



Cervical Cancer Prevention Campaign 2021

The WA Cervical Cancer Prevention Program (WACCPP) is implementing a campaign in November to coincide with National Cervical Cancer Awareness Week (8 – 14 November 2021). The 2021 campaign aims to increase women's understanding of the importance of regular cervical screening and encourage women to book an appointment for a Cervical Screening Test if they are due or overdue.

Register an activity

One of the greatest parts of previous campaign weeks has been the people and organisations in communities across Western Australia holding events and running activities to raise awareness of cervical cancer prevention. We encourage you to join in and register an activity for your community. Here are just a few ideas of activities you could do in your local area:

- **Create an information display or stall** – create a space in your office, clinic or waiting area where you can display information about cervical screening. Be creative!
- **Host a presentation** – Organise professional development training for your staff by booking a presentation with the WA Cervical Cancer Prevention Program. This can be delivered in person or via online platforms depending on your location.
- **Create more opportunities for cervical screening in your clinic** – you might wish to offer free, bulk-billed or after-hours cervical screening appointments during the campaign week to improve screening access for your community.
- **Host a women's health event** – plan and host a morning tea, yoga session or pamper day with a guest speaker to chat about cervical cancer prevention.

Promotion

Here are some simple promotion options:

Use a poster to promote your activity or event – Download the [WACCPP Resource Catalogue](#) to preview the editable poster

Consider social media – We've created a range of #hashtags, posts and images for you to use on your social media platforms. Download the social media toolkit on our [campaign website](#)

Media releases - Reach out to your local newspaper. You may be able to get some free publicity as a special interest story.

Think about radio - Talk to your community radio station about sharing a personal story or highlighting the work your organisation does to increase screening participation

Write an article for your newsletter – Take the opportunity to spread the word via your work newsletter.

Resources - The WACCPP has a range of free resources to support your activity. These include:

- Print resources
- Banner loan
- Social media toolkits with images, GIFs, #hashtags, videos
- Female reproductive model loan
- Media release templates
- Mindfulness art templates

To order resources, please fill out and send us the form below.

Keeping COVID-19 in mind

Due to COVID-19 concerns and restrictions, you may wish to plan an online event (e.g. using a platform like Teams), either as your primary event strategy or as a back-up plan. Other COVID-safe measures you might like to consider include:

- Holding gatherings outside in the open air
- Maintaining 1.5m distance between event participants and observing the 2m² rule
- Providing hand sanitising stations and encouraging regular handwashing
- Limiting greetings to a wave or elbow bump (refrain from hugging and handshaking)
- Limiting food sharing (perhaps suggest participants bring their own coffee and snacks)

For more information about WA's current restrictions, please see the latest [information from WA Government](#). You might also find information on [social distancing](#) from the Australian Government useful.



Registration Form

Office use only	
Courier code	
Weight	
Dimensions	
Email sent	

To register your activity, please return this completed form via fax to (08) 6458 1755 or email to cervicalscreening@health.wa.gov.au

To guarantee the arrival of the resources prior to your event please return your completed form by no later than Monday 15 October 2021. Registration forms received after this time will still be accepted but a longer than expected delivery time for your order may apply.

Date			
Contact Name			
Organisation			
Street Address			
Postal Address			
Phone		Fax	
Email			
Number and type of activity(s)			
	<i>i.e. 1 information stall, 2 social media posts</i>		
Anticipated number of participants at activity(s)		Anticipated date(s) of activity(s)	



Print resources

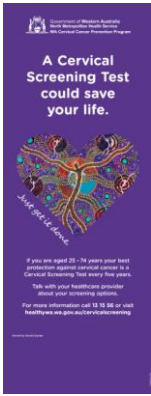
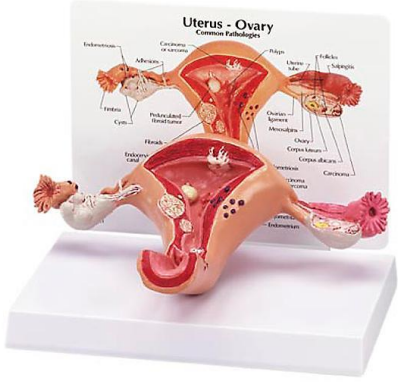
Resource	Quantity
Self-collection Cervical Screening Fold card	
The importance of regular cervical screening DL brochure	
A Cervical Screening Test result - what does it mean? DL brochure	
A colposcopy - what is it and when is it needed? DL brochure	
Cervical screening. Taking a self-collected sample DL brochure	
Cervical Screening Test poster A4	
Editable activity Cervical Screening Test poster A4	
A Cervical Screening Test (Heart) Just get it done poster A4	
A Cervical Screening Test (Heart) Just get it done poster A3	
Cervical Screening Test (Heart) postcard	

Equipment loan requests

Please indicate the period you would like to loan the equipment item for:

___/___/___ to ___/___/___

Please indicate which equipment item you would like to loan:

<input type="checkbox"/> please tick	Cervical Screening Test banner	<input type="checkbox"/> please tick	Uterus-ovary model
		 <p style="text-align: center;">Maximum model loan period is two weeks</p>	

This document can be made available in alternative formats on request.

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