

International HPV Awareness Day Campaign Report

2024



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International HPV Awareness Day

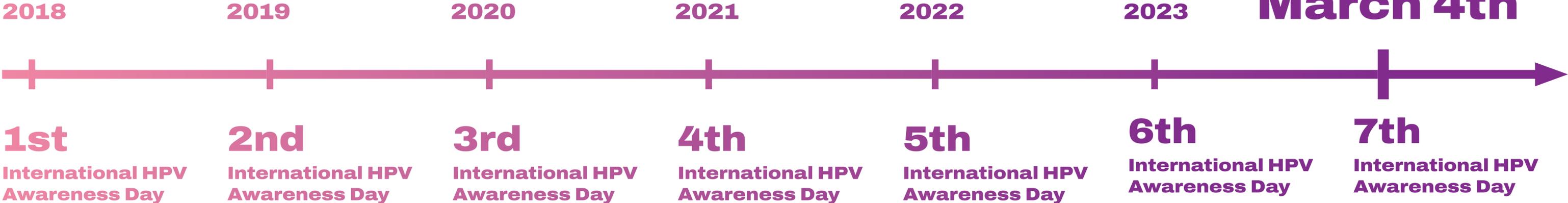
Since 2018, IPVS and our global network of campaign partners have been raising awareness about HPV. The campaign this year ran from Jan 4th until March 4th.

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**



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.

One Less Worry

THE CONCEPT

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.



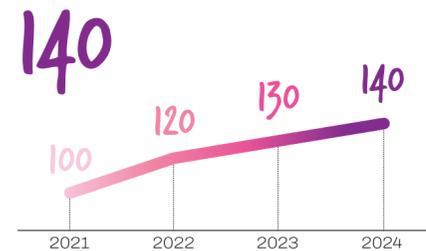
(CAMPAIGN RESULTS



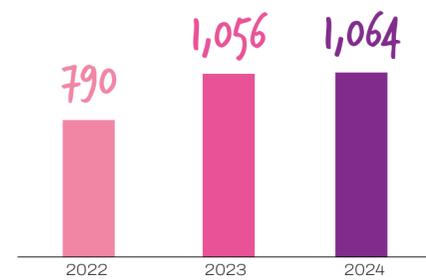
2024 engagement results

Partners

Total partners



Live webinar on March 4th

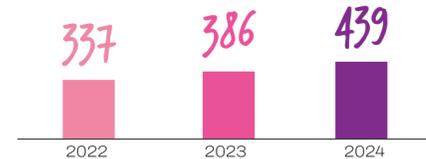


Registration

1,064

Attendees

439



Website visits (page views)

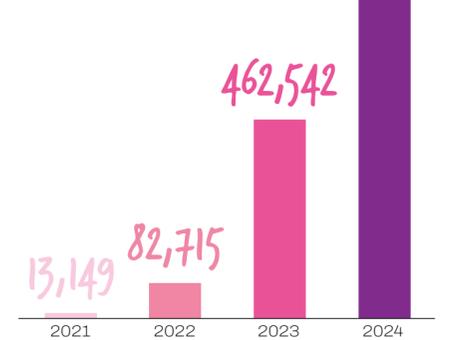
Total pageviews

1,191,996

Pageviews progress (VS 2023)

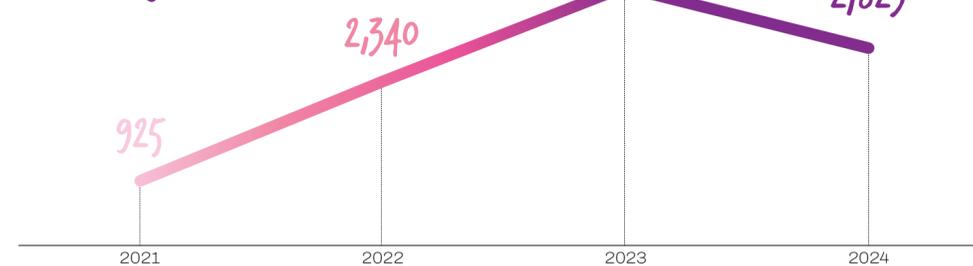
+158%

Total pageviews



Materials downloaded

2,823



Website visits (new visitors)

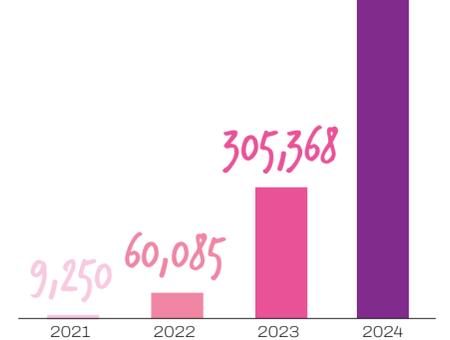
Total new visitors

1,015,552

New visitors progress (VS 2023)

+232.5%

Total new visitors



2024 engagement results

#Hashtag potential reach (organic vs paid)

#onelessworry,
#askaboutppv,
#hpvawarenessday

Organic

33.4 Mio

Organic progress (VS 2023)

-8.5%

Paid

64.1 Mio

Paid progress (VS 2023)

+76.5% 

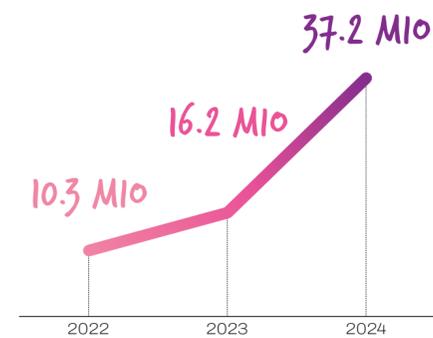
#Hashtag total potential reach

97.5 Mio

Total paid Google Ads

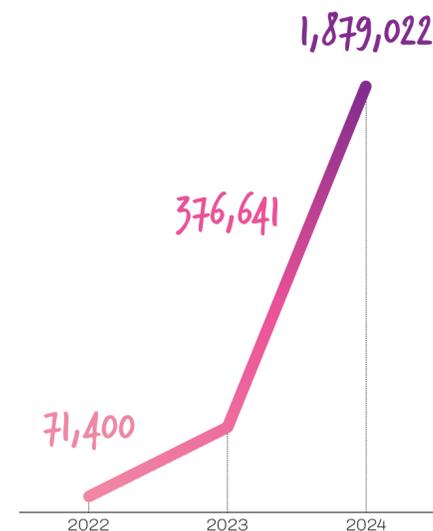
Impressions video & Performance Max

37.2 Mio



Total clicks

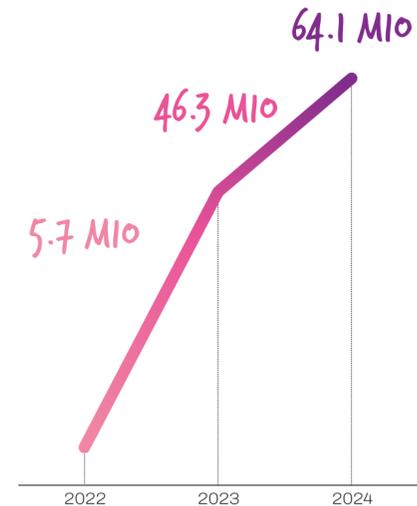
1,879,022



Facebook and Instagram paid campaigns

Reach

64.1 Mio



Total impressions

161.6 Mio

Total views of videos

19.3 Mio

Social media

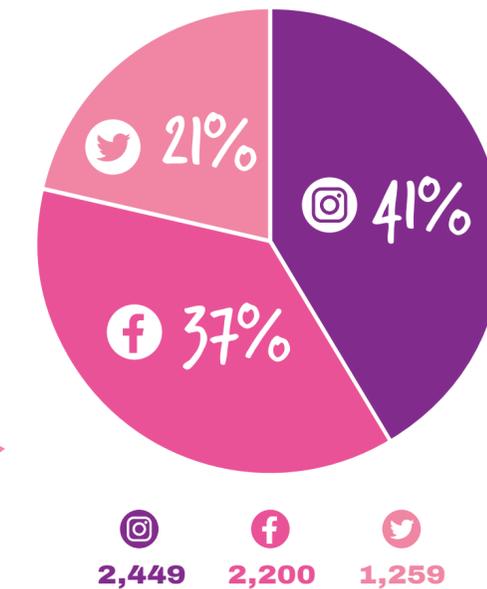
Followers   

6,176

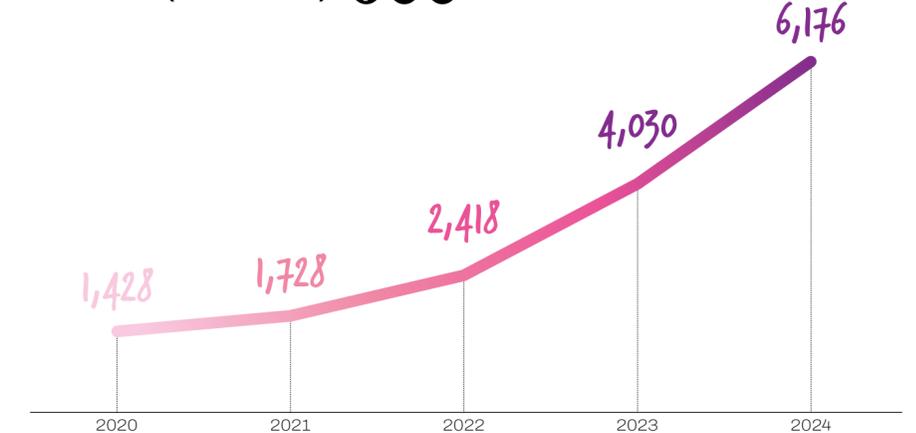
Followers progression (VS 2023)

+53%

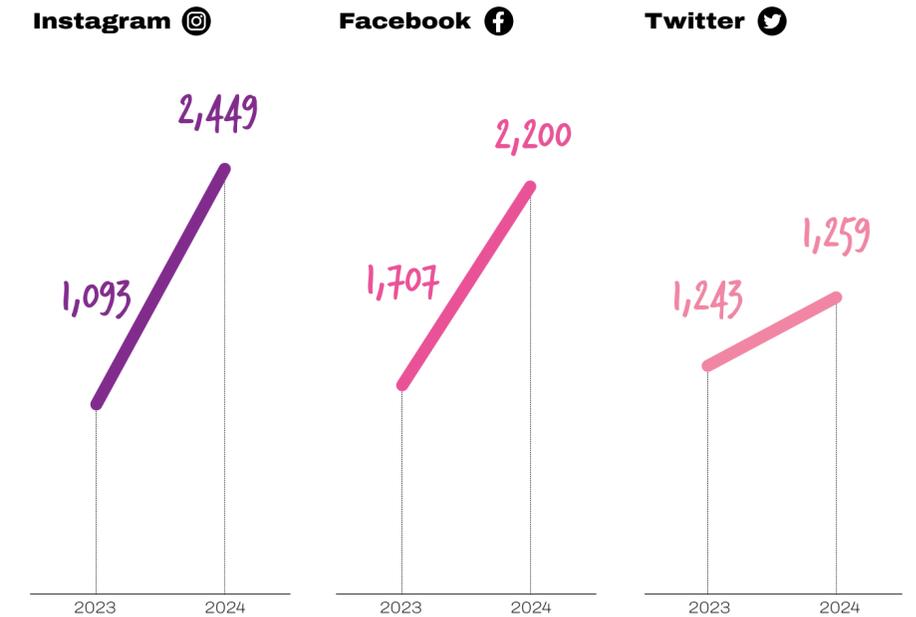
2024 channel size distribution



Followers (since 2020)   



Channel size (2023 VS 2024)



Website performance

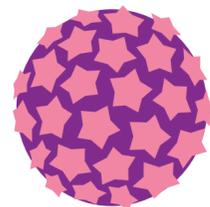


AskAboutHPV.com (the **homepage**) remained the most visited page by far on the site, followed by the main pages related to **Vaccination and Screening.**

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.**

Top visited pages	Views	Users
Homepage	1,191,885	903,889
/hpv-facts/all-about-hpv-vaccinations	78,824	72,634
/hpv-facts/screening-for-hpv-and-cancer	20,669	17,966
/stories/video-stories/natalia	9,459	8,340
/share-your-story	7,461	7,461
/stories/video-stories/milicent	6,582	5,682
/stories/video-stories/marcia	6,378	5,451
/stories/video-stories/jason	4,526	3,781
/hpv-facts/risks-and-prevention	4,206	3,954
/get-involved/campaign-resources	2,825	1,005
/stories/video-stories/mary	2,693	2,280
/get-involved/social-post-builder-1	2,145	1,369
/hpv-facts/hpv-facts-for-everyone	2,139	1,658
/hpv-facts/hpv-facts-for-women	1,656	1,322
/stories/video-stories	1,492	992
/get-involved/spread-the-word	1,383	1,132
/hpv-facts/hpv-facts-for-people-living-with-hiv	1,312	1,101
/stories/hpv-stories	1,130	865



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.



The Power of Personal HPV Stories

Hindi



Total impressions

2.7 MIO

Total views

145K



Ghana



Total impressions

5.6 MIO

Total views (video only on Google)

2.7K

Queenie Mah (Malaysia)



Total impressions

1.7 MIO

Total views (Meta only)

1.2 MIO

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.

Total video impressions

46.5 MIO

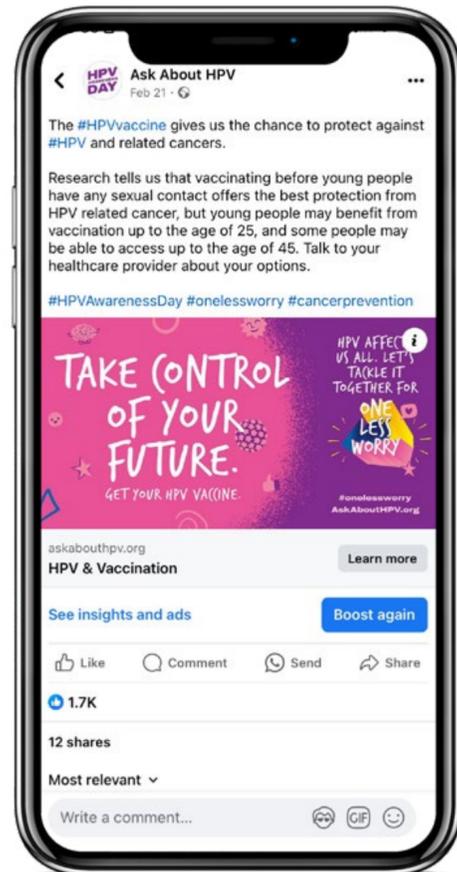
Total video views

19.3 MIO



Top social media posts

Top static Facebook post



Impressions
18 Mio

Reactions
2K

Top Facebook Reel



Views
365K

Reactions
2K



Top static Instagram post



Impressions
20.3 Mio

Reactions
26.5K

Top Instagram Reel



Views
6.9 Mio

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.

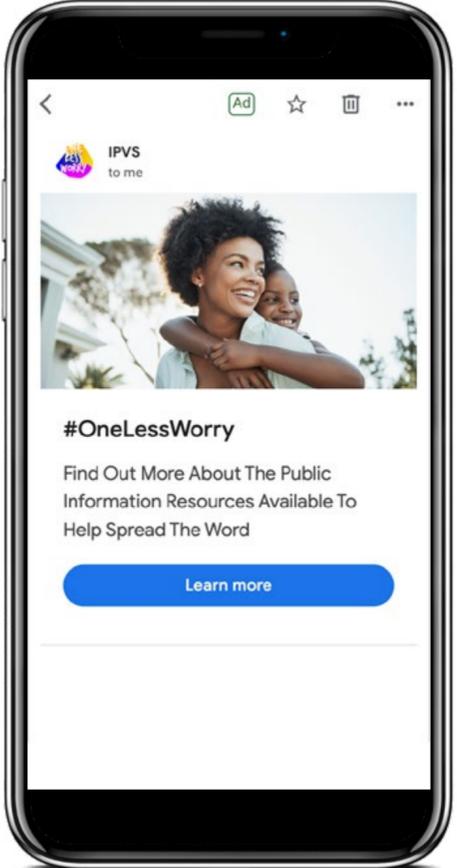
Regular posting is efficient, maintaining engagement with the AskAboutHPV audience and increasing the likelihood of gaining new followers.

Vaccination as a topic resonated more with audiences on both main social media networks, accounting for 8 of the top 10 posts.

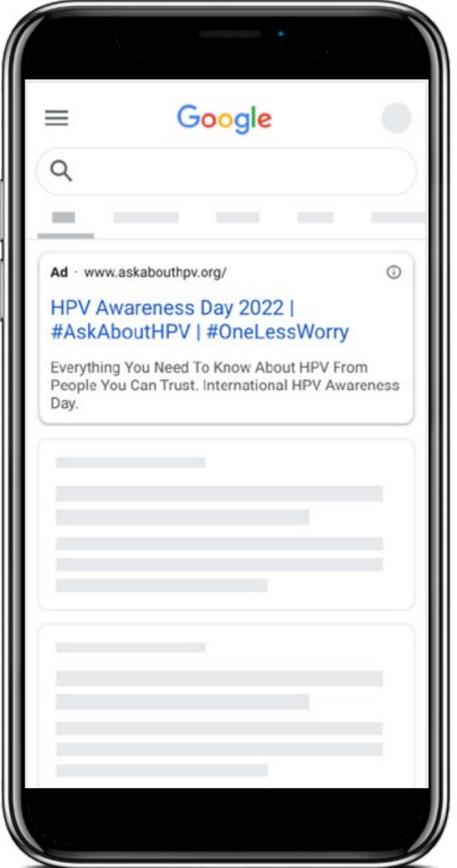


Google Performance Max campaign

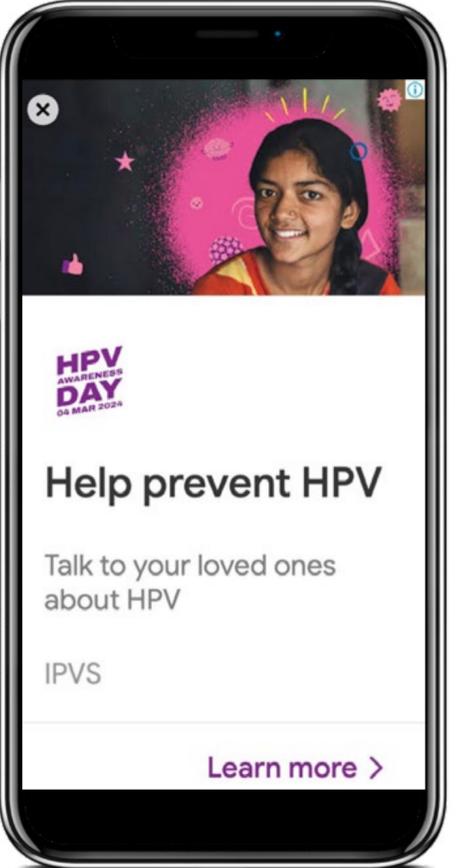
Gmail



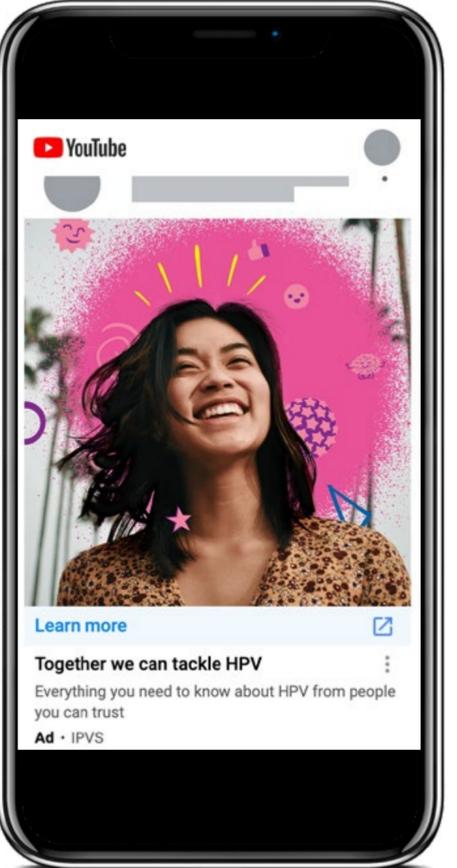
Search



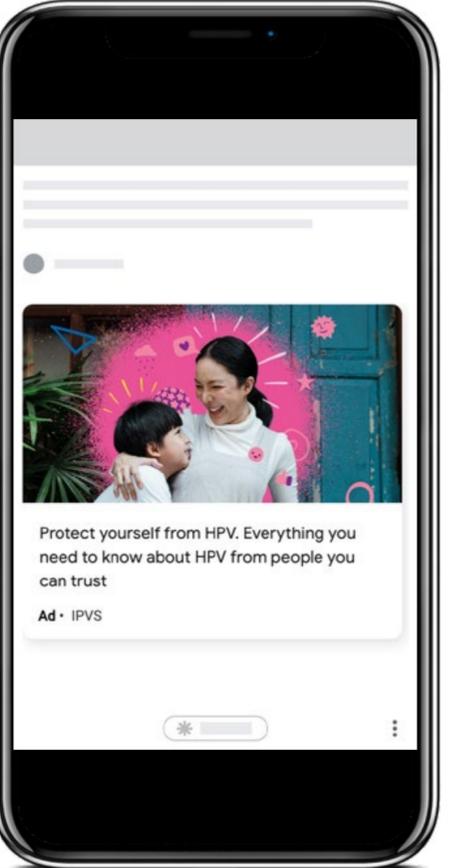
Display



YouTube



Explore



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.

Google Performance Max impressions

20,652,059

Total views

4.63%



Influencers

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 Ghanaese 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:

- Vilma Rosciszewski | 🇵🇱 | 📷 🎵
- Dr Lyien | 🇵🇭 | 📷 🎵
- XiXi Yang | 🇺🇸 | 📷
- Rebecca Fisher | 🇬🇧 | 📷 🎵
- Vinicius Lacerda Ribeiro | 🇧🇷 | 📷
- Diana Hamilton | 🇳🇬 | 📷 🎵 📺
- Clare Baumhauer | 🇬🇧 | 📷
- Dr. Melisa Pereyra | 🇲🇪 | 📷 🎵
- France Inter | 🇫🇷 | 📷
- Delia Sosa | 🇺🇸 | 📷

Influencers



DIANA HAMILTON (Popular Ghanaian Gospel Singer)

Ghana

Handle

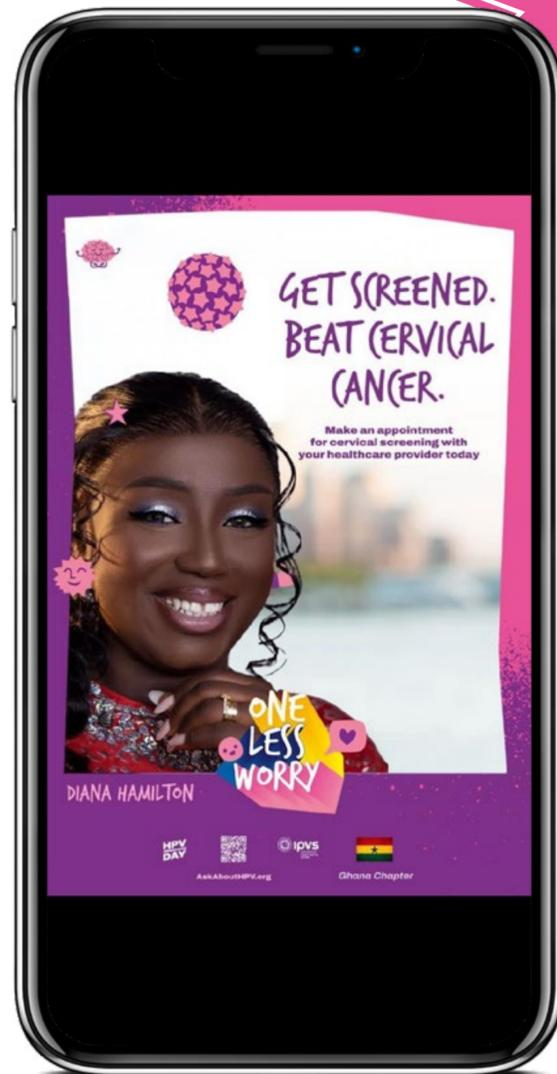
@dianaantwihamilton

Network



Followship

2.8M



VILMA ROSCISZEWSKI

Argentina

Handle

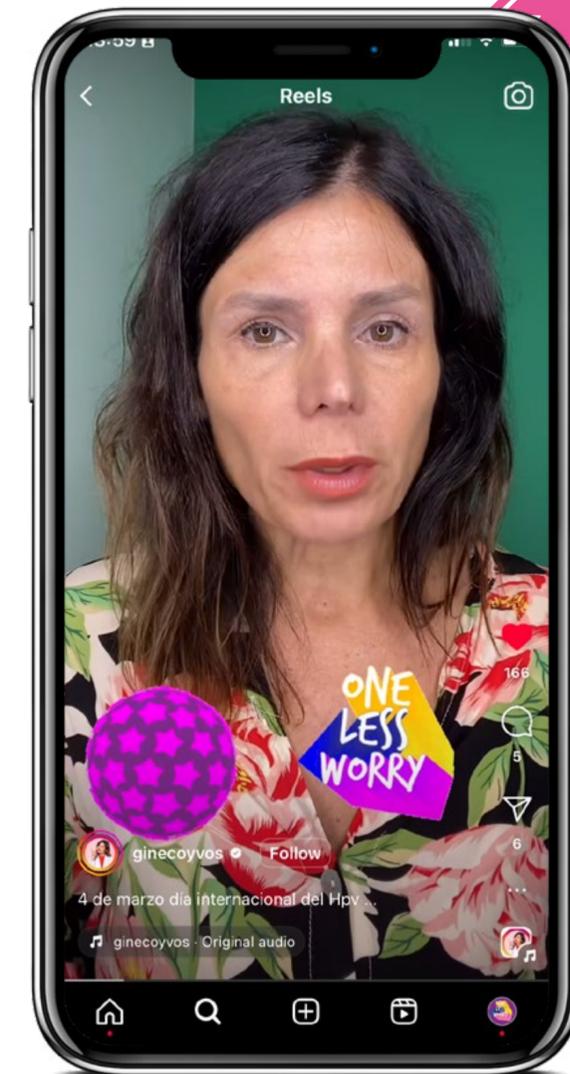
@ginecoyvos

Network



Followship

1.65M



Influencers



DR. MELISA PEREYRA

📍 Argentina



Handle

@ginecoonline

Network



Followship

1.1M



FRANCE INTER

📍 France



Handle

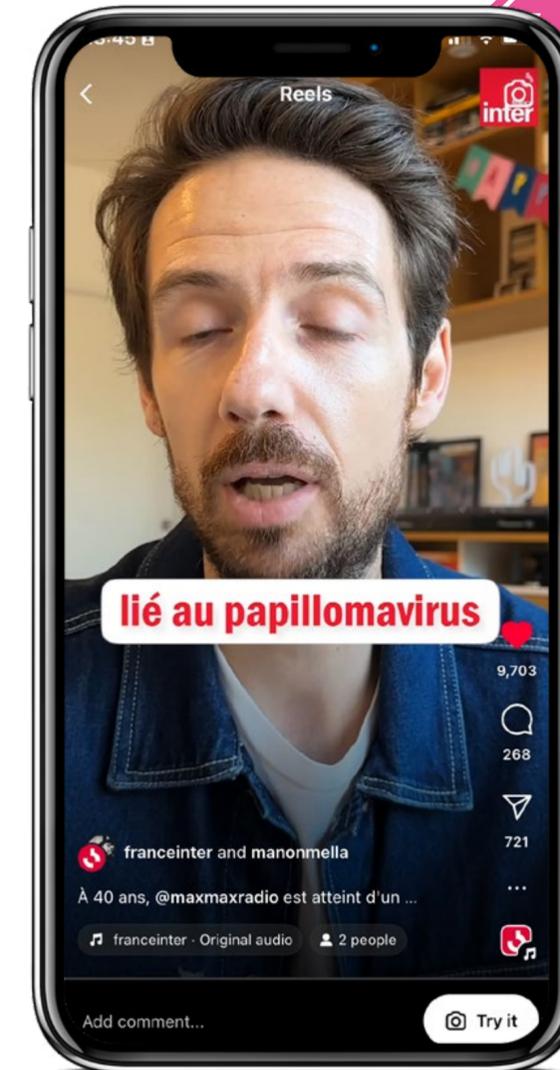
@franceinter

Network



Followship

1.1M



Influencers



DR LYIEN

📍 Philippines

Handle

@dr.lyienho

Network



Followship

600K



XIXI YANG

📍 USA

Handle

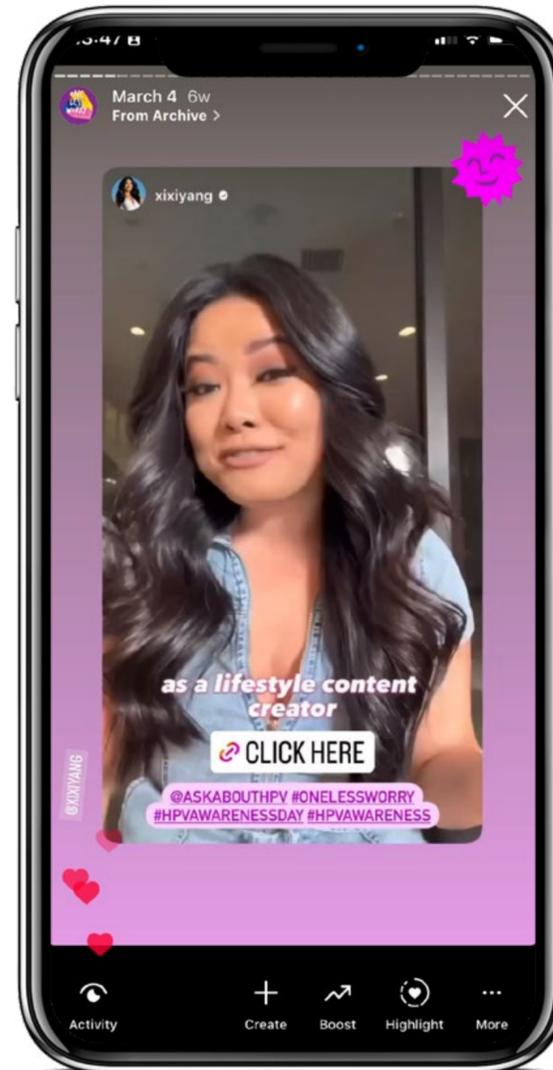
@xixiyang

Network



Followship

440K



VINICIUS LACERDA RIBEIRO

📍 Brazil

Handle

@drvinilacerda

Network



Followship

85K



Influencers



REBECCA FISHER

📍 UK

Handle

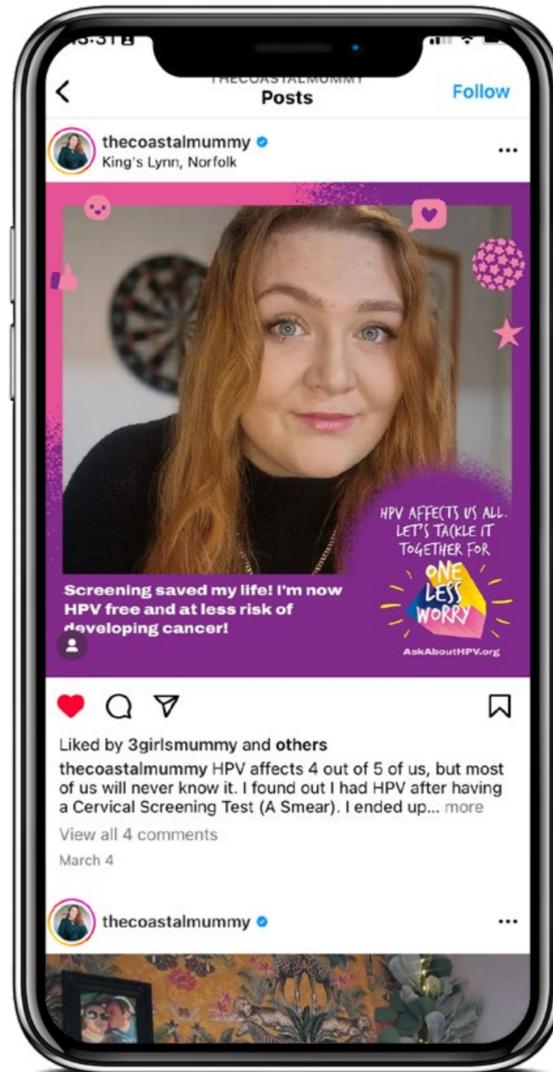
@thecoastalmummy

Network



Followship

15.4K



DELIA SOSA

📍 USA

Handle

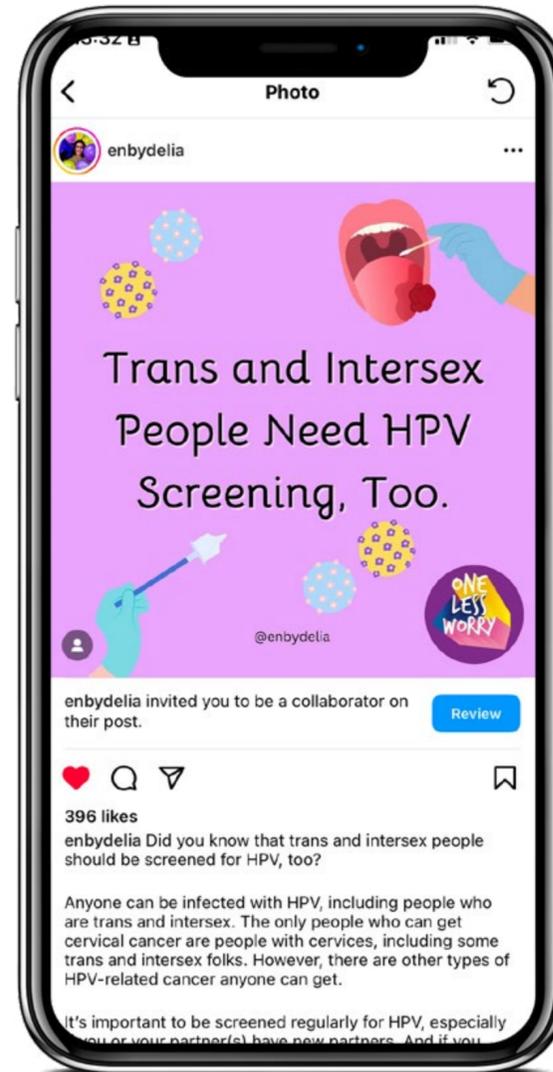
@enbydelia

Network



Followship

15K



CLARE BAUMHAUER

📍 UK

Handle

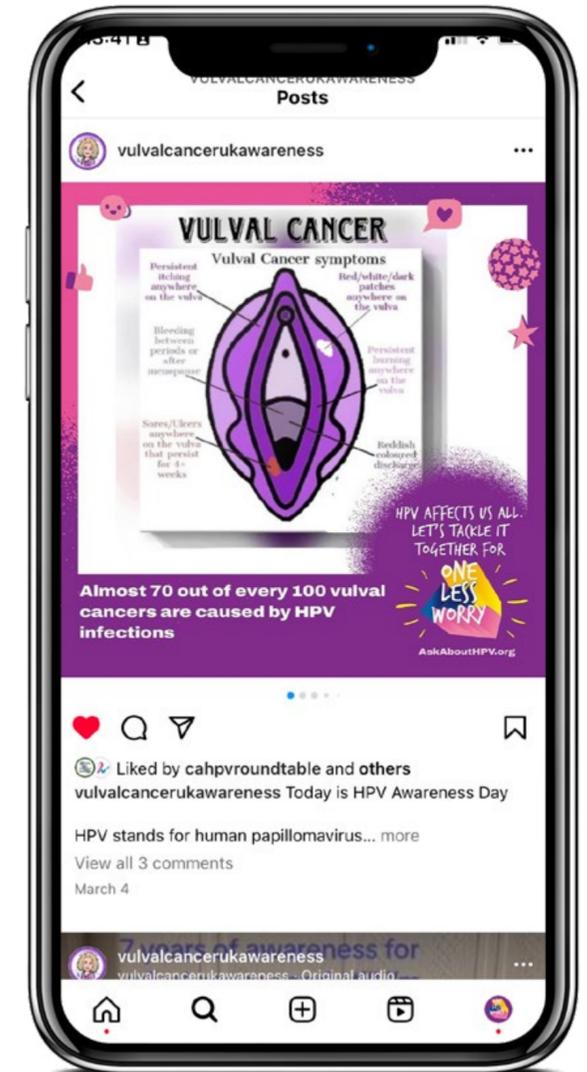
@vulvalcancer
ukawareness

Network



Followship

6K



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





SUCCESS STORIES

Brazil	22	Ireland	36
Canada	24	Japan	37
China	26	MENA	38
Colombia	28	Nicaragua	39
Eastern Europe	29	Spain	40
Germany	30	Ukraine	41
Ghana	31	United Kingdom	42
Hungary	33	United States	44
India	34	More media coverage	45

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.)

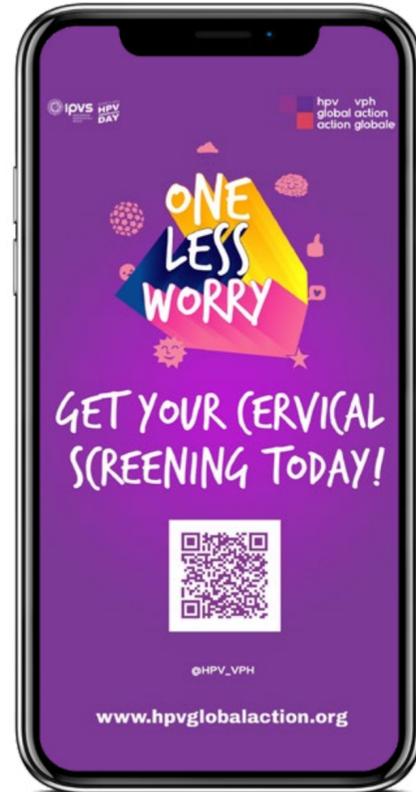


Canada

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



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.

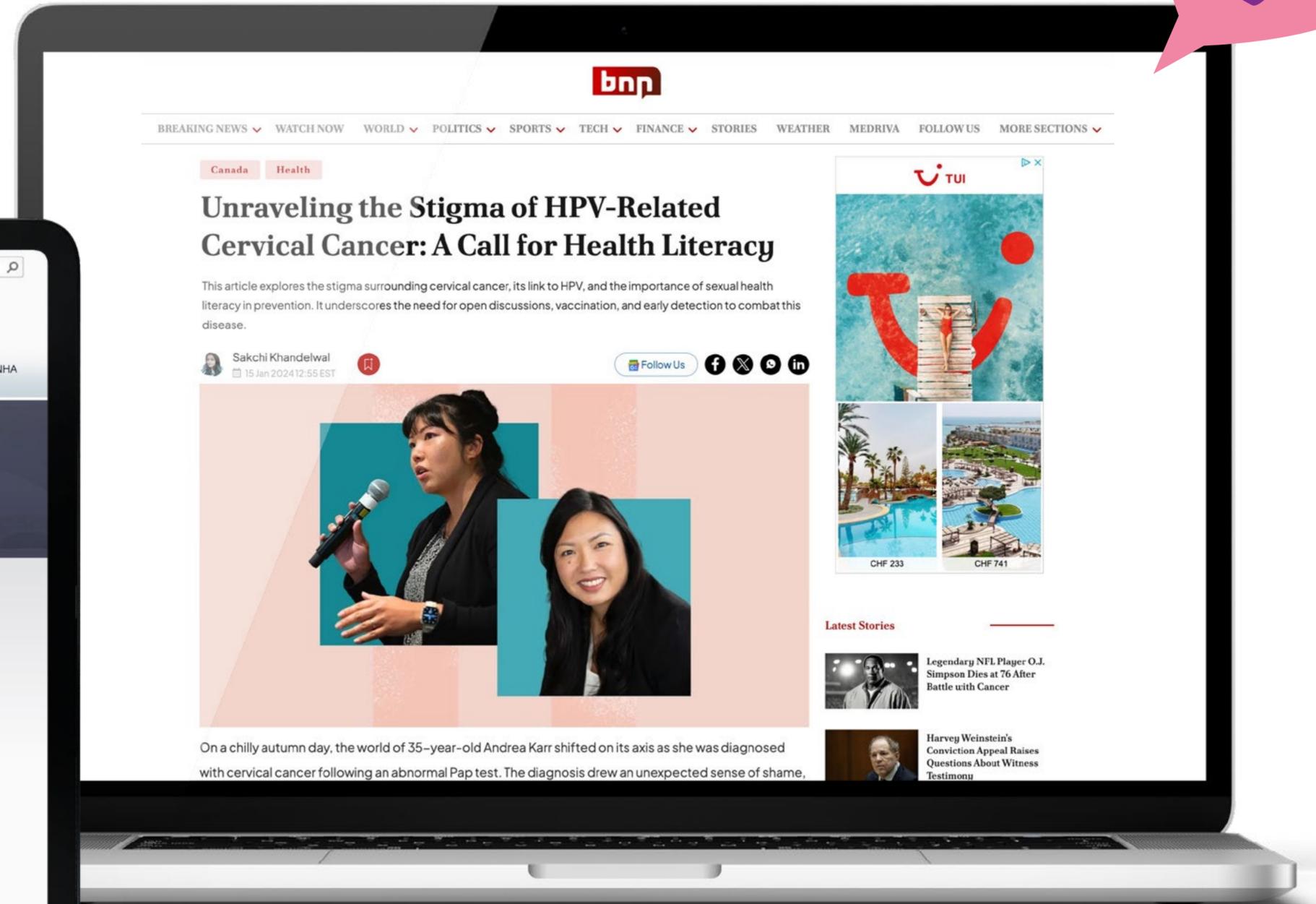
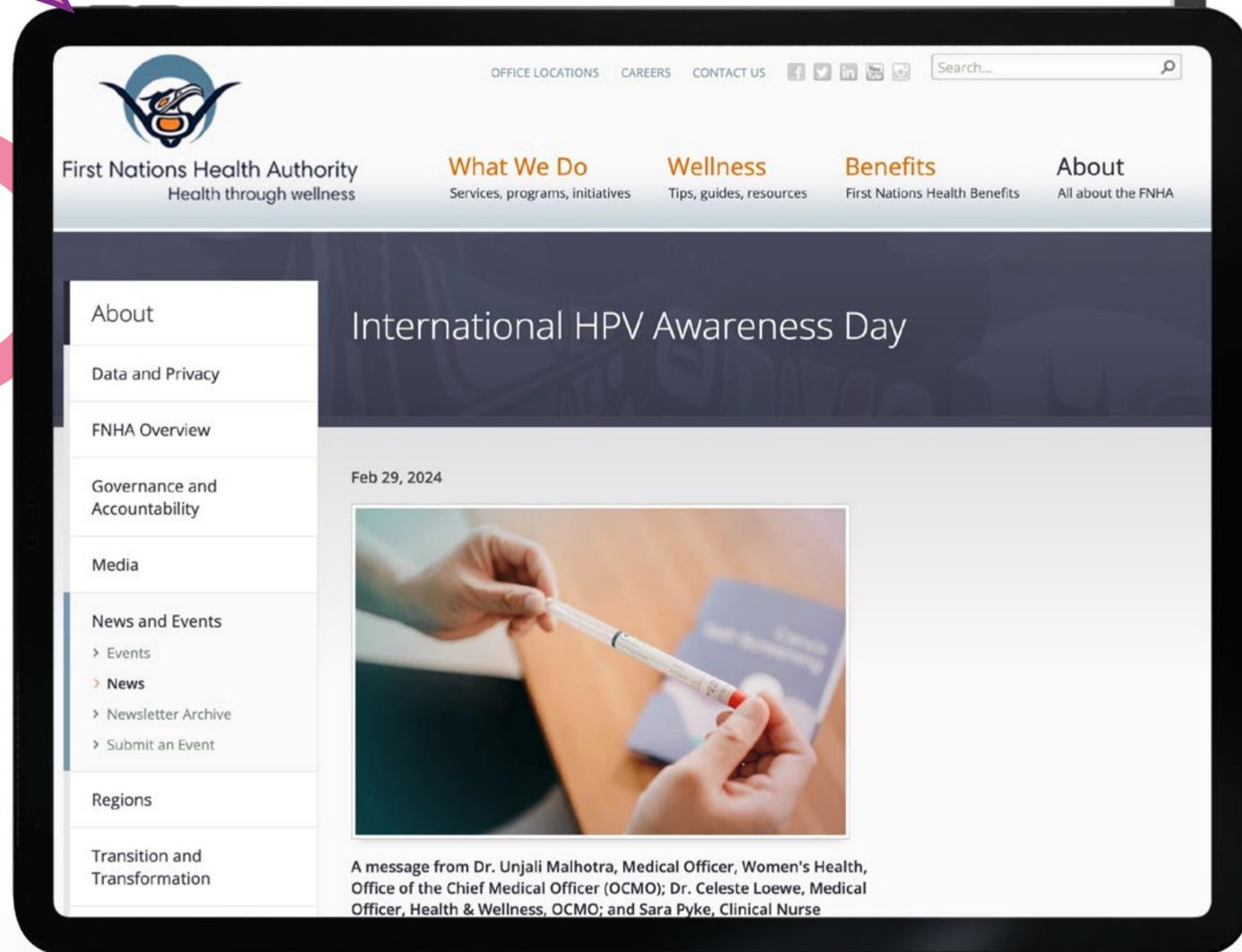


People across North America were able to access important information through their platforms (Facebook, Instagram, Twitter, LinkedIn), leading to a combined reach of **218,400 people** with over **7,300 engagements** (reactions, comments and shares) and still growing every day, making these figures even higher than any other year!



Canada

Media exposure: First Nations Health Authority; BBN.



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.



第七届HPV知晓日中国站活动介绍【2024】

全球发起单位：国际人乳头瘤病毒学会 (IPVS)
 中国主办单位：北京伍连德公益基金会
 北京协和医学院群医学及公共卫生学院
 中国健康促进与教育协会
 腾讯SSV健康普惠实验室

活动主题：“让世界少一份忧虑” “One Less Worry”

活动地点：由第六届的21座城市扩大到第七届的20个城市以及19个低卫生资源县区
 活动形式：活动开幕式在北京主会场线下举办，各线下分会场连线直播；开幕式后各地线下开展活动，形式包括但不限于宫颈癌防治学术报告、科普讲座、知识竞赛等活动，动员全社会了解HPV病毒和宫颈癌相关知识。
 参会人员：各地承办单位相关负责人，医院、妇幼、疾控、社区卫生服务中心等地的专业人员，行政管理人员，社会公众。

北京主会场活动时间表

时间	内容	参与人员
8:30-9:00	活动前准备：签到、暖场视频播放	工作人员
9:00-10:00	第一部分：北京主会场全国连线	
9:00-9:20	领导与嘉宾讲话	各单位领导
9:20-9:30	国际“HPV知晓日”中国站活动介绍	齐友林 教授
9:30-9:50	中国消除宫颈癌之路	邵景和 院士
9:50-10:00	中国低卫生资源地区消除宫颈癌挑战与机遇	朱益 教授
10:00-10:20	合影+茶歇+视频播放	
10:20-12:00	第二部分：北京主会场专题演讲 (各地分会场自行安排线下学术活动)	
10:20-10:50	HPV疫苗 让世界少一份忧虑	魏丽惠 教授
10:50-11:15	宫颈癌筛查方法进展	陈飞 副教授
11:15-11:40	HPV与宫颈癌防控策略与卫生经济学	赵方辉 教授
11:40-11:55	问答与专家点评	全体人员
11:55-12:00	总结	齐友林 教授



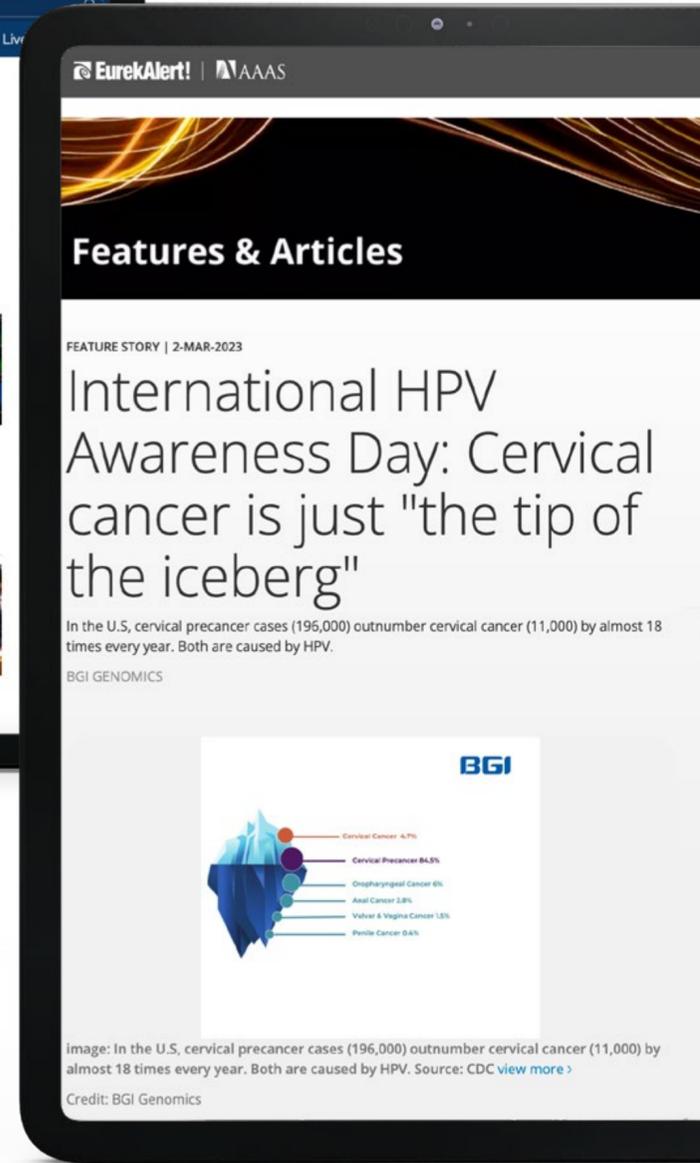
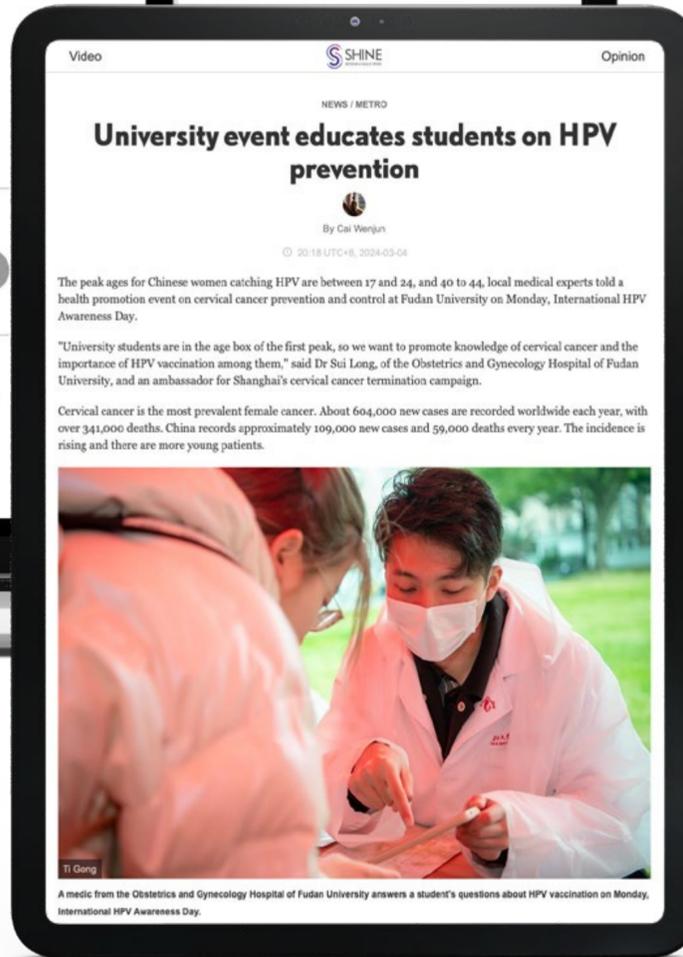
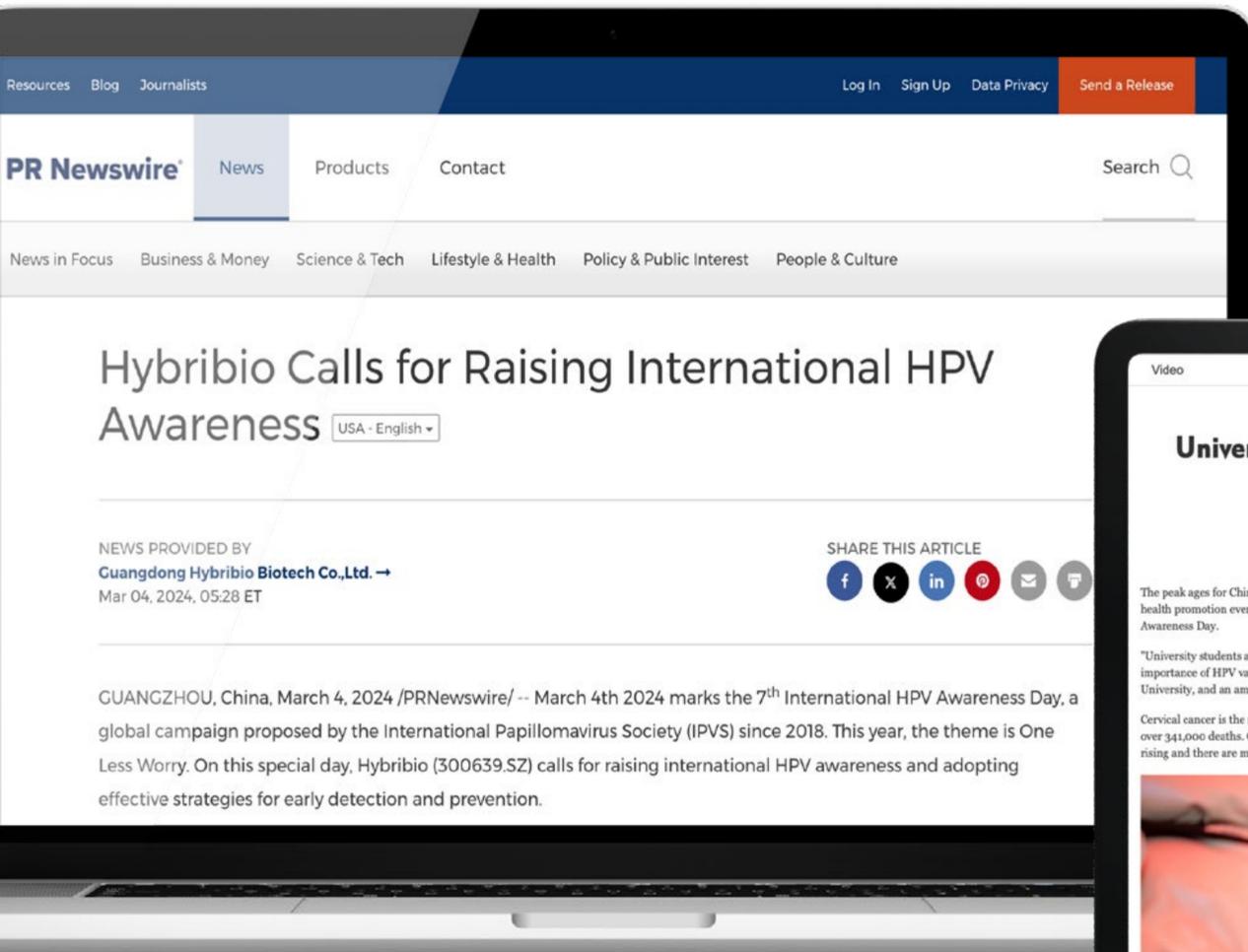
Presentation overview and publicity brochures.



Seal of official partner: Chinese Academy of Medical Sciences & Peking Union Medical College.

China

Media exposure: PR Newswire; Shine; CGTN; EurekAlert.



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.



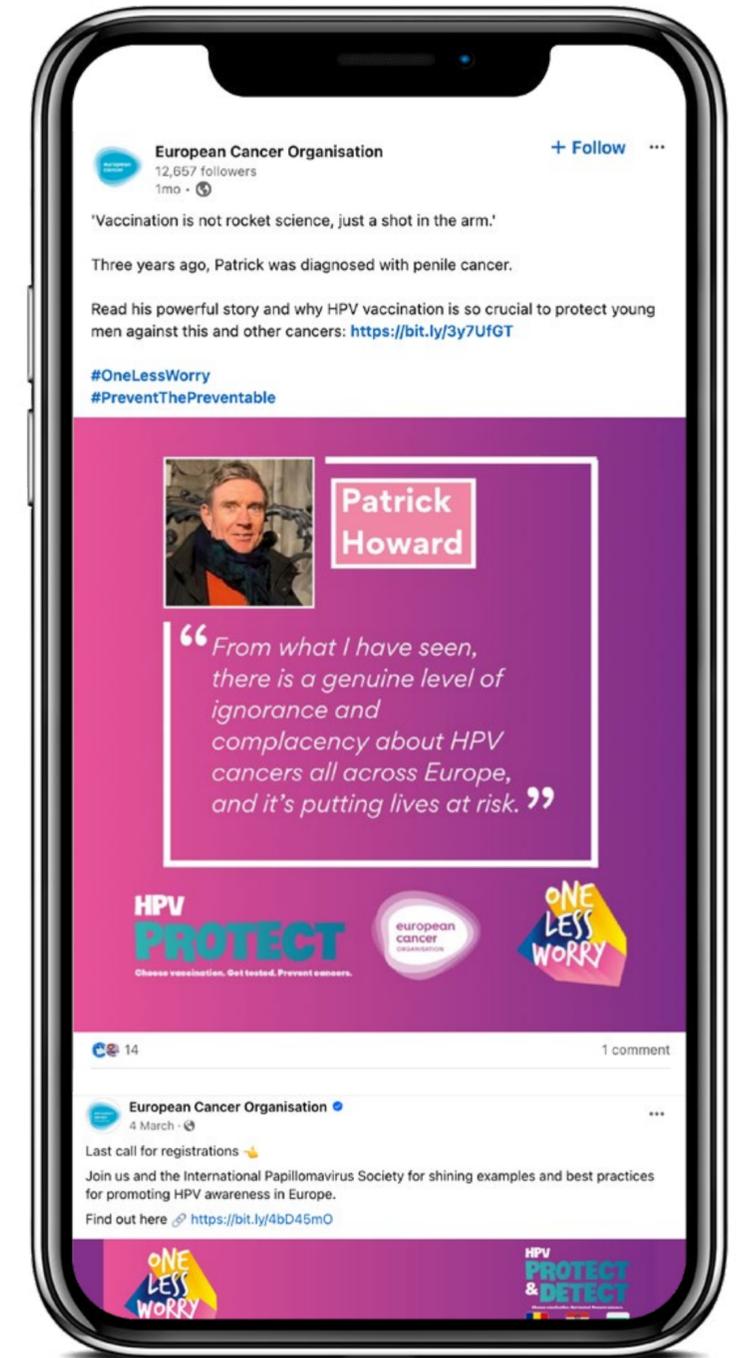
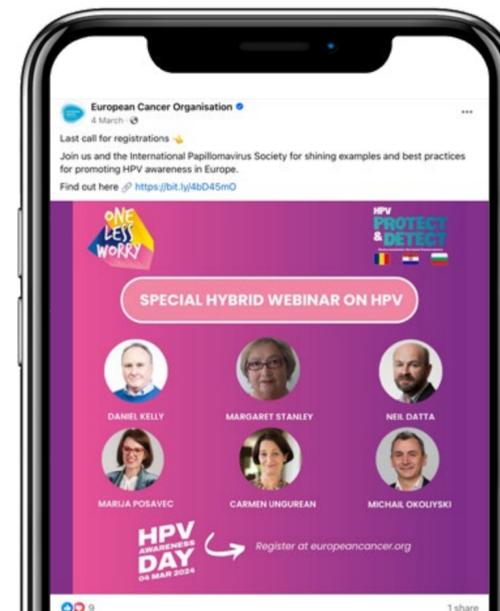
Romania

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:

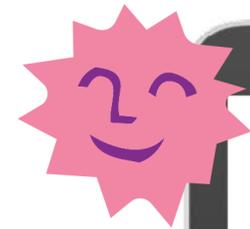
- Promote awareness about HPV
- Encourage people to attend the webinar
- Share stories from survivors



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.



International HPV Awareness Day 2024: Vaccination Against Cancer – An Important Appeal for Prevention

The annual International HPV Awareness Day on March 4th highlights the importance of vaccination against human papillomaviruses (HPV) with the aim of raising the public's awareness of HPV-related cancer prevention. In Germany, about 6,250 women and about 1,600 men develop HPV-related cancer every year. Vaccination rates in Germany are still low.



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.

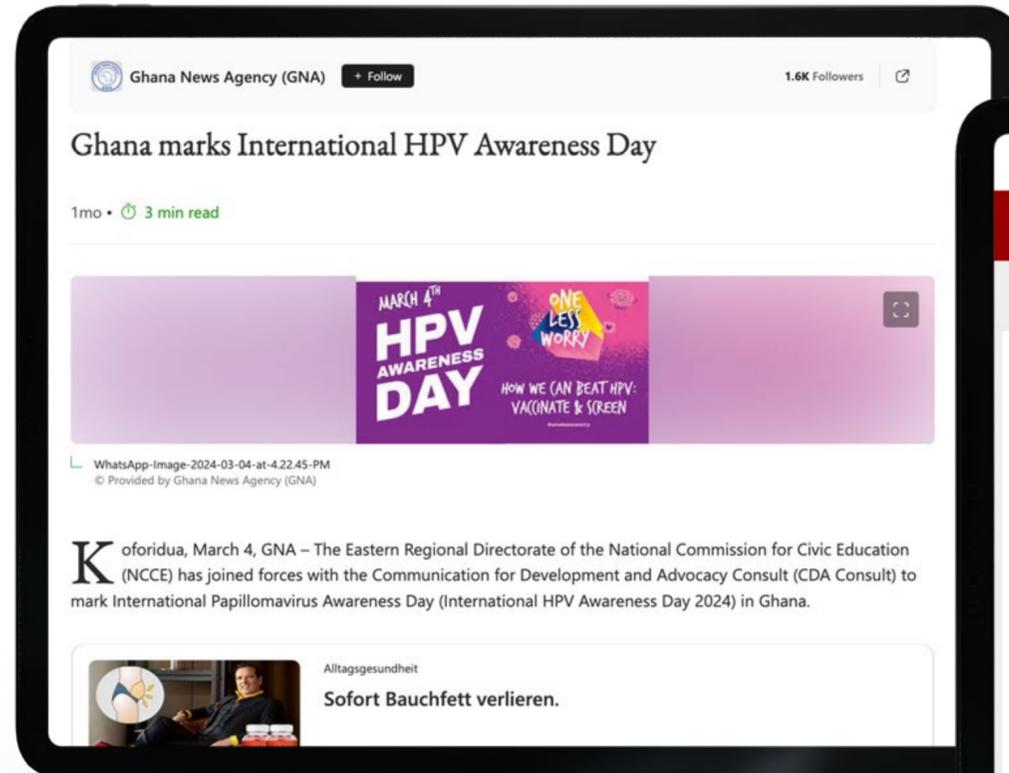


Newspaper, influencer, online ads

Placed in the oldest and truly national newspaper, the Daily Graphic. Renowned Gospel singer Diana Hmailto 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 News Agency (GNA) + Follow 1.6K Followers

Ghana marks International HPV Awareness Day

1mo • 3 min read



WhatsApp-Image-2024-03-04-at-4.22.45-PM
© Provided by Ghana News Agency (GNA)

Koforidua, March 4, GNA – The Eastern Regional Directorate of the National Commission for Civic Education (NCCE) has joined forces with the Communication for Development and Advocacy Consult (CDA Consult) to mark International Papillomavirus Awareness Day (International HPV Awareness Day 2024) in Ghana.

Alltagsgesundheit
Sofort Bauchfett verlieren.



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Archive Health News Family/Parenting Home/Food Health/Fitness Spirituality

04.03.2024 : HEALTH

NCCE, CDA Consult jointly mark International HPV Awareness Day

By CDA Consult



04.03.2024 : LISTEN ▶

The Eastern Regional Directorate of the National Commission for Civic Education (NCCE) has joined forces with the Communication for Development and Advocacy Consult (CDA Consult) to mark International Papillomavirus Awareness Day (International HPV Awareness Day 2024) in Ghana.

In 2018, the International Papillomavirus Society (IPVS) developed the International HPV Awareness



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04.03.2024 : HEALTH

CDA Consult joins global community to mark International HPV Awareness Day

By CDA Consult



04.03.2024 : LISTEN ▶

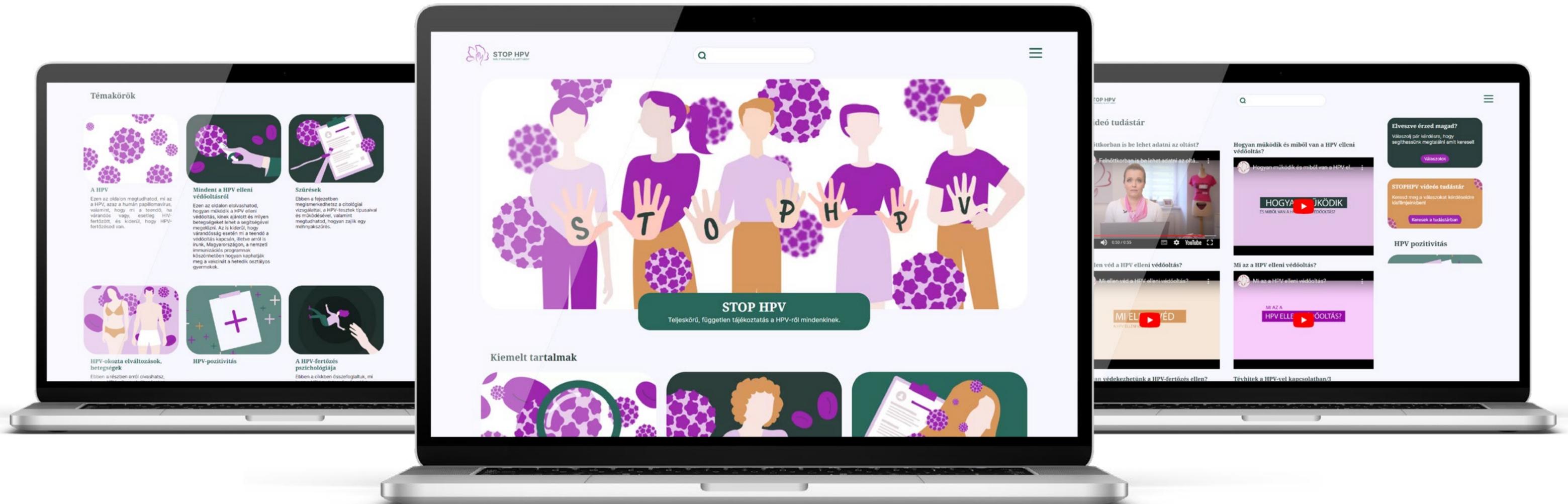
The Communication for Development and Advocacy Consult (CDA CONSULT) has rolled out a series of activities to join the global community to observe International Papillomavirus Awareness Day (International HPV Awareness Day 2024) in Ghana.

The CDA Consult, which is a development communication advocacy non-governmental organization, activities to the event

Hungary

Online campaign welcomed thousands of users.

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.



India

Multi-faceted campaign reached higher education faculty and students, health professionals and the general public in Mysuru City and beyond.

Awareness programs

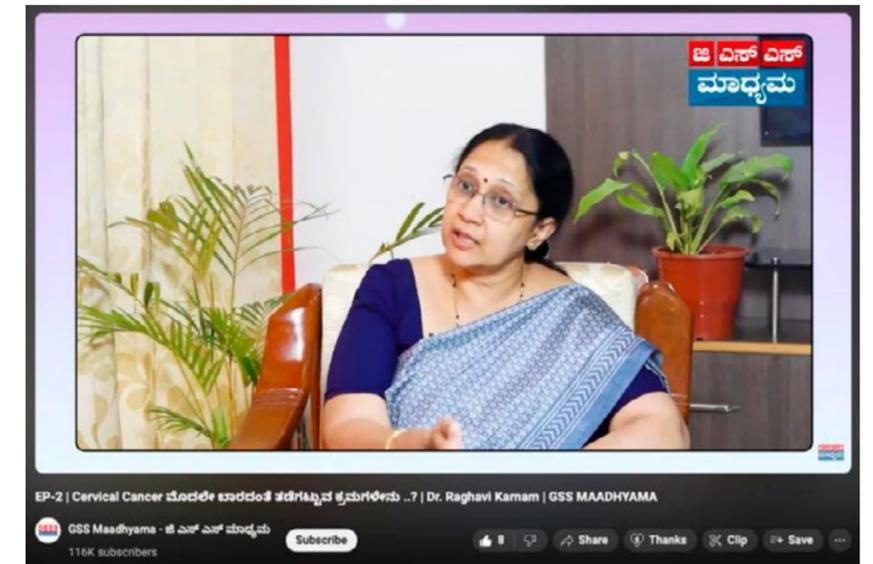
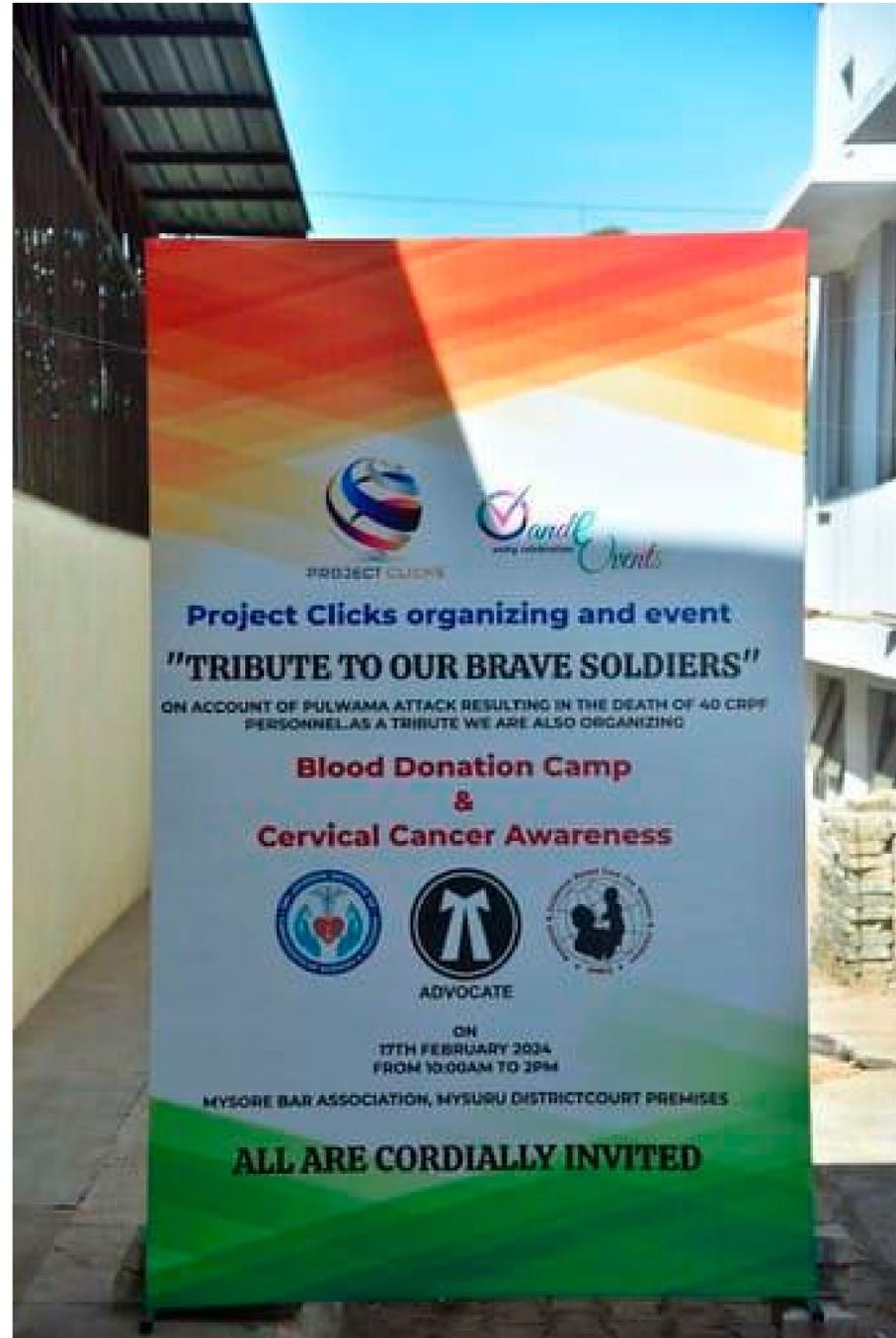
Efforts were made to engage Principals and Professors at higher education institutions in Mysuru City. The PHRII team met with them in-person to orient them to the initiative, explain the relevance and significance of the cervical cancer and the program, and plan for activities for their students.

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.

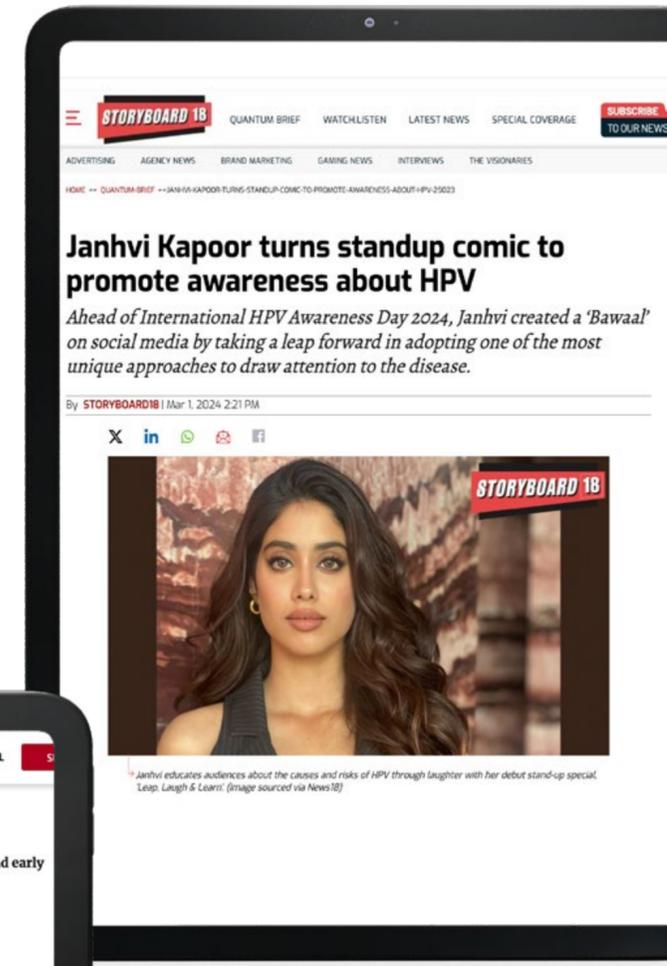
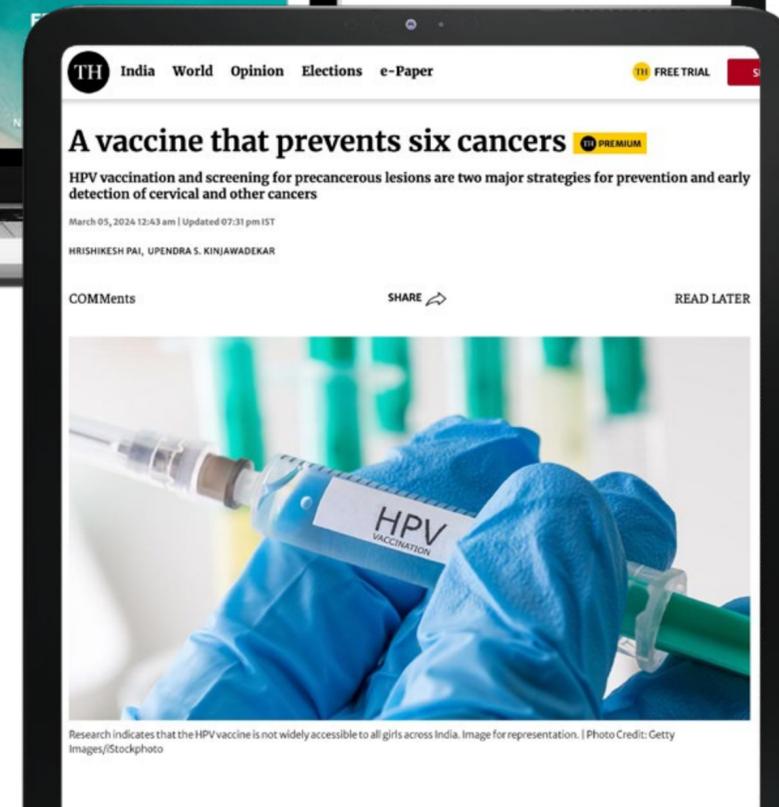
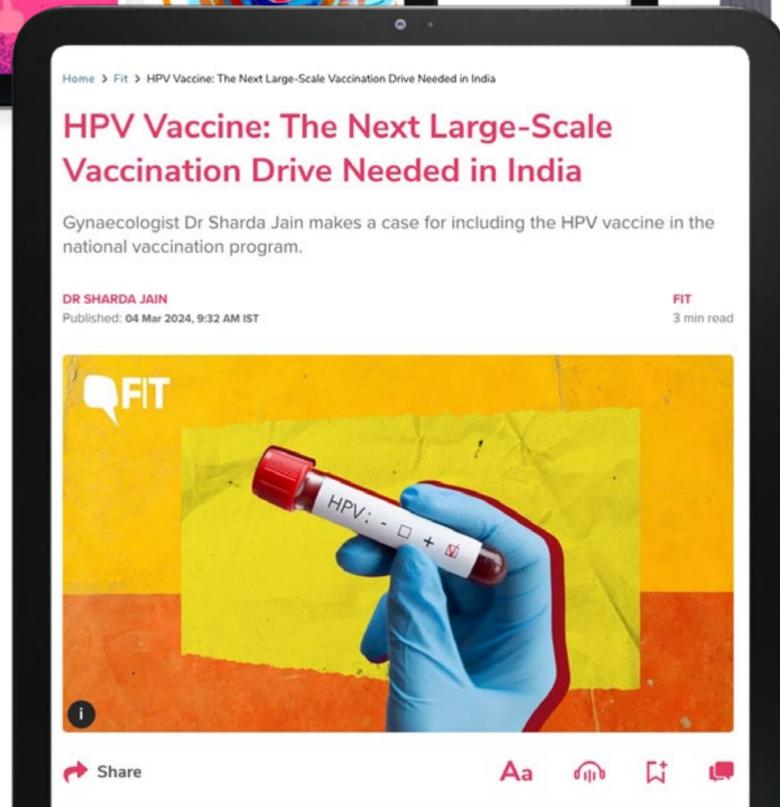
Video podcast

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

Media exposure: The Wicklow News.

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**.



MENA (Lebanon, Jordan and Saudi Arabia)

Joint conferences organized by the Middle East & North Africa (MENA) Coalition for HPV Elimination and IPVS have paved the way for the International HPV Awareness Campaign to grow across the region. IHAD awareness campaign reached millions through social media channels, educational videos and website content.



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.**



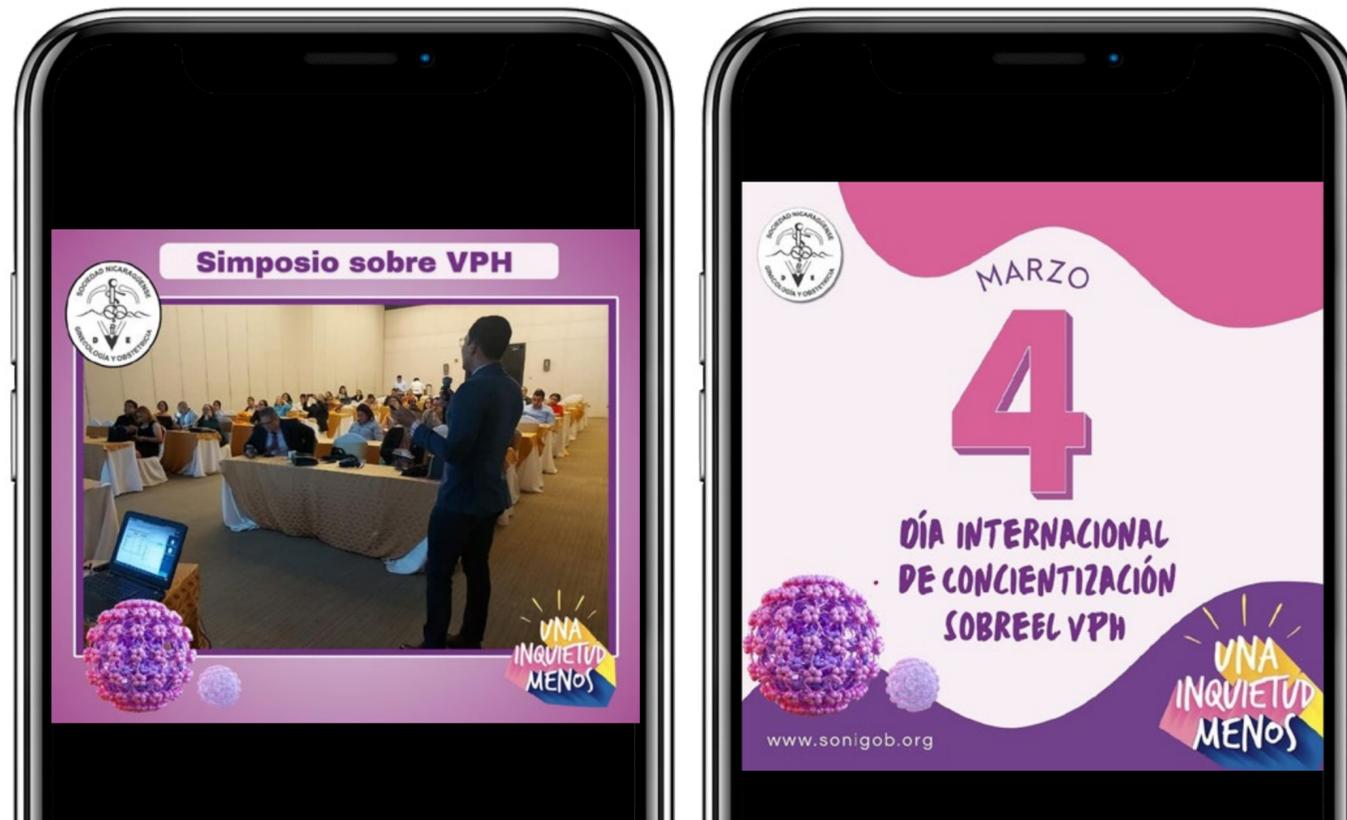
Nicaragua

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



Ukraine

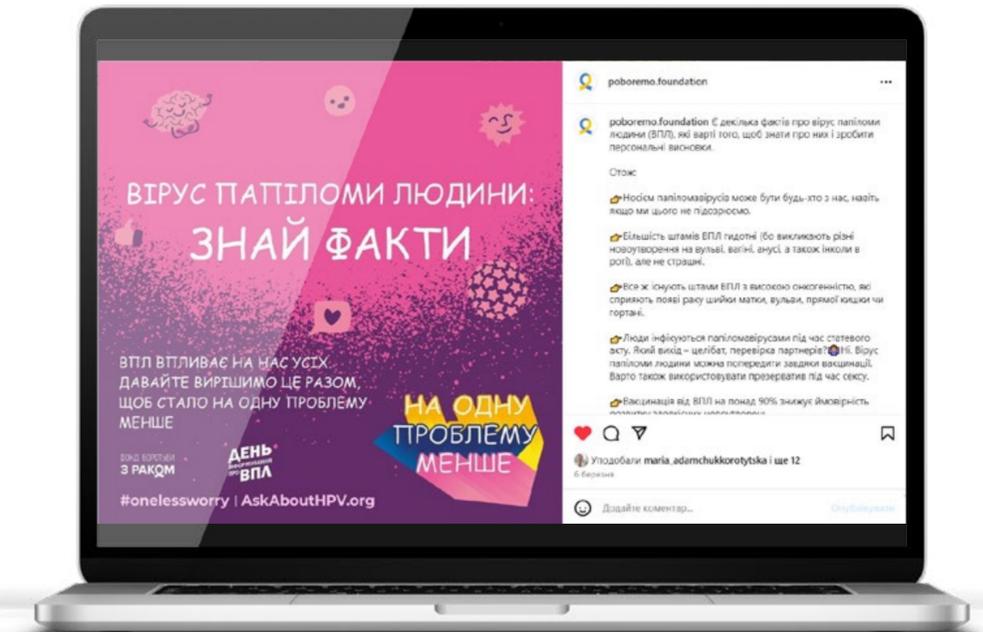
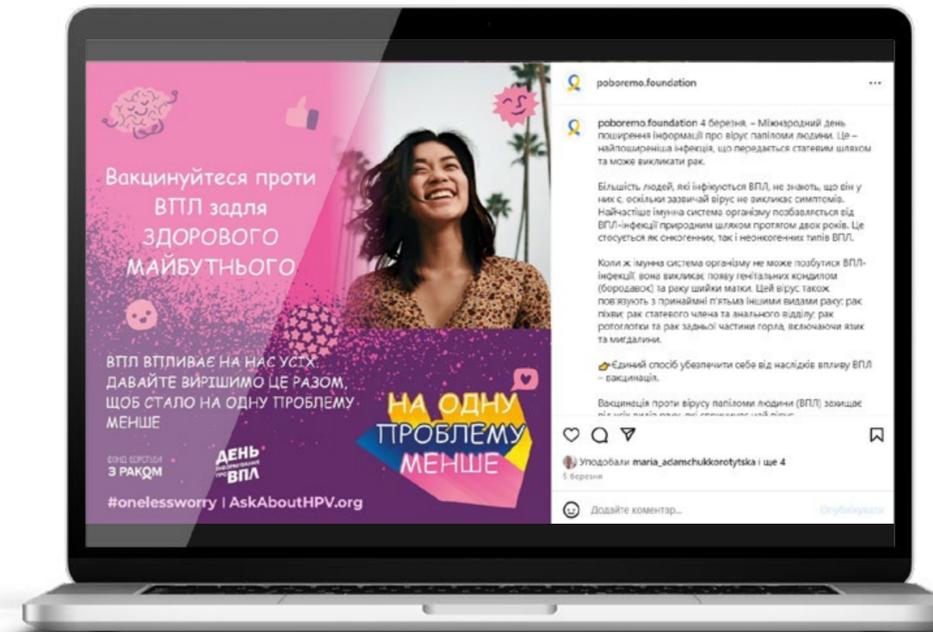
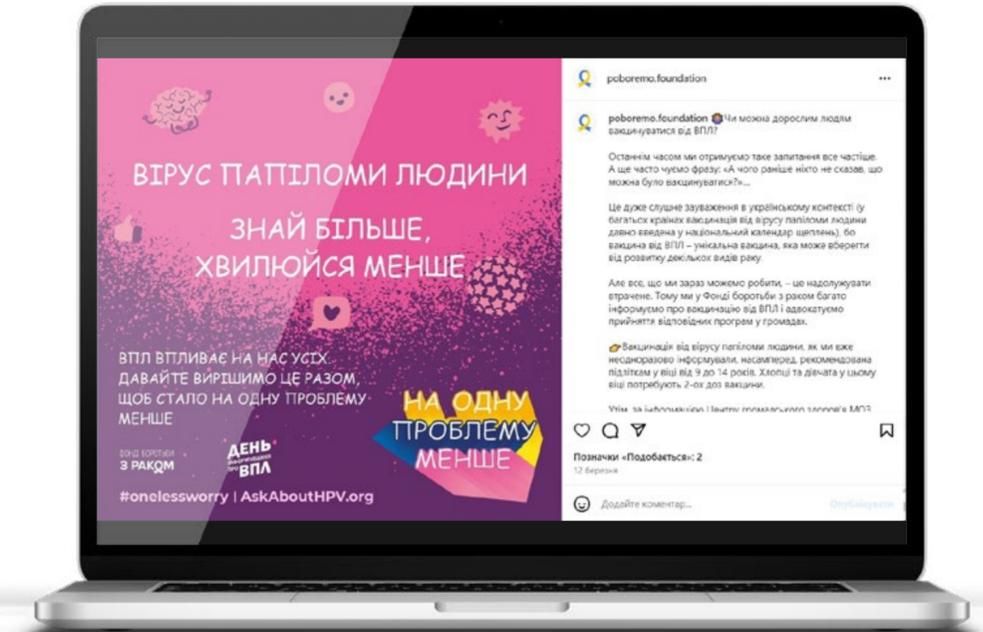
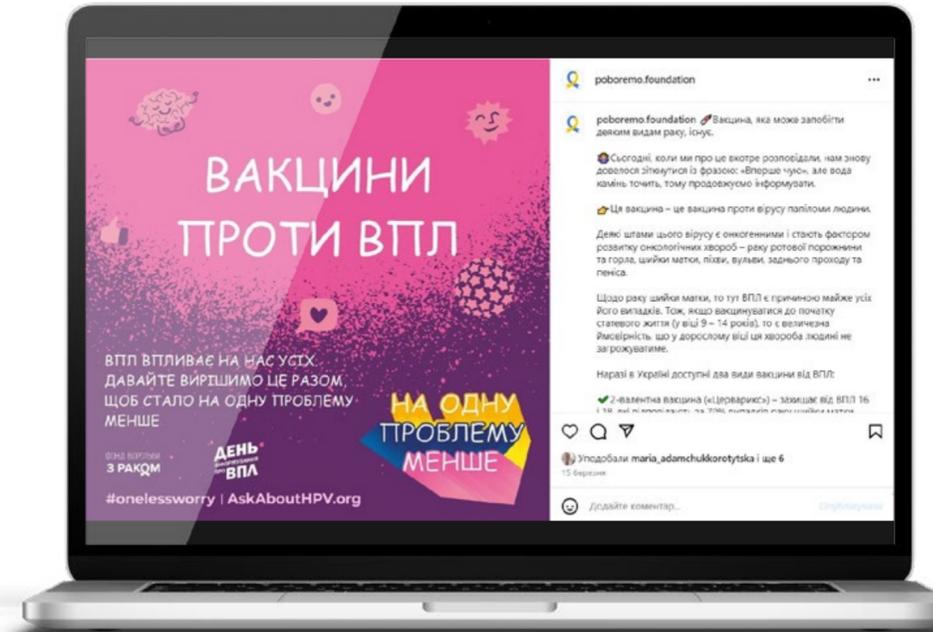
In-person and social media campaigns help to raise awareness.



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!



United Kingdom

Scotland capital paved the way for upcoming 36th International Papillomavirus Conference with multiple activations.



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

Media exposure: Public Health Agency; Edinburgh News.



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.

MENU



Impact | Contact | Search

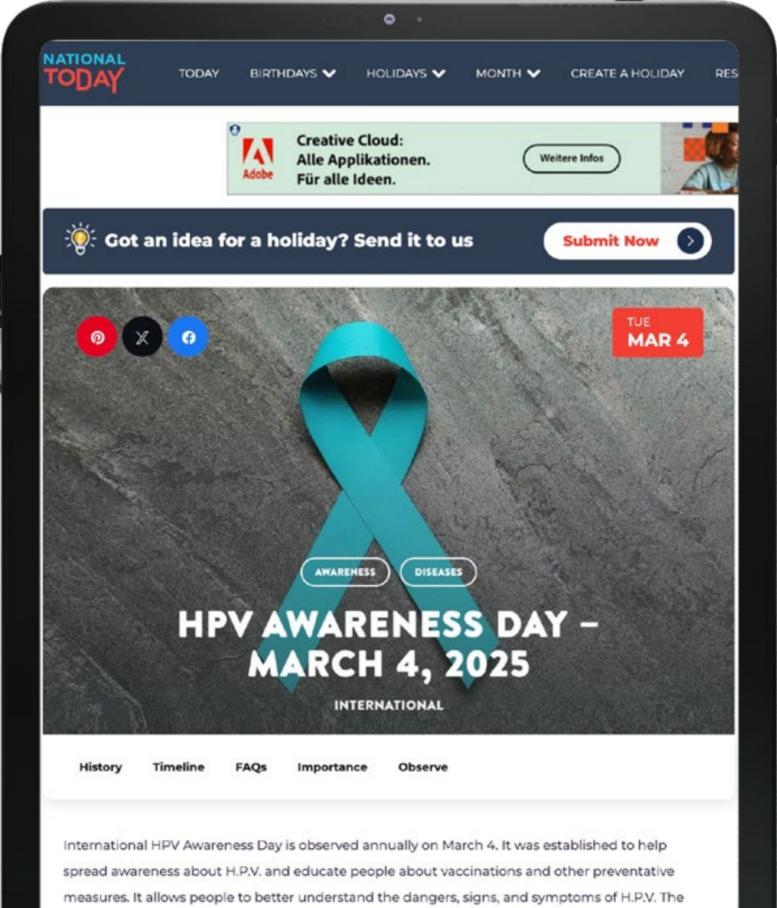
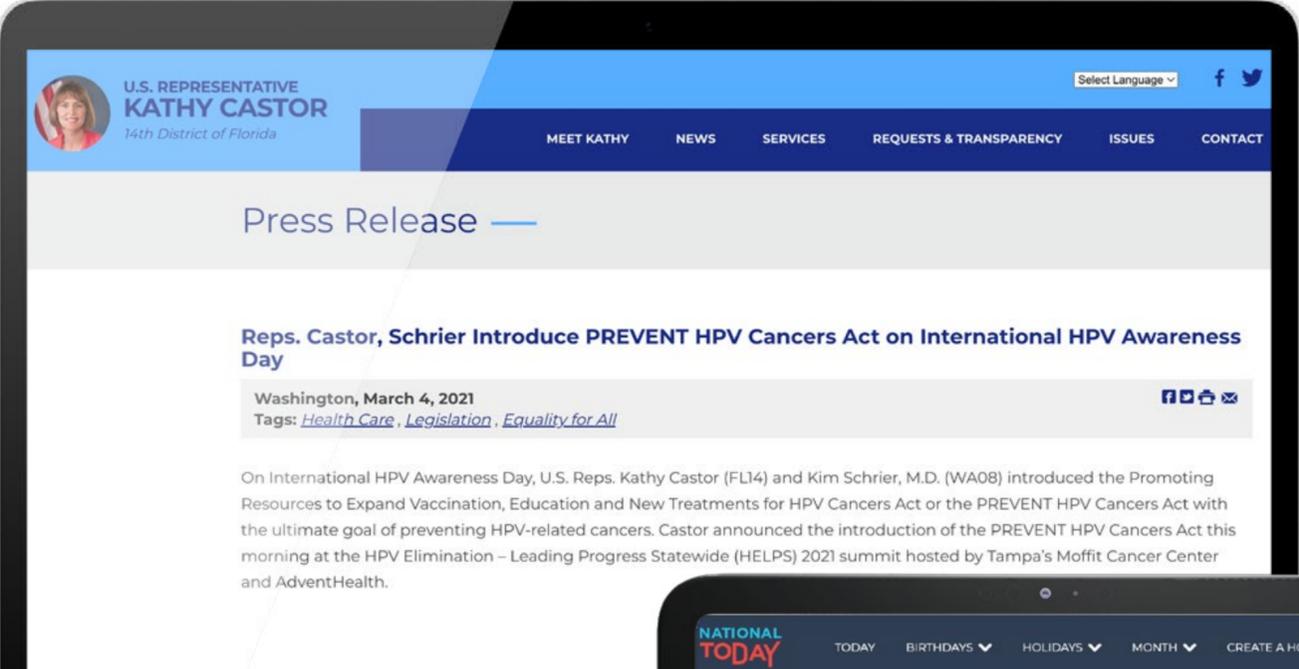
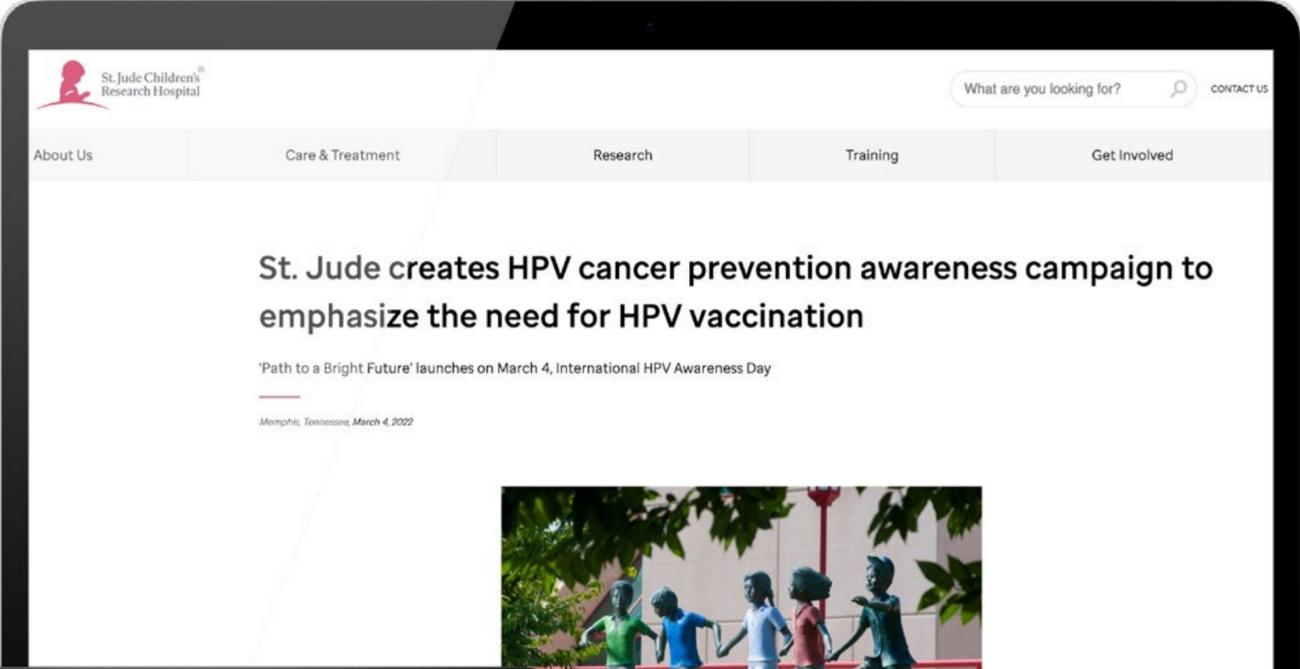
DONATE

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



United States

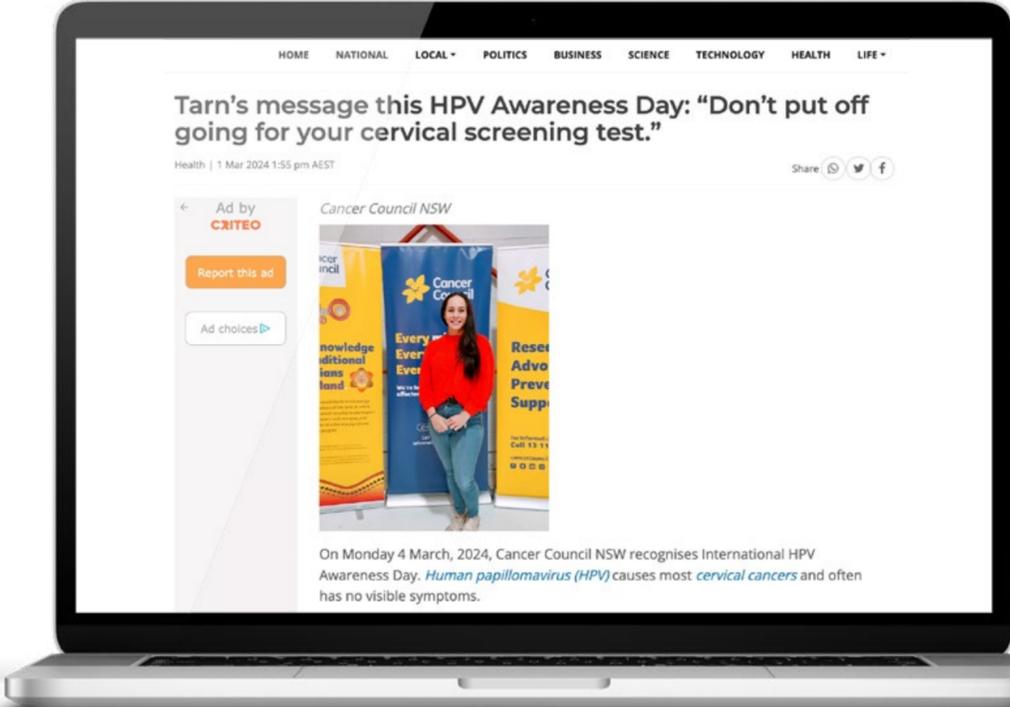
Media exposure: Endeavor (Moffitt Cancer Center); St. Jude; NAU Review; Castor (U.S. Representative); National Today.



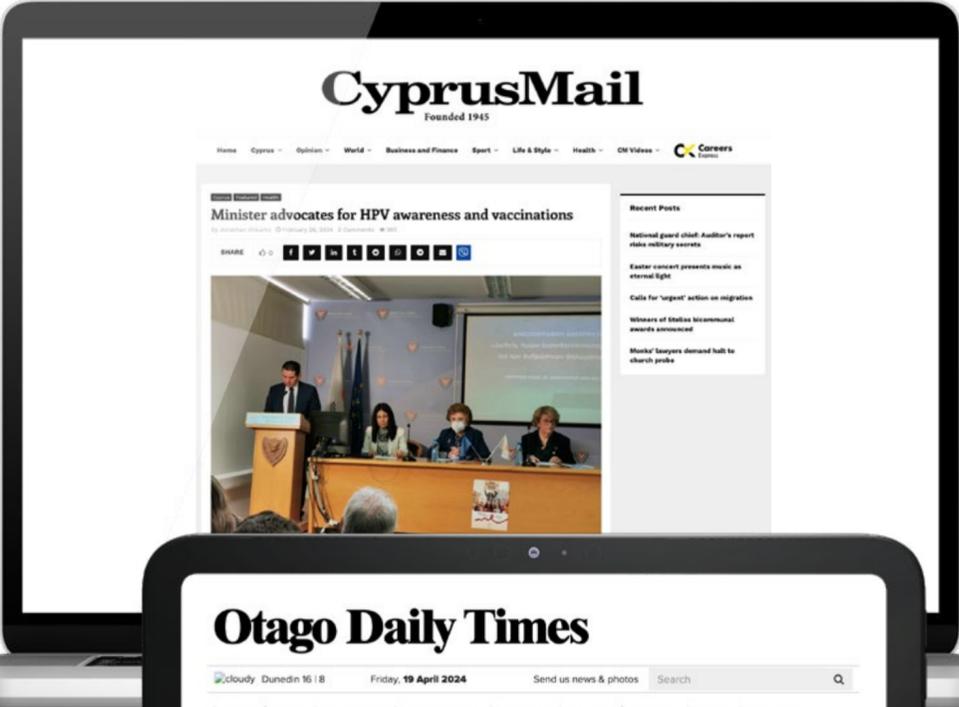
More media coverage

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.

Australia



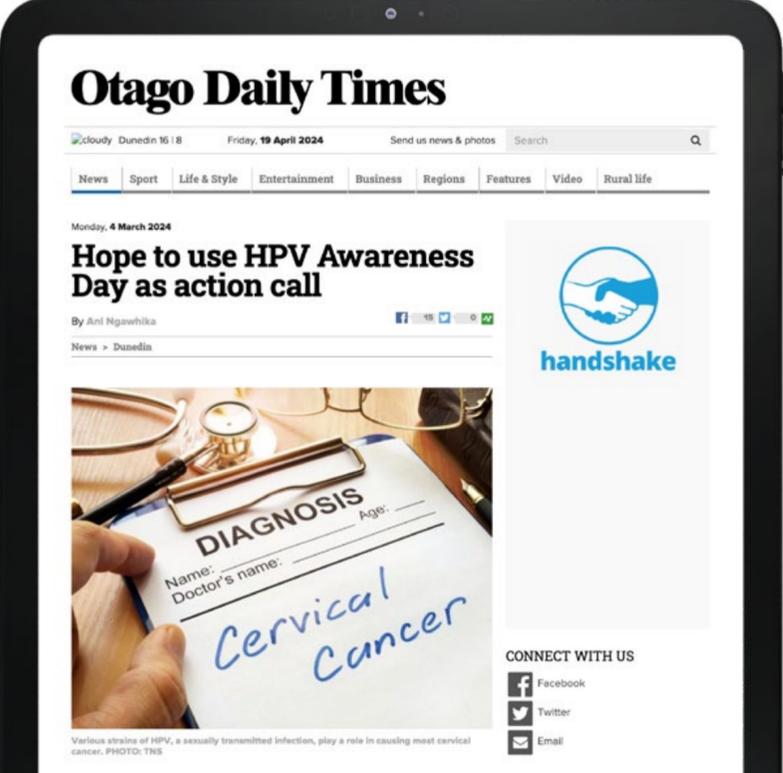
Cyprus



South Africa



New Zealand



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:

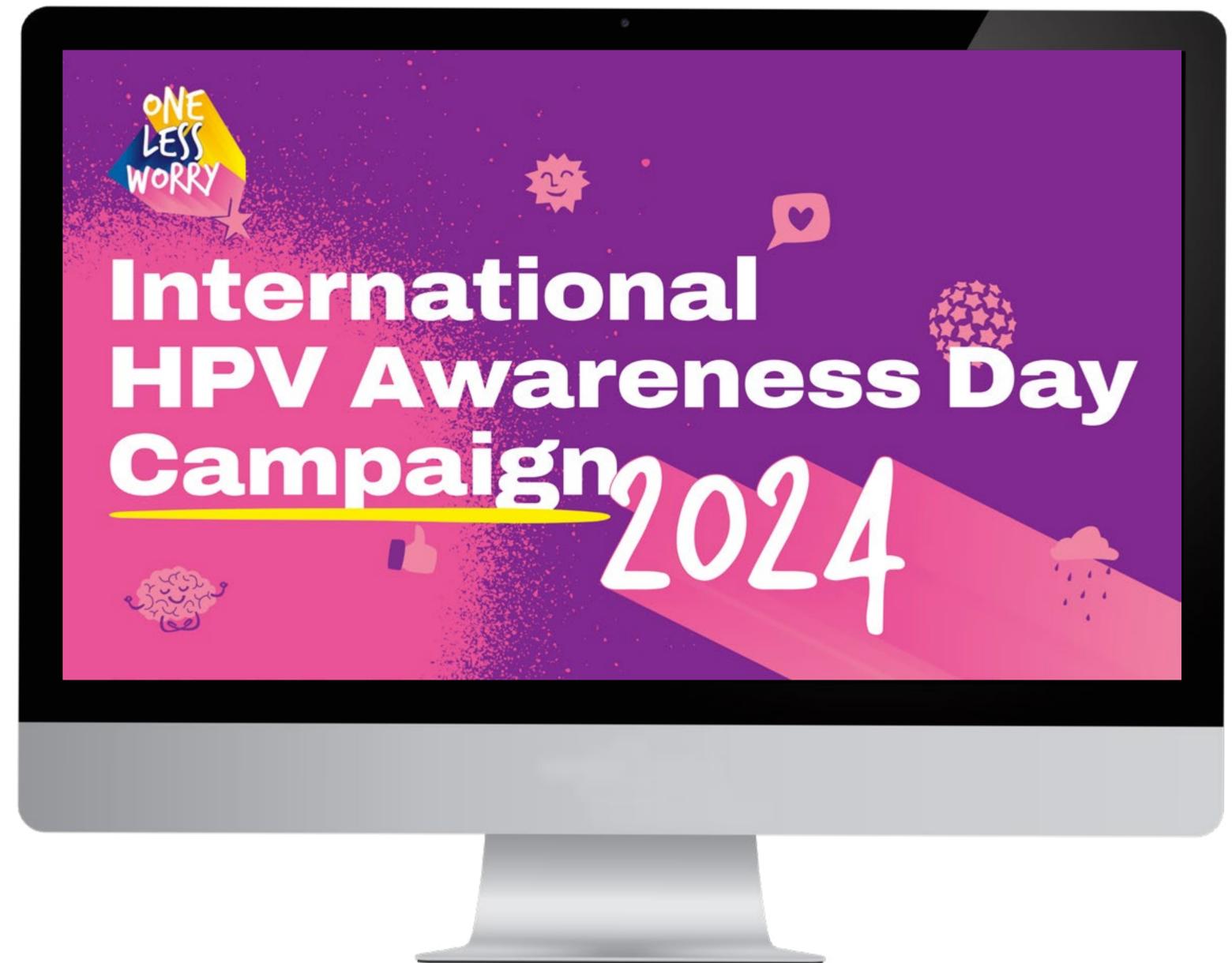
Streamline toolkit to focus on quality of assets

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

