



Government of **Western Australia**
North Metropolitan Health Service

Stakeholder Communications Toolkit: Cancer Screening in LGBTIQ+ communities

March 2022



nmhs.health.wa.gov.au

One team, **many** dreams.

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About the campaign

The LGBTIQ+ Cancer Screening Campaign has been developed by the WA cancer screening programs for bowel, breast and cervical to share the message that 'Screening saves lives'. With resources focusing on the LGBTIQ+ community, the aim of the campaign is to increase awareness of and participation in the cancer screening programs.

Research demonstrates higher rates of certain cancers among the LGBTIQ+ community, including bowel, breast and cervical¹. We can, however, take steps to change this statistic by improving inclusive messaging, addressing health service inequity and providing more suitable options for screening. These steps, along with raising awareness among LGBTIQ+ community of the cancer screening programs, will empower individuals to determine which programs are relevant for them.

Improving screening participation is vital for these cancers, yet screening rates amongst the LGBTIQ+ community are lower than the general population¹. Screening provides the chance to detect cancer at an earlier, more treatable stage, or in some cases prevent the cancer from developing¹.

Resources have been developed in consultation with LGBTIQ+ community groups promoting the National Bowel Cancer Screening Program (NBCSP), BreastScreen WA (BSWA), and the WA Cervical Cancer Prevention Program (WACCPP) that reflect diversity, equity and inclusion. Members of the WA LGBTIQ+ community embraced the concept and volunteered to be the 'heroes' of the campaign, resulting in meaningful imagery with personal quotes.

Using the toolkit

The Toolkit is designed to equip stakeholders with communication tools and resources to promote the three cancer screening programs to the LGBTIQ+ community. The Toolkit details each program's target audiences and key messages and provides content and images for social media, websites and newsletters. Stakeholders are encouraged to share the content through their own platforms and channels to help spread the word about the importance of cancer screening among the LGBTIQ+ community.

Within the toolkit you'll find key messages. These provide a description of the most important messages to communicate with the LGBTIQ+ community. The sample social media posts offer examples to engage with online audiences. They can be tailored to suit the target audience as required.

Please note: The champions and their quotes have been obtained with consent specific to promoting cancer screening for the WA LGBTIQ+ community. These images are not for use outside the specifics of this campaign.

Specific photos are to be used only for relevant programs.

If used outside of WA, then seek consent prior to circulating/disseminating.

¹ Drysdale K, Cama E, Botfield J, Bear B, Cerio R, Newman CE. Targeting cancer prevention and screening interventions to LGBTQ communities: A scoping review. *Health Soc Care Community*. 2020;00:1–16. <https://doi.org/10.1111/hsc.13257>



Calendar of key dates

The WA cancer screening programs identified key dates throughout 2022 (see Table 1) to celebrate the programs LGBTQI+ heroes and raise awareness about the importance of screening in their community.

Table 1.

EVENT	January	February	March	April	May	June	July	August	September	October	November	December	Program
World Cancer Day		04-Feb											All
IDAHOBIT					17-May								Breast
Bowel Cancer Awareness Month						June							Bowel
Self-collection launch NCSP							01-Jul						Cervical
Breast Cancer Awareness Month										October			
Cervical Cancer Awareness											November		
Pride											November		

Stakeholders may wish to celebrate these key dates and/or choose other Diversity Days to promote cancer screening in the LGBTQI+ community.



Cancer Screening (bowel, breast and cervical)

Key Messages

- Screening saves lives
- Regular screening is your best protection
- Early detection is your best protection

Sample social media posts



Hashtags


#WhoDoYouScreenFor

#ScreeningSavesLives

#LGBTIQ+CancerScreening



Print Resources

	<p>LGBTQI+ Cancer Screening Brochure – Screening Saves Lives</p> <p>DL sized brochure.</p> <p>Available in print or digital.</p>
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Program QR codes

Bowel QR Code



Breast QR Code



Cervical QR Code



Key links

[North Metropolitan Health Service](#)

[Home - Cancer Council Western Australia \(cancerwa.asn.au\)](http://cancerwa.asn.au)

[National Bowel Cancer Screening Program | Australian Government Department of Health](#)

[BreastScreen WA \(health.wa.gov.au\)](http://health.wa.gov.au)

[National Cervical Screening Program | Australian Government Department of Health](#)



Bowel Screening

Help promote the National Bowel Cancer Screening Program (NBCSP) to the LGBTIQ+ community by sharing the following content through your organisation's channels and networks.

Target Audiences

All eligible Australians between the ages of 50 and 74 are invited to do the bowel screening test every two years.

Criteria for eligible recipients:

- Aged 50-74
- Are entitled to Medicare either as an Australian citizen or permanent resident
- Have a current Medicare card or are registered as a Department of Veterans' Affairs (DVA) customer; and
- Have a mailing address in Australia

This test is for people with **no symptoms**.

Don't do the test if:

- you have your period, or you finished your period less than 3 days ago
- you have haemorrhoids (piles) that are bleeding
- you have recently had a colonoscopy
- you have blood in your urine, poo or in the toilet bowl – talk to your GP if this happens

Key Messages

The NBCSP aims to reduce illness and deaths from bowel cancer by detecting early signs of the disease. The key messages used to promote bowel cancer screening include the following:

- 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 (NCSR) 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

Sample social media posts

The below posts incorporate the NBCSP's key messages and can be shared across Facebook, Twitter and Instagram.

- Age is the number one risk factor so everybody from the age of 50, regardless of gender and sexuality, should screen for bowel cancer. #CancerScreeningSavesLives
- 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.
- 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 kit, 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
- 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.



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

Social media images

These images are the Bowel Screening Heroes who are members of the LGBTIQ+ community.

The images must be used to promote bowel screening messaging only and cannot be edited to remove the tagline or logos.



Hashtags

#NationalBowelCancerScreeningProgram

#BowelCancerScreening

#CancerScreeningSavesLives

#CancerScreening

#WhoDoYouScreenFor



Print resources



Logo



Key links



Webpage	Description	Web address
National Bowel Cancer Screening Program	<ul style="list-style-type: none"> • Learn about the Program • Find out if you're eligible • Find out what's involved in the test • Understand what your results mean 	https://www.health.gov.au/initiatives-and-programs/national-bowel-cancer-screening-program
HealthyWA	Benefits of screening	https://www.healthywa.wa.gov.au/Articles/A_E/Bowel-cancer-screening
Cancer Council	<ul style="list-style-type: none"> • Find bowel cancer early • About the test • What is bowel cancer • Multilingual resources 	https://www.cancer.org.au/bowelscreening
Australian Institute of Health and Welfare	National Bowel Cancer Screening Program monitoring report 2021	https://www.aihw.gov.au/reports/cancer-screening/nbcsp-monitoring-report-2021/summary
Australian Institute of Health and Welfare		https://www.aihw.gov.au/reports/cancer-screening/national-cancer-screening-programs-participation/contents/national-bowel-cancer-screening-program
Cancer Council WA	<ul style="list-style-type: none"> • Bowel cancer • Risk factors • Symptoms • Reduce your risk • Screening • Diagnosis • Colonoscopy 	https://www.cancerwa.asn.au/resources/specific-cancers/bowel-cancers/
National Cancer Screening Register	<ul style="list-style-type: none"> • Participant portal • Manage your participation • Order a bowel test kit • Your privacy 	https://www.ncsr.gov.au/



Jodi Lee Foundation	<ul style="list-style-type: none">• Prevention and early detection	https://jodileefoundation.org.au/
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Links to NBCSP videos

[Australian Government Department of Health - YouTube](#)

“How to do the test” <https://youtu.be/f1ccXBlqiCk>

Personal story “Out in Perth” [Screening Saves Lives: Alyce Schotte on getting a bowel cancer test | OUTInPerth | LGBTQIA+ News and Culture](#)



Breast Screening

This information aims to increase awareness of the BreastScreen WA program and highlight the importance of breast cancer screening among LGBTIQ+ community members.

Some key dates to promote breast cancer screening include: International Women's Day | Mothers Day | Women's Health Week | October is Breast Cancer Awareness Month

Target Audiences

Western Australians who are eligible to participate in the BreastScreen WA program include:

- Women aged 40 years and over
- Trans men aged 40 years and over with breasts or chest tissue
- People assigned female at birth aged 40 years and over

Key Messages

The following key messages can be used to highlight the importance of breast cancer screening

- BreastScreen WA provides FREE breast cancer screening to eligible members of the community with no breast symptoms.
- Breast cancer can not be prevented but the earlier a breast cancer is detected the better the chance of successful treatment.
- One in seven women will develop breast cancer in their lifetime.
- The risk of breast cancer increases with age, more than 75% of breast cancer is found in women aged over 50.
- A screening mammogram can detect breast cancer before any changes to breast tissue can be seen or felt.
- Most people who develop breast cancer have no family history of the disease.
- BreastScreen WA encourages everyone to be Breast Aware




Sample social media posts

- Regular screening is the best way to find breast cancer before it can be seen or felt. The earlier breast cancer is found the better the chance of successful treatment. Book now - call 13 20 50 or book online <https://www.breastscreen.health.wa.gov.au/Breast-screening/Making-an-appointment/Book-Online>
- Being breast aware means getting to know what is normal for you, including the size, shape and feel of your breasts. If you notice any unusual changes, see your GP without delay. For information on being breast aware and breast changes to look out for visit: <https://www.breastscreen.health.wa.gov.au/Breast-health/Breast-awareness>
- Breasts come in all shapes and sizes and will change throughout your lifetime. Get to know the normal look and feel of your breasts. If you notice any unusual changes see your GP without delay. For information about breast awareness and changes to look out for visit <https://www.breastscreen.health.wa.gov.au/Breast-health/Breast-awareness>
- Are you up to date with your health checks? Breast screening is an important health check. BreastScreen WA provides free mammograms every two years for women over 40 years. To book your FREE screening mammogram go to



<https://www.breastscreen.health.wa.gov.au/Breast-screening/Making-an-appointment/Book-Online>

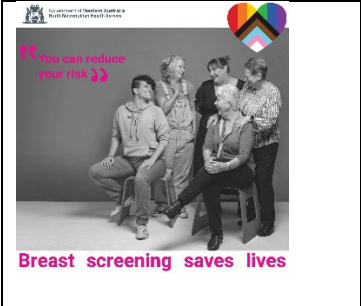
- 1 in 7 women will develop breast cancer. Having regular screening mammograms is one of the best things you can do to detect breast cancer early. The earlier breast cancer is found the better the chance of successful treatment. Book now - call 13 20 50 or book online <https://www.breastscreen.health.wa.gov.au/Breast-screening/Making-an-appointment/Book-Online>
- 9 out of 10 women who develop breast cancer have no family history of the disease. The biggest risk factors for breast cancer are being a woman and getting older. More info at <http://www.breastscreen.health.wa.gov.au/Breast-health/Family-history-of-breast-cancer>
- The best time to treat breast cancer is when it is still very small. Having regular mammograms is one of the best things you can do to detect breast cancer early When did you last have a screening mammogram? Book now - call 13 20 50 or book online <https://www.breastscreen.health.wa.gov.au/Breast-screening/Making-an-appointment/Book-Online>
- There is no way to prevent breast cancer but there are some lifestyle changes you can make to reduce your risk of breast cancer. To find out more visit: <https://www.breastscreen.health.wa.gov.au/Breast-health/Lifestyle-factors>

Sample social media image	Sample text for posts
	<p>Breast cancer can not be prevented, the earlier a breast cancer is found the better the chance of successful treatment.</p> <p>Book now - call 13 20 50 or book online</p> <p>https://www.breastscreen.health.wa.gov.au/Breast-screening/Making-an-appointment/Book-Online</p>
	<p>Regular screening is the best way to find breast cancer before it can be seen or felt. The earlier breast cancer is found the better the chance of successful treatment.</p> <p>Book now - call 13 20 50 or book online</p> <p>https://www.breastscreen.health.wa.gov.au/Breast-screening/Making-an-appointment/Book-Online</p>
	<p>Being breast aware means getting to know what is normal for you, including the size, shape and feel of your breasts. If you notice any unusual changes, see your GP without delay.</p> <p>For information on being breast aware and breast changes to look out for visit: https://www.breastscreen.health.wa.gov.au/Breast-health/Breast-awareness</p>



 <p>Breast screening saves lives</p>	<p>Breasts come in all shapes and sizes and will change throughout your lifetime. Get to know the normal look and feel of your breasts. If you notice any unusual changes see your GP without delay.</p> <p>For information about breast awareness and changes to look out for visit https://www.breastscreen.health.wa.gov.au/Breast-health/Breast-awareness</p>
 <p>Breast screening saves lives</p>	<p>Are you up to date with your health checks? Breast Screening is an important health check. BreastScreen WA provides free mammograms every two years for women over 40 years.</p> <p>To book your FREE screening mammogram go to https://www.breastscreen.health.wa.gov.au/Breast-screening/Making-an-appointment/Book-Online</p>
 <p>Breast screening saves lives</p>	<p>1 in 7 women will develop breast cancer. Having regular screening mammograms is one of the best things you can do to detect breast cancer early. The earlier breast cancer is found the better the chance of successful treatment.</p> <p>Book now - call 13 20 50 or book online</p> <p>https://www.breastscreen.health.wa.gov.au/Breast-screening/Making-an-appointment/Book-Online</p>
 <p>Breast screening saves lives</p>	<p>9 out of 10 women who develop breast cancer have no family history of the disease. The biggest risk factors for breast cancer are being a woman and getting older.</p> <p>More info at http://www.breastscreen.health.wa.gov.au/Breast-health/Family-history-of-breast-cancer</p>
 <p>Breast screening saves lives</p>	<p>When did you last have a screening mammogram? The best time to treat breast cancer is when it is still very small. Having regular mammograms is one of the best things you can do to detect breast cancer early</p> <p>When did you last have a screening mammogram?</p> <p>Book now - call 13 20 50 or book online</p> <p>https://www.breastscreen.health.wa.gov.au/Breast-screening/Making-an-appointment/Book-Online</p>



	<p>There is no way to prevent breast cancer but there are some lifestyle changes you can make to reduce your risk of breast cancer.</p> <p>To find out more visit:</p> <p>https://www.breastscreen.health.wa.gov.au/Breast-health/Lifestyle-factors</p>
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Print resources

	
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Hashtags

- #BreastCancer
- #BreastCancerAwareness
- #BreastCancerScreening
- #ScreeningMammograms
- #CancerScreening
- #CancerScreeningSavesLives

Logos



Key links

BreastScreen WA Website: <https://www.breastscreen.health.wa.gov.au/>



Cervical Screening

Help promote cervical screening to the LGBTIQ+ community by sharing the following content through your organisation's channels and networks. This information aims to increase awareness of cervical screening and highlight the importance of regular cervical cancer screening among LGBTIQ+ community members.

Some key dates to promote cervical cancer screening include: [International HPV Awareness Day](#) | World Cancer Day | National Cervical Cancer Awareness Week

Target Audiences

All people with a cervix aged 25-74 who have had any sexual contact should have regular cervical screening.

This includes those who:

- feel well and have no symptoms
- are pregnant
- have received the human papillomavirus vaccine
- are going through menopause
- no longer have periods
- have not had sexual contact for a long time
- have only ever had one sexual partner
- only have sex with women
- are transgender, gender diverse, or non-binary and have a cervix

If you have had a hysterectomy and are unsure whether you still need to screen you should talk to your healthcare provider.

If you have symptoms, such as unusual pain or bleeding, you should see your healthcare provider immediately.

Key Messages

The WA Cervical Cancer Screening Program (WACCPP) aims to reduce cervical cancer cases, illness and death by maximising screening participation in WA. Through regular cervical screening, HPV and abnormal cell changes caused by HPV can be found early. These cell changes can then be monitored and, if needed, treated to prevent cervical cancer.

The key messages used to promote cervical screening include the following:

- The best way to prevent cervical cancer is to have regular cervical screening and, if appropriate, to have the HPV vaccine.
- Most people who develop cervical cancer in Australia have either never screened or do not screen regularly.
- All women and people with a cervix aged 25-74 should have a Cervical Screening Test (CST) every five years and attend all follow-up and specialist appointments as recommended.
- There are two options for your CST. You can have a healthcare provider collect your sample, or you can collect your own sample.
- Both options are equally safe and effective for the detection of HPV. Talk to your healthcare provider to decide which option is best for you.



Sample social media posts

The below posts can be shared across Facebook, Twitter and Instagram. They can be adapted to include details of your organisation, activity or event.

- Got a cervix but don't identify as female? If your gender is listed as male with Medicare, you won't automatically receive a cervical screening invitation from the NCSR. You will need to book your first Cervical Screening Test with a trusted healthcare provider. Once you've had your first test, you will be added to the Register and receive reminders.
- People with a cervix aged between 25 and 74 years who have ever had any sexual contact, should have regular cervical screening.

This includes those who:

- have not had sexual contact for a long time
 - have only ever had one sexual partner
 - only have sex with women
 - are transgender, gender diverse, or non-binary and have a cervix
- Did you know? Most people who develop cervical cancer in Australia have either never screened or do not screen regularly. Learn more about the importance of regular cervical screening www.healthywa.wa.gov.au/cervicalscreening
 - Did you know? You can collect your own sample for cervical screening. Find out more at [Cervical screening – taking a self-collected sample \(healthywa.wa.gov.au\)](http://www.healthywa.wa.gov.au/cervicalscreening)
 - Even if you have had the HPV vaccine, you still need regular cervical screening. Learn more about the importance of regular cervical screening www.healthywa.wa.gov.au/cervicalscreening
 - Cervical cancer is one of the most preventable of all cancers. Protect yourself with regular cervical screening. Learn more about the importance of regular cervical screening www.healthywa.wa.gov.au/cervicalscreening
 - Most cervical cancers can be prevented with regular screening. Learn more about the importance of regular cervical screening www.healthywa.wa.gov.au/cervicalscreening
 - A Cervical Screening Test could save your life. Just get it done. Learn more about the importance of regular cervical screening www.healthywa.wa.gov.au/cervicalscreening
 - If you are aged 25 - 74 years your best protection against cervical cancer is a Cervical Screening Test every 5 years. www.healthywa.wa.gov.au/cervicalscreening



Social media images

These images are representatives from the LGBTIQ+ community who have volunteered as ambassadors for the WACCPP.

The images must be used to promote cervical screening messaging only and cannot be edited to remove the tagline or logos.



Hashtags

#NationalCervicalScreeningProgram
#CervicalCancerScreening #CervicalCancer
#LGBTQI+
#Health
#CervicalScreeningSavesLives
#CervicalScreeningTest



Print Resources

LGBTQI+ Cervical Screening Poster. A4 or A3 promotional poster
Available to order in print or digital cervicalscreening@health.wa.gov.au



Key links

Webpage/video	Description	Web address
Consumer information webpage	Link consumers here for more information on the Cervical Screening Test and the importance of regular cervical screening	www.healthywa.wa.gov.au/cervicalscreening
Where can I have a Cervical Screening Test?	Link consumers here for a list of cervical screening providers in WA.	Where can I have a Cervical Screening Test? (healthywa.wa.gov.au)
Health professional information webpage	Link stakeholders and health professionals here for more information on cervical screening policy, practice, guidelines and health promotion resources.	King Edward Memorial Hospital - Cervical Cancer Prevention Program (health.wa.gov.au)
Healthy WA Facebook page	Keep an eye out for posts from WA Health promoting National Cervical Cancer Awareness Week	www.facebook.com/WAHealthy/
WA Health Twitter account (@WAHealth)	Keep an eye out for posts from WA Health promoting National Cervical Cancer Awareness Week	https://twitter.com/wahealth

Webpage	Description	Web address
Cancer Council	What I need to know about the test What does my test result mean?	www.cancer.org.au/cervicalscreening
Healthy WA	Information on the Cervical Screening Test and importance of regular cervical screening	www.healthywa.wa.gov.au/cervicalscreening
	List of cervical screening providers in WA	Where can I have a Cervical Screening Test? (healthywa.wa.gov.au)
King Edward Memorial Hospital	Cervical screening information for health professionals	King Edward Memorial Hospital – Cervical Cancer Prevention Program (health.wa.gov.au)
National Cervical Screening Program	Learn about the program and how to get a test	www.health.gov.au/initiatives-and-programs/national-cervical-screening-program



Healthy WA Facebook page	Keep an eye out for posts from WA Health promoting National Cervical Cancer Awareness Week	www.facebook.com/WAHealthy/
WA Health Twitter account (@WAHealth)	Keep an eye out for posts from WA Health promoting National Cervical Cancer Awareness Week	https://twitter.com/wahealth

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