



# 2022/23 BreastScreen NSW Always On Social Media Toolkit

## Campaign overview

.....

Cancer Institute NSW is delivering the 2022/23 BreastScreen NSW Always On Social Media Campaign to motivate women aged 50–74 in NSW to have a breast screen every two years.

The campaign is live from 1 July 2022 to 30 June 2023 and is being delivered across Facebook and Instagram.

## Why we need a campaign

.....

Breast cancer is the most common cancer affecting women in NSW. In 2017 alone, breast cancer claimed the lives of 928 women in NSW.<sup>1</sup>

Despite this, almost 650,000 NSW women in the target age group haven't had their recommended breast screen in the past two years.<sup>2</sup> This means that more than 50% of eligible women are not screening regularly with BreastScreen NSW.<sup>3</sup> NSW has the third lowest national breast screening participation rate.<sup>4</sup>

Having a regular breast screen saves lives by finding breast cancers early, before they can be seen or felt. It is estimated an additional 2,700 invasive breast cancers would be detected if each eligible woman was to have a mammogram every two years.<sup>5</sup>

Advertising is needed to encourage women in NSW aged 50–74 to book their free breast screen every two years.

## Social media channel

.....

Previous social media campaigns have been effective in motivating women to engage with the service and book a screen. In 2020/21, Facebook and Instagram advertising delivered a reach of 672,000, with 48,000 website landing page views and 11,276 screening bookings. Results in 2021/22 were impacted significantly by COVID-19, as screening services and advertising were disrupted.

There will be no mass media campaign in 2022/23, so social media advertising will be upweighted compared to previous years. The campaign will help address the reduced number of women screened during COVID-19.

By increasing the number of women who complete their breast screens, more breast cancers can be detected early, with more treatment options and lives saved.<sup>6</sup>

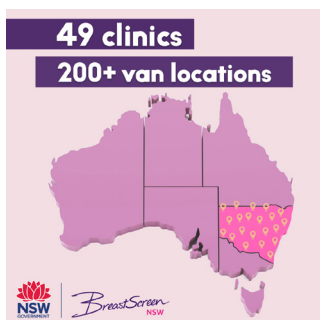
1 in 7 women  
will be diagnosed  
with breast cancer  
in their lifetime.<sup>7</sup>

## Campaign assets

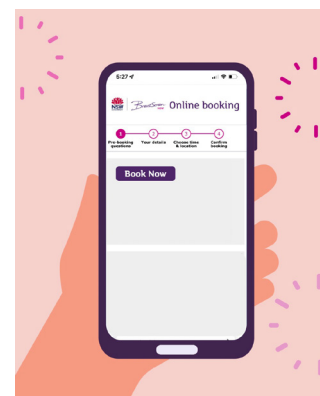
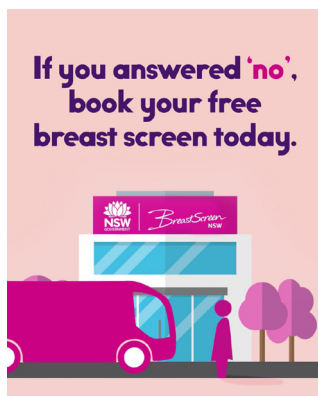
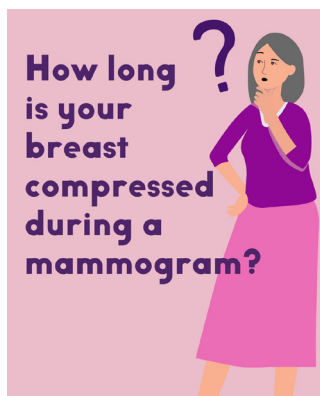
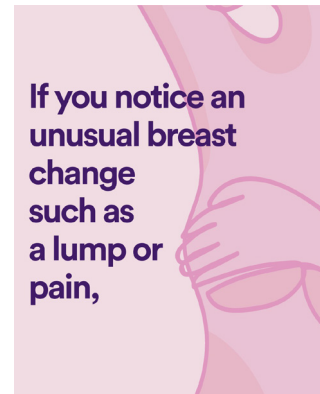
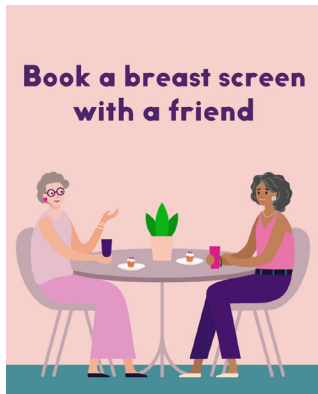
The 2022/23 BreastScreen NSW social media campaign uses factual, engaging ads to educate women about breast cancer screening. The ads aim to raise awareness among the target audience about the importance of screening, encourage community support and engagement, and motivate women to book their next breast screen.

See below some examples of the asset types used in the campaign\*, or visit our [Facebook page](#).

### Social media images



### Social media video (15–30 seconds)



\*The design of the assets will be updated following the outcome of the brand exemption application with the Department of Customer Service.

## Target audience

The campaign will target women aged 50–74 in NSW, including a specific focus on Aboriginal women and Mandarin and Cantonese speakers.

## Key campaign messages

- Breast cancer is the most common cancer affecting women in NSW.
- 9 in 10 women who develop breast cancer do not have a family history of the disease.<sup>8</sup>
- You can have breast cancer without any symptoms.
- Breast screening is recommended for women aged 50–74 every two years – most breast cancers occur in this age group.<sup>9</sup>
- Finding breast cancer early increases the chance of survival and increases treatment options.
- Breast screening is free, and an appointment only takes 20 minutes.
- To book your free breast screen, visit [book.breastscreen.nsw.gov.au](http://book.breastscreen.nsw.gov.au) or call 13 20 50.



## About BreastScreen NSW

We are a population-based screening program that offers free breast screens to women aged 40+. Our aim is to improve survival rates of women by detecting breast cancer early. The BreastScreen NSW Coordination Unit is managed by the Cancer Institute NSW. The program is delivered by nine Screening and Assessment Services which service over 200 locations in NSW.

<sup>1</sup> NSW Cancer Registry Number of deaths by cancer figures 2013–2017 – <https://www.cancer.nsw.gov.au/research-and-data/cancer-data-and-statistics/cancer-statistics-nsw/>

<sup>2</sup> Cancer Institute NSW analysis as January 2022 based on participation rates as at Dec 21 and invasive cancer detection rates for women aged 50–74 in 2020.

<sup>3</sup> Cancer Institute NSW. Business Information Systems. May 2022.

<sup>4</sup> BreastScreen Australia Monitoring Report 2021 page 70, Australian Institute of Health and Welfare. <https://www.aihw.gov.au/getmedia/e414a344-ab3d-4a35-a79b-a29723f22939/aihw-can-135.pdf.aspx?inline=true>

<sup>5</sup> Cancer Institute NSW. Business Information Systems. May 2022.

<sup>6</sup> National Breast and Ovarian Cancer Centre (NBOCC) 2009. National Breast and Ovarian Cancer Centre and Royal Australasian College of Surgeons National Breast Cancer audit. Public Health Monitoring Series 2007 data, page 5. Sydney: NBOCC. <https://www.canceraustralia.gov.au/publications-and-resources/cancer-australia-publications/nbocc-and-racs-national-breast-cancer-audit-public-health-monitoring-series-2007-data>

<sup>7</sup> Australian Institute of Health and Welfare 2021. BreastScreen Australia Monitoring Report 2021. <https://www.aihw.gov.au/reports/cancer-screening/breastscreen-australia-monitoring-report-2021/summary>. Cancer series no. 129. Cat. no. CAN 135. Canberra: AIHW. page 2 [www.cancer.nsw.gov.au/research-and-data/cancer-data-and-statistics/cancer-statistics-nsw/](https://www.cancer.nsw.gov.au/research-and-data/cancer-data-and-statistics/cancer-statistics-nsw/) analysis/incidence/

<sup>8</sup> The Lancet 2001. Familial breast cancer: collaborative reanalysis of individual data from 52 epidemiological studies including 58,209 women with breast cancer and 101,986 women without the disease. [online] 358(9291), pp. 1389–1399. [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(01\)06524-2/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(01)06524-2/fulltext)

<sup>9</sup> Australian Institute of Health and Welfare 2021. BreastScreen Australia Monitoring Report 2021. Cat. no. CAN 140. Canberra: AIHW. page 3 <https://www.aihw.gov.au/getmedia/3e239e9c-31ec-4978-bddc-baaf109cc690/aihw-can-140.pdf.aspx?inline=true>

## Further information

Visit [breastscreen.nsw.gov.au](http://breastscreen.nsw.gov.au) or contact us at [cinsw-breastscreen@health.nsw.gov.au](mailto:cinsw-breastscreen@health.nsw.gov.au)

