



National Cervical Cancer Awareness Week 2016

Partnership Opportunities



National Cervical Cancer Awareness Week 2016 will be held from November 7-13. This year, the focus for the Week will be **“Are you up-to-date?”**. We are asking women to think about if they are **up-to-date** with their 2-yearly Pap test? Are they **up-to-date** with their vaccinations against cervical cancer if it is applicable for them or their children? Are they **up-to-date** with the changes happening to cervical screening in 2017?

Cervical Cancer is an almost entirely preventable disease however Australian women are still dying. **Sadly, 43% of Australian women** are **NOT up-to-date** with their recommended 2-yearly Pap tests and so we are asking them to prioritise their health and to book that appointment if they are overdue. 90% of women who die from cervical cancer have not had their regular Pap tests- regular screening and early detection is critical in cervical cancer prevention.

Does your target market include Australian women aged from 17-70? We are asking organisations who care about women’s health and want to be proactive, to work with the Australian Cervical Cancer Foundation to bring National Cervical Cancer Awareness Week to life. This could be through sponsorship or partnerships that will help to save women’s lives and help support women and their families affected by this insidious disease. All funds raised throughout Awareness Week this year, will go towards the appointment of a Cervical Cancer Support Coordinator who will support and guide women and families who are affected by cervical cancer. **ACCF is the only organisation in Australia that specifically focuses on cervical cancer prevention, education and support.**

There are a number of opportunities for your organisation to be able to get involved:

Social Media Viral Video Campaign- Those Two Girls

ACCF has the opportunity to work with popular comedy duo **Those Two Girls** to create video content that will bring humour and lightness to the serious messages we are trying to convey. This content is highly likely to go viral once it is shared by platforms with a reach of at least 30,000 people. An opportunity exists for an organisation to be a major sponsor of this campaign and to be suitably recognised for doing so. <http://thosetwogirls.com.au/>

Regional Roadtrip

This year **ACCF** will be taking our messages out to those in regional areas. ACCF will be on the road in regional areas from Brisbane, Sydney and Melbourne to share our messages and create awareness in schools and community groups about cervical cancer prevention. An opportunity exists for an organisation to sponsor this initiative to show people in regional areas that they are not forgotten when it comes to education and awareness.

Vicki’s Lunch

ACCF holds an Annual Fundraising Luncheon in memory of Vicki who lost her fight with cervical cancer in 2013 and all other women affected. The event is held in the lead up to Awareness Week and brings together about 100 people (mainly women) who are passionate about raising money for cervical cancer prevention and support. The event this year will be held on Saturday October 8 at the Hilton Pool Terrace, Brisbane. Opportunities exist for organisations to sponsor this event or to donate items to auction.

Cervical Cancer Awareness Week PR Campaign

ACCF is working closely with a PR company to bring the Week alive and to gain as much PR and Media as possible. With Ambassadors such as Jana Pittman, Lisa Lockland-Bell and Sarah Maree Cameron on board, an opportunity exists for an organisation to sponsor and be recognised for the PR campaign that will ensure the messages from the Week are as far-reaching as possible.



Comfort Checklist

Extensive research has highlighted the fact that many women do not have regular Pap tests due to having negative past experiences of them. ACCF has been working closely with our Medical Advisory Panel to create a Comfort Checklist for women that outlines what women should expect from their Medical Practitioners when they go for a Pap test. An opportunity exists for an organisation to be major sponsor for this initiative to help roll this out to as many medical bodies and GPs as possible. If women can be confident that they will be comfortable when having their cervical screening, they are more likely to go.

Cervical Health App

ACCF will be launching the Cervical Health App which will be a core source of information in relation to cervical health information and cervical cancer prevention. The App also includes Get the Pap Text which is a free SMS reminder service for women so they never forget to have their Pap test. An opportunity exists for an organisation to sponsor the App and to be appropriately recognised for doing so.

The Faces of Cervical Cancer

The Faces of Cervical Cancer was launched in 2015 as a platform to be able to share and read stories from women and families directly affected by cervical cancer or cervical cell abnormalities. The site is getting great exposure in media and social media and currently has the stories of approximately 45 people on there. An opportunity exists for an organisation to be a major sponsor for the site so that it can be expanded to enable more people to be able to access the stories and to share their stories on it. The site can be found at: <http://faces.accf.org.au>

Orange Ribbon Campaign

If you would like to support the ACCF Orange Ribbon Campaign, you are able to buy packs of ribbons for your staff, customers or stakeholders that will help spread the message about cervical cancer and go directly towards the appointment of a Cervical Cancer Support Coordinator which is desperately needed by many Australian families affected by this insidious disease. Ribbon packs start at \$30 for a pack of 10, \$60 for a pack of 20 or \$150 for a pack of 50.

Cervical Health Workplace Program

The ACCF Workplace Education Program see's trained staff present to your workplace and educate your staff about cervical cancer prevention. This can be done in Cervical Cancer Awareness Week or any other time that suits the organisation. The health and wellbeing of staff and customers is so important and ACCF is here to help organisations do this. ACCF also encourages organisations to offer their staff time off in order to ensure they are up-to-date with their health checks such as cervical screening. If your workplace would like to be a Cervical Health Workplace Ambassador, let us know! **What's next? To register your interest in partnering with ACCF or if you have any other ideas, please contact Leisa Ashton at leisa.ashton@accf.org.au or 0421 716 551**