

# HPV: A VIRUS WE ALL CAN BEAT

The fourth annual International HPV Awareness Day was commemorated on Thursday, March 4th, 2021.

This year's theme was centered on the idea that by coming together, we can beat a virus and save lives. HPV is a virus that we have the tools and knowledge to beat.

Leveraging increased public awareness of viruses due to the COVID-19 pandemic, the 2021 campaign focused on empowerment, hope and humanity. The call to action is for people to get informed, take action to beat HPV and eliminate HPV cancer.

# TABLE OF CONTENTS

**03**

BY THE NUMBERS

**04**

SOCIAL MEDIA  
& PR HIGHLIGHTS

**06**

CAMPAIGN TOOLKIT

**08**

CAMPAIGN IN ACTION

**14**

SUMMARY

**15**

THANK YOU

**16**

GLOSSARY

# BY THE NUMBERS

 **868**  
PR OUTLETS REACH

 **18,017**  
PR RELEASE VIEWS

 **3B**  
POTENTIAL AUDIENCE

 **1.7M**  
REACH GLOBAL ONLINE VIDEO ENGAGEMENT

 **9,250**  
NEW VISITORS TO THE CAMPAIGN WEBSITE

 **15%**  
INCREASE IN FOLLOWERS

 **225%**  
INCREASE IN ENGAGEMENT

 **925**  
TOOLKIT & RESOURCE DOWNLOADS

 **11%**  
INCREASE IN FOLLOWERS

 **74.9K**  
IMPRESSIONS

 **227**  
DOWNLOADS ON IHAD 2021

 **10%**  
INCREASE IN FOLLOWERS

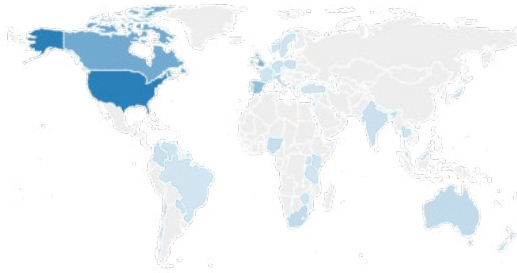
 OVER **800** REGISTRATIONS

AND **400** ATTENDEES FOR THE IHAD 2021 HIGH LEVEL PANEL EVENT

 OVER **100** OPERATIONAL CAMPAIGN PARTNERS, UP **20%** ON 2020



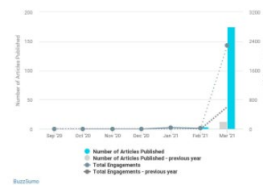
# SOCIAL MEDIA & PR HIGHLIGHTS



## Press Release HPV Awareness Day Article Activity

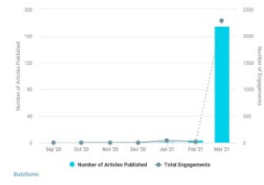
### Previous Year - 2020

13 articles posted in March



### This Year - 2021

175 articles posted in March



## #ASKABOUTHPV

HPV was the top trending topic amongst all the posts with the #askabout HPV hashtag, which is a positive indication the campaign content resonated with the audience. This spread was generated by 708 users, which is also impressive. Our hashtag outperformed even #HPV on March 4th IHAD 2021, signaling that the campaign was generating the most traffic on the day itself.

## #HPVAWARENESSDAY

This hashtag was even more common than #AskAboutHPV, with reach of 14.4 million and 19.1 million impressions. This means we need to use this hashtag as well in the future. 1700 people used it (compared to 708 for #askabout HPV).

## PRESS RELEASE

Thanks to strong professional support from our PR agency this year, the press release was made available to an unprecedented 3 billion potential audience. The campaign generated an impressive level of global attention with a significant increase from previous years of articles posted on IHAD 2021 across multiple news outlets in various countries.





# SOCIAL MEDIA & PR HIGHLIGHTS CONT'D

## TOP FACEBOOK POST

**Ask About HPV**  
Published by Hootsuite • March 1 •

Q: Qui peut arrêter le HPV?  
R: Le HPV est un virus nous pouvons TOUS vaincre!  
Preparez-vous pour la Journée internationale du HPV le 4 mars. Visitez [www.askabout HPV.org](http://www.askabout HPV.org) #askabout HPV

Q: Who can stop the HPV?  
A: HPV is a virus we can ALL defeat!  
Get ready for International HPV Day on March 4 Visit [www.askabout HPV.org](http://www.askabout HPV.org) #askabout HPV

Hide original · Rate this translation

**47,977 ENGAGEMENTS**

## MOST LIKED TWEET & RETWEETED POST

**S de Siensia** @sdesiensia · Mar 4

¿Y si pudiésemos eliminar a la vez un virus y un tipo de cáncer? ¿No sería una fantasía? \*\*  
Hoy es 4 de Marzo, día internacional de la concienciación sobre el #VPH y me he sumado a la campaña de @ICNoticias @idibell\_cat y @AskAboutHPV con este video

1 62 173

**@ASKABOUTHPV MENTION  
173 LIKES, 54 RETWEETS**

## TOP LIKED INSTAGRAM POST

**youwecan** • Follow

और वे लोग जो अंपायर पर चिल्लाते हैं

जागरूकता, टीकाकरण और स्क्रीनिंग के माध्यम से हम एचपीवी को रोक सकते हैं और एचपीवी से संबंधित कैंसर को खत्म कर सकते हैं, जिससे हर साल हजारों लोगों की जान बच सकती है।  
एचपीवी पर जागरूकता फैलाने और भारत के विशाल वैदिक सहाई का हिस्सा बनो।

Liked by askabout HPV and 213 others

MARCH 3

Add a comment... Post

**@ASKABOUTHPV MENTION  
214 LIKES**



#ASKABOUTHPV

ASKABOUTHPV.ORG

\*Data collected during the period time Feb 22 - Feb 10 2021



# CAMPAIGN TOOLKIT

## OVERVIEW

Each year we produce a set of materials to raise awareness about HPV in a number of commonly spoken languages. These materials include logos, posters, infographics, short videos, patient information leaflets and longer educational videos. These materials can be downloaded directly from the Campaign Toolkit on AskAboutHPV.org website. Official campaign partner organizations are permitted to access these materials and to modify the wording of the messages to be more effective in local cultural contexts if they wish to do so.



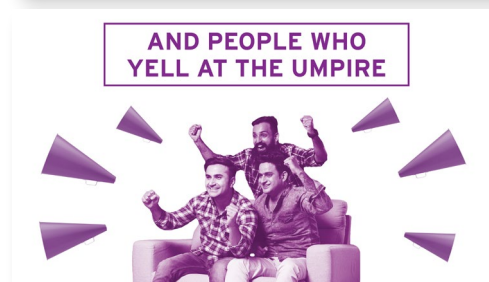
## CAMPAIGN GUIDE TOP DOWNLOAD, 216



## CAMPAIGN POSTER



## INFOGRAPHICS



## CAMPAIGN VIDEOS

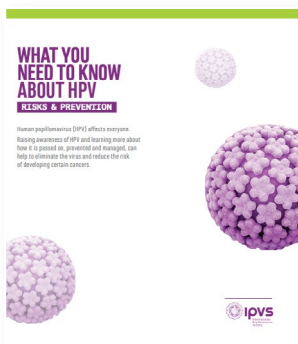
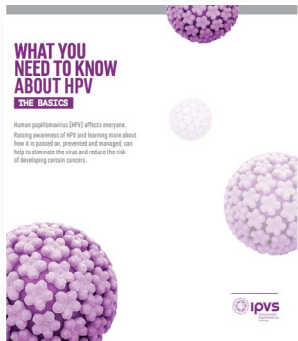


#ASKABOUTHPV

ASKABOUTHPV.ORG

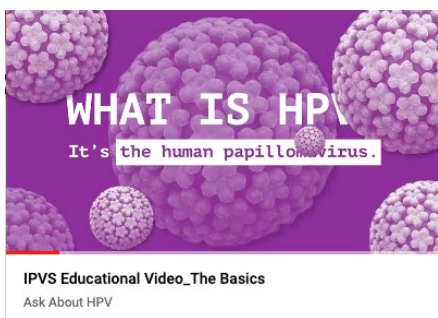
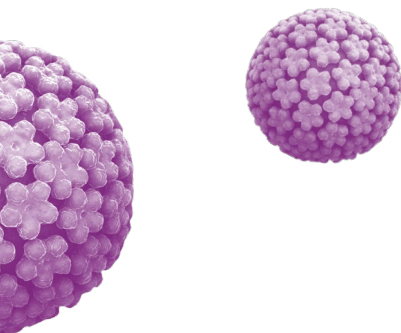
\*Data collected during the period time Feb 22 - Feb 10 2021

# CAMPAIGN TOOLKIT CONT'D



**TOP DOWNLOADS**  
*The Basics, 216*  
*HPV & Cancer, 214*  
*Risk & Prevention, 105*

## PATIENT INFORMATION LEAFLETS



## PATIENT INFORMATION VIDEOS

### TRANSLATIONS

It's essential to communicate with people in their own language if you want to catch attention and raise awareness. This year we expanded translation of campaign materials beyond our 5 standard languages (Spanish, French, Hindi, Mandarin Chinese and Bahasa Malay) to include Japanese, Italian, Russian and Portuguese.

It paid off! Seventy percent of our reach (how many people saw our content) was in languages other than English, which is good. The table below outlines the reach breakdown of the translated video content.

LANGUAGE	REACH
<b>BAHASA MALAY</b>	<b>265K</b>
<b>CHINESE (MANDARIN)</b>	<b>115K</b>
<b>ENGLISH</b>	<b>323K</b>
<b>FRENCH</b>	<b>595K</b>
<b>HINDI</b>	<b>100K</b>
<b>SPANISH</b>	<b>247K</b>

# CAMPAIGN IN ACTION

## CAMPAIGN SPOTLIGHT CANADA



**FOCUS:** HPV Global Action engaged in the following activities for IHAD 2021 with participation of Immunize Canada and the Consortium for Infectious Disease Control (CIDC). The focus was to showcase the resilience of the people behind preventable HPV-related cancers.

### PUBLIC

- Testimonial video from cervical cancer 'thrivor' **Amanda Anne Niebergall**, board member of HPV Global Action.
- Short video from on HPV prevention from cancer survivor **Dr. John-Peter Bradford**.
- Shared poster **about ways to prevent 9 sorts of HPV-related cancer** on social media.
- Blog about the impact of cervical cancer, one of the most preventable cancers in 2021 with **Marilou Gougeon**, also posted in French.

### POLICY MAKERS

- The **honorable Peter Kent** shared an **important message** about his own experience beating HPV-related cancer and encouraging the Canadian government to expand the global fund that exists to eliminate certain diseases like TB, malaria and AIDs to include HPV programs in developing countries.

HPV: A VIRUS WE  
ALL  
CAN BEAT

#AskAboutHPV

### MEDIA EVENTS

- HPV Global Action and the Canadian Red Cross issued a **joint press release** in support of IHAD and the World Health Organization's (WHO) targets that must be met by 2030 for countries to be on the path towards cervical cancer elimination.



# CAMPAIGN IN ACTION CONT'D

## CAMPAIGN SPOTLIGHT JAPAN



**FOCUS:** To stimulate public demand to improve the very low level of HPV vaccination in Japan due to lack of government support. Here are some of the highlights from IHAD 2021:

### PUBLIC

- Twitter Campaign & Youtube event: #Let'sKnowAboutVaccine (#ワクチンについてしよう). Questions from the public that came in on Twitter were answered on 4th of March in a YouTube event at 8pm-10pm.
- Local partner Minpapi published **information comics** (Manga) about HPV and placed a story about cervical cancer in another popular comic publication (Kounodori).

### POLICY MAKERS

- A lecture on IHAD directed toward politicians resulted in a **message from Junko Mihara (State Minister of Health, Labour and Welfare)** and IHAD was raised as a topic in the Japanese Parliament on March 4th.

ヒトパピローマウイルスは  
みんなで  
撲滅できる！

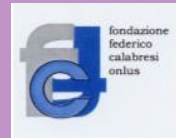
#AskAboutHPV

### MEDIA EVENTS

- National TV channel NHK aired an **8-minute special program** about HPV and vaccination on its morning news program.
- A **press conference** focused on HPV, cervical cancer, and vaccination triggered multiple media publications, including BuzzFeed.

# CAMPAIGN IN ACTION CONT'D

## CAMPAIGN SPOTLIGHT ITALY



**FOCUS:** The International HPV Awareness Day campaign gained three new partners in Italy. The most relevant issue they seek to address is raising awareness about HPV among young people. COVID has practically brought HPV vaccination to a halt.

### PUBLIC

- Four short video interviews with four different specialists on HPV disease were shared on [Regina Elena Hospital Facebook](#) (about 2000 views per day).
- **Printed material:** Production of print flyers about HPV and vaccination, distributed to 78 LILT locations covering every region in Italy. Estimated reach of 300,000 people.

### HEALTHCARE PROVIDERS

- Mediterranean Task force for Cancer Control, Regina Elena and Calabresi Foundation produced materials (flyers and slides) for HPV Awareness day that were distributed to MTCC members (hospitals, universities, foundations, oncology research centers, charities) in 28 countries in the Mediterranean region.

HPV: È UNA BATTAGLIA CHE  
TUTTI  
POSSIAMO VINCERE

#AskAboutHPV

### MEDIA

- National Radio interview with RAI TRE **'Mani in alto Papilloma'** (Hands up Papilloma!) for IHAD on March 4th.
- HPV news article published in La Repubblica.

# CAMPAIGN IN ACTION CONT'D

## CAMPAIGN SPOTLIGHT COLOMBIA



**FOCUS:** The Colombian League Against Cancer (LCCC) strives to generate comprehensive quality healthcare to patients. Prevention campaigns are central to their strategy. LCCC leveraged International HPV Awareness Day 2021 to boost public confidence about the safety and effectiveness of the HPV vaccine. Vaccine levels have been low after some misinformation about vaccine safety circulated in the media 6-7 years ago.

### PUBLIC

- Young people (both boys and girls) were targeted with messages about vaccine safety in outreach to the public.
- Campaign videos in Spanish were promoted, along with LCCC materials.
- Social media reach and engagement was nearly 33,000 people.
- LICC had over 500 website visits during IHAD, a significant increase from usual levels.
- LCCC is working year-round on projects to raise awareness and sensitize girls and adolescents about the importance of the HPV vaccine and increase this vaccination levels in the country.

**VPH: UN VIRUS QUE  
— TODOS —  
PODEMOS COMBATIR**

#AskAboutHPV

### ACADEMIC INSTITUTIONS AND SCHOOLS

- HPV Webinars and virtual events reached over 8,200 representatives at schools and universities. This is the target group where the most progress was made this year. LCCC will continue to target young people across the country during the year, focusing particularly on vaccinating girls 9-17 years old.

### MEDIA

- National media coverage (radio, TV, news articles and interviews) reached of 18.3 million (36% of the nation).

# CAMPAIGN IN ACTION CONT'D

## VIRTUAL PANEL TO COMMEMORATE IHAD ON MARCH 4TH

IPVS invited stakeholders to join the conversation with experts leading the battle to beat HPV and examine the main challenges and key opportunities that COVID has created as we work toward the elimination of HPV cancer.

The panel featured global thought leaders and policy makers and was attended by over 400 people. Participation was lively, with questions and comments coming in more quickly than they could be answered.

## KEY DISCUSSION THEMES

### DESTIGMATIZING HPV

*"Stigma is a major issue all around. Body parts that HPV infects are stigmatized in and of themselves and we don't like to talk about them publicly"*

- Dr. Joel Palefsky, University of San Francisco

*"I am a cervical cancer survivor. When I was diagnosed with cervical cancer at the age of 48, I didn't know what HPV was. I consider myself to be one of the lucky ones. We have to remember that world-wide over 300,000 women die each year from cervical cancer. We need to be educated."*

- Patti Murillo Casa

### INCREASE HPV AWARENESS AMONGST BOYS & MEN

*"Even in the countries which vaccinate very high proportions of women as in the UK and parts of other countries in Europe and Australia, nevertheless still 10 to 15 percent of women are not vaccinated and so men are still vulnerable to infection from those women"*

- Peter Baker, Global Action on Men's Health

### ADDRESSING HEALTH EQUITY

*"There's a huge struggle in getting the vaccines into lower income countries. The Vaccine Alliance has been able to negotiate vaccine prices for just under USD 5 for a vaccine dose. In high income countries, the same vaccine can sell for up to USD 100 to USD 200. The doses available move to high income markets more than the countries that really need it,"*

- Dr Princess Simelela, World Health Organization

*"Eighty-six percent of HPV cases are in the developing world so there is a massive equity problem, but we do have the tools to beat it in terms of vaccination and screening."*

- Professor. Margaret Stanley, IPVS President

# CAMPAIGN IN ACTION CONT'D

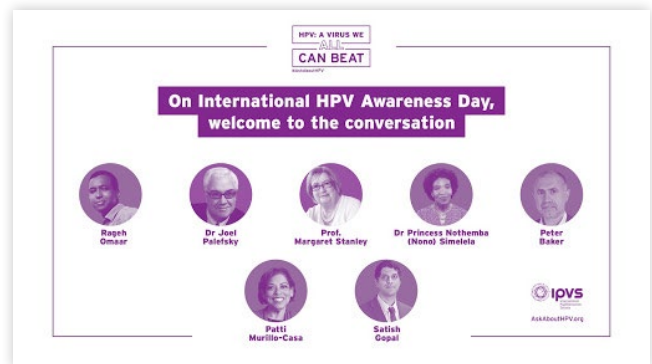
## ADDRESSING THE COVID CHALLENGE

The level of interruption COVID has caused to HPV vaccination programs varies from country to country. Pattie Murillo Casa, cervical cancer survivor, patient advocate and panelist said she may no longer give school presentations about HPV prevention to parents and students because so many school vaccination programs have been disrupted.

*“Services aimed at healthy asymptomatic people have been reduced. It is worse in lower and middle income countries where healthcare systems may be under resourced, even at the baseline,”*

- Dr Satish Gopal, National Cancer Institute

The COVID pandemic has, however, had some positive repercussions. For example people more widely understand the benefit of vaccines than they did a year ago, and COVID has also stimulated the creation of vaccination infrastructure that can be adapted for HPV vaccination programs.



Watch the HLPanels on the [IPVS Youtube Channel](#).

## VACCINE HESITANCY

*“Vaccine hesitancy is one of the major barriers to vaccine uptake around the world. We need to start understanding why people will not take up health prevention that is going to save their lives.”*

- Professor Margaret Stanley, IPVS President



# SUMMARY

IPVS and our partners started this journey just four years ago. Across the spectrum of performance measurement, this year's campaign has been the most successful yet in terms of reach and impact around the world. We'd like to share a few of the key insights we believe helped the campaign to achieve these results and should be applied in future campaigns.

## LEAD WITH OPTIMISM

At a time when many people have felt disconnected and looking for hope, the positive and communal tone of this year's campaign clearly broke through, generating the highest rate of engagement and greatest number of interactions yet.

## ACKNOWLEDGE DIFFERENT AUDIENCES

Paying closer attention to regional differences leads to more effective messaging. Campaign content should be tailored to varying cultural contexts and express as much as possible in widely spoken local languages.

## BALANCE THE CONTENT

We were able to increase awareness amongst men compared to previous years which is important to our efforts and messaging.

Although the majority of our audience fell within the 24-35 age range, there was still high reach across other age groups, indicating that our content is resonating with people of many ages.

We should continue to use Facebook as a priority platform and to represent diverse gender, race, and age groups in our marketing materials.

## MOBILIZE PARTNERS

Operating partners around the world are the backbone of this campaign. We need to listen to them during the creative process and provide clear guidance for using the tools that get produced each year. Partner webinars helped us make progress in both of these areas in 2021. Partners also became more involved in translating assets into local languages. We need to plan this into future campaign timelines.

## SUSTAINED ENGAGEMENT

With the amount of reach and engagement achieved within this year's campaign period, we should look to sustain efforts across the full calendar year to share educational content and partner activity.

## 2021 ONWARDS

Prioritize Instagram and Facebook as delivery channels on social media to generate awareness and engagement to better meet the main age group 24-25.

Provide fully translated versions of all 'Ask About HPV' content (incl. Patient Information Materials) in other key languages for partners to use in their relevant regions.

Develop a content calendar to continually publish content throughout the year, leveraging regional events posted in the HPV hub.



# THANK YOU

Campaign partners, IPVS members and other stakeholders, thank you for your continued support in helping IPVS to raise public awareness about HPV and HPV cancer, and what we all can do to beat it. Together.

## SPECIAL THANKS TO...

- **INTERNATIONAL HPV AWARENESS CAMPAIGN SUPPORT PARTNERS**
- **CAMPAIGN PARTNER CONSULTATION GROUP**
- **ALL OF OUR MEMBER ORGANIZATIONS**
- **ALL EVENT ORGANIZERS**
- **IPVS ADVOCACY CAMPAIGN COMMITTEE MEMBERS**
- **VOLUNTEERS WHO TRANSLATED CAMPAIGN MATERIALS**



## OUR SUPPORTING PARTNERS



# GLOSSARY

## Engagement

The total number of actions that people take involving the post. Post engagement can include actions such as reacting to, commenting on or sharing the ad, viewing a photo or video or clicking on a link.

## Reach

Reach is the total number of people who see your content. Think of reach as the number of unique people who see your content.

## Impressions

Impressions are the number of times your content is displayed, no matter if it was clicked or not.

## Influencer

A person or organization who has a social media presence who is able to amplify content/messages to their large and/or engaged following on social media.

## Mentions

A social mention is whenever someone tags or mentions a person/brand in their own post. A mention is an opportunity to engage with other people's audience/following.

## Hashtags

A word or phrase preceded by a hashtag sign (#) used on social media to identify digital content on a specific topic.

