

National Cervical Screening Campaign 2024-25

Own It.

Toolkit for the **Cantonese 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



實現「零」子宮頸癌，你我都少不了

澳洲四間領先醫療組織首次與政府聯手，致力於在澳洲消除子宮頸癌，並且確保不會忽略任何一個人。

澳洲子宮頸癌預防中心（Australian Centre for the Prevention of Cervical Cancer - ACPCC）、全國原住民社區主管衛生組織（National Aboriginal Community Controlled Health Organisation - NACCHO）、ACON 以及澳洲多元文化健康合作組織（Australian Multicultural Health Collaborative）攜手開展澳洲政府資助的宣傳計畫，推行澳洲領先世界的HPV自我採樣檢測，提高子宮頸篩查率。

澳洲計劃於 2035 年成為世界上第一個消除子宮頸癌的國家，但在社區中，部分社群的篩查參與率仍較其他社群低。

當中原住民、多元文化社群、LGBTQ+ 社群、殘疾人士，女性和有子宮頸人士較少參與這一項能夠及時挽救生命的子宮頸篩查測試。

超過 70% 的子宮頸癌患者從未接受過子宮頸篩查，或者屬於未定期做篩查的人群。25 歲至 74 歲的女性和有子宮頸人士應每五年接受一次子宮頸篩查，對於及早發現和預防子宮頸癌至關重要。

選擇自我採樣檢測，有助對於篩查窺器有恐懼，或對醫生採集樣本表示擔憂的女性克服篩查障礙，確保自行採樣可以順利完成。僅在 2024 年上半年，有近 2 萬名首次接受篩查人士選擇自我採樣。同時，37,500 名逾期未做過篩查的人士也完成了自我採樣檢測。

為自己負責（*Own It*）宣傳計畫活動，結合四間健康組織的專業知識，專注篩查率較低社群，以及為社區服務的醫療人員和機構，提高人們對自我採樣選項的認識，幫助更多人接受子宮頸篩查。

借助講述來自原住民、多元文化、LGBTQ+ 社群及殘疾人士的16位女性及有子宮頸人士的真实故事與經歷，以鼓勵更多人進行篩查。

宣傳計畫的材料已經翻譯成四種語言；阿拉伯語、廣東話/繁體中文、普通話/簡體中文、越南語。

澳洲政府已為推行宣傳計畫提供 1,020 萬元撥款。



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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
- @amhcollab
- @healthgovau
- @ACON

LinkedIn

- @amhcollab
- @healthgovau
- @ACON

Instagram

- @ownit.org.au
- @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 Cantonese... |
|--|-------------------------------|
| Learn how to prevent cervical cancer with regular screenings. | 瞭解如何透過定期篩查預防子宮頸癌 |
| Know the symptoms of cervical cancer and seek medical advice. | 認識子宮頸癌的症狀及尋求醫療建議 |
| Schedule your cervical screening today for peace of mind. | 讓你可以安心，今日就安排你的子宮頸篩查 |
| Early detection of cervical cancer can save lives. Get screened. | 及早發現可挽救生命。參加篩查。 |
| Prevent cervical cancer with early detection and regular screenings. | 及早發現及定期篩查可預防子宮頸癌。 |
| Understand the risk factors of cervical cancer and stay informed. | 認識子宮頸癌的風險因素並瞭解最新情況。 |
| Prevent cervical cancer. Get screened every 5 years. Book your test now. | 預防子宮頸癌，每5年接受篩查，立即預約測試。 |
| HPV causes most cervical cancers. Early detection can save lives. Get screened. | HPV導致大多數的子宮頸癌，及早發現可挽救生命。參加篩查。 |
| Cervical screening is quick and simple. Protect your health by scheduling today. | 子宮頸篩查簡單快速。保障你的健康，今日就安排篩查。 |
| Book A Self-Swab Cervical Test | 預約使用拭子自行完成子宮頸測試 |

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.

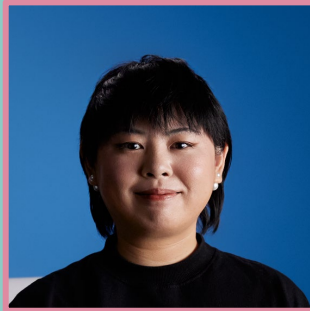
| In English ... | In Cantonese ... |
|---|------------------------------------|
| Prefer privacy? Do your own cervical test with a simple self-swab. Book today. | 保護隱私？使用拭子自行採樣步驟簡單，自己完成子宮頸測試。今日就預約。 |
| Self-swab cervical tests are easy and convenient. Book your screening now. | 使用拭子自己完成子宮頸篩查，簡單方便。立即預約篩查。 |
| Choose a self-swab to screen for cervical cancer | 選擇使用拭子自己完成子宮頸篩查。 |
| Regular cervical tests can prevent cancer. Find a clinic and book your screening. | 定期做子宮頸篩查可預防癌症。搜尋診所並預約篩查。 |
| Self-sample for HPV testing - protect yourself with a simple, quick self-swab. | 自行取樣 HPV 測試－透過簡單、快速的拭子自行採樣保護自己。 |
| Early Detection Saves Lives | 及早檢測可挽救生命 |
| Protect Your Health | 保障你的健康 |
| Get Screened Today | 今日就接受篩查 |
| Book Your Screening Now | 立即預約篩查 |
| It's your Cervical Screening Test | 這是你的子宮頸篩查測試 |

Get the word out: meet our talent.

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

Riva

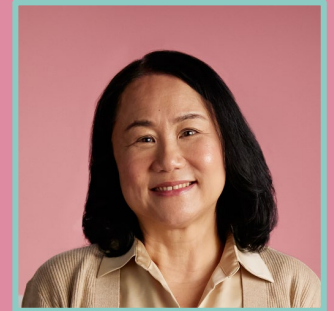
Riva's previous cervical screenings were uncomfortable and made her feel vulnerable. She chose to talk to her doctor about the option to self-swab.



"Self-swab is an option that gives me control over my screening experience."

Wendy

Wendy didn't know much about her options for doing the Cervical Screening Test. She chose to talk to her doctor about her choices.



"Understanding all of my options gave me confidence to pick the one that suits me best."

Get the word out: meet our talent.

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

Riva

Riva之前做子宮頸篩查時都感到不舒服, 而且感到忐忑不安. 她選擇與醫生討論自行採樣這個選項.



“自行採樣是一個讓我可以掌控我的篩查體驗的選項.”

Wendy

Wendy不太瞭解子宮頸篩查測試有些甚麼選擇. 她選擇與她的醫生討論不同的檢測方式.



瞭解我有些甚麼選擇, 讓我有信心揀選最適合我的檢測方式.

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.



Get the word out: postcards.

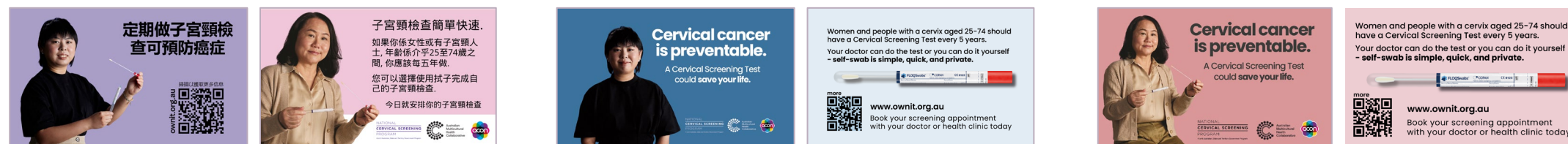
Print ready postcards files can be downloaded from the community toolkit.



Get the word out: small cards.

Print ready business card sized cards (5.5 x 9cm) can be downloaded from the community toolkit.

These can be useful for discrete communication and education.



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?

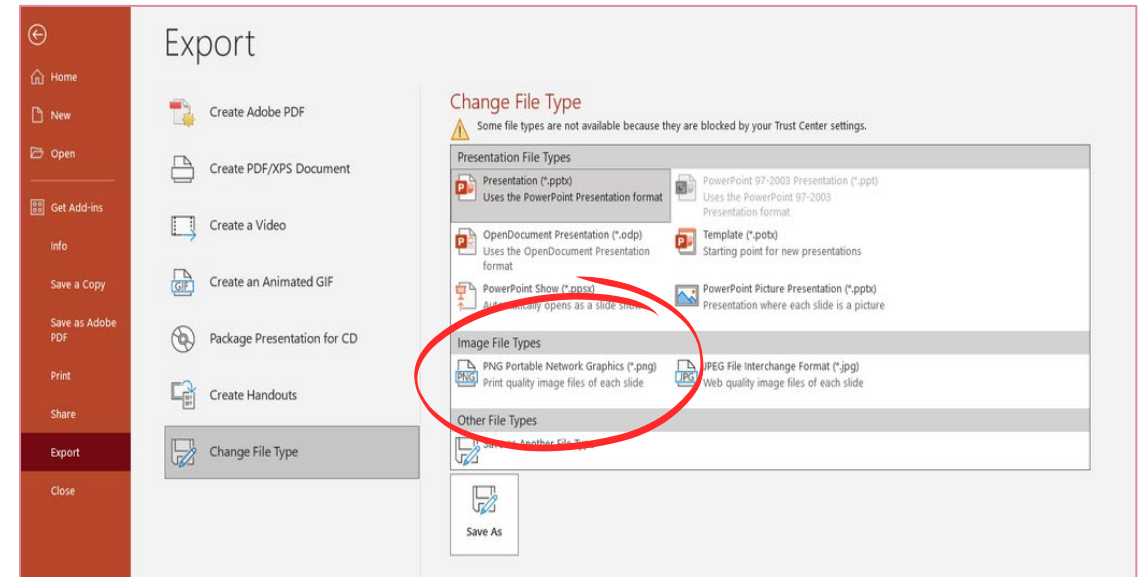
No problem! We've added some template PNGs to the community toolkits with space to add your own text on design software.

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 toolkit and [here](#).



Cervical screening explained

This video is translated in Cantonese. It explains how to take your own Cervical Screening Test sample if self-collection is chosen as a screening option for a Cervical Screening Test.



澳大利亞的子宮頸癌篩查

This fact sheet, in Traditional Chinese 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.



子宮頸癌篩查：如何自行採集樣本

This is a visual guide, in Traditional Chinese, on using the self-collection option when collecting a vaginal sample for a Cervical Screening Test.



如何看懂子宮頸癌篩查結果

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

Useful links.

Own It website

Available in Cantonese

www.ownit.org.au/zh-hant/cantonese/



It's your Cervical Screening Test. Own It.