



National
Cervical
Screening
Programme

Health New Zealand
Te Whatu Ora



Provider toolkit

A guide to using the HPV
Cervical Screening Māori,
Rainbow & all Aotearoa
campaign resources

Nau mai, haere mai!

This is the toolkit for the HPV Cervical Screening campaign for Māori, Rainbow and all Aotearoa audiences.

This communication toolkit has been developed by Te Whatu Ora and Te Aka Whai Ora.

It's designed to ensure consistent messages are communicated to all stakeholders and relevant audiences about the campaign for general audiences and Māori – to promote the changes to cervical screening in Aotearoa, New Zealand.

The toolkit contains key messages, and a range of assets that can be used directly, or adapted or edited for your channels and outlets, such as newsletters, website content, electronic direct mail (EDM) marketing and newsletters. We have included links to the assets and creative on each page so you can print and produce locally.

Please use the content on your own platforms and channels to help spread the word about the importance of regular cervical screening, and in particular the change to HPV testing.

Please feel free to contact us if you have any questions about this toolkit.

HPV Primary Screening Project team
National Cervical Screening Programme
National Screening Unit

E: HPVScreen@health.govt.nz

QUICK LINK:

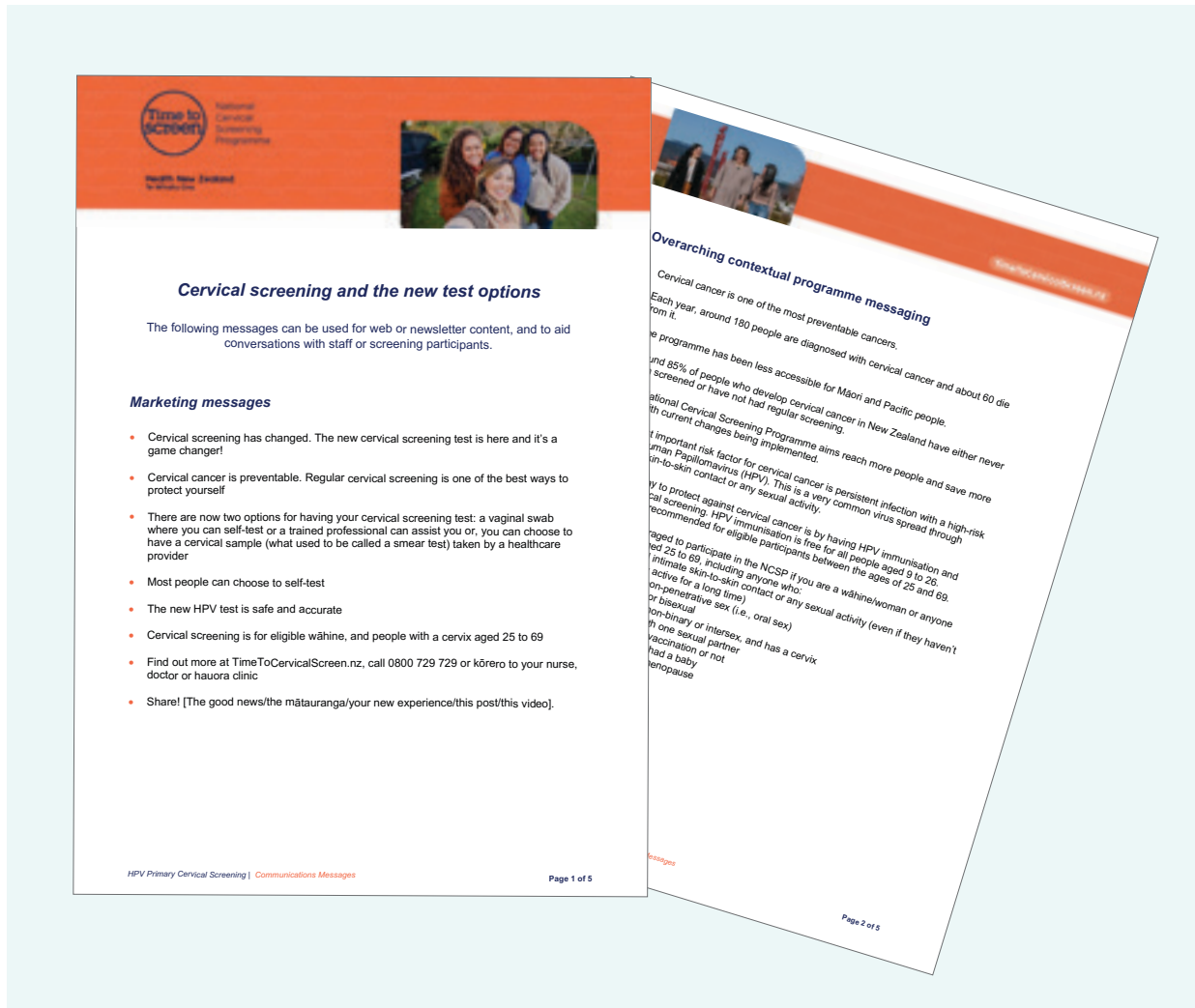
[Download ALL assets here](#)

Contents

Campaign and communications messages	4	Pull-up banners	20
Frequently asked questions	5	T-shirts	21
HPV cervical screening resources	6	Feather flags	22
Self-test explainer videos	7	Pens	23
Cervical sample explainer videos	8	Email signatures	24
Colposcopy explainer videos	9	Rainbow resources	25
Campaign videos	10	Rainbow: HPV cervical screening resources	26
Bus backs	11	Rainbow: Self-test & Cervical sample explainer AV	27
Outdoor billboard	12	Rainbow: Digital ads	28
Digital ads	13	Rainbow: Posters	29
Facebook creative assets	14, 15	Rainbow: Feather flag	30
Radio ads	16	Event kit resources	31
Newspaper ads	17		
Posters: Campaign	18		
Poster: Order resources	19		

Campaign and communications messages

- Marketing messages, overarching contextual programme messaging and specific HPV cervical screening messages.



Download:

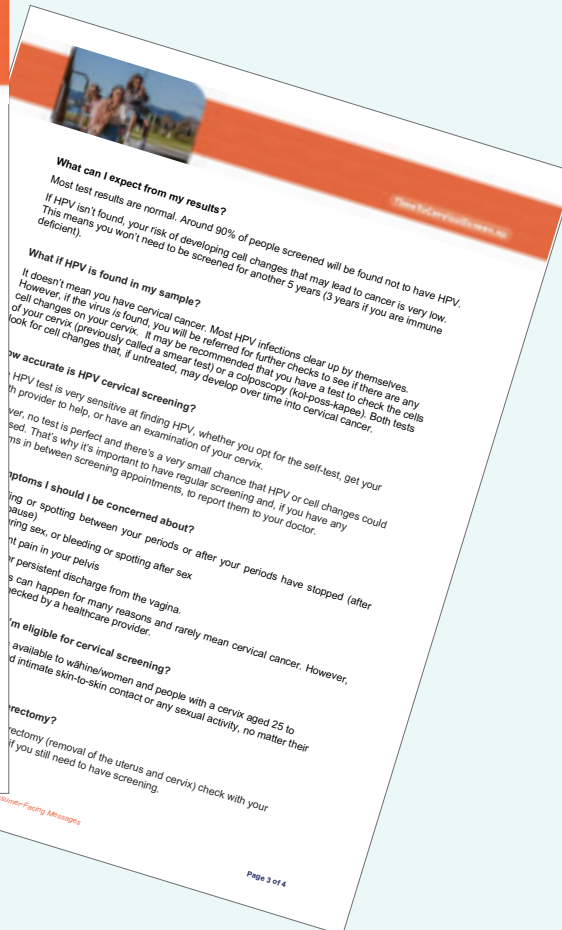
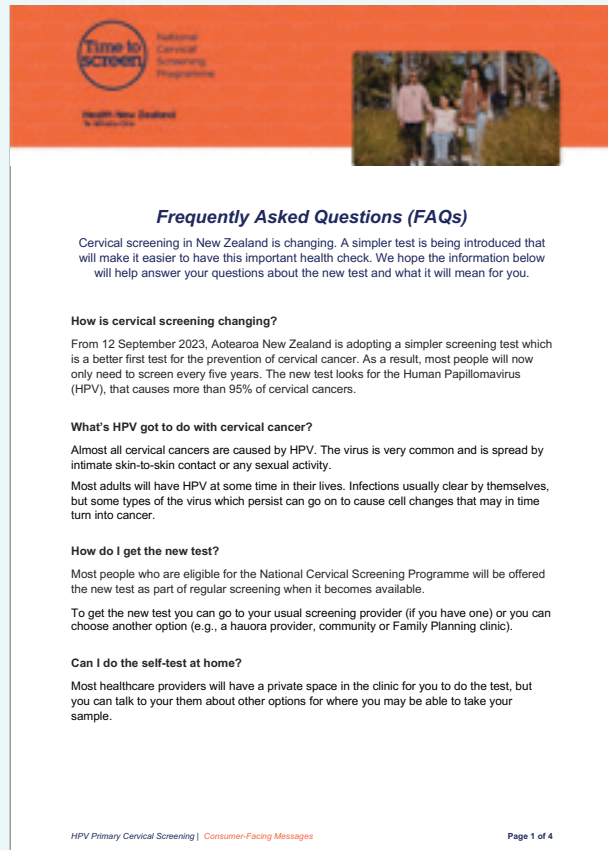
[Campaign and communications messages](#)

Frequently asked messages

- FAQs about the new, simpler test.

Download:

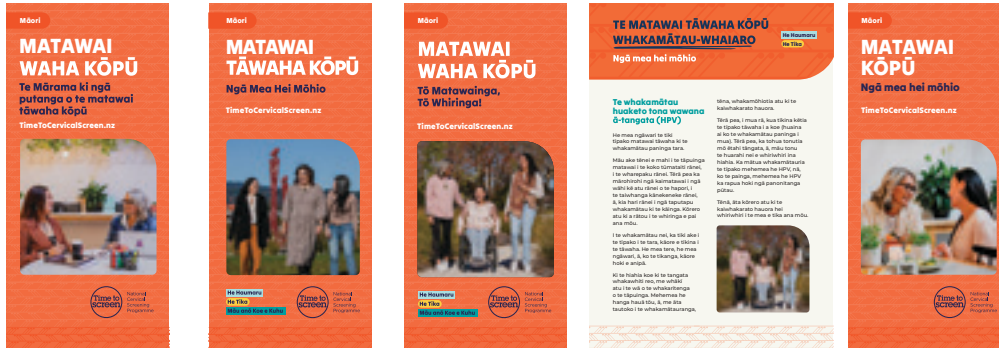
[Frequently asked questions](#)



HPV cervical screening resources

Order from HeathEd:
HealthEd.govt.nz

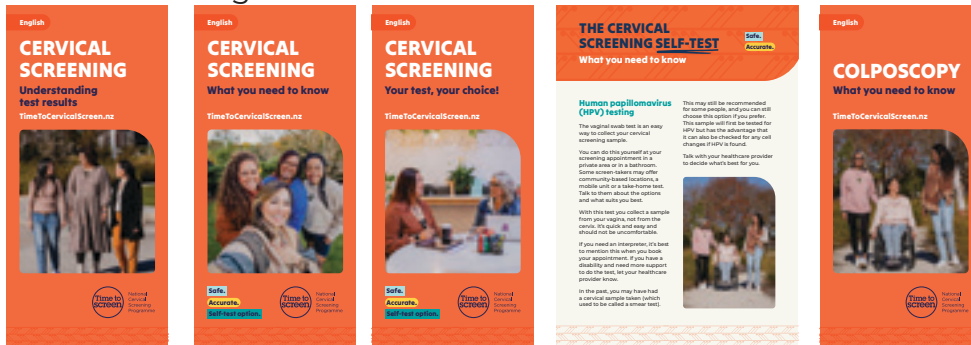
Brochures: Māori



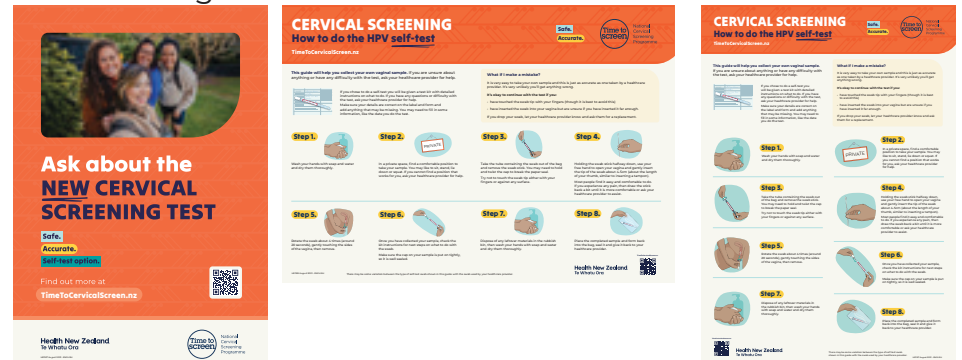
Posters: Māori



Brochures: English



Posters: English



[HealthEd te reo Māori brochures](#)
[HealthEd English brochures](#)

Self-test explainer videos

- How to do the self-test video in te reo Māori and English.



Download:

[Self-test explainer videos](#)

Formats available:

- Portrait (9:16)
- Landscape (16:9)
- With captions baked on screen and with no captions
- SRT files (for closed captioning)

Cervical sample explainer videos

- How the cervical sample test is done by healthcare professionals, an explainer video in te reo Māori and English.



Download:

[Cervical sample guide videos](#)

Formats available:

- Portrait (9:16)
- Landscape (16:9)
- With captions baked on screen and with no captions
- SRT files (for closed captioning)

Colposcopy explainer videos

- About colposcopy – an explainer video in te reo Māori and English.



Download:

[Colposcopy videos](#)

Formats available:

- Portrait (9:16)
- Landscape (16:9)
- With captions baked on screen and with no captions
- SRT files (for closed captioning)

Campaign videos

- Videos in te reo Māori and English
- All videos include NZ Sign Language
- The videos feature real people, not trained actors and were filmed in Rotorua at Ōhinemutu Pa. The marae featured is Te Papaïouru marae.

Download:

[Campaign videos](#)

Video durations available:

- 15 secs (English, Māori)
- 30 secs (English, Māori)
- 45 secs (English)
- 60 secs (Māori)

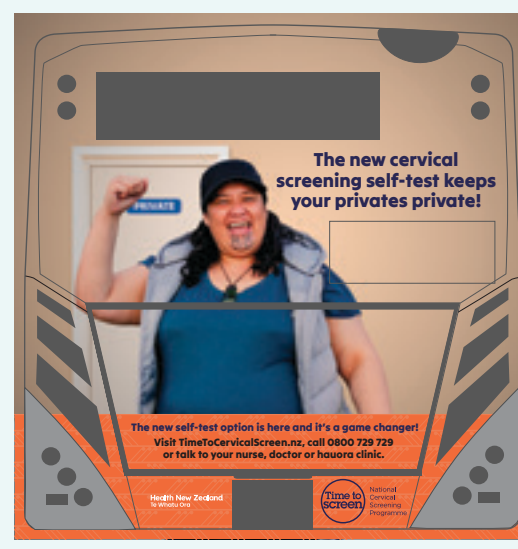
Video sizes available:

- 16:9 aspect ratio, 1920px (w) x 1080px (h)



Bus backs

- Campaign bus backs in te reo Māori and English.



Download artwork for printing:

[Bus backs](#)

Artwork available for bus grids:

- GB-A95
- GBS A80
- BCI Cityrider
- GBSA80v2
- B7 GB
- Plaxton Plasma
- Plaxton Plasma
- BCI Cityrider
- Optare Solo
- ADL 4000
- SCANIA K27OUB-1
- Scania-10
- Optare-2

Outdoor billboard



Download artwork for printing:

[Outdoor billboard](#)

Billboard artwork size:

- 6m x 3m

Digital ads

- Static and animated banners. All available in English and te reo Māori
- Various messages for under-screened, never screened and regular screeners.



Download:

[Digital ads](#)

Sizes available:

- Static: 1:1 ratio, 1080px (w) x 1080px (h)
- MREC animated: 300px (w) x 250px (h)
- Half page animated: 300px (w) x 600px (h)

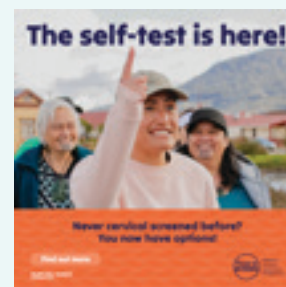
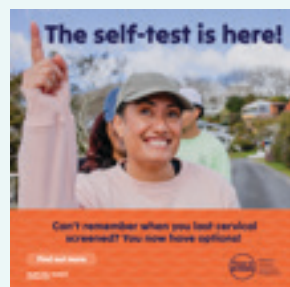
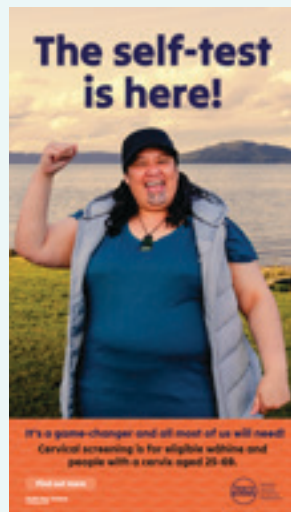
Facebook creative assets

Download:

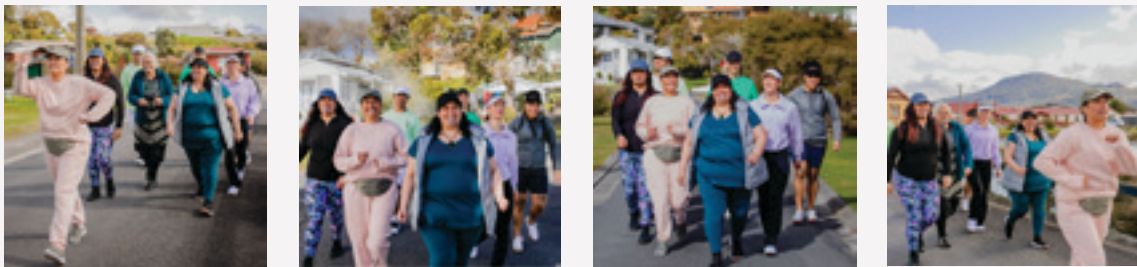
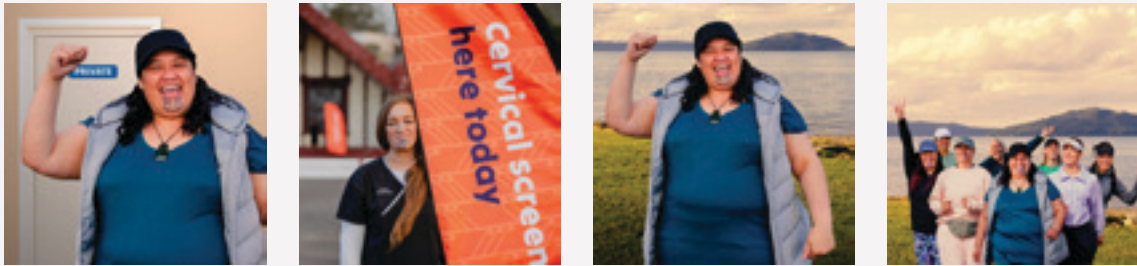
[Facebook creative assets](#)

Sizes available:

- Stories: 9:16 aspect ratio, 1080px (w) x 1920px (h)
- Tile: 1:1 aspect ratio, 1080px (w) x 1080px (h)



Facebook creative assets



Download:

[Facebook creative assets](#)

Sizes available:

- Static, 1:1 aspect ratio, 1080px (w) x 1080px (h)

Post text:

HEADLINE: The self-test is here!

BODY COPY: It's a game-changer and all most of us will need! Cervical screening is for eligible wāhine and people with a cervix aged 25-69.

LINK DESCRIPTION: Find out more [BUTTON](#)

HEADLINE: The self-test is here!

BODY COPY: It keeps your privates private. Cervical screening is for eligible wāhine and people with a cervix aged 25-69.

LINK DESCRIPTION: Find out more [BUTTON](#)

HEADLINE: The self-test is here!

BODY COPY: Can't remember when you last cervical screened? You now have options!

LINK DESCRIPTION: Find out more [BUTTON](#)

HEADLINE: The self-test is here!

BODY COPY: Never cervical screened before? You now have options!

LINK DESCRIPTION: Find out more [BUTTON](#)

Radio ads

- Two radio ads in te reo Māori and English for under-screened and regular screeners.

Radio ad 1: Māori

Tērā tētahi matawai whaiaro hou mo te tāwaha kōpū! Kāore ōna ritenga! Ka mau muna o wāhanga muna, whakamā kore. Tāpuia he wā mōu, whāki atu ki ō hoa katoa, nē.

Mō ngā wāhine me ngā tāngata whai tāwaha katoa, 25-69 tau te pakeke tenei. Kāore anō kia matawaitia? Whakaarohia – kia u ki te ora. Peka atu ki TimeToCervicalScreen.nz, waea rānei ki 0800 729 729, kōrero ki tō nēhi, tākuta, whare Hauora rānei

Radio ad 1: English

Guess what! There's a new cervical screening self-test! It's a game-changer! It keeps your privates private so there's no need to feel whakamā. So book in bub, and tell all your mates about it too aye.

Cervical screening is for wāhine and people with a cervix aged 25-69. If you've never had a cervical screen before, please consider it – it could save your life. To find out more visit timetocervicalscreen.nz, call 0800 729 729 or talk to your nurse, doctor or Hauora clinic.

Radio ad 2: Māori

Kua tae mai te matawai whaiaro hou mo te tāwaha kōpū kāore ōna ritenga! Ka mau muna o wāhanga muna, whakamā kore.

E wātea ana tēnei ki ngā wāhine me ngā tāngata whai tāwaha, 25-69 tau te pakeke. Kua matawaitia koe? Kua tae pea ki te wā, whakaarohia – kia u ki te ora. Peka atu ki timetocervicalscreen.nz, waea rānei ki 0800 729 729, kōrero ki tō nēhi, tākuta, whare Hauora rānei.

Radio ad 2: English

The new cervical screening self-test is here and it's a game-changer! It keeps your privates private so you don't feel whakamā.

Cervical screening is for eligible wāhine and people with a cervix aged 25-69. If you can't remember when you last screened, you could be due so please consider getting it done - it could save your life. To find out more visit timetocervicalscreen.nz, call 0800 729 729 or talk to your nurse, doctor or Hauora clinic.

Download:

[Radio](#)

Durations available:

- 30 secs Māori
- 30 secs English

Newspaper ads

- Long format Q&A style press ad in te reo Māori and English.

Pātaitu ki a Whaea Rā

He aha te take o te nahanaha o ngā matawai tāwaha?
Ko te matawai nahanaha tētahi o ngā tikanga pai rawa hei ārai atu i te mate pukupuku o te tāwaha. Kitekite ai ngā matawainga i ngā tohu e puta ai pea te pukupuku – hei reira e tōmua ai te kitenga atu kia whai ai ngā mahi whakamātautau kē atu, ā, kia haumanutia ina tika.

He pēhea te whai atu i te whakamātau hou?
Tēnā, whakaritea te tāpuinga me te ratonga hauora, ā, mā ratou e whakamārama atu i ngā whiringa matawai, me te whakamātau whaiaro hou.

Mō wai mā ngā matawainga, ā, me haere au ki hea kia matawahi ai?
Kei te tohua atu te matawai tāwaha mehemea he wahine rānei, he tangata whai tāwaha rānei nō waenga i te 25 ki te 69 tau te pakeke. Ko ētahi o ngā wāhi e matawahi ai:

- tōu tākuta ake, tōu tapuhi ake
- ngā pokapū hauora Māori rānei, ā-Kiwa rānei, hapori rānei
- ngā ratonga poapoa, he pērā me ngā marae, me ngā taiwhanga kānekeneke
- ngā taiwhanga Take Whānau
- ngā ratonga hauora taihemahema

Terā pea, ka tohatoha ētahi o ngā ratonga hauora i ngā whiringa e pai ana hei hari ki te kāinga, tēnā, inoia atu ki a rātou ina hiahia ki ngā whakamāratanga.

Ka āhei hoki koe ki te toro atu ki www.healthpoint.co.nz hei rapu i te kaitango matawainga e tata ana ki a koe.

He utu tō te whakamātau matawai?
Kāore he pūtea hei utu i te katoa o te Hōtaka ā-Motu o te Matawai Tāwaha, engari he matawainga UTU-KORE e wātea ana ki:

- ngā wahine me ngā tangata whai tāwaha kua 30 tau, neke ake rānei, te pakeke mehemea kāore anō rānei kia matawahi, kua roa atu rānei te 5 tau i te matawainga o mua
- ngā Māori me ngā tangata ā-Kiwa
- ngā tangata whai Kāri Ratonga ā-Hapori
- ngā tangata e whai ana i ngā whakamātau kē atu

Toro atu ki TimeToCervicalScreen.nz, waea atu ki 0800 729 729, kōrero atu tōu nēhi rānei, tōu tākuta rānei, tōu ratonga hauora rānei.

National Cervical Screening Programme
Health New Zealand
Te Whata Ora

Download:

[Newspaper ads](#)

Sizes available:

- 254mm (w) x 182mm (h)
- 256mm (w) x 180mm (h)
- 260mm (w) x 180mm (h)

Ask Auntie Rā

Why is regular cervical screening important?
Regular screening is one of the best ways to protect yourself against cervical cancer. Screening finds early warning signs before they become cancer – allowing for early detection, follow-up testing, and treatment if needed.

How do I get the new test?
Just make an appointment with your hauora provider and they'll talk through the options available for cervical screening, including the new self-test.

Who is screening for and where can I go to get screened?
Cervical screening is recommended if you are a wahine or anyone with a cervix aged between 25 and 69. Places you can get screened include:

- your usual doctor or nurse at a GP clinic, if you have one
- Māori, Pacific or women's community health centres
- outreach services, like marae or mobile units
- Family Planning clinics
- sexual health services.

Some healthcare providers may offer a take-home option, talk to them if this is of interest to you.

You can also check out www.healthpoint.co.nz to find a screen-taker near you.

Do I have to pay to do a screening test?
The National Cervical Screening Programme is not fully funded but FREE screening is now available for:

- wahine and people with a cervix 30 years and over who have never had a screening test or haven't had a test in the past 5 years
- Māori and Pacific
- anyone who is a Community Services Card holder
- anyone requiring follow up testing.

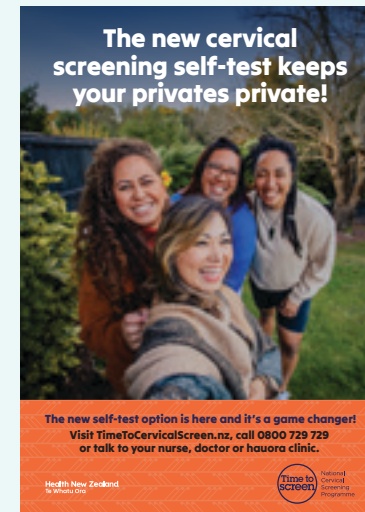
Visit TimeToCervicalScreen.nz, call 0800 729 729 or kōrero to your nurse, doctor or hauora provider.

National Cervical Screening Programme
Health New Zealand
Te Whata Ora

The new cervical screening self-test is here and it's a game-changer!
If you haven't had cervical screening before or if it's been a while, now's a great time to book. The new test is much easier and you can even do it yourself.

Posters: Campaign

- Campaign posters in te reo Māori and English.




Download artwork for printing:

[Posters](#)

Sizes available:

- A3
- A4

Poster: Order resources



The poster features a woman in a dark blue uniform standing in front of a red banner that reads "Cervical screening here today". The background is orange with a repeating geometric pattern. The text "NEW" is in a light blue box, and "Cervical Screening resources" is in large, bold, dark blue letters. A QR code is positioned to the right of the text "Order FREE at: HealthEd.govt.nz".

NEW

Cervical Screening resources

Order FREE at:

[HealthEd.govt.nz](https://www.healthed.govt.nz)

Health New Zealand
Te Whatu Ora

Time to screen
National Cervical Screening Programme

Download artwork for printing:

[Posters](#)

Sizes available:

- A2
- A3

Pull-up banners

Download artwork for printing:

[Pull-up banners](#)

Kua tatū mai te whakamātau whaiaro hōu. Kua rere kē te ao!



Tirohia rānei TimeToCervicalScreen.nz, waea rānei ki 0800 729 729, korero rānei ki tō nāhi, ki tō tākuta, hōere rānei ki tō whare hauora.

Health New Zealand
i whakapae

Time to SCREEN
National Cervical Screening Programme

The cervical screening self-test is here. It's a game-changer!




Cervical screening is for eligible whānau, and people with a cervix aged 25 to 69. Visit TimeToCervicalScreen.nz, call 0800 729 729 or talk to your nurse, doctor or hauora clinic.

Health New Zealand
i whakapae

Time to SCREEN
National Cervical Screening Programme

Ko tā te whakamātau whaiaro he huna i ngā wāhanga muna.



Kua tatū mai te whakamātau whaiaro hōu. Kua rere kē te ao!

Tirohia rānei TimeToCervicalScreen.nz, waea rānei ki 0800 729 729, korero rānei ki tō nāhi, ki tō tākuta, hōere rānei ki tō whare hauora.

Health New Zealand
i whakapae

Time to SCREEN
National Cervical Screening Programme

The new cervical screening self-test keeps your privates private!




The new self-test option is here and it's a game changer!

Visit TimeToCervicalScreen.nz, call 0800 729 729 or talk to your nurse, doctor or hauora clinic.

Health New Zealand
i whakapae

Time to SCREEN
National Cervical Screening Programme

The cervical screening self-test is here. It's a game-changer!



Cervical screening is for eligible whānau, and people with a cervix aged 25 to 69. Visit TimeToCervicalScreen.nz, call 0800 729 729 or talk to your nurse, doctor or hauora clinic.

Health New Zealand
i whakapae

Time to SCREEN
National Cervical Screening Programme

The cervical screening self-test is here. It's a game-changer!



Cervical screening is for eligible whānau, and people with a cervix aged 25 to 69. Visit TimeToCervicalScreen.nz, call 0800 729 729 or talk to your nurse, doctor or hauora clinic.

Health New Zealand
i whakapae

Time to SCREEN
National Cervical Screening Programme

The new cervical screening self-test keeps your privates private!



The new self-test option is here and it's a game changer!

Visit TimeToCervicalScreen.nz, call 0800 729 729 or talk to your nurse, doctor or hauora clinic.

Health New Zealand
i whakapae

Time to SCREEN
National Cervical Screening Programme

T-shirts

Hareruia! black shirt



Download artwork for printing:

[T-shirts](#)

Hareruia! orange shirt



He Wahine He Taonga shirt



Hareruia! rainbow



Feather flags



Download artwork for printing:

[Feather flags](#)

Artwork sizes available:

- 2.1m x 0.55m

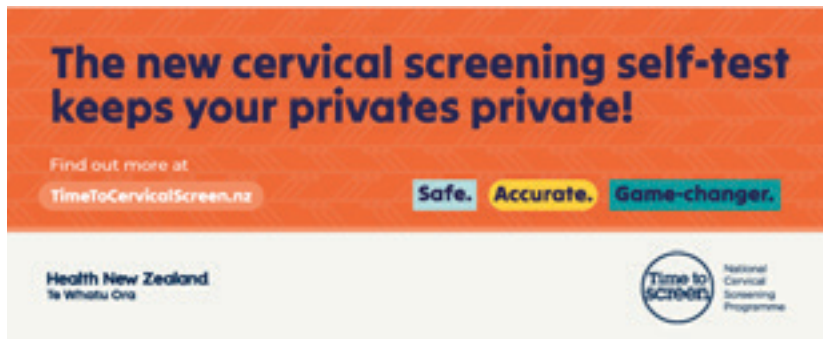
Pens



Download artwork for printing:

[Pen artwork](#)

Email signatures



Download:

[Email signatures](#)



RAINBOW RESOURCES



RAINBOW: HPV cervical screening resources

- Brochures and posters.

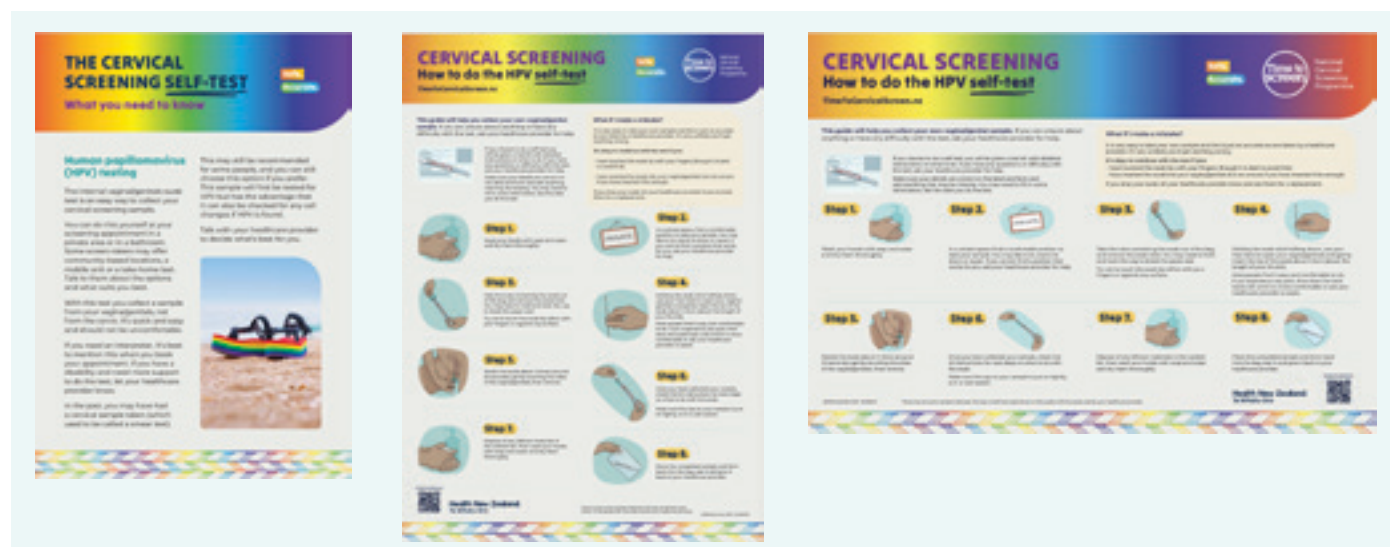


Order from HeathEd:

Healthed.govt.nz

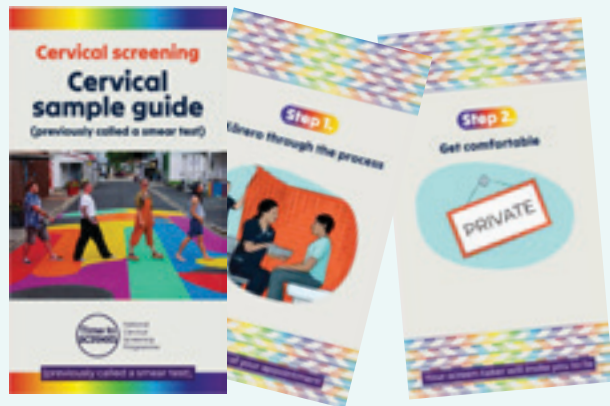
Artwork sizes available:

- Posters: A4, A3



RAINBOW: Explainer videos

- Two short videos: How to do the self-test and How the cervical sample test is done by healthcare professionals.



Download:

[RAINBOW: Self-test explainer videos](#)

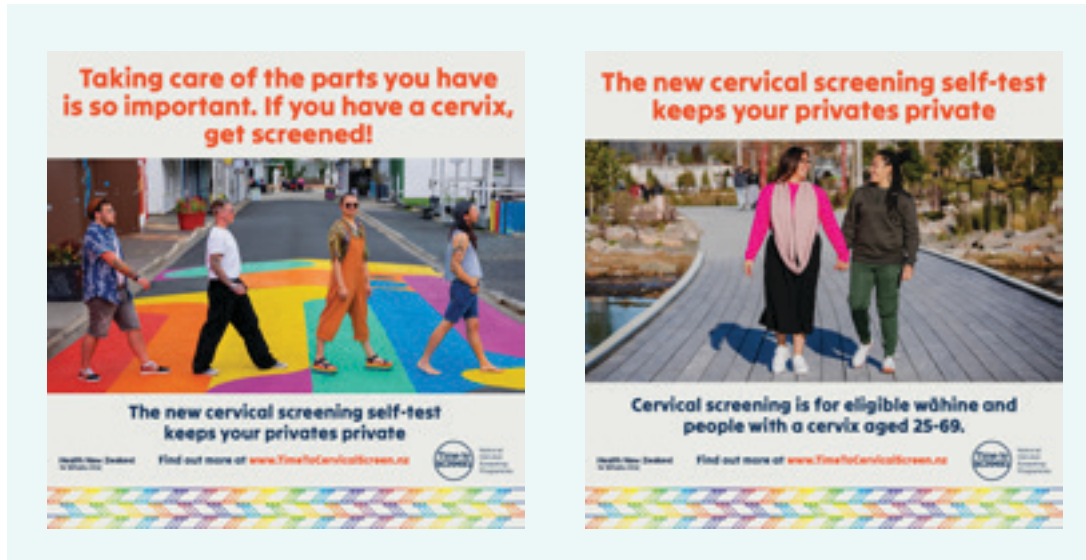
[RAINBOW: Cervical sample guide videos](#)

Formats available:

- Portrait (9:16)
- Landscape (16:9)
- With captions baked on screen and with no captions
- SRT files (for closed captioning)

RAINBOW: Digital ads

- Static digital/social media tile.



Download:

[RAINBOW: Digital ads](#)

Size available:

- Static: 1:1 ratio, 1080px (w) x 1080px (h)

RAINBOW: Posters



Ask about the **new**
cervical screening test

Safe.

Accurate.

Self-test option.

Find out more at

TimeToCervicalScreen.nz



Health New Zealand
Te Whatu Ora



National
Cervical
Screening
Programme

HEXXX November 2023 - RAINBOW



Ask about the **new**
cervical screening test

Safe.

Accurate.

Self-test option.

Find out more at

TimeToCervicalScreen.nz



Health New Zealand
Te Whatu Ora



National
Cervical
Screening
Programme

HE198 November 2023 - RAINBOW

Order from HeathEd:

HealthEd.govt.nz

Sizes available:

- A3
- A4

RAINBOW: Feather flag



Download artwork for printing:

[Rainbow: Feather flag](#)

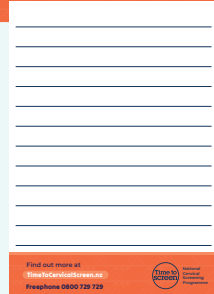
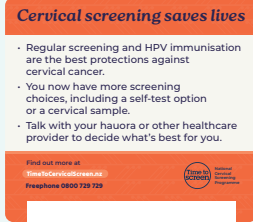
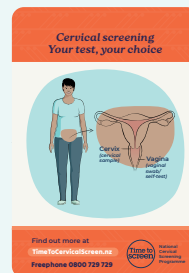
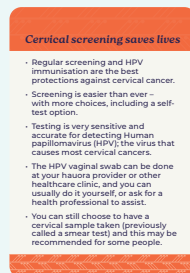
Artwork sizes available:

- 2.1m x 0.55m

Event kit resources

- Resources for use at events

NEW

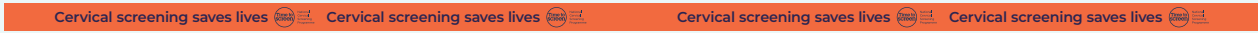


Download:

[Event kit resources](#)

Resources available:

- NCSP Tohu Tshirt black
- Windblade feather flags
- Pull up banners
- Pens
- Lanyard card
- Lanyard ribbon (2 versions)
- Fridge magnet
- Note pad



Contact:

HPV Primary Screening Project team
National Cervical Screening Programme
National Screening Unit

E: HPVScreen@health.govt.nz



National
Cervical
Screening
Programme

Health New Zealand
Te Whatu Ora

