



National  
Cervical  
Screening  
Programme

**Te Whatu Ora**  
Health New Zealand

**Te Aka Whai Ora**  
Māori Health Authority



# Provider toolkit

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

# Nau mai, haere mai!

**This is the toolkit for the HPV Cervical Screening campaign for Māori 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](mailto:HPVScreen@health.govt.nz)

**QUICK LINK:**

[Download ALL assets here](#)

# Contents

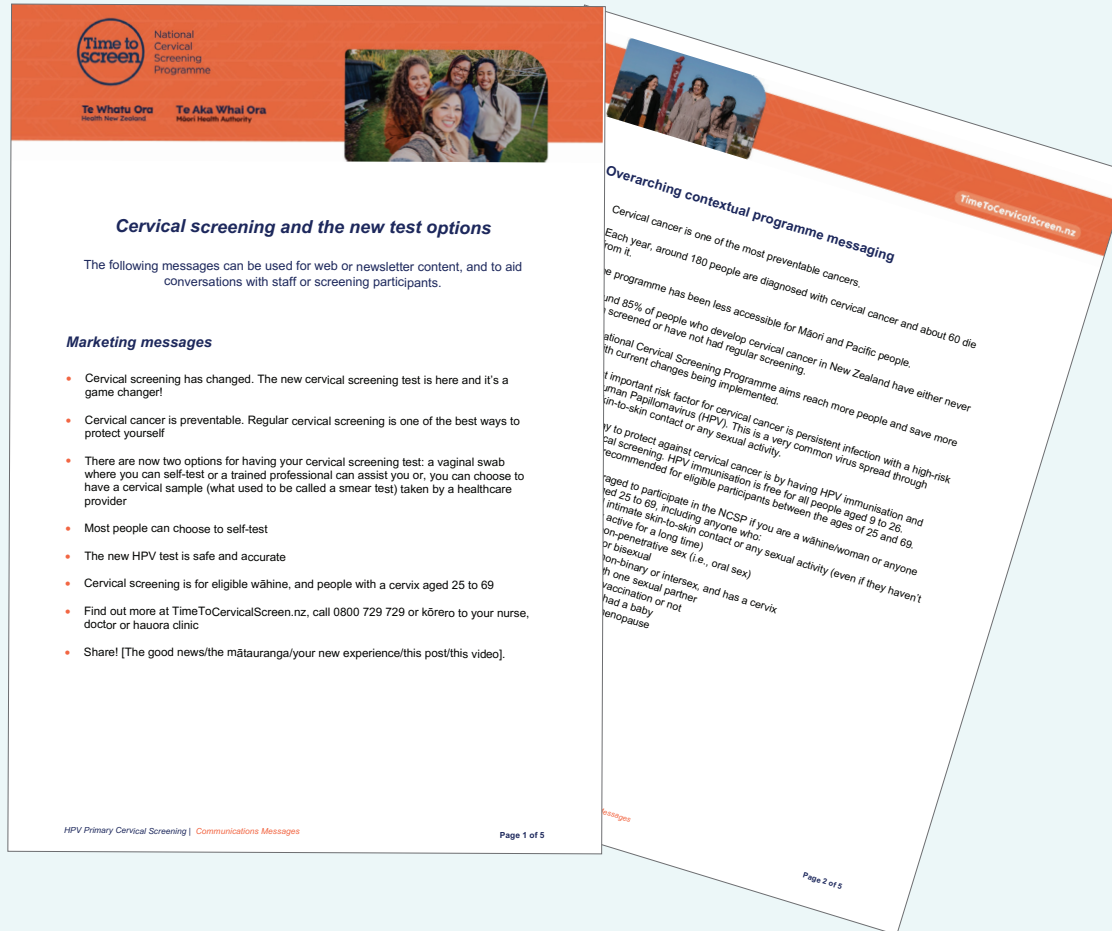
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# Campaign and communications messages

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

## Download:

[Campaign and communications messages](#)

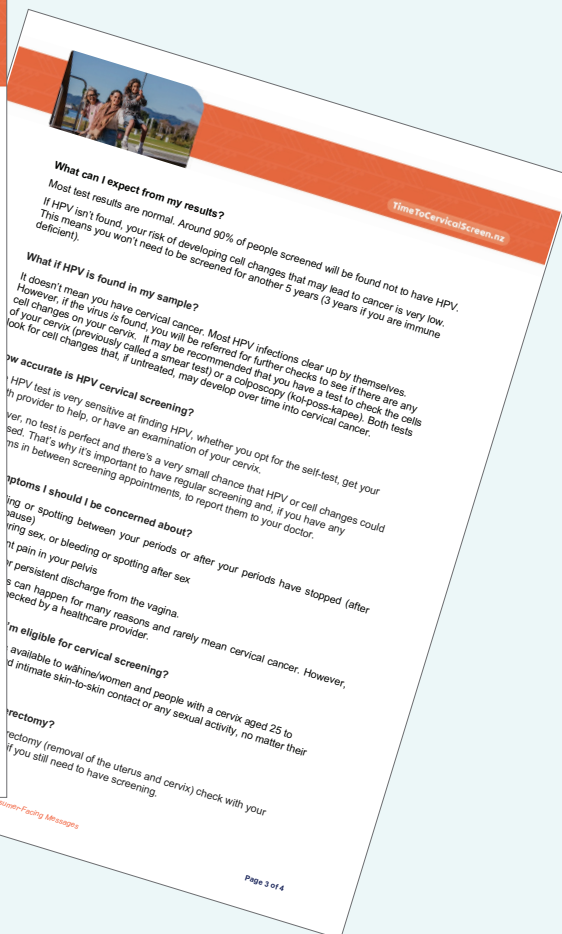
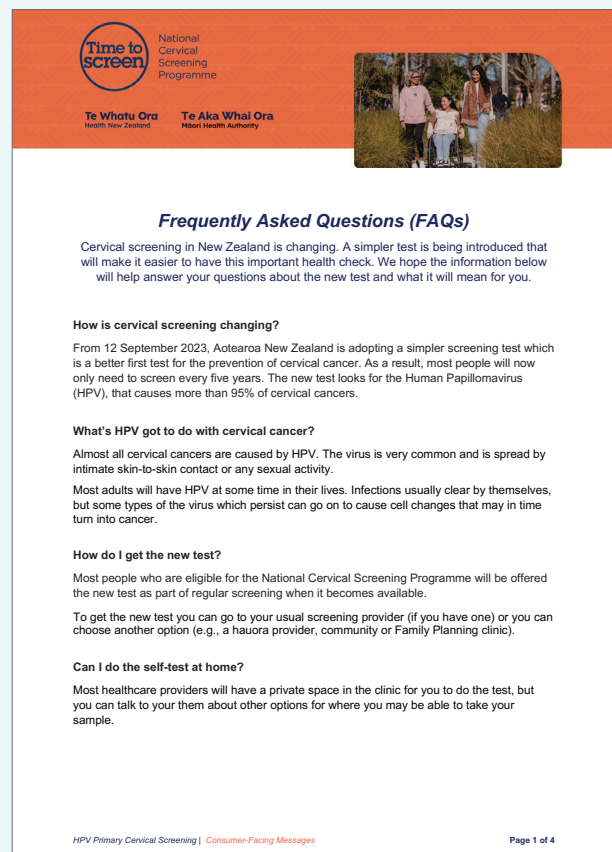


# Frequently asked messages

- FAQs about the new, simpler test.

## Download:

[Frequently asked questions](#)



# HPV cervical screening resources

Order from HeathEd:  
[HeathEd.govt.nz](https://heathed.govt.nz)

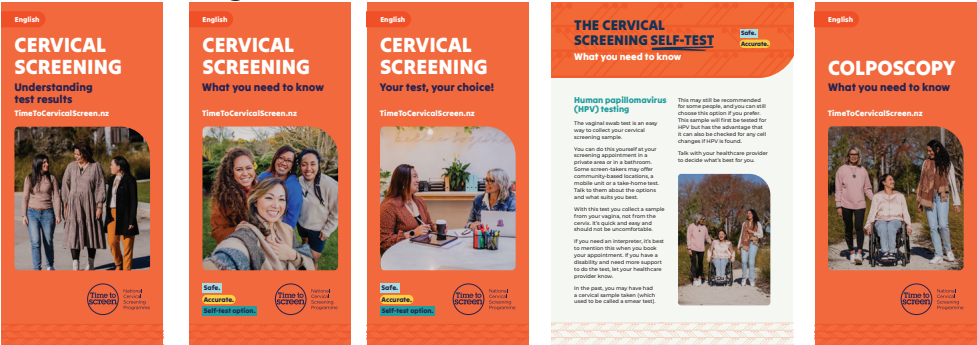
## Brochures: Māori



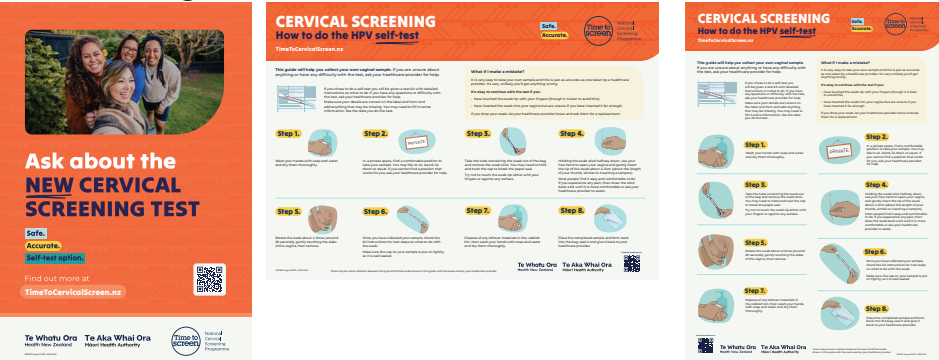
## Posters: Māori



## 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)

## 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 Papa-iouru 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:

[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:

[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)

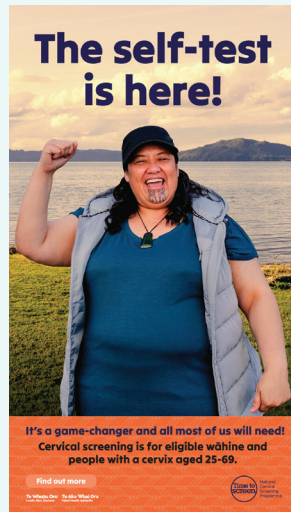
# Facebook creative assets

## Download:

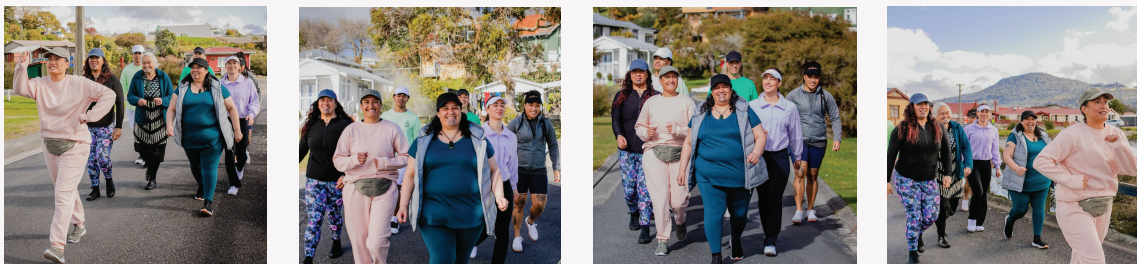
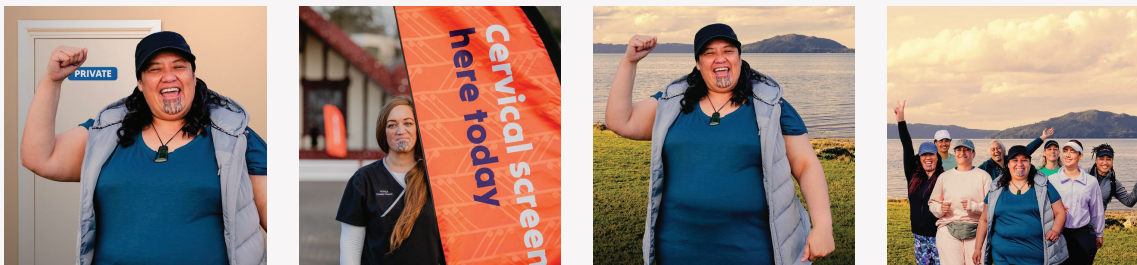
[Facebook creative assets](#)

## 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 ad

- Long format Q&A style press ad. Currently available in English – te reo Māori available late-Sept 2023.

### Ask Aunty Rā



**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.

**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 wāhine 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](http://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:

- wāhine 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](http://TimeToCervicalScreen.nz), call 0800 729 729 or kōrero to your nurse, doctor or hauora provider.**



National Cervical Screening Programme

**Te Whatu Ora**  
Health New Zealand

**Te Aka Whai Ora**  
Māori Health Authority

### Download:

[Newspaper ad: English](#)

### Sizes available:

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

## Posters

- Campaign posters in te reo Māori and English.



**Download:**

[Posters](#)

**Sizes available:**

- A3
- A4

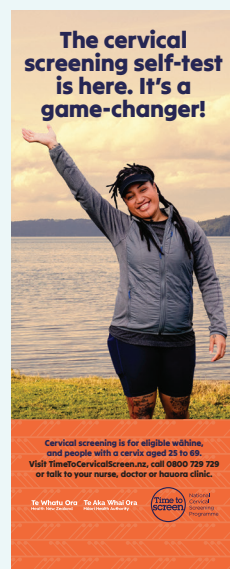
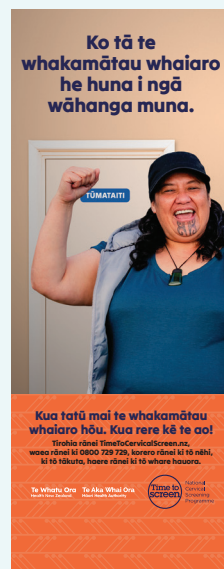


# Pull-up banners

**Download:**  
[Pull-up banners](#)

**Sizes available:**

- 850mm (w) x 2200mm (h)



# T-shirts

Hareruia! orange: front



**Download:**

[T-shirts](#)

Hareruia! rainbow: front



Back



## Feather flags



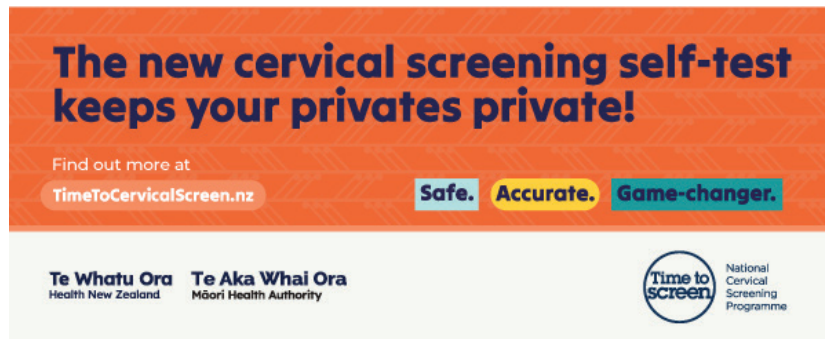
### Download:

[Feather flags](#)

### Artwork sizes available:

- 2.1m x 0.55m

## Email signatures



**Download:**

[Email signatures](#)

# Coming up ...



## End-Sept:

- Te reo Māori version of the **newspaper ad** (on page 14)

## In the coming months:

- New resources for healthcare providers.

# Contact:

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

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