

BreastScreen Aotearoa

Pacific Campaign

Vaine Toa

Provider toolkit

A guide to using the
BreastScreen Aotearoa
Pacific Vaine Toa Campaign assets
& BSA branded assets

Updated November 2025, HE2952
Available from health.govt.nz



Presented by:



Health New Zealand
Te Whatu Ora



BreastScreen
Aotearoa

About this toolkit

BreastScreen Aotearoa

Pacific Breast Screening Campaign: *Vaine Toa*

Purpose

This toolkit supports the promotion of the free BreastScreen Aotearoa screening programme, with a focus on Pacific communities and all of Aotearoa, New Zealand. *This is the first campaign in 12 years – a significant milestone.*

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
Pacific people and communities.

[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

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>	
<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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BreastScreen
Aotearoa

Vaine Toa Campaign Manifesto



A breast screen today can save your tomorrow

Our campaign manifesto

She won't call herself a superhero.
She'll say, "I'm just doing what needs to be done."
But we know better.

She's the one holding everything together.
The calendar, the kids, the congregation, the
cousins.

The one who shows up early, leaves late, and never
really leaves. Because even when she's not there,
she's still the force behind it all.

She leads with alofa. She carries more than we see.
And she does it with a quiet strength, greater than
we'll ever fully understand.

But even superheroes need looking after.
And when she steps into that clinic for a breast
screen, that's her moment.

It's not big or showy.
No spotlight.
No soundtrack.
Just her taking the time to put herself first.

That's brave.
That's what real strength looks like.
That's her superhero transformation scene.
Not the one on screen, but the one that actually
saves lives.

She's not just doing it for herself.
She's doing it for her aiga.
For her community.
For all the people who'd fall over if she wasn't
quietly holding them up.

That's true care.
And that takes courage.
That's Vaine Toa.

**She's a superhero.
A Vaine Toa.
And we love her for it.**

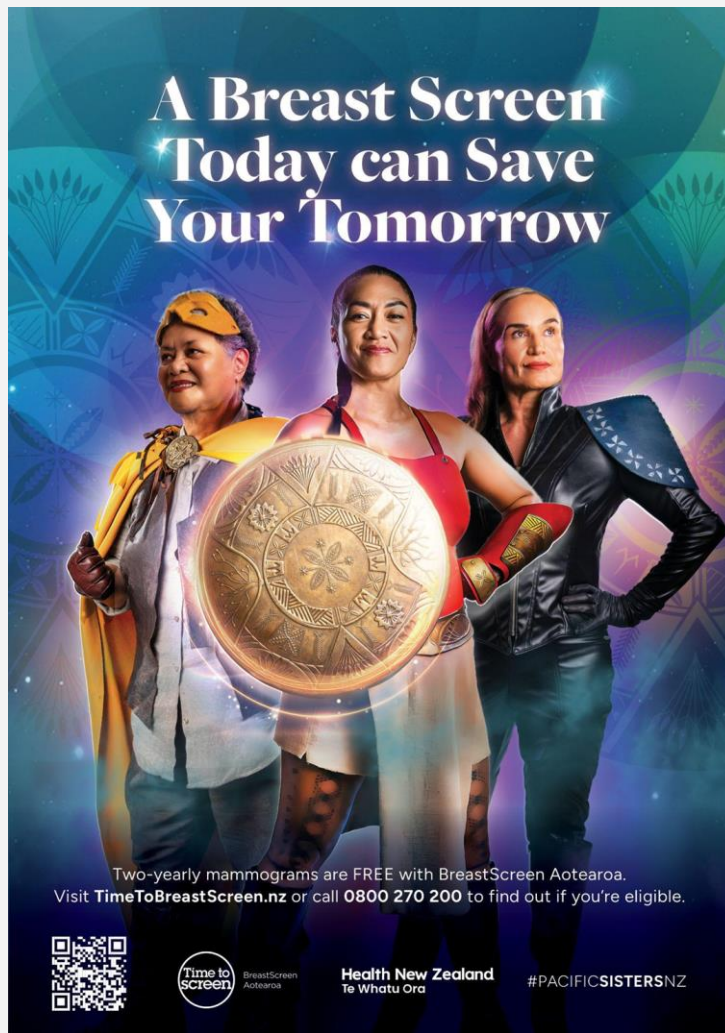


BreastScreen
Aotearoa

Vaine Toa Campaign Advertising assets



Campaign posters: 3 Hero



[Download Posters](#)

Sizes Available:

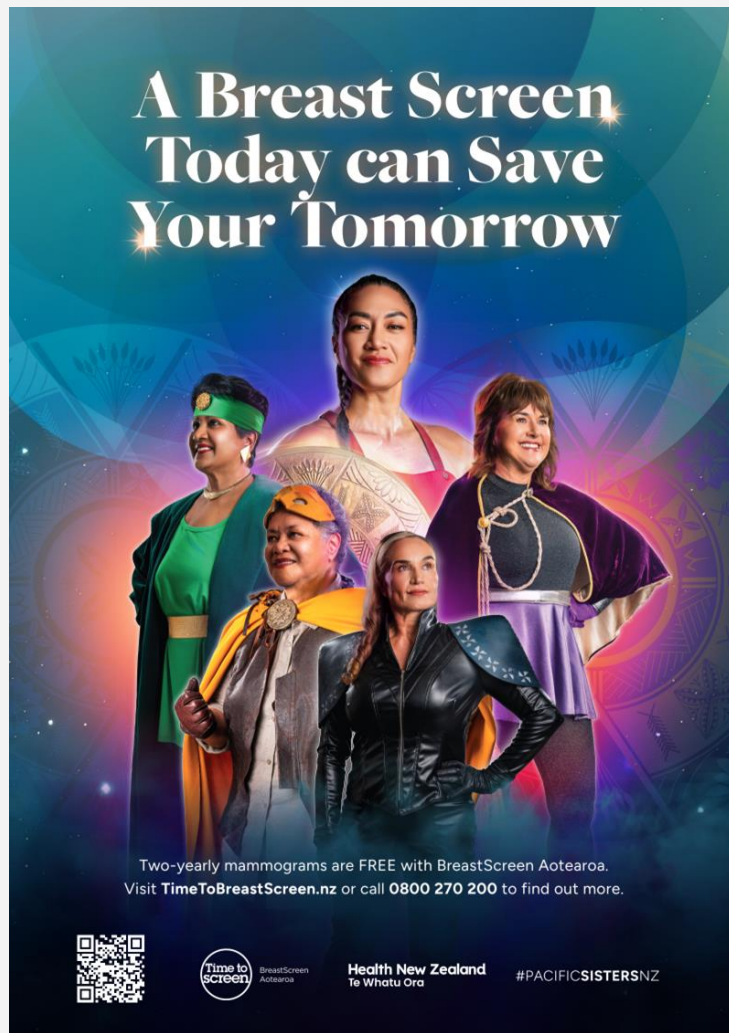
- A3 Portrait
- A4 Portrait

Files Available:

- PDF digital and print files



Campaign posters: 5 Hero



[Download Posters](#)

Sizes Available:

- A3 Portrait & Landscape
- A4 Portrait & Landscape

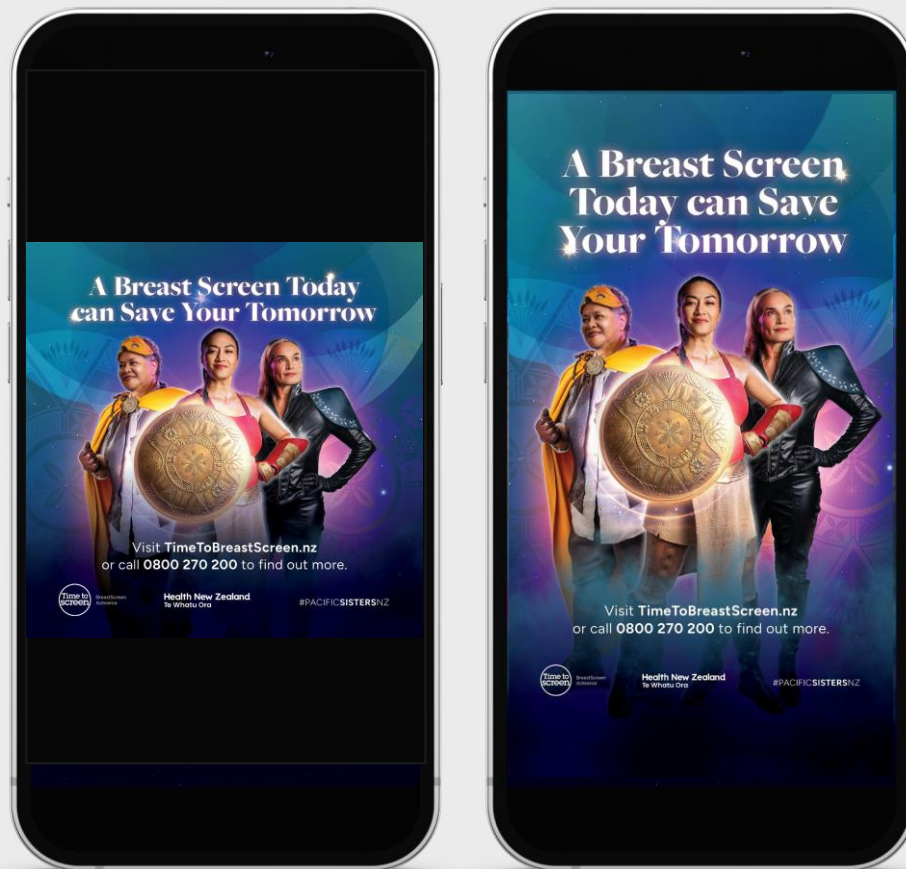
Files Available:

- PDF digital and print files



Campaign social media Assets

3 hero lockup



Download Social Assets

Sizes Available:

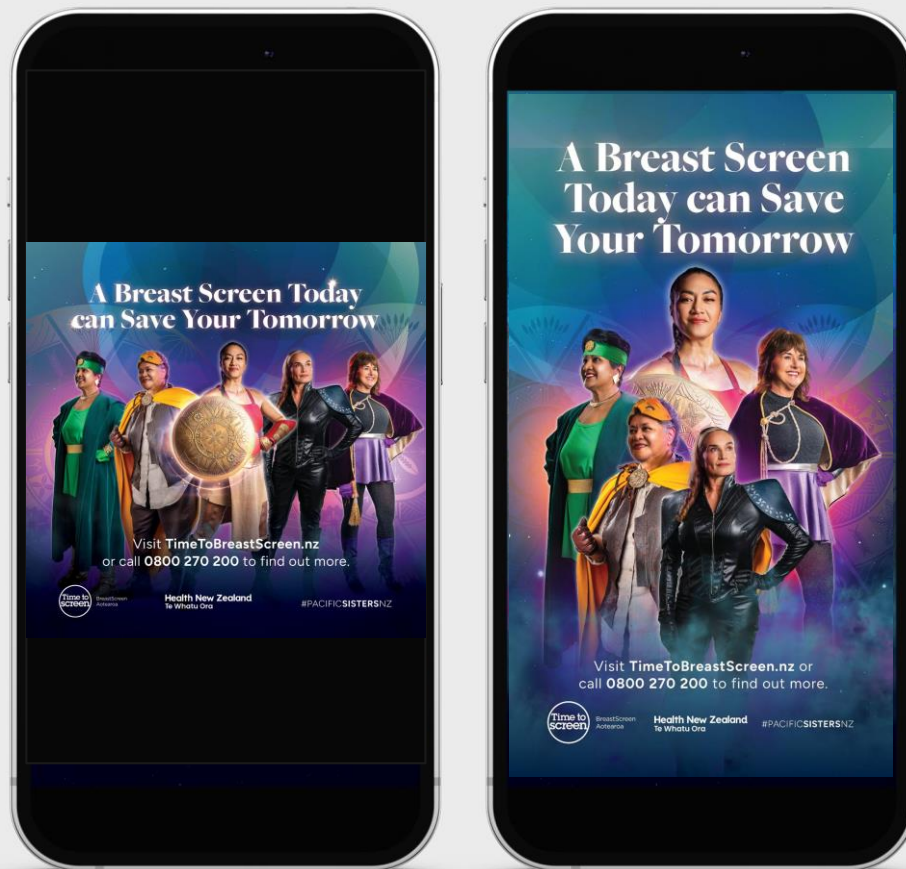
- 1080x1080 square
- 1080x1920 portrait

Files Available:

- JPG digital files

Campaign social media Assets

5 hero lockup



Download Social Assets

Sizes Available:

- 1080x1080 square
- 1080x1920 portrait

Files Available:

- JPG digital files

Out of Home (OOH) billboards

5 Hero



[Download](#)

Billboard Sizes Available:

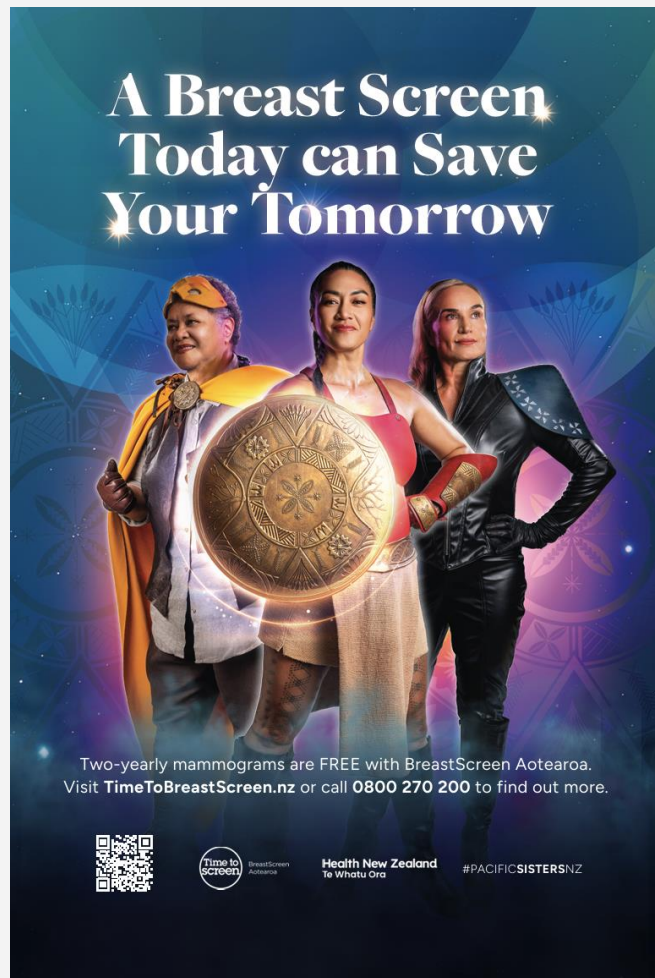
- 410x307
- 480x960
- 600x920
- 750x360
- 1200x585
- 1200x600
- 1920x480

Files Available:

- PDF files








Out of Home (OOH) Bus Shelter 3 Hero



**A Breast Screen
Today can Save
Your Tomorrow**

Two-yearly mammograms are FREE with BreastScreen Aotearoa.
Visit TimeToBreastScreen.nz or call 0800 270 200 to find out more.

     [#PACIFICSISTERSNZ](https://PACIFICSISTERSNZ)

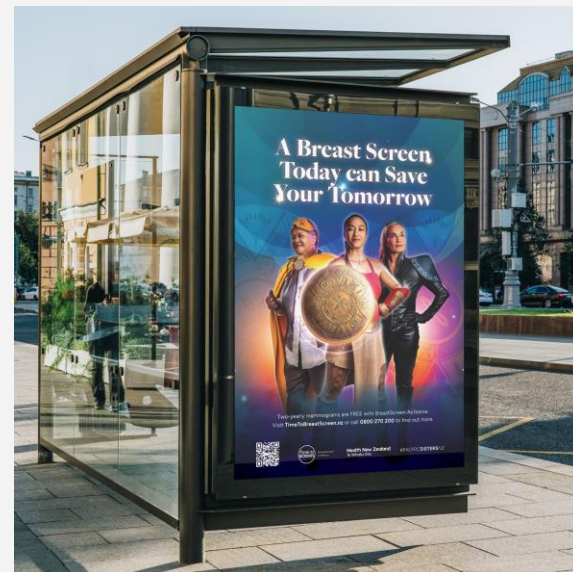
[Download](#)

Bus Stop Sizes Available:

- 1175x1775
- 1020x1520

Files Available:

- PDF



Campaign videos

Empowerment

Vaine Toa

[Download](#)



Video Durations Available:

- 15 secs teaser
- 30 secs
- 90 secs

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

Campaign videos

Mobile screening unit

Breasty-Mobile

[Download](#)

Video Durations Available:

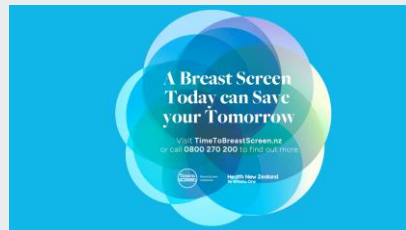
- 30 secs

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



Campaign videos

Te Puna

Welcome to the Future

[Download](#)

Video Durations Available:

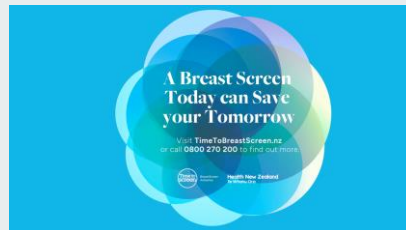
- 30 secs

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



Campaign video

Social media captions

Post Copy - no age range

Even Superheroes need looking after. 
Share this with a Vaine Toa who inspires you.
#pacificsistersnz


Headline

A Breast Screen Today Can Save Your Tomorrow

Link Description

Click to find out more about breast screening.

Post Copy - no age range

Let's show our Vaine Toa we care. 
Tag or share this with the hero in your life.
#pacificsistersnz

Headline

A Breast Screen Today Can Save Your Tomorrow

Link Description

Click to find out more about breast screening.

Post Copy - 45-69 age range

Are you a woman aged 45-69?
Breast screening is simple, free, and could save your life. Because even heroes need looking after.
#pacificsistersnz

Headline

Vaine Toa Get Screened

Link Description

Find out more about breast screening and how it works.

Post Copy - 45-69 age range

She's always on a mission. This one's for her.
Share this video with the Vaine Toa in your life - and if you're a woman aged 45-69, it might be your moment too.
#pacificsistersnz

Headline

Ready For Your Next Mission?

Link Description

Find out more about breast screening and how it works.

Radio 1# - Vaine Toa CTA with current age 45-69

[Download](#)

{EPIC SUPERHERO MUSIC PLAYS}

[Female voice 1- Announcement voice]

Attention all Vaine Toa saving the world.

Thank you for showing up for your family and community everyday.

We appreciate you!

(Music swells, clapping sound, then heroic pause)

But even heroes need check-ups.

[EPIC SUPERHERO MUSIC PLAYS AGAIN]

Your next mission?

Protect your future with regular breast screening.

Endline (Strong and Empowering):

Because a breast screen today can save your tomorrow.

[CTA 1 - Female Voice 2]:

If you're aged 45 to 69, book your free breast screen with BreastScreen Aotearoa. Call 0800 270 200 or visit [TimeToBreastScreen.nz](https://www.timetobreastscreen.nz)

NOTE: For use until age extension is implemented.

Sizes Available:

- 30 second English .wav file
- 3 calls to action to choose from depending on area
- Language versions to come.

CTA 1

If you're aged 45 to 69, book your free breast screen with BreastScreen Aotearoa. Call 0800 270 200 or visit [TimeToBreastScreen.nz](https://www.timetobreastscreen.nz)

Radio 2# - Vaine Toa CTA with no age criteria

[Download](#)

{EPIC SUPERHERO MUSIC PLAYS}

[Female voice 1- Announcement voice]

Attention all Vaine Toa saving the world.

Thank you for showing up for your family and community everyday.

We appreciate you!

(Music swells, clapping sound, then heroic pause)

But even heroes need check-ups.

[EPIC SUPERHERO MUSIC PLAYS AGAIN]

Your next mission?

Protect your future with regular breast screening.

Endline (Strong and Empowering):

Because a breast screen today can save your tomorrow.

[CTA 2 - Female Voice 2]:

Book your free breast screen with BreastScreen Aotearoa. Call 0800 270 200 or visit [TimeToBreastScreen.nz](https://www.timetobreastscreen.nz)

NOTE: For use while age extension is being implemented.

Sizes Available:

- 30 second English .wav file
- 3 calls to action to choose from depending on area
- Language versions to come.

CTA 2

Book your free breast screen with BreastScreen Aotearoa. Call 0800 270 200 or visit [TimeToBreastScreen.nz](https://www.timetobreastscreen.nz)

Radio 3# - Vaine Toa CTA with age extension

[Download](#)

{EPIC SUPERHERO MUSIC PLAYS}

[Female voice 1- Announcement voice]

Attention all Vaine Toa saving the world.

Thank you for showing up for your family and community everyday.

We appreciate you!

(Music swells, clapping sound, then heroic pause)

But even heroes need check-ups.

[EPIC SUPERHERO MUSIC PLAYS AGAIN]

Your next mission?

Protect your future with regular breast screening.

Endline (Strong and Empowering):

Because a breast screen today can save your tomorrow.

[CTA 3 - Female Voice 2]:

The age range for free screening with BreastScreen Aotearoa has been extended. To find out if you're eligible, visit [TimeToBreastScreen.nz](https://www.timetobreastscreen.nz) or freephone 0800 270 200

NOTE: For use once age extension is in place.

Sizes Available:

- 30 second English .wav file
- 3 calls to action to choose from depending on area
- Language versions to come.

CTA 3

The age range for free screening with BreastScreen Aotearoa has been extended. To find out if you're eligible, visit [TimeToBreastScreen.nz](https://www.timetobreastscreen.nz) or freephone 0800 270 200

Pacific Vaine Toa

Media summary

A guide to the 2025
Vaine Toa media rollout

Health New Zealand
Te Whatu Ora



BreastScreen
Aotearoa

Media summary

Our paid media campaign is designed to reach Pacific women aged 45–69 across Aotearoa (and 45–74 in Nelson/Marlborough/age extension) to raise awareness of BreastScreen Aotearoa (BSA) services and encourage regular screening.

We've carefully selected and weighted media channels based on existing data, and insights from community engagement and talanoa with Pacific women, their aiga, and providers.

Our focus is on digital and social media, where we can directly reach Pacific women, targeted by age, gender, location, and with culturally resonant content. Using postcode-level data, we'll boost messaging in areas with high Pacific populations including our hot spots, or areas with the lowest screening rates.

Out of Home (OOH) media – such as posters, bus stops, and billboards – will target regions with the lowest screening rates for Pacific women, to maximise local impact.

We're also partnering with trusted Pacific voices to share messages through their own platforms, encouraging authentic, two-way talanoa within communities.

The campaign will run from April to October 2025, with three key bursts:

April: Vaine Toa teaser release (16 April)

May: Major campaign launch nationwide

Later bursts: Regional hotspots and a final push leading into Breast Cancer Awareness Month in October.

Our goal: ensure Pacific women see, hear, and feel the importance of screening throughout the year, and book their breast screen.

Paid media channels

Our paid media approach is designed to reach and educate/engage Pacific women and all females aged 45-69 in Aotearoa (note, 45-74 in the Nelson/Marlborough region).

As per the Māori audience, we know our audience is active across a range of channels, therefore we are employing a three-part media strategy. This 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

Facebook
and
Instagram
ads

TVNZ+ /
YouTube

Google Search

Offline

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

Pacific
language
Radio and
Adlibs

Cinema

Out of home: Bus
shelters,
billboards,
posters

Out of home in
Clinic/ Health
settings

Trusted voices

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

Launch Events
in hot spot regions

PR/ Media - Pacific
Champion stories
in hot spot regions

Pacific
women
social media
sharing army
in hot spot regions

Pacific Influencer
content

Cross Promotions
with Pacific pages

Vaine Toa paid media schedule

School Holidays				Campaign Launch 4 May				Matariki				School Holidays				School Holidays				Breast Cancer Awareness Month															
APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER											
7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27						
VAINE TOA TEASER (FACEBOOK AND INSTAGRAM)				VAINE TOA EMPOWERMENT AD (FACEBOOK AND INSTAGRAM)				Review & optimise				VAINE TOA TE PUNA AD				Review & optimise				VAINE TOA EMPOWERMENT AD				VAINE TOA TE PUNA AD				Review & optimise				VAINE TOA EMPOWERMENT AD			
PAID GOOGLE SEARCH – INTERCEPTING THOSE PROMPTED TO LOOK FOR MORE INFO (NOTE THIS IS COVERED BY MĀORI CAMPAIGN)																																			
TVNZ+, YOUTUBE, DIGITAL DISPLAY				TVNZ+, YOUTUBE, DIGITAL DISPLAY				YOUTUBE, DISPLAY				YOUTUBE, DISPLAY				YOUTUBE, DIGITAL DISPLAY				YOUTUBE, DIGITAL DISPLAY				YOUTUBE, DIGITAL DISPLAY				YOUTUBE, DIGITAL DISPLAY							
PACIFIC RADIO				PACIFIC RADIO				PACIFIC RADIO				PACIFIC RADIO				PACIFIC RADIO				PACIFIC RADIO				PACIFIC RADIO				PACIFIC RADIO							
CINEMA				CINEMA				CINEMA				CINEMA				CINEMA				CINEMA				CINEMA				CINEMA							
TARGETED OUT OF HOME: BUS STOPS, BILLBOARDS (PRIORITY REGIONS)				TARGETED OUT OF HOME: BUS STOPS, BILLBOARDS (PRIORITY REGIONS)				TARGETED OUT OF HOME: BUS STOPS, BILLBOARDS (PRIORITY REGIONS)				TARGETED OUT OF HOME: BUS STOPS, BILLBOARDS (PRIORITY REGIONS)				TARGETED OUT OF HOME: BUS STOPS, BILLBOARDS (PRIORITY REGIONS)				TARGETED OUT OF HOME: BUS STOPS, BILLBOARDS (PRIORITY REGIONS)				TARGETED OUT OF HOME: BUS STOPS, BILLBOARDS (PRIORITY REGIONS)				TARGETED OUT OF HOME: BUS STOPS, BILLBOARDS (PRIORITY REGIONS)							
MEDI BOARD POSTERS & DIGITAL SCREENS IN CLINICS				MEDI BOARD POSTERS & DIGITAL SCREENS IN CLINICS				MEDI BOARD POSTERS & DIGITAL SCREENS IN CLINICS				MEDI BOARD POSTERS & DIGITAL SCREENS IN CLINICS				MEDI BOARD POSTERS & DIGITAL SCREENS IN CLINICS				MEDI BOARD POSTERS & DIGITAL SCREENS IN CLINICS				MEDI BOARD POSTERS & DIGITAL SCREENS IN CLINICS				MEDI BOARD POSTERS & DIGITAL SCREENS IN CLINICS							
TRUSTED PACIFIC VOICES POSTING EVERY MONTH WITH AN ADDITIONAL PUSH IN PRIORITY REGIONS																																			
PACIFIC PROVIDER AND ORG CROSS PROMOTIONS IN PRIORITY REGIONS																																			
PACIFIC SISTERS CAMPAIGN WEBSITE AND FACEBOOK PAGE – ALWAYS ON																																			

Note: this high-level Pacific media schedule works to alternate with the Māori campaign as much as possible so BSA always has advertising in market and to help avoid crossover. This plan does not include community launches in priority regions that are currently being scheduled.



BreastScreen
Aotearoa

Other assets



Campaign Posters BSA Care Charter

Manaakitanga Care Charter



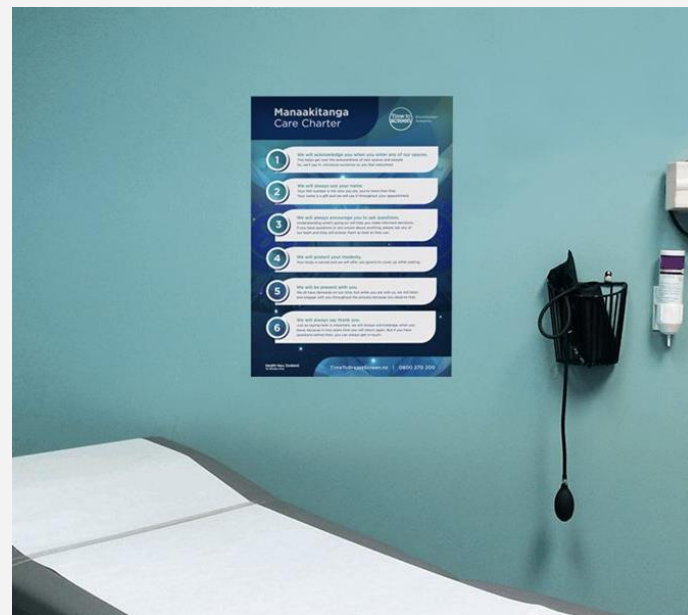
- 1** We will acknowledge you when you enter any of our spaces.
This helps get over the awkwardness of new spaces and people.
So, we'll say hi, introduce ourselves so you feel welcomed.
- 2** We will always use your name.
Your NHI number is not who you are, you're more than that.
Your name is a gift and we will use it throughout your appointment.
- 3** We will always encourage you to ask questions.
Understanding what's going on will help you make informed decisions.
If you have questions or are unsure about anything, please ask any of
our team and they will answer them as best as they can.
- 4** We will protect your modesty.
Your body is sacred and we will offer you gowns to cover up while waiting.
- 5** We will be present with you.
We all have demands on our time, but while you are with us, we will listen
and engage with you throughout the process because you deserve that.
- 6** We will always say thank you.
Just as saying hello is important, we will always acknowledge when you
leave, because in two years time you will return again. But if you have
questions before then, you can always get in touch.



Download Posters

Sizes Available:

- A3 Portrait
- A4 Portrait



Email Signature

[Download](#)

Files Available:

Jpeg format

Sizes Available:

900 x 300 pixels





BreastScreen
Aotearoa

Vaine Toa BSA Event Kit Assets: Community Activations



About this event kit

Supporting Pacific 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 Pacific communities and the All of Population audience, 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.

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.

[Download all assets here](#)

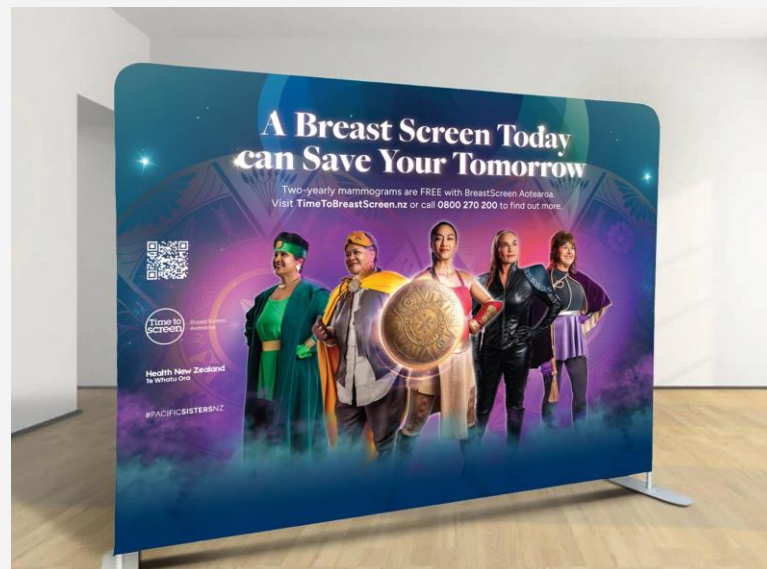
Display Wall

[Download](#)



Sizes Available:

Finished size: 3048mm x 2260mm
supplied at 50% scale (1524x1130).



Pull-up Banner



[Download](#)

Sizes Available:

- 850x2010mm



T shirt - Navy



[Download](#)

Note for Printers:

CMYK A4 front

1 colour A4 back

1 colour 100 x 100mm sleeve

Sizes Available:

S - 5 XL



T shirt - White



[Download](#)

Note for Printers:

CMYK A4 front

1 colour A4 back

1 colour 100 x 100mm sleeve

Sizes Available:

S - 5 XL



BreastScreen Aotearoa

Branded Event Assets

These BSA branded assets can be paired with campaign assets, or used standalone

Version One: May 2025

[Download All](#)

Health New Zealand
Te Whatu Ora



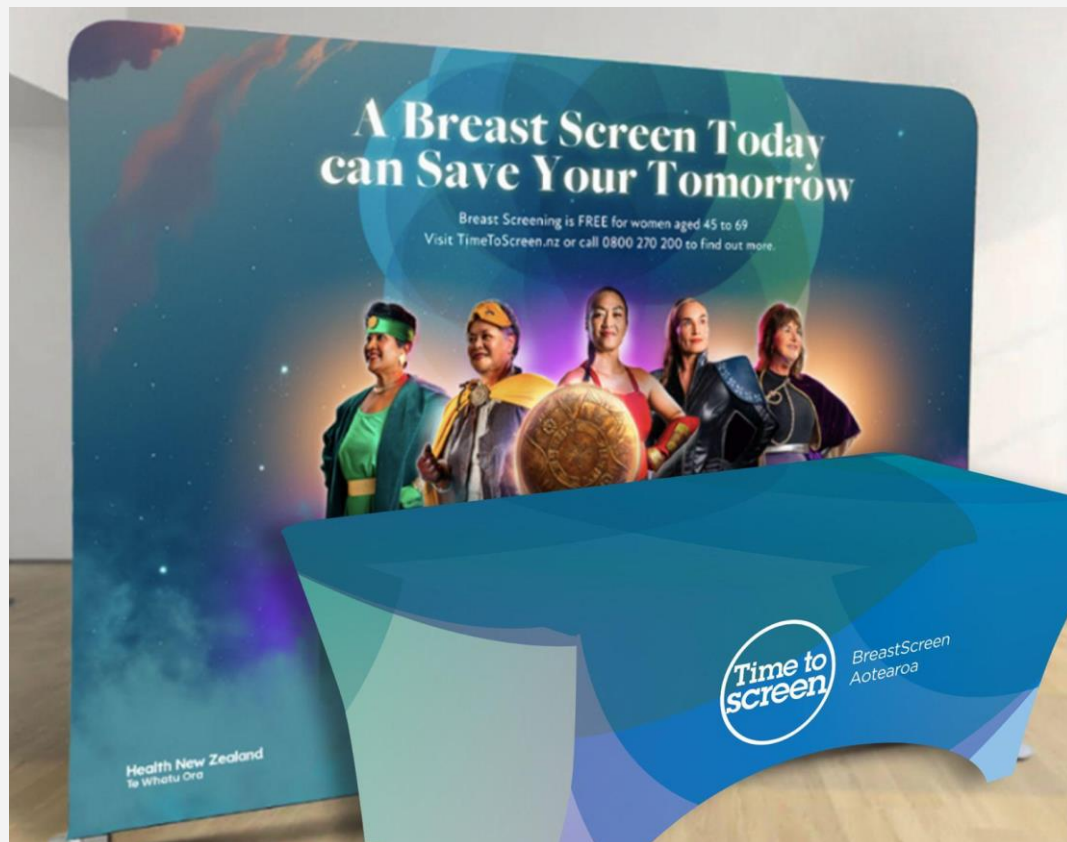
BreastScreen
Aotearoa

BSA Tablecloth

[Download](#)

File Available:

- ai. file



BSA Pens

[Download](#)

Files Available:

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

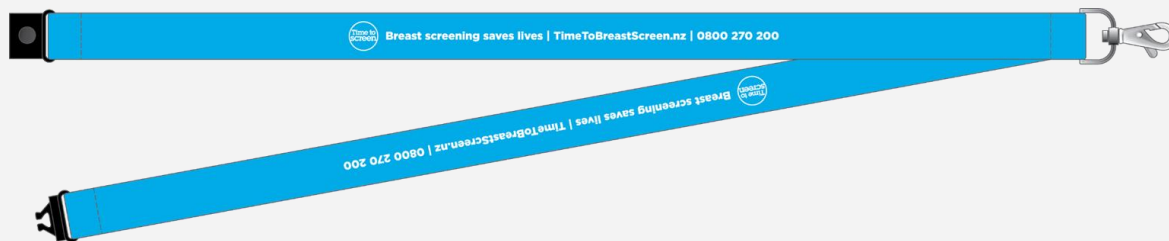


BSA Lanyards

[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

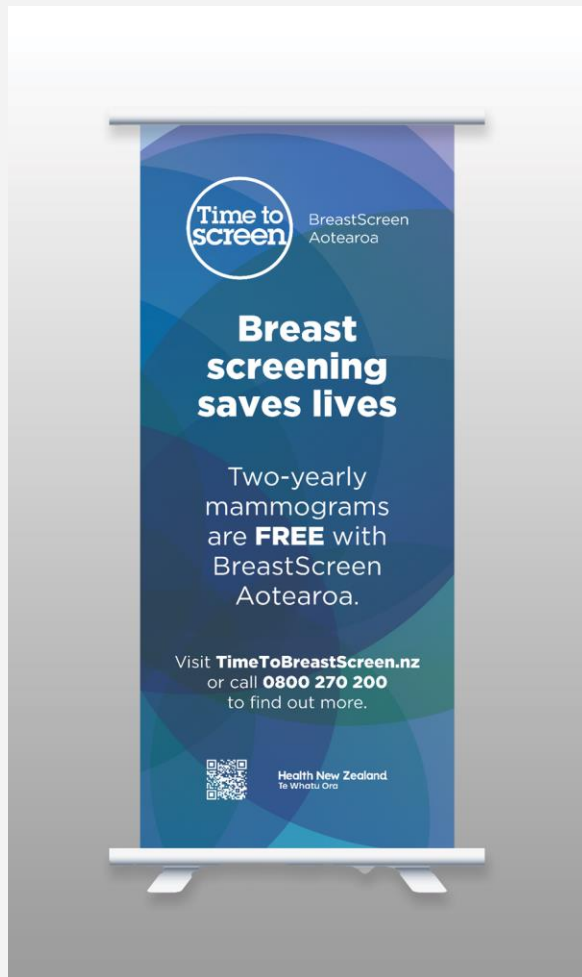


[Download](#)

File Available:

- ai. file

BSA Pull-up Banner



[Download](#)

File Available:

- pdf. file

Sizes Available:

- 850x2010mm

Contact

BreastScreen Aotearoa Project Team

BreastScreen Aotearoa

E: breastscreen.aotearoa@tewhatuora.govt.nz

Health New Zealand
Te Whatu Ora



BreastScreen
Aotearoa