International HPV Awareness Day

Campaign Report 2023
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INTRODUCTION

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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
<table>
<thead>
<tr>
<th>The Goals for this Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Raise awareness and understanding of HPV globally</td>
</tr>
<tr>
<td>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</td>
</tr>
<tr>
<td>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</td>
</tr>
</tbody>
</table>
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
Results

Social media

Followers

4,030

Facebook engagements (VS 2022)

+318%

Facebook post reach (VS 2022)

+362%

Followers (2020 – 2023)

2023 channel size distribution

Channel size (2022 VS 2023)

Instagram 31% 27%

Facebook 42%

Twitter 22%

2020 2021 2022 2023

1,428 1,728 2,418 4,030

1,093 1,707 1,243

1,083 1,707 1,243

1,428 1,728 2,418 4,030

1,093 1,707 1,243

1,428 1,728 2,418 4,030

1,093 1,707 1,243
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

<table>
<thead>
<tr>
<th>Page</th>
<th>Avg. time on page mm:ss</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>/get-involved/social-post-builder</td>
<td>02:29</td>
<td>74.36%</td>
</tr>
<tr>
<td>/hpv-facts/hpv-facts-for-everyone</td>
<td>02:36</td>
<td>76.24%</td>
</tr>
<tr>
<td>/hpv-facts/information-for-everyone</td>
<td>02:05</td>
<td>96.22%</td>
</tr>
<tr>
<td>/hpv-facts/what-is-hpv</td>
<td>02:04</td>
<td>91.28%</td>
</tr>
<tr>
<td>/get-involved/campaign-resources</td>
<td>01:56</td>
<td>52.22%</td>
</tr>
<tr>
<td>/</td>
<td>01:47</td>
<td>94.51%</td>
</tr>
<tr>
<td>/hpv-facts/risks-and-prevention</td>
<td>01:46</td>
<td>67.75%</td>
</tr>
<tr>
<td>/all-about-hpv-vaccinations</td>
<td>01:24</td>
<td>94.39%</td>
</tr>
<tr>
<td>/hpv-facts/hpv-facts-for-parents</td>
<td>01:08</td>
<td>86.23%</td>
</tr>
<tr>
<td>/hpv-facts/hpv-facts-for-lgbtq</td>
<td>01:04</td>
<td>74.07%</td>
</tr>
</tbody>
</table>

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

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

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

Canada 14
Brazil 15
France 16
Italy 17
Ukraine 18
Zambia 19
Nigeria 20
Senegal 21
South Africa 22
Japan 23
Philippines 24
China 25
Aotearoa New Zealand 26
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.

- **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.

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

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

  **People reached** | **Engagements**
  --- | ---
  29,000 | 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.

- **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**.

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

Click to see more
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.
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.

The President also visited a primary school and made an announcement mentioning International HPV Awareness Day.
Italian partners working together include:

**MTCC**
Mediterranean Task Force for Cancer Control (MTCC)

**IRO**
IRCCS Regina Elena National Cancer Institute (IFO)

**LILT**
Lega Italiana per la Lotta contro i Tumori (LILT)

**Fondazione Calabresi Onlus**
Fondazione Federico Calabresi Onlus

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

**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.
Ukraine

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

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

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

- 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.

<table>
<thead>
<tr>
<th>People reached</th>
</tr>
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<tbody>
<tr>
<td>+10,000</td>
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Media coverage also included articles on Voynpost and Medicine Rayon.

<table>
<thead>
<tr>
<th>People reached</th>
</tr>
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<tbody>
<tr>
<td>600,000</td>
</tr>
</tbody>
</table>

Click to see more

Click to see more

Click to see more

Click to see more
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.
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.
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.
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.

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

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.

```advertisement
Click to see more
```
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. Minpapi also facilitated an HPV storyline appearing in a famous online manga, graciously donated by the artist.

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

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.

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!
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.
China's HPV Awareness Day was celebrated in 21 cities, including Beijing, Dalian, Ordos, Baotou, Urumqi, Lanzhou, Chengdu, Chongqing, Taiyuan, Kunming, Harbin, Guiyang, 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.
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:

- 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.

LinkedIn and Instagram posts and stories.
DIGITAL DEPLOYMENT

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<th>Page</th>
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<tr>
<td>Influencers</td>
<td>29</td>
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<tr>
<td>Social media posts</td>
<td>37</td>
</tr>
</tbody>
</table>
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

**Organic Posts and #Hashtag Performance**
Instagram Posts, Facebook Posts, Instagram Stories, Facebook Stories, cross-channel usage #onlessworry, #hpvawarenessday, #askabouthpv

**Google Ads campaign**
Display, Video, Search, Gmail, Discovery (News)

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

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

Handle
@Krysmay

Network

Followship
4.1 Mio
Influencers

**Vilma Roscisewski**
- 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**

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**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/](http://www.instagram.com/dr.lyienho/)
  - [www.tiktok.com/@dr.lyienho/](http://www.tiktok.com/@dr.lyienho/)
- Handle: @dr.lyienho
- Network: Instagram, TikTok
- Followship: 546,700

**CASARA AND JUAN**
- USA
- Channel URL: [www.tiktok.com/@casaranjuan](http://www.tiktok.com/@casaranjuan)
- Handle: @casaranjuan
- Network: TikTok
- 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
Influencers

**Boots UK**
- **Channel URL**: twitter.com/BootsUK
- **Handle**: @bootsuk
- **Network**: Twitter
- **Followship**: 183,400

**Pulver Family**
- **Channel URL**: www.instagram.com/pulverfam/
- **Handle**: @pulverfam
- **Network**: Instagram
- **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
Influencers

**REBECCA**  
**UK**  

**Channel URL**  
www.instagram.com/thecoastalmummy/  
www.tiktok.com/@thecoastalmummy  

**Handle**  
@thecoastalmummy  

**Network**  

**Followship**  
16,000

**Click to see more**

**THE NURSE NOTE**  
**Canada, Jamaica**  

**Channel URL**  
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**.
Social media posts

Instagram

Reach Ø
Total
1,359,153

Engagements Ø
Likes
5,494
Comments
27

Engagements Ø
Likes
2,042
Comments
8

Engagements Ø
Likes
4,218
Comments
30

Engagements Ø
Likes
453
Comments
0
Social media posts

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

Facebook

- 904.7K Accounts Centre accounts reached
- 13.1K Post engagements

- 1.3K Accounts Centre accounts reached
- 65 Post engagements

- 324.6K Accounts Centre accounts reached

- 47.9K Accounts Centre accounts reached
- 1.8K Post engagements
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 3rd

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.
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**

**Colors**

**Main layout**
- Background/Icons: #1220CD
- Top gradient: R: 120, G: 0, B: 141
- Bottom gradient: R: 0, G: 0, B: 0

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

**Typography**
- #F086A4
- Top gradient: R: 240, G: 201, B: 223
- Bottom gradient: R: 0, G: 0, B: 0

**Youth Playbook**

This can help you tell the One Less Worry story. Share the.repository file on HPR's website through the QPushButton Home page. The button link is included in the story. This button allows visitors to share the offer of getting vaccinated. It is also possible to share the button on social media. The image is appropriate for a variety of devices and locations where the theme of the campaign is promoted. The button can be downloaded and used in school settings.

**NEW**
Campaign guidelines and assets

Logos

Videos - 2022

Static Posts - Facebook and Instagram

Wall mural design

Interactive campaign guidelines

QR Code

Animated social media stickers

A toolkit containing a variety of digital and printable assets is available for promoting the campaign. Some assets are provided in multiple languages and all are customizable for local adaptations of the global campaign.

PROTECT EVERYONE FROM CANCERS CAUSED BY HPV
Ask your healthcare provider about the HPV vaccine today
AskAboutHPV.org

HPV affects everyone. Vaccination protects us all from cancers caused by HPV. Ask your healthcare provider about the HPV vaccine today AskAboutHPV.org

A toolkit containing a variety of digital and printable assets is available for promoting the campaign. Some assets are provided in multiple languages and all are customizable for local adaptations of the global campaign.

One Less Worry TikTok Dance Challenge

The issue
HPV is a very common virus that can cause six types of cancer. While 80% of us will get HPV in our lifetime, young people are often not aware of the virus or the risk it poses to their health. HPV is sexually transmitted and affects all genders – some parents, community leaders and healthcare providers might not think vaccination is something that young people need.

We think it is important that all young people are aware of HPV and know the actions they can take to lead a healthy life.

The challenge
Get as many people as you can posting a ONE LESS WORRY dance routine on TikTok to share a simple message that we can all reduce our risk and have #onelessoworry.

Record and share your video on TikTok. Tag others to share the message and spread the challenge around the world.

Action4HPV in Singapore will launch this challenge on their TikTok channel in January 2023. Find out more about at www.askabouthpv.org/youth_mobilization

@danceforonelessworry #HPVAwarenessDay #OneLessWorry
JOIN THE GLOBAL PARTNER NETWORK
RAISING AWARENESS ABOUT HPV

Let’s talk!
Contact IPVS at
HPVday@kenes.com
ONE LESS WORRY