

Pacific Cervical Screening Campaign

Provider Toolkit 3 Nov- Dec 2023

The latest HPV Cervical Screening Pacific campaign resources with file download links

Te Whatu Ora
Health New Zealand

**Te Kāwanatanga
o Aotearoa**
New Zealand Government

Time to
screen

National
Cervical
Screening
Programme

About this toolkit

Campaign Toolkit 3# - November 2023

Warm Pacific greetings.

This is the provider toolkit for the rollout of the Pacific HPV Cervical Screening campaign. Each month, an updated toolkit will be released.

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.

Contact: HPV Primary Screening Project team
National Cervical Screening Programme
Email: HPVScreen@health.govt.nz

This communication toolkit has been developed by Te Whatu Ora.

It's designed to ensure consistent messages are communicated to all stakeholders and relevant audiences about the Pacific campaign - to promote the changes to cervical screening in Aotearoa, New Zealand.

The toolkit contains key messages, and a range of assets that can be used directly, or adapted or edited for your channels and outlets, such as newsletters, website content, electronic direct mail (EDM) marketing and newsletters.

Please use the content on your own platforms and channels to help spread the word about the importance of regular cervical screening, and in particular the change to HPV testing.

Please feel free to contact us if you have any questions about this toolkit.

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Communication Messages



Time to
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National
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Campaign Asset Name

Communications Messages Handout

Description

A document with overarching and Pacific key message about the Cervical screening campaign

Resource type

Communications Key Messages handout

Intended audience

Comms/ Social Media team
Media Spokespeople

Language

English

Size

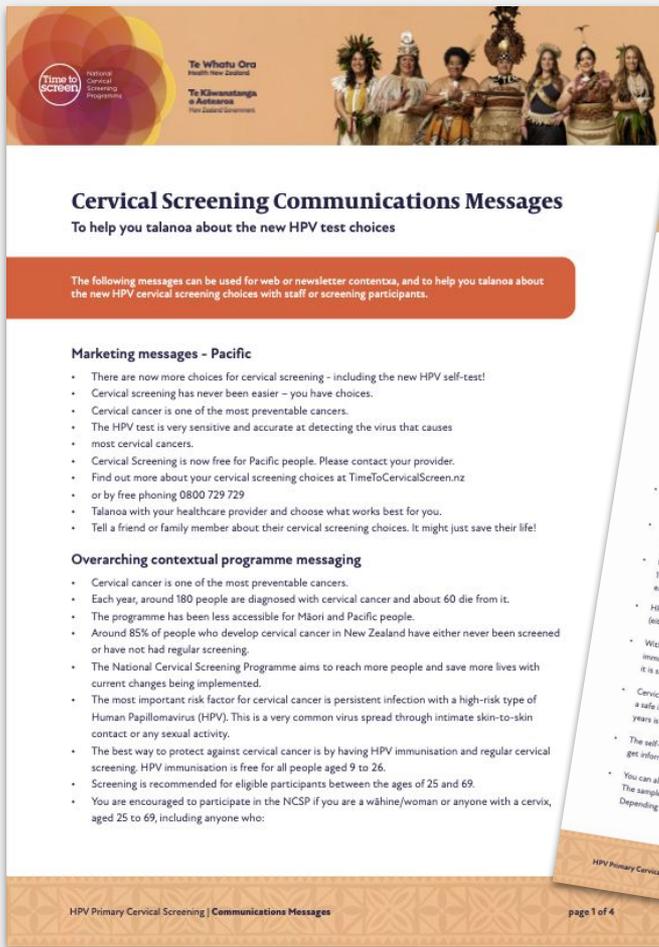
A4

File Type

Pdf

Download Links

[Pdf version](#)



Cervical Screening Communications Messages

To help you talanoa about the new HPV test choices

The following messages can be used for web or newsletter content, and to help you talanoa about the new HPV cervical screening choices with staff or screening participants.

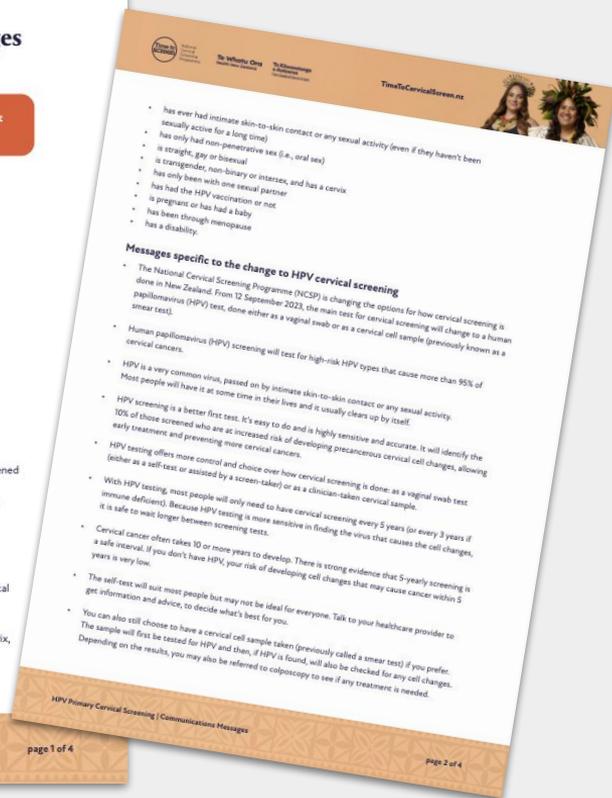
Marketing messages – Pacific

- There are now more choices for cervical screening - including the new HPV self-test!
- Cervical screening has never been easier – you have choices.
- Cervical cancer is one of the most preventable cancers.
- The HPV test is very sensitive and accurate at detecting the virus that causes most cervical cancers.
- Cervical Screening is now free for Pacific people. Please contact your provider.
- Find out more about your cervical screening choices at TimeToCervicalScreen.nz
- or by free phoning 0800 729 729
- Talanoa with your healthcare provider and choose what works best for you.
- Tell a friend or family member about their cervical screening choices. It might just save their life!

Overarching contextual programme messaging

- Cervical cancer is one of the most preventable cancers.
- Each year, around 180 people are diagnosed with cervical cancer and about 60 die from it.
- The programme has been less accessible for Māori and Pacific people.
- Around 85% of people who develop cervical cancer in New Zealand have either never been screened or have not had regular screening.
- The National Cervical Screening Programme aims to reach more people and save more lives with current changes being implemented.
- The most important risk factor for cervical cancer is persistent infection with a high-risk type of Human Papillomavirus (HPV). This is a very common virus spread through intimate skin-to-skin contact or any sexual activity.
- The best way to protect against cervical cancer is by having HPV immunisation and regular cervical screening. HPV immunisation is free for all people aged 9 to 26.
- Screening is recommended for eligible participants between the ages of 25 and 69.
- You are encouraged to participate in the NCSPP if you are a wāhine/woman or anyone with a cervix, aged 25 to 69, including anyone who:

HPV Primary Cervical Screening | Communications Messages page 1 of 4



Cervical Screening Communications Messages

To help you talanoa about the new HPV test choices

TimeToCervicalScreen.nz

- has ever had intimate skin-to-skin contact or any sexual activity (even if they haven't been sexually active for a long time)
- has only had non-penetrative sex (i.e., oral sex)
- is straight, gay or bisexual
- is transgender, non-binary or intersex, and has a cervix
- has only been with one sexual partner
- has had the HPV vaccination or not
- is pregnant or has had a baby
- has been through menopause
- has a disability.

Messages specific to the change to HPV cervical screening

- The National Cervical Screening Programme (NCSPP) is changing the options for how cervical screening is done in New Zealand. From 12 September 2023, the main test for cervical screening will change to a human papillomavirus (HPV) test, done either as a vaginal swab or as a cervical cell sample (previously known as a smear test).
- Human papillomavirus (HPV) screening will test for high-risk HPV types that cause more than 95% of cervical cancers.
- HPV is a very common virus, passed on by intimate skin-to-skin contact or any sexual activity. Most people will have it at some time in their lives and it usually clears up by itself.
- HPV screening is a better first test. It's easy to do and is highly sensitive and accurate. It will identify the early treatment and preventing more cervical cancers.
- HPV testing offers more control and choice over how cervical screening is done: as a vaginal swab test (either as a self-test or assisted by a screen-taker) or as a clinician-taken cervical sample.
- With HPV testing, most people will only need to have cervical screening every 5 years (or every 3 years if it is safe to wait longer between screening tests).
- Cervical cancer often takes 10 or more years to develop. There is strong evidence that 5-yearly screening is a safe interval. If you don't have HPV, your risk of developing cell changes that may cause cancer within 5 years is very low.
- The self-test will suit most people but may not be ideal for everyone. Talk to your healthcare provider to get information and advice, to decide what's best for you.
- You can also still choose to have a cervical cell sample taken (previously called a smear test) if you prefer. The sample will first be tested for HPV and then, if HPV is found, will also be checked for any cell changes. Depending on the results, you may also be referred to colposcopy to see if any treatment is needed.

HPV Primary Cervical Screening | Communications Messages page 2 of 4

Campaign Asset Name

Frequently Asked Questions (FAQs)

Description

Frequently Asked Questions handout to help you talanoa about the new HPV screening choices.

Resource type

FAQ Handout

Audience

Health Promoters
Eligible Pacific women

Language

English

Size

A4

File Type

Pdf

Download Links

[Pdf version](#)

Cervical Screening Frequently Asked Questions (FAQs)
To help you talanoa about the new HPV test choices

Cervical screening in New Zealand is changing. A simpler test is being introduced that will make it easier to have this important health check. We hope the information below will help answer your questions about the new test and what it will mean for you.

How is cervical screening changing?
From 12 September 2023, Aotearoa New Zealand is adopting a simpler screening test which is a better first test for the prevention of cervical cancer. As a result, most people will now only need to screen every five years. The new test looks for the Human Papillomavirus (HPV) that causes more than 95% of cervical cancers.

What's HPV got to do with cervical cancer?
Almost all cervical cancers are caused by HPV. The virus is very common and is spread by intimate skin-to-skin contact or any sexual activity. Most adults will have HPV at some time in their lives. Infections usually clear themselves, but some types of the virus which persist can go on to cause cell changes that may in time turn into cancer.

How do I get the new test?
Most people who are eligible for the National Cervical Screening Programme will be offered the new test of regular screening when it becomes available.

To get the new test you can go to your usual screening provider (if you have one) or you can choose an option (e.g., a Pacific healthcare provider, community or Family Planning clinic).

Can I do the self-test at home?
Most healthcare providers will have a private space in the clinic for you to do the test, but you can talk about other options for where you may be able to take your sample.

HPV Primary Cervical Screening | Frequently Asked Questions | page 1 of 4

What can I expect from my results?
Most test results are normal. Around 90% of people screened will be found not to have HPV. If HPV isn't found, your risk of developing cell changes that may lead to cancer is very low. This means you won't need to be screened for another 5 years (3 years if you are immune deficient).

What if HPV is found in my sample?
It doesn't mean you have cervical cancer. Most HPV infections clear up by themselves. However, if the virus is found, you will be referred for further checks to see if there are any cell changes on your cervix. It may be recommended that you have a test to check the cells of your cervix (previously called a smear test) or a colposcopy (kol-pohs-tay-eh). Both tests look for cell changes that, if untreated, may develop over time into cervical cancer.

How accurate is HPV cervical screening?
The HPV test is very sensitive at finding HPV, whether you opt for the self-test, get your health provider to help, or have an examination of your cervix. However, no test is perfect and there's a very small chance that HPV or cell changes could be missed. That's why it's important to have regular screening and, if you have any symptoms in between screening appointments, to report them to your doctor.

What symptoms should I be concerned about?
Wherever it is most convenient and comfortable for you. Your choices are:

- bleeding or spotting between your periods or after your periods have stopped (after menopause)
- pain during sex, or bleeding or spotting after sex
- persistent pain in your pelvis
- unusual or persistent discharge from the vagina.

These symptoms can happen for many reasons and rarely mean cervical cancer. However, they should be checked by a healthcare provider.

How do I know if I'm eligible for cervical screening?
Cervical screening is available to whānau/women and people with a cervix aged 25 to 69, who have ever had intimate skin-to-skin contact or any sexual activity, no matter their sexual orientation.

What if I've had a hysterectomy?
If you've had a total hysterectomy (removal of the uterus and cervix) check with your healthcare provider to see if you still need to have screening.

Is it okay to have a cervical screening test if I'm pregnant?
It is safe to have a screening test when you are pregnant, but it is best to discuss this with your healthcare provider.

HPV Primary Cervical Screening | Frequently Asked Questions | page 3 of 4

Media Coverage



Time to
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National
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Screening
Programme

Campaign Asset Name

Media Coverage

Description

Pacific Cervical Screening Campaign media coverage that you can share on your digital channels

Resource type

Digital Content Sharing

Intended audience

Eligible Pacific Women + Pacific Providers

Language

English

File Type

Hyperlinks

Download Links

[NZ Herald](#)

[531pi Breakfast](#)

[RNZ Pacific Waves](#)

[Tagata Pasifika](#)

[Tagata Pasifika TVNZ OnDemand](#)



nzherald.co.nz

Sign In



The National Cervical Screening Programme campaign image features women from around the Pacific wearing traditional wear from their respective motherlands. Photo / NCSP

Another figure showed 85 per cent of those people diagnosed with cervical cancer in New Zealand had either not had regular screening or had never been screened in their life.

Newsletter Content & Photos



Time to
screen

National
Cervical
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Programme

Campaign Asset Name

Newsletter content + photos

Description

Create your own content using the write up of the Pacific Cervical Screening Launch + photos

Resource type

Digital Content – website, newsletters/EDM

Intended audience

Pacific Providers + Key Stakeholders

Language

English

File Type

Pdf

Download Links

[Newsletter Story - Pacific Launch](#)
[Photos - Pacific launch](#)



Resources



Time to
screen

National
Cervical
Screening
Programme

Campaign Asset Name

Talanoa Choices Booklet

Description

An introductory conversation (talanoa) about cervical screening.

Resource type

Booklet

Intended audience

Eligible Pacific women

Language

English

Size

A5

File Type

Pdf

Download Links

[Print ready file](#)
[Pdf version](#)

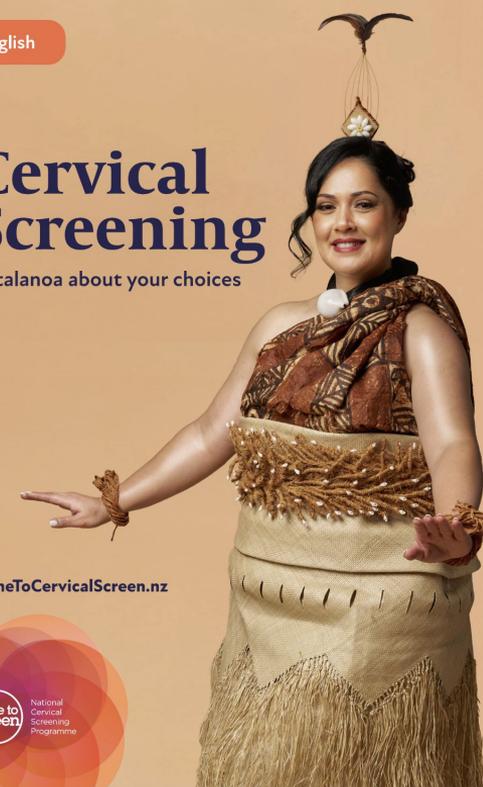
HE Reference

HE1175

English

Cervical Screening

A talanoa about your choices



TimeToCervicalScreen.nz



National Cervical Screening Programme

A call to our Pacific women

Tarano, Cook Islands
Talanoa, Fiji
Mautauitanga, Kiribati
Talanoa, Niue
Taru, Samoa
Talanoa, Samoa
Talanoa, Tokelau
Talanoa, Tonga
Talanoa, Tonga

With deep respect
We clear the space
Honouring your
Mind
Body
Soul.

With our love
We acknowledge all
Pacific women of
Moana-nui-a-Kiwa.

With courage
We invite you to
Journey with us
Through this
Sacred talanoa.



Your HPV testing options

HPV Test options	What to expect	Test methods	About this test	Results and follow-ups
1 Vaginal swab	Scan QR code with your phone to view guide.  See instructions: CervicalHPVTest.nz This will be suitable for every person. You will be advised if a reference visit is appropriate for you.	<ul style="list-style-type: none">As a self-test Usually done in a private area at your screening appointment. Some screening centres may offer community-based locations, a mobile unit, or a home-home option.ORA trained health professional can assist you	A sample is collected from your vagina using a swab. The vaginal swab sample is necessary for HPV.  	If HPV is not found Your next screening test will be in 5 years if you are 25 years of age or older. If HPV is found Depending on the type of HPV detected, you may need to have a cervical sample (another swab) to be done at a usual test time. For any cell changes, you may be referred to a specialist to see if there are any changes to the area that may need treatment.
2 Cervical sample	Scan QR code with your phone to view guide.  See guide: CervicalHPVTest.nz Previously called a smear test, this may be recommended for some people, and you can still choose this option if you prefer.	<ul style="list-style-type: none">A cervical sample is taken by a trained health professional. This can be done in a clinic or community-based location, or in a mobile unit.	Your screen-carer will take a sample of cells from your cervix using a swab and small brush. The sample is first tested for HPV and, if HPV is found, it will also be checked for cell changes.  	If HPV is not found Your next screening test will be in 5 years if you are 25 years of age or older. If HPV is found The next sample will be checked for any cell changes. Depending on the results, you may be referred to a specialist to see if there are any changes to the area that may need treatment.

Campaign Asset Name

Talanoa Choices Poster

Description

A poster promoting conversation (talanoa) about cervical screening and options.

Resource type

Poster

Intended audience

Eligible Pacific women

Language

English

Size

A4 and A3

File Type

Pdf

Download Links

[A4 digital file](#)

[A3 digital file](#)

Print files

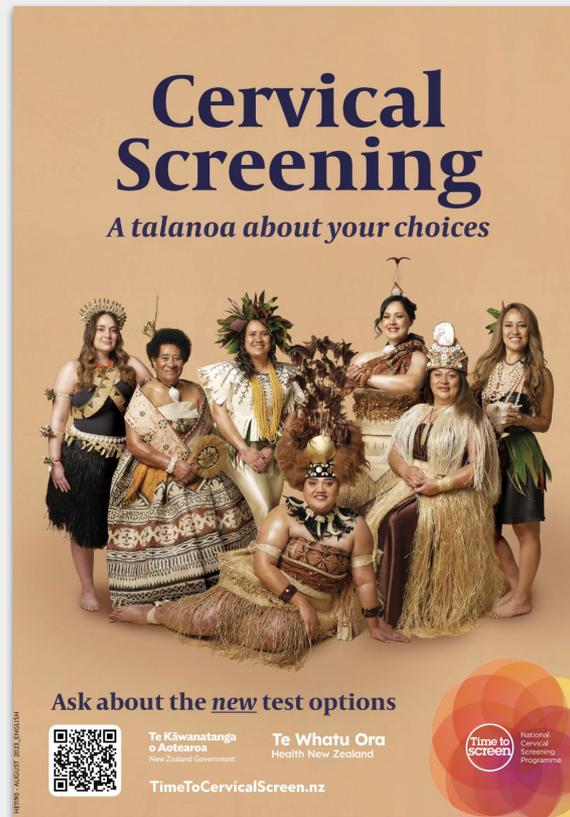
[A4 Print ready file](#)

[A3 Print ready file](#)

HE Reference

A4 HE1189

A3 HE1190



Campaign Asset Name

Talanoa Choices Key Messages

Description

Key messages on a business card to communicate campaign messages.

Resource type

Print Card

Intended audience

Eligible Pacific women

Language

English

Size

Business card

File Type

Pdf

Download Links

Print files

[Print File](#)

**Ask me
about the
new Cervical
Screening
self-test**

Time to Screen National Cervical Screening Programme
Te Whatu Ora Health New Zealand
Te Kāwanatanga o Aotearoa New Zealand Government

TOP 5 things to know:

1. Cervical screening is now easier than ever – you have more choices than before, including the option of a self-test.
2. The HPV test is very sensitive and accurate at detecting the virus that causes most cervical cancers.
3. The self-test can be done at any health clinic and you can do it yourself, or a health professional can assist you.
4. You can still choose to have a cervical sample taken (previously called a smear test).
5. Screening is FREE for Pacific women aged 25-69.

Talanoa with your health care provider to help you decide what works for you. Freephone **0800 729 729** or visit [TimeToCervicalScreen.nz](https://www.time tocervicalscreen.nz)

Signage



Time to
screen

National
Cervical
Screening
Programme

Campaign Asset Name**Talanoa Choices Pull up Banner - Updated File****Description**

A banner promoting conversation (talanoa) about cervical screening and options.

Resource type

Pull up Banner

Audience

Eligible Pacific women

Language

English

Size

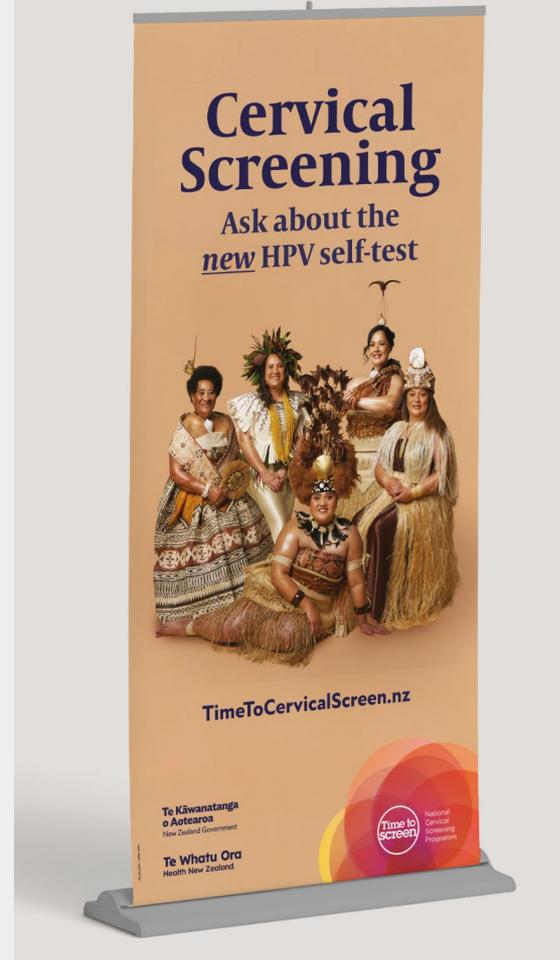
850 x2010

File Type

Pdf

Download Links

[Pull up banner](#)



Campaign Asset Name

Media Wall

Side 1 - Pacific Greetings

Description

A double sided display wall banner promoting conversation (talanoa) about cervical screening and options.

Resource type

Display Wall

Audience

Eligible Pacific women

Language

English

Size

3m x 3m

File Type

Pdf

Download Links

[PDF File](#)



Campaign Asset Name

Media Wall

Side 2- Welcome to Talanoa

Description

A double sided display wall banner promoting conversation (talanoa) about cervical screening and options.

Resource type

Display Wall

Audience

Eligible Pacific women

Language

English

Size

3m x 3m

File Type

PDF

Download Links

[PDF File](#)



Digital Adverts

Message 1#: Celebrate Choices

The logo consists of the words "Time to screen" in a white, lowercase, sans-serif font, enclosed within a white circular border. The logo is positioned in the lower center of the slide, overlapping a decorative graphic of several overlapping circles in shades of orange and yellow.

Time to
screen

National
Cervical
Screening
Programme

Campaign Asset Name
Celebrate Choices
Landscape Digital Advert

Description

A digital advert promoting cervical screening choices.

Asset Type	Static Digital Advert
Audience	Pacific women
Language	English
Aspect Ratio	1:91:1
Resolution	1200 x 628
File Type	jpg
Download assets here	[Landscape digital]



Campaign Asset Name

Celebrate Choices
Square Digital Advert

Description

A digital advert promoting cervical screening choices.

Asset Type	Static Digital Advert
Audience	Pacific women
Language	English
Aspect Ratio	1:1
Resolution	1200 x 1200
File Type	jpg
Download assets here	[Square digital]



Campaign Asset Name
Celebrate Choices
Portrait Digital Advert

Description

A digital advert promoting cervical screening choices.

Asset Type Static Digital Advert

Audience Pacific women

Language English

Aspect Ratio 4:5

Resolution 960 x 1200

File Type jpg

Download assets here [\[Portrait digital\]](#)



Digital Adverts

Message 2#: Celebrate Choices-
Summer Refresh

The logo consists of the words "Time to screen" in a white, sans-serif font, enclosed within a white circular border. The logo is positioned in the lower center of the slide, overlapping a decorative graphic of several overlapping circles in shades of orange and yellow.

Time to
screen

National
Cervical
Screening
Programme

Campaign Asset Name

**Celebrate Choices Summer
Landscape Digital Advert**

Description

A digital advert promoting cervical screening choices.

Asset Type

Static Digital Advert

Audience

Pacific women

Language

English

Aspect Ratio

1:91:1

Resolution

1200 x 628

File Type

jpg

**Download
assets here**

[\[Landscape digital\]](#)



Campaign Asset Name

Celebrate Choices Summer Square Digital Advert

Description

A digital advert promoting cervical screening choices.

Asset Type	Static Digital Advert
Audience	Pacific women
Language	English
Aspect Ratio	1:1
Resolution	1200 x 1200
File Type	jpg
Download assets here	[Square digital]

NEW



Campaign Asset Name

**Celebrate Choices Summer
Portrait Digital Advert**

Description

A digital advert promoting cervical screening choices.

Asset Type

Static Digital Advert

Audience

Pacific women

Language

English

**Aspect
Ratio**

4:5

Resolution

960 x 1200

File Type

jpg

**Download
assets here**

[\[Portrait digital\]](#)



Outdoor Adverts

Message 2#: Celebrate Choices-
Summer Refresh



Time to
screen

National
Cervical
Screening
Programme

Campaign Asset Name

**Celebrate Choices Summer
Landscape Digital Advert**

Description

A digital advert promoting cervical screening choices.

Asset Type	Static Digital Advert
Audience	Pacific women
Language	English
Aspect Ratio	16:9
Resolution	1080x1920
File Type	pdf
Download assets here	[Landscape digital]



Campaign Asset Name

Celebrate Choices Summer Dairy Poster

Description

A dairy poster promoting cervical screening choices.

Asset Type	Poster
Audience	Pacific women
Language	English
Resolution	1190x1790
File Type	pdf
Download assets here	[pdf file]

NEW

**There are now
more choices for
Cervical Screening**

Ask about the new HPV self-test.

TimeToCervicalScreen.nz

Te Whaitu Ora
Health New Zealand

Te Kāwanatanga
o Aotearoa
New Zealand Government

Time to
screen
National
Cervical
Screening
Programme

Campaign Asset Name

Summer Mobile Billboard

Description

Mobile billboard promoting choices for cervical screening

Asset Type	Mobile billboard
Audience	Pacific women
Language	English
Size	4.8m x 2.4m 6m x3m
File Type	pdf
Download assets here	[4.8mx2.4m] [6mx3m]

NEW

There are now more choices for Cervical Screening

Ask about the new HPV self-test.

TimeToCervicalScreen.nz 0800 729 729

Time to screen National Cervical Screening Programme

Te Whatu Ora Health New Zealand

Te Kīwanatanga o Aotearoa New Zealand Government

Campaign Asset Name

Summer Poster

Description

Print ready call to action poster promoting more choices for cervical screening

Asset Type	Poster
Audience	Pacific women
Language	English
Size	A3 A0 and A0
Resolution	A0 900 x1300 A0 920 x 1320
File Type	pdf
Download assets here	[A3 file] [A0 900 x1300] [A0 920 x1320]



Campaign Asset Name

Summer Poster- Pacific Languages

Description

Poster celebrating more choices for cervical screening

Asset Type	Poster
Audience	Pacific women
Language	Cook Island
Size	A3 AO 900 x1300 AO 920 x 1320
File Type	pdf
Download assets here	[A3 file] [AO 900 x1300] [AO 920 x1320]



Campaign Asset Name

Summer Poster- Pacific Languages

Description

Poster celebrating more choices for cervical screening

Asset Type

Poster

Audience

Pacific women

Language

Fiji

Size

A3
AO 900 x1300
AO 920 x 1320

File Type

pdf

Download assets here

[\[A3 file\]](#)
[\[AO 900 x1300\]](#)
[\[AO 920 x1320\]](#)

NEW



Campaign Asset Name

Summer Poster- Pacific Languages

Description

Poster celebrating more choices for cervical screening

Asset Type

Poster

Audience

Pacific women

Language

Samoa

Size

A3
AO 900 x1300
AO 920 x 1320

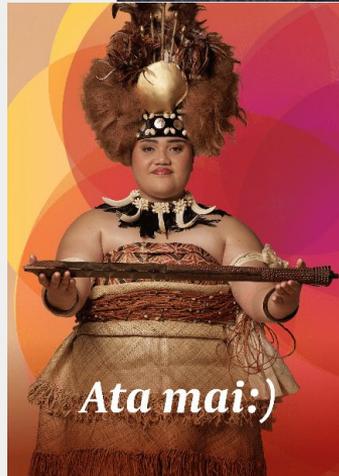
File Type

pdf

Download assets here

[\[A3 file\]](#)
[\[AO 900 x1300\]](#)
[\[AO 920 x1320\]](#)

NEW



Campaign Asset Name

Summer Poster- Pacific Languages

Description

Poster celebrating more choices for cervical screening

Asset Type	Poster
Audience	Pacific women
Language	Niue
Size	A3 AO 900 x1300 AO 920 x 1320
File Type	pdf
Download assets here	[A3 file] [AO 900 x1300] [AO 920 x1320]



Campaign Asset Name

Summer Poster- Pacific Languages

Description

Poster celebrating more choices for cervical screening

Asset Type

Poster

Audience

Pacific women

Language

English

Size

A3
AO 900 x1300
AO 920 x 1320

File Type

pdf

Download assets here

[\[A3 file\]](#)
[\[AO 900 x1300\]](#)
[\[AO 920 x1320\]](#)

NEW



Campaign Asset Name

Summer Poster- Pacific Languages

Description

Poster celebrating more choices for cervical screening

Asset Type

Poster

Audience

Pacific women

Language

Tokelau

Size

A3
AO 900 x1300
AO 920 x 1320

File Type

pdf

Download assets here

[\[A3 file\]](#)
[\[AO 900 x1300\]](#)
[\[AO 920 x1320\]](#)

NEW



Campaign Asset Name

Summer A3 Poster- Pacific Languages

Description

Poster celebrating more choices for cervical screening

Asset Type

Poster

Audience

Pacific women

Language

Tonga

Size

A3
AO 900 x1300
AO 920 x 1320

File Type

pdf

Download assets here

[\[A3 file\]](#)
[\[AO 900 x1300\]](#)
[\[AO 920 x1320\]](#)

NEW



Radio Content

Pacific Language Ads



Time to
screen

National
Cervical
Screening
Programme



Campaign Asset Name

**Summer Cervical Screening
radio ad**

Description

Radio ad promoting more choices for cervical screening in English

Asset Type	Audio
Audience	Pacific women
Language	English
Time	30 sec
Resolution	n/a
File Type	Waveform audio
Download assets here	[Audio file]

Radio script

Ata mai!
Siva mai...Cheeeeeee hooooo!
There are now more choices for cervical screening...
...including the self-test option that you do yourself at the clinic.

Now that's reason to celebrate... Chee hoo!

It's quick, easy to do and free for Pacific women 25 - 69 years of age.

Talk with your healthcare provider today or visit timetoscreen.nz for more information.
SAU IA!



Campaign Asset Name

Summer Cervical Screening radio ad

Description

Radio ad promoting more choices for cervical screening

Asset Type	Audio
Audience	Pacific women
Language	Fiji
Time	30 sec
Resolution	n/a
File Type	Waveform audio
Download assets here	[Audio file]

Radio script

Tucake mai!
Mai siba mada - ui!
Sa qai levu na digidigi ni dikevi ni
katonigone...
Wiki kina na kena eda cakava ga o keda e
valeniwai.

Sa rauta gona meda marautaka...Ui!
E totolo, rawarawa, qai soli wale vei keda
na marama ni Pasifika yabaki 25 ina 69.

Drau veitalanoa kei vuniwai se nasi nikua,
se mo raica na kena matailalai ena
timetoscreen.nz
Wananavu!



Campaign Asset Name

Summer Cervical Screening radio ad

Description

Radio ad promoting more choices for cervical screening

Asset Type	Audio
Audience	Pacific women
Language	Samoa
Time	30 sec
Resolution	n/a
File Type	Waveform audio
Download assets here	[Audio file]

Radio script

Ata mai!

Siva mai...Cheeeeeee hooooo

O lea ua iai nisi faatinoga o le siaki cervical screening e te filifili mai ai...

...e aofia ai le siaki e te faia lava e oe i totonu o le ofisa a lau fomai

O le mafuaaga lenā e fiafia ai loa... Chee hoo!

E vave, faigofie ona fa'atino, ma e leai se tologi mo tama'ita'i Pasefika 25 i le 69 tausaga

Talanoa i lau auunaga tau soifua maloloina, pe asiasi ane i le timetoscreen.nz mo nisi fa'amatalaga.
SAU IA!

Campaign Asset Name**Summer Cervical Screening
radio ad****Description**

Radio ad promoting more choices for cervical screening

Asset Type

Audio

Audience

Pacific women

Language

Tonga

Time

30 sec

Resolution

n/a

File Type

Waveform audio

**Download
assets here**

[\[Audio file\]](#)

Radio script

'Luvii

Pasi mai... 'ouaa

'Oku lahi ange he taimi ni 'a e founa sivi
taunga fanau...

...kau ai e founa sivi 'oku ke fakahoko pe
'e koe 'i he kiliniki.

Pea ko e makamaile ia ke
fakahounga'i...chee hoo!

'Oku vave, faingofua 'a hono fakahoko, mo
ta'etotongi ki he kakai fefine Pasifiki ta'u
25-69.

Talanoa ki ai mo ho'o toketā he 'aho ni, pe
'a'ahi ki he timetoscreen.nz 'o mā'u ai e
ngaahi fakamatala 'oku toe lahi ange.

NEW

Campaign Asset Name**Summer Cervical Screening
radio ad****Description**

Radio ad promoting more choices for cervical screening

Asset Type

Audio

Audience

Pacific women

Language

Cook Island

Time

45 sec

Resolution

n/a

File Type

Waveform audio

**Download
assets here**

[\[Audio file\]](#)

Radio script

Rima ki te ope
Takiri ia mai ra to ope

I teia nei, e manganui te au ravenga no te
no te í'oi'ó atu'anga i te turanga o to tatou
mero va'ine

Ko tetai oki koia ko te raverave'anga te ka
rauka ia koe uao rai i te rave i ko i te au
punanga rapakau

E tau e kia mataora tatou te au mama ...
iekoko
Mama ua, kare e roa ia, kare katoa e tutaki
no te au vaine Patipika 25 - 69 mataiti

Komakoma atu ki toou punanga Rapakau,
me kore atoro atu i te kupe ror uira
"timetoscreen.nz me ka ingaro koe i te kite
oonu atu ki roto i teia.
iekoko.

NEW



Campaign Asset Name

Summer Cervical Screening radio ad

Description

Radio ad promoting more choices for cervical screening

Asset Type	Audio
Audience	Pacific women
Language	Niue
Time	45 sec
Resolution	n/a
File Type	Waveform audio
Download assets here	[Audio file]

Radio script

Mata Fiafia Mai.
Koli Mai. Siohooheeee

Ko e magaaho nai ha hā i ai e tau fifiliaga kehekehe ke lata mae tivii he hala fanau.....
...Maeke ia koe ke taute ni e koe haau a tivi ke he fale ekekafo poke kiliniki haau.

Ae, ko e homo haia e tala ia. Omai ke kalaga fiafia..

Mukamuka mo e mafiti ke taute e tivi, nakai fai totogi ke lata ma e tau fifine Pasifika 25 - 69 e tau tau moui.

Tutala mo e haau a ekekafo magafaoa he aho nai poke kumi atu e kupega hila timetoscreen.nz ke moua e tau fakalaulahiaga

Social Content

Pacific Launch Video



Campaign Asset Name

Pacific Launch Video

Video message

Pacific Launch Event Highlights Reel with an affirming self-care message and testimonials about the HPV Self-test.

Asset Type

Video Content

Event interviews and highlights reel.

Audience

Eligible Pacific Women + Key Stakeholders

Language

English

Duration

2m14s

File Type

mp4

Download content here

[Video with English Captions](#)
[Video without Captions](#)



Social Content

Talanoa Panel Video

The logo consists of the words "Time to screen" in a white, sans-serif font, enclosed within a white circular border. The logo is positioned over a background of several overlapping, semi-transparent circles in various shades of orange and red.

Time to
screen

National
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Programme

Campaign Asset Name**Talanoa Panel Video Content****Video message**

A five minute panel discussion about the new HPV cervical screening choices led by Tongan-born GP Dr Vanisi Prescott.

Asset Type	Video Content
Audience	All audiences
Language	English
Duration	5 mins
File Type	mp4
Download content here	[Video file]



Social Content

Message 1 - Celebrate Choices

The logo consists of the words "Time to screen" in a white, sans-serif font, enclosed within a white circular border. This logo is positioned in the lower center of the slide, overlapping a decorative graphic of several overlapping circles in shades of orange and yellow.

Time to
screen

National
Cervical
Screening
Programme

Campaign Asset Name
Celebrate Choices Video
English

Video message

There are now more choices for cervical screening. Find out about the new HPV self-test. Talanoa about your choices.

Visit TimeToCervicalScreen.nz

Phone 0800 729 729

Talk with your healthcare provider

Asset Type	Video Content Animated text and photos
Audience	Pacific women
Language	English
Duration	15 secs
File Type	mp4
Download content here	Square [1080x1080] Portrait [1080x1920] Landscape [1920 x 1080]



Social Media Caption

Celebrate ladies!

There are now more choices for cervical screening - including the new HPV self-test!

Talanoa with your healthcare provider and choose what works best for you.

For more information:

Visit: TimeToCervicalScreen.nz

Phone 0800 729 729

[#celebratechoices](#)

[#pacificcervicalscreening](#)

Campaign Asset Name

Celebrate Choices Video Cook Island

Video message

There are now more choices for cervical screening. Find out about the new HPV self-test. Talanoa about your choices.

Visit TimeToCervicalScreen.nz

Phone 0800 729 729

Talk with your healthcare provider

Asset Type

Video Content

Animated text and photos

Audience

Cook Island women

Language

Cook Island

Duration

15 secs

File Type

mp4

Download content here

[Square \[1080x1080\]](#)

[Portrait \[1080x1920\]](#)

[Landscape \[1920 x 1080\]](#)



Social Media Caption

E mānganui te au rāvenga
nō te 'io 'io mero vaine.
'Kimikimi atu no runga i te HPV self-test
Ka komakoma taua no tetai ravenga nō'ou.

Ato ro atu i te kupe
TimeToCervicalScreen.nz
Ringi atu i te numero 0800 729 729
Komakoma atu ki toou Punanga Rapakau
maki

#celebratechoices

#pacificcervicalscreening

Campaign Asset Name
**Celebrate Choices Video
Fiji**

Video message

There are now more choices for cervical screening. Find out about the new HPV self-test. Talanoa about your choices.

Visit [TimeToCervicalScreen.nz](https://www.time tocervicalscreen.nz)
Phone 0800 729 729
Talk with your healthcare provider

Asset Type

Video Content

Animated text and photos

Audience

Fijian women

Language

Fijian

Duration

15 secs

File Type

mp4

**Download
content
here**

[Square \[1080x1080\]](#)

[Portrait \[1080x1920\]](#)

[Landscape \[1920 x 1080\]](#)



Social Media Caption

Meda reki na marama!

Sa qai levu na digidigi ni dikevi ni katonigone - Oka kina na ka vou na HPV self-test!

Drau veivosaki kei vuniwai ka digia na kena e ganiti iko.

Tukutuku matailalai:
Raica na [TimeToCervicalScreen.nz](https://www.time tocervicalscreen.nz)
Qiria na 0800 729 729

#celebratechoices

#pacificcervicalscreening

Campaign Asset Name

Celebrate Choices Video Niue

Video message

There are now more choices for cervical screening. Find out about the new HPV self-test. Talanoa about your choices.

Visit TimeToCervicalScreen.nz

Phone 0800 729 729

Talk with your healthcare provider

Asset Type	Video Content Animated text and photos
Audience	Niuean women
Language	Niue
Duration	15 secs
File Type	mp4
Download content here	Square [1080x1080] Portrait [1080x1920] Landscape [1920 x 1080]



Social Media Caption

Ko e magaaho nai ha hā i ai e tau fifiliaga kehekehe ke lata mae tivi ke he hala fanau. Kumi atu e tau fakamaamaaga ke he tivi foou HPV self- test.

Omai ke fakatutala ke he tau fifiliaga haau.

Kumi atu e kupega hila
TimeToCervicalScreen.nz
Vilo atu e numela foni 0800 729 729
Tutala mo e haau a fale faahi malolō tino.

#celebratechoices

#pacificcervicalscreening

Campaign Asset Name

Celebrate Choices Video Samoan

Video message

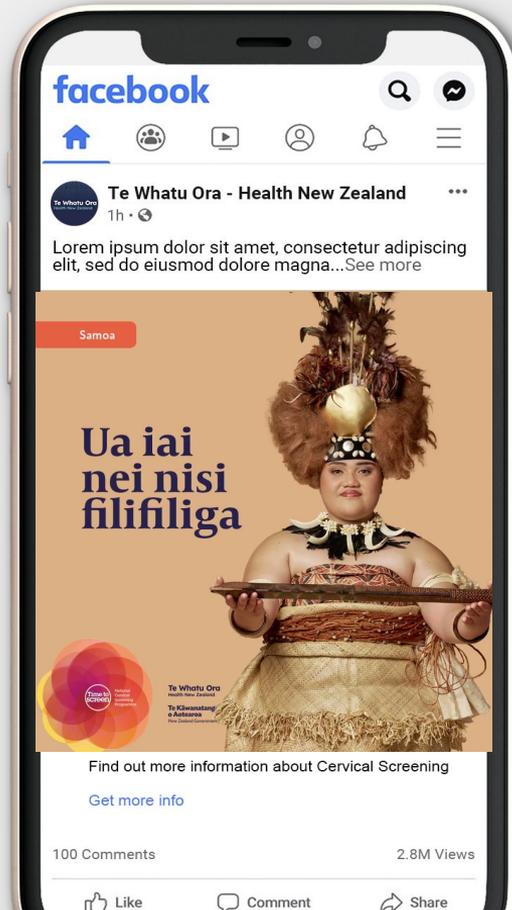
There are now more choices for cervical screening. Find out about the new HPV self-test. Talanoa about your choices.

Visit [TimeToCervicalScreen.nz](https://www.time tocervicalscreen.nz)

Phone 0800 729 729

Talk with your healthcare provider

Asset Type	Video Content Animated text and photos
Audience	Samoan women
Language	Samoan
Duration	15 secs
File Type	mp4
Download content here	Square [1080x1080] Portrait [1080x1920] Landscape [1920 x 1080]



Social Media Caption

Fiafia tamaita'i!

Ua iai nei nisi faiga eseese mo le su'eina o le faaautagata -e aofia ai le faiga fou o le HPV Self test.

Talanoa i lau foma'i faaleaiga ma filifili le faiga sili mo oe.

Mo nisi faamatalaga:

Asiasi: [TimeToCervicalScreen.nz](https://www.time tocervicalscreen.nz)

Telefoni: 0800 729 729

#celebratechoices

#pacificcervicalscreening

Campaign Asset Name

Celebrate Choices Video Tongan

Video message

There are now more choices for cervical screening. Find out about the new HPV self-test. Talanoa about your choices.

Visit [TimeToCervicalScreen.nz](https://www.time tocervicalscreen.nz)

Phone 0800 729 729

Talk with your healthcare provider

Asset Type	Video Content Animated text and photos
Audience	Tongan women
Language	Tongan
Duration	15 secs
File Type	mp4
Download content here	Square [1080x1080] Portrait [1080x1920] Landscape [1920 x 1080]



Social Media Caption

Mavava kau fafine!

'Oku toe lahi ange he taimi ni e founga sivi kanisā taungafanau -kau ai e sivi HPV Self-test fo'ou!

Talanoa ki ai mo ho'o toketā mo fili 'a e founga 'e lelei taha kia koe.

Ki ha fakamatala lahi ange:
'A'ahi: [TimeToCervicalScreen.nz](https://www.time tocervicalscreen.nz)
Telefoni: 0800 729 729

#celebratechoices
#pacificcervicalscreening

Social Content

Message 2 - Summer Refresh HPV Self-Test



**Time to
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National
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Programme

Campaign Asset Name

HPV Self-Test Summer Video English

Video message

The HPV Self-test gives you more choice for cervical screening. Do it yourself in a clinic. It's private and quick. It's free for Pacific women aged 25 – 69.

Talanoa about your choices.

Visit TimeToCervicalScreen.nz. Phone 0800 729 729. Talk with your healthcare provider

Asset Type

Video Content

Animated text and photos

Audience

Pacific women

Language

English

Duration

15 secs

File Type

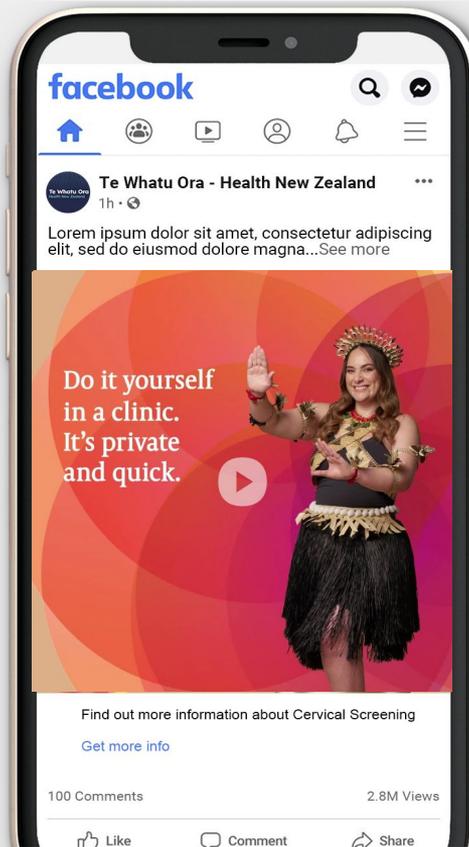
mp4

Download content here

[Square \[1080x1080\]](#)

[Portrait \[1080x1920\]](#)

[Landscape \[1920 x 1080\]](#)



NEW

Social Media Caption

The HPV Self-test gives you more choice for cervical screening. Do it yourself in a clinic. It's free for Pacific women aged 25 – 69. It's private and quick.

Talanoa about your choices. Visit TimeToCervicalScreen.nz. Phone 0800 729 729. Talk with your healthcare provider

#HPVselftest

#pacificcervicalscreening

Campaign Asset Name

HPV Self-Test Summer Video Cook Island

Video message

The HPV Self-test gives you more choice for cervical screening. Do it yourself in a clinic. It's private and quick. It's free for Pacific women aged 25 – 69.

Talanoa about your choices.

Visit TimeToCervicalScreen.nz. Phone 0800 729 729. Talk with your healthcare provider



NEW

Social Media Caption

Te i'oi'o'anga HPV Self-test ei ravenga takake noou nō te i'oi'o peteka'i.

Naa u rai e rave i ko i tetai Punanga Rapakau. Kare e roa ia, ko koe ua.

Kare e tutaki no te iti vaine Patipika 25 - 69 mataiti.

Komakoma mai no runga i te au ravenga e vai nei
Atoro atu TimeToCervicalScreen.nz
Ringi atu i te numero 0800 729 729
Komakoma atu ki toou Punanga Rapakau maki

#HPVselftest

#pacificcervicalscreening

Asset Type

Video Content

Animated text and photos

Audience

Pacific women

Language

Cook Island

Duration

15 secs

File Type

mp4

Download content here

[Square \[1080x1080\]](#)

[Portrait \[1080x1920\]](#)

[Landscape \[1920 x 1080\]](#)

Campaign Asset Name

HPV Self-Test Summer Video Fiji

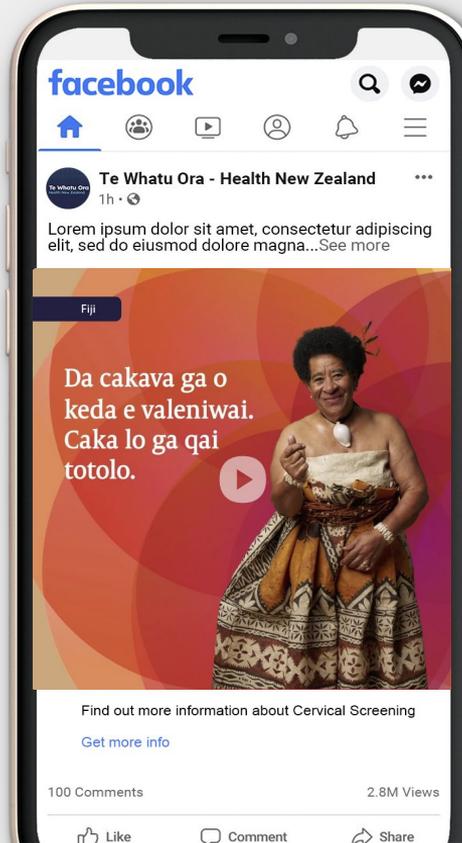
Video message

The HPV Self-test gives you more choice for cervical screening. Do it yourself in a clinic. It's private and quick. It's free for Pacific women aged 25 – 69.

Talanoa about your choices.

Visit TimeToCervicalScreen.nz. Phone 0800 729 729. Talk with your healthcare provider

Asset Type	Video Content Animated text and photos
Audience	Pacific women
Language	Fiji
Duration	15 secs
File Type	mp4
Download content here	Square [1080x1080] Portrait [1080x1920] Landscape [1920 x 1080]



NEW

Social Media Caption

Na HPV Self-test e levu kina nomu digidigi ni dikevi ni katonigone.

Da cakava ga o keda e valeniwai. Caka lo ga qai totolo.

Veiqaravi soli wale, sega ni saumi vei ira na marama yabaki 25 ina 69.

Veitalanoataka nomu digidigi.

Raica na TimeToCervicalScreen.nz
Qiria na 0800 729 729
Drau veivosaki kei vuniwai

#HPVselftest

#pacificcervicalscreening

Campaign Asset Name

HPV Self-Test Summer Video Niue

Video message

The HPV Self-test gives you more choice for cervical screening. Do it yourself in a clinic. It's private and quick. It's free for Pacific women aged 25 – 69.

Talanoa about your choices.

Visit TimeToCervicalScreen.nz. Phone 0800 729 729. Talk with your healthcare provider



Social Media Caption

Ko e tivi HPV Self-test ke moua e koe loga e tau fifiliaga ke tivi e hala fanau. Maeke ia koe ke taute ni e koe haau a tivi ke he fale ekekafo haau. Mafiti mo e maeke ke taute ni e koe.

Nakai fai totogi e tivi nai ke lata ma e tau fifine Pasifika ne 25 ke he 69 e tau tau moui.

Ha ha i ai e tau fakatutalaaga ke maeke ke moua haau a fifiliaga.

Kumi atu e kupega hila
TimeToCervicalScreen.nz
Vilo atu e numela foni 0800 729 729
Tutala mo e haau a fale faahi malolol
tino.

#HPVselftest

#pacificcervicalscreening

Asset Type

Video Content

Animated text and photos

Audience

Pacific women

Language

Niue

Duration

15 secs

File Type

mp4

Download content here

[Square \[1080x1080\]](#)

[Portrait \[1080x1920\]](#)

[Landscape \[1920 x 1080\]](#)

NEW

Campaign Asset Name

HPV Self-Test Summer Video Samoa

Video message

The HPV Self-test gives you more choice for cervical screening. Do it yourself in a clinic. It's private and quick. It's free for Pacific women aged 25 – 69.

Talanoa about your choices.

Visit TimeToCervicalScreen.nz. Phone 0800 729 729. Talk with your healthcare provider

Asset Type	Video Content Animated text and photos
Audience	Pacific women
Language	Samoa
Duration	15 secs
File Type	mp4
Download content here	Square [1080x1080] Portrait [1080x1920] Landscape [1920 x 1080]



Social Media Caption

O le HPV Self -test e maua ai nisi filifiliga mo le suega o le faaaautagata.

E faatino lava e oe i le ofisa o lau foma'i, e vave ma faatino lava e oe.

E leai se totogi mo tamaita'i Pasefika 25-69 tausaga.

Talanoa i au filifiliga o le a faia

Asiasi i le TimeToCervicalScreen.nz

Telefoni 0800 729 729

Talanoa i lau foma'i faaleaiga

#HPVselftest

#pacificcervicalscreening

Campaign Asset Name

HPV Self-Test Summer Video Tonga

Video message

The HPV Self-test gives you more choice for cervical screening. Do it yourself in a clinic. It's private and quick. It's free for Pacific women aged 25 – 69.

Talanoa about your choices.

Visit TimeToCervicalScreen.nz. Phone 0800 729 729. Talk with your healthcare provider



NEW

Social Media Caption

'Oku 'oatu 'e he HPV Self-test ha ngaahi founga kehe ki he sivi kanisā taungafanau.

Te ke lava pe 'o fakahoko ia 'i ha kiliniki. 'Oku vave mo fakapulipuli.

'Oku ta'etotongi pe ki he kakai fefine Pasifiki ta'u 25-69.

Talanoa fekau'aki mo ho'o fili.

'A'ahi ki he TimeToCervicalScreen.nz Telefoni 0800 729 729. Talanoa ki ai mo ho'o toketā

#HPVselftest

#pacificcervicalscreening

Asset Type

Video Content

Animated text and photos

Audience

Pacific women

Language

Tonga

Duration

15 secs

File Type

mp4

Download content here

[Square \[1080x1080\]](#)

[Portrait \[1080x1920\]](#)

[Landscape \[1920 x 1080\]](#)

Merchandise

Updated T-shirts Print Files

The logo consists of the words "Time to screen" in a white, sans-serif font, enclosed within a white circular border. The background of the slide features a cluster of overlapping circles in various shades of orange and yellow at the bottom center.

Time to
screen

National
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Screening
Programme

Campaign Asset Name

Frangipani T-shirt - Updated print files

Description

Pacific T-shirt design featuring a frangipani floral lei.

- **Front artwork:** Frangipani floral lei
- **Back artwork:** Ask about the new cervical screening self-test
- **Sleeve:** NCSP Logo

Asset type

T-shirt

Audience

Sector and health promoters

Language

English

Size

S – 5XL

File Type

PNG and Pdf files

Download print links

[PNG](#)
[PDF files](#)



Instructions for print:

- Digital printing
- A3 landscape



Campaign Asset Name

Hibiscus T-shirt - Updated print files

Description

Pacific T-shirt design featuring a hibiscus floral lei.

- **Front artwork:** Hibiscus floral lei
- **Back artwork:** Ask about the new cervical screening self-test
- **Sleeve:** NCSP Logo

Asset type

T-shirt

Audience

Sector and health promoters

Language

English

Size

S - 5XL

File Type

PNG
PDF files

Download T-shirt print links

[PNG](#)
[PDF files](#)



Instructions for print:

- Digital printing
- A3 landscape

Merchandise

Fans

The logo consists of the words "Time to screen" in a white, sans-serif font, enclosed within a white circular border. The logo is positioned in the lower center of the slide, overlapping a decorative graphic of several overlapping circles in shades of orange and yellow.

Time to
screen

National
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Screening
Programme

Campaign Asset Name

Fans

Description

- Fun and interactive fans to use for event photos, creating unique content and momentos.



Asset type

Fan

Audience

Sector and health promoters

Language

English

Artwork

2 versions to choose from

File Type

PDF files

Download print links

[PDF Files](#)



Instructions for print:

- A3 size
- Printed onto corflute
- Files include die-line to cut out shape of fan

Coming Up....

Mini Toolkit

November 2023 Assets

Release date: Mid Nov

- New digital content
 - Vox pop Cervical Screening testimonials

This resource is available from healthed.govt.nz

Revised December 2023 Code **HE1235**

Contact

HPV Primary Screening Project team
National Cervical Screening Programme

Email: HPVScreen@health.govt.nz

Te Whatu Ora- Health New Zealand

Te Whatu Ora
Health New Zealand

The logo consists of the words "Time to screen" in a white, sans-serif font, enclosed within a white circular outline. This logo is positioned in the center of a decorative graphic at the bottom of the page, which features several overlapping circles in various shades of orange, red, and yellow.

National
Cervical
Screening
Programme

**Te Kāwanatanga
o Aotearoa**
New Zealand Government