

# Communication Toolkit 2023

## Cervical Cancer Awareness Week



ACCF  
AUSTRALIAN  
CERVICAL CANCER  
FOUNDATION

# Help spread the word

**It's never been easier to prevent cervical cancer.**

We want to reach more people with this important message. You can help.

This toolkit contains social and digital media content for Cervical Cancer Awareness Week (13–19 November 2023).

You can use it on Facebook, Instagram, Threads, X [Twitter], LinkedIn, your website and in e-newsletters.

**Don't forget to tag us and include the campaign hashtags**

**Facebook:** @TheAustralianCervicalCancerFoundation

**Instagram:** @auscervicalcancerfoundation

**LinkedIn:** @AustralianCervicalCancerFoundation (ACCF)

**#1plus5 #MakeCervicalCancerHistory #cervicalcancer**



**ACCF**  
AUSTRALIAN  
CERVICAL CANCER  
FOUNDATION

# 1+5 = our 2023 theme

**1 dose of HPV vaccine**

≤ 25 years

**Cervical screening every 5 years**

25-74 years

**Cervical cancer protection**

**Cervical Cancer Awareness Week 2023**

With changes to our national programs, preventing cervical cancer has never been easier.

That's why this Cervical Cancer Awareness Week we're sharing a simple message: **1+5= cervical cancer protection.**

## What does this mean?

All that is required is:

**one (1) dose** of HPV vaccine for young people ≤ 25 years

+

cervical screening **every five (5) years** for women and people with a cervix from age 25–74 years.

# Why this is important

We surveyed 1,000 Australians aged 18+ in August 2023. We found:

## Most Australians are unaware of the latest recommendations for cervical cancer prevention

- Only **12%** of people know that just **1 dose** of the **HPV vaccine** is all that's needed to protect a woman or person with a cervix from cervical cancer.
- **Less than a third** of women and people with a cervix know that **cervical screening** is now only required **every 5 years**.

## There is uncertainty around access to cervical cancer prevention and the choices available

- Almost **1 out of 3** people have no idea the **HPV vaccine is available free-of-charge** to all young people  $\leq 25$  years.
- Almost **50%** of women don't know you still need to have a **cervical screening test even after having the HPV vaccine**.
- Just **1 in 4** women and people with a cervix know that you can **self-collect your cervical screening test** in a private space at your doctor, nurse or health worker's rooms.



# What you need to know

## 1+5 = Cervical Cancer Protection. It's never been easier

- Cervical cancer is almost always caused by the human papillomavirus (HPV).
- Preventing cervical cancer caused by HPV has never been easier with our national prevention programs.
- It's possible to prevent potentially harmful HPV infections through vaccination and it's also possible to protect yourself from cervical cancer through screening.
- **One (1) dose** of the HPV vaccine for young people  $\leq 25$  years **PLUS** a cervical screening test every **five (5) years** for women and people with a cervix aged 25–74 years is all that is needed to maximise protection from cervical cancer.

## Australians now have a choice where they receive their funded vaccine and the cervical screening option that best suits them

- If someone missed out on HPV vaccination while they were at school or didn't go to school in Australia, a catch-up vaccine is now available free-of-charge for all young people  $\leq 25$  years.
- From 25–74 years, a choice of cervical screening options is now available for women and people with a cervix from a doctor, nurse or health worker including self-collection.



# Share the message

Australia is close to becoming the first country in the world where cervical cancer could be eliminated

- Australia has led the world in cervical cancer prevention.
- Deaths from cervical cancer and the number of new diagnoses have halved since the National Cervical Screening Program was first implemented in 1991.
- HPV infections and pre-cancers have plummeted since our national school-based fully-funded vaccination program was introduced in 2007.

You can help make cervical cancer history by sharing the 1+5 message and taking action

- **1+5 = Cervical Cancer Protection** – it's never been easier.
- Young people aged  $\leq 25$  years should receive their **one (1) dose** of the HPV vaccine.
- Women and people with a cervix aged 25–74 years should be screened every **five (5) years** by their doctor, nurse or health worker, or use self-collection.
- Everyone can promote the latest recommendations in cervical cancer prevention with their community to help make cervical cancer history.



# Social media content calendar

Feel free to use any of our social media resources across your own social channels. Click [here](#) to download.

| Day    | Focus   | Core message/statistic  |
|--------|---|---|
| Mon 13 | <b>Kick off week and theme</b>                                      | Most Australians are unaware of the latest recommendations for cervical cancer prevention and there is uncertainty around access to cervical cancer prevention and the choices available. You can help – share with 5 others and ask them to do the same. |
| Tue 14 | <b>HPV causes cervical cancer, and most people will develop HPV</b> | Most cervical cancers are caused by the human papillomavirus (HPV), but most people don't realise just how common the infection is. Just 5% of people know that there is a 90% chance of developing HPV at least once in their lifetime.                  |
| Wed 15 | <b>One dose of vaccination is only now required</b>                 | Only 12% of people know that just one dose of the human papillomavirus (HPV) vaccine is now the recommended for most people to protect against cervical cancer.   |
| Thu 16 | <b>Screening is still required post HPV vaccination</b>             | Almost half of all women (44%) do not know they still need to have a cervical screening test if they've received the human papillomavirus (HPV) vaccine.  |
| Fri 17 | <b>Screening every 5 years from 25–74 years</b>                     | Less than a third of women (30%) know that cervical screening is now only required every five years   |
| Sat 18 | <b>A choice of screening options is available</b>                   | Just over 1 out of 4 women (28%) know you can now self-collect your cervical screening test in a private space at your doctor, nurse or health worker's rooms.  |
| Sun 19 | <b>Wrap-up and reminder</b>   | This Cervical Cancer Awareness Week, you can help make cervical cancer history. Protect yourself and others against cervical cancer: it's now as easy as 1+5.   |

# CCAW 2023 Kick-off / general

## POST COPY:

**Did you know most Australians are unaware of the latest recommendations for cervical cancer prevention?**

It's Cervical Cancer Awareness Week, and we want all Australians to remember and share a simple equation: 1+ 5 = cervical cancer protection.

**One (1) dose of the human papillomavirus (HPV) vaccine** for young people

+

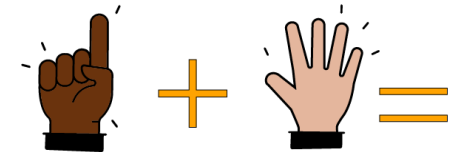
**A cervical screening test every five (5) years** for women and people with a cervix from age 25–74 years .

That's all that's needed to maximise protection from cervical cancer.

You can help spread the word. Share this with 5 others and ask them to do the same.

To find out more and access resources, visit [accf.org.au/cervical-cancer-awareness-week](https://accf.org.au/cervical-cancer-awareness-week)

#1plus5 #MakeCervicalCancerHistory #cervicalcancer



**Cervical cancer protection**

**Cervical Cancer Awareness Week 2023**



# HPV and cervical cancer

## POST COPY:

**Most cervical cancers are caused by the human papillomavirus (HPV), but most people don't realise just how common HPV infection is.**

An estimated nine in 10 people will have HPV at least once in their lifetime, but a recent consumer survey\* found only 5% of Australian adults were aware of this.

This Cervical Cancer Awareness Week, make sure you know how to protect yourself and others against HPV that can cause cervical cancer. It's now as easy as 1 + 5.

**One (1) dose of the human papillomavirus (HPV) vaccine** for young people

+

**A cervical screening test every five (5) years** for women and people with a cervix from age 25–74 years.

You can help share this important message. Access our resources at: [accf.org.au/cervical-cancer-awareness-week](https://accf.org.au/cervical-cancer-awareness-week)

#1plus5 #MakeCervicalCancerHistory #cervicalcancer

*\* Survey conducted among 1,000 Australians aged 18–65+ in August 2023 by SenateSHJ on behalf of Australian Cervical Cancer Foundation*

9 in 10 people wil have

HPV

in their lifetime

👉 + 🖐️ = Cervical cancer protection

**Cervical Cancer Awareness Week 2023**

# HPV vaccination

**Only 12% of people know that just one dose of the human papillomavirus (HPV) vaccine is now recommended for most people to protect them against HPV that can cause cervical cancer.**

Vaccination is available to young people in Australia via our world-renowned national school-based vaccination program. The optimal age for vaccination is 12–13 years, prior to the commencement of sexual activity.

People ≤ 25 years who missed out on HPV vaccination at high school, (or didn't go to high school in Australia) can access a free-of-charge catch-up vaccine. This includes for males and people without a cervix.

It's never been easier to protect yourself and others from cervical cancer.

**One (1) dose of the human papillomavirus (HPV) vaccine** for young people

+

**A cervical screening test every five (5) years** for women and people with a cervix from age 25–74 years.

You can help spread the word. Share this with 5 others and ask them to do the same.

Find out more and access resources at [accf.org.au/cervical-cancer-awareness-week](https://accf.org.au/cervical-cancer-awareness-week)

#1plus5 #MakeCervicalCancerHistory #cervicalcancer

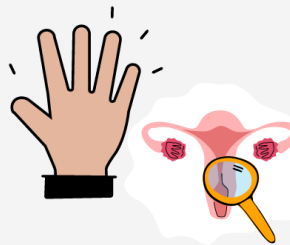
*\* Survey conducted among 1,000 Australians aged 18-65+ in August 2023 by SenateSHJ on behalf of Australian Cervical Cancer Foundation*

## Cervical Cancer Awareness Week 2023

**1 dose of  
HPV vaccine**



≤ 25 years



**Cervical cancer protection**

# Importance of screening

## POST COPY:

**Cervical screening is still required even if you've had the human papillomavirus (HPV) vaccine.**

A recent survey found almost half of women in Australia (44%) didn't know they still needed regular cervical screening if they've received the HPV vaccine.

This Cervical Cancer Awareness Week, make sure you know how to protect yourself and others against HPV that can cause cervical cancer. It's now as easy as 1 + 5.

**One (1) dose of the human papillomavirus (HPV) vaccine** for young people

+

**A cervical screening test every five (5) years** for women and people with a cervix from age 25–74 years.

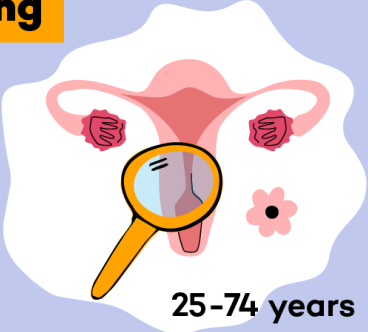
To find out more, visit [accf.org.au/cervical-cancer-awareness-week](https://accf.org.au/cervical-cancer-awareness-week)

#1plus5 #MakeCervicalCancerHistory #cervicalcancer

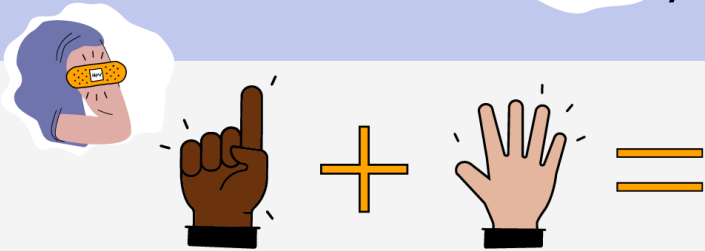
*\* Survey conducted among 1,000 Australians aged 18-65+ in August 2023 by SenateSHJ on behalf of Australian Cervical Cancer Foundation*

**Cervical Cancer Awareness Week 2023**

**Cervical screening every 5 years**



25-74 years



**Cervical cancer protection**

# Frequency of screening

## POST COPY:

Less than a third (30%) of Australian women know that cervical screening is now only required every 5 years.

This Cervical Cancer Awareness Week, make sure you know how to protect yourself and others against HPV that can cause cervical cancer. It's now as easy as 1 + 5.

**One (1) dose of the human papillomavirus (HPV) vaccine** for young people

+

**A cervical screening test every five (5) years** for women and people with a cervix from age 25–74 years.

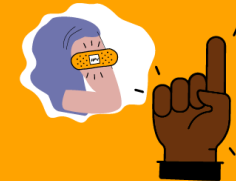
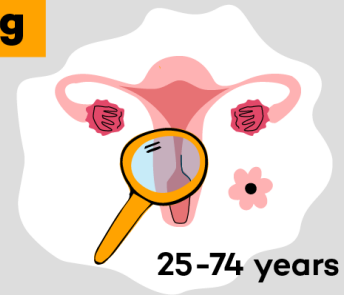
To find out more, visit [accf.org.au/cervical-cancer-awareness-week](https://accf.org.au/cervical-cancer-awareness-week)

#1plus5 #MakeCervicalCancerHistory #cervicalcancer

*\* Survey conducted among 1,000 Australians aged 18-65+ in August 2023 by SenateSHJ on behalf of Australian Cervical Cancer Foundation*

**Cervical screening**

**every 5 years**



**Cervical cancer protection**

**Cervical Cancer Awareness Week 2023**

# A choice of screening options

## POST COPY:

Since July last year, a choice of cervical screening options has been available for women and people with a cervix aged 25–74 years.

But a recent consumer survey found just over 1 out of 4 women (28%) know there is an option to self-collect your own cervical screening sample in a private space at your doctor, nurse or health worker's rooms.

This Cervical Cancer Awareness Week, make sure you know how to protect yourself and others against HPV that can cause cervical cancer. It's now as easy as 1 + 5.

**One (1) dose of the human papillomavirus (HPV) vaccine** for young people

+

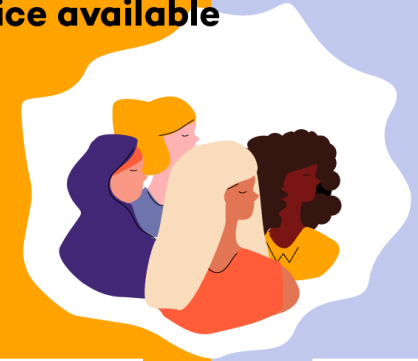
**A cervical screening test every five (5) years** for women and people with a cervix from age 25–74 years.

You can help share this important message. Access our resources at: [accf.org.au/cervical-cancer-awareness-week](https://accf.org.au/cervical-cancer-awareness-week)

#1plus5 #MakeCervicalCancerHistory #cervicalcancer

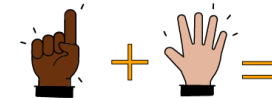
*\* Survey conducted among 1,000 Australians aged 18-65+ in August 2023 by SenateSHJ on behalf of Australian Cervical Cancer Foundation*

Choice available



Health provider  
collected

Self-collected



Cervical cancer protection

Cervical Cancer Awareness Week 2023

# CCAW wrap and reminder

## POST COPY:

**You can help make cervical cancer history.**

Cervical Cancer Awareness Week may be coming to an end, but our ability to make cervical cancer a thing of the past carries on.

It's never been easier to protect yourself and others from cervical cancer.

All that is needed is:

**One (1) dose of the human papillomavirus (HPV) vaccine** for young people

+

**A cervical screening test every five (5) years** for women and people with a cervix from age 25–74 years.

Please keep spreading the word.

To find out more, visit [accf.org.au/cervical-cancer-awareness-week](https://accf.org.au/cervical-cancer-awareness-week)

Thank you for your support.

#1plus5 #MakeCervicalCancerHistory #cervicalcancer

**Cervical Cancer Awareness Week 2023**



**1 dose of HPV vaccine** ≤ 25 years

**Cervical screening every 5 years** 25-74 years

**Cervical cancer protection**

# Create your own content

## Want to create your own social post this Cervical Cancer Awareness Week?

Why not **upload a photo** showing just how easy it is to protect yourself and others from cervical cancer using the **1 + 5** campaign theme (*see example pic on this page*).

**Add some copy** e.g.:

Cervical cancer protection has never been easier. All that's needed is 1+5. One (1) dose of the HPV vaccine and cervical screening every five (5) years. Help spread the word this Cervical Cancer Awareness Week and learn more at [accf.org.au/cervical-cancer-awareness-week](https://accf.org.au/cervical-cancer-awareness-week)

**Don't forget to tag ACCF and use the campaign hashtags**

#1plus5 #MakeCervicalCancerHistory #cervicalcancer

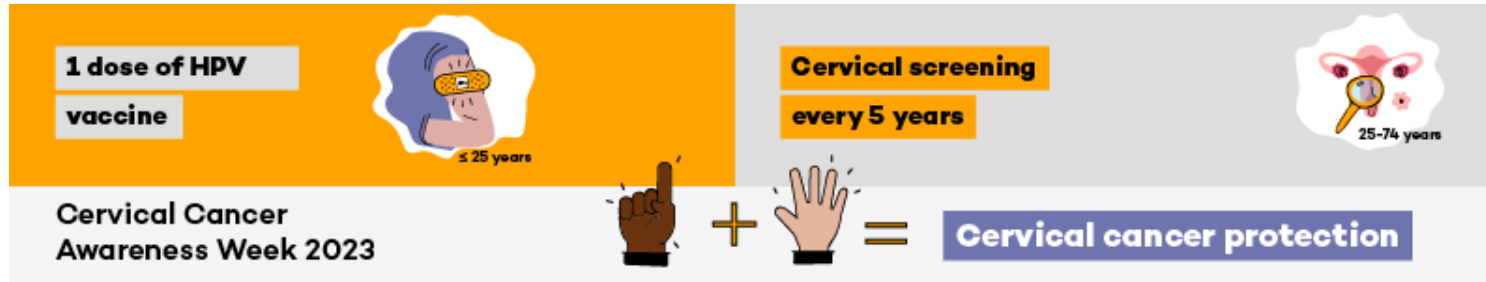
**Facebook:** @TheAustralianCervicalCancerFoundation

**Instagram:** @auscervicalcancerfoundation

**LinkedIn:** @AustralianCervicalCancerFoundation (ACCF)



# Website / newsletter copy



Click [here](#) to download:

- Website banner
- EDM banner
- Email footer

## It's as easy as 1+5

With changes to our national programs, preventing cervical cancer has never been easier. All that is required is:

**ONE (1) dose** of the HPV vaccine for young people ≤25 years  
**PLUS (+)**

Cervical screening every **FIVE (5) years** for women and people with a cervix aged 25–74 years.

**This Cervical Cancer Awareness Week (13–19 November), you can help make cervical cancer history. Know how to protect yourself and others against cervical cancer.**

Cervical cancer is almost always caused by the human papillomavirus (HPV). It is possible to prevent potentially harmful HPV infections through vaccination and it is also possible to protect against cervical cancer through screening.

HPV vaccination is available to young people in Australia via our world-renowned national school-based vaccination program. The optimal age for vaccination is 12–13 years. However, if a young person has missed out on HPV vaccination, a catch-up vaccine is now available free-of-charge for young people ≤25 years.

From 25–74 years, a choice of cervical screening options is now available for women and people with a cervix from a doctor, nurse or health worker including self-collection.

**Help spread the word and learn more. Visit [accf.org.au/cervical-cancer-awareness-week](https://accf.org.au/cervical-cancer-awareness-week).**



# It's as easy as 1+5



## One (1) toolkit + five (5) ways to share with your community:

- 1 **Use our content** – it's ready to upload
- 2 **Tailor our content** – edit and add to suit your needs
- 3 **Share your story** – why cervical cancer prevention is important to you
- 4 **Encourage others to share** – family, friends, communities can all get involved
- 5 **Become an advocate** – contact us to find out more and get involved

Access our resources at: [accf.org.au/cervical-cancer-awareness-week](https://accf.org.au/cervical-cancer-awareness-week)