

International HPV Awareness Day Campaign Report



2025



Contents

INTRODUCTION 3

International HPV Awareness Day	4
Campaign goals	5
One Less Worry: the concept	6
What stood out in 2025	7

CAMPAIGN RESULTS 8

2025 engagement results	9
HPV Awareness around the world	11
Website performance	13
Personal HPV stories	14
Top social media posts	17
Google Ads campaign	18
Influencers	20

SUCCESS STORIES 25

Argentina	24
Brazil	25
China	27
Colombia	29
Ghana	30
Hungary	31
India	32
Italy	33
MENA	34
Nepal	35
New Zealand	36
Nicaragua	37
Nigeria	38

Philippines	39
Senegal	40
Singapore	41
Spain	42
Ukraine	43
United Kingdom	44
United States	45

2025 RECOMMENDATIONS 48



INTRODUCTION

International HPV Awareness Day	4
Campaign Goals	5
One Less Worry: the Concept	6

International HPV Awareness Day

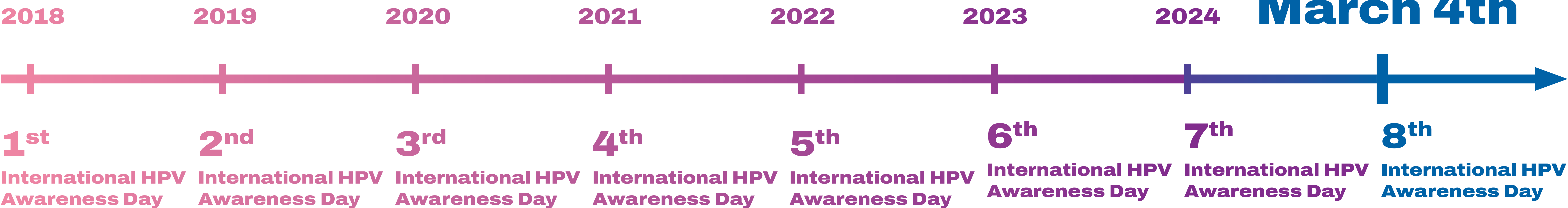
Since 2018, IPVS and our global network of campaign partners have been raising awareness about HPV. The campaign this year ran from Jan 6th until March 10th.

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**



2025
Tuesday
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 (ON)CEPT

The world around us has become an increasingly turbulent place. In 2025, misinformation and vaccine hesitancy were front and center in an already unstable political, economic and environmental landscape. The sense that much is beyond our control persists, creating uncertainty, stress and worry.

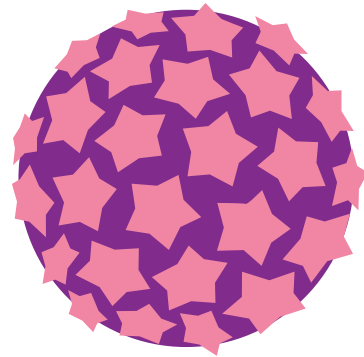
#OneLessWorry frames protecting our health from HPV-related disease as something within our control. By taking simple steps, we can overcome a global health risk, protecting our health for the future.



Campaign 2025: What stood out

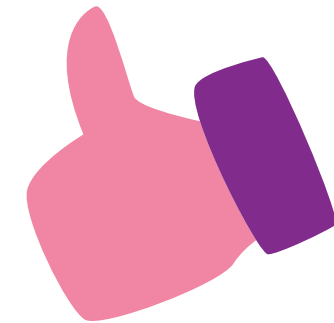
A greater interest in vaccines – from both sides

20% of tracked online results referenced Vaccines; accounted for 26% of engagements.



Popularity of videos continues to rise

Mix of survivor and ambassador videos were seen 55 million+ times.



Online and offline work hand in hand

More than a million new visitors to askaboutHPV.org, with local events encouraging in-person screenings and vaccinations.



Strong representation from Asia

New voices from India and Vietnam brought important prevention messages to critical regions.



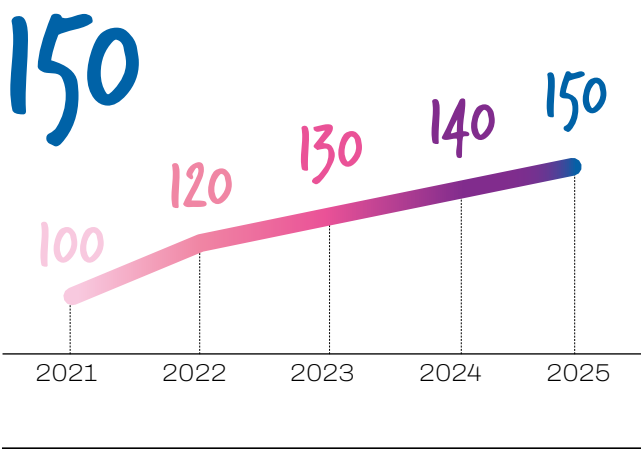
(CAMPAIGN RESULTS



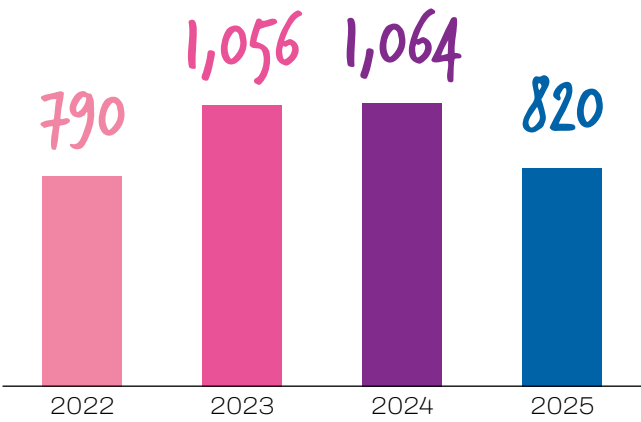
2025 engagement results

Partners

Total partners



Live webinar on March 4th

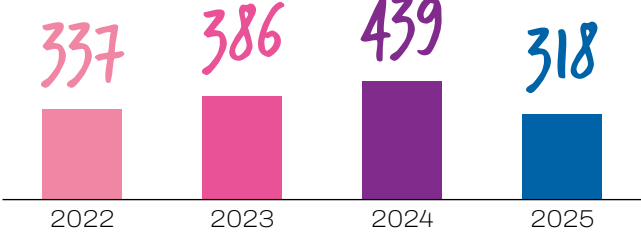


Registration

820

Attendees

318



Website visitors

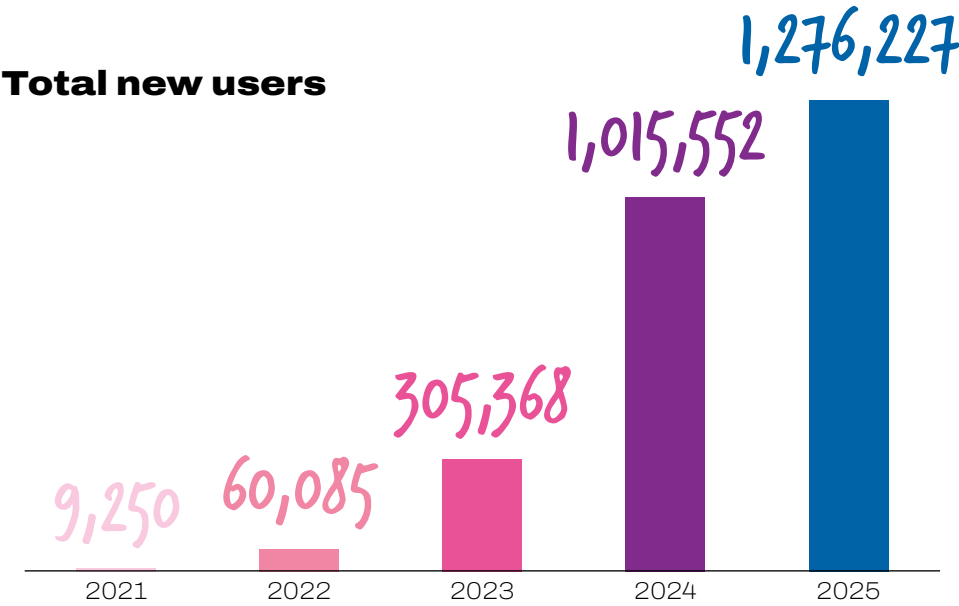
Total users

1,283,462

New users

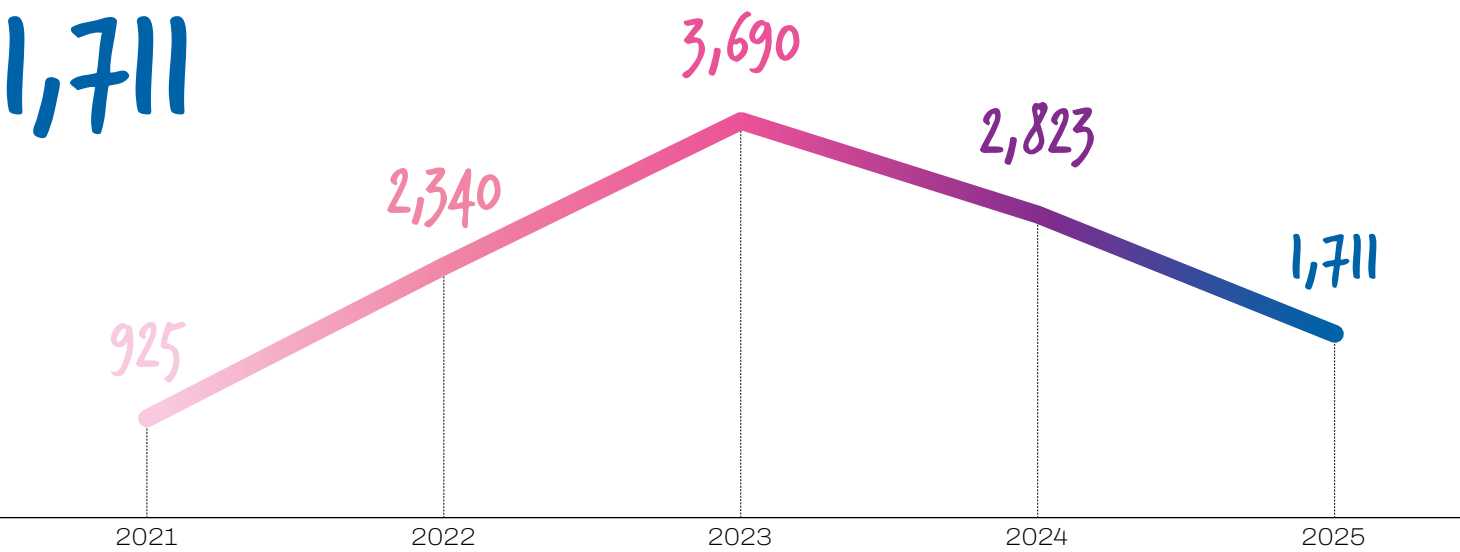
1,276,227

Total new users



Materials downloaded

1,711



Guidelines

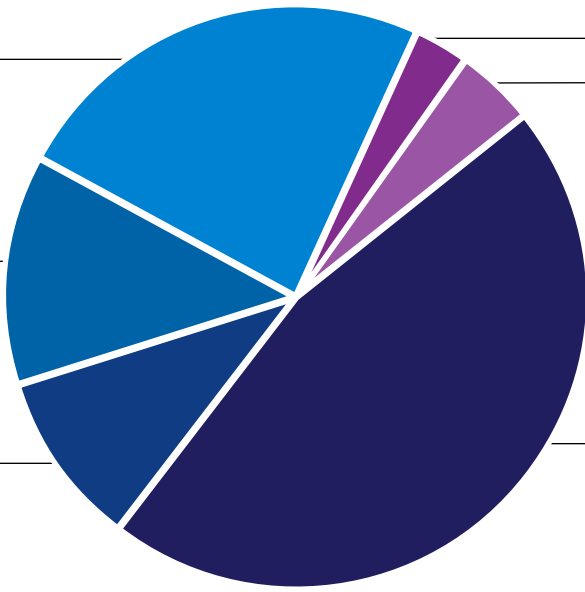
410

Reports

218

Posters

169



Videos

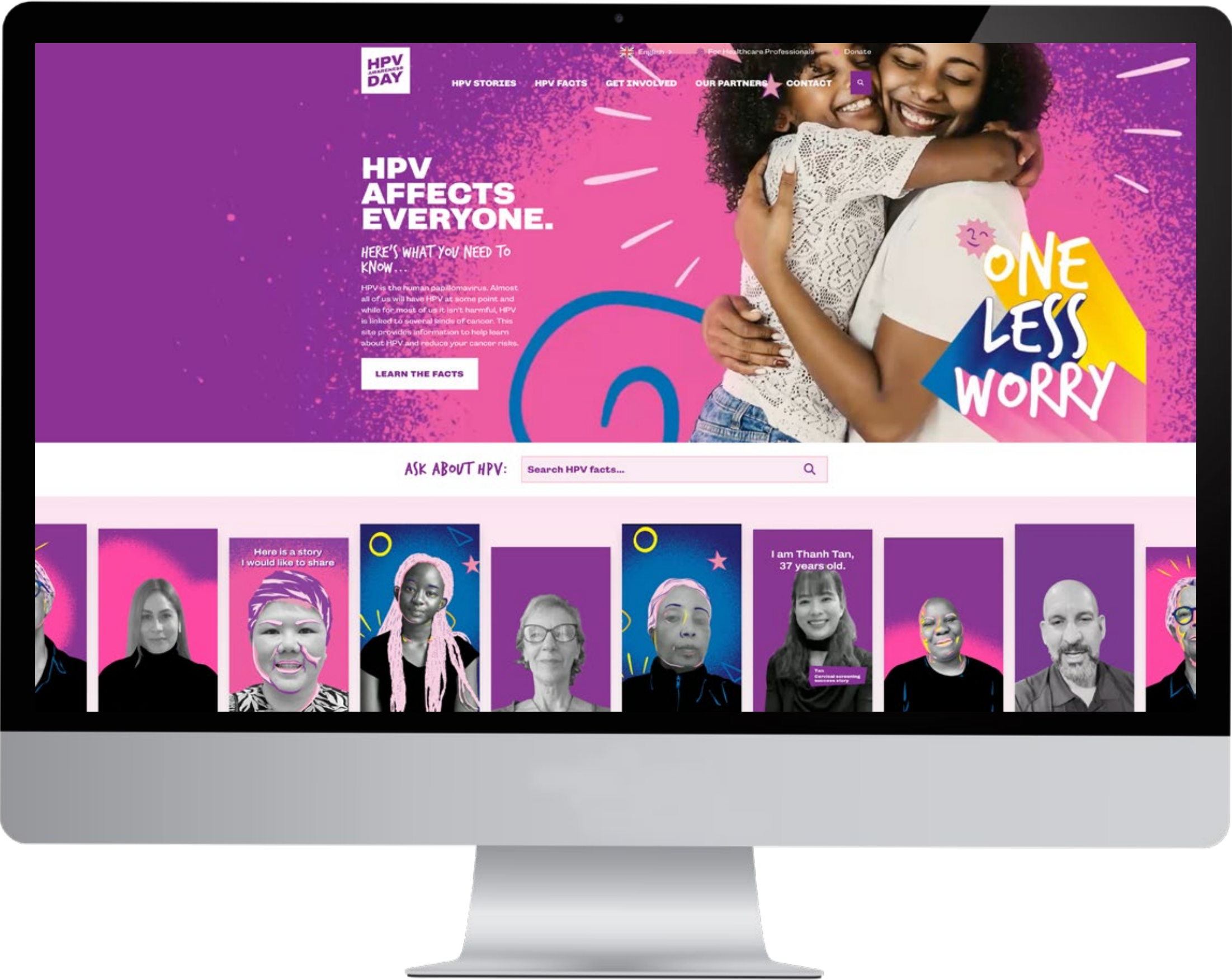
50

Logos

74

Social media posts

169



2025 engagement results

#Hashtag potential reach (organic vs paid)

#onelessworry,
#askabouthpv,
#hpvawarenessday,
#hpvvaccine

Organic
56 Mio¹

Organic progress
(VS 2024)
+62%

Paid
72.8 Mio

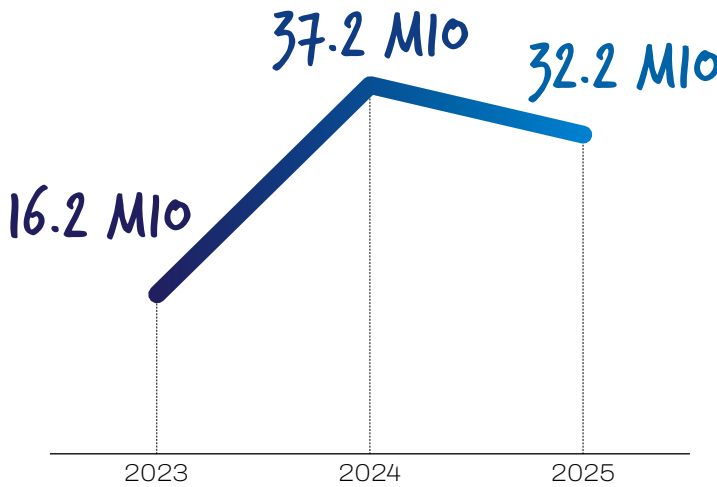
Paid progress
(VS 2024)
+19%

#Hashtag total potential reach
128.8 Mio¹

Total paid Google Ads

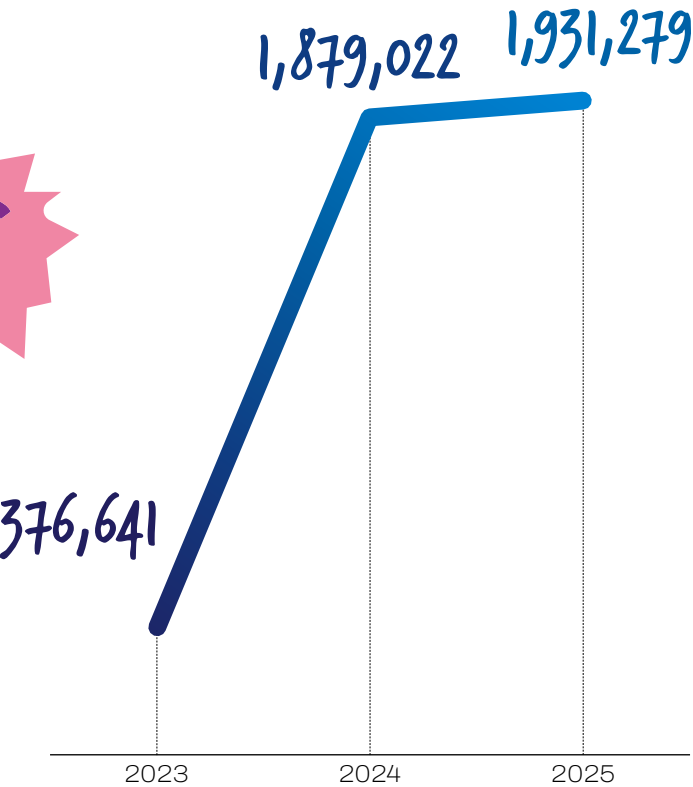
Impressions video & Performance Max

32.2 Mio
-13.4% vs. 2024



Total clicks

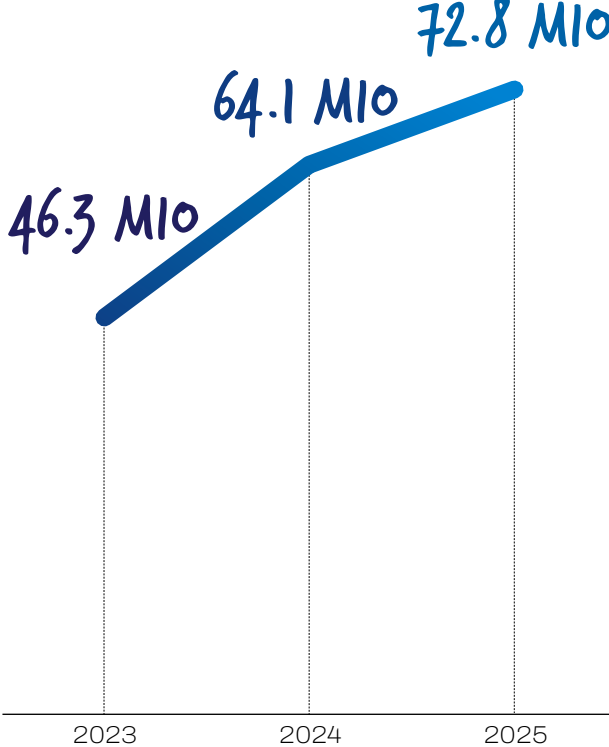
1,931,279
+2.8% vs. 2024



Facebook and Instagram paid campaigns

Reach

72.8 Mio
+13.6% vs. 2024



Total impressions from paid social media

137 Mio
-15% vs. 2024

Total views of videos

55 Mio
+185% vs. 2024

2025 animated videos

31 Mio

2025 youth videos

8 Mio

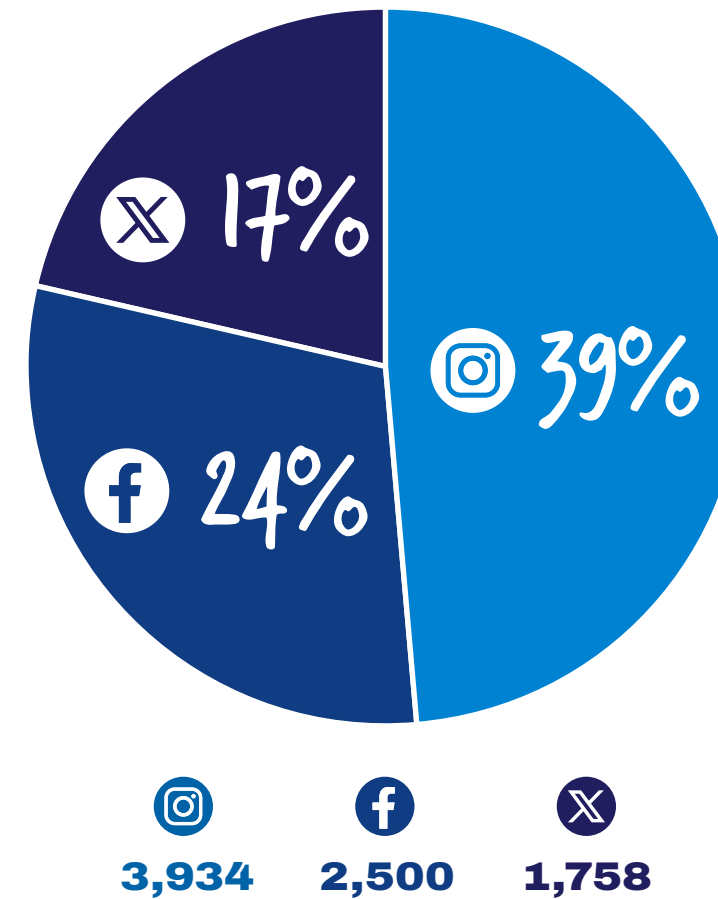
2024 animated videos

2 Mio

2023 Awareness video (shown during Cervical Cancer Awareness month)

14 Mio

2024 channel size distribution



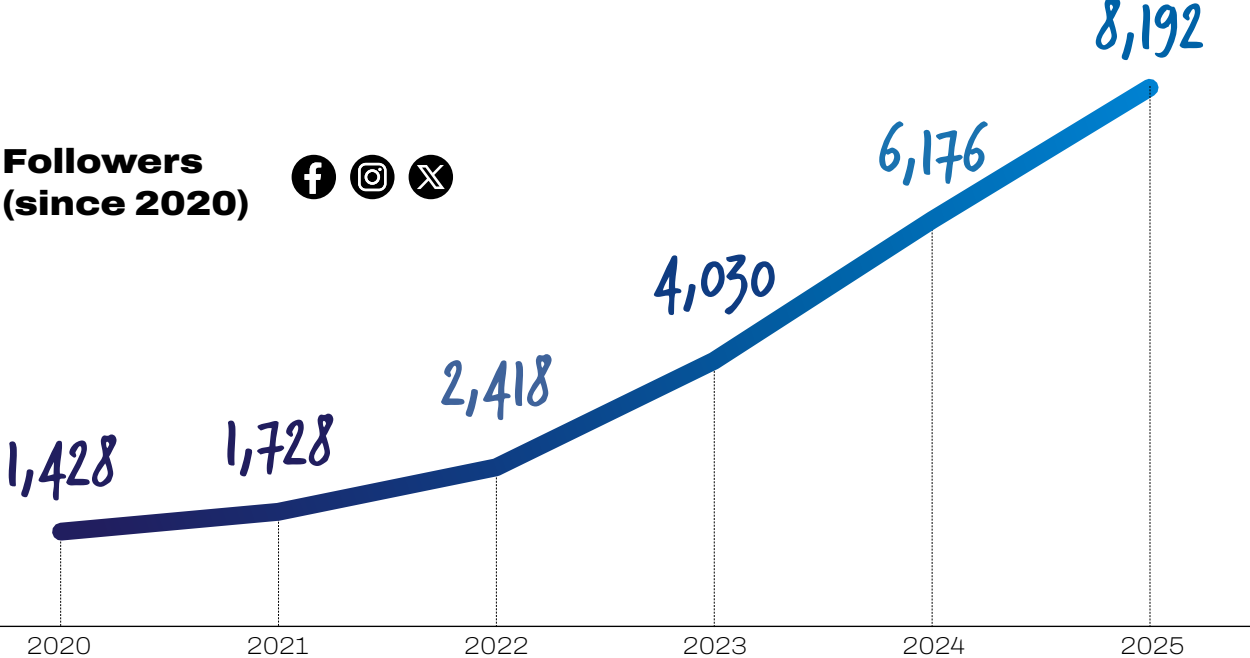
Followers

Followers progression (VS 2024)

8,192 +39%

Followers (since 2020)

f @ X

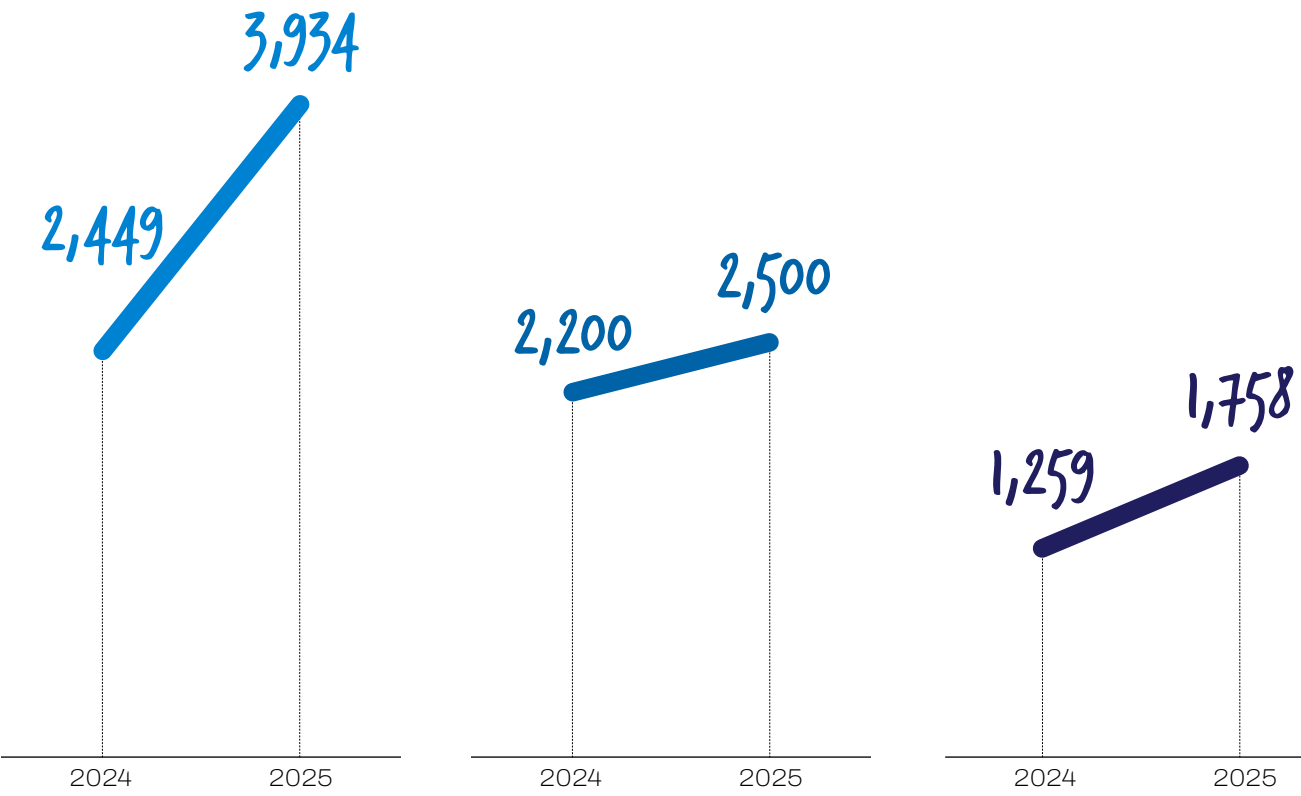


Channel size (2023 VS 2024)

Instagram @

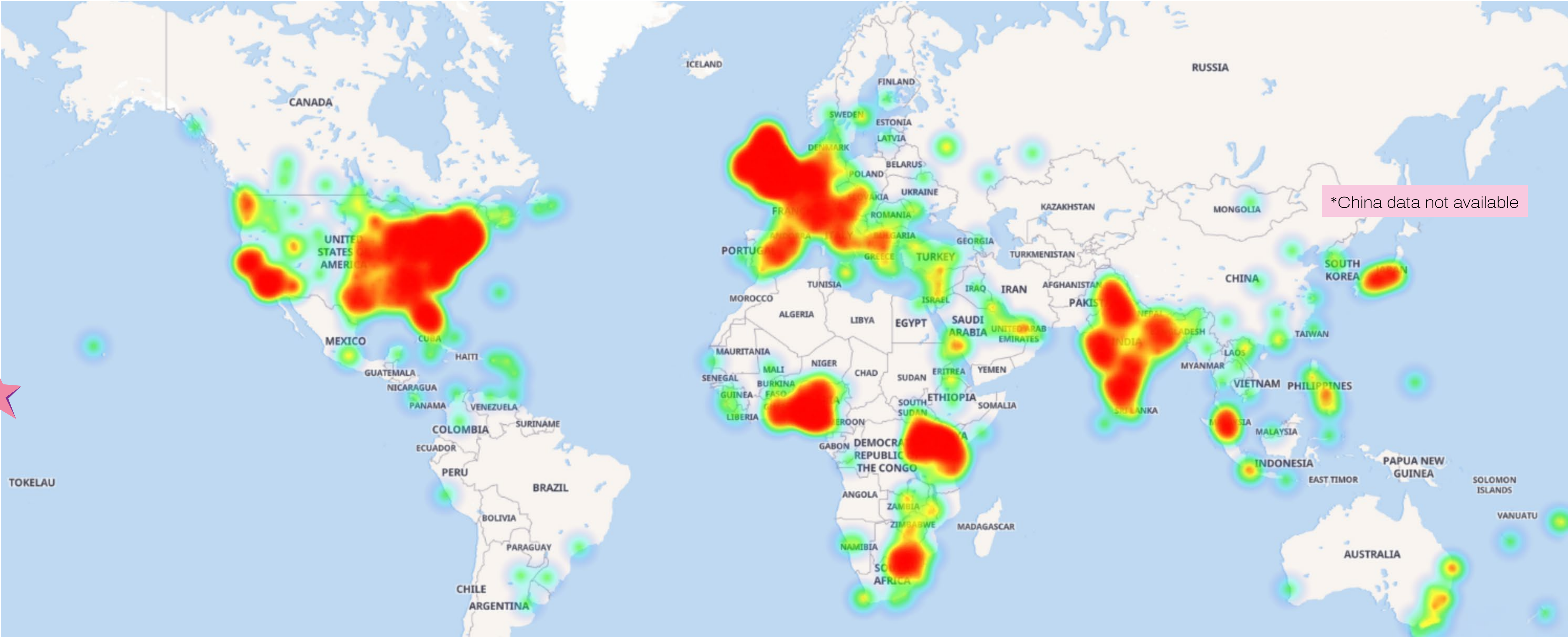
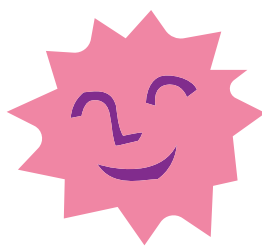
Facebook f

X X



1. #hpvvaccine was not included in 2024 campaign; increase comparing 3 primary hashtags is +8% vs 2024

HPV Awareness around the world



HPV Campaign Awareness around the world

The heatmap shows the number of online mentions around the world during the period from January 6th to March 10th* for the hashtags and terms related to the campaign. The overlap with Cervical Cancer Awareness month and the news around the mass litigation against the Gardasil vaccine led to a spike in visibility for the tracked terms in January 2025, which had the most significant impact on the United States.

*Some of the Brazil campaign and activities fell outside the reporting timeframe.

*Data from China is not included in this analysis

Country	Online mentions
United States	11381
United Kingdom	2839
India	1929
Kenya	1596
Nigeria	1569
Canada	711
Ghana	575
Lebanon	264
Germany	244
Uganda	222
Ireland	221
Spain	219
Argentina	210
United Arab Emirates	205
Italy	178
Netherlands	176
South Africa	165

Country	Online mentions
Tanzania	149
Malaysia	127
Australia	124
Switzerland	112
Turkey	111
France	108
Belgium	95
Japan	88
Saudi Arabia	80
Venezuela	78
Indonesia	69
Mexico	58
Brazil	56
Colombia	55
Rwanda	52
Philippines	49

AskAboutHPV.org: Demographic data

The global campaign reached more than a hundred million people.

They were reached on various online channels – social media content from the AskAboutHPV and member accounts, social and online ads, posts from members of the public and related news content.

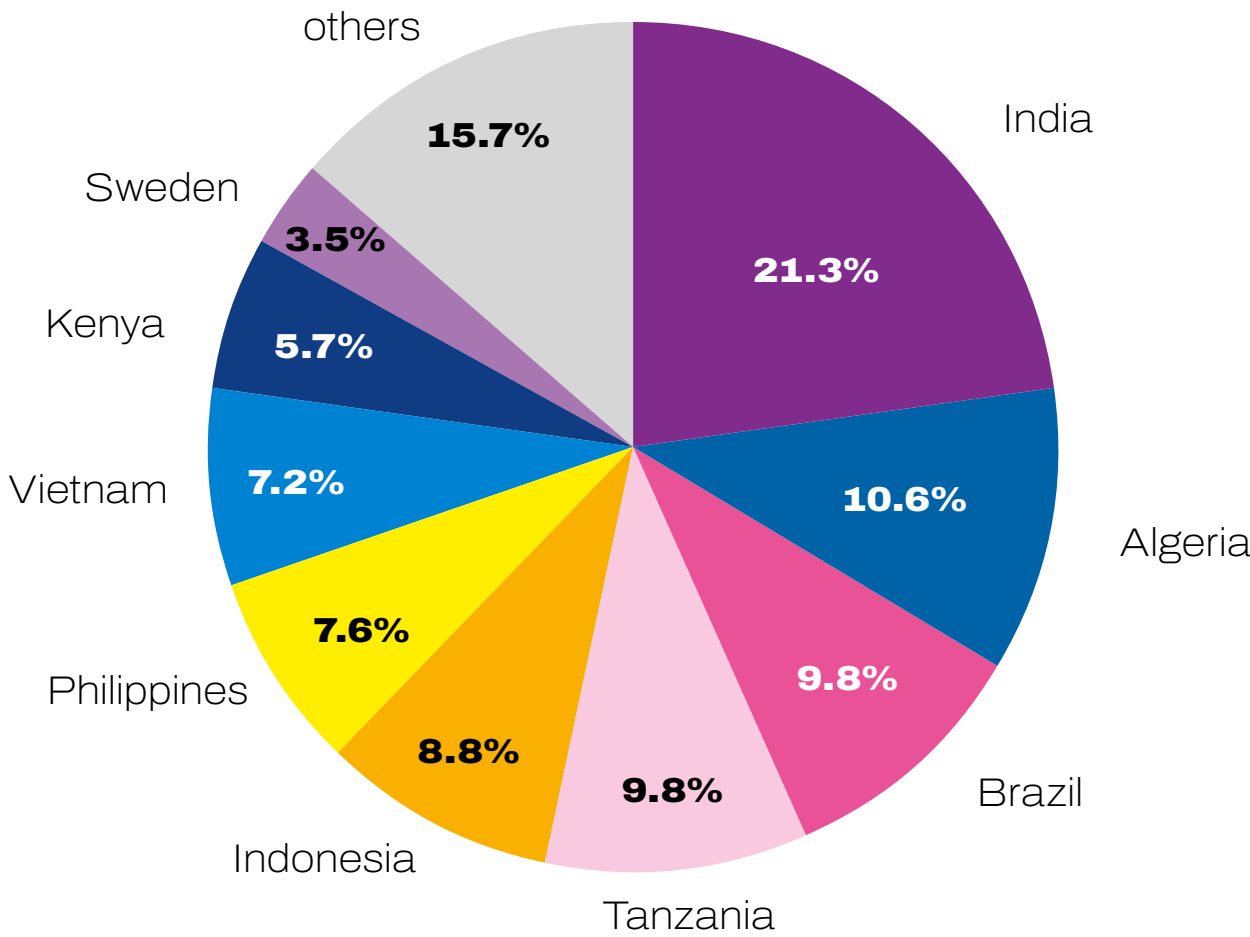
The website provided an opportunity to further engage that group.

The following list highlights the main countries that made up the **more than 1 million visitors to the site.**

1.283M
total users

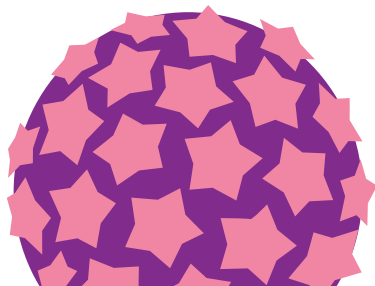
1.276M
new users

Share of traffic by country



Country	Total users	Sessions
India	286,705	313,889
Algeria	133,763	156,666
Brazil	123,413	144,070
Tanzania	122,155	143,764
Indonesia	111,371	128,877
Vietnam	93,538	105,753
Philippines	93,449	112,247
Kenya	73,560	83,427
Sweden	41,095	51,782
Nepal	40,748	45,273
Morocco	34,191	36,000
Tunisia	18,314	20,767

Country	Total users	Sessions
Ireland	11,572	13,825
United Kingdom	10,251	11,846
United States	8,221	9,195
Uganda	8,186	9,123
Malaysia	7,694	8,428
Venezuela	6,857	7,326
Senegal	6,694	7,438
Denmark	6,376	7,202
Germany	5,149	5,624
Nigeria	4,902	5,437
Other	119,000	
TOTAL	1.283 M	



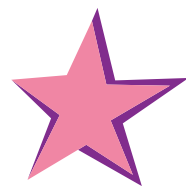
The Power of Personal HPV Stories

Sangeeta



Total impressions

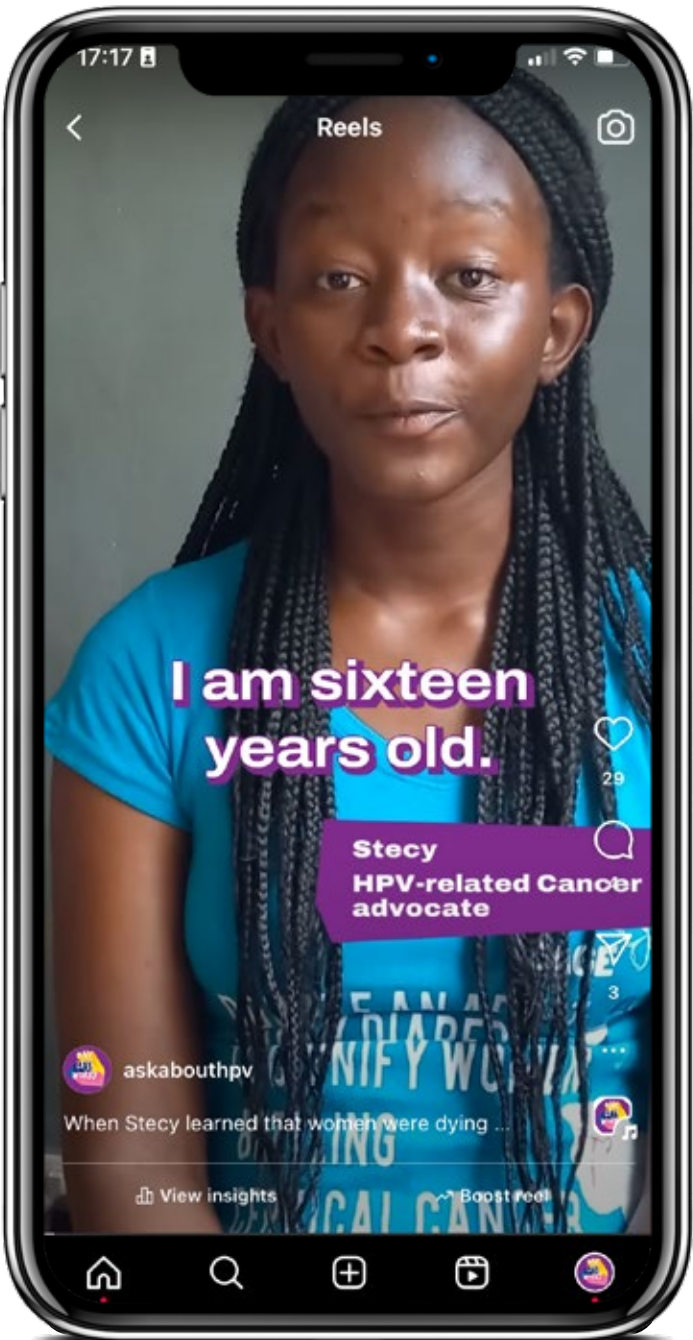
37.5 Mio



Total views

30.4 Mio

Stecy



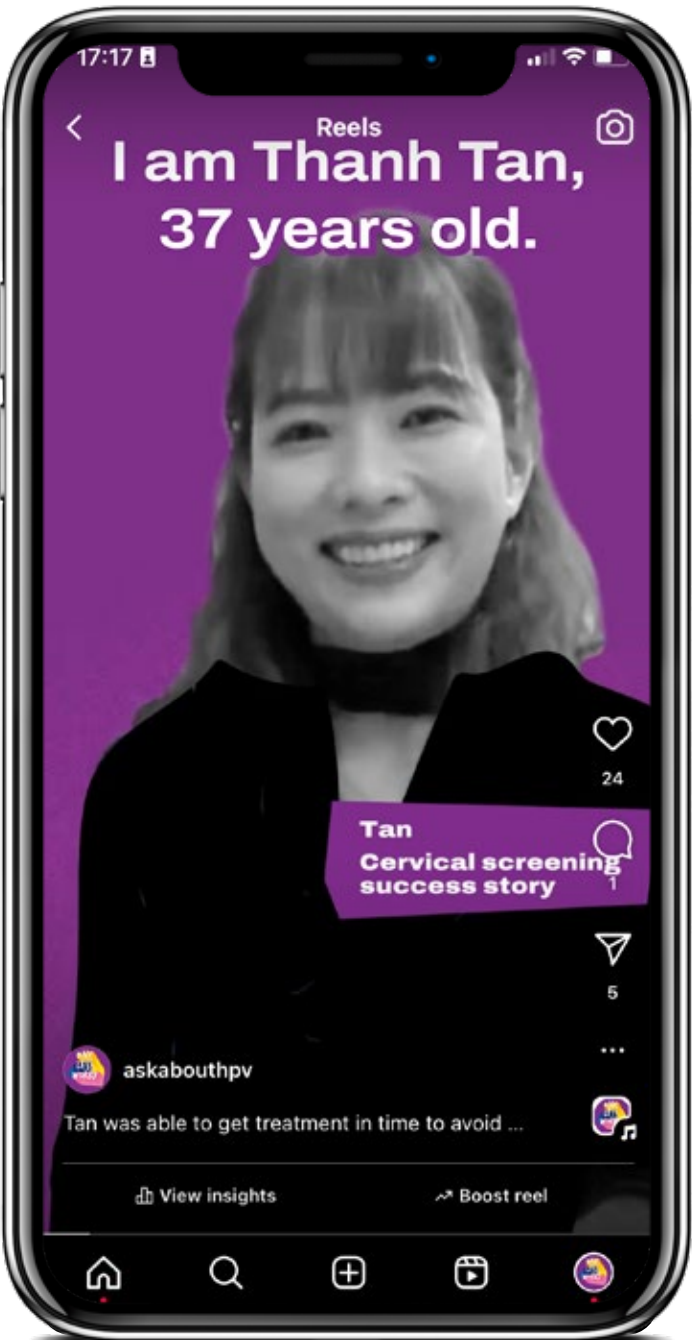
Total impressions

3.2 Mio

Total views

355 K

Tan



Total impressions

310 K

Total views

265 K

This year we added three animated personal HPV stories to the portfolio, from India, Kenya and Vietnam.

The main creative focus of this year's campaign was the development of first-hand accounts of HPV, from survivors and advocates. The stories were animated and edited to find a thoughtful format to communicate a sensitive topic.

Telling the stories of women and girls in Africa and Asia marked another important step toward breaking the stigma around the virus in certain regions.

A reluctance to speak about HPV topics in Africa and Vietnam highlighted the fact that there is still more to do to break down barriers and challenge the status quo.

India stood out as the most efficient and engaged region, where Sangeeta's story gained more than 35 million views.

Swahili and Vietnamese videos were less efficient (higher cost); these trends informed campaign optimizations and shifting spend toward regions where we could have the biggest impact.

HIGHLIGHTS

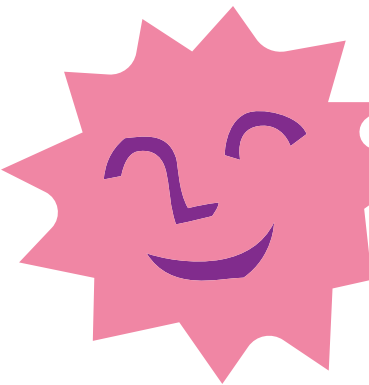
Geographic spread across six continents

Languages:

Hindi, Swahili, Vietnamese, English, Spanish Portuguese.

Regions:

North America, South America, East and Sub-Saharan Africa, Oceania, Southeast Asia.



Adding younger voices to the campaign

Morgan



Total impressions

6 MIO

Total views

3.5 MIO

Aanya



Total impressions

2.7 MIO

Total views

2.4 MIO

Ryan



Total impressions

92 K

Total views

77 K

Adam



Total impressions

2.3 MIO

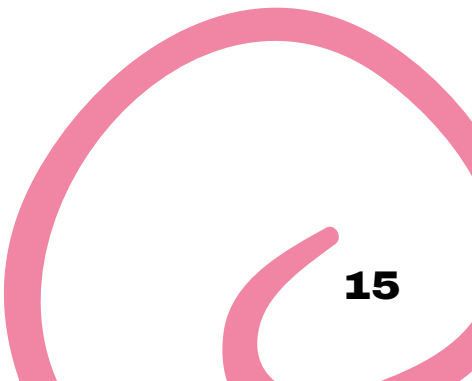
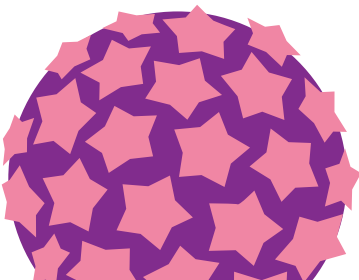
Total views

1.7 MIO

To build on the success of last year's global video campaign, we produced a suite of new content from younger HPV survivors and advocates, including family members of survivors.

Morgan's message about the consequences of vaccine hesitancy was the top-performing video post. Her story about being diagnosed with cervical cancer at 24, after refusing the vaccine, resonated with a global audience of 6 million.

Posts encouraged users to visit key pages on askaboutpv.com



The Power of Personal HPV Stories



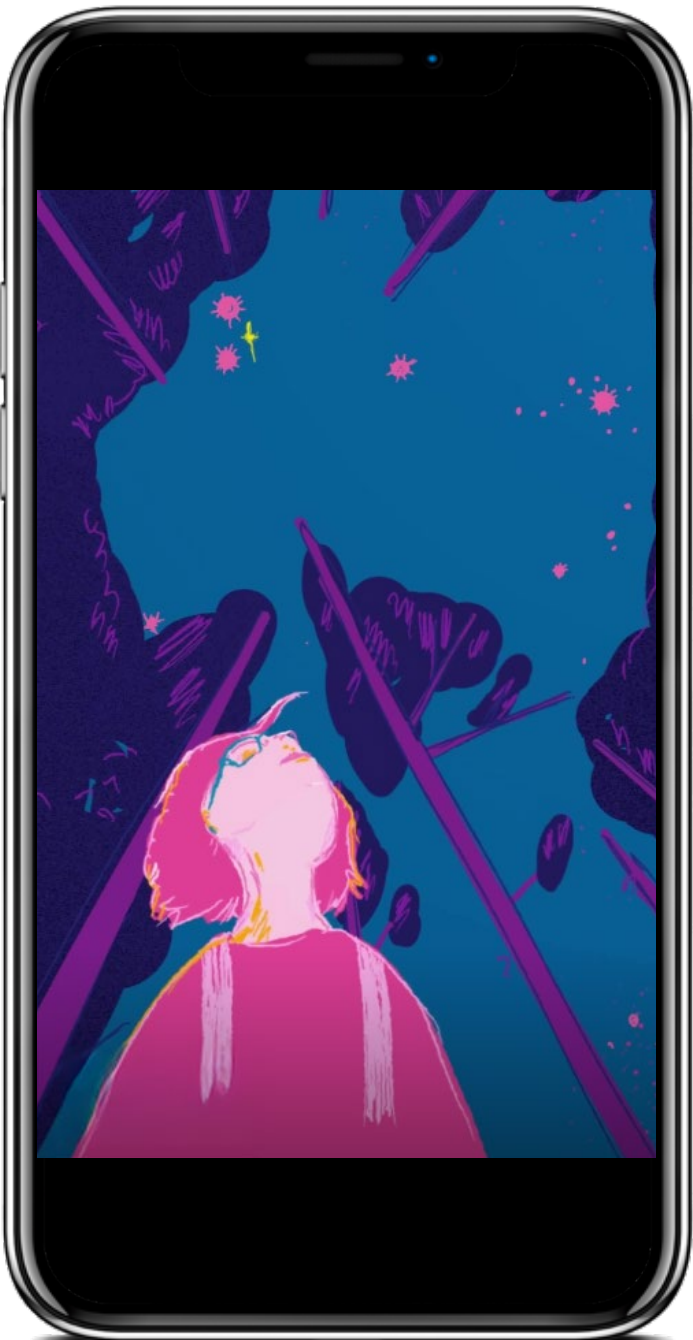
Jason



Region

NORTH AMERICA

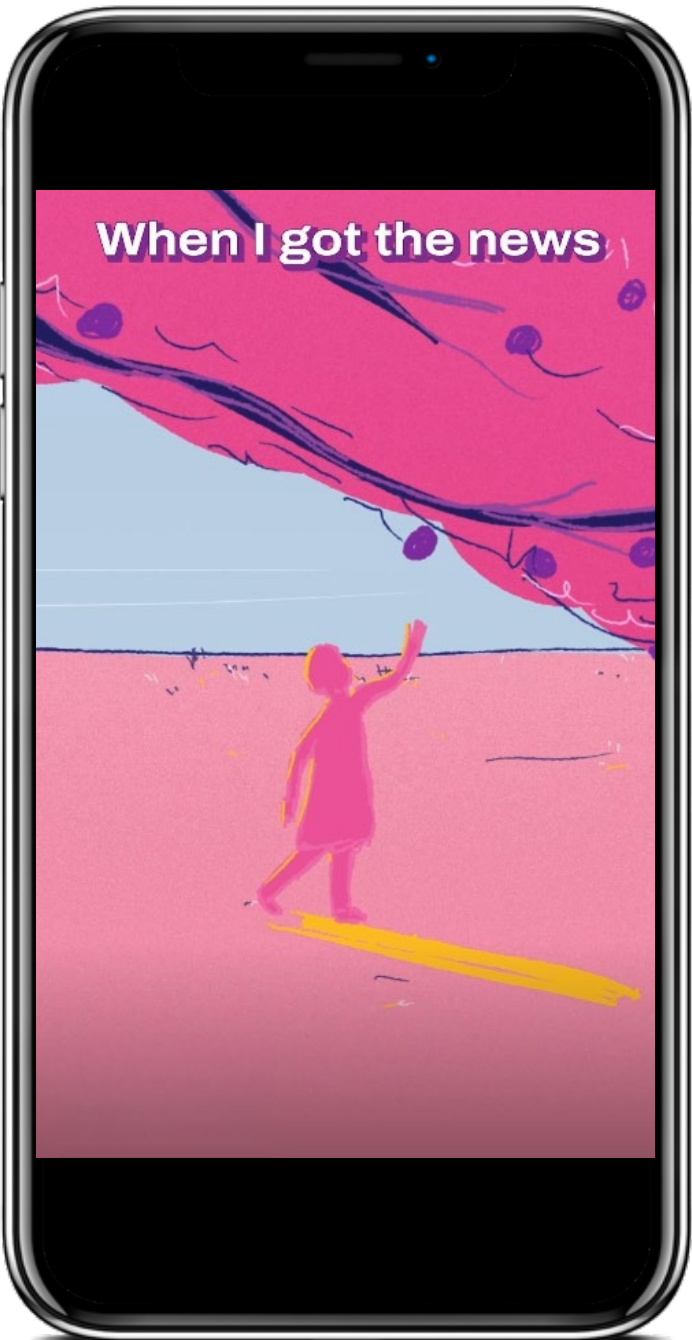
Mary



Region

OCEANIA

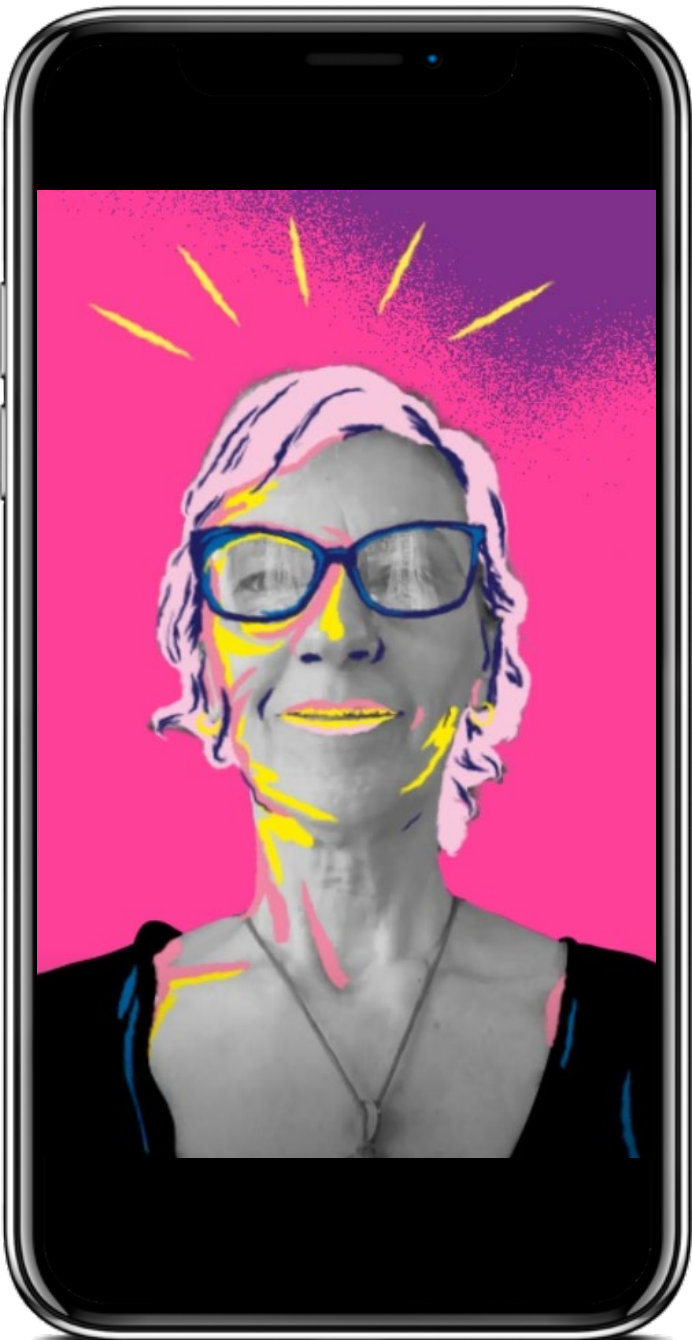
Milicent



Region

EAST & SUB-SAHARAN AFRICA

Marcia



Region

BRAZIL

Nathalia



Region

LATIN AMERICA

2024 VOICES

Total impressions

3.5 Mio

Total views

2 Mio

HPV-related cancers:

Cervical, Anal, Tonsil.

Languages:

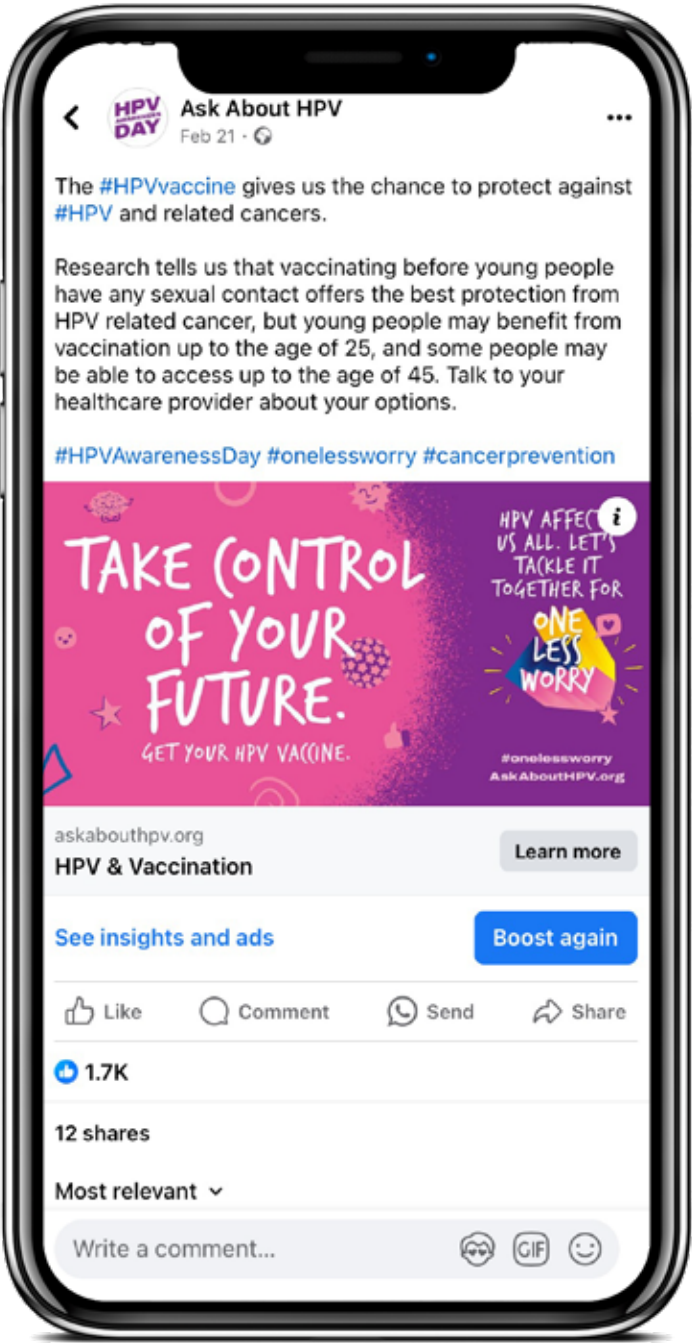
English, Swahili, Spanish, Portuguese.

Regions:

North America, South America, East and Sub-Saharan Africa, Oceania, Southeast Asia.



Top static social media posts



Impressions
24.2 Mio

Reactions
5K



Impressions
35 Mio

Reactions
7.6K

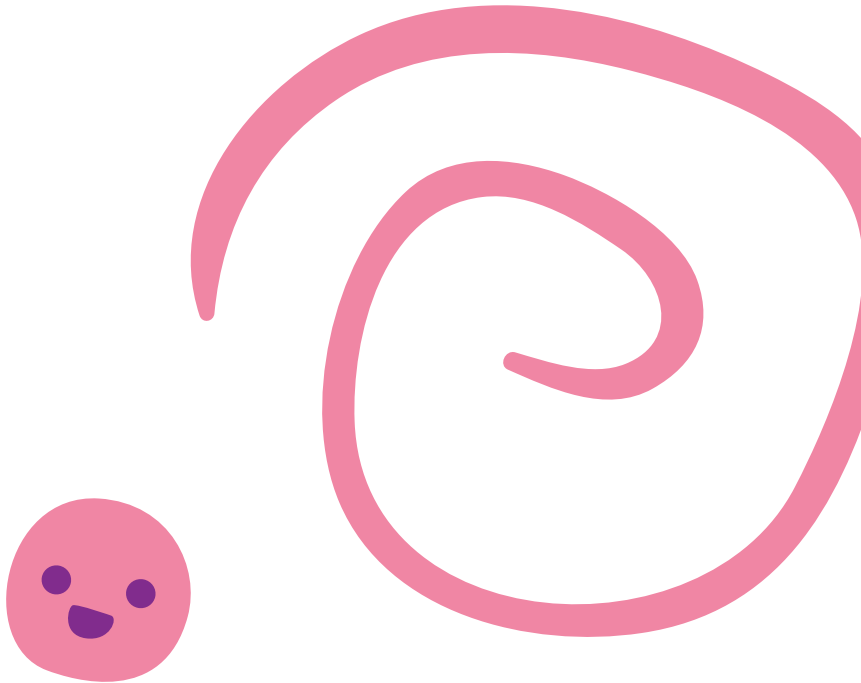
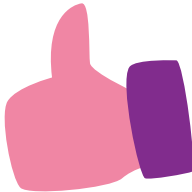
DELIVERING A SIMPLE MESSAGE

Empowerment and optimism proved to resonate most with audiences again this year.

In line with the overall concept of “One Less Worry,” strong calls to action and a focus on outcomes will continue to guide the tone of the campaign for 2026 and beyond.

Tailoring key campaign messages and approaches to satisfy trends and algorithms will always be a consideration.

- What we do well:**
- Clear and active messaging
 - Short format
 - High-quality graphics and imagery
- Where we can improve:**
- Spark engagement and debate
 - Consistent posting year-round



Google Performance Max campaign

The 2025 Google Ads campaign recognized the cultural and linguistic differences of our global audience, using relevant languages, as well as visual and audio visual assets, to increase relevance and engagement.

Campaigns were optimized to find the best formats and best message-visual combinations that would bring users to the askabouthpv.org site to learn more.

Hindi and French ads were the most efficient, while all maintained strong performance, highlighting our ability to engage audiences.

The truly global campaign was seen more than 32 million times with an even split across regional sub campaigns.

Ad formats

Search: Text ads in search results.

Display: Visual banners across website network.

YouTube: Video ads on streaming platform.

Discover: Native ads in personalized feeds.

Gmail: Expandable ads in email inboxes.

Hindi



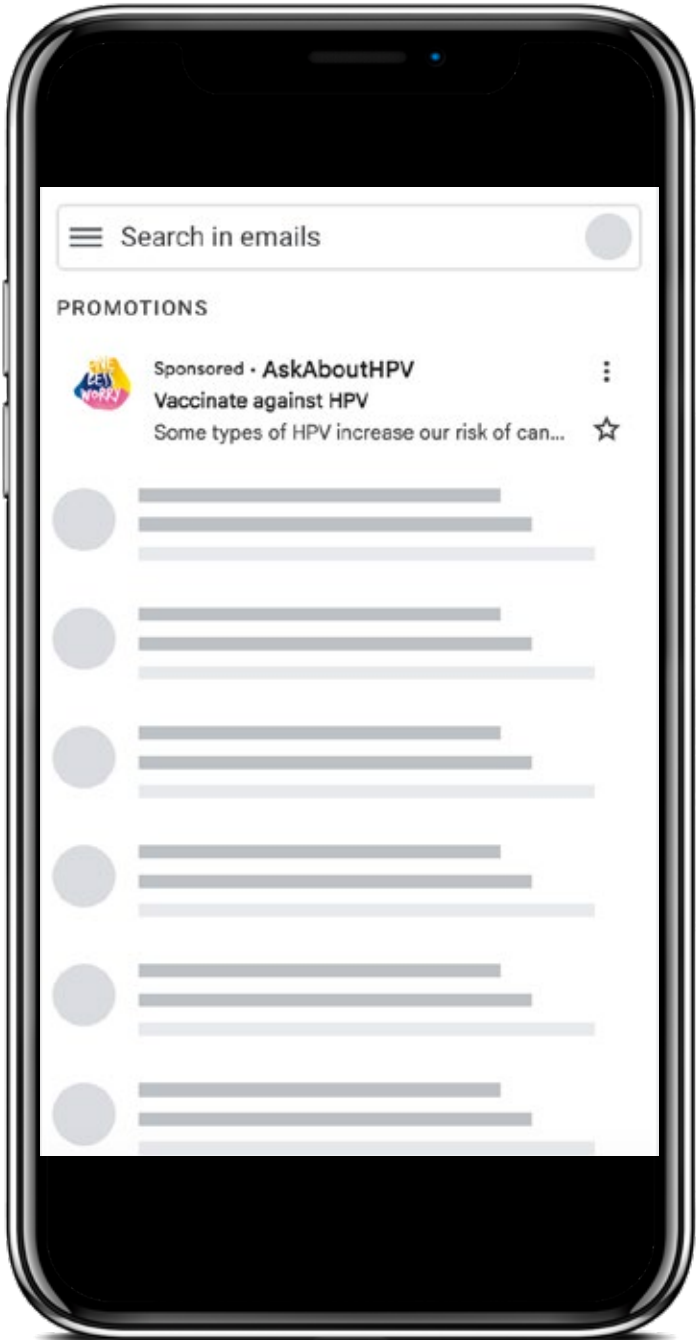
Ad impressions

9.3 Mio

Website clicks

658K

English



Ad impressions

5.2 Mio

Website clicks

119K

Filipino



Ad impressions

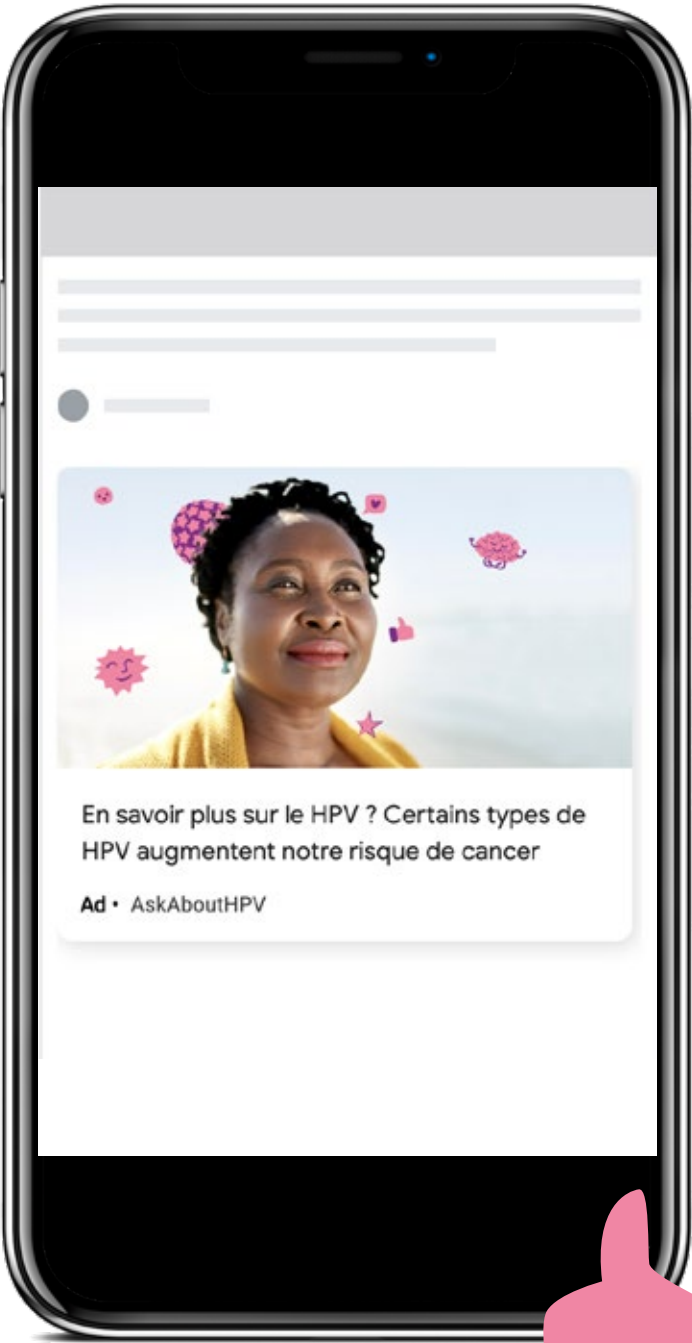
4.4 Mio

Website clicks

225K

Google Performance Max campaign

French

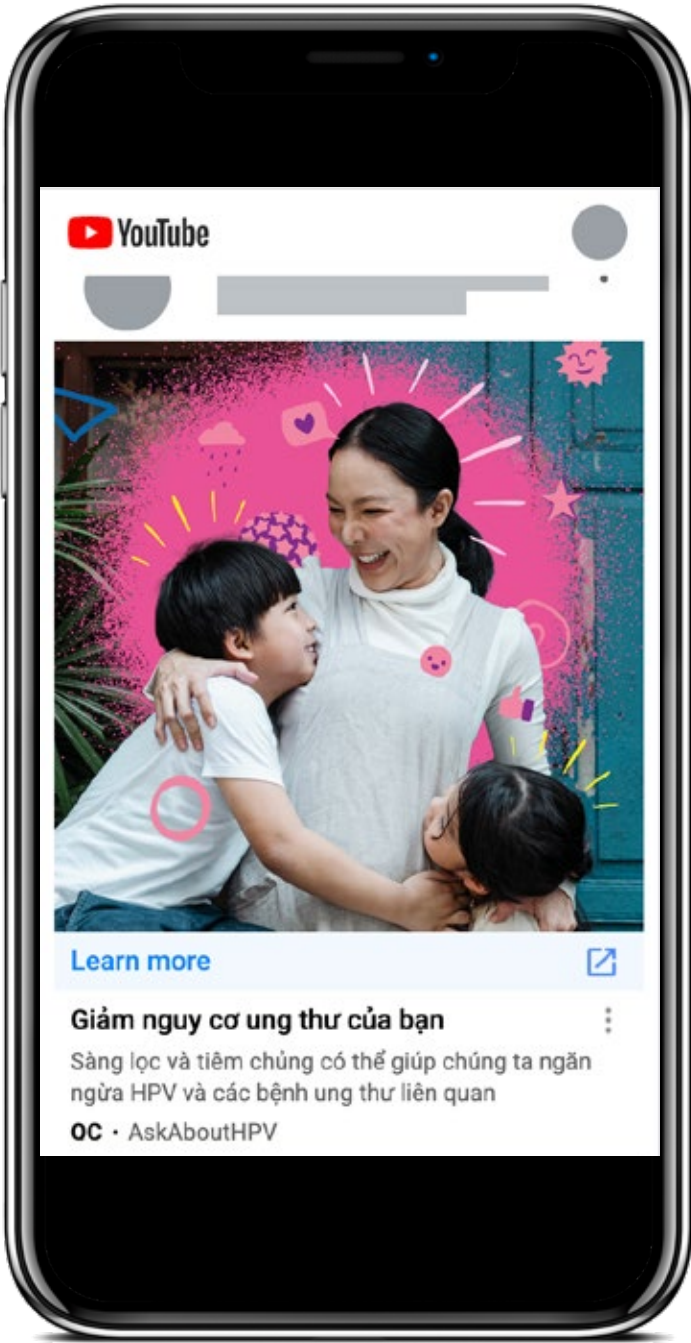


Ad • AskAboutHPV

Ad impressions
4.1 Mio

Website clicks
377K

Vietnamese



Learn more

Ad impressions
3 Mio

Website clicks
176K

Malay



Vaksinasi terhadap HPV

Ad impressions
3.9 Mio

Website clicks
224K

Portuguese



Perguntas sobre o HPV?

Ad impressions
2.3 Mio

Website clicks
151K

Swahili



Uchunguzi wa shingo ya kizazi | Pata habari kuhusu HPV

Ad impressions
4.4 Mio

Website clicks
100K

Influencers

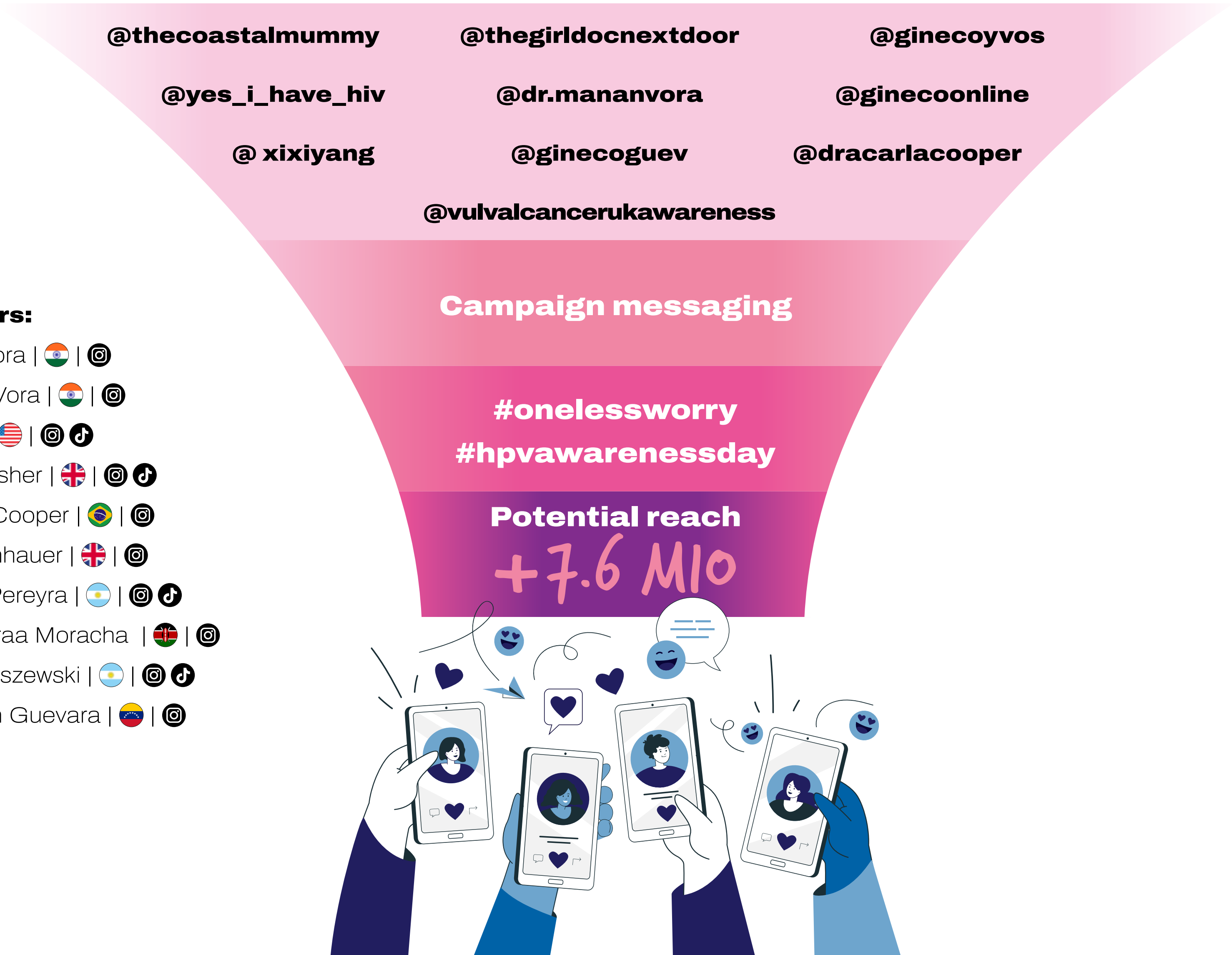
This year we worked with 10 influencers from 8 countries around the world, with 7.6 million followers.

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

Working closely with member org, CAPED India, we were able to discover, engage and support new HPV influencers. Something to consider for all members in 2026!

Influencers:

Dr. Divya Vora | 🇮🇳 | @
Dr. Manan Vora | 🇮🇳 | @
XiXi Yang | 🇺🇸 | @
Rebecca Fisher | 🇬🇧 | @
Dra. Carla Cooper | 🇧🇷 | @
Clare Baumhauer | 🇬🇧 | @
Dr. Melisa Pereyra | 🇦🇷 | @
Doreen Moraa Moracha | 🇰🇪 | @
Vilma Rosciszewski | 🇦🇷 | @
Dra. Darieth Guevara | 🇵🇷 | @



Influencers



VILMA ROSCISZEWSKI

Argentina

Handle
@ginecoyvos

Network
 

Followship
1.65M



DR. MELISA PEREYRA

Argentina

Handle
@ginecoonline

Network
 

Followship
1.1M



Influencers



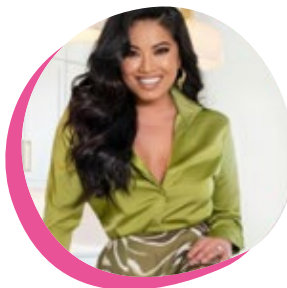
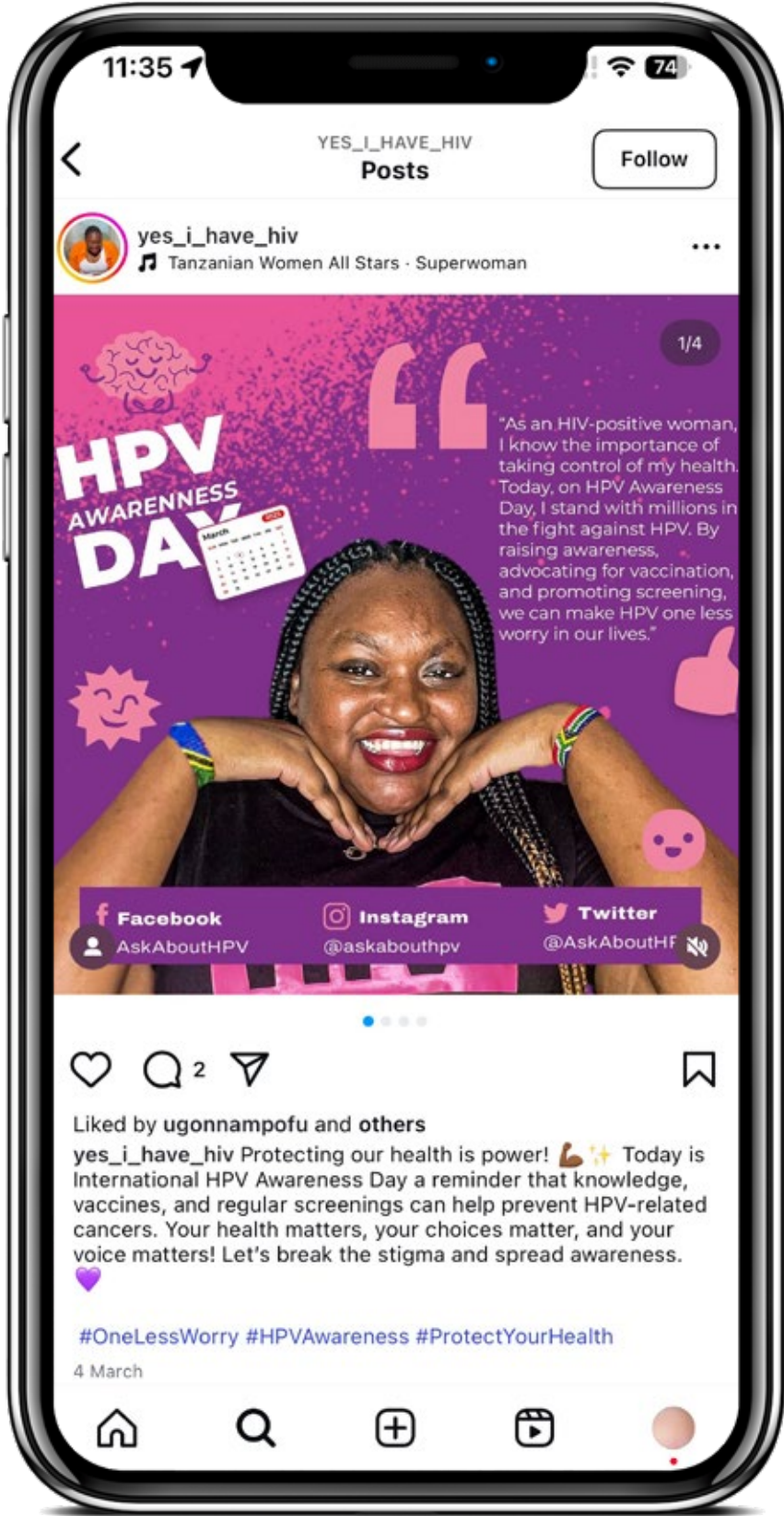
DOREEN MORAA MORACHA

Kenya

Handle
@yes_i_have_hiv



Followship
453K



XIXI YANG

USA

Handle
@xixiyang



Followship
440K



Influencers



DR. MANAN VORA

India

Handle
@dr.mananvora

Network

Followship
421K



DR. DIVYA VORA

India

Handle
@thegirldoc
nextdoor

Network

Followship
165K



DRA. CARLA COOPER

Brazil

Handle
@dracarlacooper

Network

Followship
41.5K



Influencers



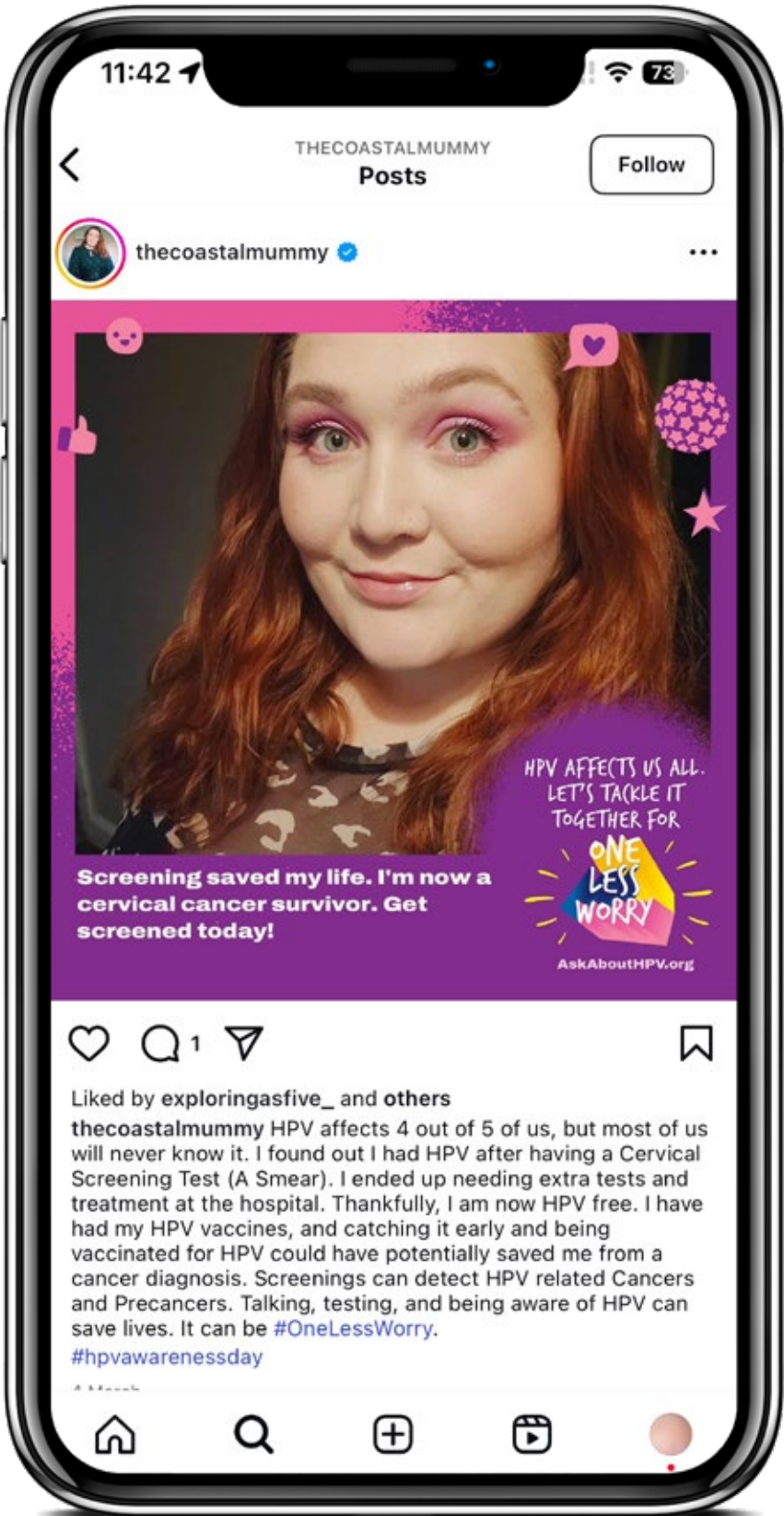
REBECCA FISHER

📍 UK

Handle
@thecoastalmummy

Network
📷 🎵

Followship
15.4K



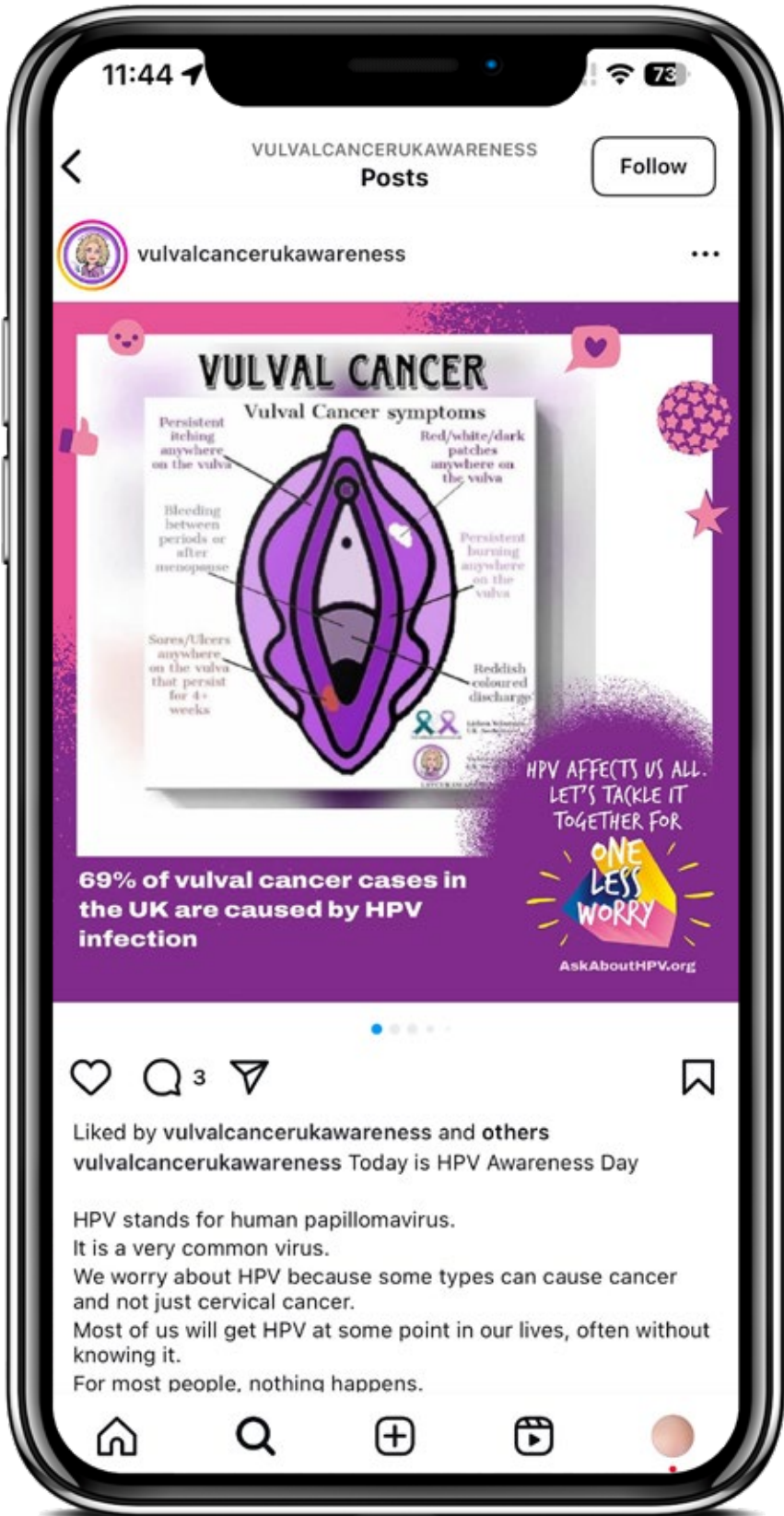
CLARE BAUMHAUER

📍 UK

Handle
@vulvalcancer
ukawareness

Network
📷

Followship
6K



DRA. DARIETH GUEVARA

📍 Venezuela

Handle
@ginecoguev

Network
📷

Followship
4.7K



One Less Worry

HPV affects everyone: How can we build alliances to tackle it together?

LIVE WEBINAR ON MARCH 4TH

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

- Challenges and benefits of an inclusive approach towards HPV awareness
- How engaging with diverse communities could help to address common misperceptions and misinformation around HPV
- Engaging men in HPV dialogue and advocacy
- Balancing inclusive strategies with a focus on communities most at need

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

820

Attendees

318





SUCCESS STORIES

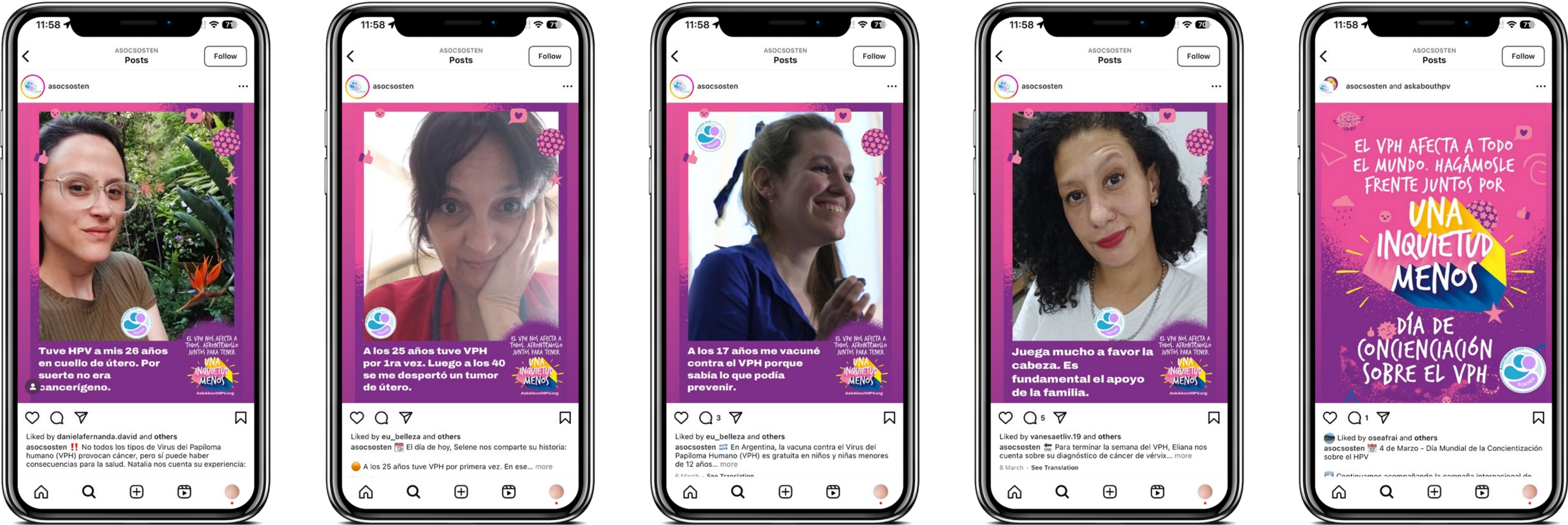
Argentina	24
Brazil	25
China	27
Colombia	29
Ghana	30
Hungary	31
India	32
Italy	33
MENA	34
Nepal	35

New Zealand	36
Nicaragua	37
Nigeria	38
Philippines	39
Senegal	40
Singapore	41
Spain	42
Ukraine	43
United Kingdom	44
United States	45

Argentina

As part of the 2025 International HPV Awareness Campaign, Asociación Civil Sostén in Argentina launched a vibrant social media campaign to raise public awareness about HPV and related diseases.

The posts received 10K+ views!



Brazil

A collaborative effort brought health organizations and governmental institutions together to spread awareness. The highlight of the 2025 event was the campaign at the Federação do Estado de São Paulo (FIESP), which included a vaccination drive – leading to 27 teenagers getting vaccinated.

The in-person event was impossible to miss with prominent branding and attracted media and TV interest from:

- CNN
- Agência São Paulo
- Agência Brasil
- UOL
- Conecta

Partner posts combined the influence of the various accounts, driving more than 200K views:

- ICESP
- SBIM
- EVA - Tumores Ginecológicos
- ComSaude Fiesp
- Instituto Lado a Lado Pela Vida



Zé gotinha, the national immunization symbol.





HPV AFFECTS US ALL.
LET'S TACKLE IT
TOGETHER FOR

ONE
LESS
WORRY

AskAboutHPV.org

A ciência e pesquisa contra
as doenças causadas pelo
HPV



HPV AFFECTS US ALL.
LET'S TACKLE IT
TOGETHER FOR

ONE
LESS
WORRY

AskAboutHPV.org

Nada melhor que ter amigos
e vacinas para proteger
nosso futuro!

China

Led by Professor Qiao Youlin and hosted by Peking Union Medical College, the 8th International HPV Awareness Day saw events in **25 cities and 16 low-resource counties** across China. The main venue in Beijing connected **40 sub-venues** nationwide for expert-led discussions on HPV prevention, screening, and vaccination, with **12 experts and more than 150 peers** taking part from CDCs, medical associations/societies, general hospitals, cancer hospitals, maternity and child healthcare hospitals, medical colleges, research institutes, and public-spirited and caring corporations. Combined, in-person events in Beijing and across the sub venues attracted **7,100 participants**, while online public education activities attracted more than **48K people**, while news coverage gained **1.5 million views**.



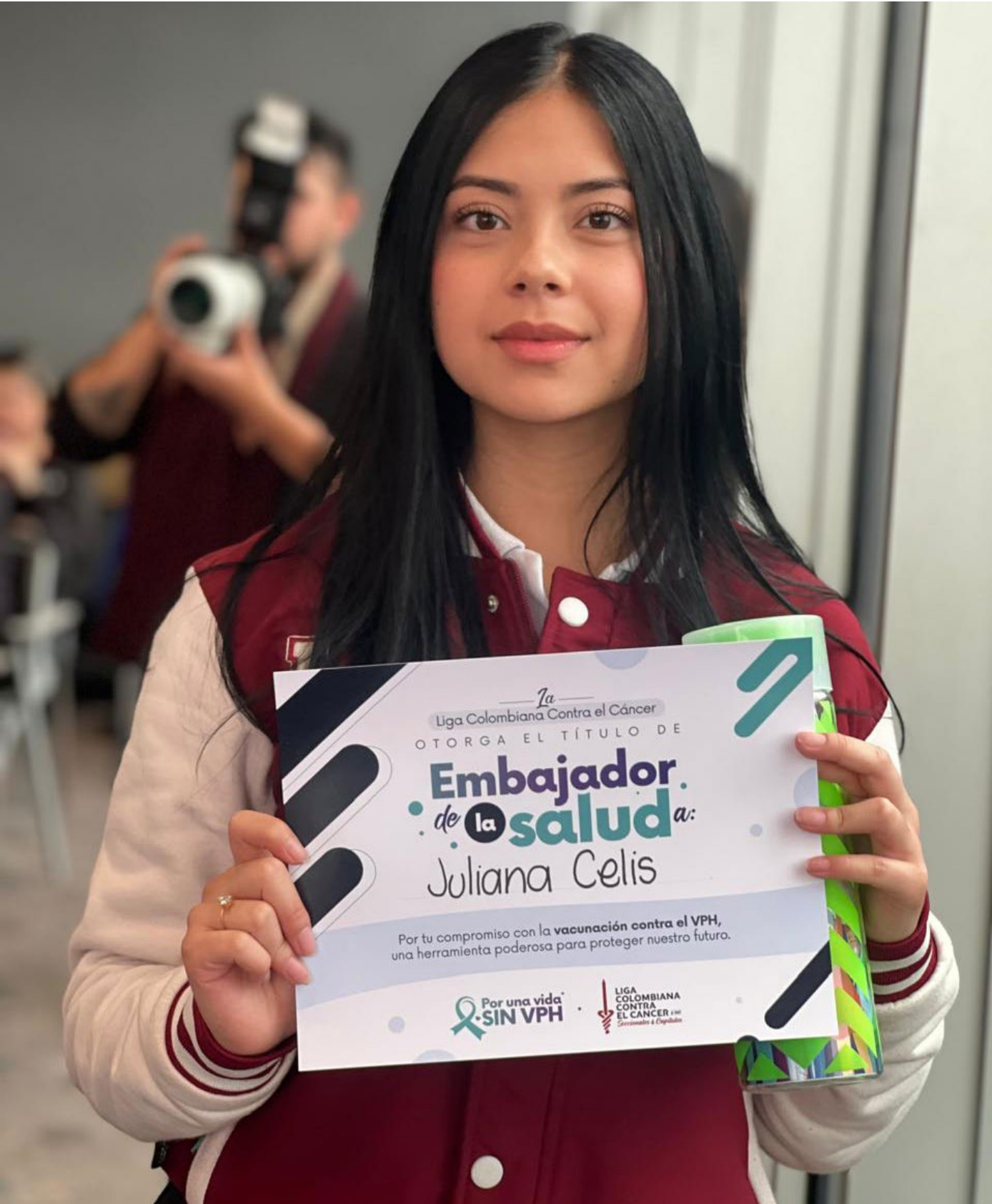
China

Across China – in Beijing, Shanghai, and multiple cities in Yunnan, Inner Mongolia and other regions – public education events online and in person helped to spread knowledge about HPV prevention and control to the general public, including free cervical cancer screenings. Social media campaigns, interactive quizzes, and community-based initiatives were employed to spread awareness effectively.



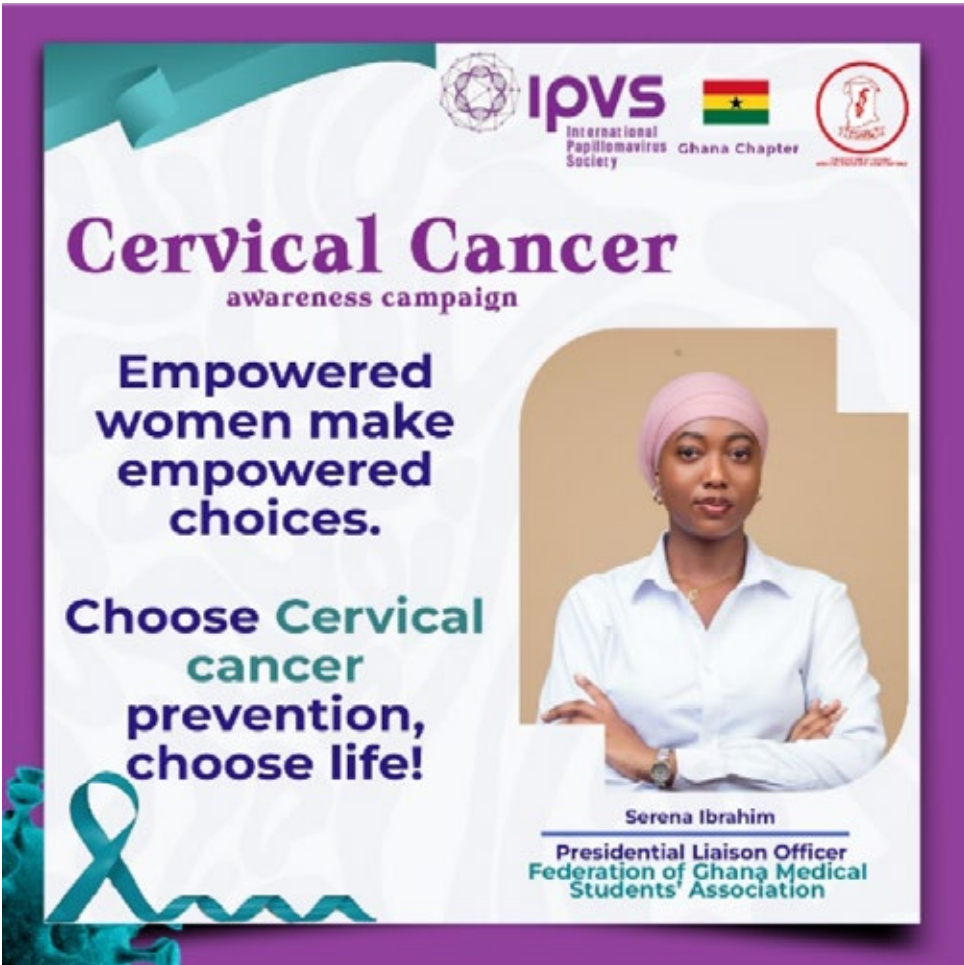
Colombia

The Colombian League Against Cancer called on all sectors of the country to remember the importance of preventing HPV through vaccination and working on the early detection of various types of cancer associated with this virus. The event brought together more than 200 representatives from allied sectors and highlighted the impact and progress of the alliance in its first year of work. One of the most emotional moments of the day was the children’s panel on vaccination experiences, where boys and girls shared their experiences receiving the vaccine at their schools, emphasizing the importance of this preventive measure for their well-being and future health. Colombia receives many migrants from Venezuela, coming into the country in need of health care, including HPV vaccination, screening and treatment. The LCCC has partnered with the UNHCR, the Colombian Ministry of health and other stakeholders to develop a comprehensive approach to prevent cervical cancer and promote HPV vaccination among migrants.



Ghana

Building on the momentum of their 2024 campaign, the **IPVS Ghana chapter** ran a national campaign across television and radio, social media, influencers, in-person events, capacity building trainings and school visits. The campaign recognized the differences related to religion, age, and regions, creating specific assets and tools to make sure their messages were relevant and consistent.



Hungary

The campaign used local translations of the HPV cancer survivor stories to remind its audience that HPV can happen to anyone anywhere. To engage the youth audience, Mallow Flower created and published a comic book story – “Cooltas – Hurricane” – personifying the virus and the vaccine as characters.

The publication reached 82K people!

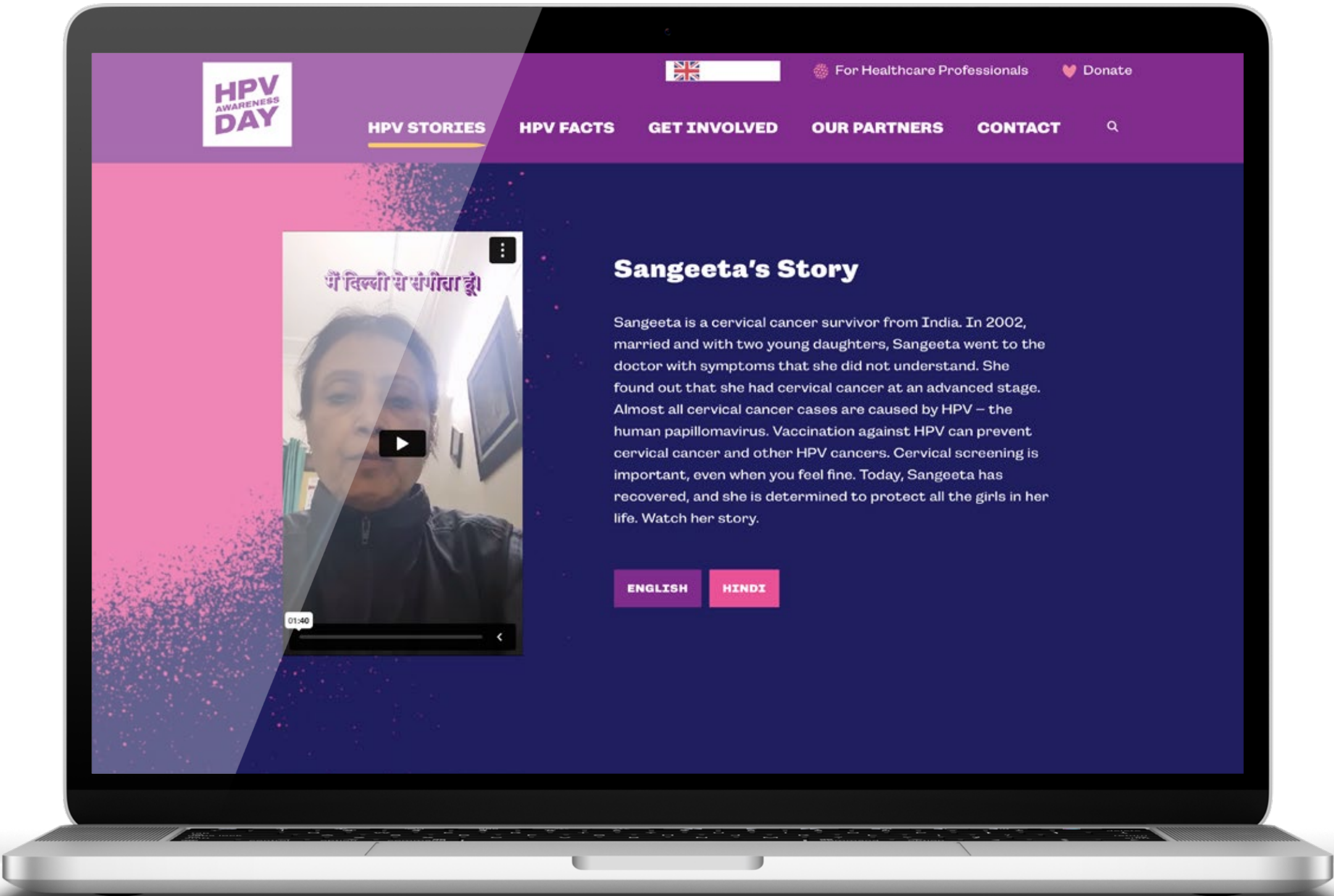


India

CAPED India collaborated with IPVS to find suitable voices of India women to talk about HPV. The partnership led to the creation of videos of cervical cancer survivor, Sangeeta, and HPV vaccine advocate, Aanja. Both videos did well in raising awareness and inspiring the public to get vaccinated or get screened.

Doctor couple and social media influencers – **Dr. Divya Vora and Dr. Manan Vora**, also released a video on HPV and cervical cancer that garnered a lot of interest and engagement, furthering awareness among their combined **500k followers** and beyond.

PHRII – Public Health Research Institute of India, conducted trainings to equip Accredited Social Health Activists (ASHAs) with the necessary skills to facilitate HPV DNA self-sampling and cervical cancer screening in their respective communities. To date, PHRII has trained approximately **260 ASHA workers** and have screened around **140** of them with HPV DNA self sampling.



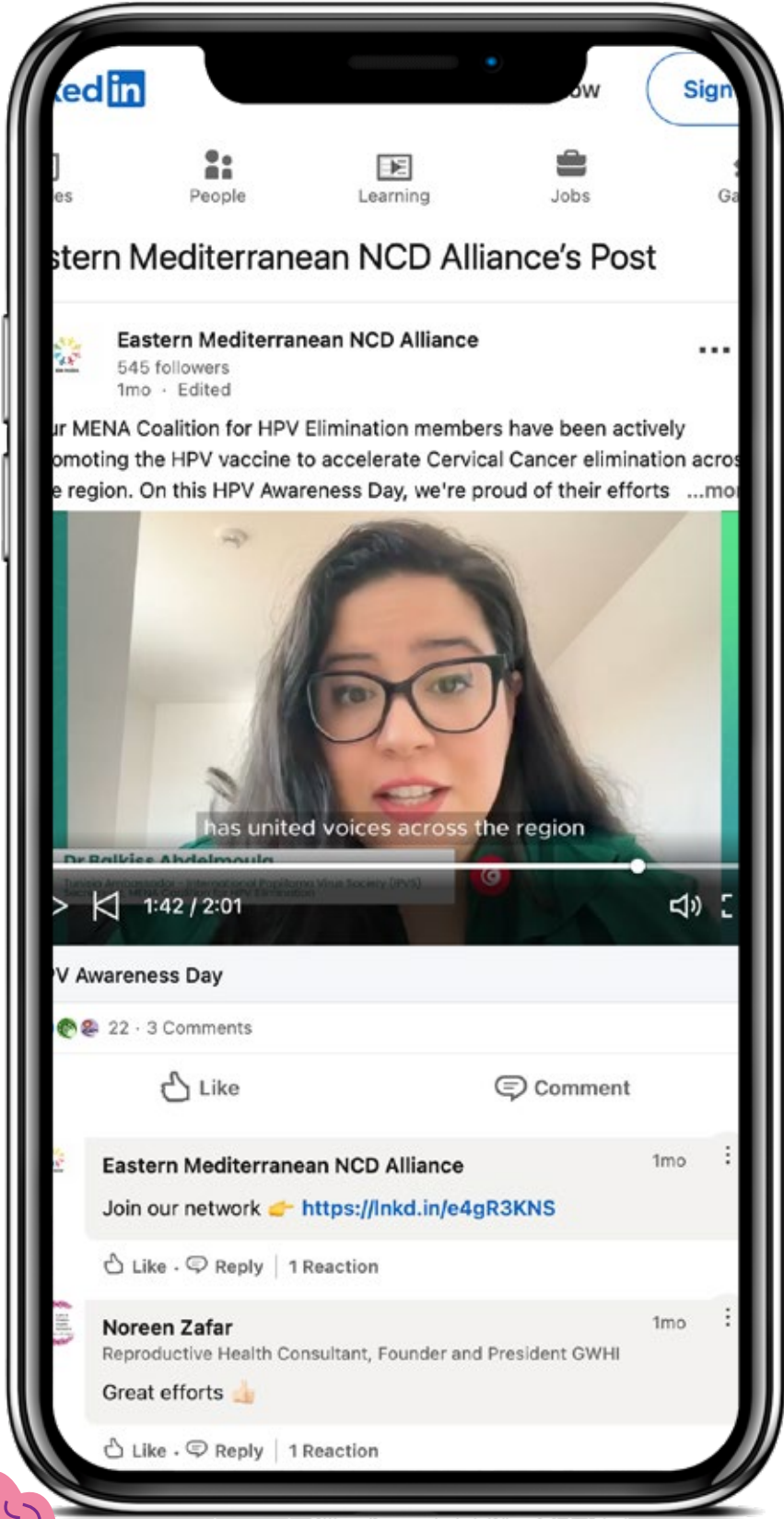
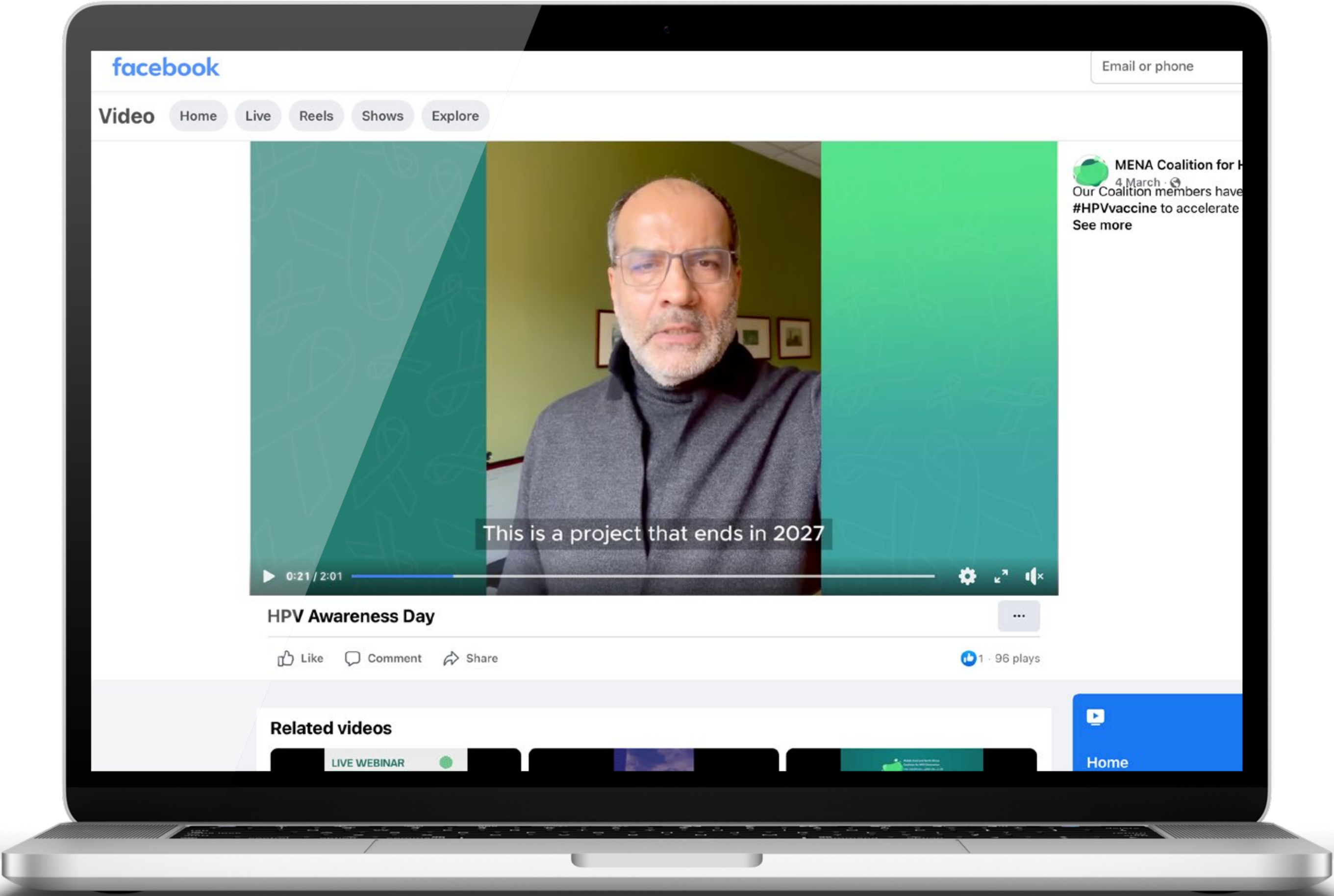
Italy

In-person events helped to raise HPV awareness and provided free health checks around Italy. In Viterbo and at the Rome Marathon, gynecologists and specialists in HPV pathology were performing free clinical examinations including HPV test and pap test if required. Events were organized by IFO-IRCCS, “Regina Elena,” National Cancer Institute, IRCCS San Gallicano Dermatologic Institute, and Rotary District 2080.



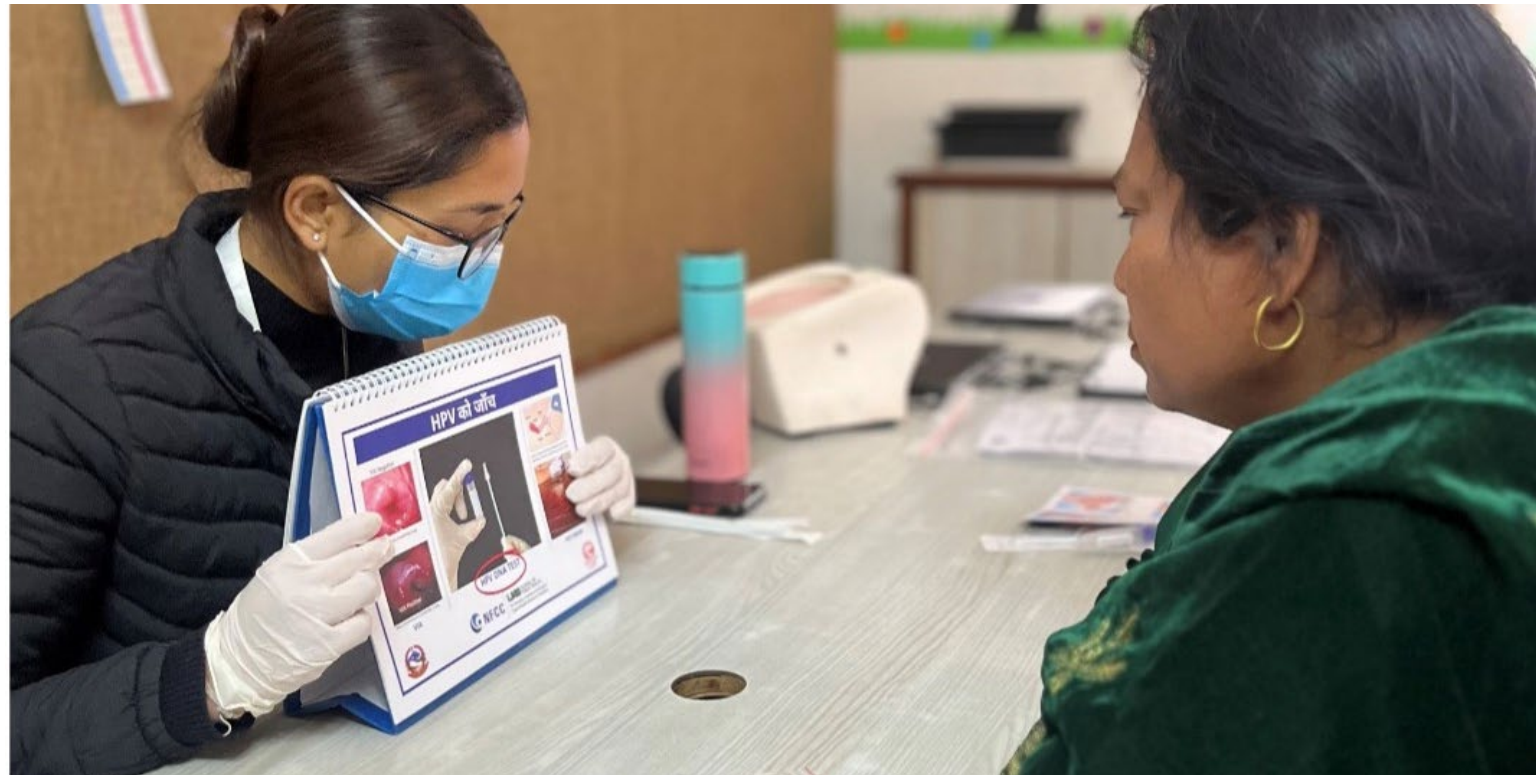
Middle East & North Africa (MENA)

The MENA Coalition for HPV Elimination collected testimonials from members across the region around the efforts and initiatives they’re leading in their countries to fight HPV and cervical cancer. The videos highlighting the work were shared on LinkedIn, X and Facebook.



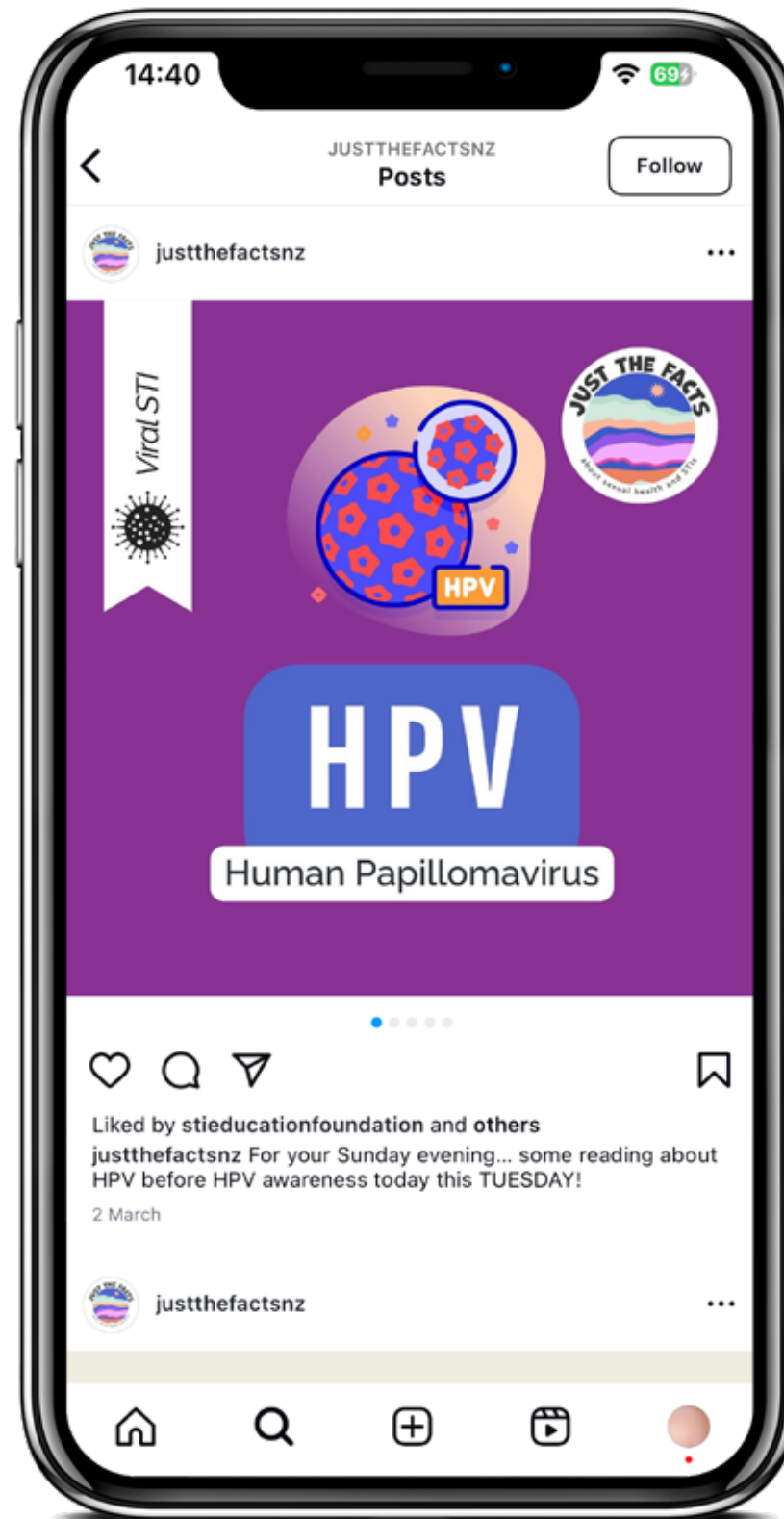
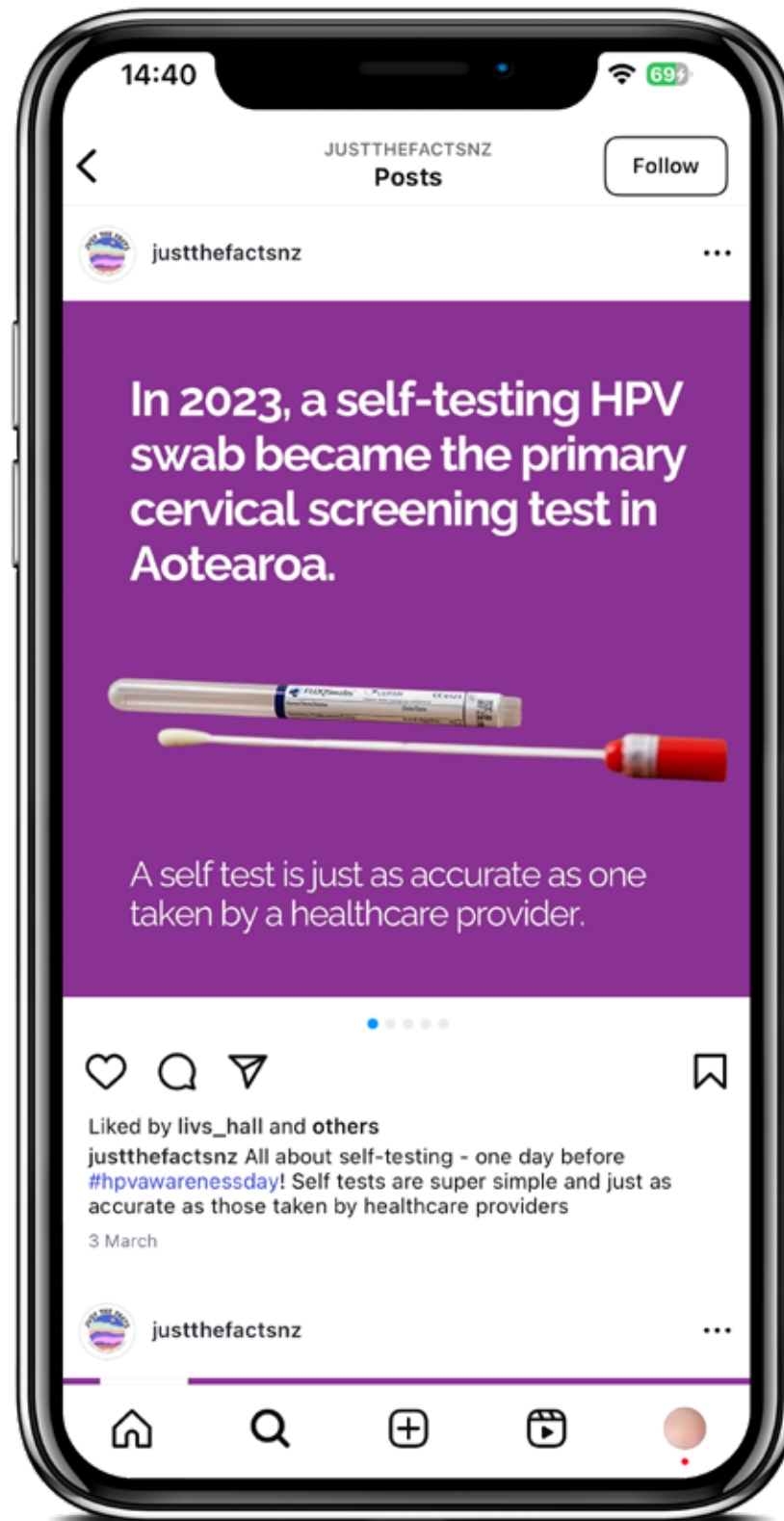
Nepal

The Nepal Fertility Care Centre (NFCC) conducted a multi-faceted awareness campaign focused on HPV vaccination and cervical cancer screening through: Social media, IVR (interactive voice response), public engagement events, and community-based screening. On social media, NFCC actively shares content on Facebook and Instagram using the “One Less Worry” logo – especially adapted into Nepali – and directs users to informative content on askabout HPV.org. In collaboration with partners, they developed an IVR system in 12+ languages and distributed flyers via department stores, aiming to inform 20,000 people. Additionally, NFCC launched an HPV awareness video with actress Swastima Khadka, presented at the NESOG 2025 conference, and implemented household-level self-sampling and screening camps, demonstrating scalable models for community health outreach. The video reached approximately 1.5K views.



New Zealand

STIEF (Sexually Transmitted Infections Education Foundation) sent out a special edition of their newsletter to 600 clinicians around the country to highlight the day and direct them to their HPV information resources and shared a series of posts on Instagram.



Nicaragua

A webinar was held with more than 60 gynecologists from across the country, covering topics related to diseases caused by the human papillomavirus. The event was held in collaboration with the Nicaraguan Society of Gynecology and Obstetrics and was free for members, oncology colleagues, gynecologists, otorhinolaryngologists, urologists, and others.



II SIMPOSIO VIRUS DE PAPILOMA HUMANO (VPH) *Un Enfoque Integral*

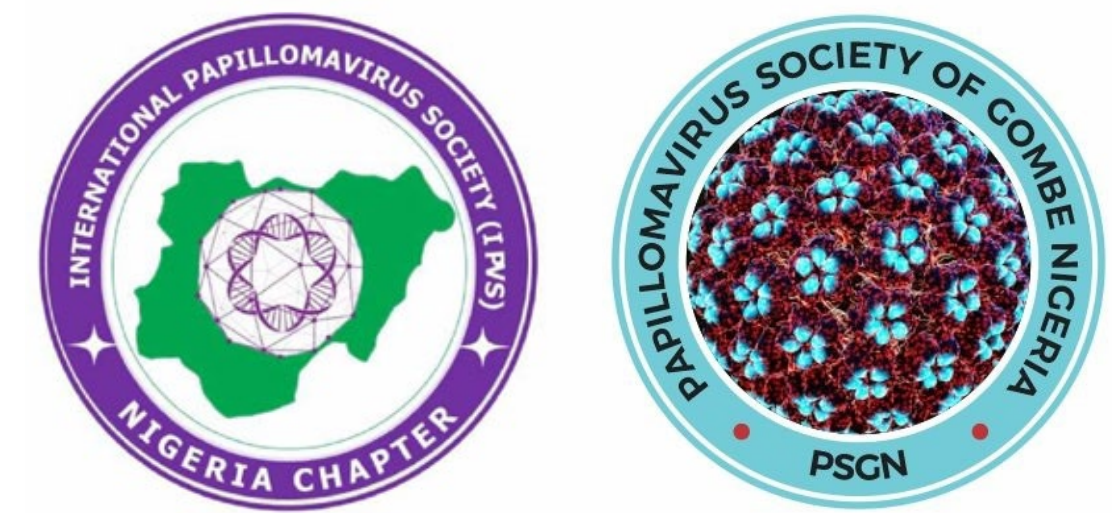
Programa

8:00 A.M.	Apertura Dr. Alfonso Salinas Coordinador del Simposio
8:00 - 8:30A.M.	Biología del VPH Dra. Paola Espinoza Ginecología Oncológica
8:30- 9:00 A.M.	VPH y Carcinogenesis Cervical Dr. Moises Matute Ginecología Oncológica
9:00- 9:30 A.M.	¿Inspection visual, Colposcopia o test de ADN? ¿Cuál es la mejor opción? Dr. Oscar Ibarra Ginecología Oncológica
9:30- 10:00 A.M.	Uretra y vejiga: Impacto de la infección DEL VPH. Dr. Rubén Meléndez Urólogo
10:00 - 10:30 A.M.	VPH en hombres: Diagnóstico, prevención y riesgos. Dra. Carolina Amoretty Ginecología Oncológica
10:30 - 11:00 A.M.	VPH y embarazo. Dr. Horacio Mendoza Ginecología Oncológica
11:00- 11:30 A.M.	Papilomatosis Laríngea en niños. Dr. Lee Reyes Otorrino Pediátrico
11:30 - 12:00 M.	Vacunas VPH: ¿Cuáles son las indicaciones actuales y hacia dónde nos dirigimos? Dr. Alfonso Salinas Ginecología Oncológica
12:05 - 12:30 P.M.	Manejo ablativo del VPH. Dra. Yolanda Ramírez Ginecología Oncológica
12:30 - 1:00 P.M.	Manejo de Verrugas genitales Dra. Carmen Zeledón Ginecología Oncológica
1:00 P.M.	Clausura

1 de Marzo 2025

Nigeria


HPV Awareness Day 2025 was commemorated with the formation of IPVS Nigeria supported by MSD through the Papillomavirus Society of Gombe Nigeria (PSGN). IPVS Nigeria was formally launched on International HPV Awareness Day (IHAD) in Abuja, Nigeria. The central IHAD activities took place in Abuja between the 1st and 4th March 2025 and spanned through the entire month in other regions of the country.




Philippines

The Philippines marked the International HPV Awareness Day with a vibrant and impactful celebration, organized by the Philippine Society for Cervical Pathology and Colposcopy (PSCPC). The highlight of the celebration was the *I Zumba Mo!* Dance for Awareness campaign. This energetic Zumba session brought together 295 participants from all ages and genders including Zumba enthusiasts, doctors, families, as well as cancer survivors from Quezon City and various parts of Metro Manila – all united in their commitment to spread knowledge about HPV prevention.






Philippine Society for Cervical Pathology and Colposcopy
An Official Partner of
International Papillomavirus Society



March 4 is
International HPV Awareness Day



ONE
LESS
WORRY


I-ZUMBA MO
2025

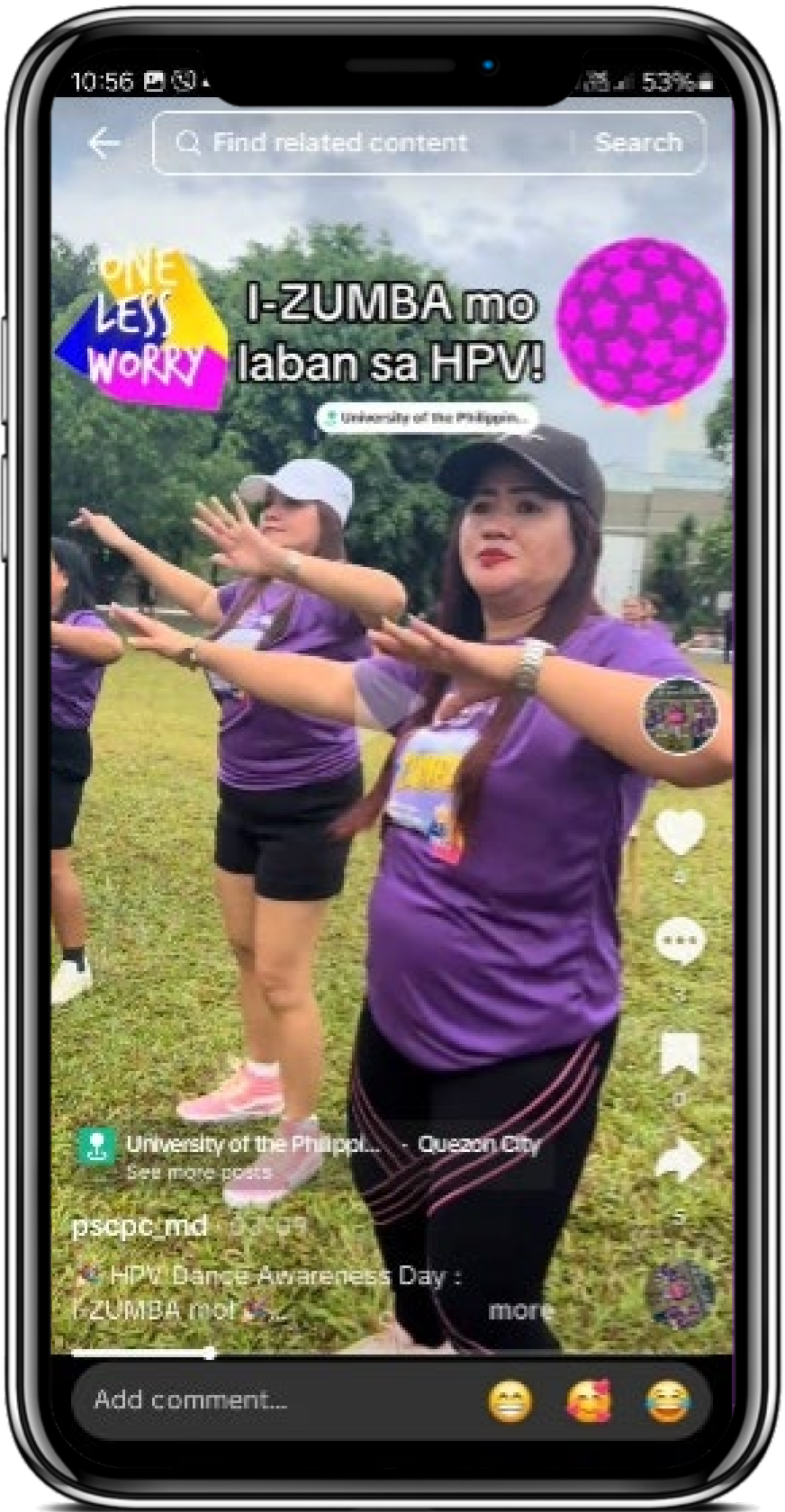
March 9, 2025, Sunday
6:00 am - 10:00 am
UP Diliman College of Science Amphitheater

Sama sama nating labanan ang HPV!

JOIN US AND REGISTER
program starts 6:30 am

#onelessworry AskAboutHPV.org pscpc.org





Senegal

The Senegalese Society of Colposcopy and Papillomavirus-related Pathology (2SC2P) conducted extensive HPV awareness campaigns reaching 5,000 students and resulting in the vaccination of 1,500 girls against HPV. Through symposiums, radio, and digital platforms, the organization successfully raised awareness about HPV-related cancers among 15,000 people across various educational institutions including Saint-Christopher University, Blaise High School, and John Fitzgerald Kennedy Girls' F



Singapore

Action4HPV the Society of Colposcopy & Cervical Pathology Singapore (SCCPS) have begun rolling out a nation-wide program for HPV self-sampling. The program is launched in 3 community centres thus far, with a target of screening at least 1000 women through HPV self-sampling this year.



Your Cervix, Your Way

Screen for One Less Worry

Join us to learn about cervical cancer and complete your screening for **ONE LESS WORRY**

1 March 2025, Saturday
3 PM - 7 PM

Boon Lay Community Club
10 Boon Lay Place, Singapore 649882

Limited Self-testing kits during Event

Why join us?

- Hear our experts share tips to prevent cervical cancer
- Take charge of your cervical screening with a self-testing kit as simple as a COVID-19 test kit
- Complete your screening on-site conveniently and privately

Scan to check your eligibility:

Hosted by: Alliance for Active Action Against HPV

Organising Partners: Athena Women's Specialist RESEARCH CONSULTANCY The Society for Colposcopy & Cervical Pathology of Singapore

Supported by: Boon Lay Community Club Boon Lay Community Club Boon Lay Community Club

Sponsored by: Roche Copan



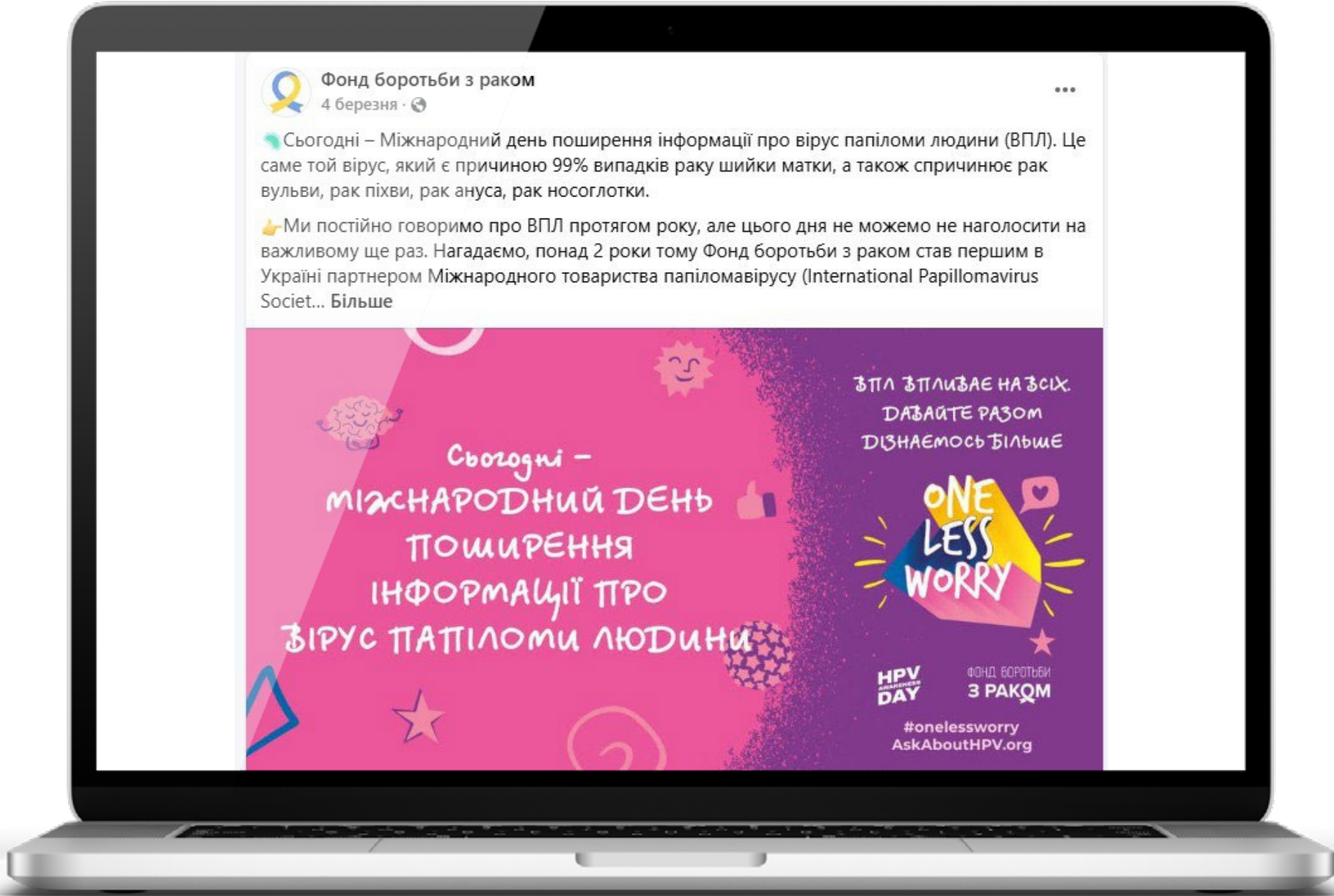
Spain

Engagement across various media – including informational videos on the AEPCC website, social media posts, and a press release – helped to build awareness for the campaign. This resulted in 65,000+ views on Instagram and X accounts, and SaludaDiario.es (a Spanish digital newspaper focused on health, social services, and scientific research) picking up the press release.



Ukraine

Social media and in-person activities brought the #OneLessWorry campaign to a wide audience, with a social media campaign, as well as volunteers taking part in a “flash mob” – handing out flyers and sharing information with members of the public.



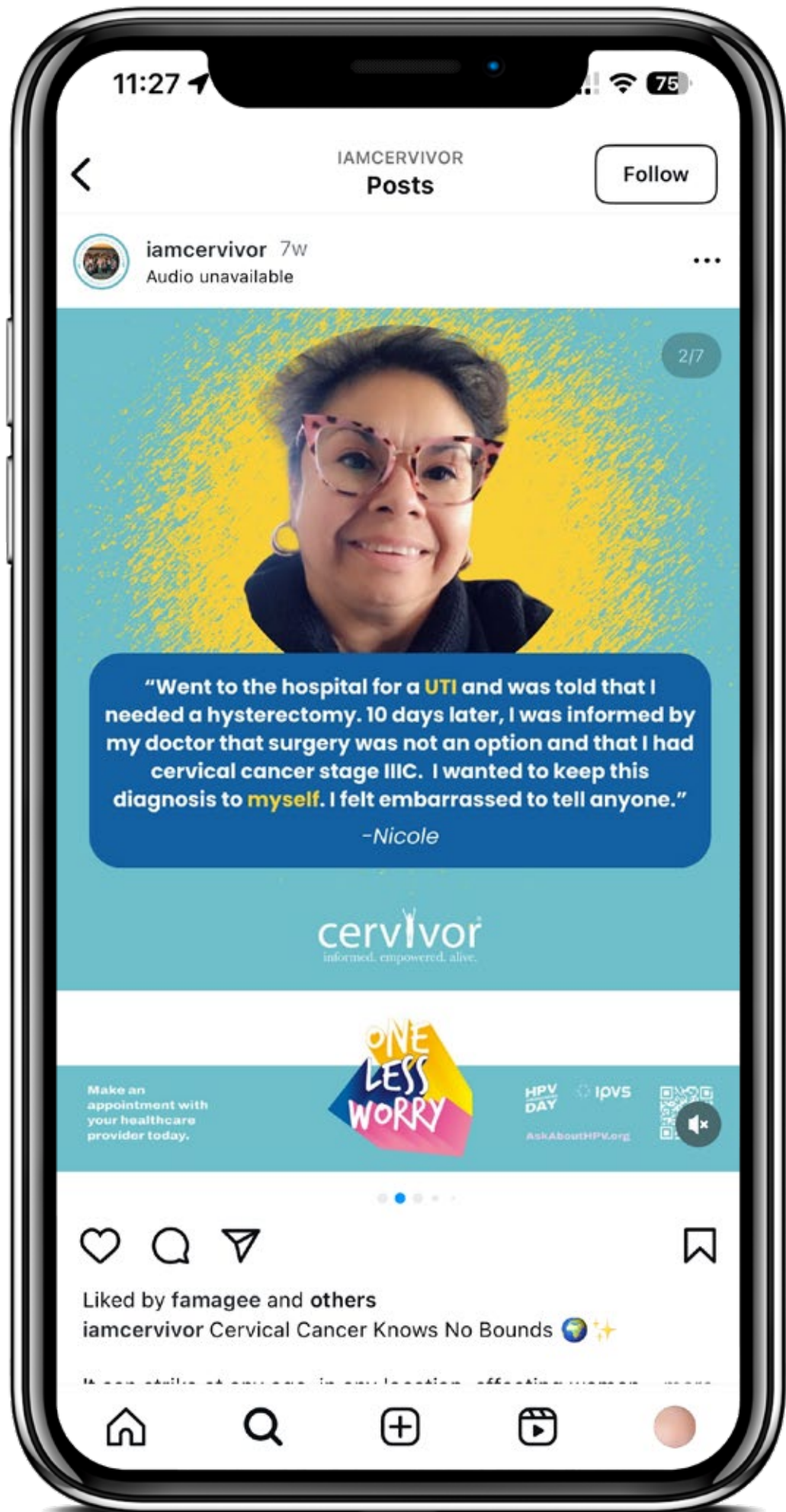
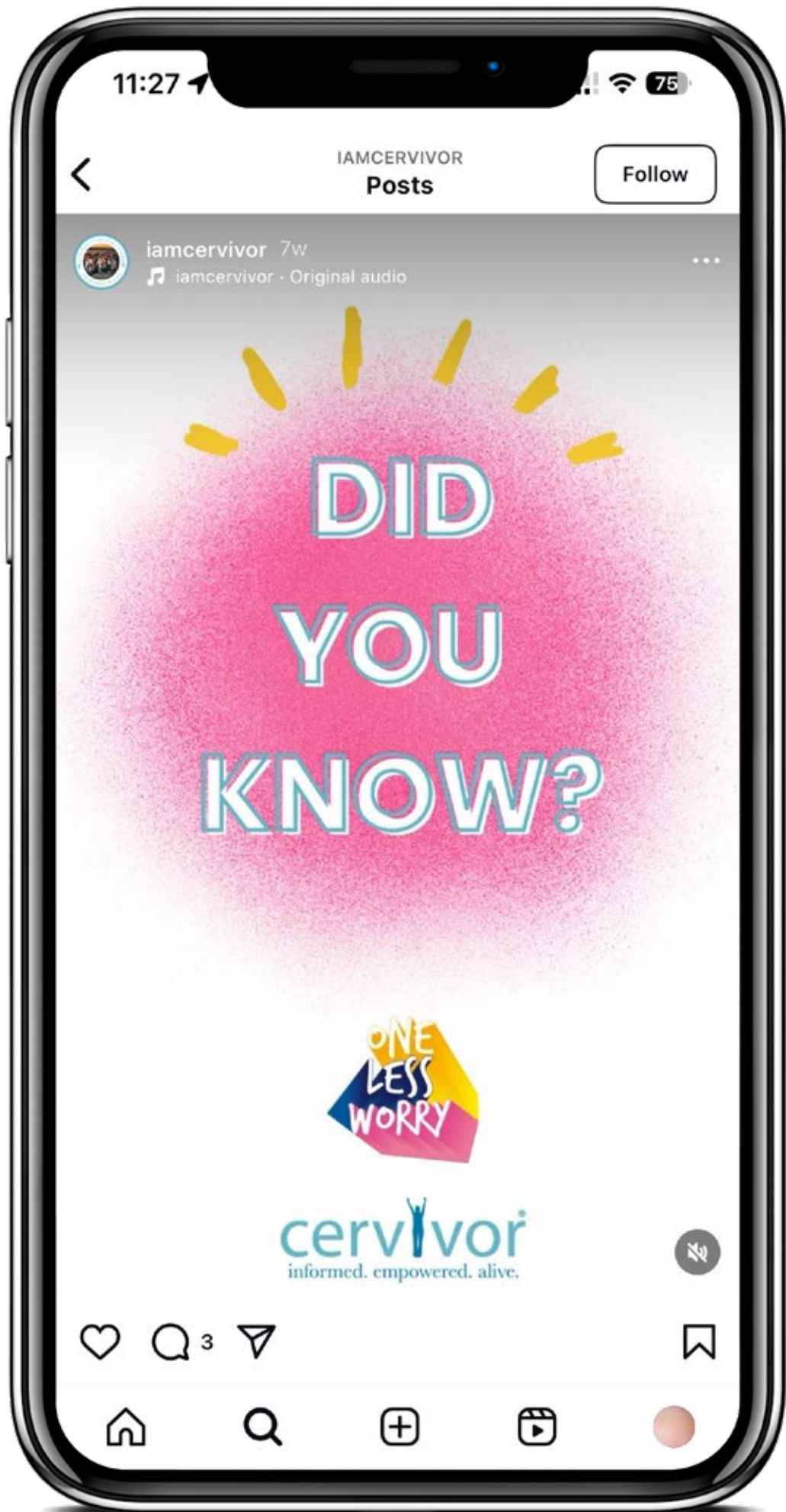
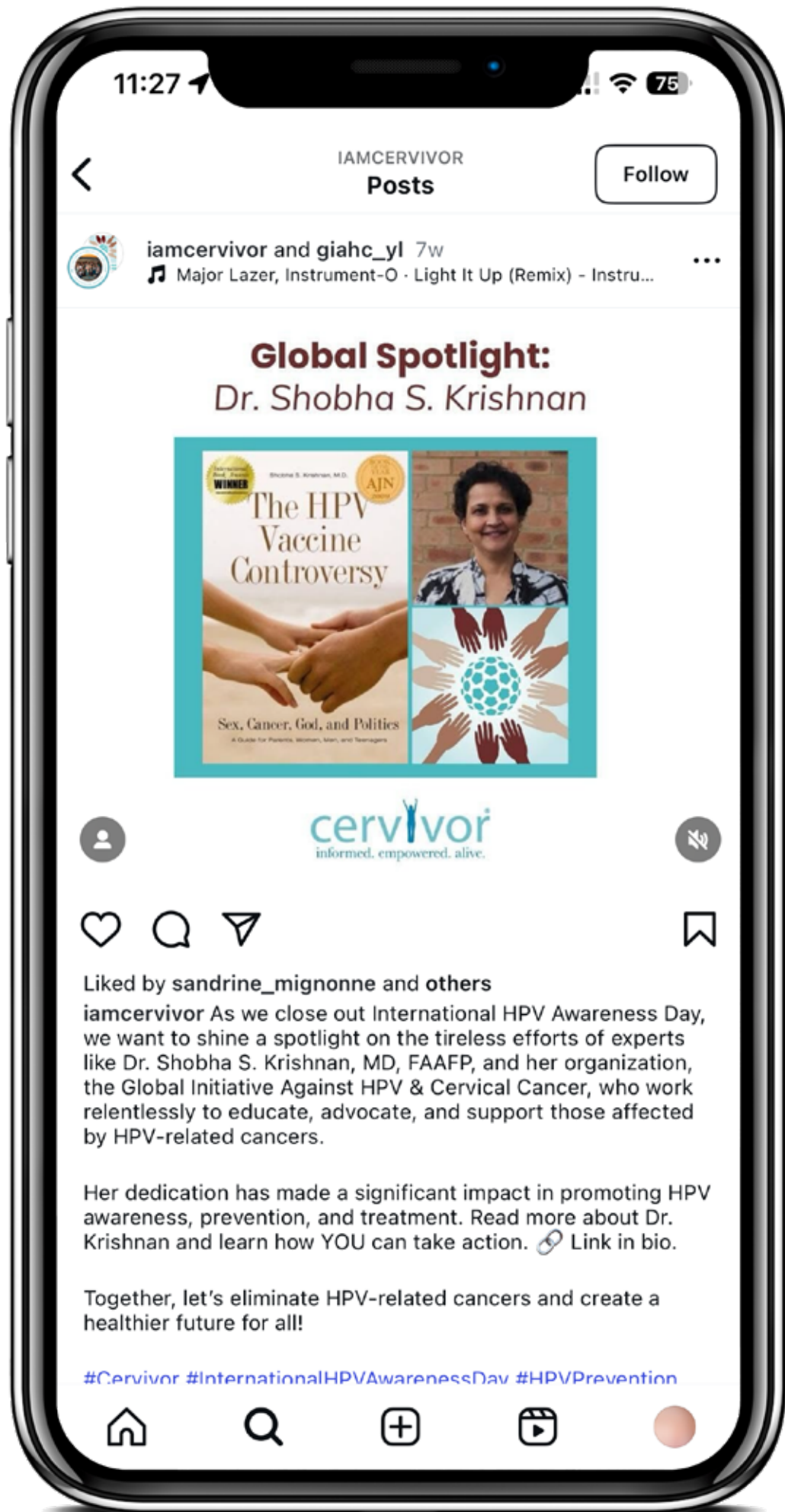
United Kingdom

During the week of HPV Awareness Day, the team at Oracle Head & Neck Cancer UK set out to educate the public about HPV-related cancers and vaccination. Personal video stories, social media posts, engagement with “Oracle Voices” and a petition helped the campaign build awareness among the public and grow the HPV community.



United States

Campaign partners Cervivor and Global Initiative Against HPV and Cervical Cancer (GIAHC) were active on social media, reaching more than 8K people, driving engagement and interaction through its posts, as well as its newsletter. GIAHC and the American Medical Women’s Association held the 7th Annual Us vs. HPV Prevention week Global Webinar series between January 27-31, 2025. To view the recorded sessions [click here](#).



2026 RE(COMMENDATIONS



2025 Recommendations

Summary of last year's recommendations

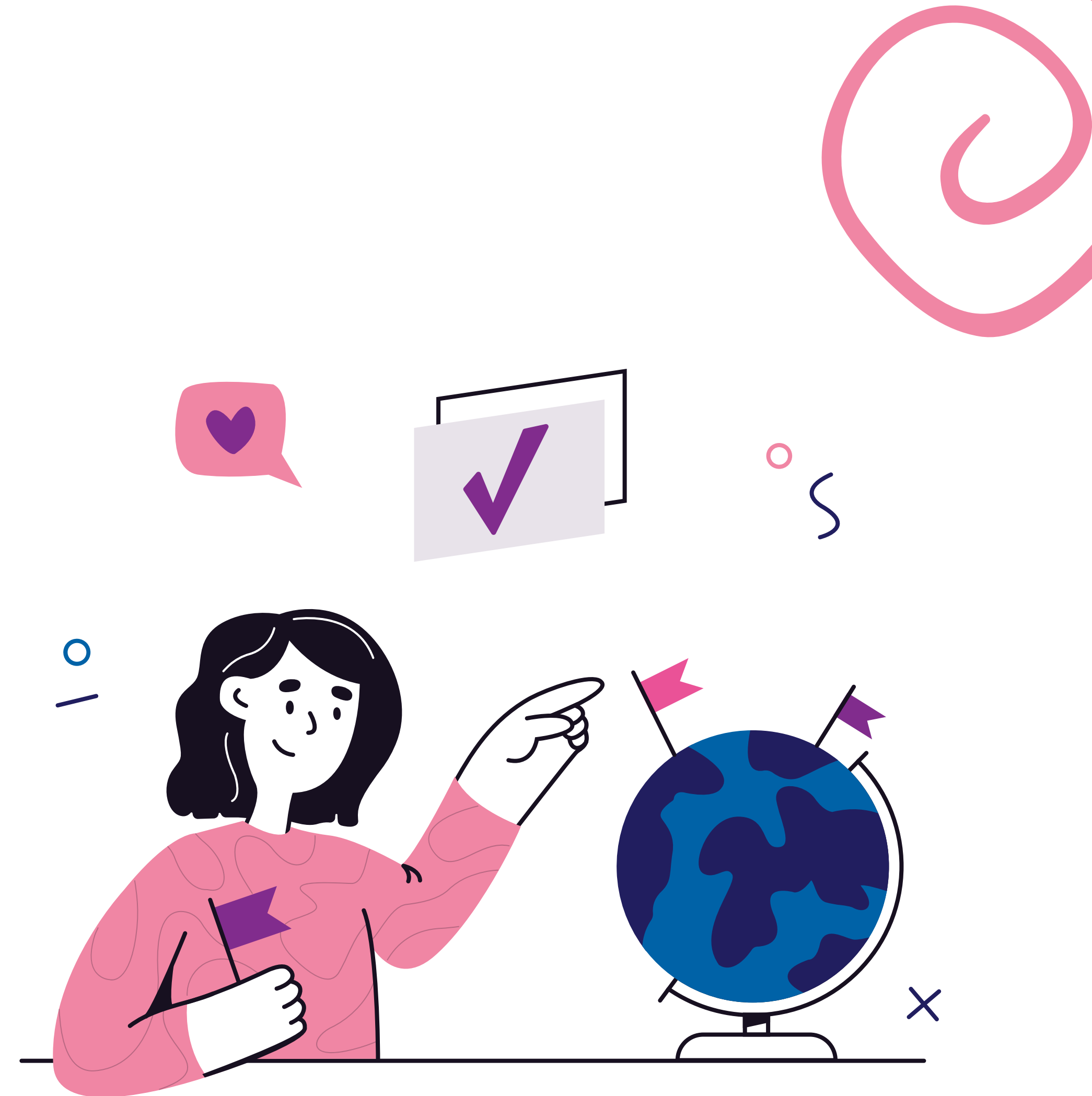
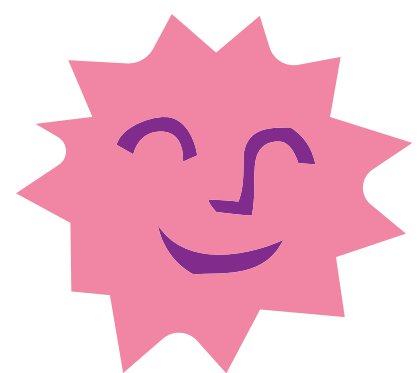
1. Develop region-specific campaigns further ✓

2. Streamline toolkit to focus on quality of assets ✓

3. Positive focus for campaign messaging ✓

4. Build site around campaign objectives ✓

These recommendations are now best practices, making sure that we continue building on what works to strengthen the campaign every year!



Recommendation 1:

Kick off with a bang

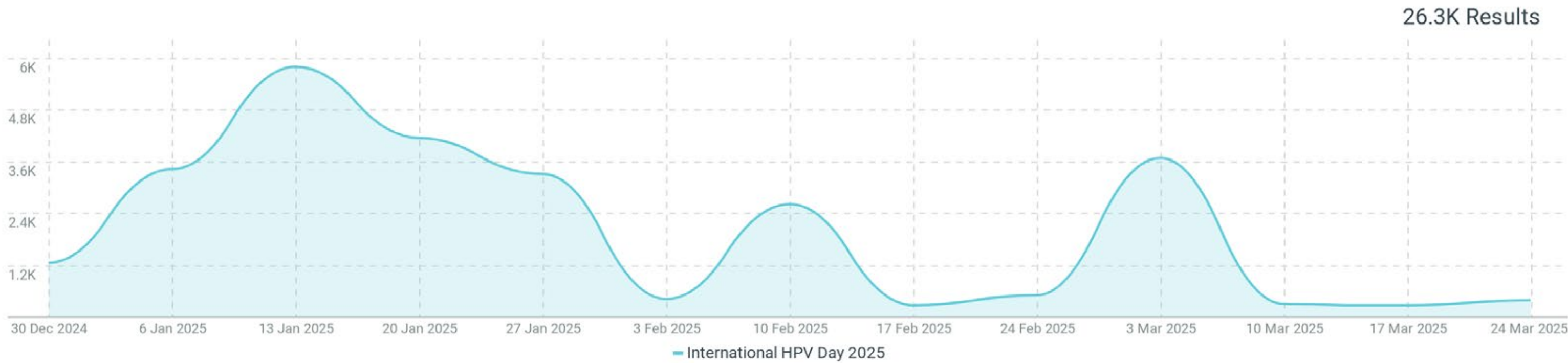
January 2025 added huge visibility to this year’s campaign. The overlap with Cervical Cancer Awareness month impacted the reach and awareness beyond what was expected. HPV vaccine news also led to peaks on January 13th and 20th. Growing awareness of the potential of the vaccine also highlights the opportunity to be a leading voice.

Recommendations:

- Create specific assets and campaign launch for #CervicalCancerAwarenessMonth and the #HPVvaccine
- Explore new concepts (e.g., New Year’s Resolution)
- Elevate and repurpose existing survivor stories
- Seek out partnerships with relevant organizations (CDC, Cervivor, Gavi)



RESULTS OVER TIME



Recommendation 2:

Maintain trust and credibility 🙏

The peaks in social media and online buzz increase the negative as well as positive noise around HPV – especially when it comes to vaccines.

As discourse becomes more divisive, optimizing, developing and promoting expert content is essential to grow authority, while working more closely with influencers and ambassadors helps to build trust and meaningful engagement among new audiences (beyond the medical community).

Recommendations:

- Prioritize expert content (i.e., authored by experts, backed up by studies and data) that responds to vaccine hesitancy and combats misinformation.
- Grow roster of potential ambassadors EARLY to engage our audience during the campaign – from the launch to HPV Awareness Day and beyond.

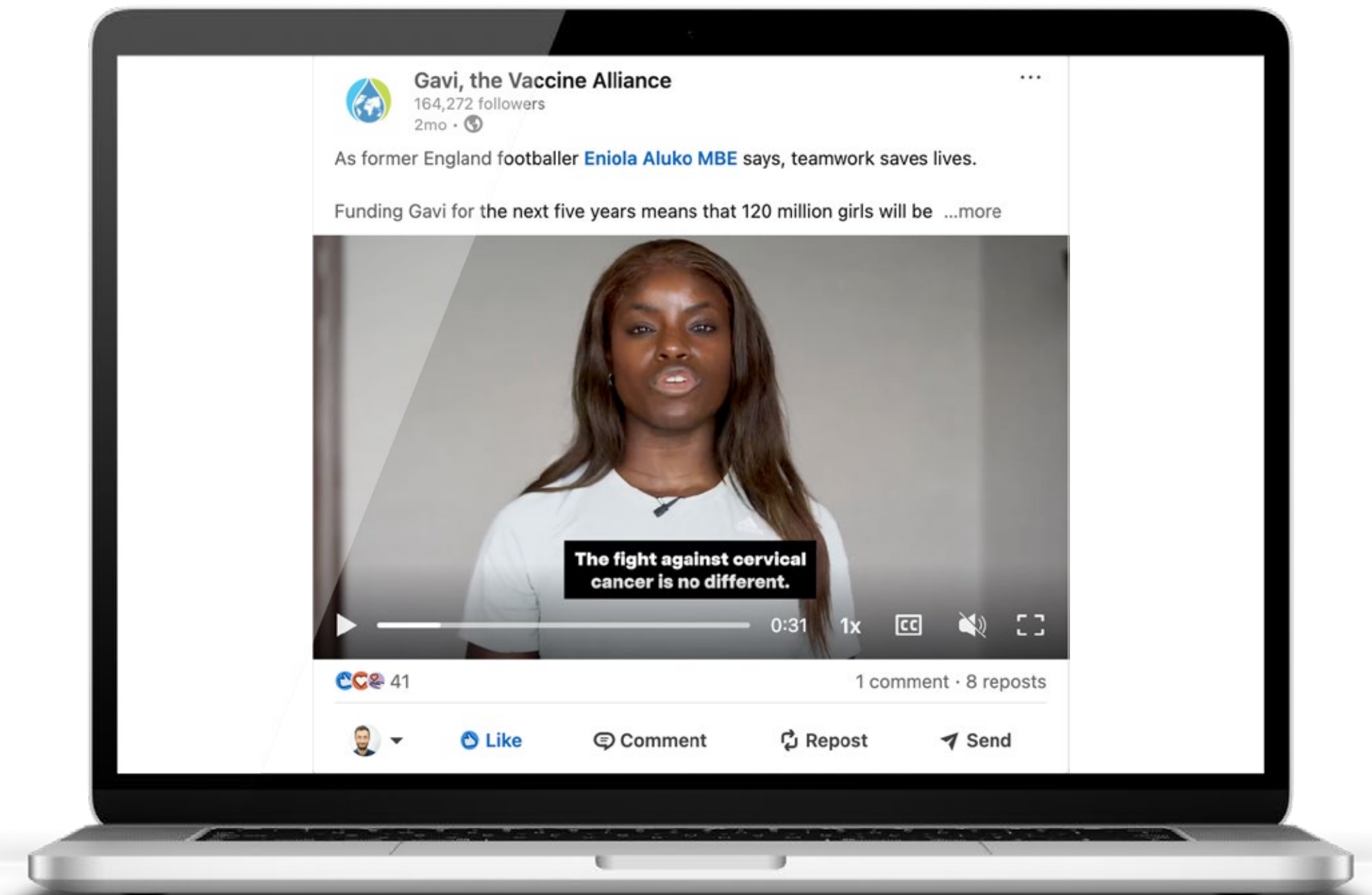


Google's standard for trustworthy content



Experience Expertise Authoritativeness Trustworthiness

Gavi's campaign used prominent female athletes to boost vaccine uptake



Recommendation 3:

Give the people (more of) what they want

For the second year in a row, video content helped us get our message across effectively with emotional, accessible stories. Online behavior, especially among Gen Z*, means more and more people are choosing social media over Google for short-form and authentic content, making videos a key asset.

In 2025, we extended the number of videos – and there's no reason that we can't scale further with the help of member orgs.

Recommendations:

- Work with member organizations to source more videos, following a clear format to allow easy content gathering (at events), editing and production.
- Develop and optimize content based on demand (FAQs)
- Use growing video library to launch @AskAboutHPV TikTok channel



***46%**

of Gen Z adults in the United States rank social media as their number one choice for conducting a search

Recommendation 4:

Reward the curious 🤔

Of the more than 1.2 million people who came to askabouthpv.org during the campaign, a minority went beyond the page they landed on, or took an action. While ads can bring people to a relevant page, optimizing the site based on clear actions and related goals give visitors a clear path – helping to improve effectiveness and measurement of the campaign. Getting people to attend local events provides a vital opportunity to increase screenings and vaccines, as proven by member orgs.

Recommendations:

- Reorganize main landing page to include opportunities for visitors to “find their path,” directing them toward appropriate resources and information (for parents, youth, educators, HCPs), including a map of events they can attend.

This recommendation applies to member sites too – especially for fundraising efforts.

Earth Day home page
provides clear options and actions



ONE
LESS
WORRY

