



Pap Smear Awareness Week

Sunday 1 May to Saturday 7 May
2011

Community Education and Promotional Activities

Free promotional material including display kits, informative pamphlets and colourful posters, stick-on posters, bookmarks and promotional gifts are available from SA Cervix Screening Program.

Community small grants are available to support local community Pap Smear Awareness Week 2011 events and activities.

Medical practice activities

- Gifts for women who attend your clinic for a Pap smear, particularly women 4 years overdue for Pap smears.
- Host a 'Twilight Pap Smear Clinic' with female doctor and/or practice nurse with promotional gift bag for women.
- Trained practice nurse 'Well Women's Clinic' during Pap Smear Awareness Week.
- SMS reminder to women 4 years overdue for Pap smear and provide gift when attending clinic.
- New 'Pap Self Assess' cards filled in by women patients then go into a free raffle with prizes such as movie passes or pamper gift basket.

- Pap Smear Awareness Week display in waiting area and offer free promotional gift to women patients attending your clinic.

- Promote Pap Smear clinics with bulk billing services and female general practitioner or practice nurse.

Practices receiving a grant will be encouraged to take 2 Pap Smear Summary Report cards from the PEN Clinic Audit Tool.

Creative community activities

- Assist a local work site to promote Well Women's Health presentation for women workers and host a morning tea on site.
- Host Women's Health event with guest speaker and mini expo (local skin care specialist, naturopath, massage / physiotherapists, natural



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- women's product range, local fitness trainer)
- Women's Preventative Health session & display, with a health professional at a local community
- event like Field Days and Community Fairs.
- Cookie or decorated cupcake with reminder card as give-aways in your local community.
- Young women said that making puppets from speculums as part of an information session was an excellent way to learn about Pap smears.
- In workplace, conduct a design competition to create a Pap smear promotional flier and attach winning entry to pay slips or in newsletter.
- An information session with links to Pap smear services for young women, followed by jewellery making workshop.
- Ask a local doctor, a representative from the Division of General Practice, a community health nurse or prominent local identity to help you promote the message.
- Use local community radio to advertise your event and/or organise an interview with a local doctor or nurse.
- Place an article in the newsletters of local organisations with tear off entry into free raffle draw with Well Women's basket prize.

Getting the message out there

You might like to try one of these ideas:

- Pap Smear Awareness Week display at the local library with giveaway bookmarks.
- Local pharmacy display with pamphlets/bookmarks/reminder cards for customers and include a free raffle prize.
- Approach local sporting club, cinemas, shopping centre, caravan parks etc and ask to place stick on posters on the back of toilet & change room doors.
- Add Pap Smear Awareness Week promotion to your website and newsletter.

Linking with the media

- Promote your event with an article in your local paper (draft articles are available from SA Cervix Screening Program).

Contact

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