**‘Give your Cervix Some Screen Time’ Campaign Live!**

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Young New Zealand women are being encouraged to look after their cervix in a powerful new media campaign from the Ministry of Health, designed to get people to start regular cervical screening from 25 years of age.

The “Give your cervix some screen time” campaign launches nationwide from 24 February and seeks to help women (and anyone with a cervix) feel informed, empowered and motivated to protect their body and future health through regular cervical screening.

The multi-layered media campaign from the National Cervical Screening Programme features a series of unique, dynamic videos starring a dancing cervix persona who highlights the importance of cervical screening; not only to prevent cervical cancer, but also to protect future reproductive health, whakapapa and whānau wellbeing.

The campaign webpage [www.starttoscreen.nz](http://www.starttoscreen.nz) also features informational videos about what to expect when you go for a screen and why cervical screening is important. These videos can also be accessed by providers to help communicate information about screening to clients.

The media campaign will run on digital, TV on demand and social media channels and has campaign pages on Facebook and Instagram (@start.to.screen) that health providers can link to through their own communications. There are also a series of high-profile ambassadors and influencers who will support the campaign messaging.

A dedicated communications toolkit has been created to support providers to share the campaign messages and tools with their staff and local communities. You can view the campaign toolkit on the NSU website here (<https://www.nsu.govt.nz/health-professionals/national-cervical-screening-programme/age-range-change-cervical-screening>).

The campaign was created by the Health Promotion Agency for the Ministry of Health. To view the new campaign web page visit [www.starttoscreen.nz](http://www.starttoscreen.nz).

Health practitioners can also download a one page overview of the campaign and key information that is important for them to know here: <https://www.nsu.govt.nz/health-professionals/national-cervical-screening-programme/age-range-change-cervical-screening>

The campaign supports the change to the cervical screening starting age, from 20 to 25, which was implemented in November 2019 and brought New Zealand in line with international best practice. More about the change to the start age for cervical screening, from 20 to 25 years can be found on the project page link above or [here](https://www.nsu.govt.nz/health-professionals/national-cervical-screening-programme/age-range-change-cervical-screening).

If you have any questions about the campaign you can contact the National Cervical Screening Programme team on ncsp@health.govt.nz