

International HPV Awareness Day

# CAMPAIGN REPORT 2023

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# INTRODUCTION



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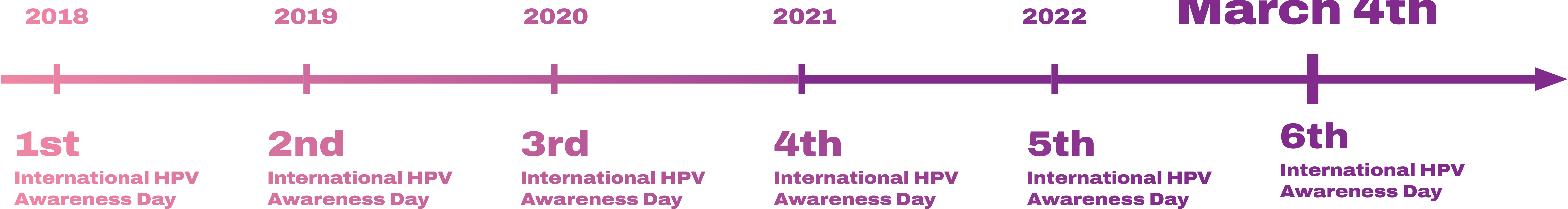
# International HPV Awareness Day

Since 2018 IPVS has been raising awareness about HPV every year on March 4th and throughout the year.

This year we shared the message that this is a virus we can beat, and count **#OneLessWorry**



**2023**  
**Saturday**  
**March 4th**





# THE GOALS FOR THIS CAMPAIGN

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 the IPVS network of members to employ for local adaptation/delivery while maintaining alignment with the global campaign

# One Less Worry

## THE CONCEPT

Today, our lives are impacted by instability. Political, economic and environmental events seem far beyond our control, bringing uncertainty, stress and worry.

Conscious of this difficult reality, **#OneLessWorry** frames HPV as something within our control. By taking simple steps, we can overcome a global health risk, redefining our health and our future.





# RESULTS





# HPV Awareness Day 2023

## #Hashtag Performance

#onelessworry  
potential reach

91.7 Mio

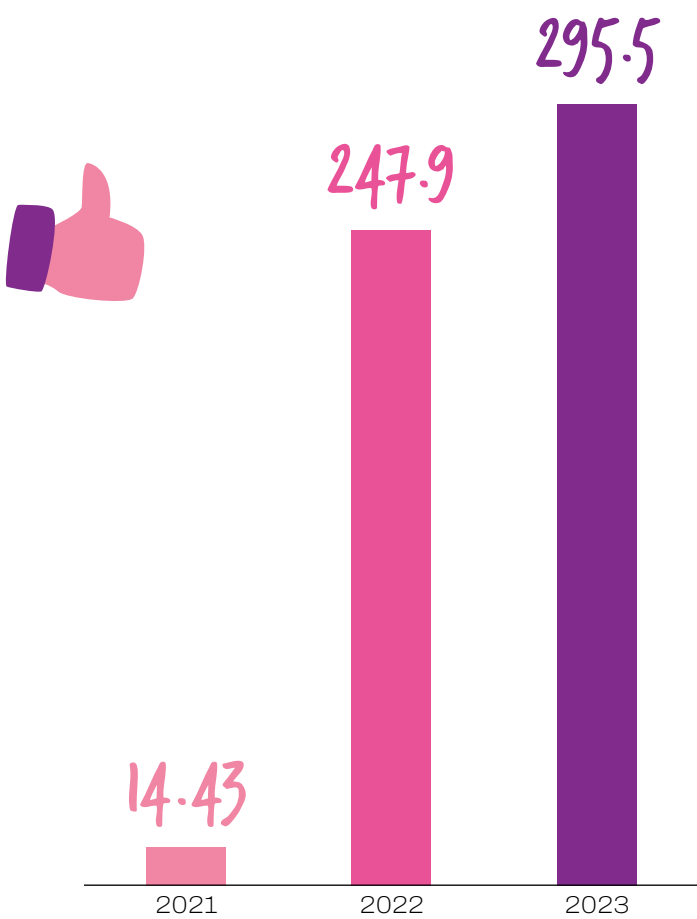
#askabouthpv  
potential reach

116.7 Mio

#hpvawarenessday  
potential reach

87.1 Mio

#Hashtag total potential  
reach (in Mio)



## Website visits (page views)

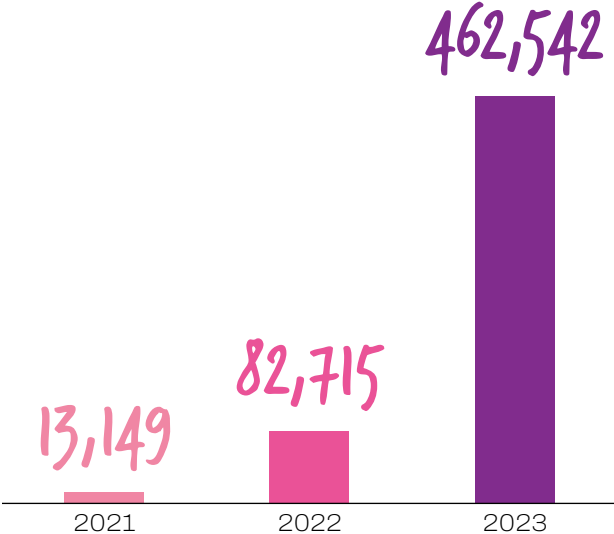
Total pageviews

462,542

Pageviews progress  
(VS 2022)

+459%

Total pageviews



## Website visits (new visitors)

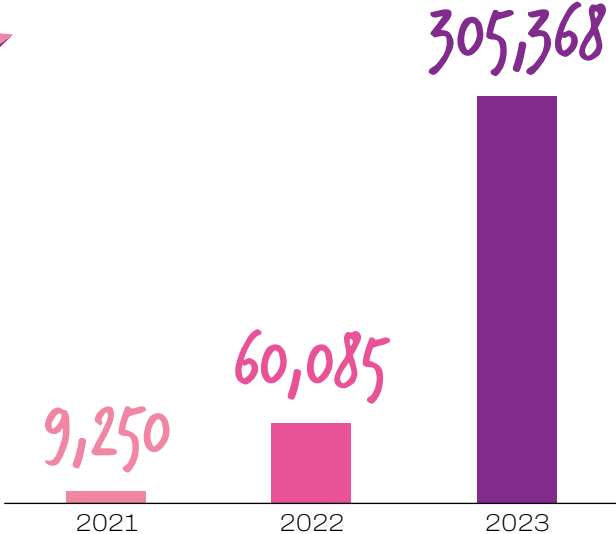
Total new visitors

305,368

New visitors progress  
(VS 2022)

+408%

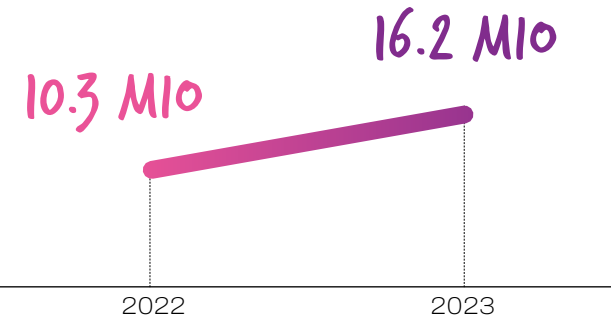
Total new visitors



## Paid Google Ads

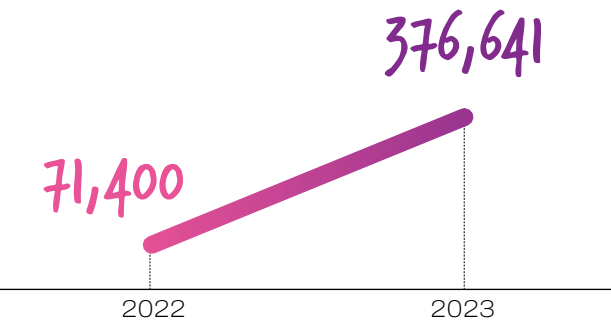
Total impressions

16.2 Mio



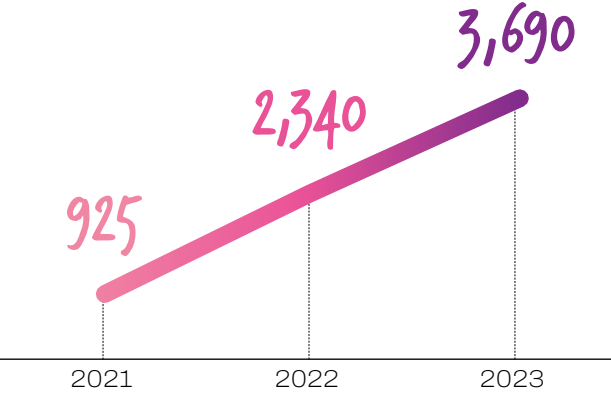
Total clicks

376,641



## Materials downloaded

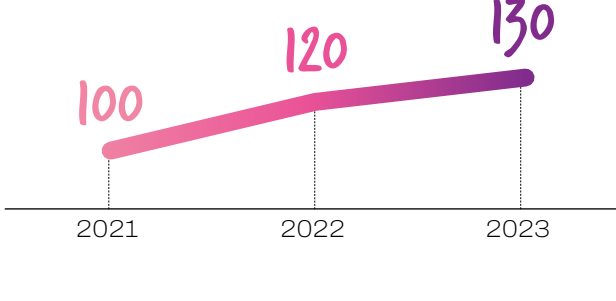
3,690



## Partners

Total partners

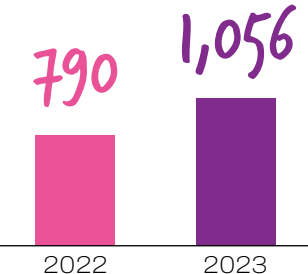
130



## Live webinar on March 3<sup>rd</sup>

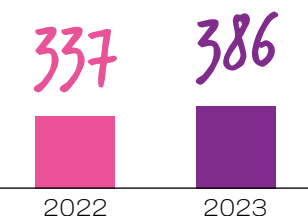
Registration

1,056



Attendees

386



## Overall video engagement rate

24.5%

View rate:  
vaccination  
12.8%

View rate:  
screening  
18%

## Social media

Followers f @

4,030

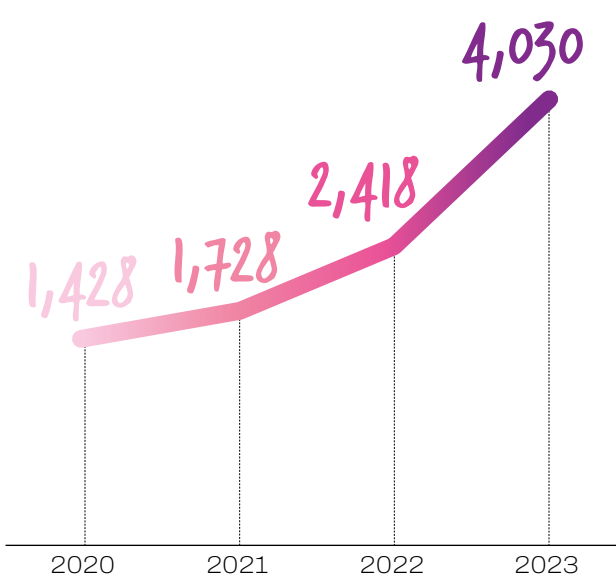
Facebook post reach f  
(VS 2022)

+362%

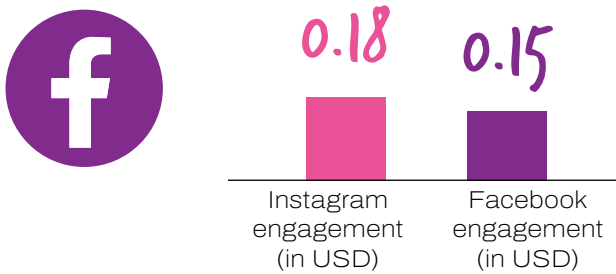
Instagram post reach @  
(vs 2022)

+730%

Followers (since 2020)



Most efficient channel



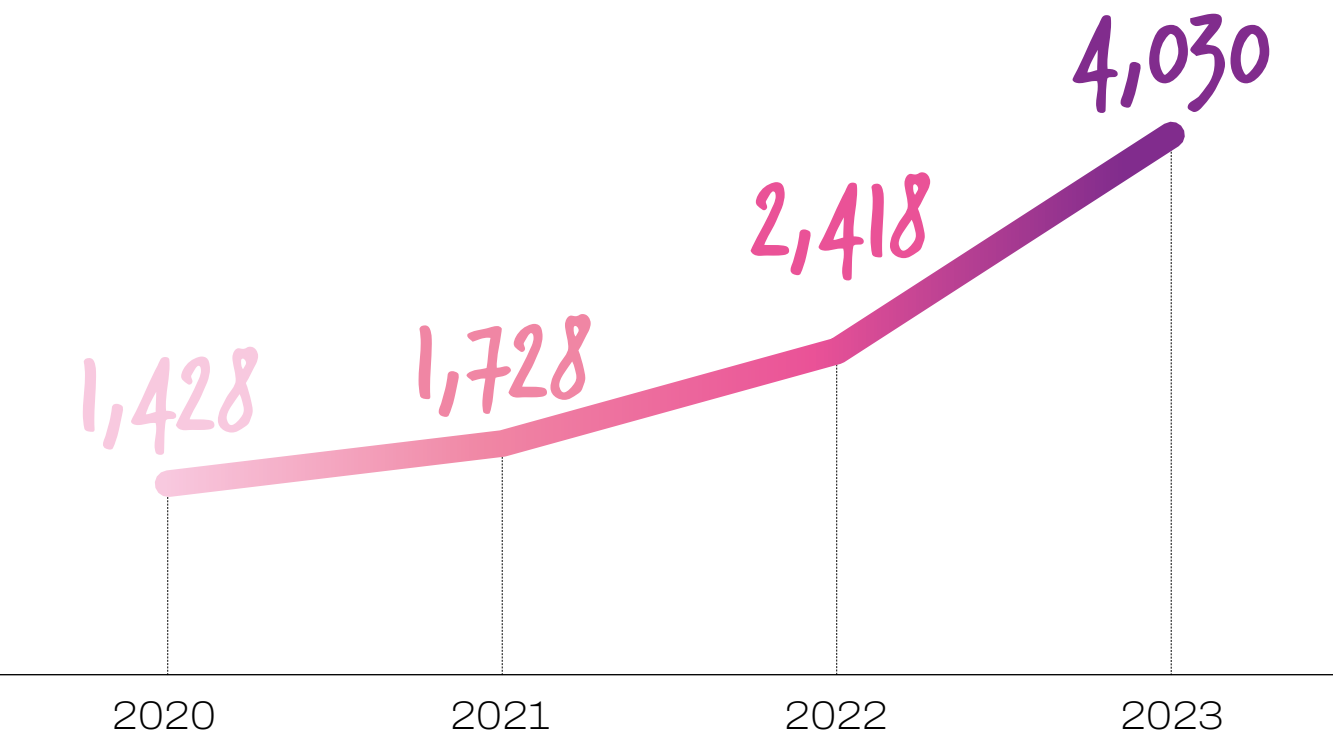
# Results

## Social media

Followers   

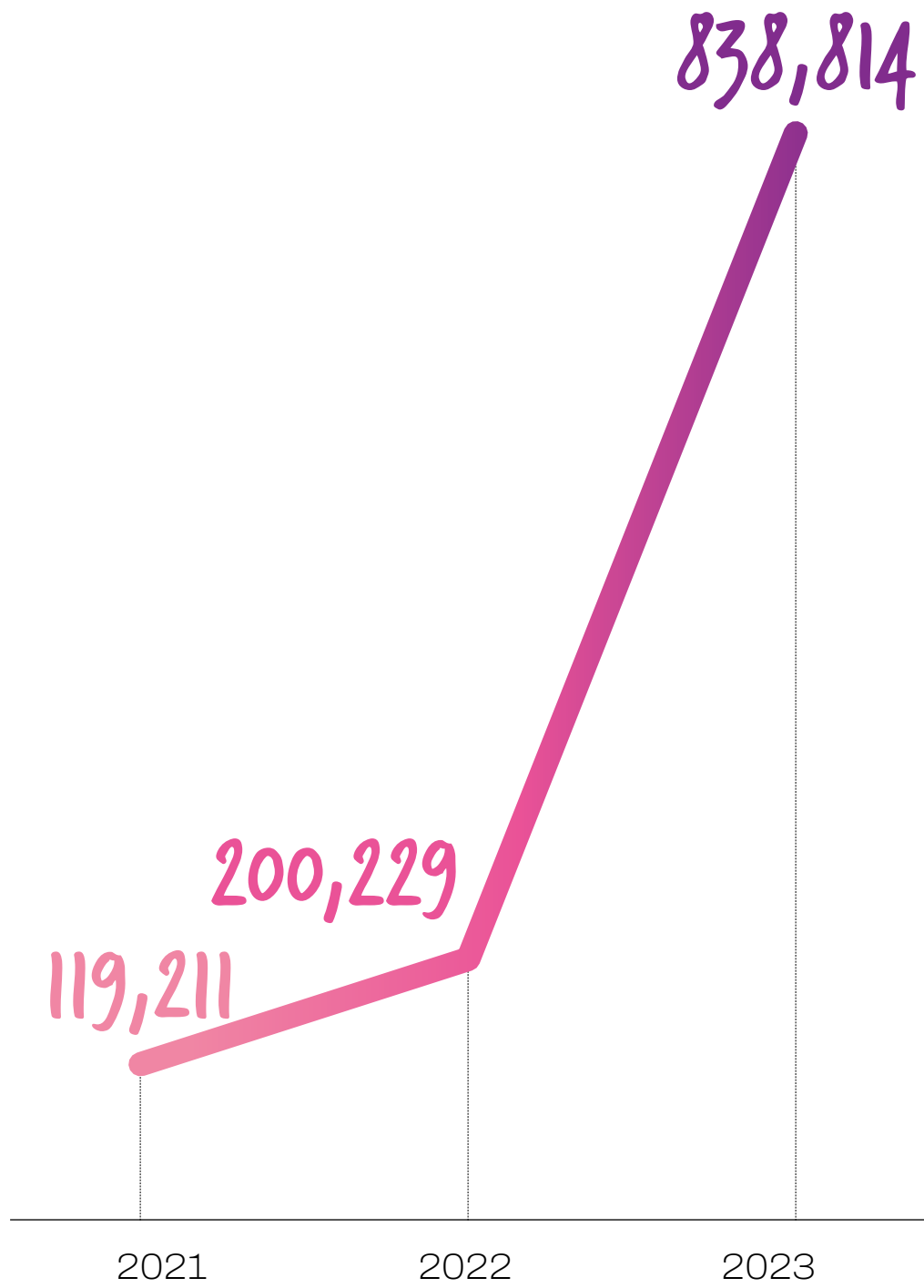
4,030

Followers (2020 – 2023)



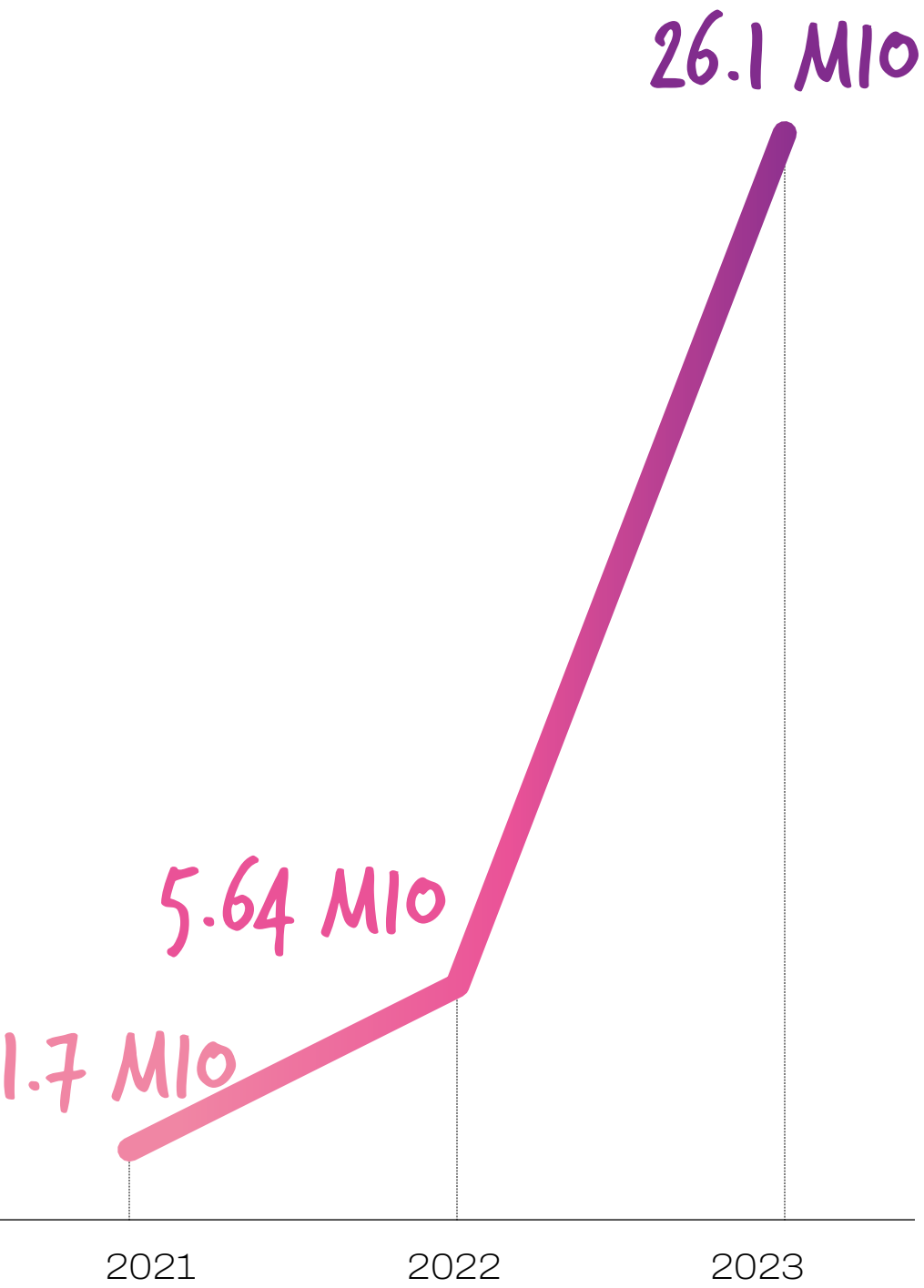
Facebook engagements (VS 2022) 

+318%

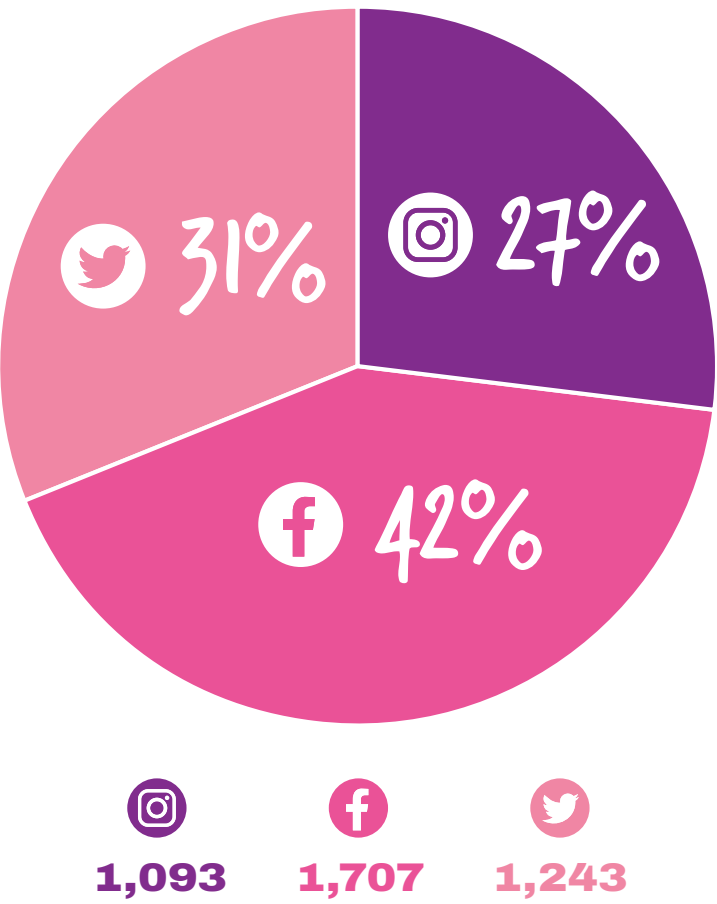


Facebook post reach (VS 2022) 

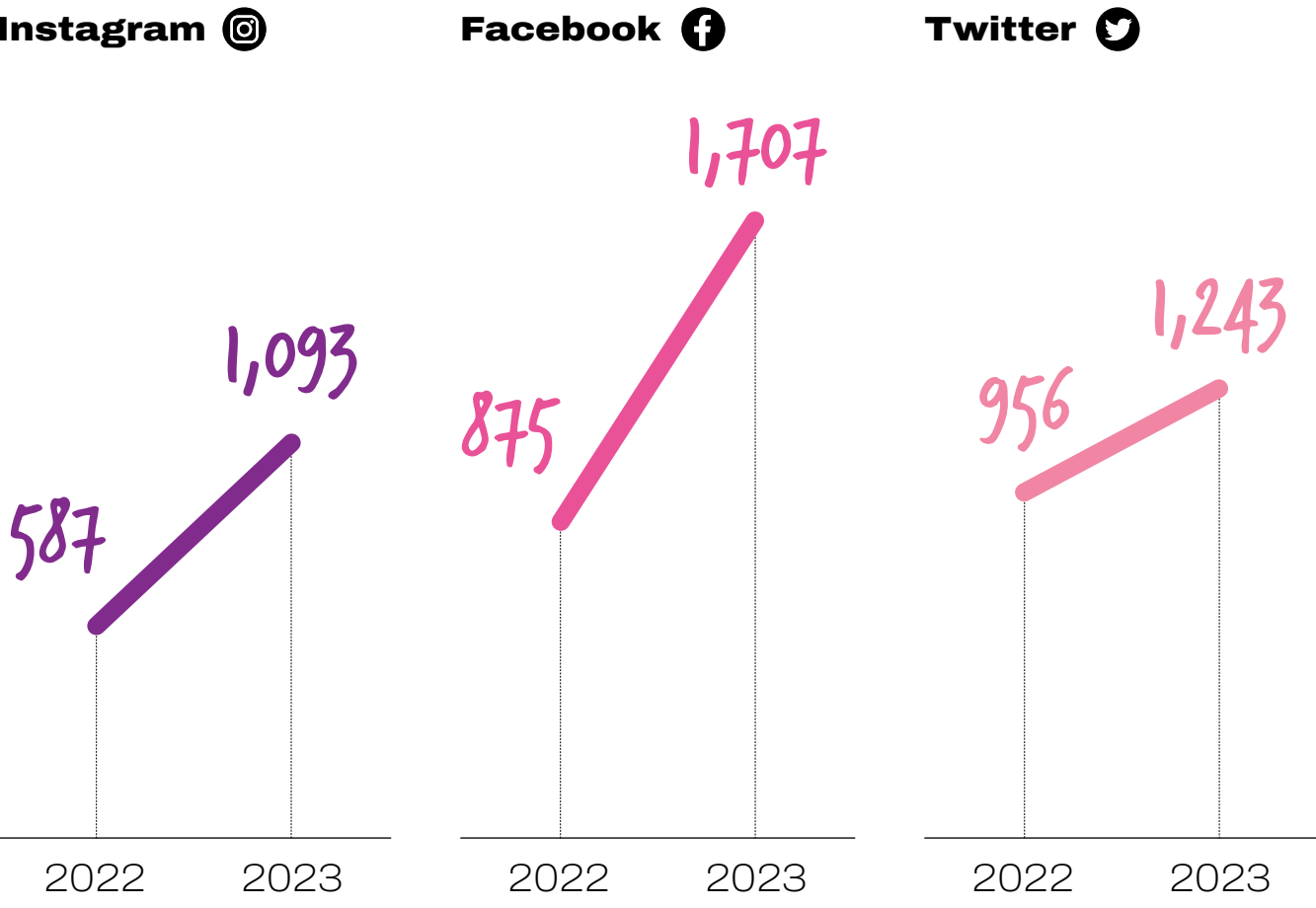
+362%



2023 channel size ditribution



Channel size (2022 VS 2023)



# Results

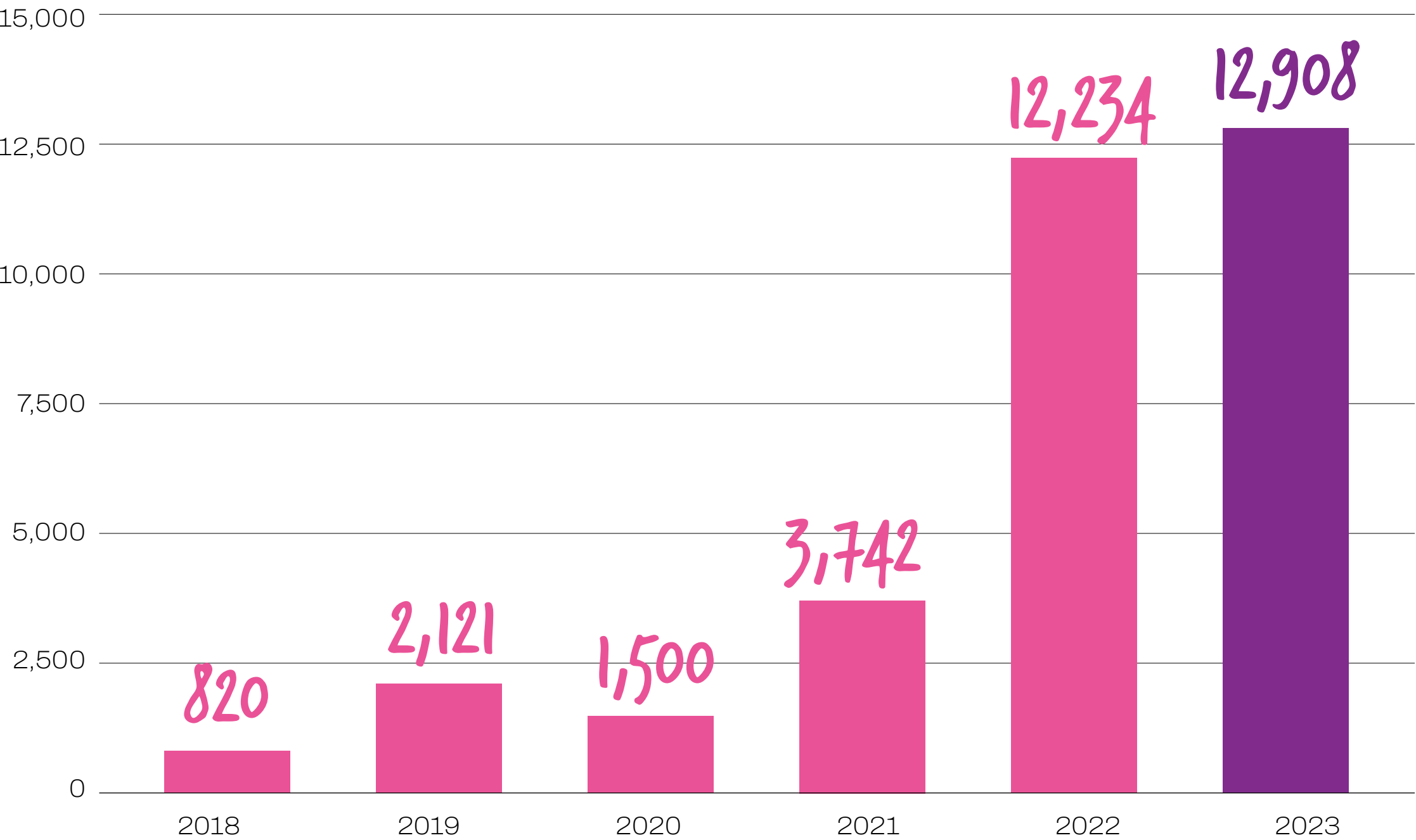
## Website visits (IHAD March 4)

Total IHAD March 4

12,908

IHAD March 4 progress (VS 2021)

+5.48%



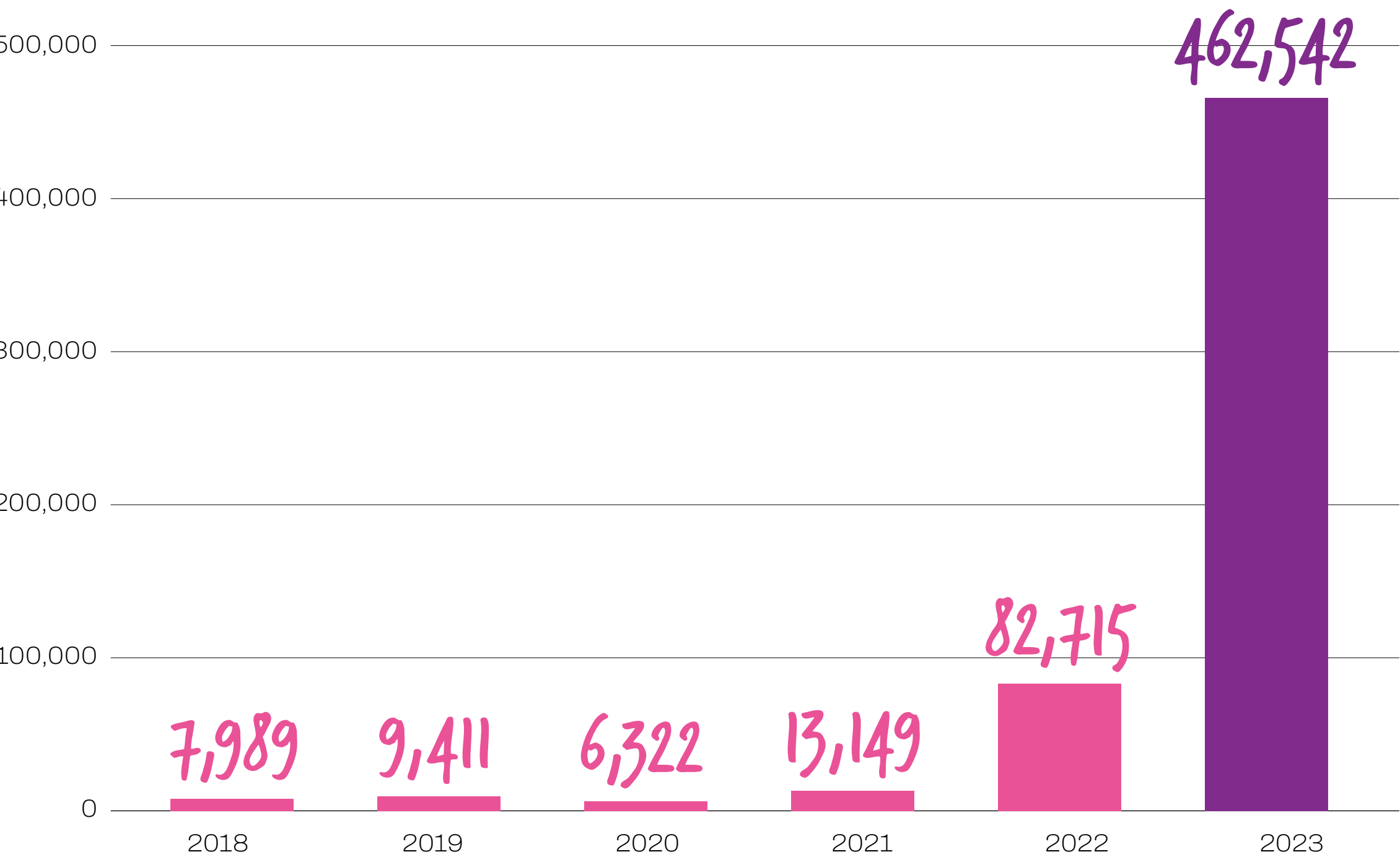
## Website visits (page views)

Total pageviews

462,542

Pageviews progress (VS 2021)

+459%





# Results

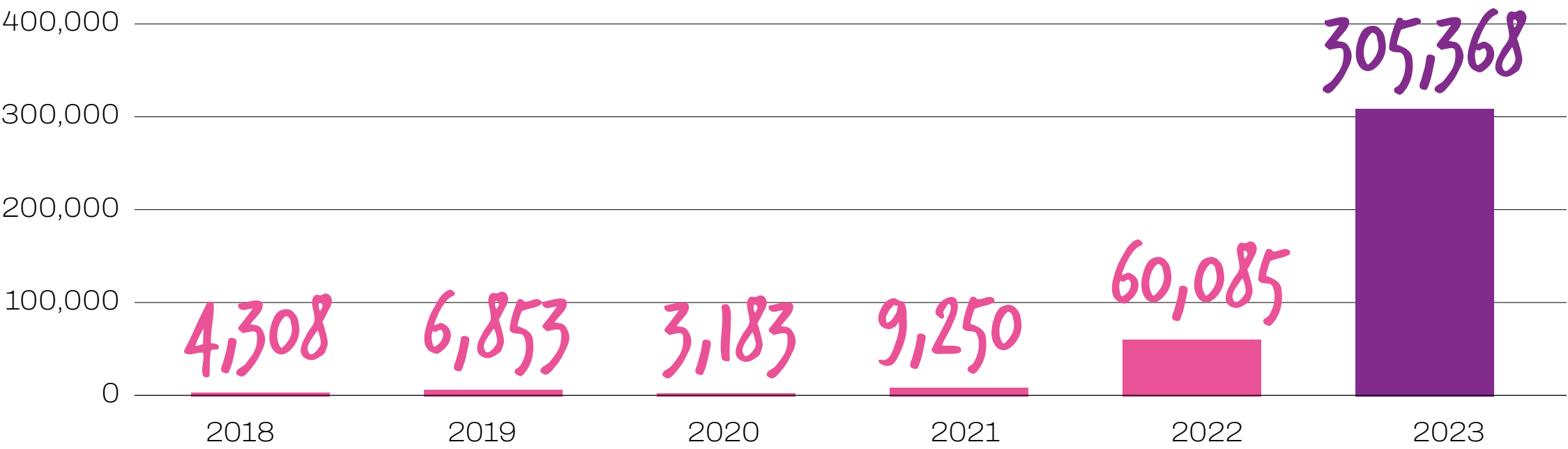
## Website visits (new visitors)

Total new visitors

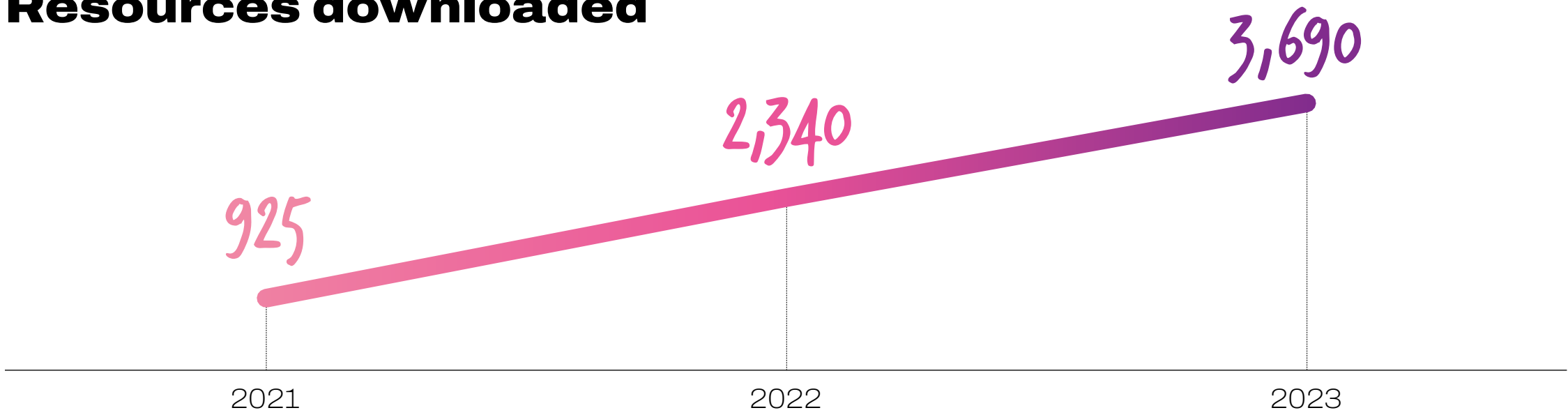
305,368

New visitors progress (VS 2021)

+ 408%



## Resources downloaded



## Time on page and bounce rate

Page	Avg. time on page mm:ss	Bounce Rate
/get-involved/social-post-builder	02:29	74.36%
/hvp-facts/hvp-facts-for-everyone	02:26	76.24%
/hvp-facts/information-for-everyone	02:05	95.29%
/hvp-facts/what-is-hpv	02:04	91.28%
/get-involved/campaign-resources	01:56	52.21%
/	01:47	94.51%
/hvp-facts/risks-and-prevention	01:46	87.75%
/all-about-hpv-vaccinations	01:24	94.39%
/hvp-facts/hvp-facts-for-parents	01:08	69.23%
/hvp-facts/hvp-facts-for-lgbtq	01:04	74.07%

Having the highest average time on page of nearly two and a half minutes and one of the lower bounce rates, the social-post-builder page can be deemed as having the most engaging content. Directing traffic to this page has a high ROI and should be prioritized in future ad campaigns.

According to a representative from Google, the high bounce rates are due to the fact that there is not a clear path for users.

# Results

## Facebook and Instagram paid campaigns

Reach

46.3 MIO

Post Engagement

1.13 MIO

Link clicks

815,274

Engagement rate

2.4

Significantly higher than typical non-profit awareness campaign engagement rates of 0.2% to 1.5%

## Paid Google Ads

Total impressions

16.2 MIO

Total clicks

376,641

Video view rate

Vaccination 12.8%      Screening 18%

## #Hashtag Performance

#askabouthpv potential reach

116.7 MIO

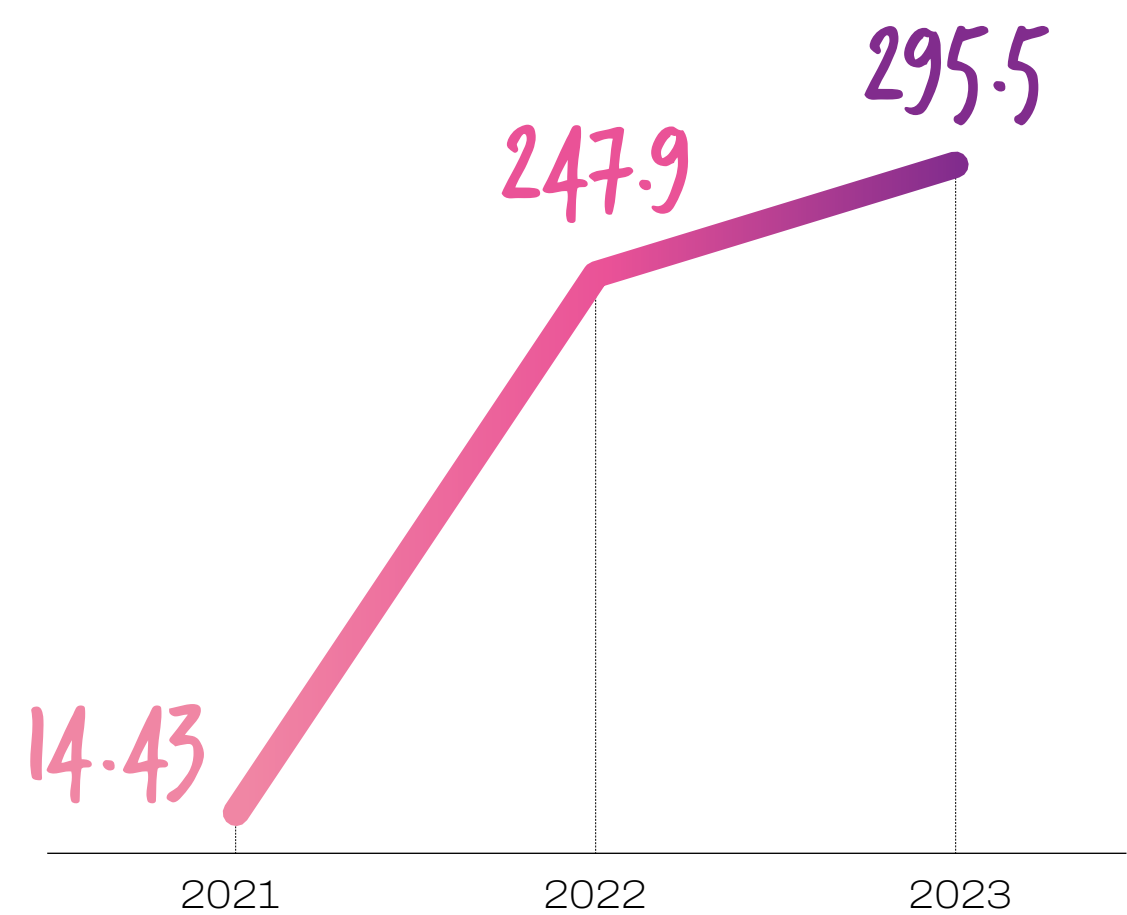
#onelessworry potential reach

91.7 MIO

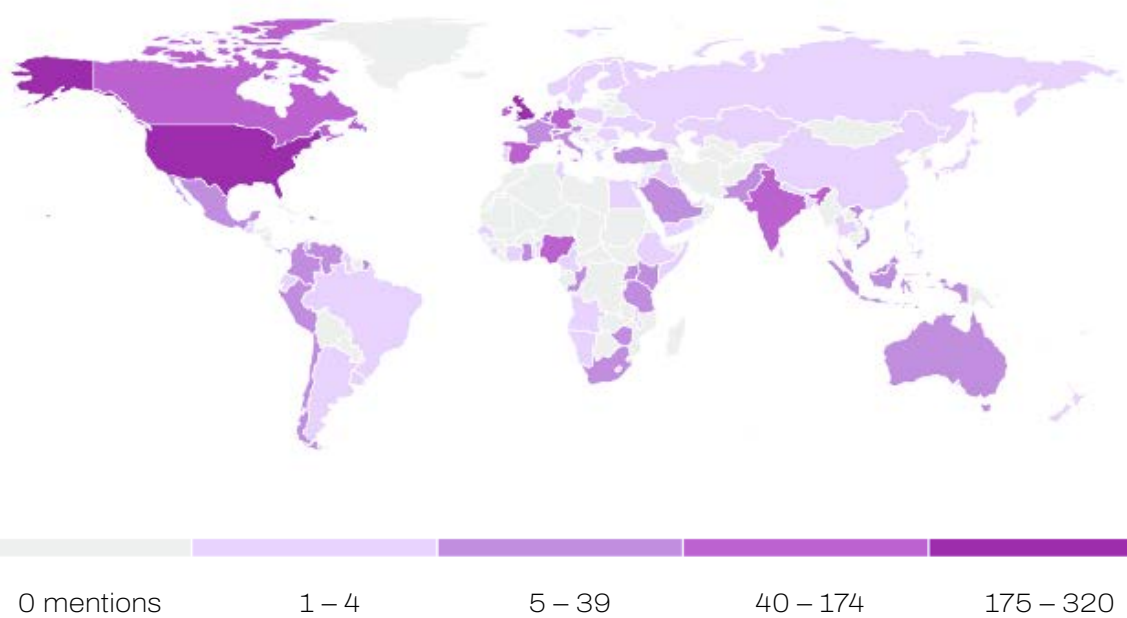
#hpvawarenessday potential reach

87.1 MIO

#Hashtag total potential reach since 2021



Volume by countries





# SUCCESS STORIES



<b>Canada</b>	<b>14</b>
<b>Brazil</b>	<b>15</b>
<b>France</b>	<b>16</b>
<b>Italy</b>	<b>17</b>
<b>Ukraine</b>	<b>18</b>
<b>Zambia</b>	<b>19</b>

<b>Nigeria</b>	<b>20</b>
<b>Senegal</b>	<b>21</b>
<b>South Africa</b>	<b>22</b>
<b>Japan</b>	<b>23</b>
<b>Philippines</b>	<b>24</b>
<b>China</b>	<b>25</b>
<b>Aotearoa New Zealand</b>	<b>26</b>

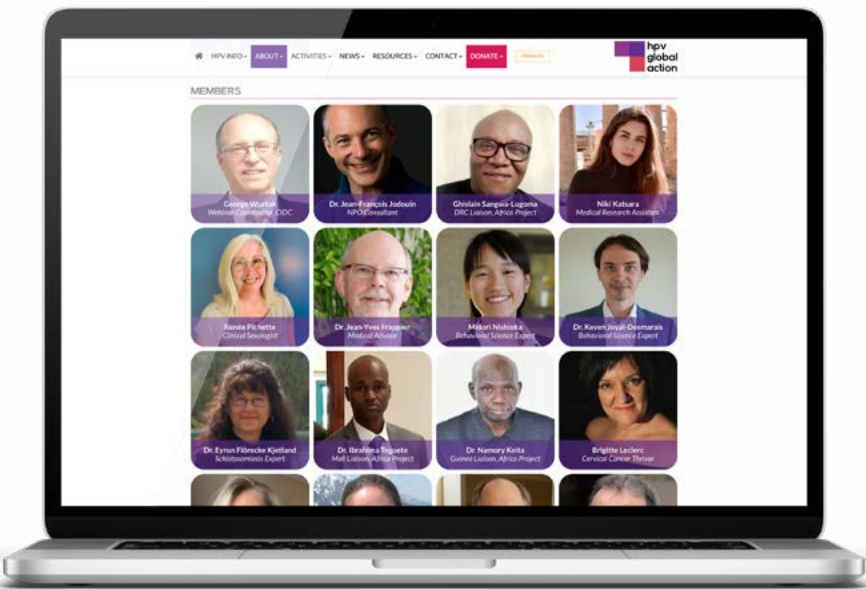




# Canada

HPV Global Action’s bilingual (English & French) campaign achieved its greatest reach and engagement ever. Activations included:

Annual **Meet & Greet** kick-off in February.



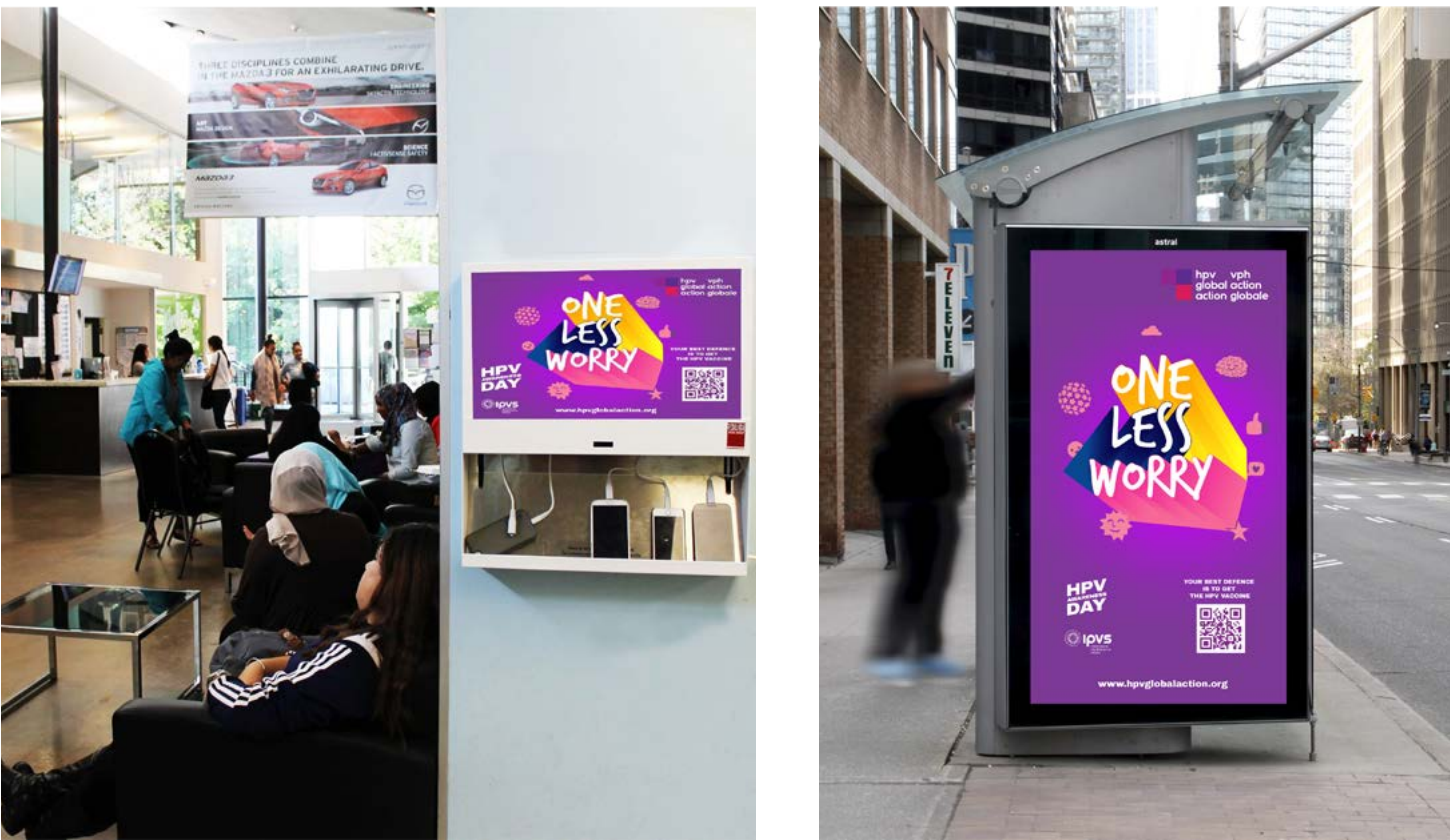
Click to see more

Social Media (Facebook, Instagram, Twitter, LinkedIn and TikTok).

People reached **29,000** Engagements **1,000**

On March 2nd, Teresa Norris, appeared on a panel called **Pros & Babes** of new and expectant mothers to speak about the importance of getting the HPV vaccine for themselves and their children, in addition to going for regular cervical screening.

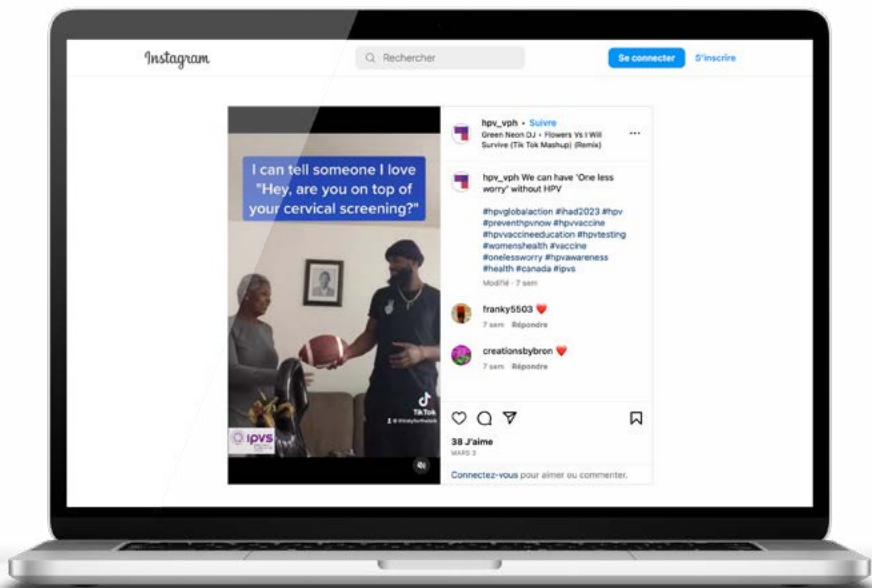
**3,000 digital banners** seen by **100,000 people** across Canada in bus shelters, subways, doctors’ offices, shopping malls, and along crowded streets featured the One Less Worry campaign from February 28th – March 4th, in four cities across three provinces.



Natasha, Patient Advocacy Officer and cervical cancer thriver set up a greatly successful fundraiser.

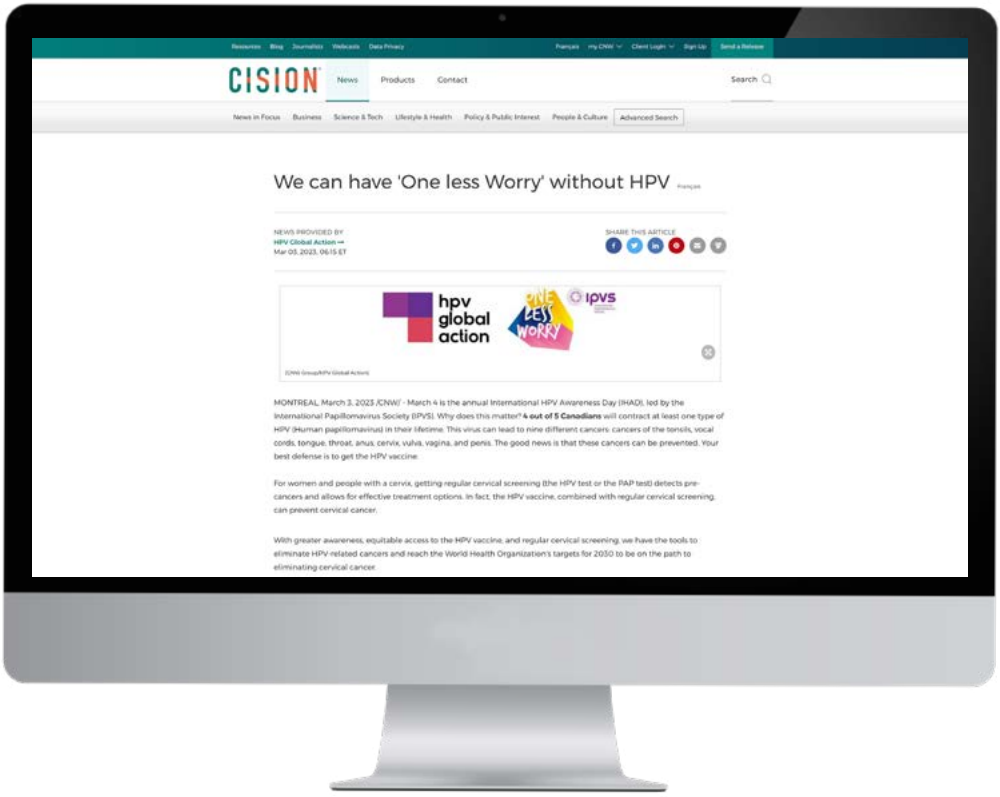


First TikTok video, where young Canadians shared their messages to the tune of Miley Cyrus’s Flowers, gained a reach of over **5,600 Canadian teens.**



Click to see more

Press release in English and French picked up by **187 news outlets** with a combined reach of **79.9 million people worldwide.**



Click to see more

PSA seen over **100,000 times** on television.



Click to see more

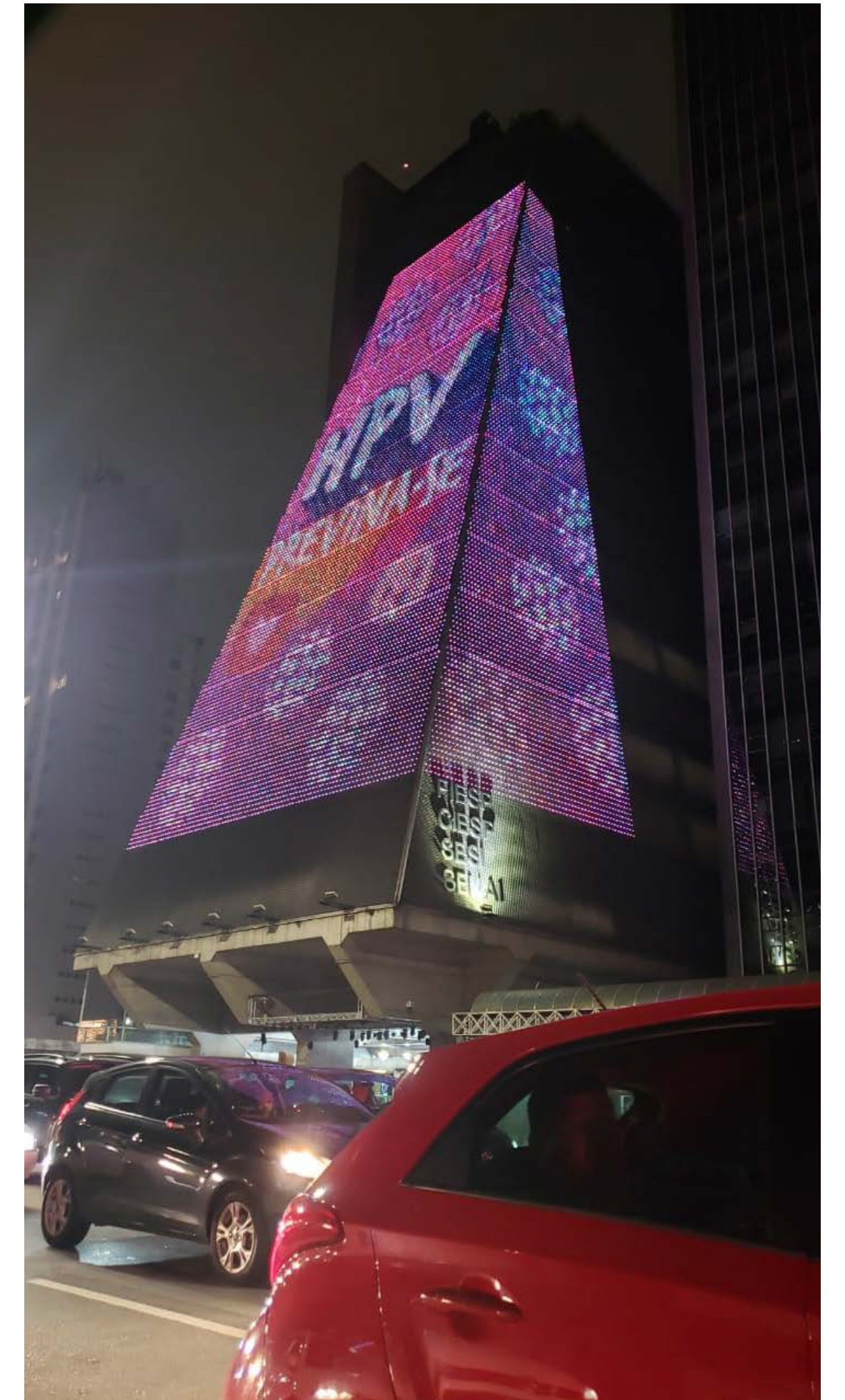
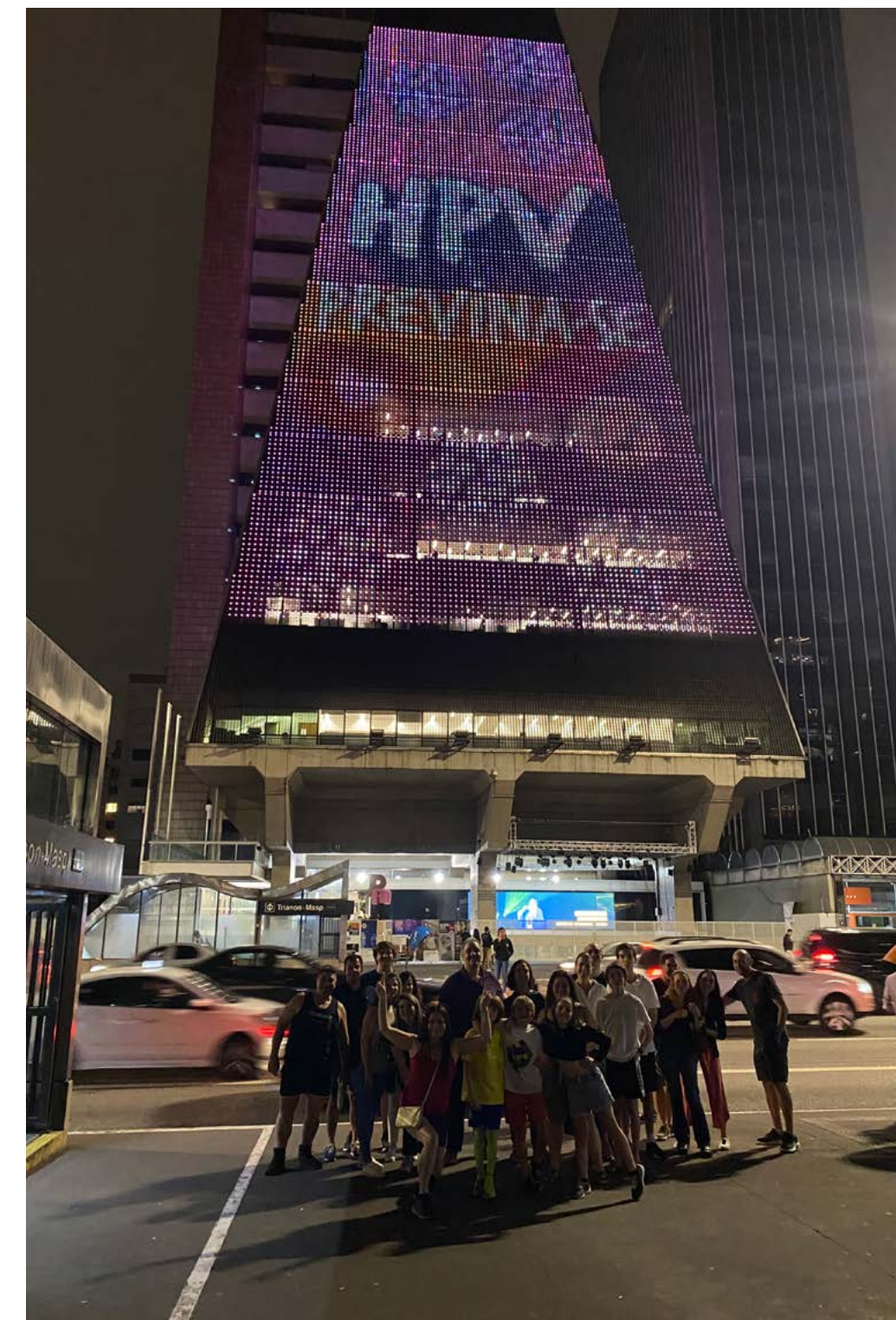


## Brazil

On March 3rd the research group with the institutional department of communication of ICESP were serving the public with an event at a **subway station in São Paulo**, delivering flyers and answering questions related to HPV. Also during the week there were several posts on the Instagram institutional account (@institutodocancersp) about HPV and our campaign.



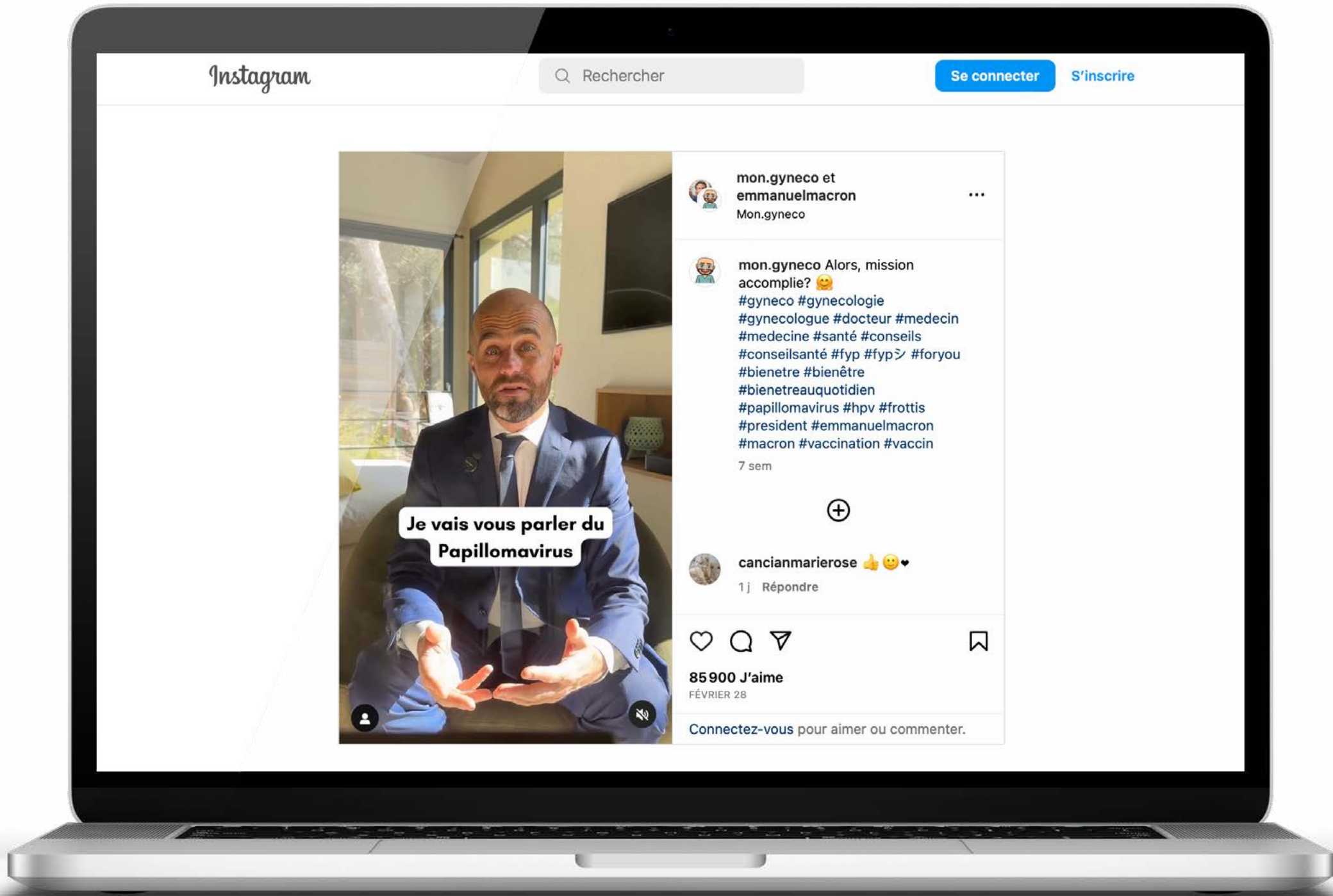
On March 18th a video of the HPV awareness campaign was projected on the facades of the **FIESP edifice** (Federation of Industries of the State of São Paulo), one of the highest and most important buildings on Avenida Paulista, the busiest and most traditional avenue in São Paulo.





# France

President Macron enabled a takeover of his Instagram account by **@mon.gyneco**. The post received **85,624 likes** and **2,581 comments**. It was seen by **241,000 followers**, as well as the followers of the everyone who liked and commented on the post.



 Click to see more

The President also visited a primary school and made an announcement mentioning International HPV Awareness Day.



 Click to see more



Italy

Italian partners working together include:



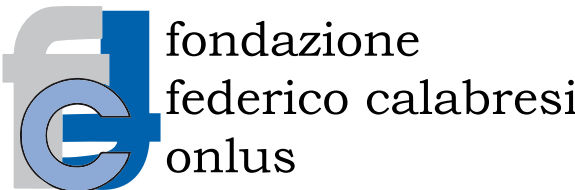
Mediterranean Task Force for Cancer Control (MTCC)



IRCCS Regina Elena National Cancer Institute (IFO)



Lega Italiana per la Lotta contro i Tumori (LILT)

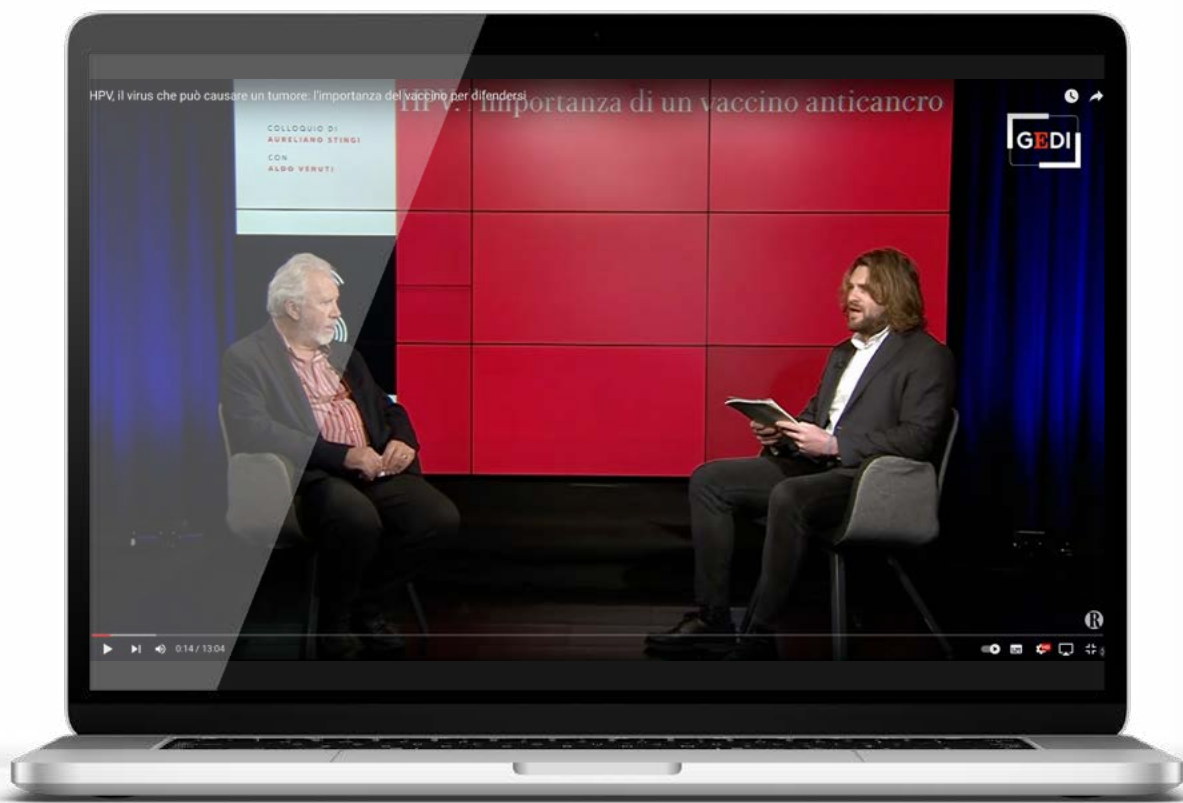


Fondazione Federico Calabresi Onlus

Fondazione Calabresi published a dedicated booklet on its social networks.

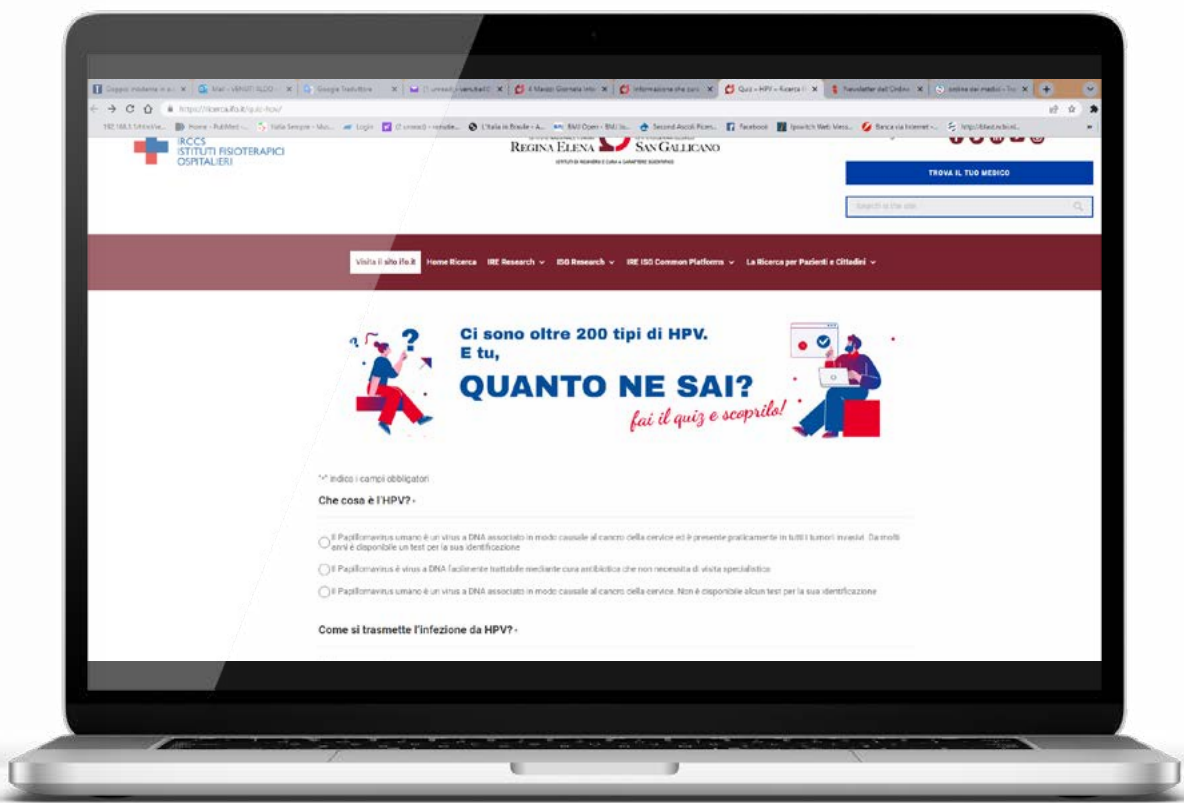


LILIT Rome with MTCC shared on their website and social channels a video interview with Venuti on the vaccines for “La Repubblica” National Newspaper.



Click to see more

IFO/IRE/ISG held a special event on their portal (and social networks) including quiz participation by over **50,000 visitors**.



The College of Physicians of Rome published an article on HPV Awareness Day by Dr. Latini who is part of the HPV Unit of IFO/IRE/ISG.



Click to see more



# Ukraine

Despite the difficulties of the ongoing war in Ukraine, the Fight Cancer Foundation delivered much impact for the 2023 campaign. Activations included:



The largest television channel, “Channel 12”, showed the vaccination and screening videos for a full month.

People reached  
**600,000**

Information was also shared among partners in the closed group “Athena. Women against cancer”, on the pages of all-Ukrainian health groups, and on the pages of primary medicine centers of the region

People reached  
**20,000**

Media coverage also included articles on Voynpost and Medicine Rayon.

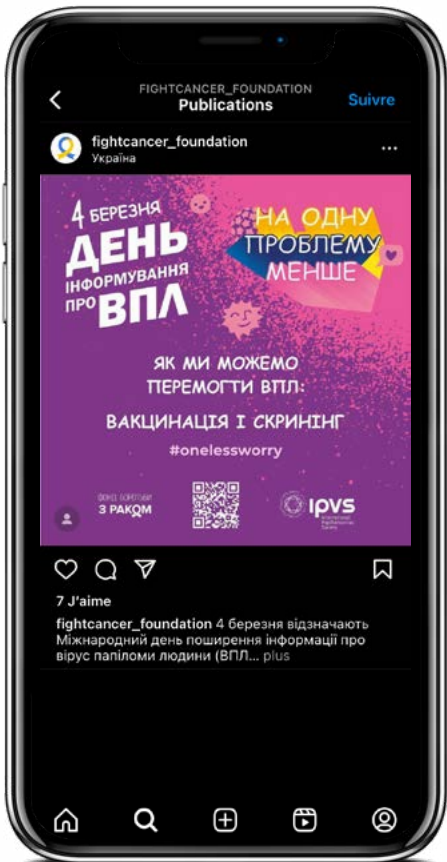
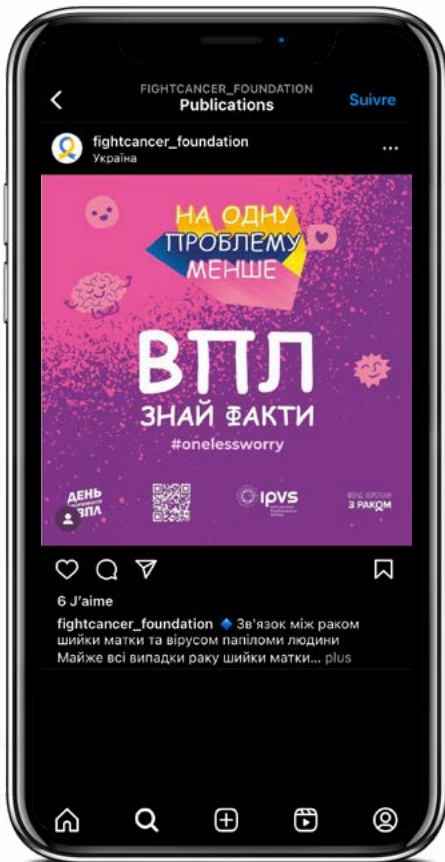
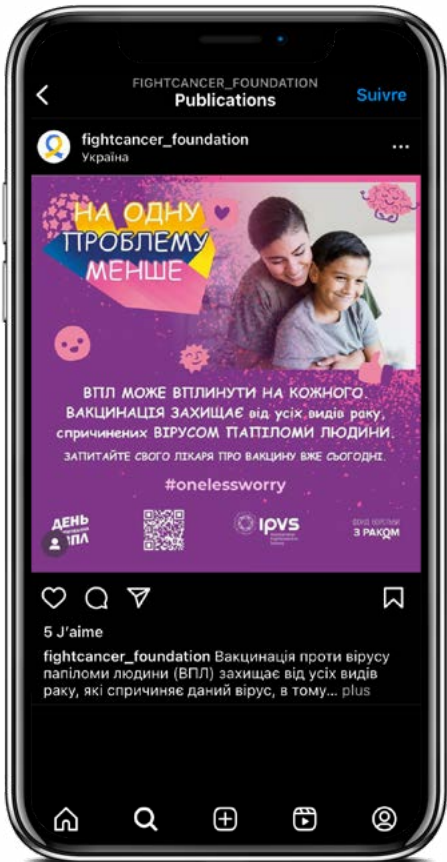
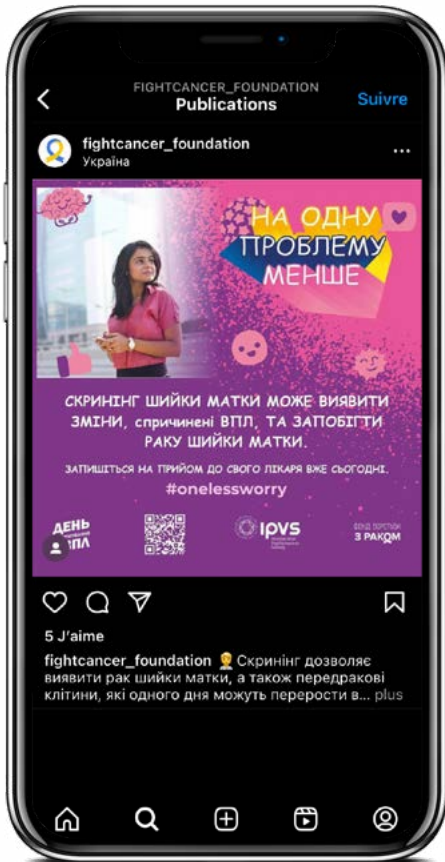


Click to see more



Click to see more

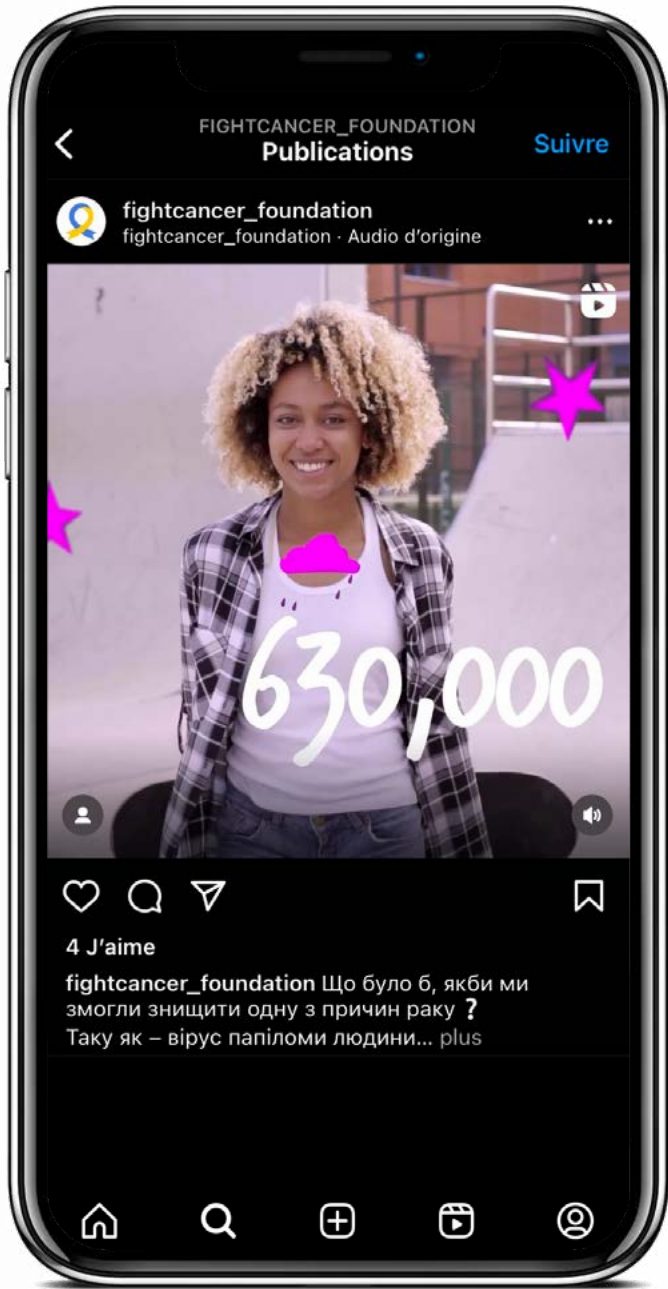
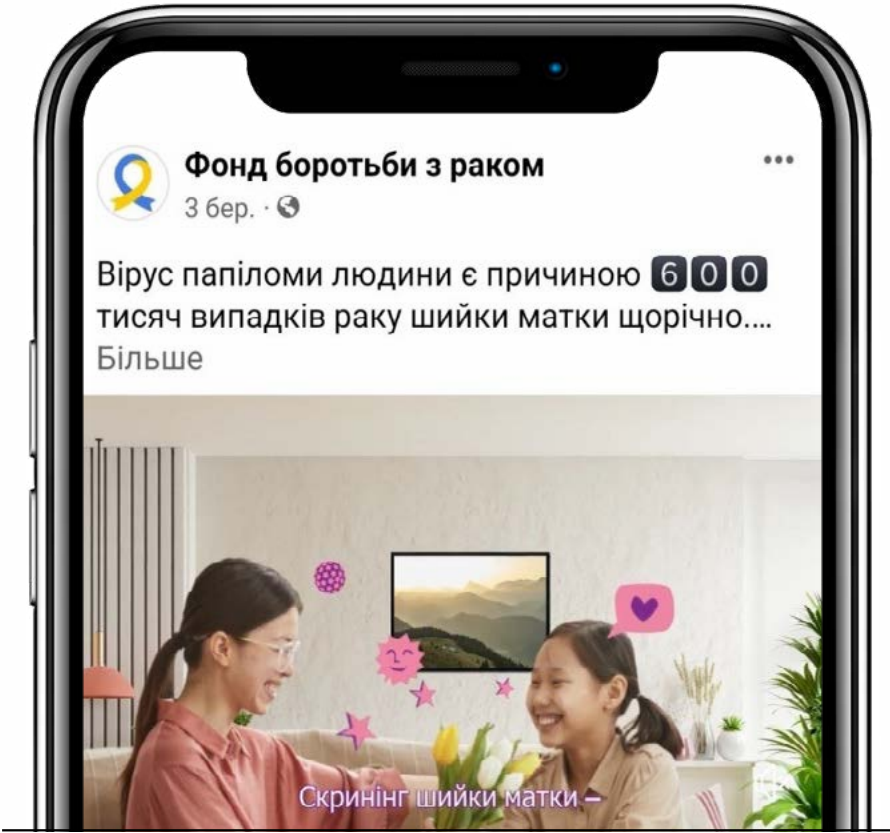
Eight posts in Ukrainian on the foundation’s Facebook, Twitter and Instagram pages.



All three One Less Worry videos were translated and shared on social networks.



People reached  
**+10,000**





# Zambia

Yes-Zambia's Dr. Racheal Mawere and Mr. Wesley Nkhata appeared on One Love Radio and other radio stations to share the One Less Worry HPV Vaccination and Screening messages.



To mark the 5th anniversary of YES Zambia, a hybrid event (**30 attendees** and **9 online participants**) was held to raise awareness of HPV and the HPV vaccine. The event which took place at The Taj Pamodzi Hotel in Lusaka, Zambia also included a membership drive.



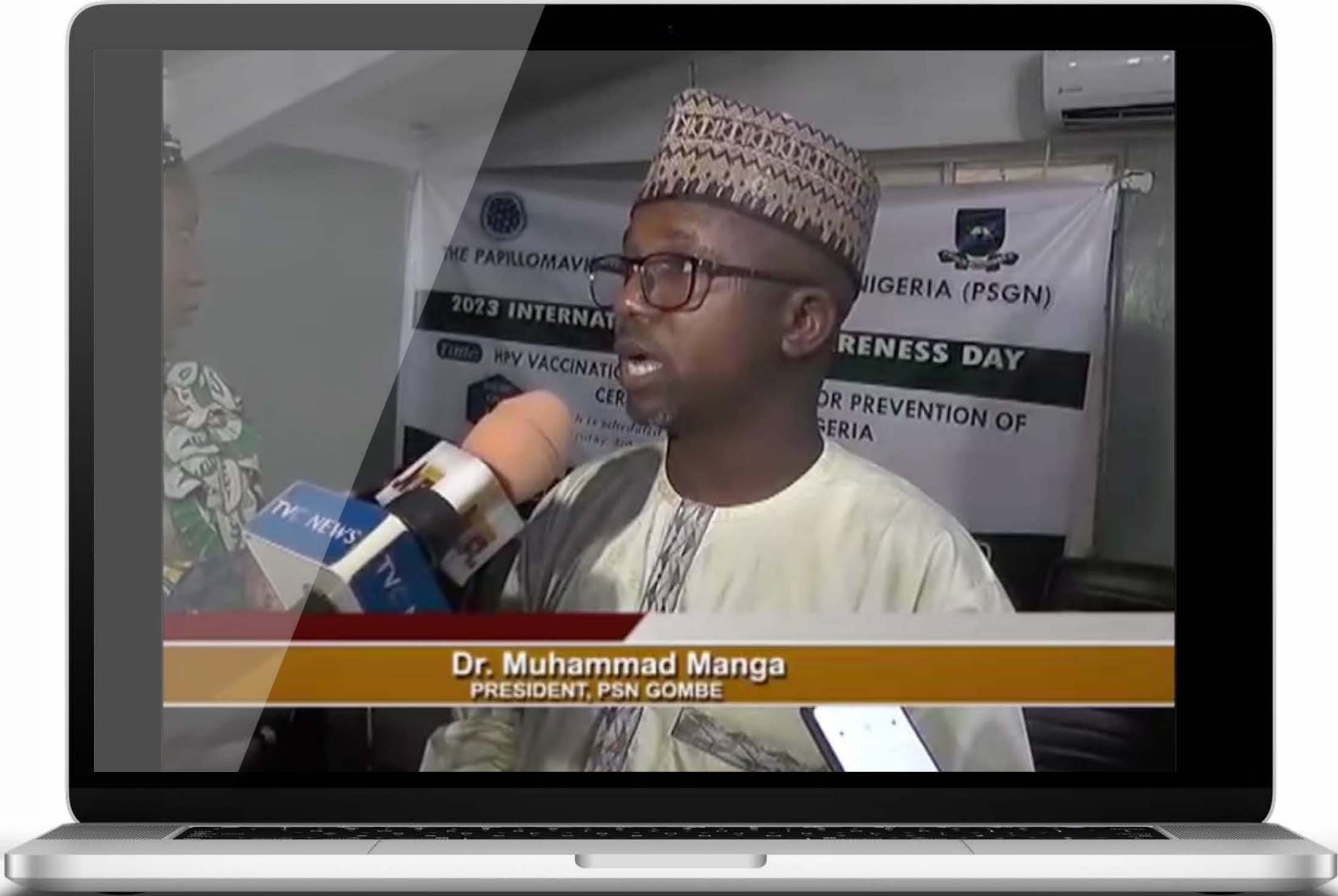
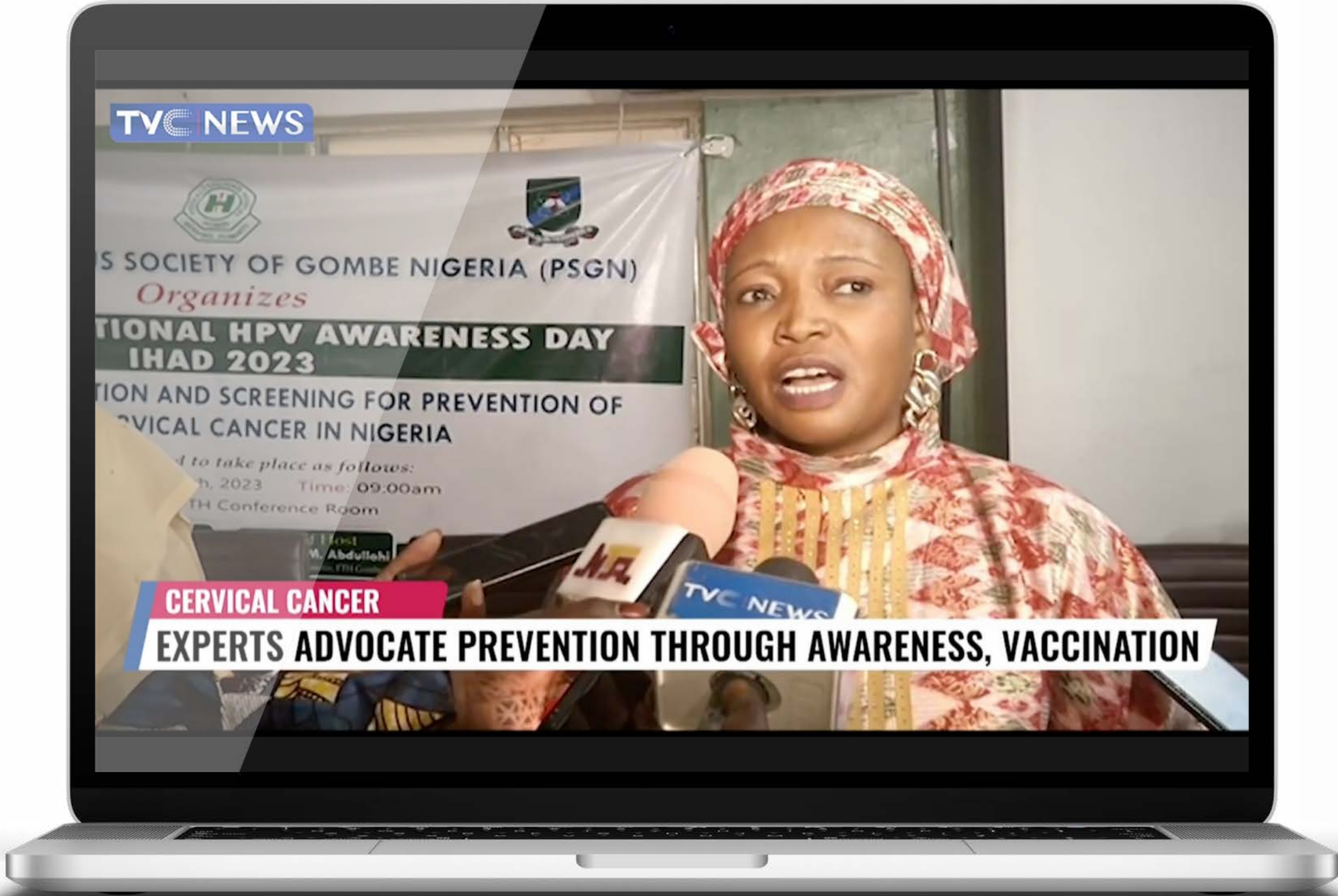


# Nigeria



The Human Papilloma Society of Gombe Nigeria (PSGN) held a public lecture attended by over 150 healthcare professionals that received television coverage nationwide – broadcast over multiple networks in both Hausa and English. Nigeria has a population of over **200 million** people with **89% of households** having televisions, so the potential reach was incredible.

At the one minute and ten second mark into the TCV interview Dr. Mohamed Manga, PSGN Chairman, mentions the “One Less Worry” campaign while “International HPV Awareness Day” can be seen on the signage behind him.



[Click to see more](#)



Senegal

The Société Sénégalaise de Colposcopie et de Pathologie liée au Papillomavirus (SSCPP) held an HPV conference at the Village du Congres in Dakar. Hundreds participated in a variety of advocacy, awareness, and training events held over two days – including innovative programs specifically for the engagement of children and adolescents.



4

ACTUALITÉS

Samedi 4 - Dimanche 5 Mars 2023

Alerte du professeur Abdou Aziz Kassé

«Le rapport buccal augmente le risque d’avoir un cancer de la cavité buccale»

La société sénégalaise de Colposcopie et de pathologie liée au papillomavirus (Sscp) tient son premier congrès national et la deuxième journée internationale de lutte contre les papillomavirus à la Place du souvenir africain, du 2 au 4 mars. Une occasion pour le professeur Abdou Aziz Kassé de revenir sur les causes des cancers dont le rapport buccal.

Par Suzanne SY

Il y en a qui n'éprouve du plaisir que par un rapport buccal, une relation de sexe oral. Mais les effets secondaires peuvent être désastreux. A l'occasion du premier congrès national et de la deuxième journée internationale de lutte contre les papillomavirus organisés par la Société sénégalaise de Colposcopie et de pathologie liée au papillomavirus (Sscp), à la Place du souvenir africain, du 2 au 4 mars, le professeur Abdou Aziz Kassé a lancé l'alerte. Sur les causes des cancers, il a cité la relation de sexe par la bouche.

«Aujourd'hui, ce serait triste que l'on continue encore à voir des cas de cancer avancés à 75 % de nos pratiques. Beaucoup de gens croient que le papillomavirus ne donne le cancer qu'au niveau du

col. Mais il donne le cancer dans tous les tissus superficiels. Donc, une femme ou un homme qui pratique le rapport buccal, augmente son risque d'avoir un cancer de la cavité buccale, a-t-il prévenu lors de cette rencontre qui avait pour thème «Sur la route de l'élimination du cancer du col de l'utérus».

**38 % des femmes avaient déjà le virus**

De l'avis du praticien, la difficulté au Sénégal, c'est d'avoir le registre du cancer, qui soit quelque chose de totalement diffusée au niveau national et non pas qu'à Dakar. Parce que, estime Dr Kassé, cela nécessite des ressources humaines, des ressources culturelles et financières.

«Pour le moment, le dernier pointage que je fais personnellement, c'est que 38 % des femmes qui n'avaient rien sur leur col, avaient déjà le virus dans le col. Ce n'est pas parce qu'on a un virus qu'on a le cancer. Le virus peut progresser sur 10, 20 ans, disparaître complètement ou alors se transformer en lésion de cancer», a-t-il précisé.

**«Attraper le papillomavirus ne veut pas dire avoir le cancer»**

Sur les causes du cancer du col de l'utérus, Pr Kassé avance : «La source, c'est l'infection par le papillomavirus. Or, les papillomavirus ne sont transmis que par voie sexuelle, premièrement. Et deuxièmement, il est extrêmement important de faire comprendre aux gens qu'attraper le papillomavirus ne veut pas dire avoir le cancer. D'après lui, il y a une «chance extraordinaire au Sénégal», c'est-à-dire un vaccin contre le papillomavirus. Interpellé sur la cible à vacciner, le médecin dit : «Si le Sénégal avait une richesse infinie, on aurait vacciné les enfants, les adolescents et les adultes. Par contre, si les ressources sont limitées, on est obligé de choisir la population que l'État peut vacciner ou doit vacciner. Mais à côté de cela, il y a une médecine individuelle où on recommande que

les femmes, jusqu'à l'âge de 47 ans, peuvent en bénéficier. Sur le coût du vaccin, le cancérologue soutient que «le vaccin coûtait 120 000 F CFA. «Nous nous sommes battus jusqu'à arriver à 2 500 F CFA. Les vaccins ne sont pas chers et sont disponibles dans les centres de santé et de postes de santé. Malheureusement, il y a eu cette mauvaise communication par des gens qui sont nuls par l'esprit qui font que tout le monde a eu peur du vaccin», a-t-il regretté.



ÉCO-SOCIAL

CANCER DU COL DE L'UTÉRUS AU SÉNÉGAL

1 800 nouveaux cas pour 1 300 décès par an

Le Sénégal veut éliminer le cancer du col de l'utérus d'ici 2035 et compte sur la vaccination des jeunes filles et le dépistage des femmes. Les acteurs trouvent scandaleux le nombre de morts de cette pathologie.

et marraine du 2e Congrès de la Société sénégalaise de colposcopie et de pathologie liée au papillomavirus a renseigné que le cancer du col de l'utérus au Sénégal est le premier cancer en termes de prévalence et de mortalité. Chaque année, informe le Dr Fatima Guenoune, il y a 1 800 nouveaux cas de cancer du col de l'utérus pour plus de 1 300 décès. «C'est inadmissible. C'est le seul cancer qu'on peut éliminer, en vaccinant les fillettes avant 15 ans et en organisant des dépistages sur les femmes à partir de 30 ans. C'est possible. Donc, ce sont des médecins, gynécologues qui sont spécialisés en colposcopie et qui pourront vraiment diagnostiquer les lésions précancéreuses et les traiter afin qu'elles deviennent un cancer. Le taux de vaccination a régressé, depuis la Covid-19, car les gens avaient peur. Mais je pense que ce vaccin est très bien. Il est efficace pour augmenter l'immunité des femmes. C'est bien de le faire avant 9 ans, avant que les jeunes filles soient en contact avec les hommes, pour ne pas dire avoir des relations sexuelles. Ceci pour les protéger contre cette maladie», insiste le Dr Guenoune.

La spécialiste est d'avis que le Sénégal est sur la bonne voie avec la vaccination de ses enfants et le dépistage chez les femmes. «Je pense que dans toutes les régions du Sénégal, les femmes pourront aller se dépister, parce que les

par des saignements après les rapports sexuels, des douleurs à des stades avancés, des pertes liquidiennes, doivent bénéficier de radiothérapie et de chimiothérapie, mais également de soins palliatifs, d'ici l'horizon 2035.

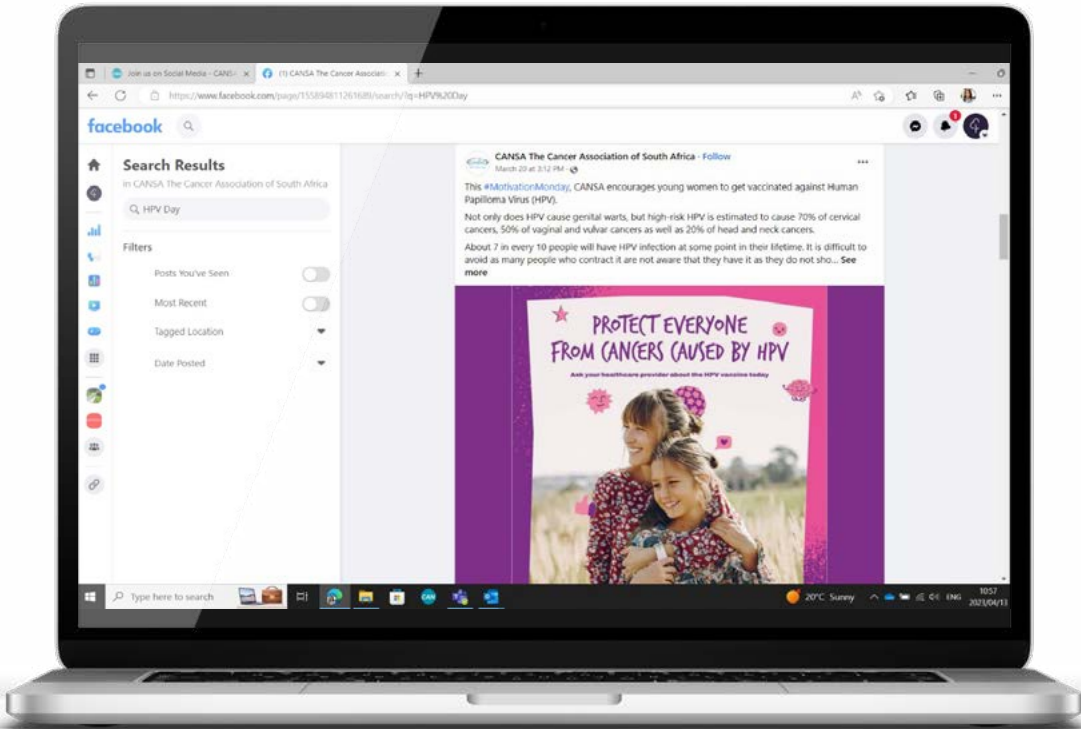
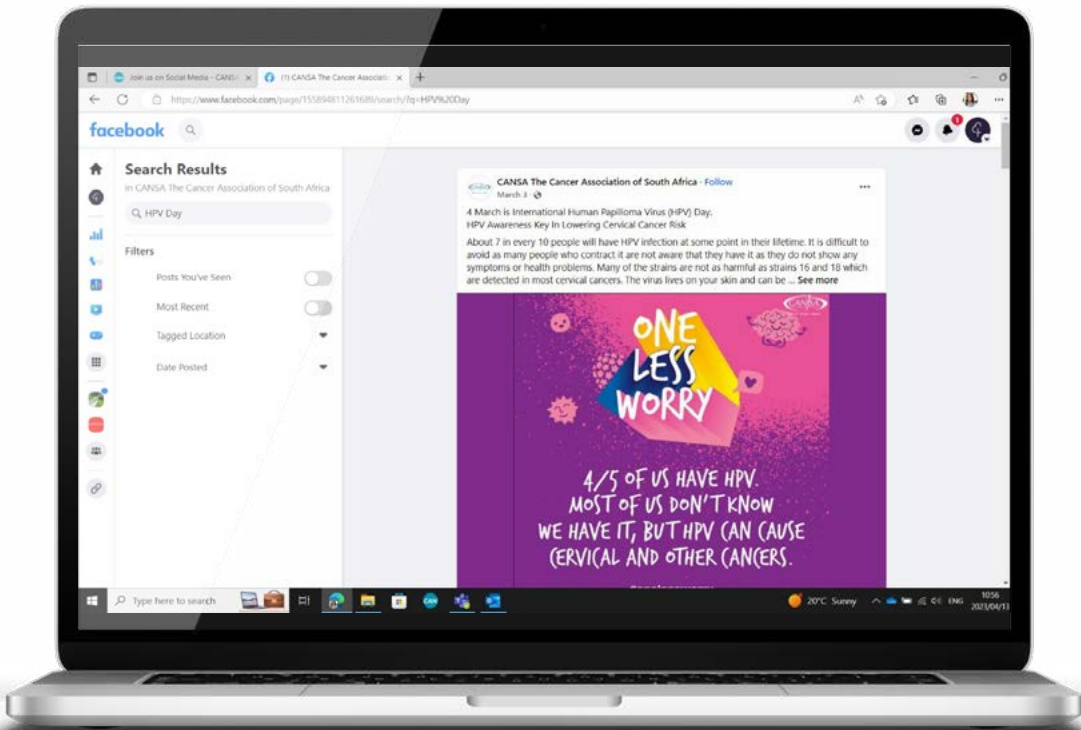
«Aujourd'hui, il y a plus de 200 types de génotypes de papillomavirus, mais les plus incriminés sont les papillomavirus à haut risque, notamment les papillomavirus 16, 18, 31, 33, 35, 45, 51, 52 et 68. Ce sont ces papillomavirus-là qui sont responsables du cancer du col de l'utérus. Et dans presque tous les cas de cancer, les papillomavirus 16 et 18 sont retrouvés dans plus de 70 % des cas», a confié le Pr. Gassama.

Prenant la parole, la présidente de la Ligue sénégalaise contre le cancer



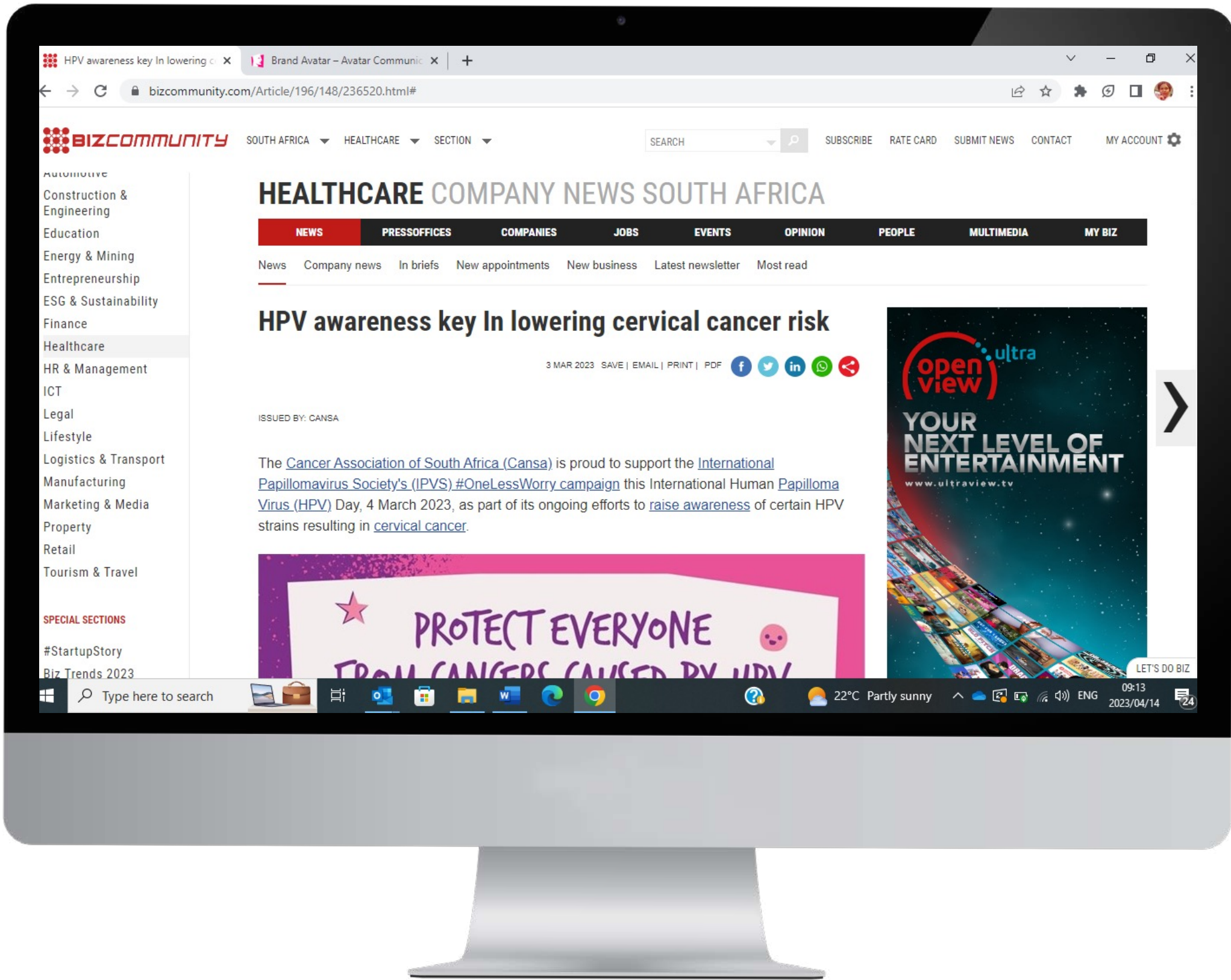
South Africa

The CANSA Association of South Africa launched social media campaigns on Facebook, Twitter, Instagram, TikTok, LinkedIn, YouTube, and even Pinterest. Posts included a #MondayMotivation post encouraging HPV vaccination.



Click to see more

An article was published on Biz Community’s Healthcare Company News South Africa page.



Click to see more

On the 15th of March Bedfordview and Edendale had a press release on HPV and the One Less Worry Campaign for International HPV Awareness Day highlighting the preventative measures that can be implemented and the services that CANSA provides for easy accessibility.

# Awareness key in lowering cancer

Cansa supported the International Papillomavirus Society's (IPVS) One Less Worry campaign on International Human Papillomavirus (HPV) Day, which took place on March 4.

This was part of its ongoing efforts to raise awareness of certain HPV strains resulting in cervical cancer. The campaign aims to increase public awareness and understanding of the HPV virus and to promote the importance of lowering the risk through HPV vaccinations, regular screenings through pap smears and diagnosis and treatment of papillomavirus-related disease.

Cansa's national manager for health promotion, Lorraine Govender, said Cansa is committed to working with partners like the IPVS to educate the public about HPV and its link to cancers such as cervical cancer.

"In 2021, we launched our two-year Cervical Cancer Awareness and Support Campaign highlighting that contracting certain HPV strains may result in cervical cancer as well as risk factors and symptoms of cervical cancer and the importance of early detection through screening.

"It is also important to know that certain HPV strains can cause head and neck cancers, cancers of the penis and anus, but most cervical cancers are a direct result of HPV infection," she explained.

The most effective way to lower the risk of HPV is to be vaccinated against it.

HPV vaccination can prevent 90% of cervical and anal cancers and most other cancers caused by HPV.

Govender said that Cansa encourages young women to get vaccinated against HPV and hopes that parents and guardians will consent to

this as it is key to protecting the youth against potentially life-threatening diseases.

**Other preventative measures include:**

- Sexually active women, prioritising their health and going for regular pap smear screening tests.
- Early detection is key to fighting cervical cancer as it is treatable if caught in its early stages.
- Consistent use of protection such as condoms can reduce one's chance of contracting HPV.
- Limiting one's sexual partners can also help reduce risk.

As part of cancer screening services, pap smears are available at most Cansa Care Centres across South Africa for a fee of R380 – which includes a clinical breast screening and laboratory fees.

Should any abnormalities be detected, Cansa can help with a referral within the public health care sector or to a medical practitioner.

The National Department of Health's Cervical Cancer Prevention and Control Policy states that women aged 30 years and older should have three pap smears in their lifetime at ages 30, 40 and 50 which are provided at some public health clinics at no cost (non-symptomatic).

If women experience abnormal symptoms, they can request a pap smear at public health clinics.

HIV-positive women are eligible for a pap smear at diagnosis.

For counselling support or enquires the organisation may be reached on 0800 22 6622 or email [info@cansa.org.za](mailto:info@cansa.org.za)



Japan

Minpapi executed a **100-day-long** campaign with the Osaka City Council, Japan’s second largest city, which culminated in a public talk. Two comedians joined the event and their recording was available for one week on YouTube. Minipapi also facilitated an HPV storyline appearing in a famous online manga, graciously donated by the artist.



Click to see more



Click to see more

Vcan held a hand and face painting event in Osaka in conjunction with crowdfunding raising **3.5 million** JPY in donoations to support high school lecture visits.



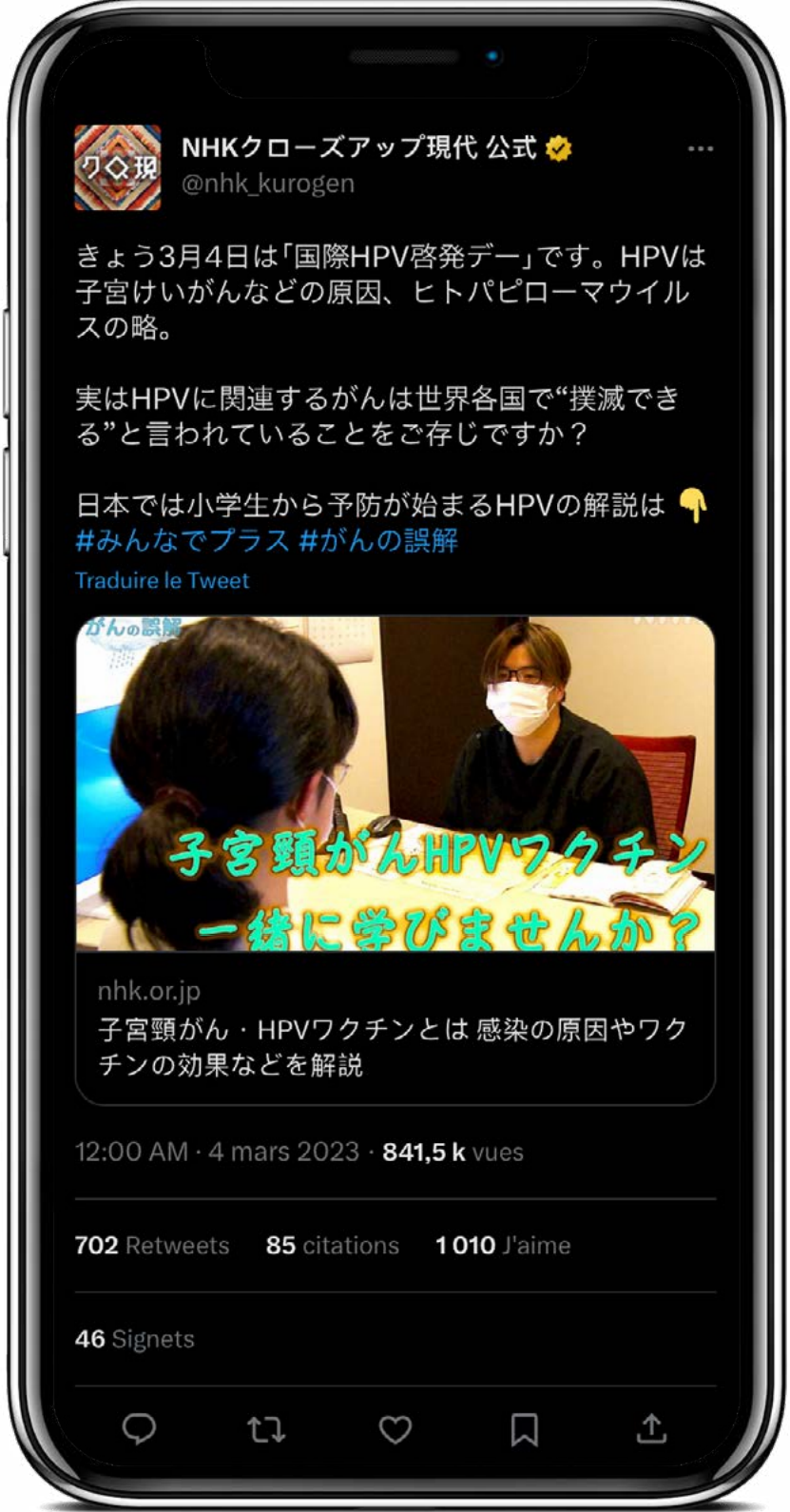
Click to see more

Kyoko Tanebe, an IPVS official partner and councilor in Toyama prefecture, reported on Twitter that the vaccination rates in Toyama are far above Japan’s national average. If this trend continues, Toyama prefecture will meet the WHO 2030 goal of **70% for HPV vaccination**. Political support makes a real difference!

On the 4th of March, “cervical cancer (子宮頸がん)” and “HPV vaccine (HPVワクチン)” were trending on twitter.



National broadcaster NHK supported IHAD 2023, again receiving **1,000,000 views** on Twitter.

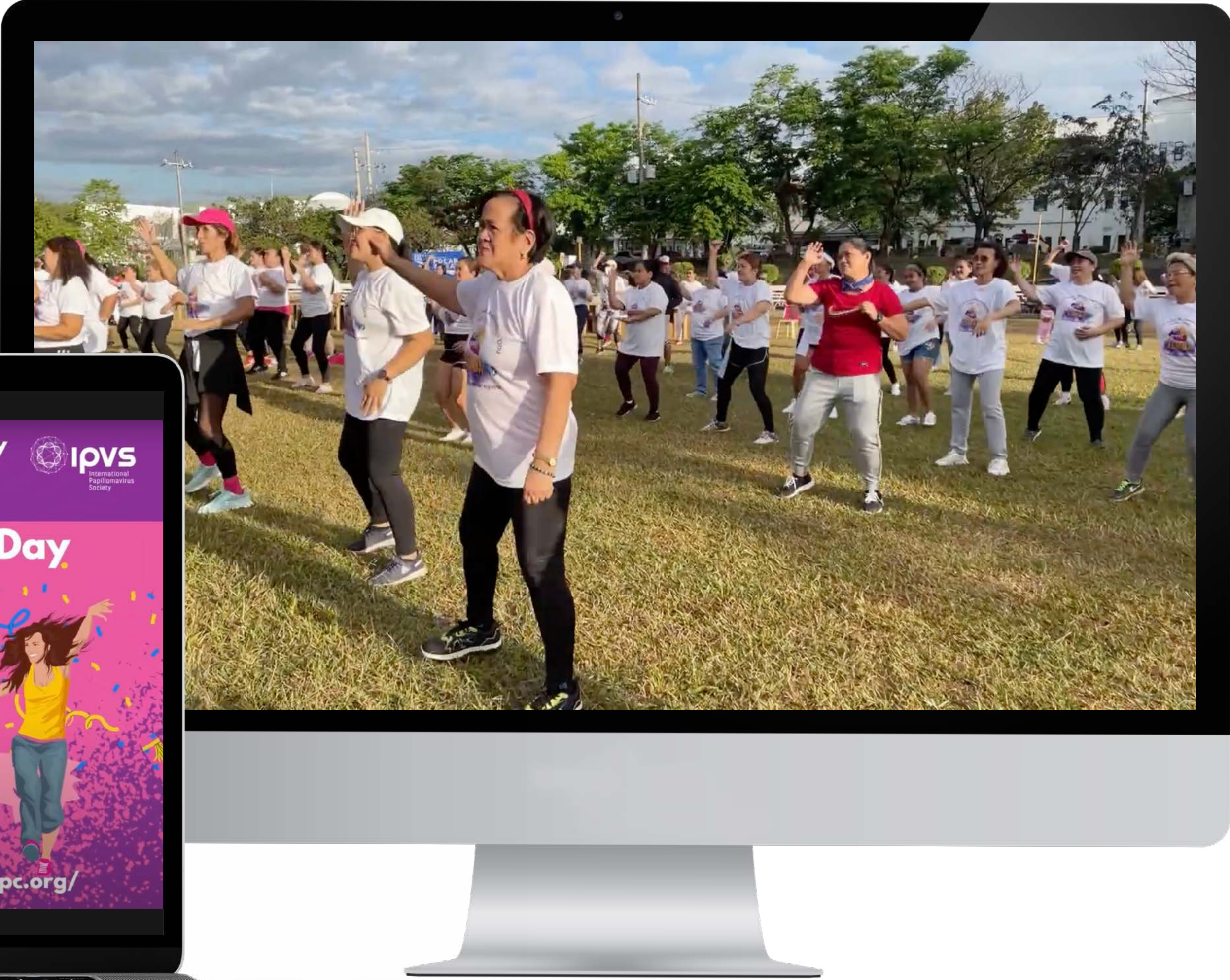
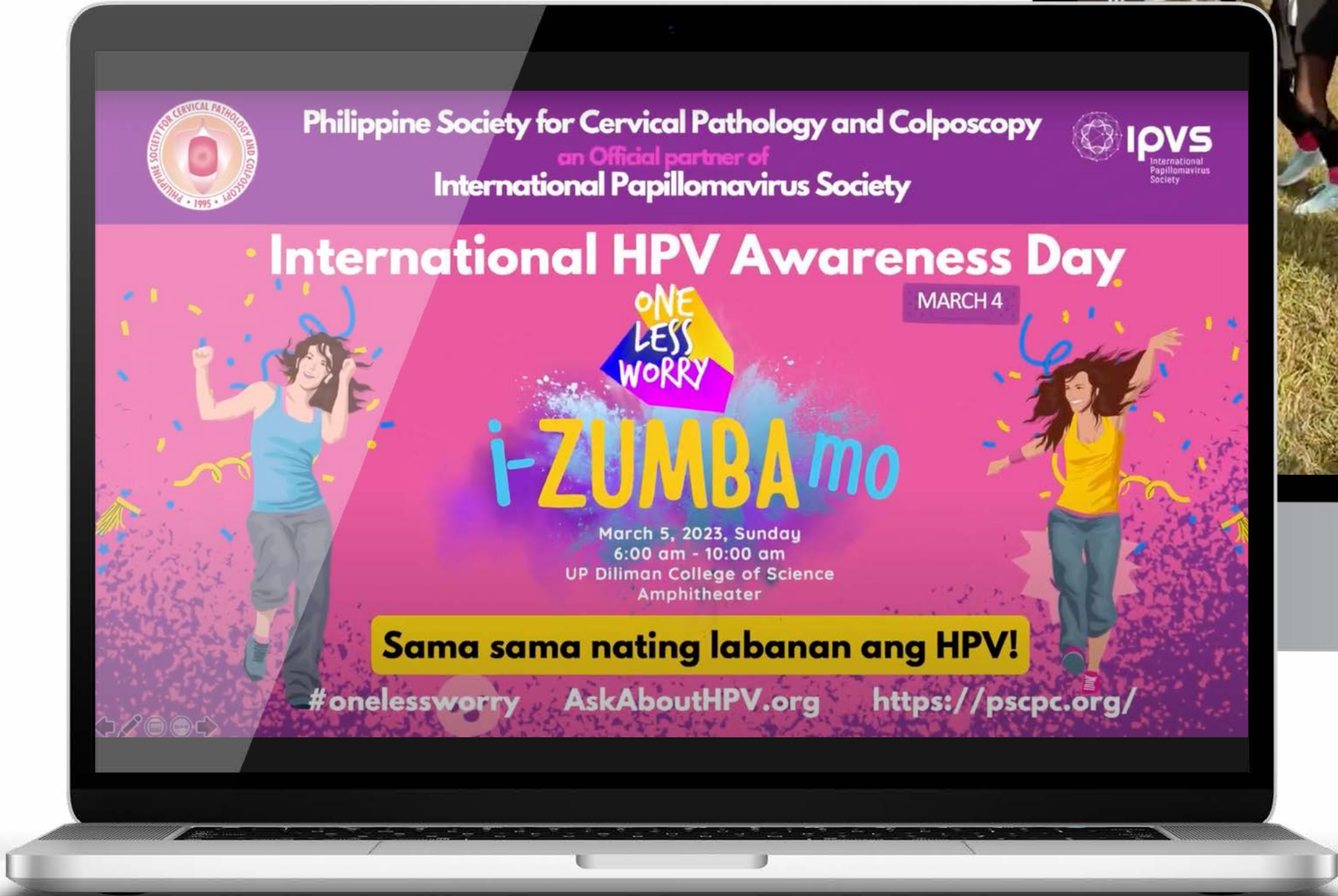


Click to see more



# Philippines

PSCPC's event was attended by 255 enthusiastic men and women, young and old. There were short talks on HPV and cervical cancer, and lots of dancing. There were also games, question-and-answer sessions about HPV and its related diseases. The highlights were edited into a motivational video posted on YouTube.



Click to see more



China

China’s HPV Awareness Day was celebrated in 21 cities, including Beijing, Dalian, Ordos, Baotou, Urumqi, Lanzhou, Chengdu, Chongqing, Taiyuan, Kunming, Harbin, Guiyang, Jining, Jinan, Changzhi/Wuxiang, Zhengzhou/Xinmi, Wuhan, Ningbo, Xiamen, Guangzhou, and Shenzhen. The event was initiated by the International Papillomavirus Society (IPVS) and co-organized by the School of Population Medicine and Public Health of Peking Union Medical College (PUMC), China Association of Health Education, and Wu Lien-Teh Public Foundation. The main venue of the event was the Beijing Landmark Conference Center and included presentations by a number of high-level officials and HPV experts.

In total, more than **15,000 people** participated in face-to-face events nationwide, nearly **50,000 people** participated in events or lectures online, and news reports were clicked and read more than **200,000 times**.



第六届HPV知晓日中国站活动概况

全球发起单位：国际乳头瘤病毒学会（IPVS）

中国主办单位：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  
北京伍连德公益基金会

活动主题：“让世界少一份忧虑” “One less worry”

★ 覆盖地域更广泛：由2022年的14座城市扩大到2023的21座城市

★ 合作网络更紧密：各地卫健委、疾控中心、医学协会/学会、综合医院、肿瘤医院、妇幼保健院、医科院校等组织机构紧密合作

★ 活动形式更丰富：宫颈癌相关学术讲座、科普宣传、健康咨询、知识竞赛、科普作品征集、签名墙签名、健康跑、宣传片投放等系列活动

★ 参与热情更高涨：决策者、专家学者、医务人员、高校学生、普通大众等积极性被充分调动

让世界少一份忧虑

北京主会场活动策划

北京市

承办单位：北京妇幼保健院

活动地点：亮马河会议中心二层万黛CD厅

活动内容：

1.科普讲座

2.互动问答

时间	内容	参与人员
8:30-9:00	活动前准备：签到、寄语、暖场视频播放	工作人员
主持人：韩历丽		
9:00-9:20	领导与嘉宾致词	吴青青 副院长 阴翊宏 院长 郝淑艳 二级巡视员
9:20-9:30	国际“HPV知晓日”中国站活动介绍	乔友林 教授
9:30-9:50	消除宫颈癌倡议活动	大学生与医护代表
9:50-10:00	合影	全体参会人员
10:00-10:30	中国消除宫颈癌之路	郎景和 院士
10:30-11:00	多价HPV疫苗助力加速中国子宫颈癌的消除	乔友林 教授
11:00-11:25	宫颈癌筛查方法进展	王临虹教授
11:25-11:50	HPV与宫颈癌防控策略与卫生经济学评价	赵方辉 教授
11:50-12:00	总结	韩历丽 主任

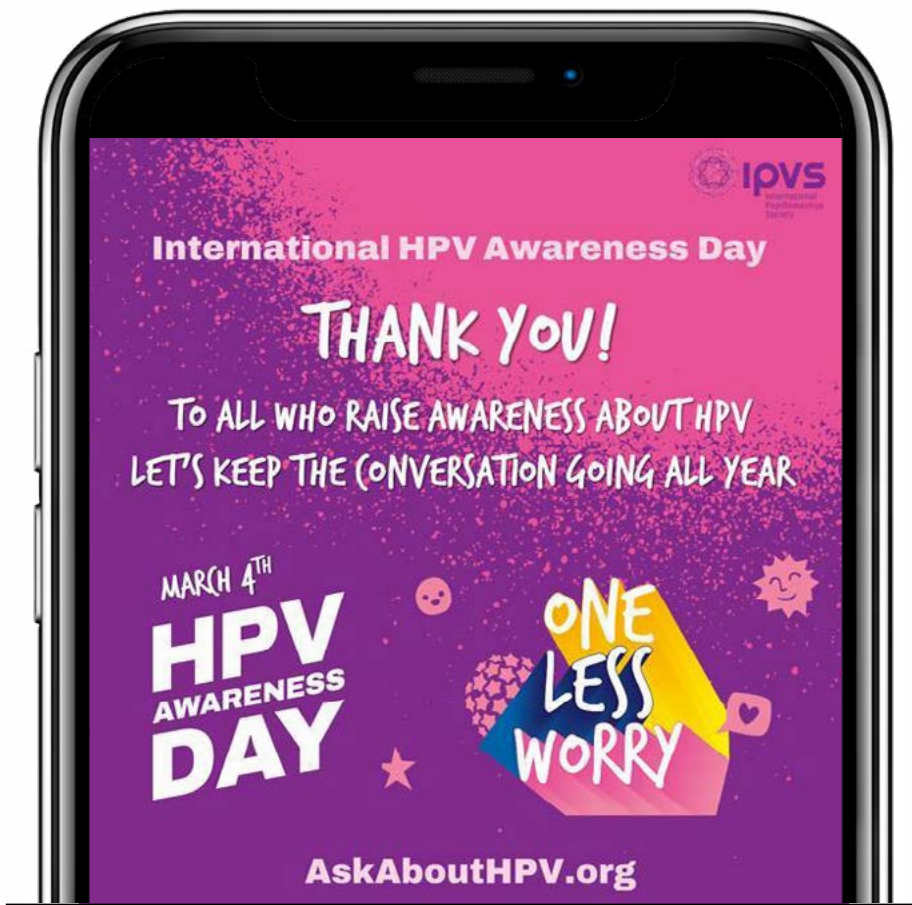
25



# Aotearoa New Zealand

The STEIF organization localized the One Less Worry campaign to great effect by translating campaign assets from English to Maori. Local bilingual activations included:

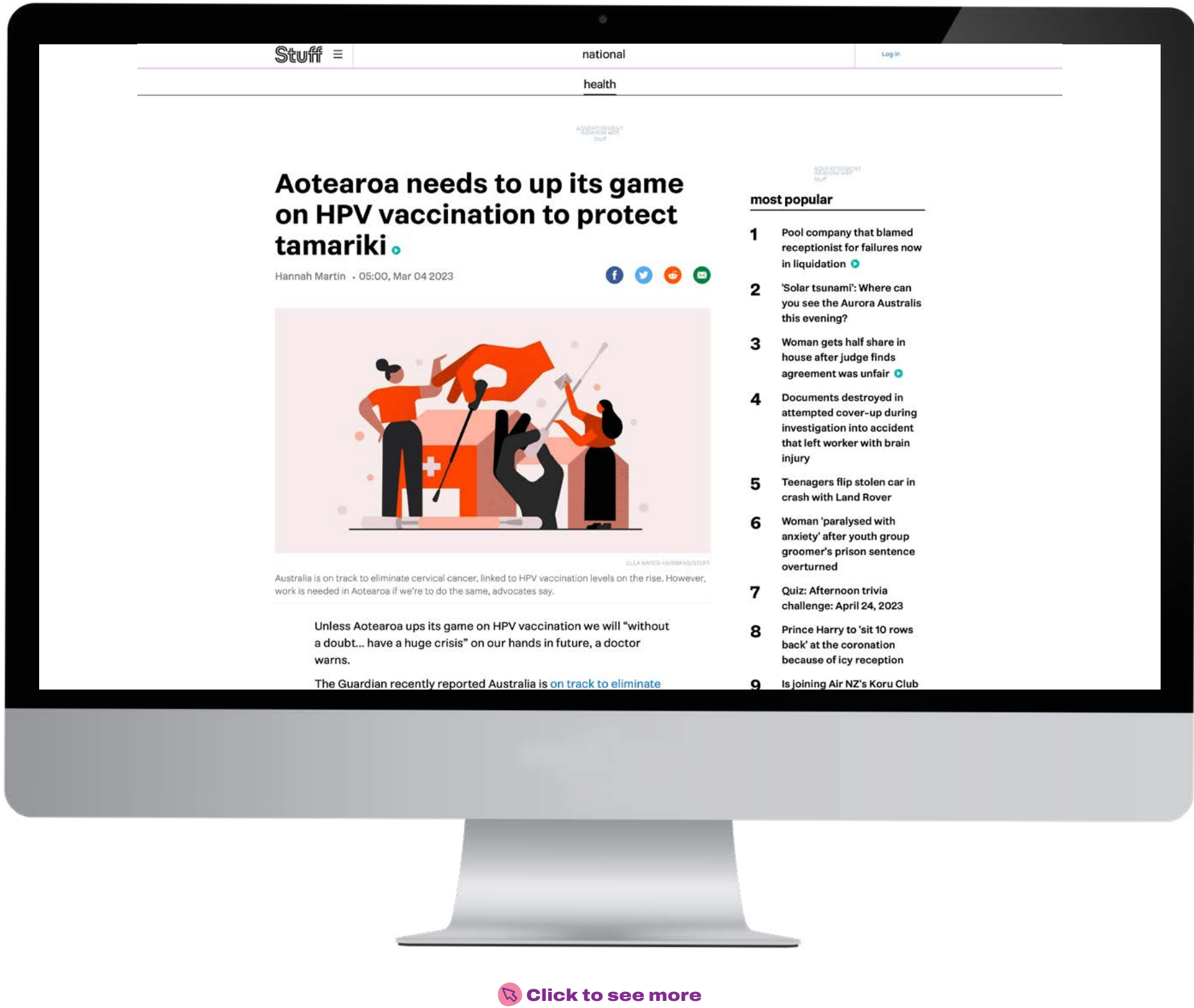
LinkedIn and Instagram posts and stories.



Sharing of printable poster files to over **400 members** of clinic/GP database.



Interview published on Stuff with Board Member, Dr. Cathy Stephenson.



Meeting with Ministry of Health Immunisation Team to discuss vaccination rate, resulting in meetings every 2-3 months to continue advocating for increased vaccine uptake.



# DIGITAL DEPLOYMENT



**How it works**

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**Influencers**

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# Digital deployment

## HOW IT WORKS (MECHANICS)

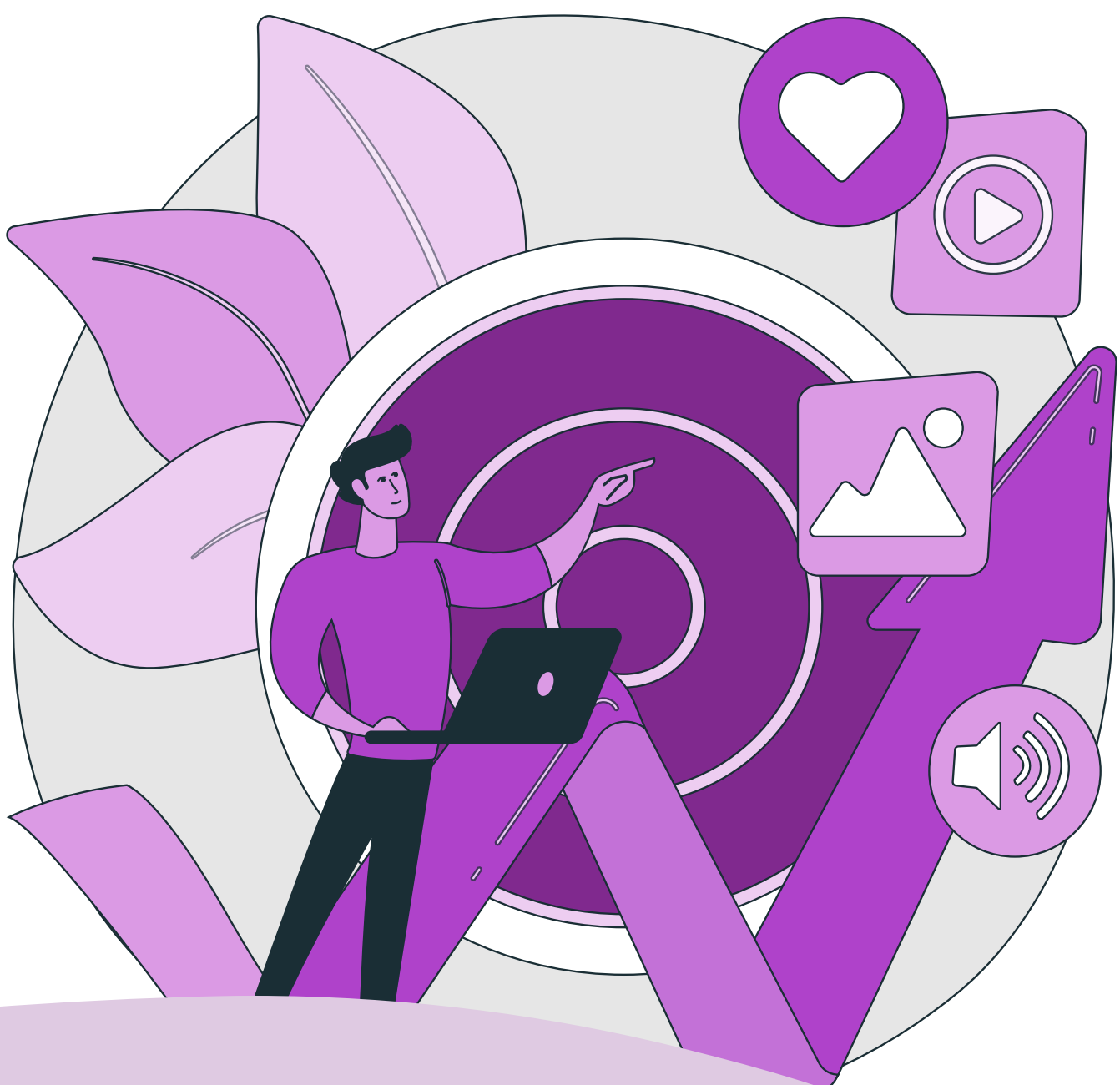
**North Star KPI**

Traffic to Website

**Common CTA**

“Learn more”

**askabouthpv.org**



### **Facebook and Instagram campaigns**

Facebook, Instagram, Messenger Ads, Boosted posts

### **Google Ads campaign**

Display, Video, Search, Gmail, Discovery (News)

### **Organic Posts and #Hashtag Performance**

Instagram Posts, Facebook Posts, Instagram Stories, Facebook Stories, cross-channel usage #onlessworry, #hpvawarenessday, #askabouthpv

### **Influencers**

Instagram and TikTok influencers channels using original content, social media post builder, askabouthpv.org and hashtags across their channels



# Influencers

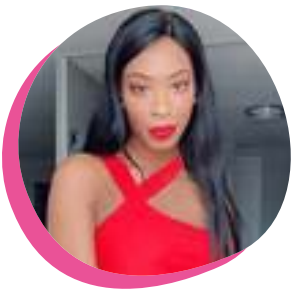
Influencer activity included contracting **13 influencers** across **8 countries**. They agreed to share key messaging with their audiences. This allowed the campaign to extend its reach beyond its own channels by tapping into a pool of **9.4 million** people and delivering HPV awareness across social media platforms such as TikTok, Instagram and Twitter. This year's influencer potential reach of 9.4 million people is over **2.5 times greater** than 2022 influencer potential reach of 3.7 million.



## Influencers:

Kyrsten Mayers/Mendoza | 🇺🇸 🇧🇪 | 🎵  
Vilma Rosciszewski | 🇲🇪 | 📷 🎵  
Nurse Tara | 🇺🇸 | 🎵  
Dr Lyien | 🇵🇭 | 📷 🎵  
Casara and Juan | 🇺🇸 | 🎵  
XiXi Yang | 🇺🇸 | 📷  
Heather Helton | 🇺🇸 | 📷 🎵  
Boots UK | 🇬🇧 | 🐦  
Pulver Family | 🇺🇸 | 📷  
Asia Sullivan | 🇺🇸 | 📷 🎵  
Jo Corral | 🇺🇸 | 📷 🎵  
Rebecca | 🇬🇧 | 📷 🎵  
The Nurse Note | 🇨🇦 🇯🇲 | 📷

# Influencers



KYRSTEN MAYERS/MENDOZA

Barbados, Bahamas

Channel URL

www.tiktok.com/@krysmay?lang=en

Handle

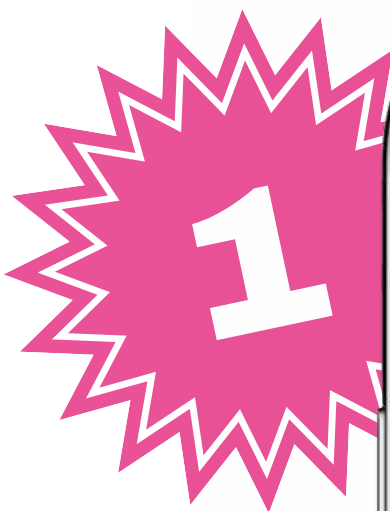
@Krysmay

Network



Followship

4.1 Mio



Click to see more



# Influencers



VILMA ROS(ISZEWSKI)

Argentina

Channel URL

www.instagram.com/ginecoyvos/  
www.tiktok.com/@gineco.yvos

Handle

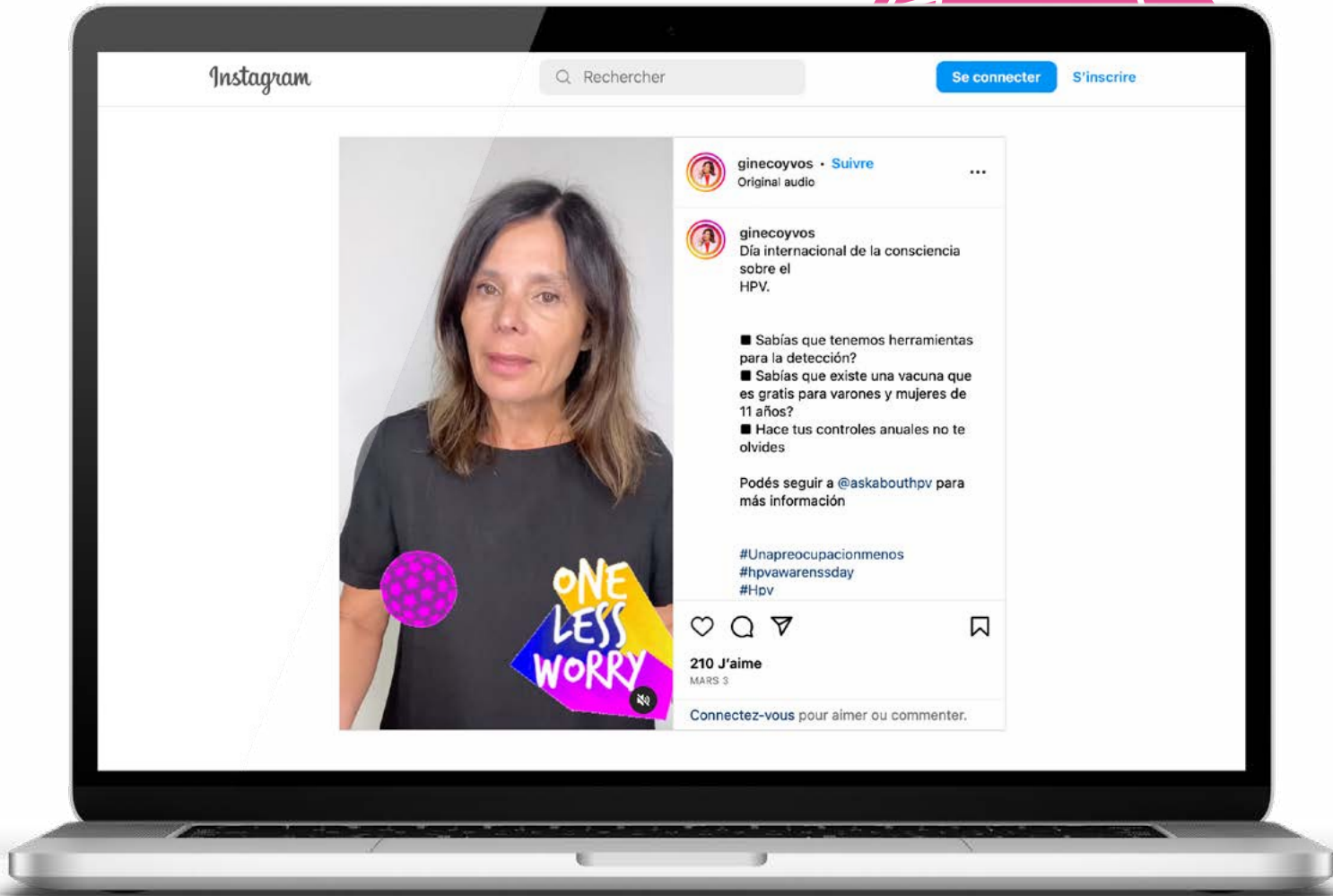
@ginecoyvos  
@gineco.yvos

Network



Followship

1.65 Mio



Click to see more



NURSE TARA

USA

Channel URL

www.tiktok.com/@officialtiktoknurse

Handle

@officialtiktoknurse

Network



Followship

1.3 Mio



Click to see more

# Influencers



DR LYIEN

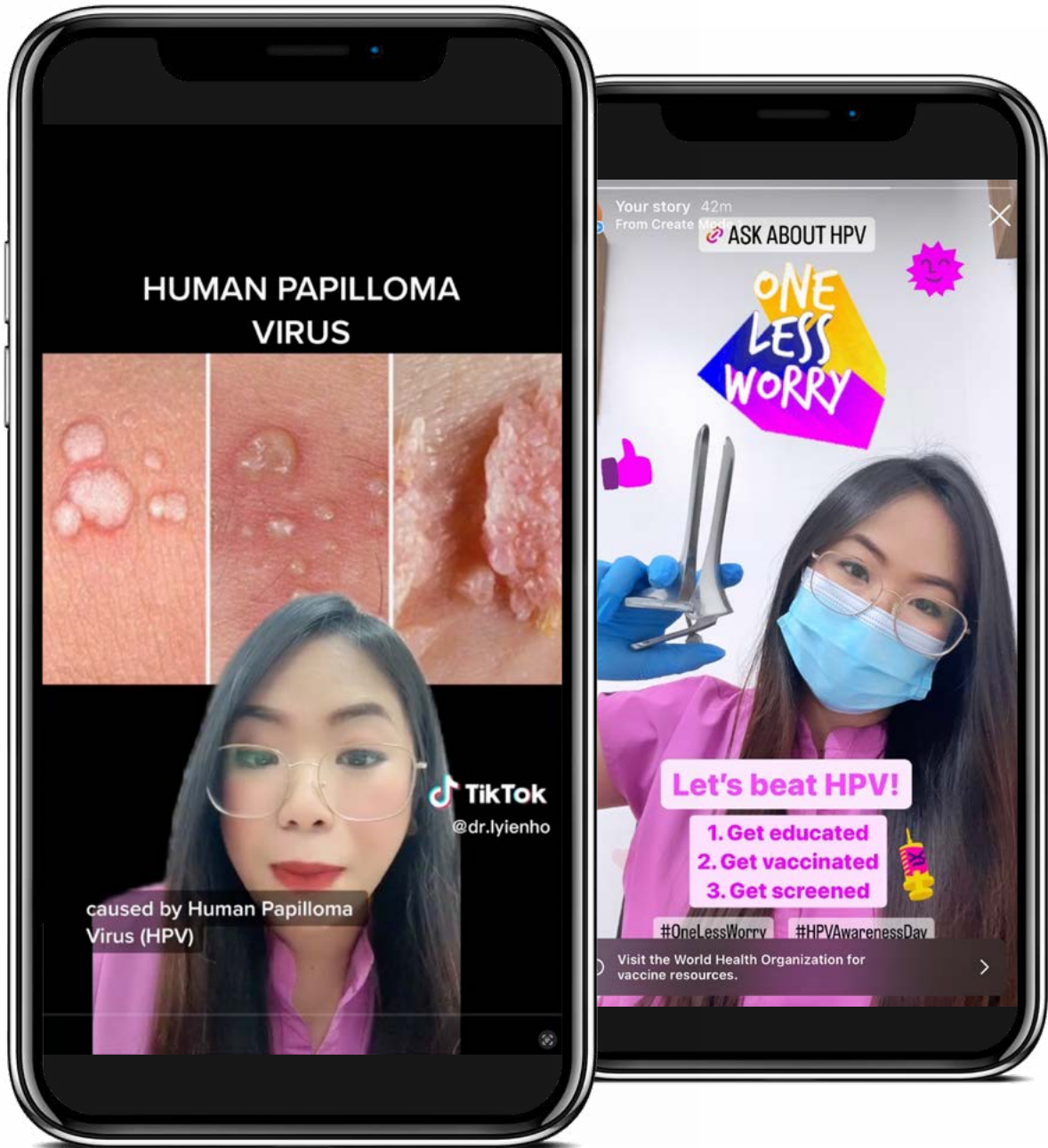
 Philippines

**Channel URL**  
[www.instagram.com/dr.lyienho/](https://www.instagram.com/dr.lyienho/)  
[www.tiktok.com/@dr.lyienho/](https://www.tiktok.com/@dr.lyienho/)

**Handle**  
@dr.lyienho

**Network**  
 

**Followship**  
**546,700**



 Click to see more



CASARA AND JUAN

 USA

**Channel URL**  
[www.tiktok.com/@casaranjuan](https://www.tiktok.com/@casaranjuan)

**Handle**  
@casaranjuan

**Network**  


**Followship**  
**466,000**





# Influencers



XIXI YANG

USA

Channel URL

www.instagram.com/xixiyang/

Handle

@xixiyang

Network



Followship

447,000



HEATHER HELTON

USA

Channel URL

www.instagram.com/amodernmidwife/

www.tiktok.com/@amodernmidwife

Handle

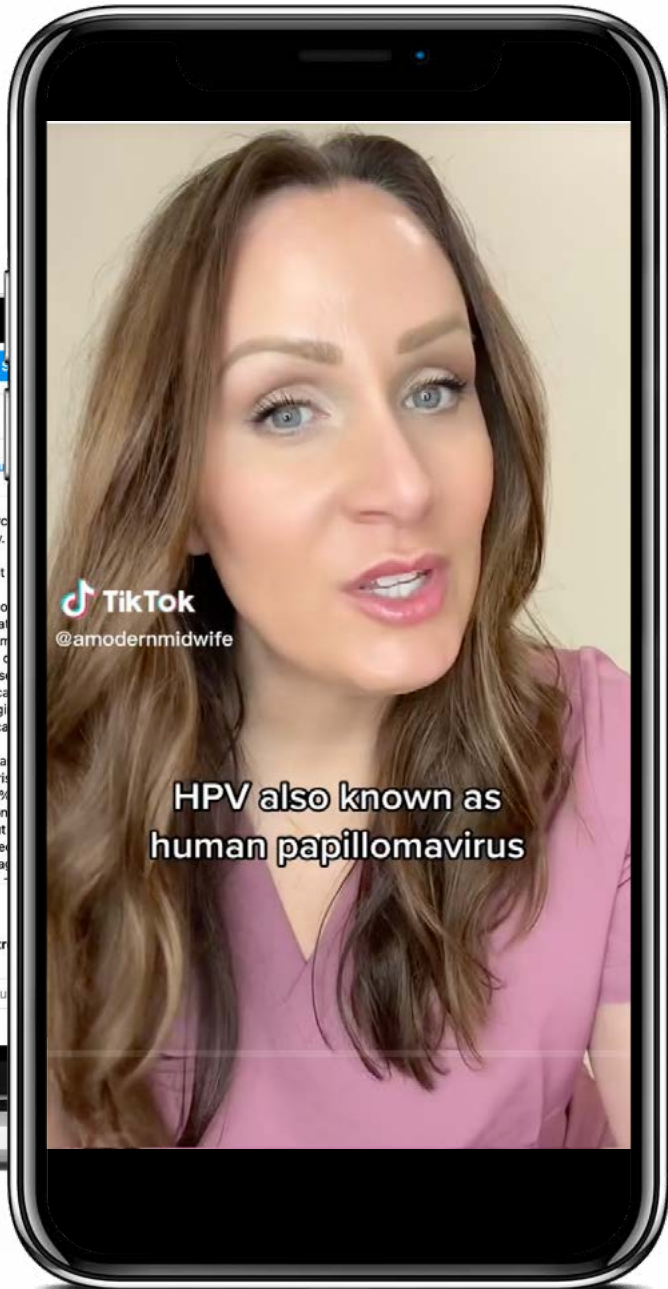
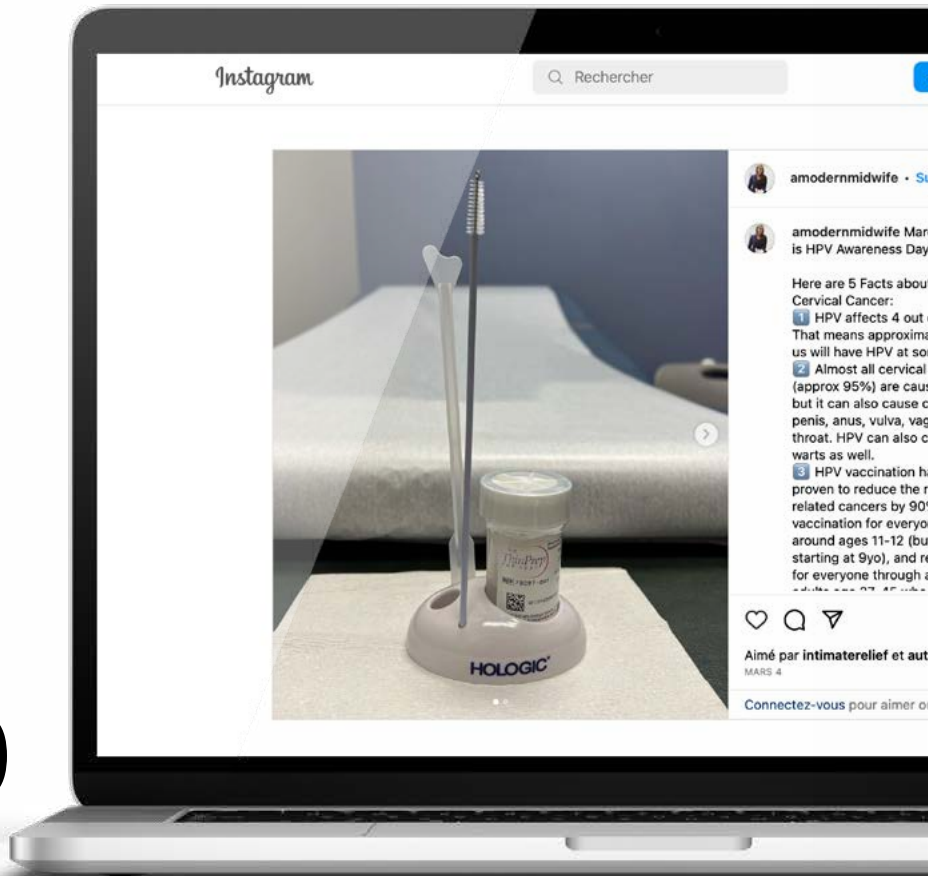
@amodernmidwife

Network



Followship

379,000



Click to see more

Click to see more



# Influencers



BOOTS UK

 UK

Channel URL

twitter.com/BootsUK

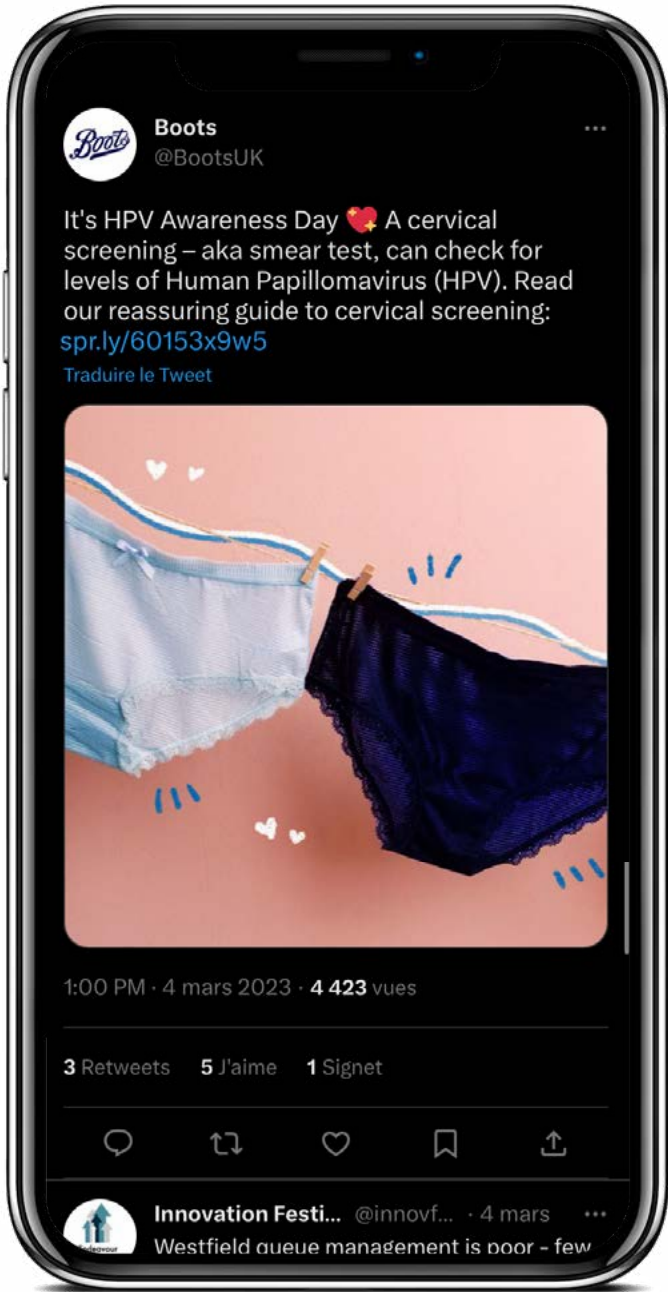
Handle

@bootsuk



Followship

183,400



 Click to see more



PULVER FAMILY

 USA

Channel URL

www.instagram.com/pulverfam/

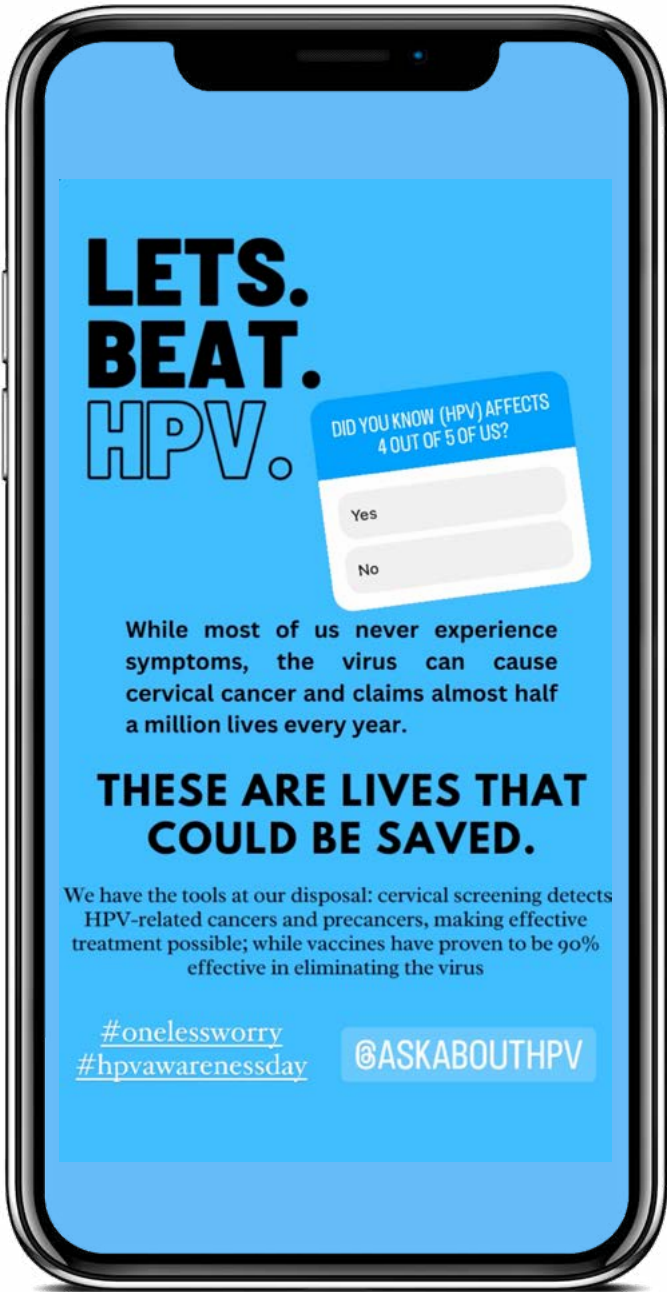
Handle

@pulverfam



Followship

164,000





# Influencers



ASIA SULLIVAN

📍 USA

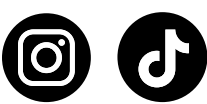
Channel URL

www.instagram.com/coutureinclinic/  
www.tiktok.com/@coutureinclinic

Handle

@coutureinclinic

Network



Followship

114,800



🔗 Click to see more



JO CORRALL

📍 USA

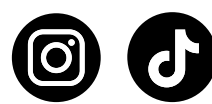
Channel URL

www.instagram.com/thisisavulva/  
www.tiktok.com/@thisisavulva

Handle

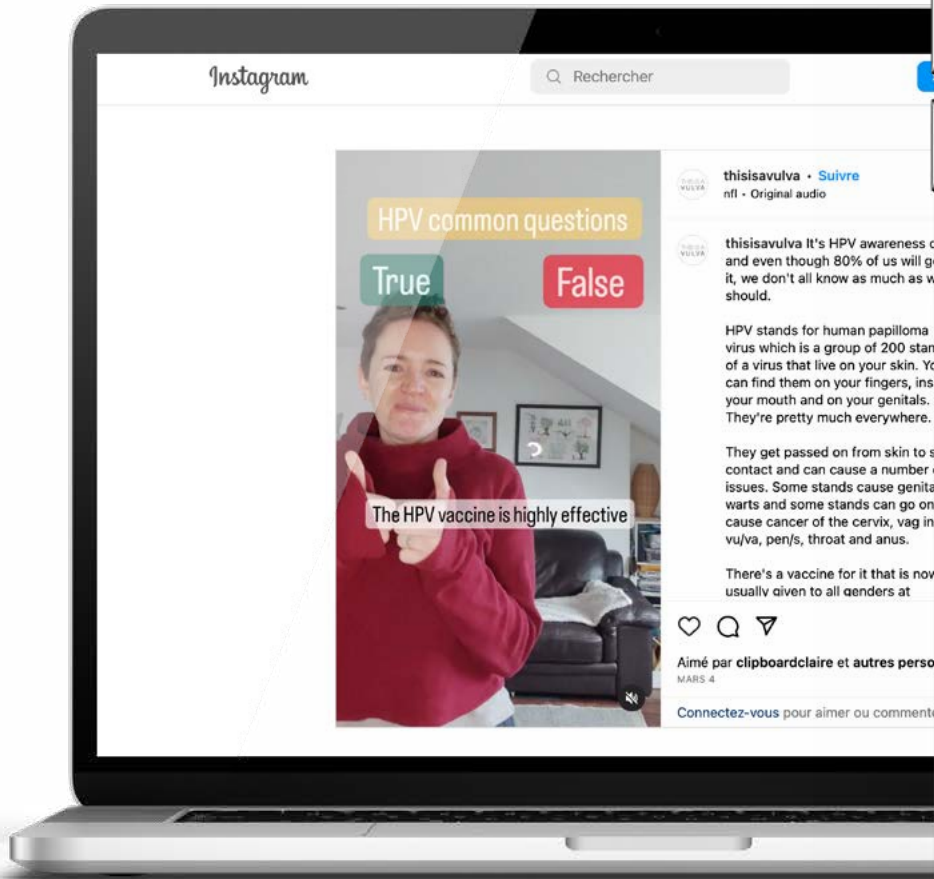
@thisisavulva

Network



Followship

61,475



🔗 Click to see more



🔗 Click to see more



# Influencers



REBECCA

 UK

Channel URL

[www.instagram.com/thecoastalmummy/](https://www.instagram.com/thecoastalmummy/)

[www.tiktok.com/@thecoastalmummy](https://www.tiktok.com/@thecoastalmummy)

Handle

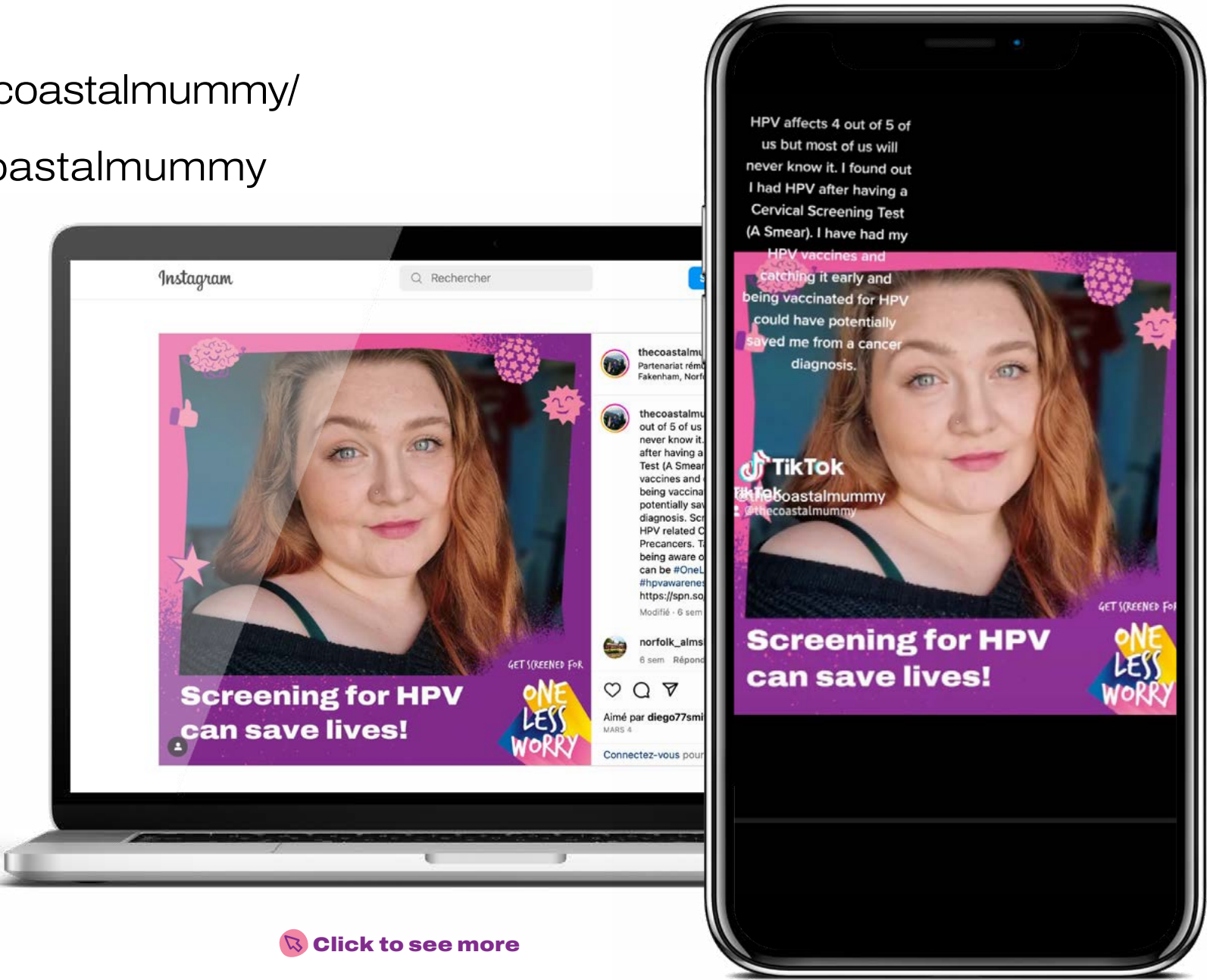
@thecostalmummy

Network



Followship

16,000



 Click to see more

 Click to see more



THE NURSE NOTE

 Canada, Jamaica

Channel URL

[www.instagram.com/thenursenote/](https://www.instagram.com/thenursenote/)

Handle

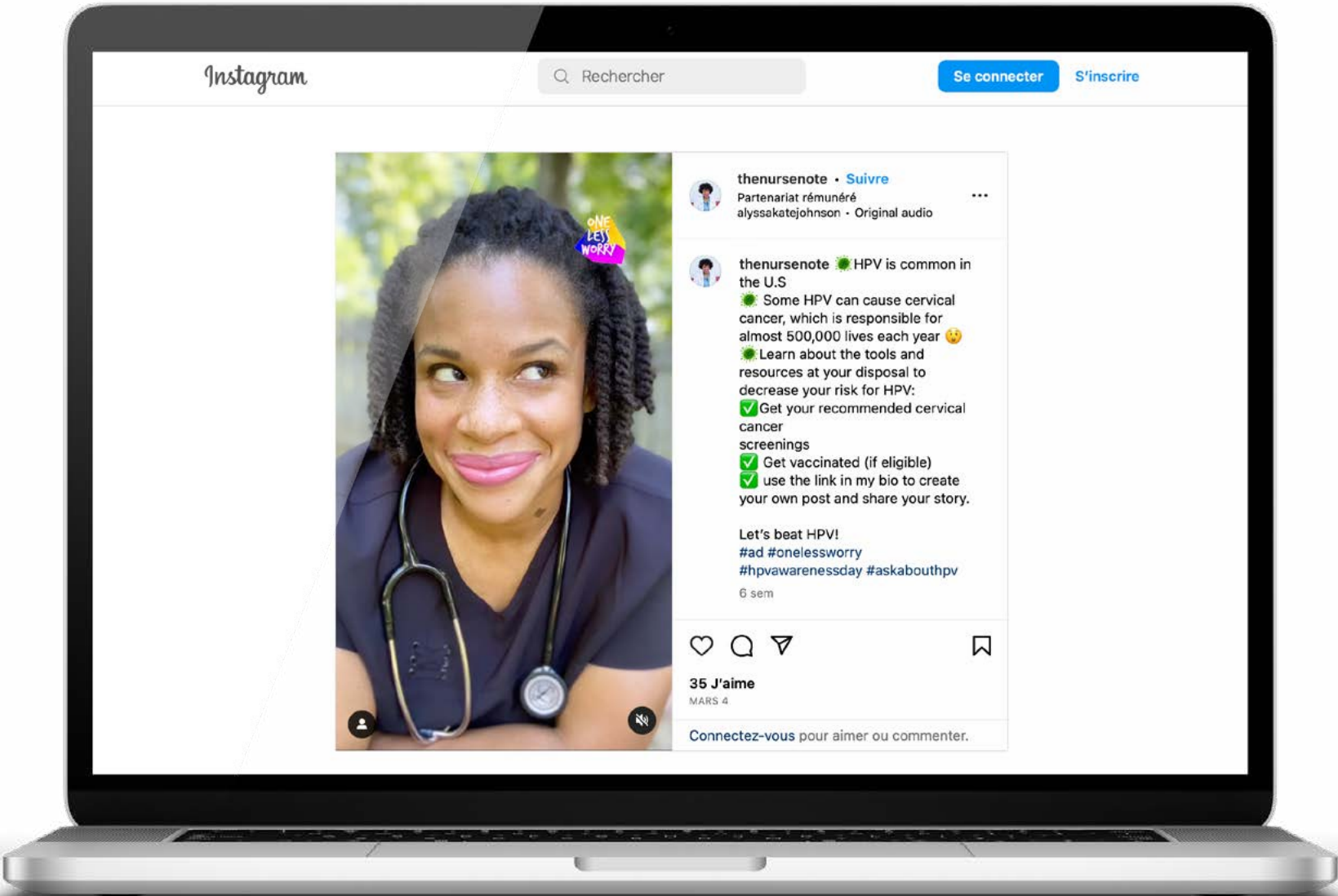
@thenursenote

Network



Followship

3,300



 Click to see more



# Social media posts

## Instagram

The most successful Instagram post was the vaccination video with a reach of **9.4 million** and nearly **13,000 engagements**.

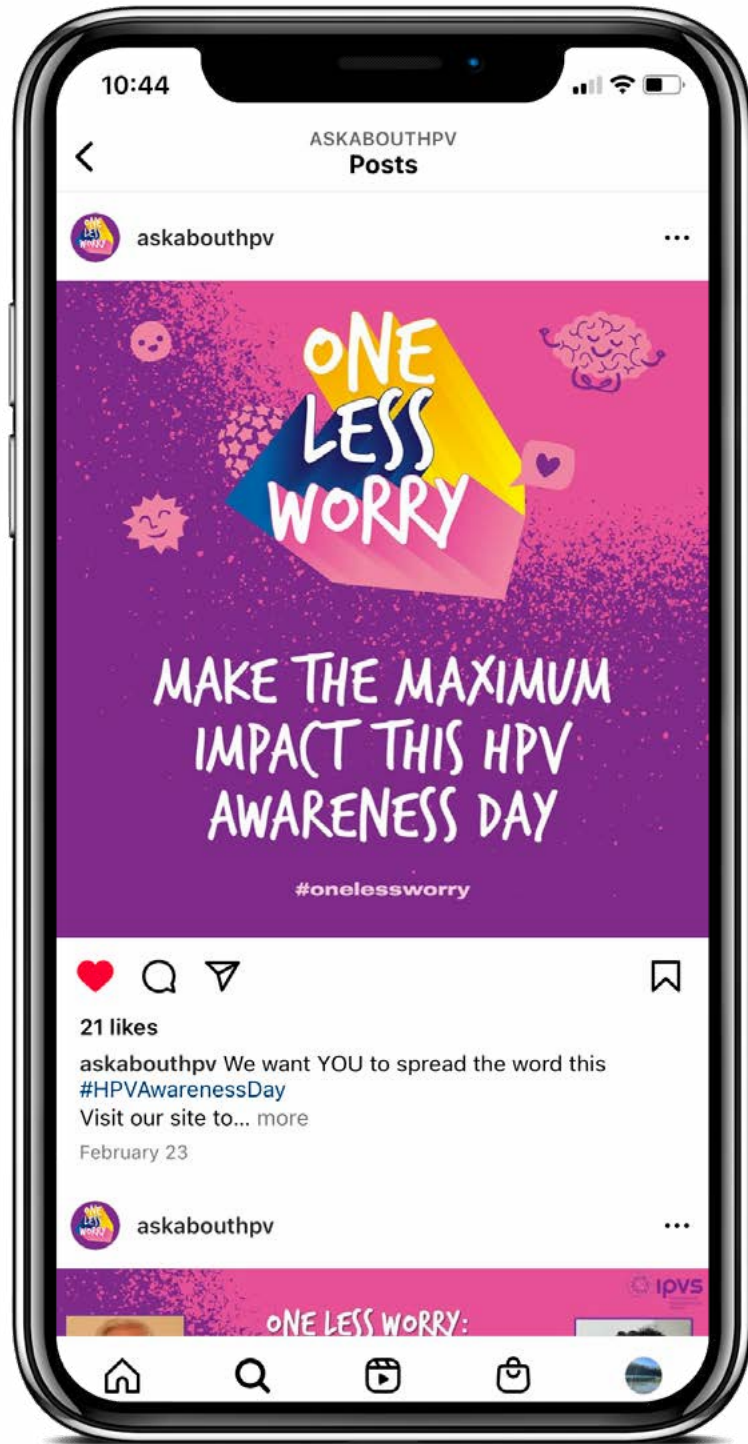


[Click to see more](#)

**Reach ⓘ**  
Total  
**9,401,714**

**Engagements ⓘ**  
Likes  
**12,855**

Comments 10



[Click to see more](#)

**Reach ⓘ**  
Total  
**1,514,540**

**Engagements ⓘ**  
Likes  
**2,601**

Comments 5

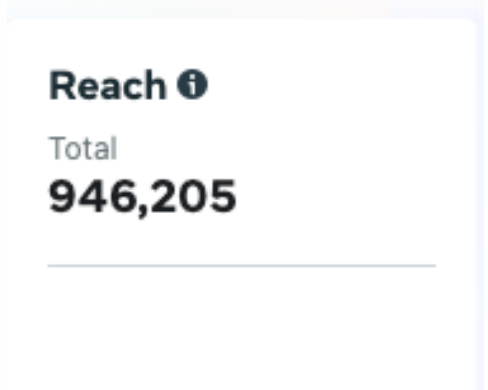
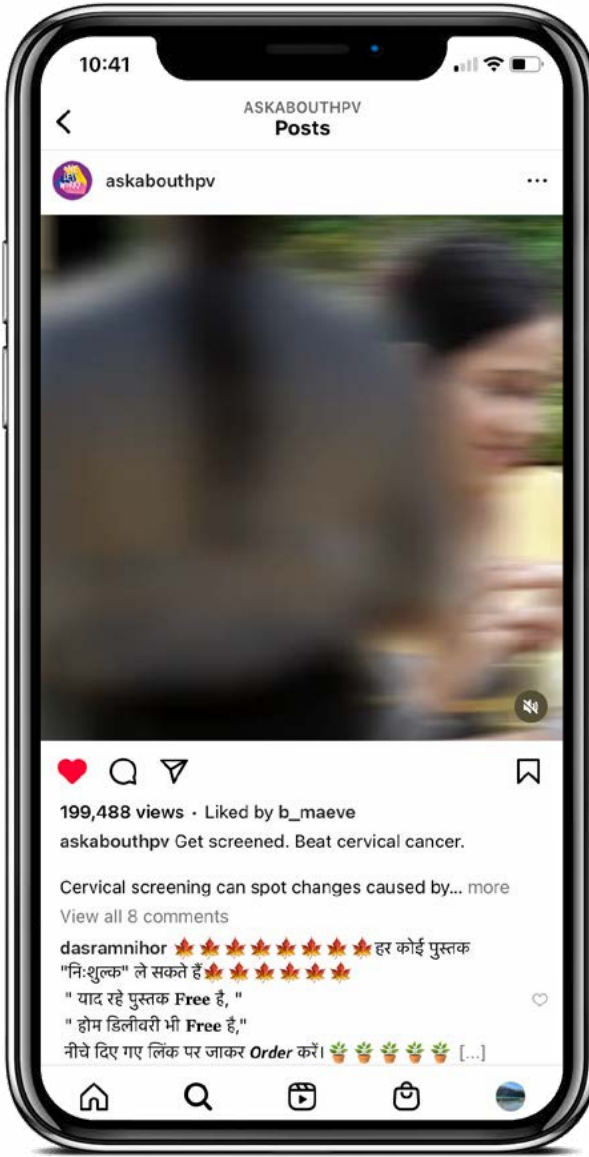


# Social media posts

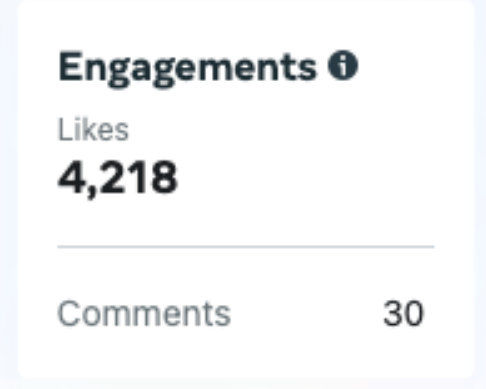
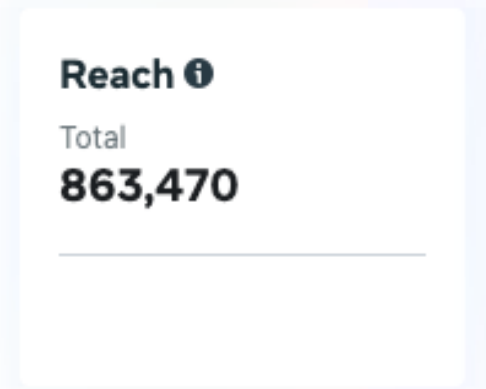
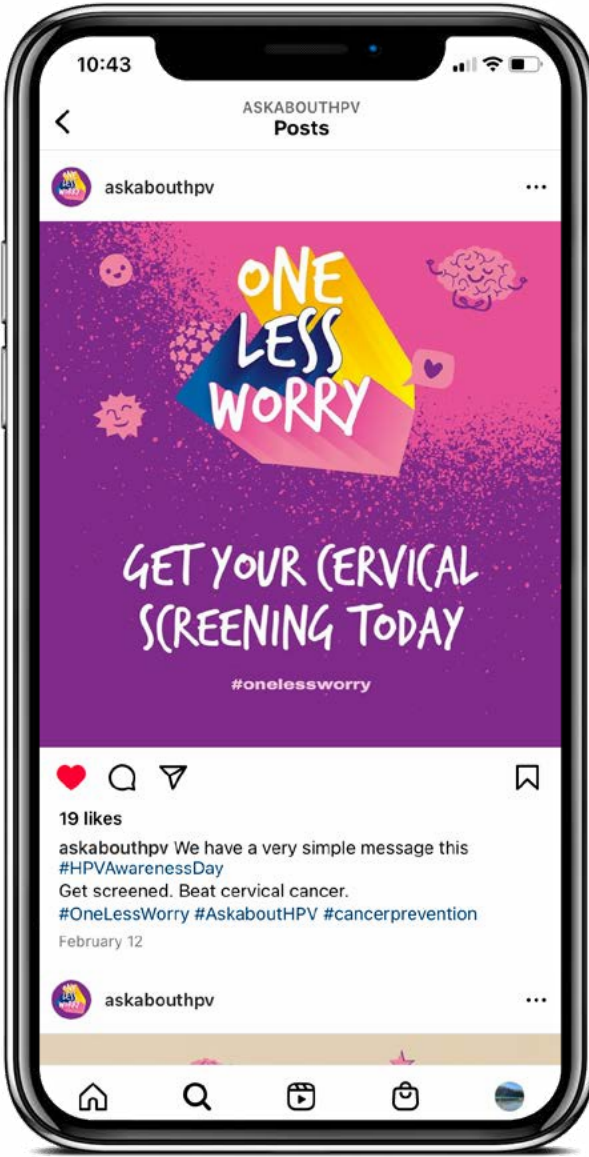
## Instagram



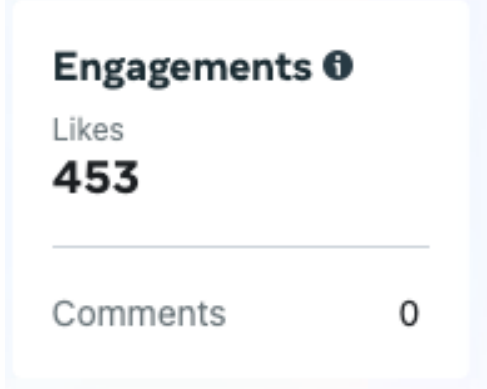
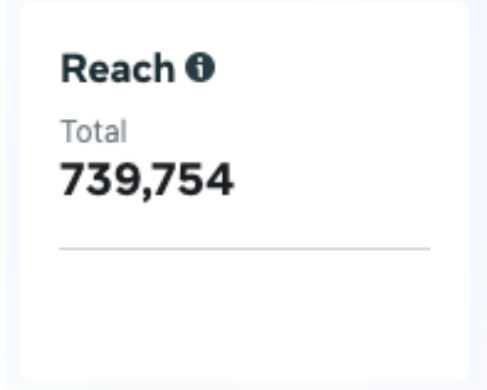
Click to see more



Click to see more



Click to see more



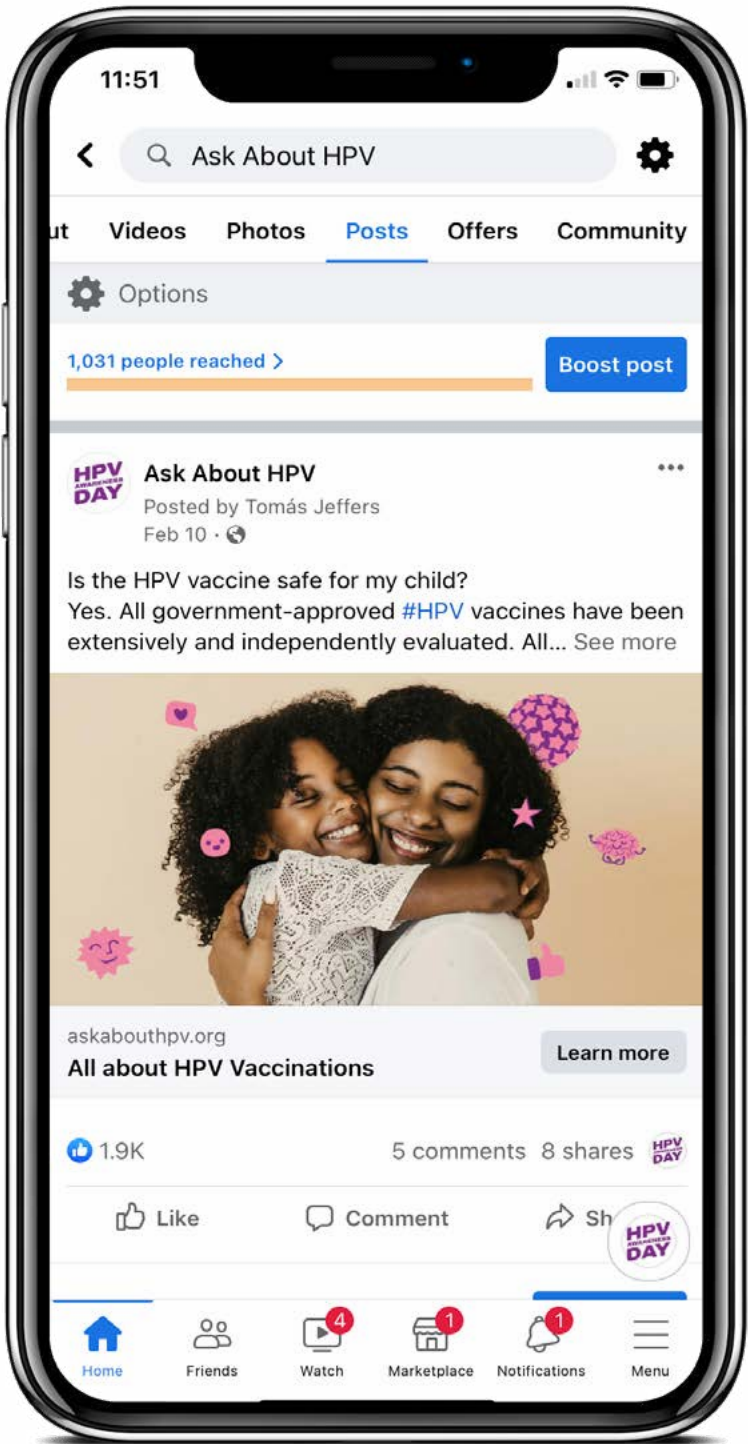
Click to see more



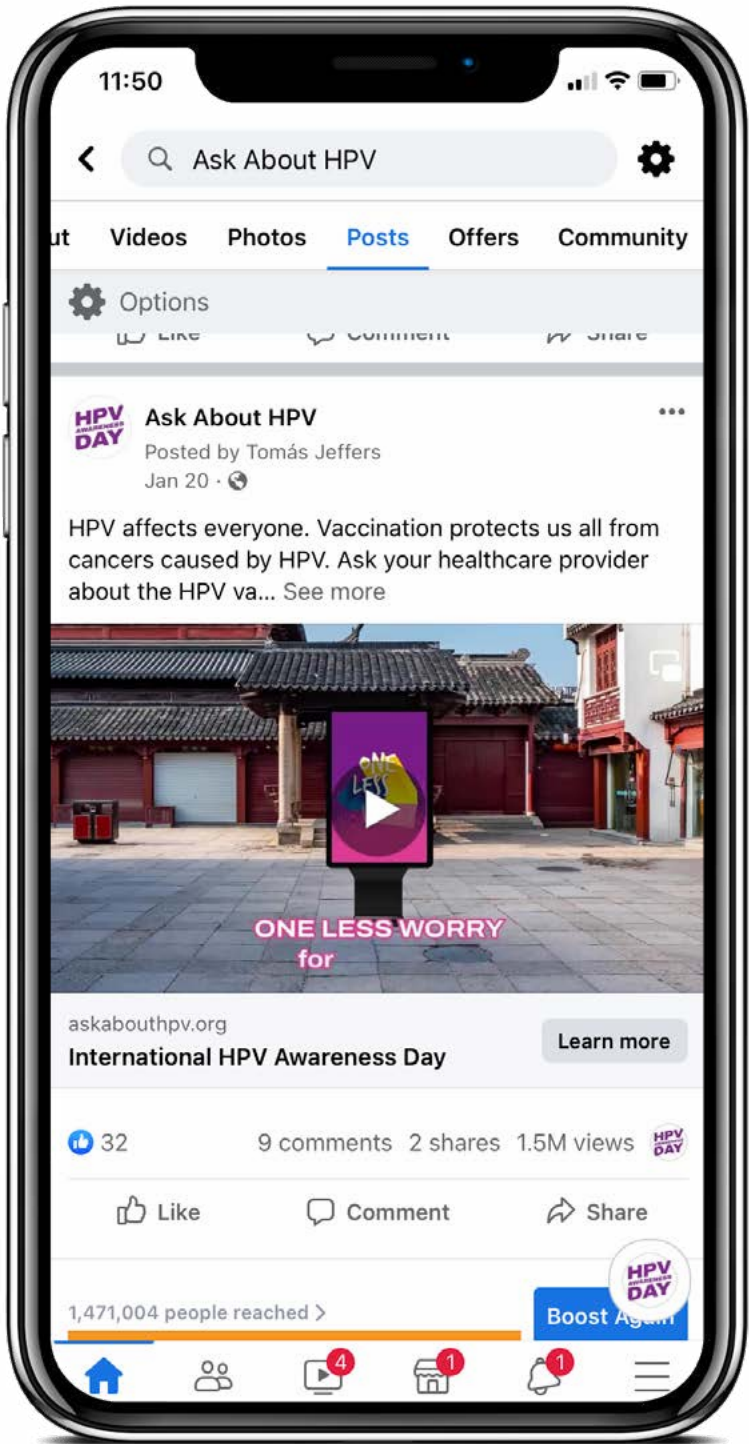
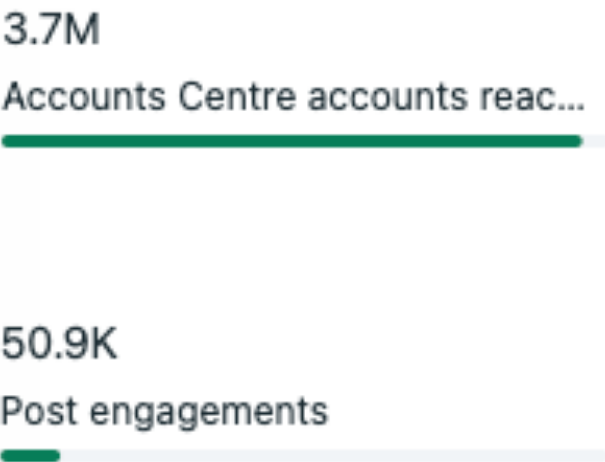
# Social media posts

## Facebook

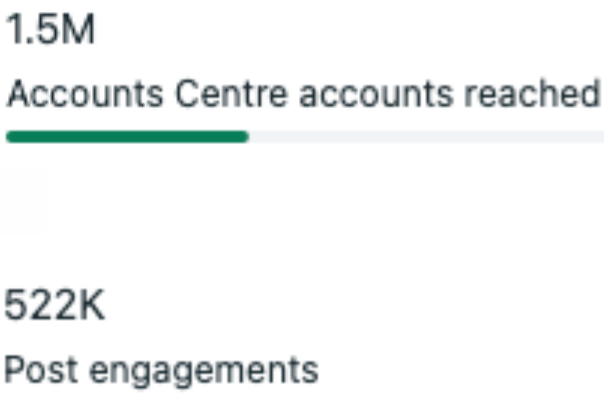
The most successful Facebook post was the mother-daughter vaccination post with a reach of **3.7 million** and over **50,000 engagements**.



Click to see more



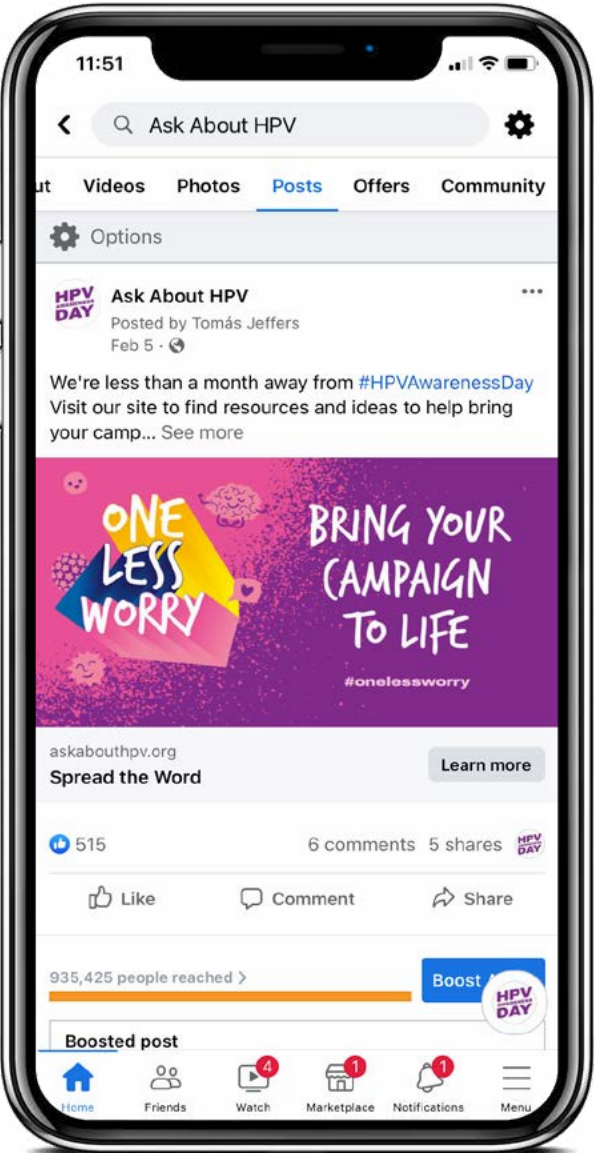
Click to see more





# Social media posts

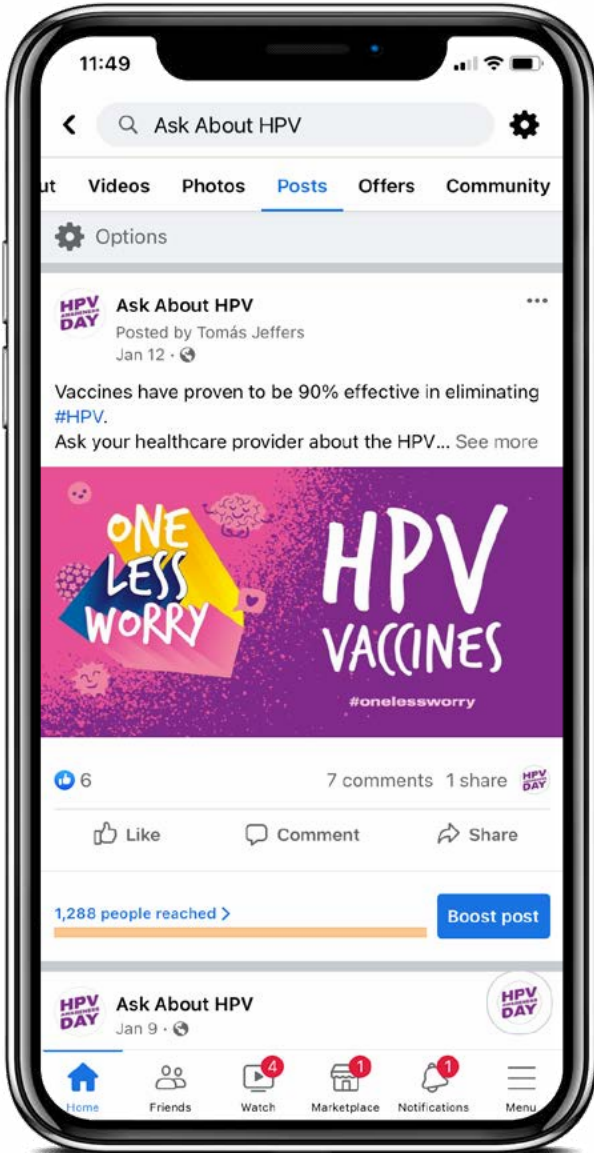
## Facebook



904.7K  
Accounts Centre accounts reac...

13.1K  
Post engagements

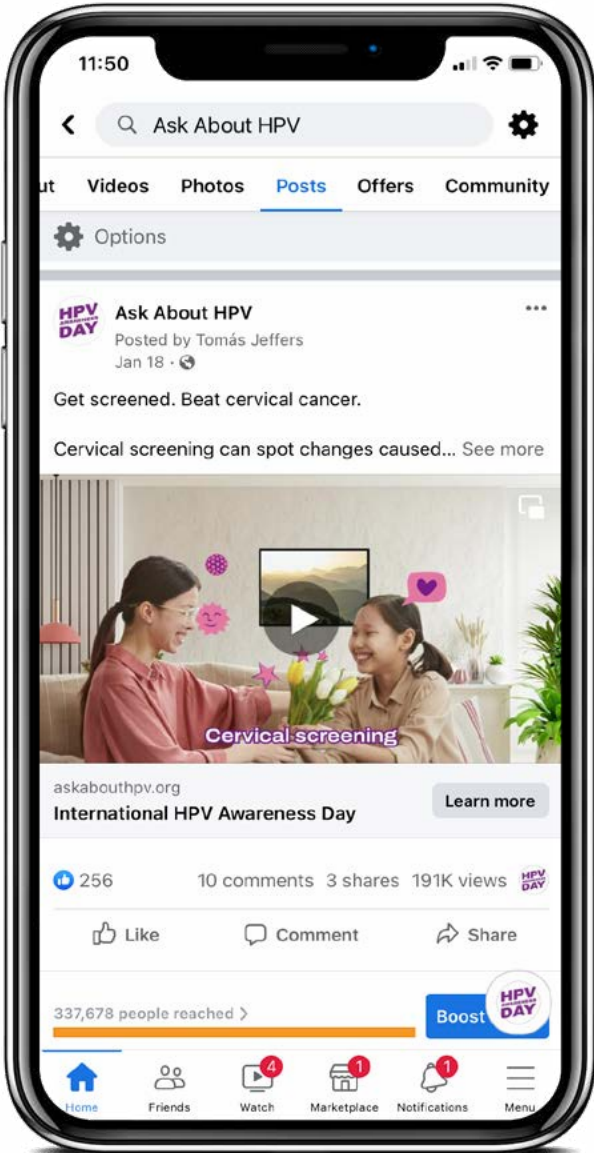
Click to see more



1.3K  
Accounts Centre accounts reached

65  
Post engagements

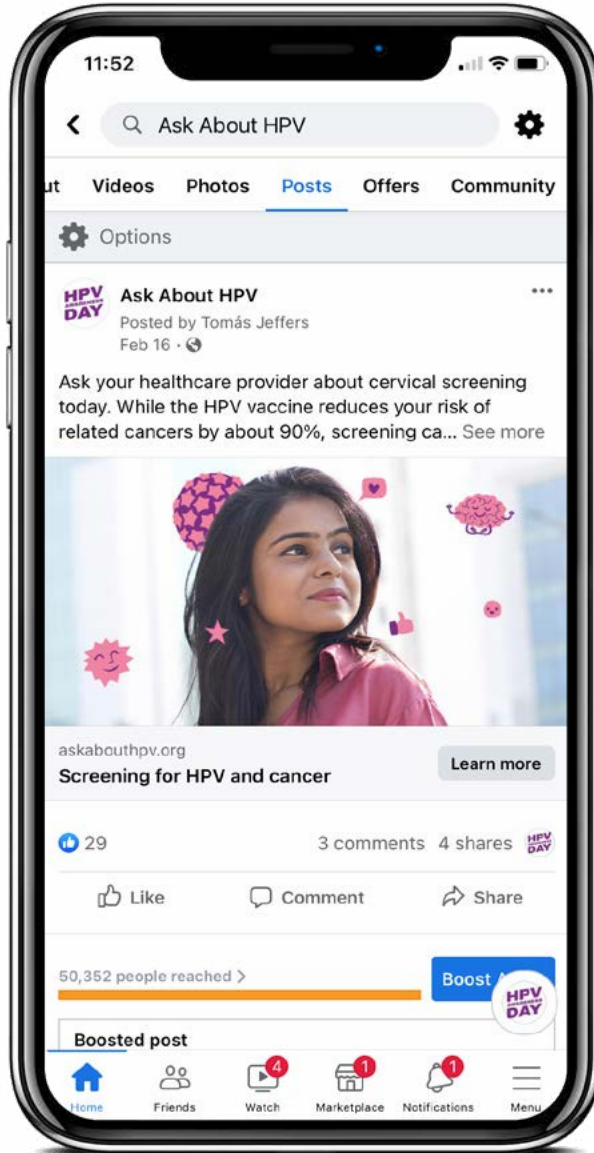
Click to see more



324.6K  
Accounts Centre accounts reached

60.3K  
Post engagements

Click to see more



47.9K  
Accounts Centre accounts reac...

1.8K  
Post engagements

Click to see more





# ONE LESS WORRY

IMPROVING ACCESS TO SCREENING  
TO PREVENT HPV-RELATED CANCER





# One Less Worry

## Improving Access to Screening to Prevent HPV-related Cancer

LIVE WEBINAR ON MARCH 3<sup>RD</sup>

Registrations

1,056

Attendees

386

IPVS hosted a live, high-level panel event to explore the opportunities and challenges in increasing access to screening of cervical cancer and the potential to screen for other HPV-related cancers, such as anal cancer and head and neck cancer caused by HPV.

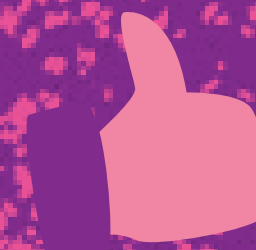
Our global panel of medical research experts, advocates, and HPV cancer survivors all weighed in on where we are and what needs to happen.



[Click to see the video](#)

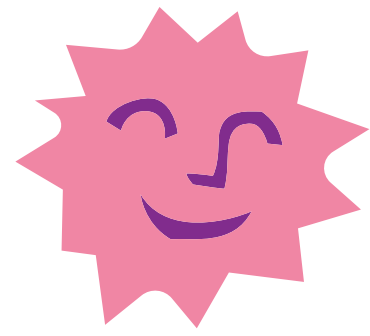


# MAINTAINING MOMENTUM

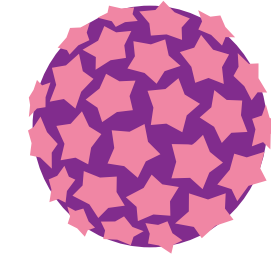




# Maintaining Momentum



Creation and deployment of timely social media content to maintain and grow followers



Launch dedicated @AskAboutHPV LinkedIn channel to facilitate medical professional and corporate campaign engagement (e.g., partnerships)

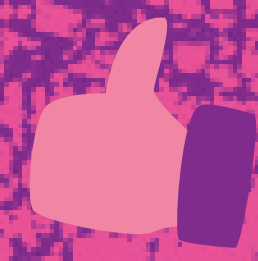
Ongoing influencer deployment throughout the year to sustain audience excitement



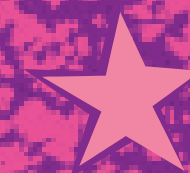
Always-on Google ad campaign for maintaining awareness and directing visitors to fresh content on askabouthpv.org







# (CAMPAIGN GUIDELINES AND ASSETS

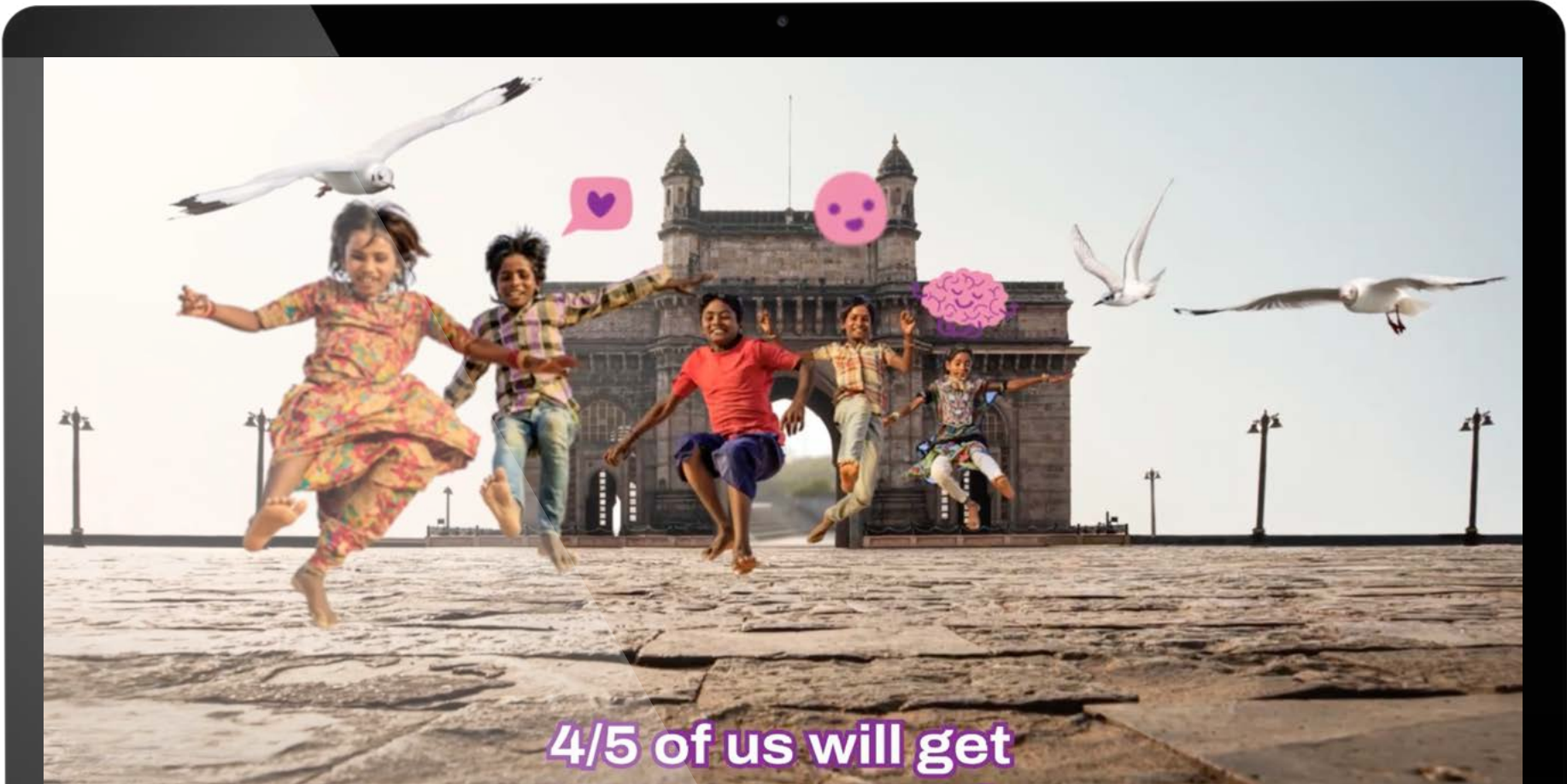




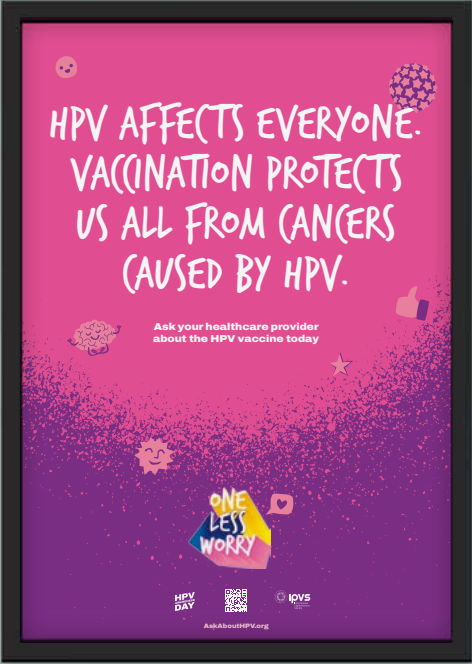
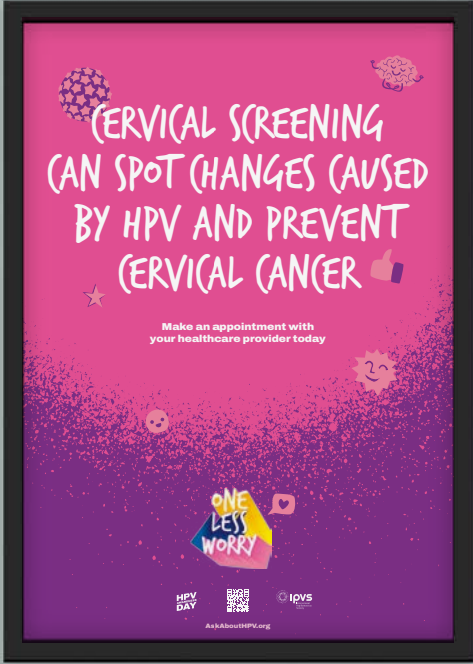
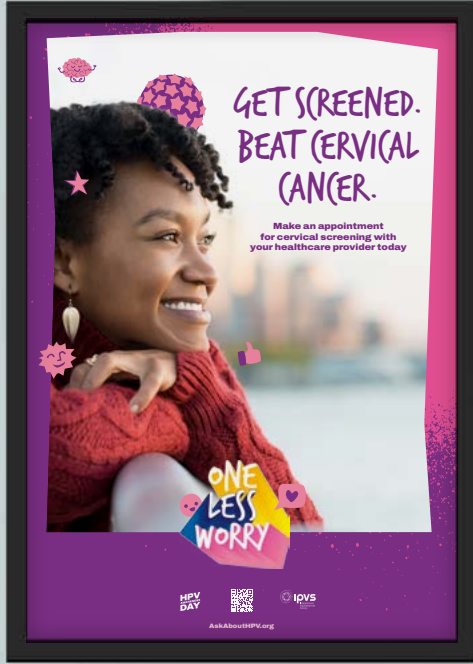
# Campaign guidelines and assets

NEW

## Videos – 2023



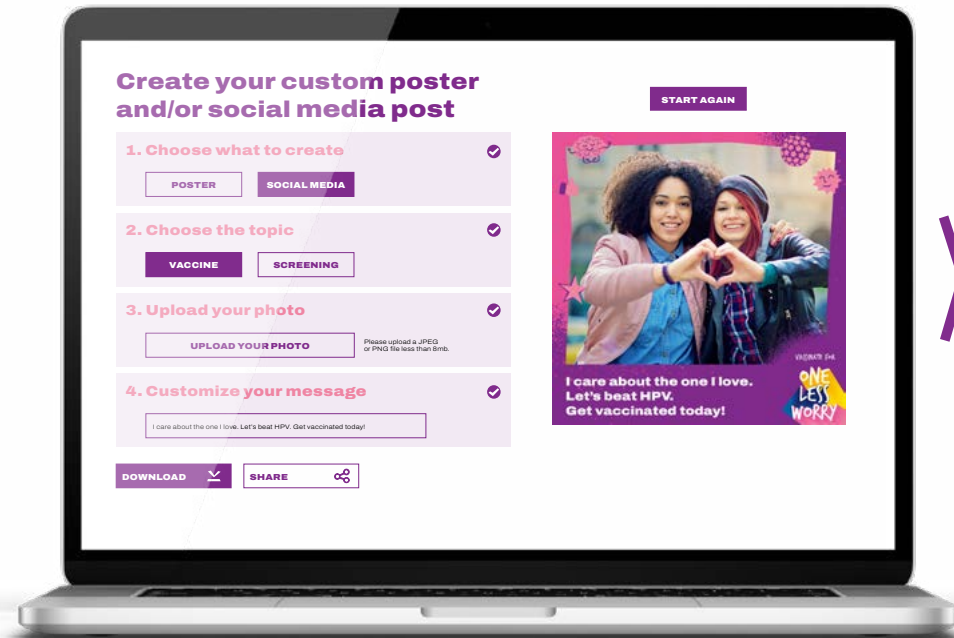
## Posters (including factual posters)



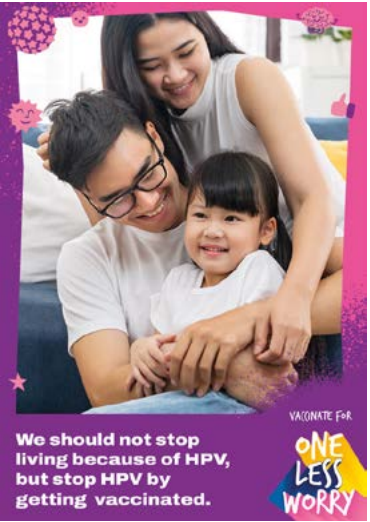
Emotional posters

Factual posters

## Poster and Social Media Post Builder



Choose what to create (poster + social media)



## HPV Awareness Day logos





# Campaign guidelines and assets



## Colors

### Main layout

Background/icons	Spray paint	Icons	Text key elements/hashtag	Typography
<div>#812C8D</div> <div>R = 129 G = 44 B = 141</div> <div>C = 62 M = 93 Y = 0 K = 0</div>	<div>#EA5297</div> <div>R = 234 G = 82 B = 151</div> <div>C = 0 M = 80 Y = 0 K = 0</div>	<div>#F086A4</div> <div>R = 240 G = 134 B = 164</div> <div>C = 0 M = 60 Y = 15 K = 0</div>	<div>#F8C9DF</div> <div>R = 248 G = 201 B = 223</div> <div>C = 0 M = 30 Y = 0 K = 0</div>	<div>#FFFFFF</div> <div>R = 255 G = 255 B = 255</div> <div>C = 0 M = 0 Y = 0 K = 0</div>

## Logo

The logo 3D modelling is based on gradient colors. Typography remains in white.

ONE top gradient	ONE bottom gradient	LESS top gradient	LESS bottom gradient	WORRY top gradient	WORRY bottom gradient
<div>#F9B000</div> <div>R = 249 G = 176 B = 0</div> <div>C = 0 M = 35 Y = 100 K = 0</div>	<div>#FFEE00</div> <div>R = 255 G = 238 B = 0</div> <div>C = 0 M = 0 Y = 90 K = 0</div>	<div>#211E5F</div> <div>R = 33 G = 30 B = 95</div> <div>C = 100 M = 95 Y = 0 K = 40</div>	<div>#0062A7</div> <div>R = 0 G = 98 B = 167</div> <div>C = 100 M = 50 Y = 0 K = 10</div>	<div>#EA5297</div> <div>R = 234 G = 82 B = 151</div> <div>C = 0 M = 80 Y = 0 K = 0</div>	<div>#F086A4</div> <div>R = 240 G = 134 B = 164</div> <div>C = 0 M = 60 Y = 15 K = 0</div>




## Youth Playbook






# Campaign guidelines and assets

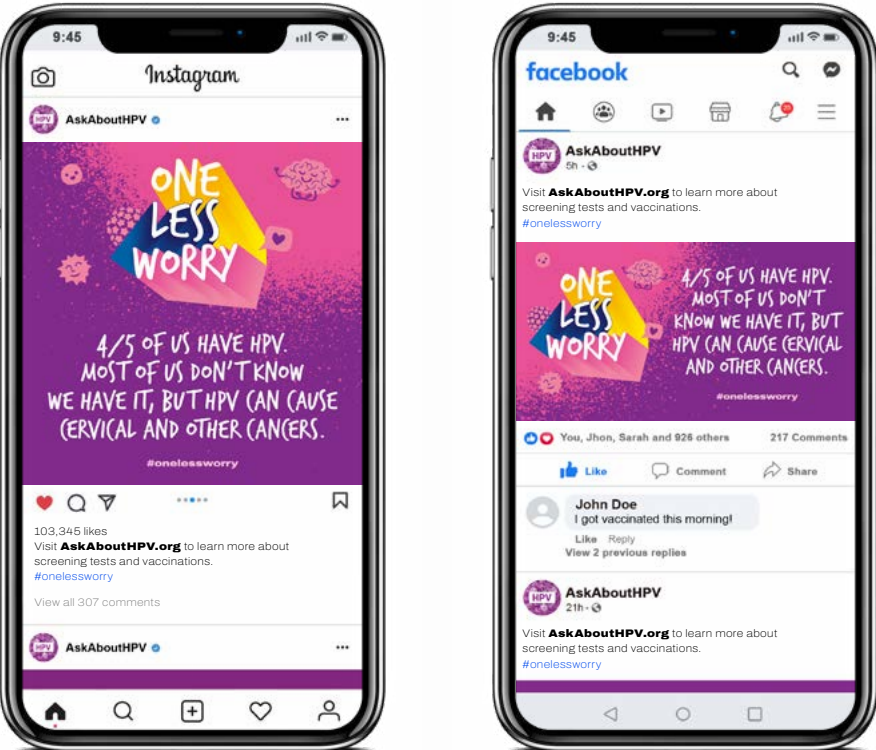
Logos




Videos – 2022




Static Posts – Facebook and Instagram



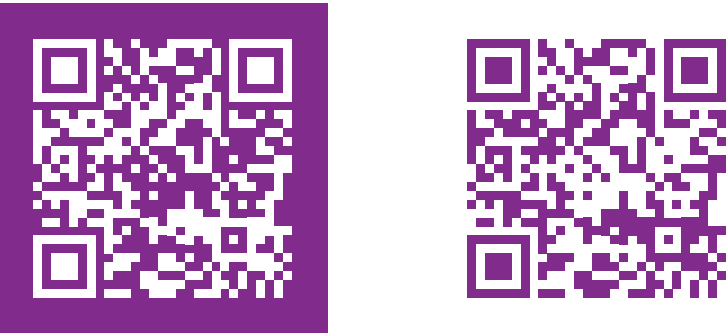
Wall mural design



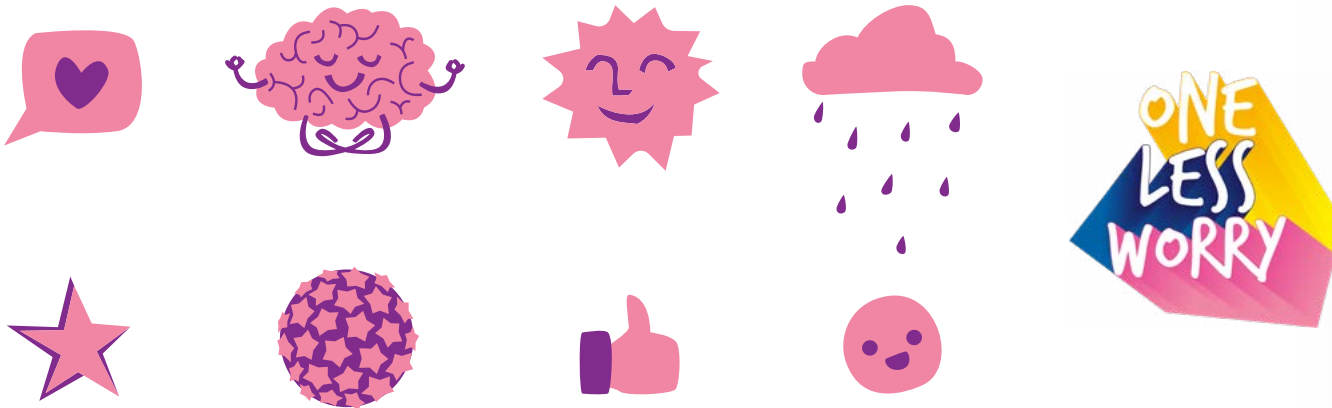
Interactive campaign guidelines




QR Code



Animated social media stickers





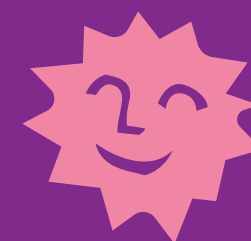




JOIN THE GLOBAL PARTNER NETWORK  
RAISING AWARENESS ABOUT HPV



Let's talk!  
Contact IPVS at



**HPVday@kenes.com**



**AskAboutHPV.org**





ONE  
LESS  
WORRY

