

MEMBER EMAIL / NEWSLETTER / SOCIAL POSTS

CANCER

The following pages contain suggested copy for member communications including eDMs, newsletters and social posts across a range of health topics. Suggestions for member cohort targeting and communication opportunities throughout the year are included under each topic. Public health recognition days can vary each year so it's important to check the dates scheduled for each health topic.

Feel free to adjust the language and tone of voice to suit your fund's communication style. Member blog content and related collateral can be found on the TAL GroupHQ [member health content](#) page.

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BOWEL CANCER

Audience	All members in the age range of 25 to 70 years
Communication opportunities	<ul style="list-style-type: none"> • Bowel Cancer Awareness Month – June • All members on 50th birthday (screening focus) • Male members 25 to 50 years – younger male focus • Men’s Health Week – June (check dates) • World Cancer Day – February (check date)
Message	<ul style="list-style-type: none"> • Older members (50+) – awareness of national screening program • Younger members – symptom awareness
Insights	<ul style="list-style-type: none"> • Bowel cancer claims the lives of more than 100 Australians every week - but it's one of the most treatable types of cancer if found early.¹ • While the risk of bowel cancer increases significantly with age, the disease doesn't discriminate, affecting men and women, young and old.¹ • Bowel cancer is Australia’s second deadliest cancer.¹ <p>Reference:</p> <p>1 Bowel Cancer Australia</p>
Associated Asset(s)	<p>Article link(s) – to be hosted on fund website (articles for 25-50 males and 50+ males and females)</p> <p>Collateral – <i>Guide to Preventative Tests and Screening</i> and <i>Life with Cancer</i> brochure</p>
CTA	Click to read bowel cancer awareness content and/or download brochure(s)

<Insert greeting>

[OPTION 1 – BOWEL CANCER AWARENESS MONTH]

June is Bowel Cancer Awareness Month. It’s a time to raise awareness of bowel cancer and the importance of regular screening and understanding the signs for early detection and treatment.

[OPTION 2 – 50TH BIRTHDAY]

Happy 50th birthday! Now you’ve reached this milestone, you can expect a special delivery in the mail. Keep an eye out for your first bowel cancer screening kit. Make sure you take action right away as bowel cancer is one of the most treatable types of cancer if found early.

<<Find out more>> (*link to bowel cancer blog content*)

Check in on your health

Our insurance partner [TAL](#) has provided a handy guide to common preventative health tests for every age group, so if you’d like to know more, download the guide. <<add link>>

BREAST CANCER

Audience	Female members in the age range of 25 to 70 years (males may also be addressed as a target audience but have a much lower prevalence)
Communication opportunities	<ul style="list-style-type: none"> • Breast Cancer Awareness Month – October • Female members on 50th birthday (screening focus) • Women’s Health Day - May (check date) • World Cancer Day – February (check date)
Message	<ul style="list-style-type: none"> • Members 50+ – awareness of national screening program and self-checking • Members < 50 – symptom awareness and self-checking
Insights	<ul style="list-style-type: none"> • More than 20,000 Australians will be diagnosed with breast cancer this year.¹ • It’s the most commonly diagnosed cancer in Australia and it was estimated that it accounted for 12.7% of all new cancers diagnosed in 2022.¹ • Around 1 in 7 women and 1 in 600 men will be diagnosed in their lifetime.² <p>References:</p> <ol style="list-style-type: none"> 1. CANCER AUSTRALIA 2. NATIONAL BREAST CANCER FOUNDATION
Associated Asset(s)	<p>Article link – to be hosted on fund website</p> <p>Collateral – <i>Guide to Preventative Tests and Screening and Life with Cancer</i> brochure</p>
CTA	Click to read breast cancer awareness content and/or download brochure(s)

<Insert greeting>

[OPTION 1 – BREAST CANCER AWARENESS MONTH]

October is Breast Cancer Awareness Month. It’s a time to raise awareness of breast cancer and the importance of regular screening and understanding the signs for early detection and treatment.

[OPTION 2 – 50TH BIRTHDAY]

Happy 50th birthday! Now you’ve reached this milestone, it’s time to take action and book in for a mammogram. Finding breast cancer early means a better chance of successful treatment.

<<Find out more>> (*link to breast cancer blog content*)

Check in on your health

Our insurance partner [TAL](#) has provided a handy guide to common preventative health tests for every age group, so if you’d like to know more, download the guide. <<add link>>

CERVICAL CANCER

Audience	Female members (and people with a cervix), 25 to 70 years)
Communication opportunities	<ul style="list-style-type: none"> • Cervical Cancer Awareness Week – November (check date) • Female members on 25th birthday (screening focus) • Women’s Health Day (May – check date) • World Cancer Day – February (check date)
Message	It’s time to catch up on cervical cancer screening for anyone who’s fallen behind as a result of the pandemic.
Insights	<ul style="list-style-type: none"> • Cervical cancer is the 14th most commonly diagnosed cancer in Australian women.¹ • In Australia, it’s estimated around 900 diagnoses were made in 2022.² • Incidence of cervical cancer have halved since the introduction of the National Cervical Cancer Screening Program in 1991 and a national Human Papilloma Virus (HPV) vaccine program in 2007.² <p>Reference:</p> <ol style="list-style-type: none"> 1. National Cancer Control Indicators 2. Cancer Council
Associated Asset(s)	<p>Article link – to be hosted on fund website</p> <p>Collateral – <i>Guide to Preventative Tests and Screening</i> and <i>Life with Cancer</i> brochure</p>
CTA	Click to read cervical cancer awareness content and/or download brochure(s)

<Insert greeting>

[OPTION 1 – CERVICAL CANCER WEEK]

This week is Cervical Cancer Awareness Week. It’s a time to raise awareness of cervical cancer and the importance of regular screening. Cervical cancer screening is one of the most effective ways to prevent or detect cervical cancer earlier.

[OPTION 2 – DISTRIBUTION THROUGHOUT THE YEAR]

Like many of us, you may have let some of your regular health check-ups slip lately. If that’s the case for you, it’s time to check in on your health and get your regular screening up to date. Cervical cancer screening is one of the most effective ways to prevent or detect cervical cancer earlier. So, if you’re over 25, it’s time to check in on your health and catch up with your cervical screening.

<<Find out more>> (*link to cervical cancer blog content*)

Check in on your health

Our insurance partner [TAL](#) has provided a handy guide to common preventative health tests for every age group, so if you’d like to know more, download the guide. <<add link>>

SKIN CANCER

Audience	All members
Communication opportunities	<ul style="list-style-type: none"> National Skin Cancer Action Week – November (check dates) World Cancer Day – February (check date) TAL SpotChecker campaign period (Dec – Feb each year)
Message	<ul style="list-style-type: none"> Awareness of sun-safe practices and the importance of regular self-checking
Insights	<ul style="list-style-type: none"> 2 in 3 Australians will be diagnosed with skin cancer in their lifetime.¹ Every year, over 2,000 people are expected to die from skin cancer.¹ Less than half of Australian men actively seek shade to protect themselves from the sun during summer.¹ <p>Reference:</p> <ol style="list-style-type: none"> Cancer Council
Associated Asset(s)	<p>Article link – to be hosted on fund website</p> <p>Collateral – <i>Guide to Preventative Tests and Screening and Life with Cancer</i> brochure</p>
CTA	Click to read skin cancer awareness content and/or download brochure(s)

<Insert greeting>

[OPTION 1 – SKIN CANCER ACTION MONTH]

It's Skin Cancer Action Week. It's a time to raise awareness of the importance of being sun-smart to reduce the risk of developing skin cancer. Most forms of skin cancer can be prevented by remembering the five forms of sun protection – slip, slop, slap, seek and slide.

<<Find out more>> (*link to skin cancer blog content*)

Check in on your health

Our insurance partner [TAL](#) has provided a [handy guide](#) to preventing and detecting skin cancer early. <<add link>>