



BreastScreen
Aotearoa

Māori Attention Campaign toolkit

Updated November 2025, HE2957
Available from health.govt.nz

WAWATA
CREATIVE

Your breasts
deserve your
attention too



Life is busy, make time for your health.
Breast screening is easy and saves lives.
If you're aged 45-69 book your free
breast screen today. Freephone
0800 270 200 or visit
TimeToBreastScreen.nz

Health New Zealand
Te Whaiti Raukiri



About this toolkit

Nau mai, haere mai!

BreastScreen Aotearoa

Māori Breast Screening Campaign: *Your breasts deserve your attention too.*

Purpose

This toolkit supports the promotion of the free BreastScreen Aotearoa screening programme, with a focus on wāhine Māori and Māori communities.

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

Eligible wāhine Māori and communities.

Other eligible women and general public across Aotearoa

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@tewhatauora.govt.nz

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

QUICK LINK:

[Download ALL assets here](#)

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> | |
| <ul style="list-style-type: none">• <u>BSA Pacific Vaine Toa Campaign HE2952</u> | Pacific Vaine Toa campaign - paid media creative assets and BSA branded promotional event collateral |
| <ul style="list-style-type: none">• <u>BSA Māori Attention Campaign HE2957</u> | Māori Attention campaign paid media creative assets |
| <ul style="list-style-type: none">• <u>BSA National Age Extension Campaign HE2951</u> | Age Extension campaign posters, social and video assets |
| <ul style="list-style-type: none">• <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 |
| <ul style="list-style-type: none">• <u>BSA brand toolkit 2025 HE2954</u> | 2025 design updates to BSA logo lockups and flower |
| <ul style="list-style-type: none">• <u>BSA editable templates HE2958</u> | A range of editable posters, special tiles and pull-up banners |
| <ul style="list-style-type: none">• <u>BSA explainer videos HE2955</u> | Instructional videos on the breast screening process |
| <ul style="list-style-type: none">• <u>BSA email / letter headers & footers HE2956</u> | Banners for emails, letters, and newsletters |
| <ul style="list-style-type: none">• <u>BSA Manaakitanga Charter posters HE10138 & HE10139</u> | 2 options for displaying BSA's new Charter of Care |

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Attention Campaign advertising assets

Campaignh posters

Campaign posters in Te Reo Māori and English.

Sizes available:

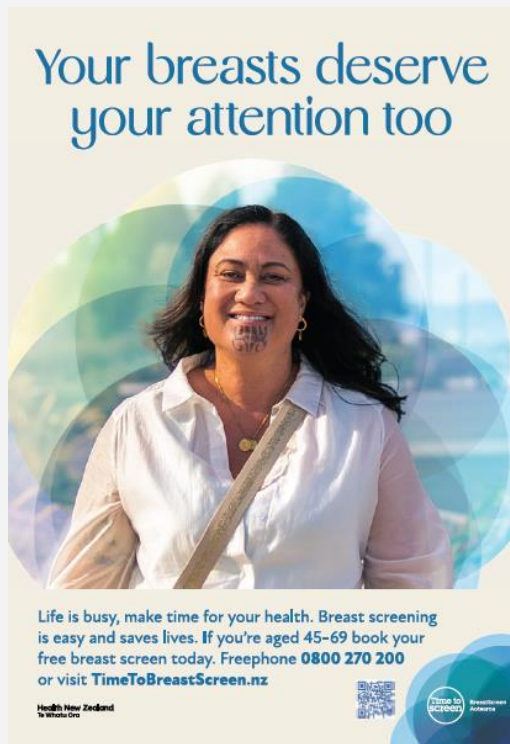
- A3 Portrait
- A4 Portrait
- large Dairy Poster sizes
 - Standard 1190x1790mm
 - Alternate 1000x1500mm

Files available:

- PDF digital and print files

[Download digital files here](#)

[Download print files here](#)



Out-of-home assets

Outdoor billboards

Available in Te Reo Māori and English.

Dimensions:

Artwork size: 6m x 3m

ARTWORK FOR PRINTING:

[Download here](#)

An outdoor billboard featuring a smiling Māori woman with a moko, wearing a white shirt and carrying a wooden staff. The background consists of overlapping translucent circles in shades of blue, green, and yellow. The text is in English.

**Your breasts
deserve your
attention too**

Life is busy, make time for your health.
Breast screening is easy and saves lives.
If you're aged 45–69 book your free
breast screen today. Freephone
0800 270 200 or visit
TimeToBreastScreen.nz

Health New Zealand
Te Whaiti Raukiri

Time to
Screen
BreastScreen
Aotearoa

An outdoor billboard featuring the same smiling Māori woman and background as the English version. The text is in Te Reo Māori.

**Me whai
whakaaro
hoki ki ōu ū**

Toritori ana te hauora, me whai whakaaro
ki tō hauora. He māmā te Matawai Ū, ā,
ka whakaora i te tangata. Mehemea i
te 45 ki te 69 tau tō pakeke, tāpuia te
matawai ū i te rā nei. Waea atu rānei
i te **0800 270 200**, rapua rānei
ngā mōhiotio kē atu ki
TimeToBreastScreen.nz

Health New Zealand
Te Whaiti Raukiri

Time to
Screen
BreastScreen
Aotearoa

Out-of-home assets Digital Billboards

Available in Te Reo Māori and English.

Dimensions:

Artwork size: 4m x 8m

ARTWORK:

[Download here](#)

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Me whai
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hoki ki ōu ū



Toritori ana te hauora, me whai whakaaro
ki tō hauora. He māmā te Matawai Ū, ā,
ka whakaaro i te tangata. Mehemea
i te 45 ki te 69 tau tō pakeke, tāpuia te
matawai ū i te rā nei. Waea atu rānei
i te **0800 270 200**, rapua rānei
ngā mōhiohio kē atu ki
TimeToBreastScreen.nz

Health New Zealand
Te Whaiti Ora



Time To Screen
BreastScreen
Aotearoa

Out-of-home assets Mall Screens

Available in Te Reo Māori and English.


Dimensions:

1080px (w) x 1920px (h)

ARTWORK:


[Download here](#)

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Health New Zealand
Te Whenua Ora



Me whai whakaaro
hoki ki ōu ū



Toritori ana te hauora, me whai whakaaro
ki tō hauora. He māmā te Matawai Ū, ā,
ka whakaora i te tangata. Mehemea
i te 45 ki te 69 tau tō pakeke, tāpuia te
matawai ū i te rā nei. Waea atu rānei
i te **0800 270 200**, rapua rānei
ngā mōhihio kē atu ki
TimeToBreastScreen.nz

Health New Zealand
Te Whenua Ora



Out-of-home assets

Bus backs

Artwork available for bus grids:

1400 DB
A80 NDB
ADL 4000
BCI Cityrider
GB-A94
GB-A95
GBS A80
Optare-2
Plaxton Plasma

High and low resolution options available.

[Download here](#)



Campaign Videos

Attention

Campaign videos formatted for online and video on demand pre-roll.

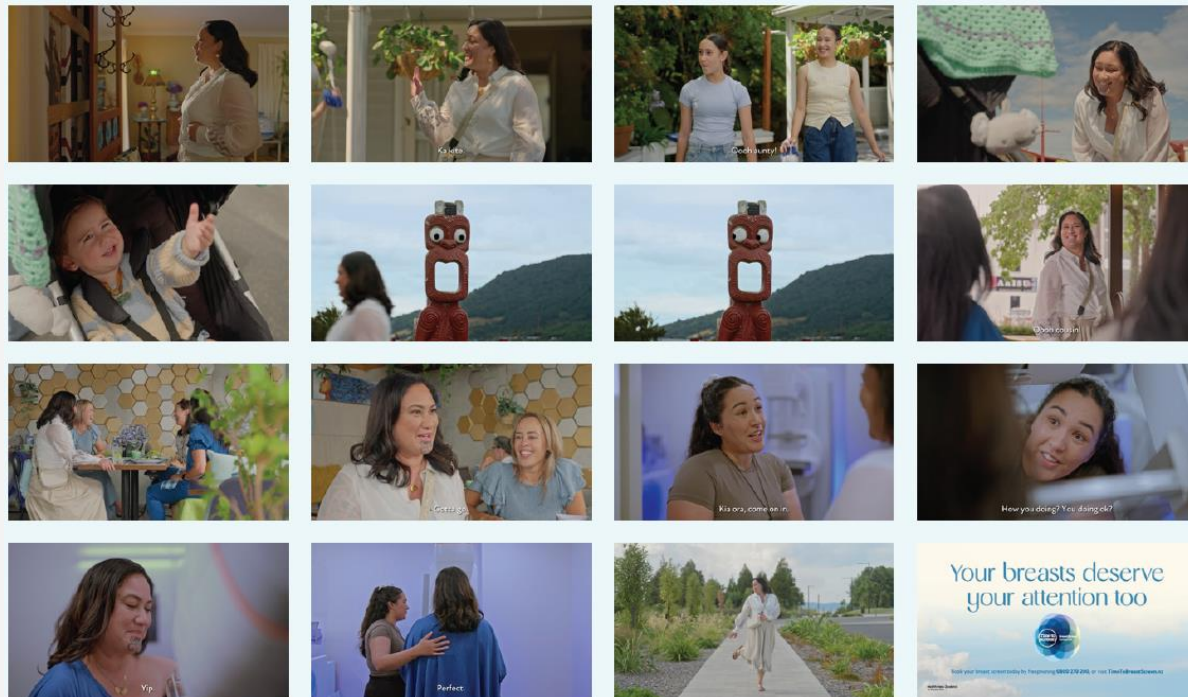
Video durations available:

- 15 secs x 5
- 30 secs
- 45 secs

Video sizes available:

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

[Download here](#)



Digital ads

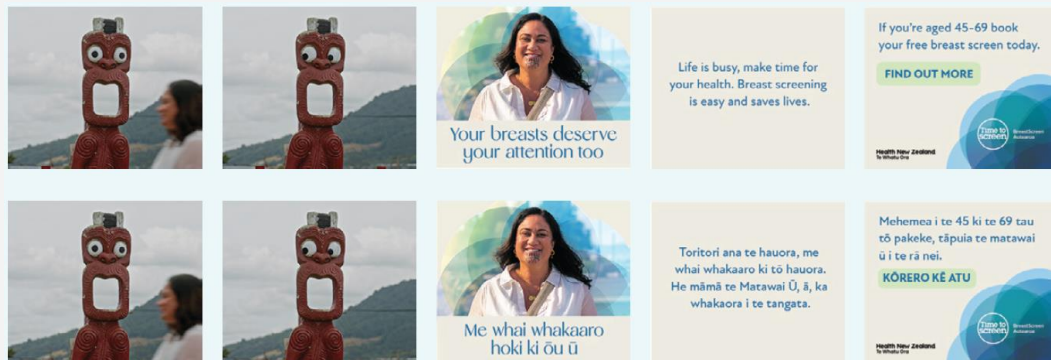
Available in Te Reo Māori and English.

Sizes available:

MREC animated: 300px (w) x 250px (h)

Half page animated: 300px (w) x 600px (h)

[Download here](#)



Facebook ads

Available in Te Reo Māori and English.

Sizes available:

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

Post text (English):

HEADLINE: Life is busy, make time for your health.

BODY COPY: Breast screening is easy and saves lives. Book your free breast screen today.

CTA - BUTTON: Find Out More (applied by FB)

LINK DESCRIPTION: <https://TimeToBreastScreen.nz/>

Post text (Te Reo Māori):

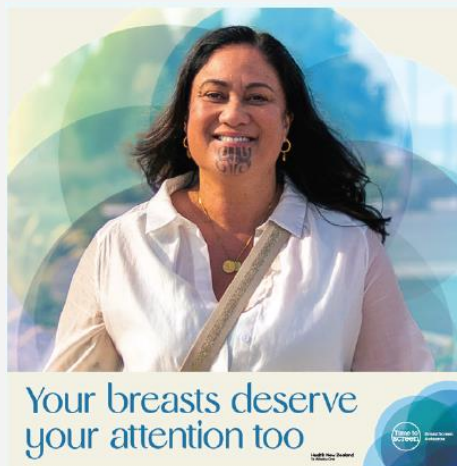
HEADLINE: Toritori ana te hauora, me whai whakaaro ki tō hauora.

BODY COPY: He māmā te Matawai Ū, ā, ka whakaora i te tangata. Mehemea i te 45 ki te 69 tau ki tō pakeke, tāpuia te matawai ū i te rā nei.

CTA - BUTTON: Find Out More (applied by FB)

LINK DESCRIPTION: <https://TimeToBreastScreen.nz/>

[Download here](#)



Radio ads

Available in Te Reo Māori (45 seconds) and English (35 seconds).

Radio ad 1: Māori

Māku ngā tamariki e hari ki te kura. Ka hari i ngā pereti ki te marae, ka tiki atu i ngā rongoā o Aunty, ka āwhina atu i a ia kia uru ki Pukamata....me te mea anō, ka utu i te pire i pōhēhē ai au kua utua kētia, ka hari i ngā kōtiro ki te whakaharatau poi, ka whakarite i te mīti nakunaku hei kai mō muri atu..... ka tāpuia tērā matawai ū...

Āe... tēnā, ka tāpuia taua matawai ū ināianeī.

Me whai whakaaro atu hoki ki ō ū. Tāpuia tō matawai ū utu-kore me BreastScreen Aotearoa i te rā nei. Waea atu rānei i te 0800 270 200, rapua rānei ngā mōhiohio kē atu ki timetobreastscreen.nz.

Radio ad 1: English

I'll do school drop-off. Drop the plates at the marae, grab Aunty's prescription, help her log in to her facebook.. again, pay that bill I swear I've already paid, take the girls to poi practice, get the mince out for kai later.... book that breast screen...

Yeah.. actually, I will book that breast screen now...

Your breasts deserve your attention too. Book your free breast screen with BreastScreen Aotearoa today. Phone 0800 270 200 or find out more at timetobreastscreen.nz.

[Download here](#)

Email Signature

[Download](#)

Files Available:

Jpeg format

Sizes Available:

900 x 300 pixels



BSA Te Puna Campaign Advertising assets

Health New Zealand
Te Whatu Ora



BreastScreen
Aotearoa

Te Puna “Time” Campaign Videos

Available in English and Te Teo Māori.

Durations available: 23 secs

Video sizes available:

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

[Download here](#)



You can now book or change
your own breast screen online



You will be sent a secure personalised link via email, text or letter when you've done.
Find out more at [TimeforBreastScreening](#) or freephone 0800 270 200.

© 2015 Te Puna Time
All rights reserved

Te Puna “Time” Campaign Posters


Available in English and Te Teo Māori.

Sizes available:

- A4
- A3



[Download here](#)

You can now book or change
your own breast screen online



You will be sent a secure personalised link via email,
text or letter when you're due. Find out more at
TimeToBreastScreen.nz or freephone **0800 270 200**.

Health New Zealand
Te Whaitu Ora



Ka taea e koe te tāpui i tō matawai
ū ināiane ma te ipurangi



Ka tukuna atu he tuihono haumarua ma te imera rānei, ma te
pātuhi rānei, ma te reta rānei ki a koe i te wā e rite ana. Hei
mōhiotanga atu, ka peka atu ki **TimeToBreastScreen.nz**
rānei, ka waea utu kore rānei ki **0800 270 200**.

Health New Zealand
Te Whaitu Ora



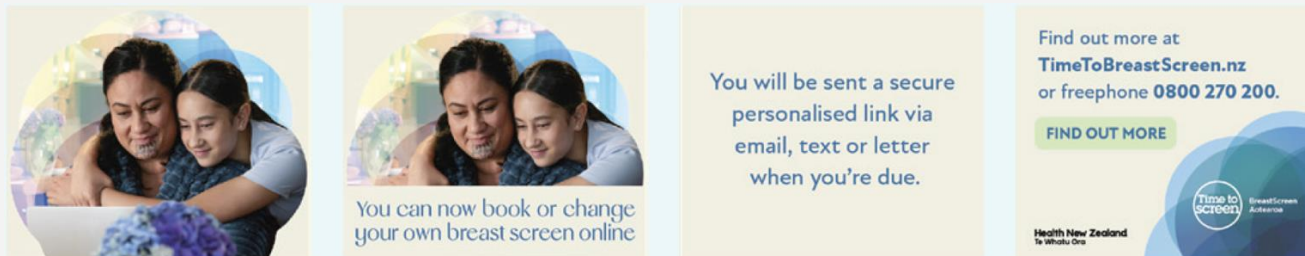
Te Puna “Time” Digital assets

HTML animated banners.
Available in English and Te Teo Māori.

Sizes available:

- MREC animated: 300px (w) x 250px (h)
- Half page animated: 300px (w) x 600px (h)

[Download here](#)



Te Puna “Time” Facebook assets

Available in English and Te Teo Māori.

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

Post text (English):

HEADLINE: Book your own breast screen online

BODY COPY: BreastScreen Aotearoa has a new online booking system. When you are due, we will send you a personal invitation by email, letter or text to enrol, and to book or change your Mammogram. You can still freephone 0800 270 200 if you prefer.

CTA - BUTTON: Find Out More (applied by FB)

LINK DESCRIPTION: <https://info.health.nz/keeping-healthy/cancer-screening/breast-screening/national-breast-screening-system-te-puna>

Post text (Te Reo Māori):

HEADLINE: Tēnā, tāpui ā-ipurangi i tōu ake matawai ū

BODY COPY: He pūnaha tāpuinga ā-ipurangi hou tā BreastScreen Aotearoa. Hei te wā e tika ana mōu, ka tonoa atu e mātou he īkarere rānei, he reta rānei, he pātuhinga rānei, e karanga atu ana ki a koe ake hei tāpui i te matawai ū. Ina pai atu ki a koe, ka taea tonutia te waea utukore atu ki 0800 270 200.

CTA - BUTTON: Find Out More (applied by FB)

LINK DESCRIPTION: <https://info.health.nz/keeping-healthy/cancer-screening/breast-screening/national-breast-screening-system-te-puna>

[Download here](#)



Media overview

Media summary

Our paid media approach is designed to reach and engage wāhine Māori and all females aged 45-69 in Aotearoa (note, 45-74 in the Nelson/Marlborough region), to increase knowledge of BSA services and encourage eligible wāhine to get screened.

Channels have been selected and weighted based on where data shows eligible wāhine Māori to be and on feedback directly from our audience engagement. We have chosen a strong digital and social presence where we will talk directly to our wāhine online, targeted by age, gender, location, and Māori-based content.

On social media, we have broken down Aotearoa to a postcode level using census data to highlight where our wāhine Māori audience resides, so we can upweight our messaging accordingly.

Our Out of Home media, including bus backs, posters, and billboards, have been tactically placed in regions where screening rates are lowest, to have the most impact.

We are working with 'trusted voices' throughout the campaign who will share our messaging through their platforms, giving our wāhine the opportunity for two-way communication with someone they look up to and trust.

Throughout March-October 2025, we will have three bursts of activity, as well as an 'always on' presence across digital.

The strongest burst will be the launch of the campaign; we want our message to be seen and heard all over the motu. After reviewing and optimising the campaign, our second burst is in-line with Matariki – a time when people might be reflecting on their health, checking in on whanau or planning their year ahead. The third burst of activity will lead into October for Breast Screening Awareness Month.

Paid media channels

We are employing a three-part media strategy which uses a combination of targeted online, offline and trusted media. These are:

Online

These channels are highly targeted digital mediums that our audience use daily

TVNZ+ /
ThreeNOW /
YouTube

Facebook and
Instagram ads

News articles
& Hauora
content

Google
Search

Offline

These channels are designed to reach our older cohort but also give more weight to the campaign at key periods

Mainstream
radio

Iwi radio

Out of home: Bus
backs, billboards,
posters

Trusted voices

This unlocks peer-to-peer conversations and digs deeper into key messaging, while also drawing on lived experiences

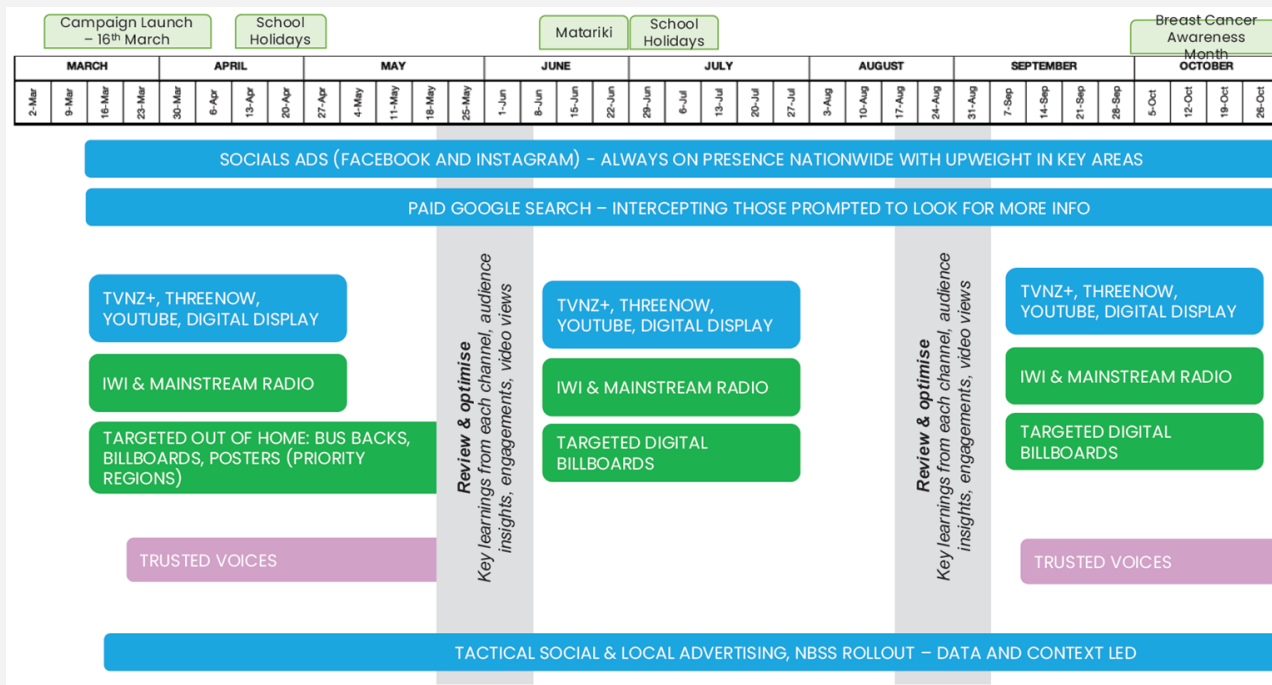
Social media
Influencers

Radio
adlibs/promo

Facebook
community
groups

Paid Media Plan Timings March – Oct 2025

We are employing a three-part media strategy which uses a combination of targeted online, offline and trusted media. These are:



Promotional event collateral

Promotional event kit

Supporting Māori Communities and All of Population Audiences

This event kit has been developed by **Health NZ | Te Whatu Ora** to support the national Breast Screening campaign, with a focus on both wāhine Māori and communities and the All of Population audiences, under the BreastScreen Aotearoa (BSA) brand.

For the first time in over 12 years, BreastScreen Aotearoa has launched a dedicated campaign with tailored resources, making this a significant and exciting milestone in promoting breast screening in Aotearoa New Zealand.

This kit is designed to help you deliver clear, consistent messages about the importance of regular breast screening. It provides a variety of materials and creative assets you can use directly or adapt to suit your local events, communities, and communication channels.

Whether you are hosting a health day, community gathering, workplace event, or digital campaign, this event kit equips you with everything needed to raise awareness of breast screening and encourage participation.

You'll find links to all resources and creative content throughout the kit, making it easy to download, print, and share locally.

We encourage you to use these assets across your own platforms and networks to help spread the word about the lifesaving benefits of regular breast screening.

If you have any questions or need support with the materials, please don't hesitate to reach out to us.

[Download all assets here](#)

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:

Amanda Van Gorp –
Senior communications advisor
Amanda.VanGorp@TeWhatuOra.govt.nz

These print and digital assets may also be used for advertising purposes.

Event resource kit

Attention campaign assets

Resources available:

- Display wall
- Campaign T-shirt
- Teardrop flags
- Pull up banners
- Lanyard ribbon



[Download ALL kit assets](#)

[Download Attention themed assets](#)



BSA stretch tablecloth

[Download](#)

Files Available:

- ai. File



BSA Pens

[Download](#)

Files Available:

- ai. File
- Direct digital or pad print 6mm x 50mm

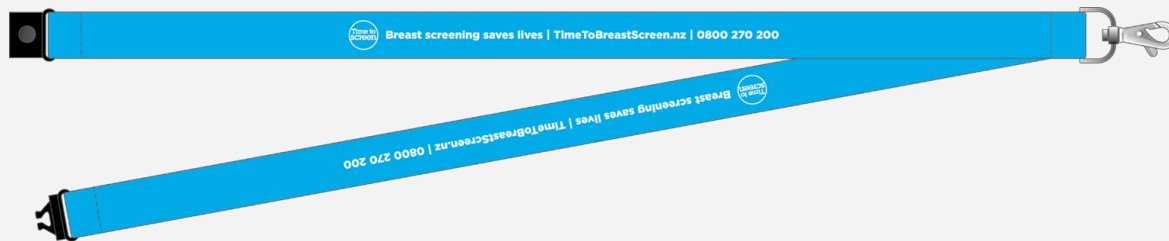


BSA Lanyards

[Download](#)

Files Available:

- ai. File
- Screenprint 12mm x 250mm



BSA Perspex Sticker



[Download](#)

File Available:

- pdf. file

Sizes Available:

- 80mm x 30mm



BSA Info Card



[Download](#)

File Available:

- pdf. file

Sizes Available:

- 85mm x 55mm

BSA Teardrop Banner

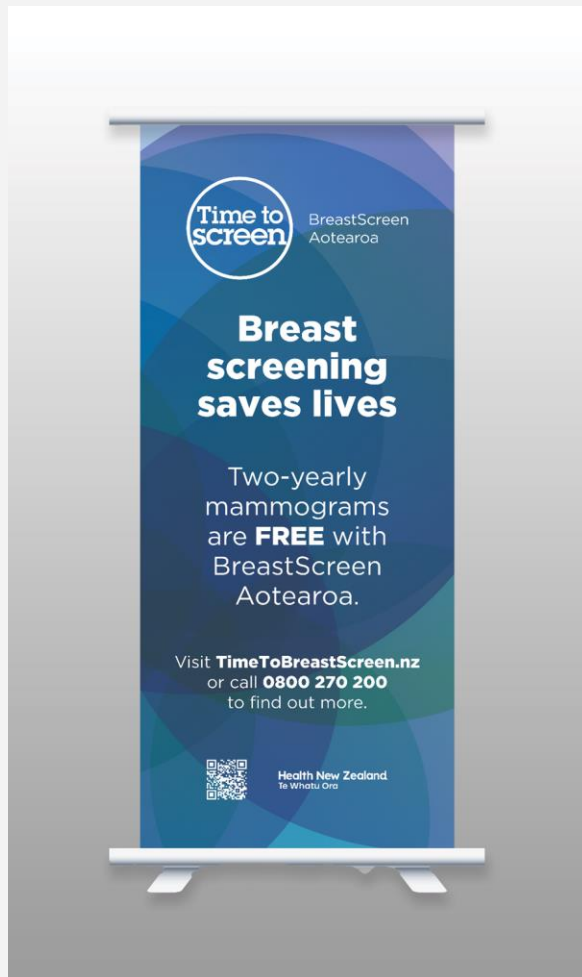


[Download](#)

File Available:

- ai. file

BSA Pull-up Banner



[Download](#)

File Available:

- pdf. file

Sizes Available:

- 850x2010mm

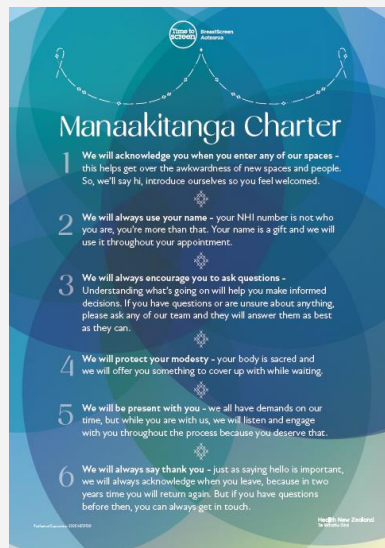
Additional Māori creative collateral

BSA Māori design pull-up banner
PDF

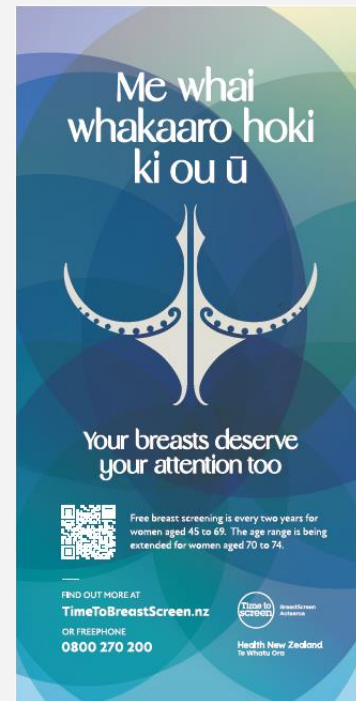
BSA screening thank you card
PDF A6 size



BSA Manaakitanga Charter poster
PDF A4 and A3 options available



BSA Māori design poster
PDF A4 and A3 options available



Additional Māori creative collateral

BSA Māori t-shirt designs

Variety of formats and colours

Positioning guides



Contact

BreastScreen Aotearoa Project Team

BreastScreen Aotearoa

E: breastscreen.aotearoa@tewhatuora.govt.nz

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