsletter content.

Newsletter content (HCPs) – 100 words

Cervical screening campaign begins – Own It!

The national Own It campaign raises awareness of cervical screening and the Cervical Screening Test self-collect option. Own It empowers women and people with a cervix aged 25-74 to take control of their screening choices. The campaign also addresses eligibility confusion and tackles some significant personal and cultural screening barriers.

Healthcare providers – are you ready to support the choice? You may experience an increase in patients enquiring about cervical screening and the self-collection option.

Find more information about cervical screening and self-collection by visiting: www.acpcc.org.au/self-collection-campaign

You can also learn more about cervical screening for patients with disability at www.health.gov.au/screen-me

Newsletter content (public) – 100 words

It's your Cervical Screening Test

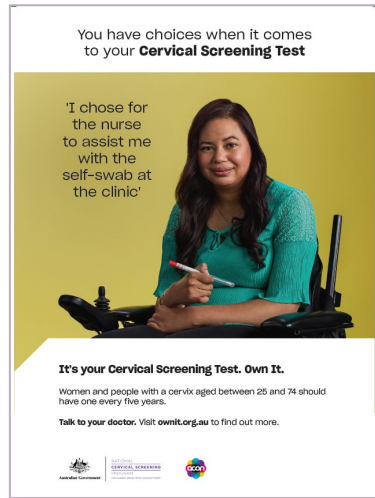
The Australian Government is delivering a new campaign, Own It, to empower and promote choices for doing Cervical Screening Test (previously known as a Pap Smear).

Women and people with a cervix aged 25-74 should have a Cervical Screening Test every 5 years. Your doctor can do the test for you, or you can choose to do the test yourself. Using the self-swab at your health clinic is quick, private and puts you in control.

Talk to your doctor or visit www.ownit.org.au. Information for patients with disability can be found at www.health.gov.au/screen-me.

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.

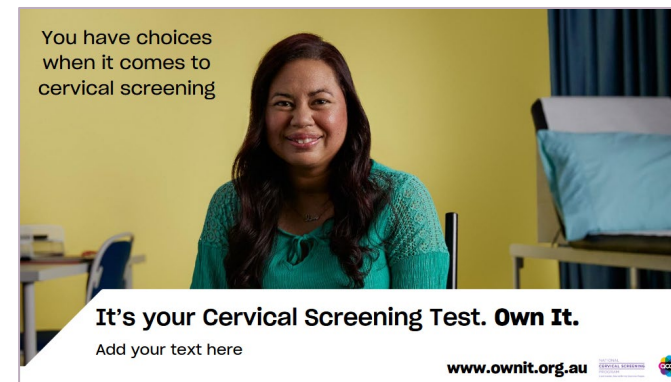
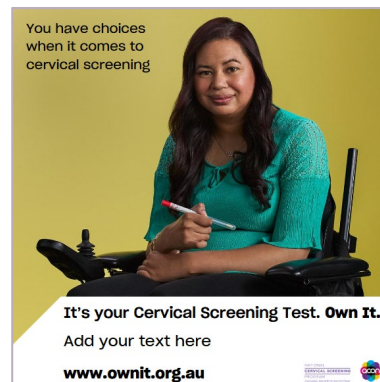
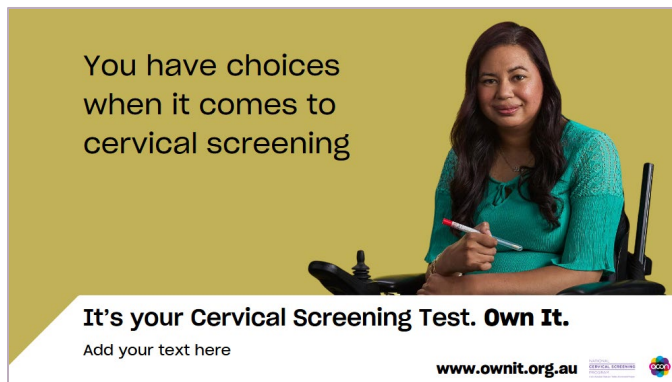
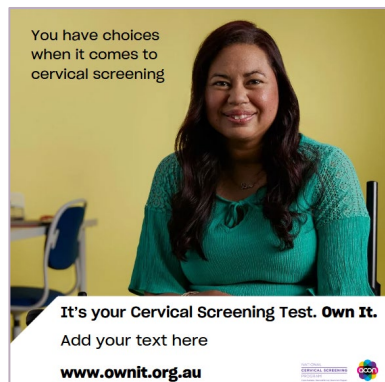


Create your own content: social media images.

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?

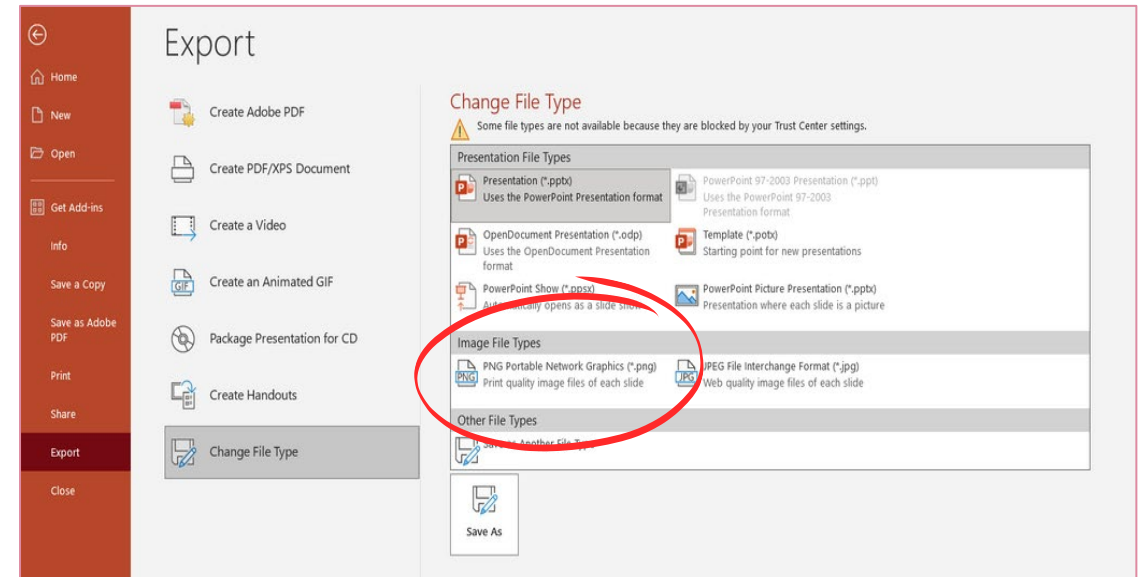
No problem! We've added some template PNGs to the community toolkits with space to add your own text on design software.

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.

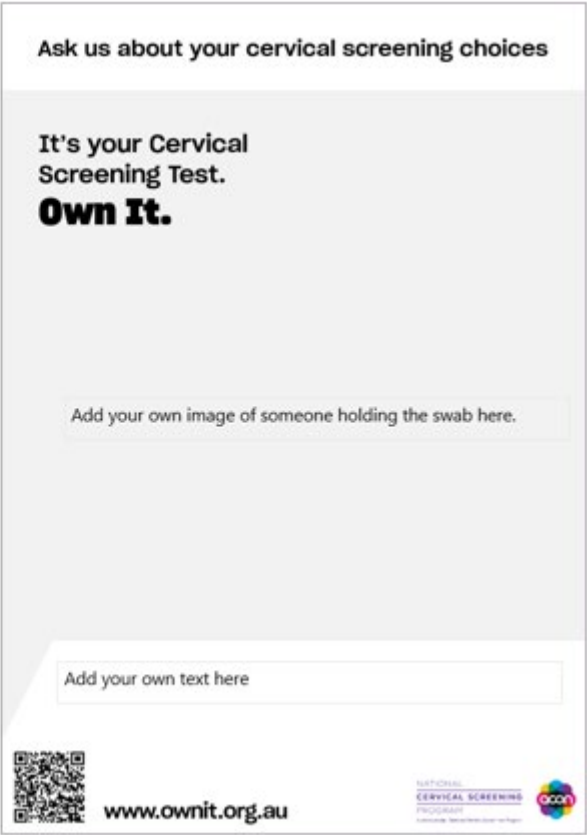
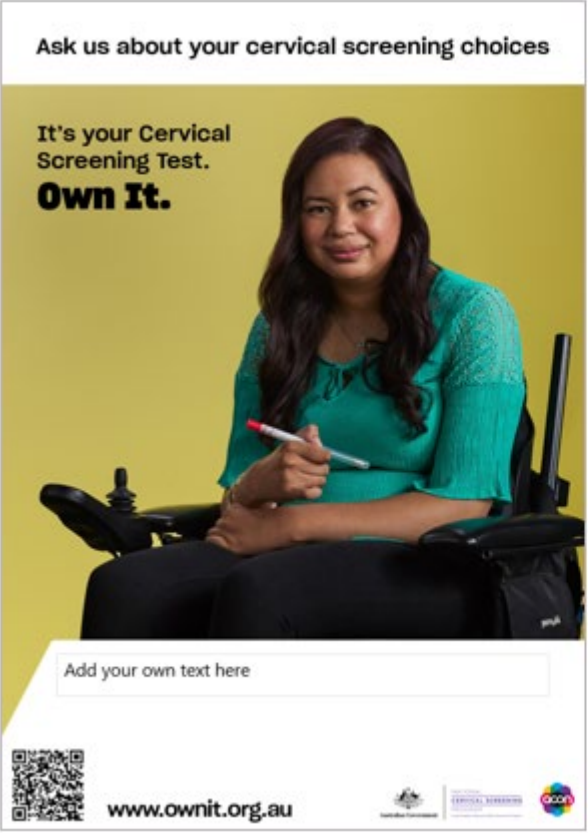


Create your own content: DIY posters

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.

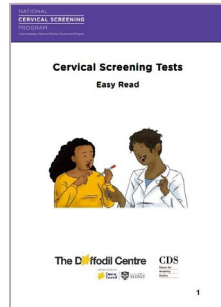
A customisable poster of Asha is available in the community toolkit.



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



The Cervical Screening Test – Easy Read

This is an Easy Read guide answering some common questions about cervical screening and the Cervical Screening Test.



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.



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.

Useful links.

Own It website	<u>www.ownit.org.au</u>
Screen Me – cervical screening for people with disability	<u>www.health.gov.au/screen-me</u>



It's your Cervical Screening Test. Own It.