

'Ladies, it's time for a girl's day out'

Denise Mallon^{1,2}, Lydia Kirker¹, Ali Lloyd¹, Michelle Quinn^{1,2}

¹MidCentral District Health Board, Palmerston North, Manawatu, New Zealand. ²National Screening Unit, Ministry of Health, Wellington, Wellington, New Zealand

Abstract Body

In 2017 our team needed to rethink how we promoted our programme. As a group we were increasingly concerned that we were not making progress with addressing inequities and believed that we needed a fresh approach to how we engage with women in our district. As a result, and following a lot of consultation, we ran an awareness campaign in October which incorporated the new BreastScreen Aotearoa 'Time to Screen' branding but contextualized this to what mattered to us as a local community. The campaign was based around a set of seven posters which featured six local women, of who some are well known within the community, and also represent our demographics. We were honoured to partner with three Maori and Paskifika women, who represent those women in our district most affected by inequity. The resources have been developed as posters, billboards, cinema advertising, an image on the back of a bus and presence on social media through the District Health Boards accounts. The resources were created to be fresh, vibrant and fun. Wording was purposeful and in some cases with a double meaning. Each message was both serious and fun with the overall aim of encouraging women to take the 'Time to Screen'.