



BreastScreen
Aotearoa

Te Puna Campaign toolkit

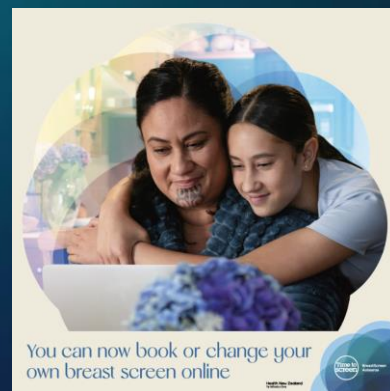
Pacific and Māori campaigns

July 2025, HE2950

Available from health.govt.nz



WAWATA
CREATIVE



About this toolkit

BreastScreen Aotearoa

Te Puna Campaign: *Pacific*

Te Puna Campaign: *Māori*

Purpose

This toolkit supports the promotion the launch of Te Puna, BreastScreen Aotearoa's online booking system, with a focus on Māori and Pacific communities and all of Aotearoa, New Zealand.

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.

[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@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

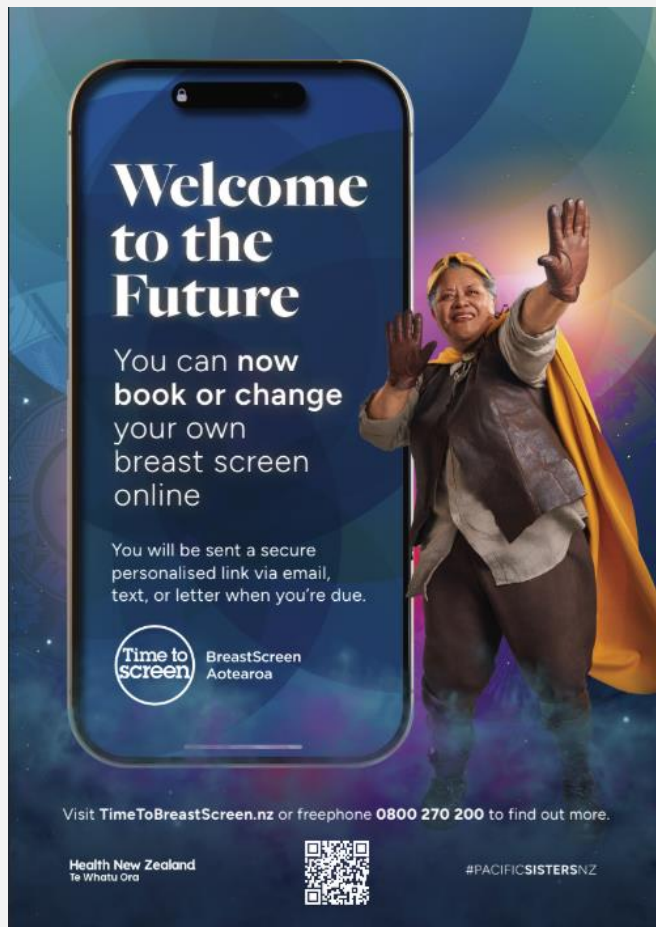


BreastScreen
Aotearoa

Advertising assets - Pacific



Campaign Poster



Download Posters

Sizes Available:

- A4 Poster
- A3 Poster

Files Available:

- PDF digital and print files

Social Media Assets



[Download](#)

Social Tile Sizes:

- 1080 x 1080
- 1080 x 1920

Files Available:

- JPG files

Te Puna Static Posts

Social Media Captions



Headline

Book your own breast screen online

Text / Caption post

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 and change your Mammogram. You can still freephone 0800 270 200 if you prefer.

Link Description

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

CTA -Button

Find Out More (applied by FB)

Campaign Videos

Te Puna

Welcome to the Future

Download Videos

Video Durations Available:

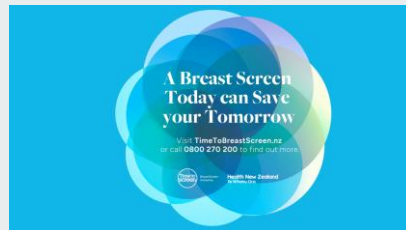
- 30 secs

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



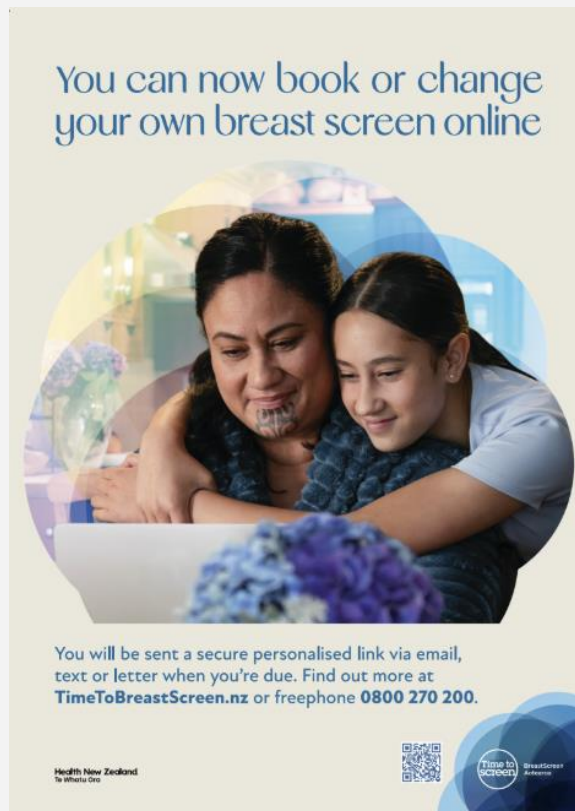


BreastScreen
Aotearoa

Advertising assets - Māori

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Campaign Poster:



Download Posters

Sizes Available:

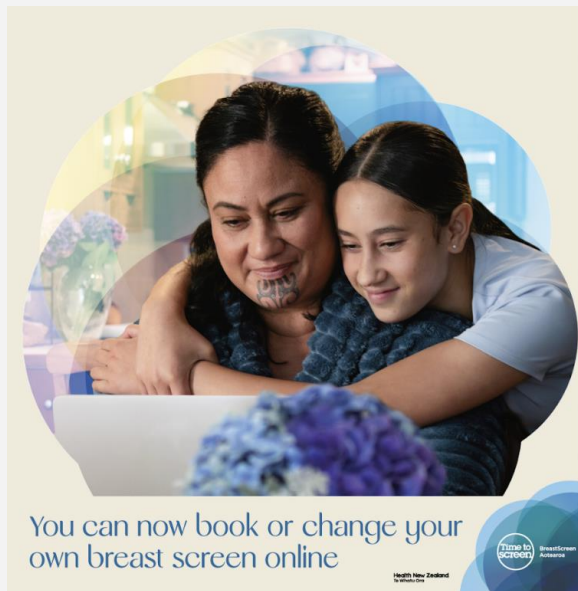
- A3 Portrait
- A4 Portrait

Files Available:

- PDF print files

Social Media Assets

[Download](#)



Social Tile Sizes:

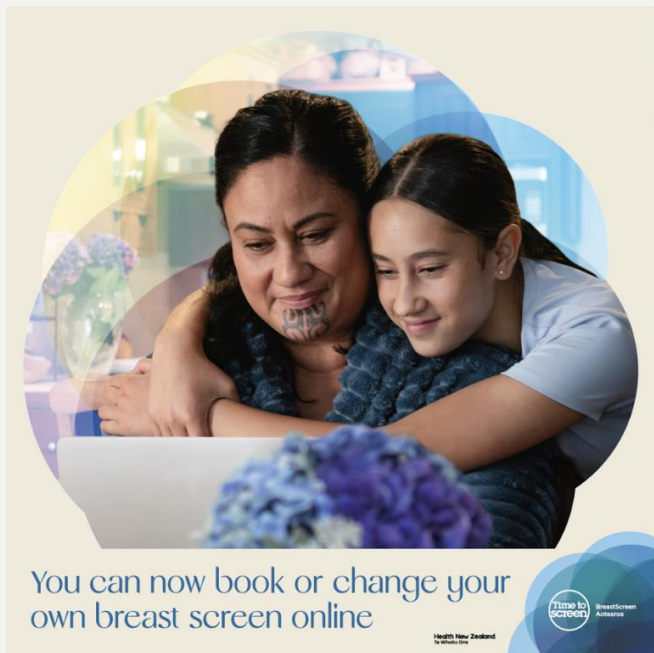
- 1080:1080 English
- 1080:1080 Te Reo

Files Available:

- JPG files

Te Puna Static Posts

Social Media Captions



Headline

Book your own breast screen online

Text / Caption post

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.

Link Description

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

CTA -Button

Find Out More (applied by FB)

Te Puna Static Posts

Social Media Captions



Headline

Tēnā, tāpui ā-ipurangi i tōu ake matawai ū

Text / Caption post

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.

Link Description

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

CTA -Button

Find Out More (applied by FB)

HTML Packages

[Download](#)



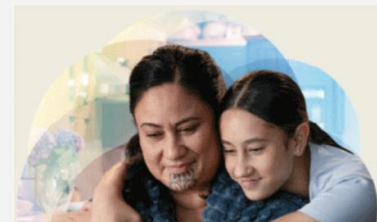
You can now book or change
your own breast screen online

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**.

FIND OUT MORE

Health New Zealand
Te Whaitu Ora



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

Ka tukuna atu he
tuihono haumarua ma te
īmera 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**.

FIND OUT MORE

Health New Zealand
Te Whaitu Ora



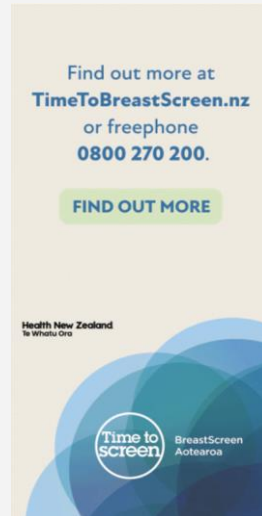
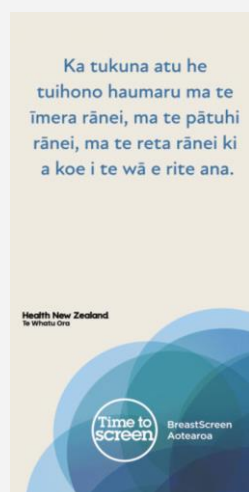
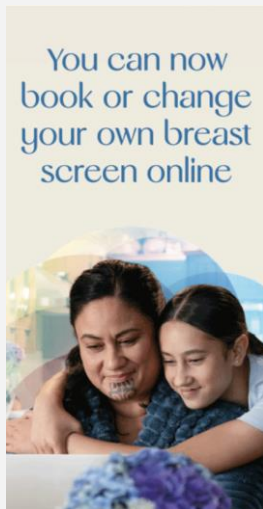
Social Tile Sizes:

- 1:1

Files Available:

- GIF files

HTML Packages



[Download](#)

Size

• 9:16

Files Available:

• GIF files

AVs

[Download](#)



Video Durations Available:

- 23 secs

Video Available:

- English 16:9
- Te Reo 16:9 (Maori Endframe)

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](https://www.timetobreastscreen.nz) or freephone 0800 270 200.

Health New Zealand
Te Whaitiri Ora



BreastScreen
Aotearoa

Media plan



Media Plan

Digital advertising will run across all BSA regions event to target eligible women.

Note: In some regions - event activations are running to target wāhine Māori and Pacific women.



TE PUNA | MEDIA PLAN 2025

REGION	AUDIENCE	JUNE		JULY				AUGUST				SEPTEMBER				
		23-Jun	30-Jun	7-Jul	14-Jul	21-Jul	28-Jul	4-Aug	11-Aug	18-Aug	25-Aug	1-Sep	8-Sep	15-Sep	22-Sep	29-Sep
BS MIDLANDS	PACIFIC/ AOP 45-69 IN MIDLANDS															
BS SOUTH	PACIFIC/ AOP 45-69 IN SOUTH															
BS OTAGO SOUTHLAND	PACIFIC/ AOP 45-69 IN OTAGO SOUTHLAND															
BS WELLINGTON CENTRAL	PACIFIC/ AOP 45-69 IN WELLINGTON CENTRAL															
	WĀHINE 45-69 IN WELLINGTON CENTRAL															
BS COAST TO COAST	PACIFIC/ AOP 45-69 IN HAWKES BAY															
	PACIFIC/ AOP 45-69 IN TAIRAWHITI															
	PACIFIC/ AOP 45-69 IN MID CENTRAL															
	PACIFIC/ AOP 45-69 IN TARANAKI															
	WĀHINE 45-69 IN WHANGANUI															
BS AUCKLAND CENTRAL	WĀHINE 45-69 IN AUCKLAND CENTRAL															
BS COUNTIES	WĀHINE 45-69 IN COUNTIES															
BS WAITEMATA / NORTHLAND	WĀHINE 45-69 IN WAITEMATA / NORTHLAND															

Contact

BreastScreen Aotearoa Project Team

BreastScreen Aotearoa

E: breastscreen.aotearoa@tewhatuora.govt.nz

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