



BreastScreen  
Aotearoa

# Age Extension

## National campaign toolkit

October 2025, HE2951

Available from [health.govt.nz](https://health.govt.nz)



**Free breast screening  
is being extended  
to include ages 70-74**



Visit [TimeToBreastScreen.nz](https://TimeToBreastScreen.nz) or  
call **0800 270 200** to see if it applies to you.



BreastScreen  
Aotearoa

**Health New Zealand**  
Te Whatu Ora

# About this toolkit

## BreastScreen Aotearoa

### National Age Extension Campaign toolkit

#### Purpose

This toolkit supports the promotion of the breast screening age extension message for all of Aotearoa.

#### 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 women and general public across Aotearoa.

[Download all assets here](#)

**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](mailto:breastscreen.aotearoa@tewhatauora.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                                                                                     |
|---------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| <b><u>BSA campaign toolkits</u></b>                                                                                             |                                                                                                      |
| <ul style="list-style-type: none"><li>• <a href="#"><u>BSA Pacific Vaine Toa Campaign HE2952</u></a></li></ul>                  | Pacific Vaine Toa campaign – paid media creative assets and BSA branded promotional event collateral |
| <ul style="list-style-type: none"><li>• <a href="#"><u>BSA Māori Attention Campaign HE2957</u></a></li></ul>                    | Māori Attention campaign paid media creative assets                                                  |
| <ul style="list-style-type: none"><li>• <a href="#"><u>BSA National Age Extension Campaign HE2951</u></a></li></ul>             | Age Extension campaign posters, social and video assets                                              |
| <ul style="list-style-type: none"><li>• <a href="#"><u>BSA Te Puna Campaign HE2950</u></a></li></ul>                            | Te Puna (booking online) campaign posters, social and video assets                                   |
| <b><u>BSA brand assets toolkit</u></b>                                                                                          | Updated brand elements and branded assets                                                            |
| <ul style="list-style-type: none"><li>• <a href="#"><u>BSA brand toolkit 2025 HE2954</u></a></li></ul>                          | 2025 design updates to BSA logo lockups and flower                                                   |
| <ul style="list-style-type: none"><li>• <a href="#"><u>BSA editable templates HE2958</u></a></li></ul>                          | A range of editable posters, special tiles and pull-up banners                                       |
| <ul style="list-style-type: none"><li>• <a href="#"><u>BSA explainer videos HE2955</u></a></li></ul>                            | Instructional videos on the breast screening process                                                 |
| <ul style="list-style-type: none"><li>• <a href="#"><u>BSA email / letter headers &amp; footers HE2956</u></a></li></ul>        | Banners for emails, letters, and newsletters                                                         |
| <ul style="list-style-type: none"><li>• <a href="#"><u>BSA Manaakitanga Charter posters HE10138 &amp; HE10139</u></a></li></ul> | 2 options for displaying BSA's new Charter of Care                                                   |

# Print poster

Portrait



**Time to screen** BreastScreen Aotearoa

## Free breast screening is being extended to include ages 70-74

BreastScreen Aotearoa is extending the age range for free breast screening in Aotearoa.

If you're between 70 and 74, visit **TimeToBreastScreen.nz** or call **0800 270 200** to see if it applies to you.



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[Download here](#)

**Sizes Available:**

- A4 Poster
- A3 Poster
- A2 Poster

**Files Available:**

- PDF digital and print files

# Animated digital poster

## Landscape

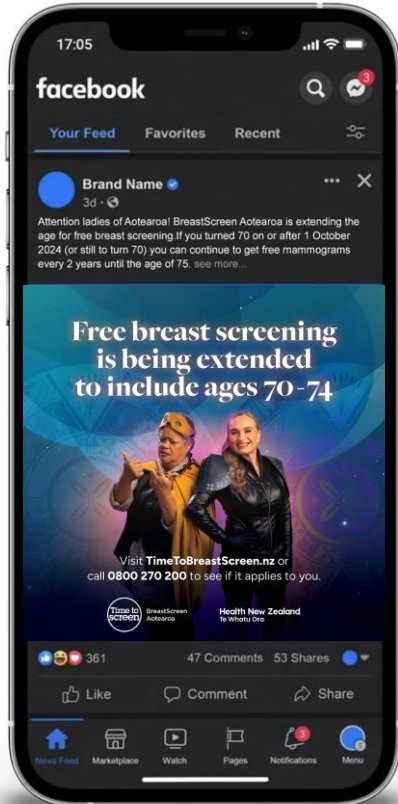
[Download here](#)

### Specs

- 10s
- Mp4
- Landscape



# Social media assets



[Download here](#)

## Social Tile Sizes:

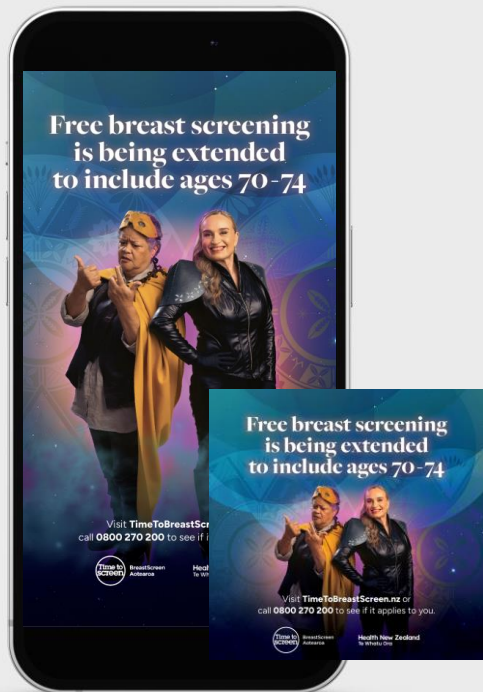
- 1080x1080 (Portrait)
- 1080x1920 (Square)

## Files Available:

- JPG files

# Static posts

## Social media captions



### Headline

Free breast screening is being extended

### Text / Caption post

BreastScreen Aotearoa is extending the age for free breast screening. If you're eligible you should receive an invitation to screen when you're due.

If you turned 70 on or after 1 October 2025 (or are still to turn 70) you can continue to get free mammograms every 2 years until the age of 75.

If you turned 70 before 1 October 2025 you can get one more screen at the age of 74, provided you book before you turn 75.

If you're between 70-74 visit [TimeToBreastScreen.nz](https://info.health.nz/keeping-healthy/cancer-screening/breast-screening/breast-screening-information-for-women-aged-70-and-over) or call 0800 270 200 to see if this applies to you.

#BreastScreenAotearoa

### Link description

<https://info.health.nz/keeping-healthy/cancer-screening/breast-screening/breast-screening-information-for-women-aged-70-and-over>

### CTA button

Find Out More (applied by FB)



# Campaign Video



[Download here](#)

## Video Durations Available:

- 50s

## Video Sizes Available:

- 16:9 aspect ratio MP4
- 9:16 aspect ratio MP4
- 1:1 aspect ratio MP4

## Accompanying Files:

- SRT. captions
- Thumbnails for all aspect ratios JPEG





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Aotearoa

# Media plan



# Media plan

| AGE EXTENSION AOTEAROA     |                                       | OCT 2025    |            |             |             |             | NOV 2025   |             |             |             | DEC 2025   |            |             |             | JAN 2026    |            |             |             | FEB 2026    |            |            |             | MAR 2026    |            |            |             |             | APR 2026    |            |             |             | MAY 2026    |            |             |             |             |
|----------------------------|---------------------------------------|-------------|------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|------------|------------|-------------|-------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|
| AUDIENCE                   | CHANNEL                               | 29-Sep-2025 | 6-Oct-2025 | 13-Oct-2025 | 20-Oct-2025 | 27-Oct-2025 | 3-Nov-2025 | 10-Nov-2025 | 17-Nov-2025 | 24-Nov-2025 | 1-Dec-2025 | 8-Dec-2025 | 15-Dec-2025 | 22-Dec-2025 | 29-Dec-2025 | 5-Jan-2026 | 12-Jan-2026 | 19-Jan-2026 | 26-Jan-2026 | 2-Feb-2026 | 9-Feb-2026 | 16-Feb-2026 | 23-Feb-2026 | 2-Mar-2026 | 9-Mar-2026 | 16-Mar-2026 | 23-Mar-2026 | 30-Mar-2026 | 6-Apr-2026 | 13-Apr-2026 | 20-Apr-2026 | 27-Apr-2026 | 4-May-2026 | 11-May-2026 | 18-May-2026 | 25-May-2026 |
| AOP Women<br>(50-75 years) | SEARCH                                |             |            |             |             |             |            |             |             |             |            |            |             |             |             |            |             |             |             |            |            |             |             |            |            |             |             |             |            |             |             |             |            |             |             |             |
|                            | FACEBOOK/ YOUTUBE (META)              |             |            |             |             |             |            |             |             |             |            |            |             |             |             |            |             |             |             |            |            |             |             |            |            |             |             |             |            |             |             |             |            |             |             |             |
|                            | YOUTUBE/ (GOOGLE DISPLAY)             |             |            |             |             |             |            |             |             |             |            |            |             |             |             |            |             |             |             |            |            |             |             |            |            |             |             |             |            |             |             |             |            |             |             |             |
|                            | DOOH - CLINICS/ MEDIBOARD (88 SITES)  |             |            |             |             |             |            |             |             |             |            |            |             |             |             |            |             |             |             |            |            |             |             |            |            |             |             |             |            |             |             |             |            |             |             |             |
|                            | DOOH - CLINICS/ HEALTH TV (161 SITES) |             |            |             |             |             |            |             |             |             |            |            |             |             |             |            |             |             |             |            |            |             |             |            |            |             |             |             |            |             |             |             |            |             |             |             |

# Contact

BreastScreen Aotearoa Project Team

**BreastScreen Aotearoa**

E: [breastscreen.aotearoa@tewhatuora.govt.nz](mailto:breastscreen.aotearoa@tewhatuora.govt.nz)



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