

Cancer Screening Promotion Strategy

Social Media Copy

The HPE OHT Backbone Team is taking a collaborative approach with primary care partners to broadcast cancer screening messaging to the attached and unattached populations within our region. OHT Partners– specifically those in primary care– with social media platforms are asked to **share the following message and correlating graphics** on the date indicated below. The graphics and posts are available on the [HPE OHT website](#) under *Communications & Promotional Material*.

This surge of cancer screening promotion will conclude at the end of October 2026; however, the Backbone Team will continue to circulate cancer screening messaging on social media throughout the year, with emphasis on cancer awareness months (i.e. January – cervical cancer, March – colorectal cancer, October – breast cancer). The Backbone Team will provide a reminder of these awareness months in the HPE OHT Bulletin and Primary Care Digest as appropriate, with corresponding graphics and copy, should partners wish to post on their platforms.

Date	Copy	Graphic (Facebook & Instagram sizes available)
September 14, 2026	Breast cancer screening: don't put it off Breast cancer is the most common cancer among women in Canada. In 2026, about 32,400 women in Canada are expected to be diagnosed with breast cancer. The good news? Screening can find breast cancer early, when it may be easier to treat.	01-Breast Cancer Screening

	In Ontario, people age 40 to 74 are encouraged to talk with their family doctor or nurse practitioner about breast screening. If you're 40 or older, you can also self-refer for a mammogram. If you are not connected to a family doctor or nurse practitioner, Health 811 can help. Call 811 or visit Health811 to find cancer screening services near you. (Information provided by the @Canadian Cancer Society)	
September 22, 2026	Colorectal cancer screening: it's easier than you may think Colorectal cancer is one of the most common cancers in Canada. In 2026, about 25,300 people are expected to be diagnosed with colorectal cancer. But there is good news. Screening can find changes before they become cancer. It can also find colorectal cancer early, when treatment is more likely to work. In Ontario, average-risk adults can now start screening at age 45. This change took effect July 1, 2026. Best part: the screening is simple and can be done at home! Don't wait for symptoms. Talk to your doctor or nurse practitioner about your screening options. If you are not connected to primary care, Health 811 can help. Call 811 or visit Health811 to find cancer screening services near you. A simple test could make a big difference.	02 - Colorectal Cancer Screening

	(Information provided by the @Canadian Cancer Society)	
September 26, 2026	N/A	07 - Screening Saves Lives Reel
September 28, 2026	Cervical cancer screening: a small step that can help prevent cancer Cervical cancer is one of the few cancers that can often be prevented through screening and HPV vaccination. Ontario has also changed its cervical screening test. Since March 2025, the HPV test has replaced the Pap test. For most people who are eligible, screening is now only needed every five years. Why does screening matter? HPV can cause changes in the cells of the cervix. Finding these changes early can help prevent them from becoming cancer. Talk to your family doctor, nurse practitioner, or midwife about cervical screening. Not connected to primary care? Stay tuned for our upcoming cervical screening day! Your future self will thank you.	03 - Cervical Cancer Screening
October 7, 2026	There is a lot of cancer information online. But not everything you read is true. Here are three myths worth knowing: ✗ Myth #1: "I feel healthy, so I don't need cancer screening." ✓ Screening can find some cancers before you notice any symptoms. You can	04 - Cancer Myth Busted

	feel perfectly well and still need screening. ✗ Myth #2: "If cancer runs in my family, there's nothing I can do." ✓ Family history can increase your risk, but it does not mean you will get cancer. Tell your family doctor or nurse practitioner about your family history. They can help you understand your risk. ✗ Myth #3: "Screening only finds cancer." ✓ Some screening tests can actually help prevent cancer. Cervical and colorectal screening can find changes before they become cancer. When it comes to your health, check the facts. Talk to a trusted healthcare professional.	
October 15, 2026	Where can you get cancer screening? Not sure where to start? Your family doctor or nurse practitioner can help you understand which cancer screening tests you need and when you should have them. They can help with screening for: 1. Breast cancer 2. Colorectal cancer 3. Cervical cancer Don't have a family doctor or nurse practitioner? Stay tuned! We'll be sharing information about an upcoming cancer screening day in the Hastings Prince Edward region.	05 - Where to Get Screened

October 19, 2026	Screening can save your life. Cancer screening helps find some cancers before you notice symptoms. Screening can find some cancers before you notice any symptoms. Finding cancer early can mean more treatment options and better outcomes. In Canada, about 9 in 10 cancer cases are diagnosed in people over age 50. So, if you're due for screening, don't wait. A few minutes today could make a difference for tomorrow. (Information provided by the @Canadian Cancer Society)	06- Screening Saves Lives
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