

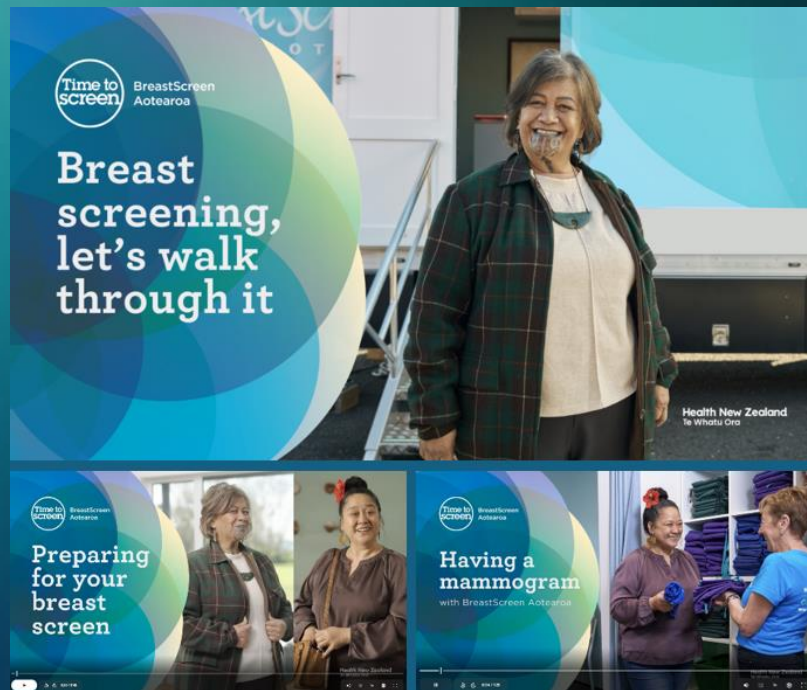


BreastScreen
Aotearoa

Explainer videos toolkit

October 2025, HE2955

Available from health.govt.nz



About this toolkit

BreastScreen Aotearoa

Explainer Videos

Purpose

This toolkit supports the promotion of the free BreastScreen Aotearoa screening programme.

What you can do

Download and review the toolkit which includes ready-to-use materials.

Each page has links to download creative assets in digital and print files where applicable.

Share the message

Use the content and assets across your own events, platforms and channels – such as social media, websites, and newsletters. Help spread the word about the importance of regular breast screening.

Print and use locally

You're welcome to print the materials for local use and distribution.

Focus on these audiences

All eligible women and general public across Aotearoa.

Pacific women and communities.

Wāhine Māori and communities.

Need help or have questions? Please contact the National Screening Unit:

- to approve any new material using the campaign elements
- if you require a new element to be designed
- if you require any high-resolution artwork.

BreastScreen Aotearoa Team

BreastScreen Aotearoa Screening Programme

Email:

breastscreen.aotearoa@tewhatuora.govt.nz

These print and digital assets have also been used for advertising purposes.

BreastScreen Aotearoa asset toolkits

The full range of BreastScreen Aotearoa campaign and brand assets are found across a range of toolkits.

Use this page to link to other BSA toolkits in the library.

Toolkit name	Toolkit contents
<u>BSA campaign toolkits</u>	
• <u>BSA Pacific Vaine Toa Campaign HE2952</u>	Pacific Vaine Toa campaign - paid media creative assets and BSA branded promotional event collateral
• <u>BSA Māori Attention Campaign HE2957</u>	Māori Attention campaign paid media creative assets
• <u>BSA National Age Extension Campaign HE2951</u>	Age Extension campaign posters, social and video assets
• <u>BSA Te Puna Campaign HE2950</u>	Te Puna (booking online) campaign posters, social and video assets
<u>BSA brand assets toolkit</u>	Updated brand elements and branded assets
• <u>BSA brand toolkit 2025 HE2954</u>	2025 design updates to BSA logo lockups and flower
• <u>BSA editable templates HE2958</u>	A range of editable posters, special tiles and pull-up banners
• <u>BSA explainer videos HE2955</u>	Instructional videos on the breast screening process
• <u>BSA email / letter headers & footers HE2956</u>	Banners for emails, letters, and newsletters
• <u>BSA Manaakitanga Charter posters HE10138 & HE10139</u>	2 options for displaying BSA's new Charter of Care

Breast screening

Let's walk through it

Full video explaining how to prepare for
The breast screening appointment and what
happens during a mammogram.

Specs:

Video duration: 2 minutes

16:9 aspect ratio MP4

Download files here:

- [Non caption version](#)
- [Caption version](#)



Preparing for your breast screen

Quick video explaining how to prepare for your breast screening.

Specs:

Video duration: 45 sec

16:9 aspect ratio MP4

Download files here:

- [Non caption version](#)
- [Caption version](#)



Having a mammogram With BreastScreen Aotearoa

Quick video explaining what happens
during a mammogram.

Specs:

Video duration: 85 sec

16:9 aspect ratio MP4

Download files here:

- [Non caption version](#)
- [Caption version](#)



Contact

BreastScreen Aotearoa Project Team

BreastScreen Aotearoa

E: breastscreen.aotearoa@tewhatuora.govt.nz

Health New Zealand
Te Whatu Ora



BreastScreen
Aotearoa