

National Cervical Screening Campaign 2024-25

Own It.

Communication toolkit for the
**Aboriginal and
Torres Strait Islander
Community**



**Cervical
Screening**

NATIONAL
CERVICAL SCREENING
PROGRAM

A joint Australian, State and Territory Government Program



NACCHO
National Aboriginal Community
Controlled Health Organisation



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.





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Images and videos

- Download social media tiles from www.health.gov.au/own-it-toolkit
- Embed a video from www.youtube.com/@OwnItCervicalScreening/videos.

Instagram

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

TikTok

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

Facebook

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

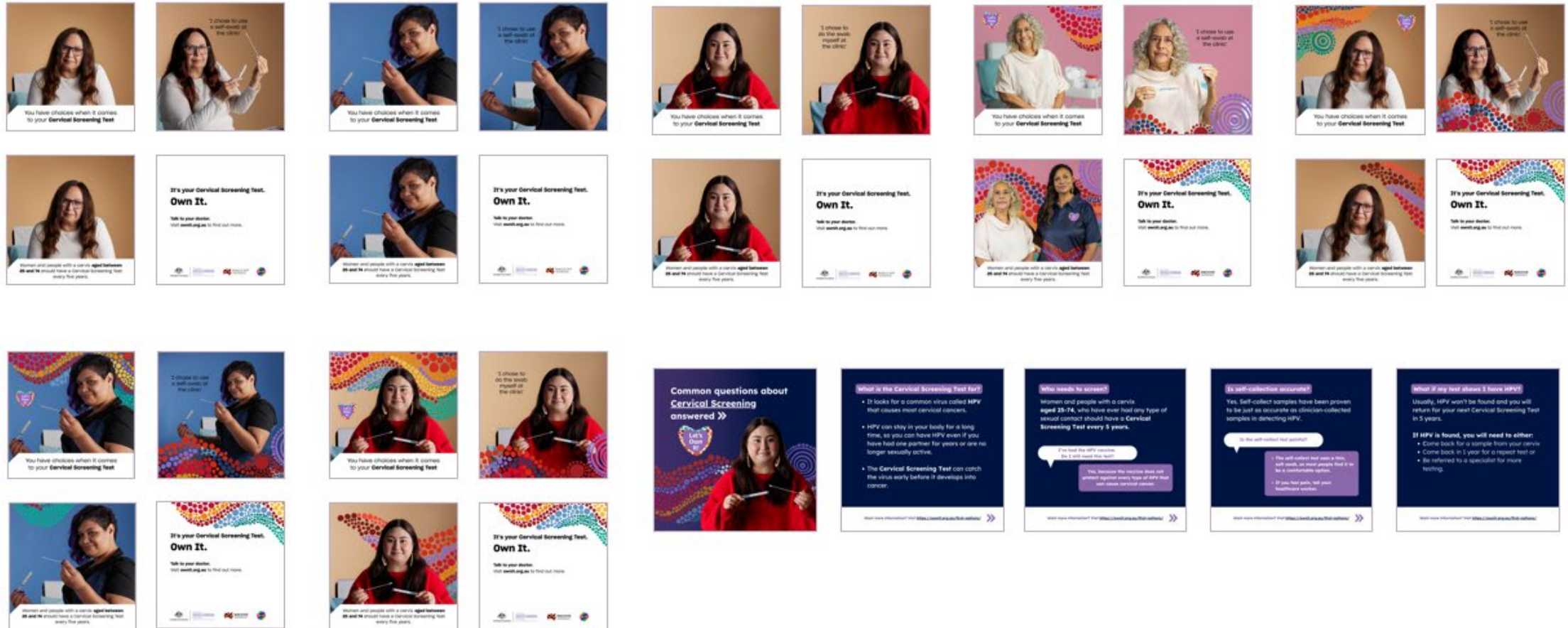
LinkedIn

- @healthgovau
- @naccho-australia
- @ACON



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 at www.health.gov.au/own-it-toolkit.



Social media content

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

Hashtags

#OwnIt	#CervicalCancerAwareness	#AboriginalHealth
#CervicalScreeningTest	#SelfCollection	#IndigenousHealth
#CervicalCancer	#OurHealthInOurHands	#FirstNationsPeople
#CervicalScreening		

Key messages

Talking about cervical screening can be uncomfortable, but it can save lives.

Doing a Cervical Screening Test every 5 years between age 25 and 74 could stop you getting cervical cancer.

The test is free if done at an Aboriginal Medical Service or ACCHO.

You have choices for doing the test. Your healthcare worker can do the test for you, or you can do it yourself using a swab. Both tests are organised through your medical service or health clinic.

Self-swab is quick, easy, and puts you in control.

If you are feeling uncertain about doing cervical screening, speak to your doctor, nurse, or Aboriginal Health Worker about how they can help you feel safe and comfortable.



Social media content

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

You have choices when it comes to your Cervical Screening Test:

- Do the test yourself using a small self-swab.
- Have a healthcare worker take a sample using a speculum to access your cervix. They can also assist with the self-swab if needed.

Have a yarn with a doctor, nurse, or health worker you feel comfortable with about cervical screening and which option is best for you.

Women and people with a cervix aged between 25 and 74 should have a Cervical Screening Test every five years.

To find out more, visit: <http://ownit.org.au/first-nations/>

Did you know you can now do a self-collected Cervical Screening Test?

Your doctor or nurse will give you a self-swab and a private space to do the test. They'll explain how to do the test and will stay close by in case you need help.

For more information, go here: <http://ownit.org.au/first-nations/>

It's your Cervical Screening Test. Own it.

Got questions about cervical screening? Swipe through to find answers to some of the most asked questions.

Women and people with a cervix aged between 25 and 74 should have a Cervical Screening Test every five years.

Have a yarn with your local Aboriginal Medical Service – It's your Cervical Screening Test. Own it.

For more info, check out: <http://ownit.org.au/first-nations/>

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It's your Cervical Screening Test. Own it.

Tips to make cervical screening easier for you:

- Find a healthcare worker you trust
- Take a support person with you
- Yarn with your healthcare worker
- Get help with the self-collect swab

You're in control: If you're having a healthcare worker-collected test and it feels uncomfortable, you can ask to stop at any time.

It's your Cervical Screening Test. Own it: <http://ownit.org.au/first-nations/>

Cervical screening is free, quick, and can help prevent cervical cancer.

Women and people with a cervix aged between 25 and 74 should have a Cervical Screening Test every five years.

Have a yarn with your local Aboriginal Medical Service – It's your Cervical Screening Test. Own it.

For more info, check out: <http://ownit.org.au/first-nations/>

Meet our talent

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

Lowanna

Lowanna worried about paying for the Cervical Screening Test. She chose to do the test at her local Aboriginal health service, where tests are free for Aboriginal and Torres Strait Islander women.



"I chose to screen at my local Aboriginal health service. I was worried about the cost, but there I can test for free."

Karen

Karen didn't know she had to keep screening every 5 years until she turns 74. Once she found out that she could still get cervical cancer in her early 70s, she chose to continue screening.



"Now that I know, I'll be talking to my doctor at my next health check."

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."

Meet our talent

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

Samm

Samm knows cervical screening isn't an issue First Nations women speak openly about. Growing up, she wasn't told about the Cervical Screening Test until she left her community. But now she knows how important it is to look after herself not just for her, but for her loved ones too.



"[I am] proud that I'm taking ownership over my life."

Narelle

Narelle put off screening because she felt uncomfortable during her last test. When she found out she had choices, she wanted everyone to know they do too.



"Being able to have choices breaks down the reluctance that some people might have. [Having options] is much better for women."

Editorial / newsletter content.

Newsletter content (HCPs) – 100 words

Cervical screening campaign begins – Own It!

ACON, NACCHO and the Department of Health and Aged Care are working together to deliver a new national campaign, Own It. The first national cervical screening campaign in 20 years aims to empower 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 new [Own It](#) campaign aims to raise awareness of cervical screening and the Cervical Screening Test self-collect option. Own It, wants to empower and promote choices for doing a 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/first-nations.

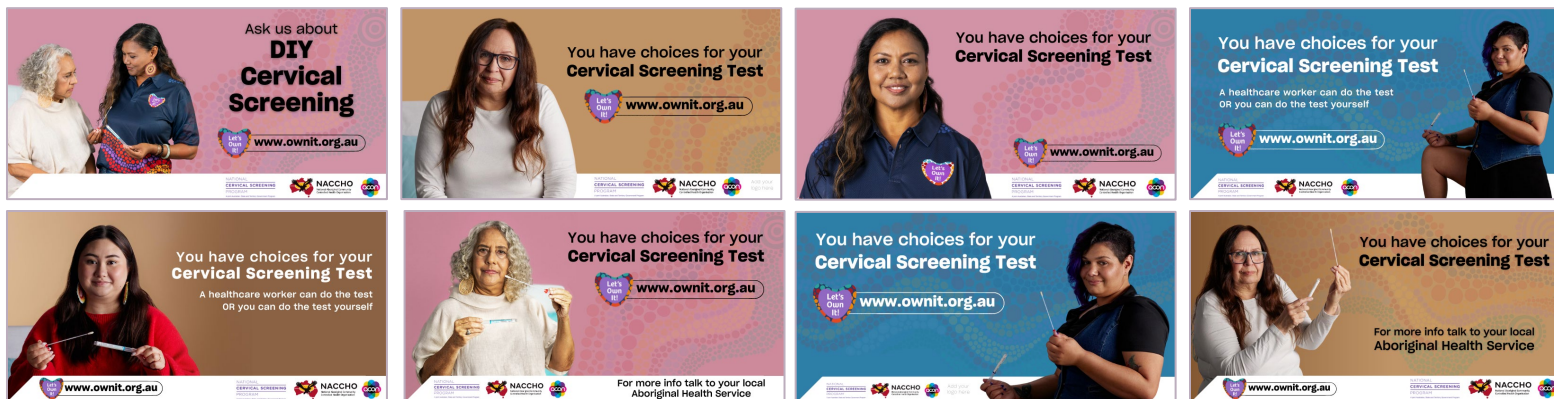
Posters

Posters can be downloaded from www.health.gov.au/own-it-toolkit and displayed.



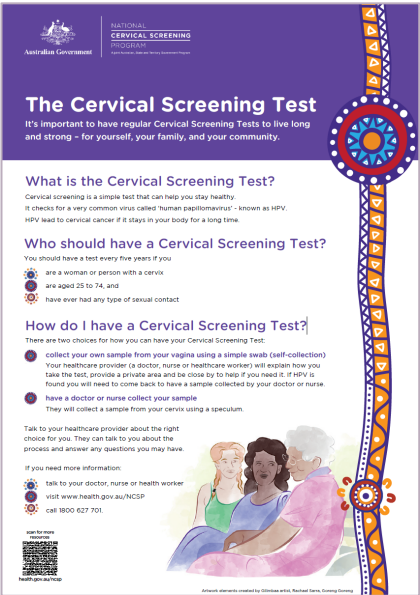
Email signatures

These images can be placed at the bottom of your email signature and linked to www.ownit.org.au.
Download from www.health.gov.au/own-it-toolkit.



Useful resources.

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



The Cervical Screening Test

Information for Aboriginal and Torres Strait Islander women about the cervical screening test used in the National Cervical Screening Program

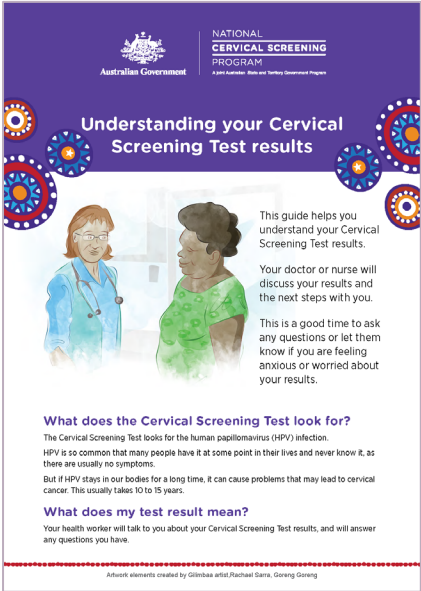


What happens when my healthcare provider collects my sample

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.

Understanding your cervical screening test results

This is a visual guide to help Aboriginal and Torres Strait Islander women understand their Cervical Screening Test results.



Useful links.

Own It website Dedicated page for First Nations women	www.ownit.org.au/first-nations
NCSP website The Australian Government webpage on the National Cervical Screening Program	www.health.gov.au/ncsp
NACCHO website NACCHO is Australia's national leadership body for Aboriginal and Torres Strait Islander health.	https://www.naccho.org.au/cancer/
Healthcare Provider Resource Hub Resources for healthcare workers who offer cervical screening	www.acpcc.org.au/self-collection-campaign/



Cervical Screening

