

# National Cervical Screening Campaign 2024-25

## Own It.

### Toolkit for the **LGBTQ+** community



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](mailto:ownit@slingandstone.com)**





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## **Get the word out**

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[images and video](#) 04

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

[social media content](#) 06

[meet our talent](#) 08

[posters and email signatures](#) 09

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## **Create your own content**

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[social media images](#) 10

[posters](#) 12

---

**Useful resources** 13

---

**Useful links** 15

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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

## TikTok

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

## Instagram

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

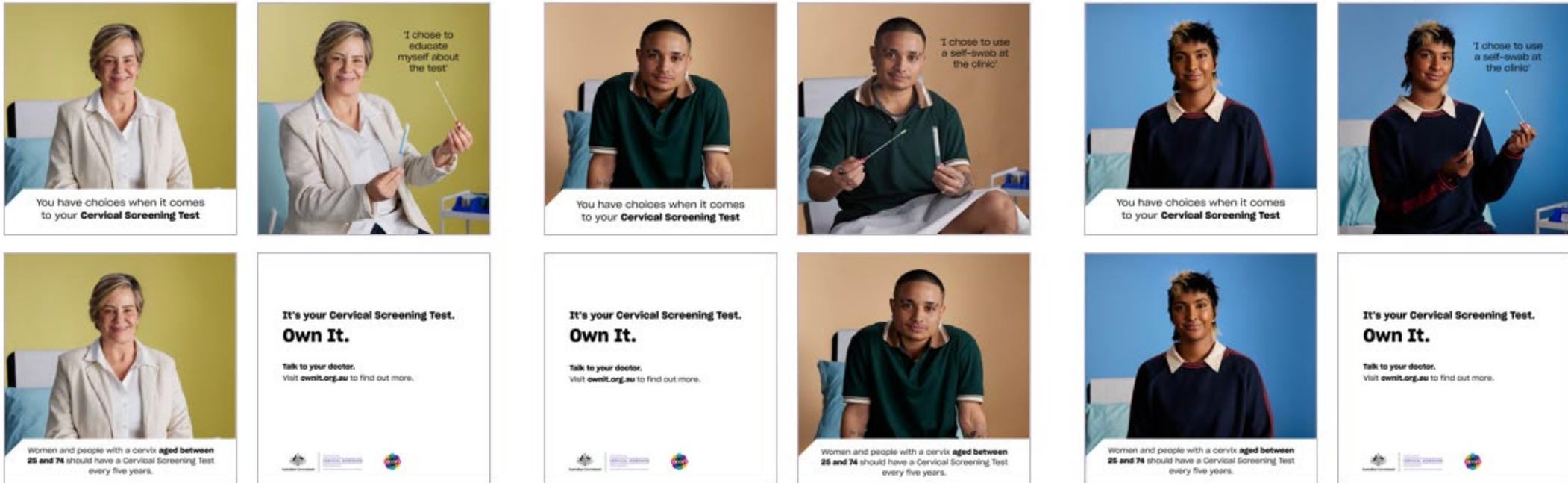
## LinkedIn

- @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.

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

## Hashtags

#OwnIt	#CervicalCancerAwareness	#lgbtqcommunity	#lesbian
#CervicalScreeningTest	#SelfCollection	#transhealth	#bisexual
#CervicalCancer	##LGBTQhealth	#ftm	#enby
#CervicalScreening	#LGBTQ	#transgender	#nonbinary

## Key messages

Own Your Health, Own Your Screening — Say YES to screening choices! 

If you're aged between 25-74 , have a cervix, and have ever had sexual contact (of any kind, with anyone), regular Cervical Screening Tests every 5 years are a must. And guess what? Now you can choose how you do it!

 The self-swab method offers a private and comfortable option that puts you in control. Prefer the traditional doctor-collected test? That's available too!

Own your health and take control of your next Cervical Screening Test!

Learn the difference between a self-swab and speculum collected Cervical Screening Test.

 Take charge of your health—say yes to cervical screening on your terms!

# 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.

Regular cervical screening every 5 years saves lives—how you do it is up to you! ✨

Your Cervical Screening Test should be as comfortable and easy as possible. So, keep an eye out as we provide weekly tips that may help you feel more confident to do the test. ★

Self-swab or clinician-collected—your screening, your choice! 💜

Own your screening journey with options that fit you — learn more today at [ownit.org.au/lgbtq](https://ownit.org.au/lgbtq) ! 🏳️‍🌈

Screening made simple, private, and comfortable—because your health matters. 💛

Health is power—take control with cervical screening options designed for you! ✨

Whether self-swab or clinician-collected, cervical screening is for you. ❤️

Cervical cancer screening just got easier—discover your options now! ✨

Your health, your way—choose self-swab or clinician-collected cervical screening. ❤️

Say yes to screening and no to cervical cancer—find out what works best for you! 🏳️‍🌈

And just a heads up: being on testosterone doesn't lower your risk of developing cervical cancer, so don't skip this vital check-up!

Find community-specific cervical screening information via the link in our bio or at: [www.ownit.org.au/lgbtq](https://www.ownit.org.au/lgbtq)

# Get the word out: meet our talent.

Meet the people who volunteered to help us raise awareness of cervical screening.

## Deb



Deborah thought she didn't need to do cervical screening because she only has sex with women. She chose to educate herself about the test and about HPV.

*"Now I've got the facts, and I can be proactive about my health."*

## Mathéo



Mathéo avoided getting tested because of trauma from a past examination and was really put off by the speculum. He chose to find a doctor he could trust and did the self-swab at the clinic.

*"Screening with someone who understands my experience makes it easier to take care of my health. I feel much better about self-collection, because I'm in control of my own experience."*

## Natesha



Natesha didn't have a great experience at their previous cervical screenings. They chose to bring a friend with them to learn more about the option to self-swab.

*"I chose to use the self-swab option at the clinic. Now I can do it myself in private and take control."*

## Khwanruethai (Kara)

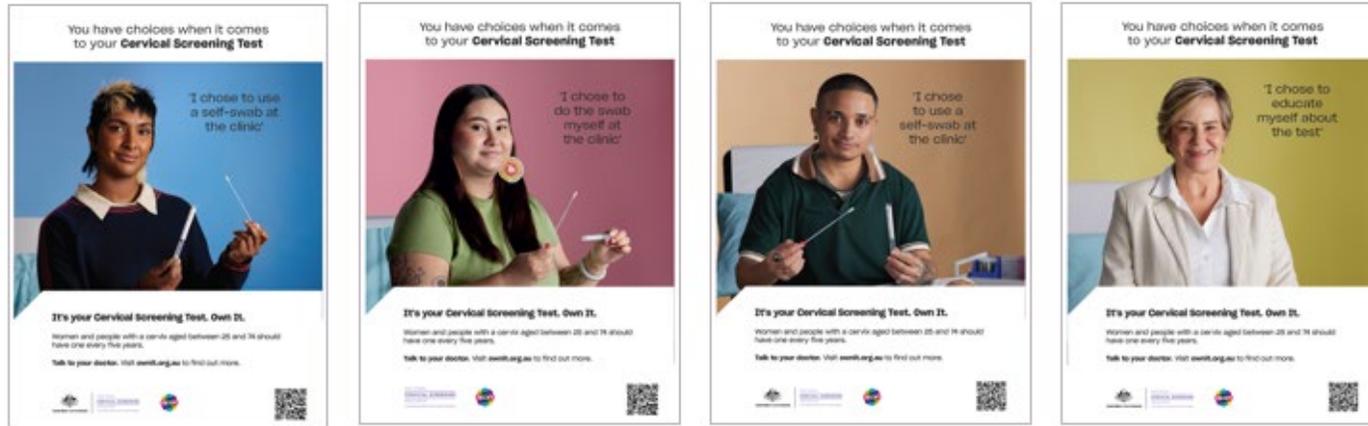


Khwanruethai found past cervical screenings with a doctor uncomfortable and felt vulnerable. She chose to see a doctor she trusted and do the swab herself at the clinic.

*"Self-swab is private and puts me in control. I feel more comfortable."*

# 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](http://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?

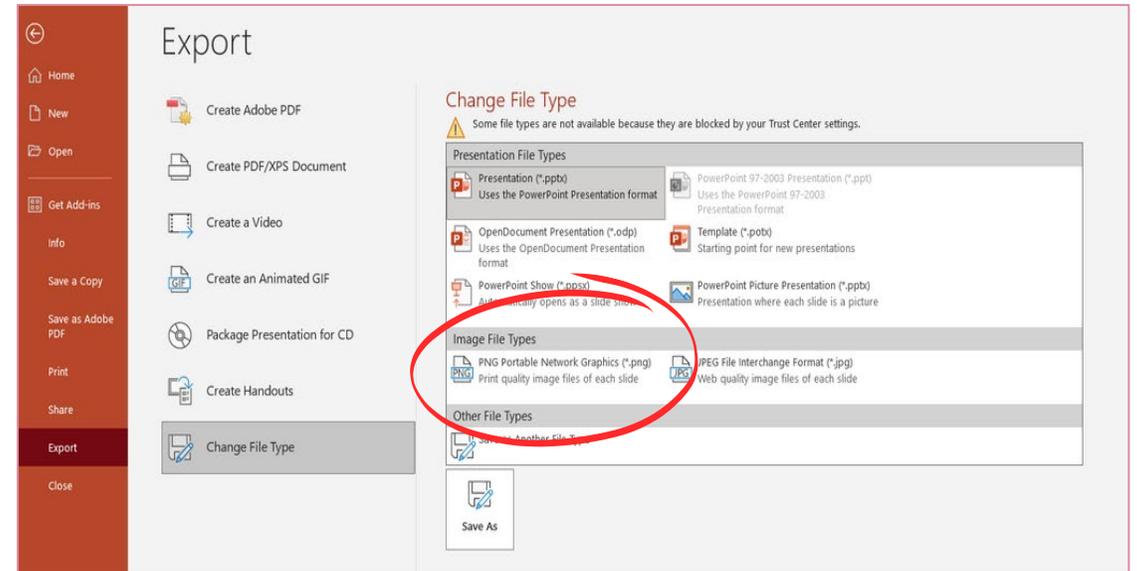
No problem! We've added some template PNGs to the community toolkits with space to add your own text on design software.

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.

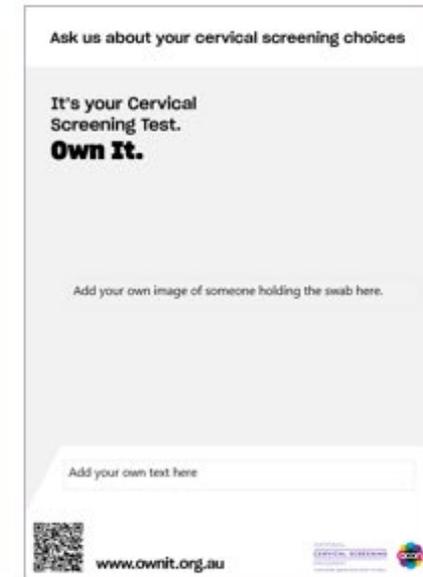
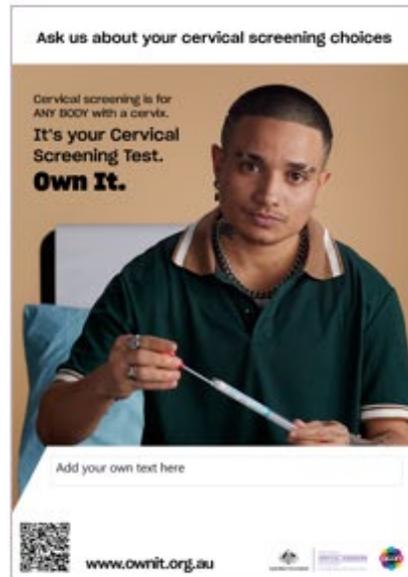
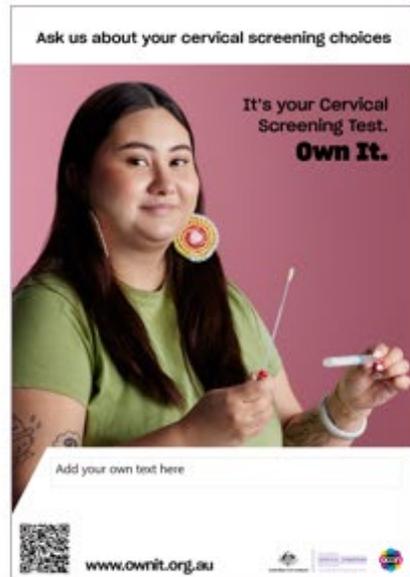
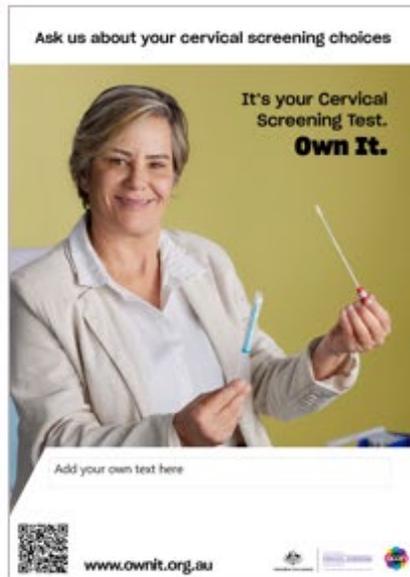


# Create your own content: DIY posters

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.

These 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 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.



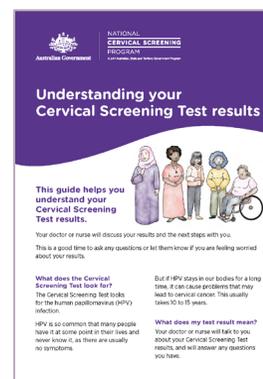
## What happens when my healthcare provider collects my sample

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.

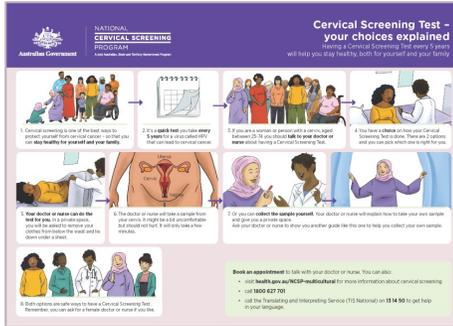


## Understanding your Cervical Screening Test results

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

# Useful resources.

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



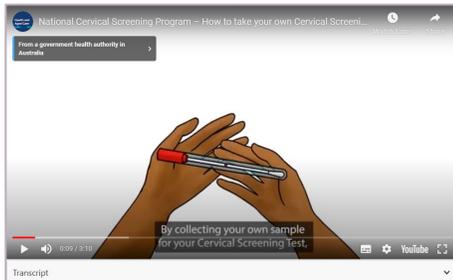
## Cervical Screening Test – your choices explained

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.

<b>Own It website</b>	<a href="http://www.ownit.org.au">www.ownit.org.au</a>
<b>NCSP website</b> The Australian Government webpage on the National Cervical Screening Program	<a href="http://www.health.gov.au/ncsp">www.health.gov.au/ncsp</a>
<b>ACON website</b> NSW LGBTQ health organisation and key partner for the Own It campaign	<a href="http://www.acon.org.au">www.acon.org.au</a>





**It's your Cervical Screening Test. Own It.**