



NATIONAL CANCER SCREENING PROGRAMS

Communications Toolkit

August 2021



Australia is a world leader in the early detection of and intervention in cancer.

However, despite increasing survival rates, cancer remains one of the leading causes of premature death, accounting for around 30% of deaths in Australia.

For healthy individuals who are not experiencing symptoms, cancer screening programs increase the likelihood of detecting abnormalities or cancer in its earlier stages, leading to significantly better outcomes.

Australia has three national screening programs for breast, bowel and cervical cancer, and a National Cancer Screening Register, which supports the cervical and bowel cancer screening programs.

These programs target specific age and population groups where evidence demonstrates screening to be most effective.



BreastScreen AUSTRALIA

A joint Australian, State and Territory Government Program

BreastScreen Australia is the national breast cancer screening program, aiming to reduce illness and deaths from breast cancer through early detection of the disease. BreastScreen Australia invites women aged 50 to 74 for a free mammogram every two years.

The National Bowel Cancer Screening Program aims to reduce illness and deaths from bowel cancer by detecting the early signs of the disease. Eligible Australians aged 50 to 74 years are sent a free, simple test that is done at home every two years.

NATIONAL BOWELCANCER SCREENING PROGRAM

NATIONAL CERVICAL SCREENING PROGRAM

A joint Australian, State and Territory Government Program

The National Cervical Screening Program aims to reduce illness and death from cervical cancer by detecting early signs of the disease. Women and people with a cervix aged 25 to 74 are invited to have a cervical screening test every five years.

THE TOOLKIT

The Cancer Screening Communications Toolkit (the Toolkit) has been developed by the Australian Government's Department of Health.

The Toolkit is designed to ensure consistent messages are communicated about the three national cancer screening programs – BreastScreen Australia, the National Bowel Cancer Screening Program (NBCSP), and the National Cervical Screening Program (NCSP) to all stakeholders and relevant audiences.

It contains key messages, social content, images and case studies that can be used directly, or adapted and edited for your channels and outlets such as 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 cancer screening.

You're welcome to contact the Cancer Screening Engagement, Participation and Education team at epe@health.gov.au if you have any questions about the Toolkit.

TARGET AUDIENCES

General Public

- People eligible to participate in BreastScreen Australia – women aged 40 and over.
- People eligible to participate in the NBCSP – people aged 50 to 74
- People eligible to participate in the NCSP – people with a cervix aged 25 to 74 who have ever been sexually active
- Under and never screened people eligible to participate in the national cancer screening programs:
 - People eligible to participate in the screening program/s not currently engaging with the program
 - Aboriginal and Torres Strait Islander people
 - CALD communities including newly arrived migrants and refugees
 - Groups with cultural practices that affect screening
 - LGBTQI community
 - People experiencing socio-economic disadvantage or are defined as 'vulnerable'
 - People that have disabilities and/or complex care needs
 - People experiencing mental health conditions
 - Rural/remote communities with limited access to services

Healthcare Providers

- GPs and practice nurses
- Aboriginal and Torres Strait Islander healthcare workers
- Practice Managers
- Midwives and maternity nurses
- Colposcopists and gynaecologists
- Test collectors and pathologists
- Pathology laboratories



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Cancer screening key messages

Below are some key messages that can be used to communicate the benefits of participating in cancer screening programs.

- Cancer screening saves lives.
- Australians diagnosed through the national screening programs have a 54%-63% lower risk of dying from breast cancer and are 40% less likely to die from bowel cancer compared to Australians diagnosed another way (AIHW).
- Australia is a world leader when it comes to the early detection of and intervention in cancer, with three national cancer screening programs – Breast Screen Australia, the National Bowel Cancer Screening Program, and the National Cervical Screening Program.
- The national cancer screening programs are easy to participate in – all Australians are sent their first free bowel cancer testing kit around their 50th birthday, women aged 50 to 74 are invited to have free mammograms, and women or people with a cervix aged 25 to 74 years are invited to have a cervical screening test every five years, with the procedure covered by Medicare
- The national cancer screening programs have successfully reduced the burden of these three cancers by enabling early detection, which can be followed by swift intervention and treatment.



BreastScreen Australia

About BreastScreen Australia

BreastScreen Australia is the national breast cancer screening program. BreastScreen Australia aims to reduce illness and death from breast cancer by detecting the disease early.

BreastScreen Australia is as a joint initiative of the Australian and state and territory governments.



Key Messages – General Audience

- Breast screening saves lives.
- 1 in 7 Australian women will develop breast cancer in their lifetime. The earlier breast cancer is found, the better the chance of surviving it.
- The BreastScreen Australia program provides free mammograms every two years for women aged 40 and over.
- Age is the biggest risk factor in developing breast cancer, with most breast cancers occurring in women over the age of 50.
- BreastScreen Australia offers services in more than 750 locations nationally, including 37 purpose built mobile vans, buses and 4WDs that provide breast cancer screening services in locations across Australia.
- Contact your local BreastScreen Australia service on 13 20 50 to book an appointment or update your contact details. The phone service will connect you to your nearest service for the cost of a local call.
- Some women may need different care and services that are not part of the BreastScreen Australia program. This includes women who have:
 - symptoms of breast cancer
 - a strong family history of breast or ovarian cancer
 - a previous diagnosis of breast cancer within the last five years

Speak to your GP or call BreastScreen Australia on 13 20 50 if you think you may need specialised care or are worried about your risk.

- Further information about BreastScreen Australia is available at health.gov.au/bsa.

- Some BreastScreen services across Australia are temporarily closed due to COVID-19 restrictions. You will be contacted if this affects your appointment.
- BreastScreen services that remain open have additional safety measures in place to reduce the ongoing risk of COVID-19.
- Please call BreastScreen Australia on 13 20 50 if you have any questions or concerns.
- If you find any lumps or notice any changes in your breasts, please make an appointment with your GP.

Key Messages – Healthcare Provider Audience

- Breast cancer is the most common cancer diagnosed in Australian women. 1 in 7 Australian women will develop breast cancer in their lifetime.
- Age is the biggest risk factor in developing breast cancer, with most breast cancers occurring in women over the age of 50.
- Healthcare providers are key to increasing women's confidence in breast screening by helping them to understand:
 - the benefits and limitations of screening mammograms
 - the need for regular screening every 2 years
 - breast cancer symptoms
 - treatment options
- Some women may need different care and services that are not part of the BreastScreen Australia program. This includes women who have:
 - symptoms of breast cancer
 - a strong family history of breast or ovarian cancer
 - a previous diagnosis of breast cancer within the last five years
- Healthcare providers can use clinical reminder systems to proactively identify women who are due for their breast screen.
- Further information about BreastScreen Australia is available at health.gov.au/bsa.
- Some BreastScreen services across Australia are temporarily closed due to COVID-19 restrictions. Women will be contacted by BreastScreen if their appointment is affected.
- BreastScreen services that remain open have additional safety measures in place to reduce the ongoing risk of COVID-19.
- Please encourage your patients to make an appointment if they find any lumps or notice any changes in their breasts.

Social Media Copy

Hashtags

#BreastCancer #BreastCancerAwareness #BreastCancerScreening

#ScreeningMammograms #CancerScreening #CancerScreeningSavesLives

#BreastScreenAustralia

Facebook

Are you a woman aged over 40? Or is someone you love? Breast cancer is the most common cancer diagnosed in Australian women, with most breast cancers occurring in women over the age of 50.

The BreastScreen Australia program provides free mammograms every two years for women over 40.

Routine screening is important because the earlier breast cancer is found, the better the chance of surviving it. Cancer screening saves lives.

If you've been invited, or you're overdue, call BreastScreen Australia on 13 20 50 to book an appointment today.

Visit health.gov.au/bsa for more info.

Facebook

An x-ray of the breast – known as a mammogram – is used to find breast cancer early, before it can be seen or felt. The earlier breast cancer is found, the better the chance of surviving it.

The BreastScreen Australia program provides free mammograms every two years for women over 40.

Do your breast screening – it could save your life.

If you've been invited, or you're overdue, call BreastScreen Australia on 13 20 50 to book an appointment today.

Visit health.gov.au/bsa for more info.

Twitter

Breast cancer is the most common cancer diagnosed in Australian women. The BreastScreen Australia Program provides free mammograms every two for women over 40. Do your breast screening – it could save your life. Call BreastScreen Australia on 13 20 50 to book an appointment today.

Twitter

1 in 7 Australian women will develop breast cancer in their lifetime. Routine breast screening is the best way to detect cancer before it can be seen or felt. The earlier breast cancer is found, the better the chance of surviving it. Call 13 20 50 to book an appointment with BreastScreen Australia.

Instagram

Age is the biggest risk factor in developing breast cancer, with most breast cancers occurring in women over the age of 50.

Early detection through cancer screening could save your life. The BreastScreen Australia program provides free mammograms every two years for women over 40.

If you've been invited, or you're over-due, call BreastScreen Australia on 13 20 50 to book an appointment today.

Visit health.gov.au/bsa for more info.

Instagram

A quick and simple x-ray of the breast – known as a mammogram – is used to find breast cancer early, before it can be seen or felt. The earlier breast cancer is found, the better the chance of surviving it.

The BreastScreen Australia program provides free mammograms every two years for women over 40.

Do your breast cancer screening – it could save your life.

If you've been invited, or you're overdue, call BreastScreen Australia on 13 20 50 to book an appointment today.

Visit health.gov.au/bsa for more info.

LinkedIn

1 in 7 Australian women will develop breast cancer in their lifetime. Age is the biggest risk factor, with most breast cancers occurring in women over 50.

Healthcare providers are key to increasing women's confidence in breast screening by helping them to understand the benefits of routine screening.

The BreastScreen Australia program provides free mammograms every two years for women over 40.

Visit health.gov.au/bsa for more info on BreastScreen Australia.

Other Copy

Newsletter / EDM copy – General Audience

Breast cancer screening saves lives.

1 in 7 Australian women will develop breast cancer in their lifetime, but doing routine screening means that breast cancer can be found early – and early detection could save your life.

A quick and simple x-ray of the breast – known as a mammogram – is used to screen for and find breast cancer early, before it can be seen or felt.

The BreastScreen Australia program provides free mammograms every two years for women over 40. Women aged 50-74 are actively invited to participate in the program because age is the biggest risk factor in developing breast cancer, with most breast cancers occurring in women over 50.

BreastScreen Australia offers services in more than 750 locations nationally, including 37 purpose built mobile vans, buses and 4WDs that provide breast cancer screening services in locations across Australia.

If you've been invited, or are over-due, contact your local BreastScreen Australia service on **13 20 50** to book your appointment now.

For more information visit health.gov.au/bsa.

Newsletter / EDM copy – Healthcare Provider Audience

Breast cancer is the most common cancer diagnosed in Australian women.

However, doing routine screening means that breast cancer can be found early – and early detection can save lives.

Healthcare providers are key to increasing women's confidence in breast screening by helping them to understand:

- the benefits and limitations of screening mammograms
- the need for regular screening every 2 years
- breast cancer symptoms
- treatment options

The BreastScreen Australia program provides free mammograms every two years for women over 40. Women aged 50-74 are actively invited to participate in the program because age is the biggest risk factor in developing breast cancer, with most breast cancers occurring in women over 50.

Healthcare providers can also use clinical reminder systems to proactively identify women who are due for their breast screen.

Visit health.gov.au/bsa for more info on BreastScreen Australia.

Case studies / personal stories

(links below are to video and transcript)

Dawn's story – Early detection saved my life

Dawn didn't feel sick and she didn't feel a lump. She hadn't planned to have a breast screen, but while taking her to a daughter to the women's centre happened to drop in and have a mammogram. She wasn't expecting to be diagnosed with breast cancer but was glad that the early detection allowed treatment to be successful. Dawn is an advocate for the Breast Screening Program and encourages women to have their breasts checked.

Trish's story – Regular breast screening saved my life

Trish talks about the benefits of detecting breast cancer early through the BreastScreen Australia Program. She was able to have minor surgery to remove the lumps and encourages other women to have the screening test.

Other stories

(links below are to video and transcript)

Fiona's story – Promoting breast screening in my community

Fiona is a Health Promotions Officer who works in the Cape area in Far North Queensland. Fiona explains her role as an educator, the screening process, and encourages women to book in for a mammogram.

Margarette's story – Get your breasts screened even if you feel healthy

Margarette is an Aboriginal health care worker. She explains the importance of breast screening, and talks about how some women might feel when they go for an appointment. Margarette emphasises that catching cancer early is better than leaving it until it's too late.

More stories can be found on the [Department of Health website](#).

Videos and Animation

The Department of Health's YouTube channel has [numerous videos on breast cancer screening and BreastScreen Australia](#) – these can be embedded and added to content as required.

Cancer Council Australia's YouTube channel also has [videos on breast cancer screening and BreastScreen Australia](#).

QR Codes

Below are QR codes that link to health.gov.au/bsa. Transparent, high resolution copies of these QR codes are available [here](#).



Branding



A joint Australian, State and Territory Government Program



A joint Australian, State and Territory Government Program

Note: the reversed logo does not sit in a pink rectangle. The pink background is only used to illustrate how it looks reversed out/white.

If you would like high resolution copies of these logos, please email epe@health.gov.au.

Colours

PANTONE 213 C

#EC1474

R 236 G 20 B 116

Typeface/Font

Limehouse Script Standard

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Gill Sans Nova Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Image Library

High resolution copies of these images are available [here](#).



National Bowel Cancer Screening Program

About the NBCSP

The National Bowel Cancer Screening Program (NBCSP) aims to reduce illness and deaths from bowel cancer by detecting early signs of the disease. The NBCSP invites people from 50 to 74 years of age to screen for bowel cancer using a free, simple test at home.



Key Messages – General Audience

- Bowel cancer screening saves lives.
- If detected early, bowel cancer can be successfully treated in more than 90% of cases.
- The National Bowel Cancer Screening Program sends free bowel screening test kits to eligible Australians aged 50-74.
- The test will be posted to you around the time you turn 50 and then every two years after you complete the kit. The kits are completed at home and returned via post.
- The bowel cancer screening test is easy to do and can be completed in the comfort of your own home.
- Make your health a priority by doing the free bowel cancer screening test once it's sent to you.
- If someone you love is eligible but has never screened or hasn't screened for some time, encourage them to do their home test kit.
- If you have lost or misplaced your home test kit, or it has expired, you can request a new one through the National Cancer Screening Register's Participant Portal (accessed via myGov) or via the form on ncsr.gov.au.
- During difficult times such as the COVID-19 pandemic, it is easy to become complacent about other areas of our health. Bowel screening is continuing during COVID-19. Please take this time to ensure you are up to date with your bowel screening. You can call the National Cancer Screening Register on 1800 627 701 to find out when you'll receive your free bowel cancer screening test kit in the mail, change your contact details, opt in or out of the program, delay your screening or to ask any other questions about the program.
- If you have not received your results in the mail, you or your GP can call the Test Kit Helpline on 1800 930 998 to get your results.
- Further information about the National Bowel Cancer Screening Program is available at health.gov.au/nbcsp.

Key Messages – Healthcare Provider Audience

- Bowel cancer is Australia's second biggest cancer killer. However, if detected early, bowel cancer can be successfully treated in more than 90% of cases.
- According to a 2017 study by Cancer Council Australia, screening for bowel cancer can reduce deaths from the disease by between 15% and 25%.
- People diagnosed through the Nation Cancer Screening Program have much better survival prospects, AIHW reports 40% less likely to die from bowel cancer than people diagnosed another way.
- At current rates, 59,000 lives will be saved between 2015 and 2040. Increasing participation to 60% could save over 83,000 lives by 2040 and deliver significant health system savings (Lew et al, The Lancet Public Health, 2017).
- The National Bowel Cancer Screening Program is an Australian Government initiative that sends out free bowel cancer screening tests to all eligible Australians aged 50 to 74 every two years.
- The National Bowel Cancer Screening Program is supported by the National Cancer Screening Register (NCSR). The NCSR enables a single electronic record for each person in Australia participating in bowel and cervical screening.
- The NCSR's Healthcare Provider Portal (HCP Portal) and integration with clinical software makes helping patients with their bowel and cervical screening even easier. Through the HCP, healthcare providers can:
 - Access your patient's bowel and cervical screening results and histories online
 - Submit forms and reports electronically
 - With your patient's consent, update their information, including nominating a healthcare provider and personal representative, defer your patient's next screening, or opt out/opt in on behalf of your patient from either program
 - Order a National Bowel Cancer Screening Program home test kit to be sent directly to eligible patients.
 - With your patient's consent, you can also change their NCSR mailing address to your clinic address. This means you would receive all their cancer screening correspondence, including their letters, bowel screening kit and screening test results. This would enable you to encourage your patient in person to complete the screening test, hand them the test kit package directly and discuss their results when they arrive.
- Bowel Screening is continuing as normal during COVID-19. Please continue to encourage your patients to complete their Home Test Kits.
- Further information on the NCSR, HCP Portal and integration with clinical software is available at ncsr.gov.au/hcp.

- Further information about the National Bowel Cancer Screening Program is available at health.gov.au/nbcsp.
- National Bowel Cancer Screening Program resources including brochures, posters and factsheets are available for order and download at health.gov.au/nbcsp.
- Order or download free National Bowel Cancer Screening resources in a range of languages at health.gov.au/nbcsp-translations.

Social Media Copy

Hashtags

#BowelCancer #BowelCancerAwareness #BowelCancerScreening
 #BowelCancerScreeningTest #CancerScreening #CancerScreeningSavesLives
 #NationalBowelCancerScreeningProgram #NBCSP #DoTheTest

Facebook

Are you aged 50-74? Or is someone you love? Bowel cancer is Australia's second biggest cancer killer, but if detected early it can be successfully treated in more than 90% of cases.

Bowel cancer testing is free, easy to do and can be completed in the comfort of your own home.

If you receive a home test kit in the mail, make your health a priority and complete the test as soon as possible.

If you know someone who is eligible but has never screened or hasn't screened for some time, encourage them to do their home test kit.

Visit health.gov.au/nbcsp for more info.

Facebook

Did you know Bowel Cancer Screening Kits expire?

We understand that sometimes these kits get misplaced or just forgotten - but the kits also expire. Check the expiry date on the back of your free kit.

You can now fill in a simple form online to have a new, free, bowel cancer Home Test Kit mailed to you. Doing the test may save your life.

To get your test, visit: <https://www.ncsr.gov.au/content/ncsr/en/contact-us.html?category=bowelScreening&enquiryType=requestReplacementKit>

If you know someone aged 50-74, tag them below and encourage them to do their home test kit. You could save their life. #CancerScreeningSavesLives #DoTheTest

Facebook

Did you know bowel cancer is Australia's second biggest cancer killer? If detected early, bowel cancer can be successfully treated in more than 90% of cases.

The National Bowel Cancer Screening Program sends free home test kits to Australians aged 50-74. The test is easy to do and can be completed in the comfort of your own home.

Do the home test kit once it's sent to you, and if you know someone over 50, remind them to do their test too. Cancer screening saves lives.

If you have lost or misplaced your home test kit, or it has expired, you can request a new one through the National Cancer Screening Register's Participant Portal (accessed via myGov) or via the form on ncsr.gov.au.

Visit health.gov.au/nbcsp for more info.

Twitter

Make your health a priority by doing the free #BowelCancer screening home test once it's sent to you. The test is easy to do and can be completed in the comfort of your own home. If detected early, bowel cancer can be successfully treated in more than 90% of cases. health.gov.au/nbcsp

Twitter

#BowelCancer is Australia's second biggest cancer killer, but if it's detected early, it can be successfully treated in more than 90% of cases. Do the home test kit once it's sent to you – it could save your life. For more information visit health.gov.au/nbcsp

Twitter

Did you know Bowel Cancer Screening Kits expire? Check the expiry date on the back. If it's expired you can go online to have a new kit sent to you. Visit <https://ncsr.gov.au/content/ncsr/en/general-public.html#request-kit> Tag or share with someone aged 50-74 because #CancerScreeningSavesLives #DoTheTest

Instagram

Did you know, a free bowel screening home test kit will be posted to you around the time of your 50th birthday and then every two years until you turn 74?

(continued over page)

Bowel cancer is Australia's second biggest cancer killer, but if it's detected early, it can be successfully treated in more than 90% of cases.

Do the home test kit once it's sent to you, and if you know someone over 50, remind them to do their test. Cancer screening saves lives.

Visit health.gov.au/nbcsp for more information.

Instagram

Are you aged 50-74? Or is someone you love? Bowel cancer is Australia's second biggest cancer killer, but if detected early it can be successfully treated in more than 90% of cases. If someone you love is eligible but has never screened or hasn't screened for some time, encourage them to do their home test kit. The test is free, easy to do and can be completed in the comfort of your own home.

Cancer screening saves lives. Visit health.gov.au/nbcsp for more information.

Instagram

Are you aged 50-74? Or is someone you love? Bowel cancer is Australia's second biggest cancer killer, but if detected early it can be successfully treated in more than 90% of cases. If someone you love is eligible but has never screened or hasn't screened for some time, encourage them to do their home test kit. If the kit is expired order a free, replacement online <https://www.ncsr.gov.au/content/ncsr/en/general-public.html#request-kit> Tag or share with someone aged 50-74 because #CancerScreeningSavesLives #DoTheTest

LinkedIn

Did you know that Bowel cancer is Australia's second biggest cancer killer? If it's detected early, bowel cancer can be successfully treated in more than 90% of cases.

The National Bowel Cancer Screening Program sends free bowel screening kits to Australians aged 50-74. The test is easy-to-do and can be completed in the comfort of your own home.

Make your health a priority by doing the bowel cancer screening test if it's sent to you. Visit health.gov.au/nbcsp for more information.

Other Copy

Newsletter / EDM copy - General Audience

Bowel cancer is Australia's second biggest cancer killer, however, if detected early it can be successfully treated in more than 90% of cases.

(continued over page)

The National Bowel Cancer Screening Program (NBCSP) is an Australian Government initiative that sends out free bowel cancer screening tests to eligible Australians aged 50 to 74.

Bowel cancer often develops without any symptoms, meaning the cancer can grow in the bowel for years before spreading to other parts of the body.

Very small amounts of blood can leak from these growths and pass into your faeces (poo). These tiny amounts of blood are not visible to the naked eye.

The bowel screening test is called an immunochemical faecal occult blood test (iFOBT). It can detect these tiny amounts of blood in your poo.

The test will be posted to you every two years from around the time you turn 50. The screening test is easy-to-do and can be completed in the comfort of your own home.

Once the test is complete, samples are sent to the pathology laboratory (Sonic Healthcare) in reply paid envelopes provided.

Samples are processed at no charge to you and the result is sent to you and your doctor within two weeks.

Newsletter / EDM copy – Healthcare Provider Audience

The National Bowel Cancer Screening Program (NBCSP) is an Australian Government initiative that sends out free immunochemical faecal occult blood test (iFOBT) home tests to eligible Australians aged 50–to74.

The test will be posted to your eligible patients every two years from around the time they turn 50. The screening test is easy-to-do and can be completed in the comfort of the patients own home. Once the test is complete, samples are sent to the pathology laboratory (Sonic Healthcare) in reply paid envelopes provided.

The iFOBT can detect tiny amounts of blood in a patient's faeces, allowing for follow up if required.

Samples are processed at no cost to the patient and the result is sent to the patient and your offices within two weeks.

Department of Health research (Sept 2019) reveals that general practitioners recommendations to screen for bowel cancer are strongly aligned with patient participation in the NBCSP.

(continued over page)

Many patients are reluctant to complete tests for bowel cancer believing the process is too difficult, too unpleasant or have a general reluctance to complete the test without a recommendation from their GP. For these patients, consultation with their GP and their GP's support and encouragement is important to taking this potentially lifesaving test.

Free resources promoting the program are available. You can order or download brochures, posters and factsheets in English and a range of other languages at health.gov.au/nbcsp

Case study / personal story

Bruce's story – We want to see our grandkids when we get older

Bruce is a Noongar man from Perth. In this video he encourages Aboriginal and Torres Strait Islander people to do the National Bowel Cancer Screening Program test as soon as it arrives in the mail.

Joan's story – I do everything right and I still had bowel cancer

Joan received the bowel cancer screening kit a few weeks after her 65th birthday. Her results came back positive and a follow up colonoscopy showed that she had bowel cancer — even though she had not had any symptoms at all. She had surgery to remove the cancer and says that the test saved her life.

More case studies can be found on the [Department of Health website](#).

Videos and Animation

The Department of Health's YouTube channel has [numerous videos on bowel cancer screening and the NBCSP](#) – these can be added to posts and content as required.

Cancer Council Australia's YouTube channel also has [videos on bowel cancer screening and the NBCSP](#).

The Queensland Government's Cancer Screening Unit (CSU) has produced a suite of animated, interactive videos that provide information on the National Bowel Cancer Screening Program and also following up a positive result after participation (see links below – including embedded code for you to directly drop these into newsletters or on to websites).

<http://cancerscreening.com.au/bowel/>

Embedded code:

```
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-90568761-3"></script><script>  
window.dataLayer = window.dataLayer || [];
```

```
function gtag(){dataLayer.push(arguments);}
gtag('js', new Date());
gtag('config', 'UA-90568761-3');
</script> <script src="https://healthily-assets.s3.ap-southeast-2.amazonaws.com/js/rth_captivate.js"> </script>
```

```
<iframe id="QHCS_Bowel_02Oct" style="max-width: 1000px; width: 100%;" src="https://healthily-assets.s3.ap-southeast-2.amazonaws.com/interactive-video/QHCS_Bowel_02Oct/index.html" width="100%" height="675" data-item-title="QHCS_Bowel_02Oct"> </iframe> <script>
  const captivateIframe = document.getElementById('QHCS_Bowel_02Oct');window.waveCaptivateVideo({iframe: captivateIframe,gtag: gtag,isDebug: true,responsive: true});</script>
```

<http://cancerscreening.com.au/colonoscopy/>

Embedded code:

```
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-90568761-3"> <span data-mce-type="bookmark" style="display: inline-block; width: 0px; overflow: hidden; line-height: 0;" class="mce_SELRES_start"> </span> </script> <script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());
  gtag('config', 'UA-90568761-3');
</script> <script src="https://healthily-assets.s3.ap-southeast-2.amazonaws.com/js/rth_captivate.js"> </script>
```

```
<iframe id="QHCS_Colonoscopy_02Oct" style="max-width: 1000px; width: 100%;" src="https://healthily-assets.s3.ap-southeast-2.amazonaws.com/interactive-video/QHCS_Colonoscopy_02Oct/index.html" width="100%" height="675" data-item-title="QHCS_Colonoscopy_02Oct"> </iframe> <script>
  const captivateIframe = document.getElementById('QHCS_Colonoscopy_02Oct');window.waveCaptivateVideo({iframe: captivateIframe,gtag: gtag,isDebug: true,responsive: true});</script>
```

QR Codes

Below are QR codes that link to health.gov.au/nbcsp.



We also have a QR code that links to [a page and form to order a replacement kit form](#):



Transparent, high resolution copies of these QR codes are available [here](#).

Branding

**NATIONAL
BOWELCANCER**
SCREENING PROGRAM

**NATIONAL
BOWELCANCER**
SCREENING PROGRAM

Note: the reversed logo does not sit in a navy rectangle. The navy background is only used to illustrate how it looks reversed out/white.

If you would like high resolution copies of these logos, please email epe@health.gov.au.

Colours

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#003C71

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PANTONE 542

#6699C2

R 123 G 175 B 212

Typeface/Font

HWT Artz

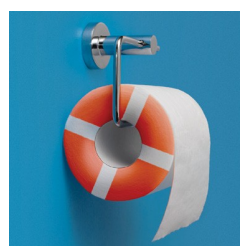
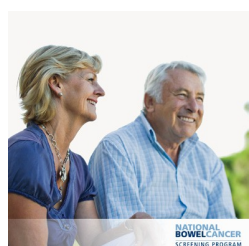
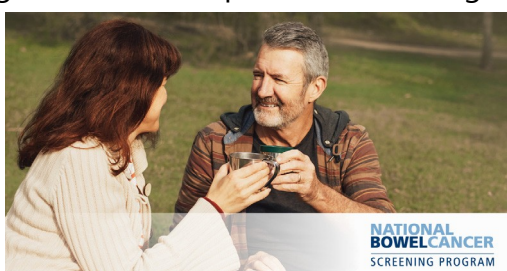
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Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Proxima Nova

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Image Library

High resolution copies of these images are available [here](#).



National Cervical Screening Program

About the NCSP

The National Cervical Screening Program (NCSP) aims to reduce illness and deaths from cervical cancer by encouraging women and people with a cervix, aged 25-74, who have ever been sexually active to have regular cervical screening. The NCSP is a joint initiative of the Australian and state and territory governments.



Key Messages – General Audience

- Cervical screening could save your life.
- Cervical screening involves a simple procedure to check the health of the cervix and detect any abnormalities. It may feel strange but should not hurt.
- Cervical screening is performed by a doctor, nurse or health worker with a rebate provided through Medicare.
- In 2017, a new, more accurate Cervical Screening Test was introduced. Now tests are only required every five years, instead of two. The new test detects human papillomavirus (HPV) – a common infection that causes almost all cervical cancers – before any abnormalities develop, so it can be monitored.
- Even if you've had the HPV vaccination, if you're a woman or person with a cervix, aged 25-74, and have ever been sexually active, you still need to screen for cervical cancer.
- Self-collection of a vaginal sample is also available for women and people with a cervix, aged 30 and over, who are either more than two years overdue for screening or have never screened. Self-collection is still accessed through a healthcare provider in general practice and is a safe and effective option.
- Almost all cervical cancers are preventable with early detection, so contact your healthcare provider to check if you're due or overdue for a Cervical Screening Test.
- If someone you love is eligible and has never screened or hasn't screened for some time, encourage them to do their cervical screening.
- If you don't have a preferred healthcare provider, [healthdirect.gov.au](https://www.healthdirect.gov.au) can help you find a healthcare provider to book your test with.
- Further information about the NCSP is available at [health.gov.au/ncsp](https://www.health.gov.au/ncsp).

- You can also call the National Cancer Screening Register on 1800 627 701 to find out if you are due or overdue for your screening, to change your contact details, or to ask any other questions about the NCSP.
- Cervical screening is continuing during COVID-19. Most healthcare practices or clinics remain open and are operating with COVIDSafe measures in place.

Key Messages – Healthcare Provider Audience

- Most cervical cancers occur in people who have never screened or do not screen regularly. Having regular screening tests is the best way to protect against cervical cancer.
- The aim of the National Cervical Screening Program (NCSP) program is to reduce the incidence, morbidity and mortality rates of cervical cancer by encouraging women and people with a cervix to have regular cervical screening and attend all follow up recommendations/treatment.
- In 2017, a five-yearly Cervical Screening Test was introduced, replacing the two-yearly Pap test in Australia. The new, more accurate, test detects human papillomavirus (HPV) – a common infection that causes almost all cervical cancers – before any cervical abnormalities develop.
- Patients should be encouraged to participate in the NCSP if they are:
 - a woman or person with a cervix
 - aged 25 to 74 and
 - have ever been sexually active
- Self-collection of a vaginal sample is also available for women and people with a cervix, aged 30 or older, who are either more than two years overdue for screening, or have never screened.
- Australia is one of the first countries to introduce a human papillomavirus (HPV) based Cervical Screening Test as part of a national population screening program.
- Australia's world leading screening program, combined with our HPV vaccination program, means we are on track to be the first in the world to eliminate cervical cancer.
- The National Cervical Screening Program is supported by the National Cancer Screening Register (NCSR). The NCSR enables a single electronic record for each person in Australia participating in cervical and bowel screening.
- The NCSR's Healthcare Provider Portal (HCP Portal) and integration with clinical software makes helping patients with their cervical and bowel screening even easier. Through the HCP, healthcare providers can:
 - Access your patient's cervical and bowel screening results and histories online
 - Submit forms and reports electronically

- With your patient's consent, update their information, including the ability to nominate a healthcare provider and personal representative, defer your patient's next screening, or opt out/opt in on behalf of your patient, from either program
- Further information on the NCSR, HCP and integration with clinical software is available at ncsr.gov.au/hcp.
- Further information about the NCSP is available at health.gov.au/ncsp
- The NCSP is still operating during the COVID-19 pandemic. The NCSR is still sending reminder letters and following-up patients who are overdue for the recommended further investigation.
- If you decide to defer your patient's Cervical Screening Test or follow up:
 - notify the NCSR of your decision to reschedule via phone or complete the online form
 - state how long you want to defer for. This allows the NCSR to send reminders at the right time.

Social Media Copy

Hashtags

#CervicalCancer #CervicalCancerAwareness #CervicalScreening
 #CervicalCancerScreening #CervicalScreeningTest #CancerScreening
 #CancerScreeningSavesLives #NationalCervicalScreeningProgram #NCSP

Facebook

Cervical cancer is a type of cancer that develops in the cervix - the entrance to the womb from the vagina. But did you know, almost all cervical cancers are preventable with early detection?

Cervical screening involves a simple procedure to check the health of the cervix and detect the human papillomavirus (HPV) – a common infection that causes almost all cervical cancers – before any cervical abnormalities develop.

So if you're a woman or person with a cervix, who is aged 25-74 and has ever been sexually active, contact your GP or healthcare provider to check if you're due or overdue for a Cervical Screening Test – it could save your life. And if someone you love is eligible but has never screened or hasn't screened for some time, encourage them to do their cervical screening.

If you don't have a preferred healthcare provider, healthdirect.gov.au can help you find a healthcare provider to book your test with.

(continued over page)

If you're 30 or over, are either more than two years overdue for screening, or have never screened you can also speak to your doctor about doing a self-collection test.

Visit health.gov.au/ncsp for more info on the National Cervical Screening Program.

Facebook

In 2017, the five-yearly Cervical Screening Test was introduced, replacing the two-yearly Pap test in Australia. The new, more accurate test looks for HPV before it can develop into cancer.

By now all women and people with a cervix over 25 in Australia should have already had their first Cervical Screening Test.

If you are unsure about whether you have had the Cervical Screening Test or not, or whether you're due for your screening, you should speak to your doctor. Early detection could save your life.

If you're 30 or older, and are either more than two years overdue for screening or have never screened, you can also speak to your doctor about doing a self-collection test.

If you don't have a preferred doctor, healthdirect.gov.au can help you find a healthcare provider to book your test with.

Visit health.gov.au/ncsp for more info on the National Cervical Screening Program.

Twitter

The #CervicalScreeningTest involves a simple procedure to check the health of the cervix and detect HPV before it can develop into cancer. Early detection could save your life. Call your doctor to book a test today or visit healthdirect.gov.au to find a healthcare provider.

Twitter

The #CervicalScreeningTest looks for HPV – a common infection that causes almost all cervical cancers – so that it can be monitored or investigated further if needed. If you're due, contact your doctor or visit healthdirect.gov.au to find a healthcare provider.

Twitter

Did you know, the #NationalCervicalScreeningProgram offers a self-collection #CervicalScreeningTest for women and people with a cervix who are aged 30+ and have
(continued over page)

never screened or are more than two years overdue? For more information visit <https://www.health.gov.au/initiatives-and-programs/national-cervical-screening-program/getting-a-cervical-screening-test/how-cervical-screening-works>

Instagram

Did you know, almost all cervical cancers are preventable with early detection?

The #CervicalScreeningTest involves a simple procedure to check the health of the cervix and detect the human papillomavirus (HPV) – a common infection that causes almost all cervical cancers.

Even if you've had the HPV vaccination, if you're a woman or person with a cervix, who is 25-74 and has ever been sexually active, you still need to screen for cervical cancer.

Contact your GP or healthcare provider to check if you're due or overdue for a #CervicalScreeningTest – it could save your life. If you don't have a preferred healthcare provider, healthdirect.gov.au can help you find one to book your test with.

Visit health.gov.au/ncsp for more info on the National Cervical Screening Program.

Instagram

Australia has a world-leading HPV vaccination program, but even if you've had the HPV vaccination, you still need to do your cervical screening.

The #CervicalScreeningTest involves a simple procedure to check the health of the cervix and detect HPV before it can cause abnormal or cancerous cells.

If you're a woman or person with a cervix, who is aged 25-74 and has ever been sexually active, contact your doctor or healthcare provider to check if you're due or overdue for cervical screening – early detection could save your life.

If you're 30 or older and are either more than two years overdue for screening or have never screened you can also speak to your doctor about doing a self-collection test.

If you don't have a preferred healthcare provider, healthdirect.gov.au can help you find one to book your test with.

Visit health.gov.au/ncsp for more info on the National Cervical Screening Program.

LinkedIn

The Cervical Screening Test involves a simple procedure to check the health of the cervix and detect the human papillomavirus (HPV) – a common infection that causes almost all cervical cancers.

Self-collection of a vaginal sample is also available for women and people with a cervix, who are aged 30 or older, and are either more than two years overdue for screening or have never screened.

Australia is one of the first countries globally to offer a Cervical Screening Test as part of a national population screening program, and that work, combined with our HPV vaccination program, means we are on track to be the first in the world to eliminate cervical cancer.

Visit health.gov.au/ncsp for more info on the National Cervical Screening Program.

LinkedIn

In 2017, the Cervical Screening Test was introduced, replacing the Pap test in Australia. The new, more accurate, test detects HPV before any cervical abnormalities develop. HPV is the virus that causes almost all cervical cancers.

By now all women and people born with a cervix over 25 in Australia should have already had their first Cervical Screening Test.

Healthcare providers can submit cervical screening related forms, view results and manage patient participation status through the National Cancer Screening Register's Healthcare Provider Portal and integration with clinical software.

Visit ncsr.gov.au/hcp for more info on the National Register and health.gov.au/ncsp for more info on the National Cervical Screening Program.

Other Copy

Newsletter / EDM copy - General Audience

Australia is one of the first countries globally to offer a Cervical Screening Test as part of a national population screening program, and that work, combined with our human papillomavirus (HPV) vaccination program, means we are on track to be the first in the world to eliminate cervical cancer.

In 2017, the Cervical Screening Test was introduced, replacing the Pap test in Australia. The new, more accurate, test detects HPV before any cervical abnormalities develop. HPV is the virus that causes almost all cervical cancers.

(continued over page)

With the ability for even earlier detection, the Cervical Screening Test is expected to protect up to 30% more women and people with a cervix.

And because the Cervical Screening Test is more effective than the Pap test at detecting and preventing cervical cancers, it is safe to be done every five years instead of every two.

Even if you've had the HPV vaccination, if you're a woman or person with a cervix, who is 25-74 and has ever been sexually active, you still need to screen for cervical cancer.

Almost all cervical cancers are preventable with early detection, so contact your healthcare provider to check if you're due or overdue for a Cervical Screening Test – it could save your life.

If you don't have a preferred doctor, healthdirect.gov.au can help you find a healthcare provider to book your test with.

Visit health.gov.au/ncsp for more info on the National Cervical Screening Program.

Newsletter / EDM copy – Healthcare Provider Audience

About 800 to 900 Australians are diagnosed with cervical cancer each year, with more than 200 losing their lives to the disease.

The National Cervical Screening Program began in 1991 and we have seen a 50 per cent reduction in cervical cancer incidence and mortality in Australia since then. According to the Australian Institute of Health and Welfare, over 3.1 million Australians participate in cervical screening every year.

And with the introduction of the new Cervical Screening Test in late 2017, it is expected we'll be able to protect up to 30 per cent more women and people with a cervix. The Cervical Screening Test is just as safe but more accurate than the Pap test, because it also detects the presence of human papillomavirus (HPV) before it can cause abnormal or cancerous cells.

Australia is one of the first countries in the world to implement the HPV Cervical Screening Test as part of a national population screening program, and that work, combined with our HPV vaccination program, means we are on track to be the first in the world to eliminate cervical cancer.

Even with the HPV vaccination, cervical screening should be an important part of regular health checks for women and people with a cervix, who are 25-74 and have ever been sexually active.

Early detection could save lives.

(continued over page)

Healthcare providers can submit cervical screening related forms, view results and manage patient participation status through the National Cancer Screening Register's Healthcare Provider Portal and integration with clinical software.

Visit ncsr.gov.au/hcp for more info on the National Register and health.gov.au/ncsp for more info on the National Cervical Screening Program.

Case studies / personal stories

Jenni, cervical cancer survivor

"I always attended my regular cervical screenings and had no previous cause for concern.

In 2018, I had my first Cervical Screening Test under the new Cervical Screening Program. The new test looks for HPV, not just for abnormal cells like the Pap test did. My test came back with an abnormal result, and I was found positive for HPV.

While most cases of HPV don't result into anything serious, unfortunately mine led to diagnosis of Stage 1 cervical cancer. This is a rare type of cancer that was only picked up thanks to the new Cervical Screening Test. *(continued over page)*

Luckily, the cancer was detected early before it had invaded my lymph nodes, and I was spared from having chemotherapy and radiation. I was also able to avoid a radical hysterectomy, which means I can still have children if I want to.

I can tell you from experience, the five minutes of slight discomfort from the Cervical Screening Test is nothing compared to cervical cancer treatment."

Samantha's story - Surviving HPV related cancer

After being diagnosed after her regular cervical screening, Samantha survived a rare but aggressive form of cervical cancer that her doctor said was highly likely caused by human papillomavirus (HPV). The HPV vaccine was not available to her when she was younger. It is now available for males and females aged 12 to 13 years through school based immunisation providers. Samantha urges all parents to sign the consent form so their child can be protected against HPV related disease.

Videos and Animation

The Department of Health's YouTube channel has [numerous videos on cervical cancer screening and the NCSP](#) – these can be added to posts and content as required.

Cancer Council Australia's YouTube channel also has [videos on cervical cancer screening and the NCSP](#).

The Queensland Government's Cancer Screening Unit (CSU) has produced a suite of animated, interactive videos that provide information on the National Cervical Screening

Program and also following up a positive result after participation (see links below – including embedded code for you to directly drop these into newsletters or on to websites).

<http://cancerscreening.com.au/cervical/>

Embedded code:

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QR Codes

Below are QR codes that link to health.gov.au/ncsp. Transparent, high resolution copies of these QR codes are available [here](#).



Branding

NATIONAL
CERVICAL SCREENING
PROGRAM
A joint Australian, State and Territory Government Program

NATIONAL
CERVICAL SCREENING
PROGRAM
A joint Australian, State and Territory Government Program

Note: the reversed logo does not sit in a purple rectangle. The purple background is only used to illustrate how it looks reversed out/white.

If you would like high resolution copies of these logos, please email epe@health.gov.au.

Colours

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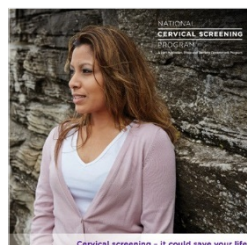
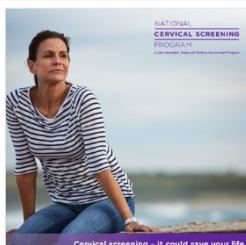
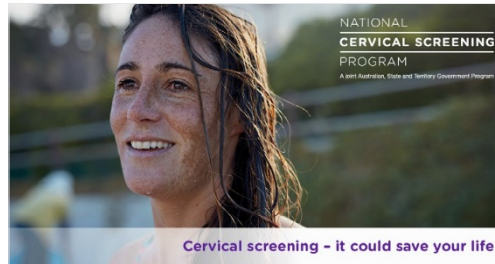
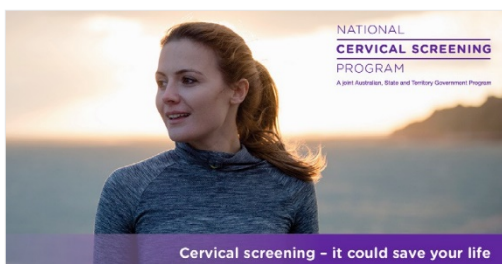
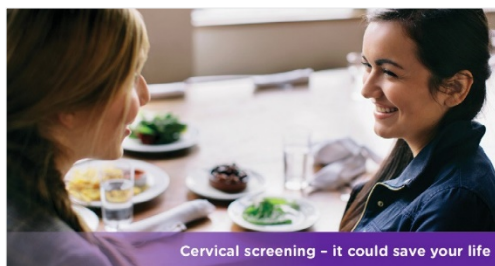
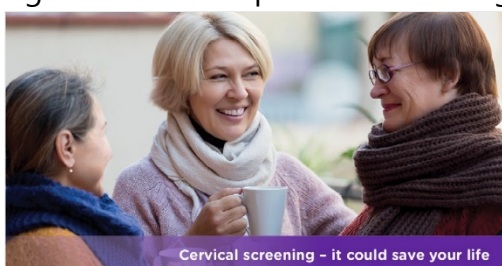
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Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Gotham Narrow

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Image Library

High resolution copies of these images are available [here](#).



Appendix A: Key Cancer Screening Program Data

Source: [AIHW 2020, Cancer Screening Programs: quarterly data](#) (1 July 2021)

BreastScreen Australia

- There were 17,589 diagnoses of breast cancer in 2019 (females all ages).
- Over 2018-2019, almost **3.4 million** eligible women were invited to have a free mammogram with BreastScreen Australia.
- Of those invited, over **1.9 million eligible** women had a mammogram with BreastScreen Australia in 2018-19. This equates to a participation rate of **54.3 per cent**.

National Bowel Cancer Screening Program

- There were 15,206 diagnoses of bowel cancer in 2019 (people all ages).
- Over 2018-2019, over **5.7 million** people aged 50-74 years were invited to participate in the NBCSP.
- Of those invited, nearly **2.5 million** did their bowel cancer screening and returned the sample. This equates to a participation rate of **43.8 per cent**.

National Cervical Screening Program

***Note on NCSP data:** On 1 December 2017, the NCSP moved from two-yearly Pap tests to five yearly Cervical Screening Tests. Until data is available for five years (i.e. 2018 to 2022), participation rates are estimated based on the number of years available.*

- There were 839 diagnoses of cervical cancer in 2019 (females all ages).
- Over 2018-2019, there were over **6.7 million** people eligible to participate in the NCSP.
- Over **3.1 million** of those eligible undertook cervical screening in 2018-19. This equates to a participation rate of **46.5 per cent**.





BreastScreen
AUSTRALIA

A joint Australian, State and Territory Government Program

**NATIONAL
BOWELCANCER**
SCREENING PROGRAM

**NATIONAL
CERVICAL SCREENING
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