

International HPV Awareness Day (04/03/2021)

Name of Organization

Cancer Epidemiology Research Program (PREC) at the Catalan Institute of Oncology (ICO) / Bellvitge Biomedical Research Institute (IDIBELL)

Organizational contact for Campaign coordination (name and e-mail address)

- Laia Alemany: lalemany@iconcologia.net
- Clara Castello: ccastello@idibell.cat

Summary of your key activities for International HPV Awareness Day (Max 250 words)

From our organization, the campaign has been widely disseminated through multiple channels and using many resources to support the campaign activities of the HPV Awareness Day.

ICO and IDIBELL shared on its website (external and intranet), as well as on their social media, information about the campaign and about HPV. Communication through different channels started on March 3rd. The materials shared with the general public included video messages in Catalan and Spanish, post in the blog MejorSinCancer, special edition of the HPV-WORLD newsletter, press release and interviews, and online dissemination of all activities and HPV messages related to the campaign.

Key campaign outcome: awareness of HPV among the general public.

Note: all indicators stated below were last updated on 09/03/2021.

1. Institutional dissemination of HPV Awareness 2021 campaign material

We translated the campaign materials to Catalan, besides Spanish. Additionally, we also **translated the IPVS's video from 2020 campaign, "HPV Basics"**, to Catalan and to Spanish.

All these materials were posted on ICO's and IDIBELL's social media accounts:

ICO's social media dissemination:

- Twitter: @ICONoticies
6 Tweets: 27 retweets, 51 likes
- Facebook: Institut Català d'Oncologia, @ICONoticies
4 posts: 32 shares, 88 likes
- Instagram: @iconoticies
3 publications: 746 views, 181 likes

IDIBELL's social media dissemination:

- Twitter: @idibell_cat
8 Tweets: 30 retweets, 83 likes

- Instagram: @idibell_cat
1 Publication: 26 likes, 4 stories
- Facebook: Idibell, @idibell
1 post: 8 likes

Moreover, ICO and IDIBELL also published the news of HPV Awareness Day on their internal communication channels (i.e. the institutional weekly newsletters and the intranet) and on their external websites:

- ICO website: <http://ico.gencat.cat/es/detall/noticia/210304-Dia-Internacional-VPH>
- IDIBELL website: <https://idibell.cat/en/2021/03/cervical-cancer-cancer-that-we-can-eliminate/>

Lastly, ICO also screened the infographics from 2021's toolkit on the screens of the Hospital so all the professionals working there and the patients could see them.

2- Video #1: "History of HPV"

2021 is the 25-year institutional anniversary of ICO. For the occasion of this commemoration, ICO (in conjunction with the Cancer Epidemiology Research Program) prepared a **short video about the History of HPV**, which was released on ICO's Institutional social media accounts on March 4th to boost awareness about HPV at a local level.

The video can be watch through the following links:

- Instagram: https://www.instagram.com/p/CL_TS1Kq4gf/
 - 752 views / 2 comments
- Twitter: <https://twitter.com/ICOnoticias/status/1367384321787654149>
 - 268 views / 7 retweets / 13 likes
- Facebook: <https://fb.watch/40u52rILFi/>
 - 27 likes

3- Video #2: "HPV: a VIRUS that can be eliminated!"

A member of the Cancer Epidemiology Research Program is a well-known Scientific disseminator at the national level; his professional account on social media is **@SdeSiensia**

His main communication channels are Youtube (5.410 subscribers) and Twitter (6.518 followers), although he also works on TikTok, Instagram, Nitter and collaborates on Twitch.

He prepared a **HPV Awareness video, aimed at young people** to raise HPV awareness of key issues and opportunities on HPV prevention. He posted the video on Youtube and promoted it through Twitter. He also posted information about it in his accounts on TikTok, Instagram and Nitter.

The main outcome was through Youtube and Twitter:

- Youtube video: <https://www.youtube.com/watch?v=ilwxdhIS6XA&t=104s>
 - 1.9K views/132 likes/28 comments
- Tweet about the video: <https://twitter.com/sdesiensia/status/1367026248342454272>
 - 26 Retweets/4 quoted tweets/51 likes/3 comments

4- HPV World Newsletter

A **special edition of the HPV WORLD newsletter** was produced in conjunction with the International HPV Awareness Day campaign. The HPV World newsletter was sent to its subscribers from March 3rd to March 5th, and included:

- A purple label on the header of the newsletter indicating that March 4th was International HPV Awareness Day
- A banner promoting the webinar organized by IPVS on the occasion of March 4th: “HPV: A Virus we ALL can Beat: Accelerating progress against HPV-related cancer in the era of COVID-1”
- A banner with the main poster of the campaign which was linked to the website AskAboutHPV.org for everyone to visit it.

Besides, this special edition of HPV World included two publications with the purpose of inspiring HPV community to participate in initiatives (at a local and at a global level) to raise awareness about HPV and to advocate for improving and developing HPV policies. This topic was also consistent with 2021’s campaign theme: “HPV: A VIRUS WE ALL CAN BEAT” (it takes all of us to beat HPV).

The two publication were:

- *Addressing political challenges to eliminate HPV-related cancers in Europe.* Prof. DANIEL Kelly, PhD, Royal College of Nursing Chair of Nursing Research Co-Chair of HPV Action Network Cardiff University, UK
- *HPV Vaccination in Japan: A Researcher’s View,* Nagayasu Egawa, MD, PhD, Department of Pathology, Division of Virology, University of Cambridge, UK

This HPV World issue is available at: <https://www.hpvworld.com/info/index71.html>

HPVWorld
The newsletter on Human Papillomavirus

151 HPV ARTICLES 47988 READERS 221 CONTRIBUTORS

MARCH 4TH
International HPV awareness Day

HPV: A VIRUS WE ALL CAN BEAT
#AskAboutHPV

HPV is a virus that can cause cancer. Protect yourself and your loved ones.
Find out how at: [AskAboutHPV.org](https://www.hpvworld.com/info/index71.html)

Brought to you by: ipvs

HPVWorld

The newsletter on Human Papillomavirus



Read the consolidated evidence on HPV.
Explore the frontiers of knowledge.
Prepare for the cervical cancer elimination campaign.



Addressing political challenges to eliminate HPV-related cancers in Europe

Addressing political challenges to eliminate HPV-related cancers in Europe

D Kelly



HPV Vaccination in Japan: A Researcher's View



HPV Vaccination in Japan

N Egawa



HPV: A VIRUS WE ALL CAN BEAT
#AskAboutHPV

SAVE THE DATE

How can we accelerate progress Against HPV-related cancer in the era of COVID-19?

Join the conversation with global experts leading the fight against HPV on International HPV Awareness Day

March 4th, 4-5 PM CET
Click here to register

Follow us
@askabout HPV
www.askabout HPV.org

HPV: A VIRUS WE ALL CAN BEAT
#AskAboutHPV

HPV is a virus that can cause cancer. Protect yourself and your loved ones. Find out how at: AskAboutHPV.org

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5 – MejorSinCancer Blog’s post

“Mejor sin cancer” (<http://mejorsincancer.org>) is an outreach project on cancer prevention coordinated by the Cancer Epidemiology Research Program (PREC). All posts are aimed to the general population and they are written and peer reviewed by researchers on different fields of oncology.

MejorSinCancer made a publication on its Blog about Cancer screening in the COVID-19 era, with a special focus on Cervical Cancer screening: <https://mejorsincancer.org/2021/03/03/cribado-de-cancer-en-tiempos-de-covid/>

MejorSinCancer also shared HPV Awareness day campaign materials through its social media accounts:

- MejorSinCancer Twitter: <https://twitter.com/MejorSinCancer/status/1367422257958682624>
 - 1 post: 146 views/1 retweet/6 likes
- MejorSinCancer Facebook: <https://fb.watch/46YJpCcpkb/>
 - 1 post: 1 share/1 like
- MejorSinCancer Instagram: <https://www.instagram.com/p/CL9-zQZq8Jj/?igshid=19cmvgakafbqh>
 - 1 post: 39 likes/2 comments

6- External media communication

A **press release** titled “Càncer de coll uterí, un càncer que sí que podem eliminar” (meaning: “Cervical Cancer, a cancer that can be eliminated”) was release on March 4th to the local press, radio and television media.

The press release was based on the following scientific article:

<https://pubmed.ncbi.nlm.nih.gov/33388322/>

Bruni L, Saura-Lázaro A, Montoliu A, Brotons M, Alemany L, Diallo MS, Afsar OZ, LaMontagne DS, Mosina L, Contreras M, Velandia-González M, Pastore R, Gacic-Dobo M, Bloem P. HPV vaccination introduction worldwide and WHO and UNICEF estimates of national HPV immunization coverage 2010-2019. *Prev Med.* 2021 Mar;144:106399. doi: 10.1016/j.ypmed.2020.106399. Epub 2020 Dec 31. PMID: 33388322.

The press release was published/presented in 24 different media (Table 1).

Table 1: ICO/IDIBELL press release impact in the media for the International HPV Awareness Day 2021

Title	Date	Media name	Format
<u>Més del 80% de les nenes catalanes s'han vacunat del virus del papil·loma humà per prevenir el càncer de coll uterí</u>	04/03/2021	La República	Digital
<u>Día Internacional para la Concienciación del VPH</u>	04/03/2021	Jano	Digital
<u>Más del 50% de los países del mundo incorporan la vacunación para prevenir el cáncer de cuello uterino</u>	04/03/2021	Servimedia	Digital
<u>Más del 50% de los países del mundo incorporan la vacunación para prevenir el cáncer de cuello uterino</u>	04/03/2021	Diario Siglo XXI	Digital
<u>Més del 80% de les nenes catalanes s'han vacunat del virus del papil·loma humà per prevenir el càncer de coll uterí</u>	04/03/2021	La Mañana Digital	Digital

<u>Més del 80% de les nenes catalanes s'han vacunat del virus del papil·loma humà per prevenir el càncer de coll uterí</u>	04/03/2021	La Mañana Digital	Digital
<u>Càncer de coll uterí, un càncer que sí que podem eliminar</u>	04/03/2021	Idibell	Digital
<u>Més del 80% de les nenes catalanes s'han vacunat del virus del papil·loma humà per prevenir el càncer de coll uterí</u>	04/03/2021	Eix Diari	Digital
<u>Dia Internacional de Sensibilització sobre el VPH</u>	04/03/2021	Sant Pau	Digital
<u>El largo camino para eliminar cáncer de cérvix: Solo un 15% de menores vacunadas</u>	04/03/2021	Espana Servidor Noticias	Digital
<u>Més del 80% de les nenes catalanes s'han vacunat del virus del papil·loma humà</u>	04/03/2021	La Ciutat	Digital
<u>Més del 80% de les nenes catalanes s'han vacunat del virus del papil·loma humà</u>	04/03/2021	La Ciutat	Digital
<u>¿Sabías qué... 9 datos interesantes sobre el VPH</u>	04/03/2021	Aula de la Farmacia	Digital
<u>El largo camino para eliminar el cáncer de cuello del útero: solo el 15% de las menores del mundo están vacunadas</u>	04/03/2021	20 Minutos	Digital
<u>Cáncer de cuello uterino, un cáncer que sí podemos eliminar</u>	04/03/2021	BioTech	Digital
<u>Cervical cancer, cancer that we can eliminate</u>	04/03/2021	BioTech	Digital
<u>Un estudio ve posible erradicar el cáncer de cuello uterino pese a la lentitud en la vacunación</u>	04/03/2021	Infosalus	Digital
<u>Un estudio ve posible erradicar el cáncer de cuello uterino pese a la lentitud en la vacunación</u>	04/03/2021	Redacción médica	Digital
<u>Más de la mitad de los países del mundo ya vacunan contra el virus del papiloma humano</u>	04/03/2021	La Voz de Galicia	Digital
<u>Un estudio ve posible erradicar el cáncer de cuello uterino pese a la lentitud en la vacunación</u>	04/03/2021	Diario Siglo XXI	Digital
<u>Un estudi veu possible erradicar el càncer de coll uterí malgrat la lentitud en la vacunació</u>	04/03/2021	Diari Segre	Digital
<u>Un estudio ve posible erradicar el cáncer de cuello uterino pese a la lentitud en la vacunación</u>	04/03/2021	Noticias De	Digital
<u>Un estudio ve posible erradicar el cáncer de cuello uterino pese a la lentitud en la vacunación</u>	04/03/2021	Crónica de Cantabria	Digital
<u>Más de la mitad de los países del mundo ya vacunan contra el papiloma</u>	05/03/2021	La Voz de Galicia (Ed. Impresa)	Prensa

Besides, other interviews/talks were also organized for the HPV Awareness Day involving Cancer Epidemiology Research Program researchers:

- Laia Alemany interview at Radio 4 (RNE): https://mediavod-ivlt.rtve.es/resources/TE_SFEMSAL/mp3/5/8/1614868941385.mp3
- Laia Alemany interview at Hospitalet-TV: https://lhdigital.cat/web/digital-h/televisio/veure-video/-/journal_content/56_INSTANCE_ZrP3/11023/14984772
- Xavier Bosch interview at Sabadell Radio: <http://radiosabadell.fm/noticia/xavier-bosch-uoc-el-virus-del-papilloma-huma-circula-ampliament>
- Laia Bruni participated as speaker on the Spanish online meeting “HPV and Cervical Cancer: from policies to professional practice”, organized by the European Parliamentary forum (EPF) on Sexual and Reproductive Rights and the *Federación de Planificación Familiar Estatal* (FPFE): <http://fpfe.org/webinarios-vph-y-cancer/>
- Paula Peremiquel participated in the Round table discussion of the *Adolescents XL* program at Catalunya Radio: <https://www.ccma.cat/catradio/alcarta/adolescents-xl/epidemiologs-de-lico-hem-avancat-en-la-recerca-del-vph-ara-toca-conscienciar-els-joves/audio/1094563/>

We also organized some communication through the UOC (Open University of Catalonia), as Xavier Bosch is a professor there. UOC shared HPV Awareness materials on their social media channels:

- UOC facebook post: <https://www.facebook.com/UOC.universitat/posts/10157706619296646>

- UOC Twitter post#1:
<https://twitter.com/UOCesalut/status/1367478040897482757>
- UOC Twitter post#2:
<https://twitter.com/UOCesalut/status/1367474601224245254>