International HPV Awareness Day
Campaign Report 2024
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International HPV Awareness Day

Since 2018, IPVS and our global network of campaign partners have been raising awareness about HPV. The campaign this year ran from Jan 4th until March 4th.

By addressing prevention, treatment, and care, we are not just raising awareness but actively working towards a healthier tomorrow for all.

This year we are sharing a message of togetherness – uniting against HPV to have #OneLessWorry

2018 2019 2020 2021 2022 2023

1st International HPV Awareness Day
2nd International HPV Awareness Day
3rd International HPV Awareness Day
4th International HPV Awareness Day
5th International HPV Awareness Day
6th International HPV Awareness Day
7th International HPV Awareness Day

2024 Monday March 4th
CAMPAIGN GOALS

1. Raise awareness and understanding of HPV globally.

2. Ensure International HPV Awareness Day on March 4th provides a highly visible annual focal point for the International HPV Awareness Campaign and supports a year-round global public conversation.

3. Provide a toolkit of assets for our campaign partners and IPVS members around the world for local adaptation/delivery while maintaining alignment with the global campaign.
The world around has become an increasingly turbulent place. Political, economic and environmental events seem far beyond our control, bringing uncertainty, stress and worry. 

#OneLessWorry frames protecting our health from HPV-related disease as something within our control. By taking simple steps, we can overcome a global health risk, protecting our health for the future.
Campaign Results
2024 engagement results

**Partners**
- Total partners: 140
  - 100 in 2020
  - 120 in 2021
  - 130 in 2022
  - 140 in 2023

**Website visits (page views)**
- Total pageviews: 1,191,996
  - Pageviews progress (VS 2023): +158%
  - Total pageviews: 1,191,996

**Website visits (new visitors)**
- Total new visitors: 1,015,552
  - New visitors progress (VS 2023): +232.5%
  - Total new visitors: 1,015,552

**Live webinar on March 4th**
- Registration: 1,064
  - 390 in 2022
  - 1,056 in 2023
  - 1,064 in 2024

**Attendees**
- 439
  - 337 in 2022
  - 386 in 2023
  - 439 in 2024

**Materials downloaded**
- 2,823
  - 925 in 2022
  - 2,340 in 2023
  - 3,690 in 2024
  - 2,823 in 2025
2024 engagement results

**Hashtag potential reach**
- Organic vs paid
  - #onelessworry,
  - #askaboutpv,
  - #hpvawarenessday

**Organic**
- 33.4 MIO
- Organic progress (VS 2023)
  - -8.5%

**Paid**
- 64.1 MIO
- Paid progress (VS 2023)
  - +76.5%

**#Hashtag total potential reach**
- 97.5 MIO

**Total paid Google Ads Impressions video & Performance Max**
- 37.2 MIO

**Total clicks**
- 1,879,022

**Facebook and Instagram paid campaigns Reach**
- 64.1 MIO

**Total impressions**
- 161.6 MIO

**Total views of videos**
- 19.3 MIO

**Followers**
- 6,176
- Followers progression (VS 2023)
  - +53%

**Followers (since 2020)**
- 1,428
- 1,728
- 2,418
- 4,050
- 6,176

**2024 channel size distribution**
- Instagram: 21%
- Facebook: 41%
- Twitter: 37%

**Channel size (2023 VS 2024)**
- Instagram: 2,449
- Facebook: 2,200
- Twitter: 1,259
Website performance

AskAboutHPV.com (the **homepage**) remained the most visited page by far on the site, followed by the main pages related to Vaccination and Screening.

The addition this year of **individual pages for each of the HPV Survivors** brought significant traffic to the website, suggesting that users who were engaged by social media posts and online ads wanted to learn more.

The success of these pages is a helpful indicator for the 2025 campaign – highlighting the need to have a consistent experience across each step along the user journey: social media -> ads -> web -> materials.

<table>
<thead>
<tr>
<th>Top visited pages</th>
<th>Views</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>1,191,885</td>
<td>903,889</td>
</tr>
<tr>
<td>/hpv-facts/all-about-hpv-vaccinations</td>
<td>78,824</td>
<td>72,034</td>
</tr>
<tr>
<td>/hpv-facts/screening-for-hpv-and-cancer</td>
<td>20,669</td>
<td>17,066</td>
</tr>
<tr>
<td>/stories/video-stories/natalia</td>
<td>9,459</td>
<td>8,340</td>
</tr>
<tr>
<td>/share-your-story</td>
<td>7,461</td>
<td>7,461</td>
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<tr>
<td>/stories/video-stories/milicent</td>
<td>6,582</td>
<td>6,682</td>
</tr>
<tr>
<td>/stories/video-stories/maricia</td>
<td>6,370</td>
<td>5,451</td>
</tr>
<tr>
<td>/stories/video-stories/jason</td>
<td>4,526</td>
<td>3,781</td>
</tr>
<tr>
<td>/hpv-facts/risks-and-prevention</td>
<td>4,206</td>
<td>3,954</td>
</tr>
<tr>
<td>/get-involved/campaign-resources</td>
<td>2,825</td>
<td>2,005</td>
</tr>
<tr>
<td>/stories/video-stories/mary</td>
<td>2,603</td>
<td>2,280</td>
</tr>
<tr>
<td>/get-involved/social-post-builder-1</td>
<td>1,145</td>
<td>1,369</td>
</tr>
<tr>
<td>/hpv-facts/hpv-facts-for-everyone</td>
<td>1,139</td>
<td>1,322</td>
</tr>
<tr>
<td>/hpv-facts/hpv-facts-for-women</td>
<td>1,056</td>
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<tr>
<td>/stories/video-stories</td>
<td>1,402</td>
<td>982</td>
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<tr>
<td>/get-involved/spread-the-word</td>
<td>1,383</td>
<td>1,132</td>
</tr>
<tr>
<td>/hpv-facts/hpv-facts-for-people-living-with-hiv</td>
<td>1,312</td>
<td>1,101</td>
</tr>
<tr>
<td>/stories/hpv-stories</td>
<td>1,130</td>
<td>885</td>
</tr>
</tbody>
</table>
The Power of Personal HPV Stories

Jason

- Total impressions: 3.3 Mio
- Total views: 2.3 Mio

Mary

- Total impressions: 3.2 Mio
- Total views: 2.5 Mio

Milicent

- Total impressions: 10.6 Mio
- Total views: 4.5 Mio

Marcia

- Total impressions: 10.8 Mio
- Total views: 6.9 Mio

Nathalia

- Total impressions: 8.6 Mio
- Total views: 1.9 Mio

HIGHLIGHTS

HPV-related cancers:
Cervical, Anal, Tonsil.

Languages:
English, Swahili, Spanish, Portuguese.

Regions:
North America, South America, East and Sub-Saharan Africa, Oceania, Southeast Asia.
To target relevant regions that had not been covered by the original HPV Survivor Stories – i.e., West Africa, India, Southeast Asia – we launched specific campaigns in Ghana, Malaysia and India, with content (videos, messaging) shared in local languages (Hindi & 6 x Ghanaian languages, Malay and Chinese).

Engagement and efficiency were both high for these specific campaigns, proving how effective it can be to deliver messaging in local languages.

Identifying key regions instances of HPV-related cancer is high and awareness is low, tailoring key messages and translating all assets into local languages could help to increase the performance of the 2025 campaign.

<table>
<thead>
<tr>
<th>Region</th>
<th>Total Impressions</th>
<th>Total Views (video only on Google)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hindi</td>
<td>2.7 Mio</td>
<td>145K</td>
</tr>
<tr>
<td>Ghana</td>
<td>5.6 Mio</td>
<td>2.7K</td>
</tr>
<tr>
<td>Queenie Mah (Malaysia)</td>
<td>1.7 Mio</td>
<td>1.2 Mio</td>
</tr>
</tbody>
</table>

Total video impressions: 46.5 Mio
Total video views: 19.3 Mio
Top social media posts

**Top static Facebook post**
- Views: 365K
- Impressions: 18Mio
- Reactions: 2K

**Top Facebook Reel**
- Impressions: 20.3Mio
- Reactions: 26.5K

**Top static Instagram post**
- Views: 6.9Mio
- Impressions: 20.3Mio
- Reactions: 12.4K

**Top Instagram Reel**
- Views: 6.9Mio
- Reactions: 12.4K

**What this tells us**
- Reels have been a hugely successful tactic in this year’s campaign – especially on Instagram where they are more prominent than they are on Facebook.
- Focusing on the positive may be a key to unlocking the algorithm.
- Regular posting is efficient, maintaining engagement with the AskAboutHPV audience and increasing the likelihood of gaining new followers.
- Vaccination as a topic resonated more with audiences on both main social media networks, accounting for 8 of the top 10 posts.
Google Performance Max is an automated campaign type that utilizes machine learning to optimize bids, placements, and creatives across Google’s network, enhancing campaign performance by maximizing reach and conversions efficiently.
This year, we focused the majority of budget on promoting HPV survivor stories through Meta and Google, while engaging a number of influencers in different regions to spread the word among their loyal followers.

The advantage of working with established and credible social media personalities include access to a captive audience, trust in the message and a broad scope of channels – Instagram, Facebook, YouTube, TikTok (a channel not yet activated by the official campaign).

The addition of the popular Ghanese singer Diana Hamilton this year – thanks to the participation the IPVS Ghana Chapter – helped to reach and engage a new audience with very specific and targeted messaging.
Influencers

1. **DIANA HAMILTON**  (Popular Ghanaian Gospel Singer)
   - **Handle**: @dianaantwihamilton
   - **Network**:
     - Instagram
     - TikTok
     - Facebook
   - **Followship**: 2.8M

2. **VILMA ROŚCISZEWSKI**  (Argentina)
   - **Handle**: @ginecoyvos
   - **Network**:
     - Instagram
   - **Followship**: 1.65M
Influencers

DR. MELISA PEREYRA
- Handle: @ginecoonline
- Network: Instagram, TikTok
- Followship: 1.1M

France Inter
- Handle: @franceinter
- Network: Instagram
- Followship: 1.1M
Influencers

**Dr. Lyien**
- **Handle**: @dr.lyienho
- **Network**: Philippines
- **Followship**: 600K

**Xixi Yang**
- **Handle**: @xixiyang
- **Network**: USA
- **Followship**: 440K

**Vinicius Lacerda Ribeiro**
- **Handle**: @drvinilacerda
- **Network**: Brazil
- **Followship**: 85K
Influencers

**REBECCA FISHER**
- **Handle**: @thecoastalmummy
- **Network**: Instagram, Twitter
- **Followship**: 15,400

**DELLA SOUSA**
- **Handle**: @enbydelia
- **Network**: Instagram
- **Followship**: 15,000

**CLARE BAUMHAUER**
- **Handle**: @vulvalcancer
  - **Network**: Instagram
  - **Followship**: 6,000
One Less Worry
Advancing early treatment of HPV-related cancer

LIVE WEBINAR ON MARCH 4TH

Our global panel of HPV cancer survivors and medical experts shared their expertise and perspectives on these key questions:

• The WHO has set out a target of 90% of women achieving treatment for cervical cancer and pre-cancers by 2030. How can we accelerate progress toward that goal?

• What can we do to improve early diagnosis and access to treatment for cervical pre-cancers?

• What about prevention of other HPV-related cancers?

• Where are the shining examples of good practice and progress that show us the elimination of HPV-related cancers is achievable? How do we build on those?

• How can public awareness contribute toward accelerating progress on the elimination of HPV-related cancers?

Participants shared many questions and comments along the way, making for an informative and engaging session, well worth watching.

Click here to watch the recording.

Registrations 1,064
Attendees 439

Live Panel event on March 4th, 2024

Live webinar on March 4th
<table>
<thead>
<tr>
<th>Country</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>22</td>
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<tr>
<td>Canada</td>
<td>24</td>
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<tr>
<td>China</td>
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<td>Colombia</td>
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<tr>
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<td>Hungary</td>
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<td>India</td>
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<td>Ireland</td>
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<tr>
<td>Japan</td>
<td>37</td>
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<tr>
<td>MENA</td>
<td>38</td>
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<td>Nicaragua</td>
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<tr>
<td>Spain</td>
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<tr>
<td>Ukraine</td>
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<tr>
<td>United Kingdom</td>
<td>42</td>
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<tr>
<td>United States</td>
<td>44</td>
</tr>
<tr>
<td>More media coverage</td>
<td>45</td>
</tr>
</tbody>
</table>
Brazil
Large-scale public activations and online campaigns created media buzz and increased awareness.

On March 3rd and 4th, the HPV installation outside the Federação das Indústrias do Estado de São Paulo (FIESP) building, was seen by an estimated 5,000 people – and engaged 500 people with information about HPV and prevention.

The social media campaign reached 48.4 million people, with the below illumination appearing 18 million times on people’s social feeds.

Media interest included an Op Ed, podcasts and TV interviews (including one of the most seen programs – FANTASTICO, GLOBO TV – was aired at the end of March.)
Brazil

Spread in Inistido Do Cancer Do Estado De São Paolo’s Semanal ICESP, March 4–10 marked International HPV Day campaign and events.
People across North America were able to access important information through their platforms (Facebook, Instagram, Twitter, LinkedIn), leading to a combined reach of 218,400 people with over 7,300 engagements (reactions, comments and shares) and still growing every day, making these figures even higher than any other year!

Digital banners were up from FEB 23, 2024 through to MARCH 4, 2024 in FIVE downtown cities across Canada: Ottawa, Toronto, Edmonton Vancouver and St. John. These banners were seen over 84,358 times across digital screens, including along highways & bridges, billboards near shopping centres, university campus and shopping malls.

HPV Global Action played a crucial role as a facilitator in expanding the reach of IHAD campaigns, especially on supporting Eswatini communities which are most affected by HPV. Access to the colorful toolkit, videos, banners, and flexible images were much appreciated and helped boosting the exposure to the importance of IHAD.

HPV Global Action

Canada
An amazing reach and engagement across all our platforms in both English and French languages.

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Canada

Media exposure: First Nations Health Authority; BBN.

International HPV Awareness Day

Feb 29, 2024

A message from Dr. Jigji Matharu, Medical Officer, Women’s Health, Office of the Chief Medical Officer (OCMO); Dr. Celeste Lenane, Medical Officer, Health & Wellness, FNHA; and Sara Dole, Clinical Nurse.

Unraveling the Stigma of HPV-Related Cervical Cancer: A Call for Health Literacy

This article explores the stigma surrounding cervical cancer, its link to HPV, and the importance of sexual health literacy in prevention. It underscores the need for open discussions, education, and early detection to combat this disease.

On a chilly autumn day, the world of 35-year-old Andrea Kam shifted on its axis as she was diagnosed with cervical cancer following an abnormal Pap test. The diagnosis drew an unexpected sense of shock.
China

The International HPV Awareness Campaign covered 20 cities and 19 low-health-resource counties, highlighting the importance of information and support in regions with limited healthcare resources.

HPV Awareness Day’s main event was presided over by Professor Meng Yuanguang, Director of the Department of Obstetrics and Gynecology, at the Seventh Medical Center of the Chinese PLA General Hospital. A total of 39 sub-venues across the country were linked via live connection to the main venue in Beijing.

In Jining and Qingzhou, medical workers went into schools, providing HPV vaccination opportunities for students. Guangzhou and Dalian sub-venues offered free cervical cancer screenings for female residents of several communities. Changzhi and Xiamen sub-venues organized HPV-related outdoor activities in schools to spread knowledge about HPV prevention and control, contributing to the effort to eliminate cervical cancer.
Hybridio Calls for Raising International HPV Awareness

Hybridio (300659.CN) calls for raising international HPV awareness and adopting effective strategies for early detection and prevention.

Cervical cancer, anal cancer, vaginal cancer, and oropharyngeal cancer among others are just a few of the diseases commonly associated with the human papillomavirus (HPV), a sexually transmitted infection.
Colombia: Abrázame ("Huge Me") Alliance launches Advocacy Approach to Preventing Human Papillomavirus (HPV) and Cervical Cancer in Colombia: Empowering Communities, Enhancing Health Equity.

Campaign focuses particularly on the most vulnerable populations, notably women, across Colombia to address significant gaps in access and information in current policies and initiatives regarding HPV prevention and vaccination.

The Abrázame Alliance focused on securing funding for vaccination programs, improving access to healthcare services, and implementing evidence-based strategies to reduce HPV-related morbidity and mortality.

This initiative collaborated with 70 partner organizations to achieve its goals, including National Cancer Institute, Health and Education Secretariats, Insurers, Clinics and Hospitals, NGOs, Universities, Epidemiology Institutes, and Companies from the Sector, it was accompanied by internationally renowned artists, influencers, journalists, and the country’s most important media outlets.

During this month, the Colombian League Against Cancer also carried out its campaign against Cervical Cancer in all 32 locations throughout the country, and the project team was in Girardot and Barranquilla spreading the message that “Huge Me” means love, protection, closeness, alliance, and commitment to saving lives.
Eastern Europe (Bulgaria, Croatia, Romania)

Advocacy and Action Plans launched ahead of International HPV Awareness Day to drive policy change and progress.

Croatia

Work continued with the national HPV Coalition, bringing together and supporting organisations by running advocacy campaigns which will make the case for faster progress on HPV vaccination and cervical cancer screening.

Bulgaria

Deputy Health Minister Michail Okolinsky announced that boys will be included in national HPV vaccination programmes. This is a result that brings Bulgaria further towards the recommendations included in Europe’s Beating Cancer Plan and the guidelines shared by the World Health Organization.

Romania

HPV Action Romania - Acțiunea HPV România is helping national organisations and institutions to mobilise and join forces to implement policies aimed at increasing HPV vaccination, screening and information coverage. A wide range of organisations have come together as part of this new campaign. These supporters have agreed on a call to action on three fronts:

• Routine gender-neutral HPV vaccination for all 11-18-year-olds with 90% uptake by 2030.
• A national population-wide cervical cancer screening programme, based on HPV testing and including self-sampling as an option for hard-to-reach groups and others, with 70% of women screened by the age of 35 and again by age 45, to be achieved by 2030.
• A sustained public education campaign promoting HPV awareness, vaccination and screening.

On March 4th, social media posts were shared with the ECO’s 42,000+ followers to:

• Promote awareness about HPV
• Encourage people to attend the webinar
• Share stories from survivors

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Germany

Media exposure: Paul Erlich Institute.

International HPV Awareness Day is also gaining traction in countries like Germany, where IPVS does not yet have any local partners.
Ghana

Local Campaign Champion IPVS members in Ghana coordinated a truly national campaign, with in-person events, traditional and online media channels to spread the word of prevention.

**Regional radio broadcasts**
Engagements reached 12 out of the 16 regions in Ghana – in English and regional local languages.

**National TV broadcast**
GTV broadcast focused on prevention reached the entire population – over 35 million in all 16 regions.

**In-person events**
Different groups were engaged to share information on HPV prevention.

**Newspaper, influencer, online ads**
Placed in the oldest and truly national newspaper, the Daily Graphic. Renowned Gospel singer Diana Hmailton helped to raise awareness through her social media accounts and through a series of online ads shared in 5 regional languages, reaching almost 4 million people.
Ghana

Media exposure: MSN; Modern Ghana.

Ghana marks International HPV Awareness Day

NCCE, CDA Consult jointly mark International HPV Awareness Day

CDA Consult joins global community to mark International HPV Awareness Day
Updated stophpv.hu website – including 30 short videos answering questions about HPV – brought in 3,900 users mainly from Hungary. Visitors to the site viewed 7,200 articles and spent on average 2 minutes 25 seconds on the site.

Hungary
Online campaign welcomed thousands of users.
India
Multi-faceted campaign reached higher education faculty and students, health professionals and the general public in Mysuru City and beyond.

Awareness programs
Efforts were made to engage Principals and Professors at higher education institutions in Mysuru City. The PHRII team met with them in-person to orient them to the initiative, explain the relevance and significance of the cervical cancer and the program, and plan for activities for their students.

Informational flyers
PHRII and GIAHC together developed informational flyers aligning with WHO’s Global Strategy for Cervical Cancer Elimination in English and Kannada that would reach a city-wide population.

Video podcast
Local media houses were approached a popular outlet was chosen who agreed to publish the podcast and designed it as an interview with PHRII’s research physician.
India

Media exposure: Hindustan Times; The Quint; India TV News; The Hindu; The Storyboard 18.
Ireland

More evidence of International HPV Awareness Day gaining traction across Europe.
Japan

Social media campaigns reached 1.5M+.

Aside from the ongoing effort of the campaign’s six official partners in Japan (Minpapi, VcanHPV, Teal Blue Japan, Know VPD, Love 49, and the HPV Vaccination Promotion Municipal Assembly Member’s Federation), HPV awareness initiatives are springing up in the country from other organizations as well, showing that the campaign is taking on a life of its own in the country.

Social media posts from campaign, Minpapi and governments were seen 1.6 million times.
Lebanon

The **Defeating HPV Together: Uniting for Awareness and Action** conference, held on February 22, aimed to:

1. Increase awareness and knowledge about HPV among diverse stakeholders.
2. Dissemination of up-to-date research findings and evidence-based practices.
3. Networking opportunities to foster collaboration and partnerships.
4. Development of actionable strategies to improve HPV prevention and management efforts.

Saudi Arabia

Rofida Women Organization, Member of the MENA Coalition for HPV elimination with conduct a Cervical Screening workshop on April 20th. Their hard work aimed to **convince the Ministry of Health to introduce the national cervical screening program** in Saudi Arabia. Workshops were also held to educate health care practitioners to start screening in their clinics.

Jordan

HPV awareness was posted on EMPHNET Social Media channels this year and reached around **2.5 Million views**.
Nicaragua

New Campaign Partner in Nicaragua makes a great start by raising awareness of HPV among healthcare providers across the country.

Around HPV Awareness Day on March 4th, the Society of Gynecology and Obstetrics of Nicaragua, held the first symposium entirely dedicated to topics related to the human papillomavirus organized for health professionals.

More than 60 gynaecologists from the country participated in the event, while other professionals joined online.

Throughout March, posts were published on the social networks and on the society’s website.
Spain

The campaign has seven active partner organizations in Spain. Activities impacted patients, organizational members, the public and other healthcare professionals.

Campaign activities included:

- Video for patients
- Press impact
- 160 posters sent to hospitals
- Member communications
- Social media campaign

Avanzar en la concienciación del virus del papiloma humano

La Asociación Española de Patología Cervical y Colposcopia hace un llamamiento para ampliar los programas de cribado y la vacunación con el objetivo de minimizar los riesgos asociados como el cáncer.
In-person and social media campaigns help to raise awareness.

This year, the Fight Cancer Foundation team carried out the information campaign during the Human Papillomavirus Awareness Day in three areas:

- **Personal meetings** with students for educational talks and lectures
- Creating and disseminating information on **Facebook**
- Creating and disseminating information on **Instagram**

The Foundation is glad to be the International Papillomavirus Society’s first partner in Ukraine and part of the worldwide network of organisations working to fight cancer caused by the human papillomavirus!
Around the city iconic landmarks were pressed into service to raise public awareness of HPV. Greyfriars Bobby donned a ‘One Less Worry’ collar, Brown’s Close one of the most photographed locations in the city and cycle paths en-route to Chalmers Sexual Health Clinic were chalked up with a One Less Worry message, signposting people to reliable information about the virus, prevention and screening at askabouthpv.org.

United Kingdom
Scotland capital paved the way for upcoming 36th International Papillomavirus Conference with multiple activations.
United Kingdom
Media exposure: Public Health Agency; Edinburgh News.

**HPV Awareness Day – vaccination and screening key to reaching zero cervical cancers**

Sunday, 03 March 2024 - Service Development and Screening

Ahead of International HPV Awareness Day (Monday 4 March), the Public Health Agency (PHA) is highlighting the importance of both vaccination and cervical screening to help drive down rates of HPV-related cancers.

The HPV vaccine helps to prevent HPV-related cancers from developing in young people. It is a one dose programme which is offered to pupils in year 9 and given as an injection in the upper arm, the same way as many other vaccines.

In Northern Ireland, cervical screening is available to women and other people with a cervix aged 25–64. This is the age group where screening is of most benefit. Screening is offered every three years if you are aged 25–49, and every five years if you are aged 50–64.

Nearly all cervical cancers are caused by persistent infection with human papillomavirus, known as HPV. Dr Joanne McKeen, Director of Public Health at the PHA, said: “We have two very effective ways of reducing cervical cancer – HPV vaccination and cervical screening.

**Edinburgh News**

**Health**

Greyfriars Bobby says HPV vaccination and screening save lives

Today is International HPV Awareness Day, a global campaign coordinated from here in Edinburgh in collaboration with 140 international partners to prevent half a million global cancer deaths a year. Initiated by the International Papillomavirus Society in 2018, the campaign aims to improve public understanding of HPV (the human papillomavirus), and the actions people can take to reduce the risk of HPV-related cancer.
United States
Cervivor stories build on personal HPV stories.

Personal stories, including those from cervivor.org were distributed across Facebook, Instagram, Twitter and TikTok reached more than 25,000 people – many of them outside the US (UK, St. Lucia, Canada, Philippines, Puerto Rico, Australia, Ireland, South Africa, and Kenya).

Cervivor also partnered with Together for Health (togetherforhealth.org) to increase awareness and to advocate for greater uptake of the HPV vaccine. HPV Cancers Alliance also continued their important work lobbying at the US Capitol.

HPV Awareness Day 2024: Scale Up HPV Vaccination in People Living With HIV

How my story begins: My story begins on July 27, 2009, which was a month after losing the beautiful actress Farrah Fawcett who had just died in June from anal cancer, and I was devastated. When the doctor told me I had cancer, all I could hear was the word cancer and I left his office alone and in a blur.
Media exposure: Endeavor (Moffitt Cancer Center); St. Jude; NAU Review; Castor (U.S. Representative); National Today.
**More media coverage**

IHAD on March 4th continues to gain traction as an important date on the global health calendar. We see that more organizations use the date to encourage HPV vaccination and screening.
2025 RECOMMENDATIONS
Recommendation 1:

Develop region-specific campaigns further

Creating region-specific assets (language, messaging, messenger) for distribution in that region has proven to be both effective and efficient. Identifying key regions for these campaigns should be central to 2025 campaign planning, starting with the regions that are most affected and also lack access to healthcare, resources and education:

- Sub-Saharan Africa
- South Asia
- Southeast Asia
- Latin America and the Caribbean
- Eastern Europe and Central Asia
- Middle East and North Africa

Understanding the popularity of social media platforms by region will also inform strategy. Our recommendation is to add TikTok to the channel mix to increase reach (especially) in North America, Latin America and Asia Pacific.

While higher-income regions must also be reached, as ad spend is significantly higher, we will seek out effective influencers to leverage their networks.
Recommendation 2:

Streamline toolkit to focus on quality of assets

The most popular download is the Campaign Guidelines, followed by other related assets. This tells us that members are accessing the guidelines and assets from both the HPV Hub on ipvsoc.org and on AskAboutHPV.org, which is not efficient and makes tracking performance more difficult.

Housing the full suite of member assets on the HPV Hub, while prioritizing the assets on AskAboutHPV.org for public use (i.e., logos, stickers, 1–2 posters) will ensure both sites are designed for their specific purpose.

Based on previous years’ performance, there is also an opportunity to cut down the number of overall assets to focus on top-performing messages and formats. This approach would allow members the flexibility to adapt their campaigns while maintaining brand consistency.
Recommendation 3: Positive focus for campaign messaging

The #OneLessWorry concept was introduced in the midst of the COVID epidemic – focusing on our ability to control 1 thing in an otherwise chaotic world.

While the world may still be a chaotic place, we see an opportunity to incorporate and test more hopeful and positive messaging. This direction is informed by the success of the 2024 creative assets and social media trends.

Ideation around refreshed messaging will be part of the 2025 campaign.
Recommendation 4:

Build site around campaign objectives

The 2024 campaign brought more than 1 million new visitors to the site. Making sure they have a clear action to take – an action that aligns with their profile and how they came to the site (ads, social, search, direct) – will help us to improve the performance beyond getting them to the site.

A personalised site experience would allow visitors specify and navigate based on what they want:

• learn more about HPV
• attend an informational event
• join a support group in my area
• schedule a screening
• help to spread awareness
ONE LESS WORRY