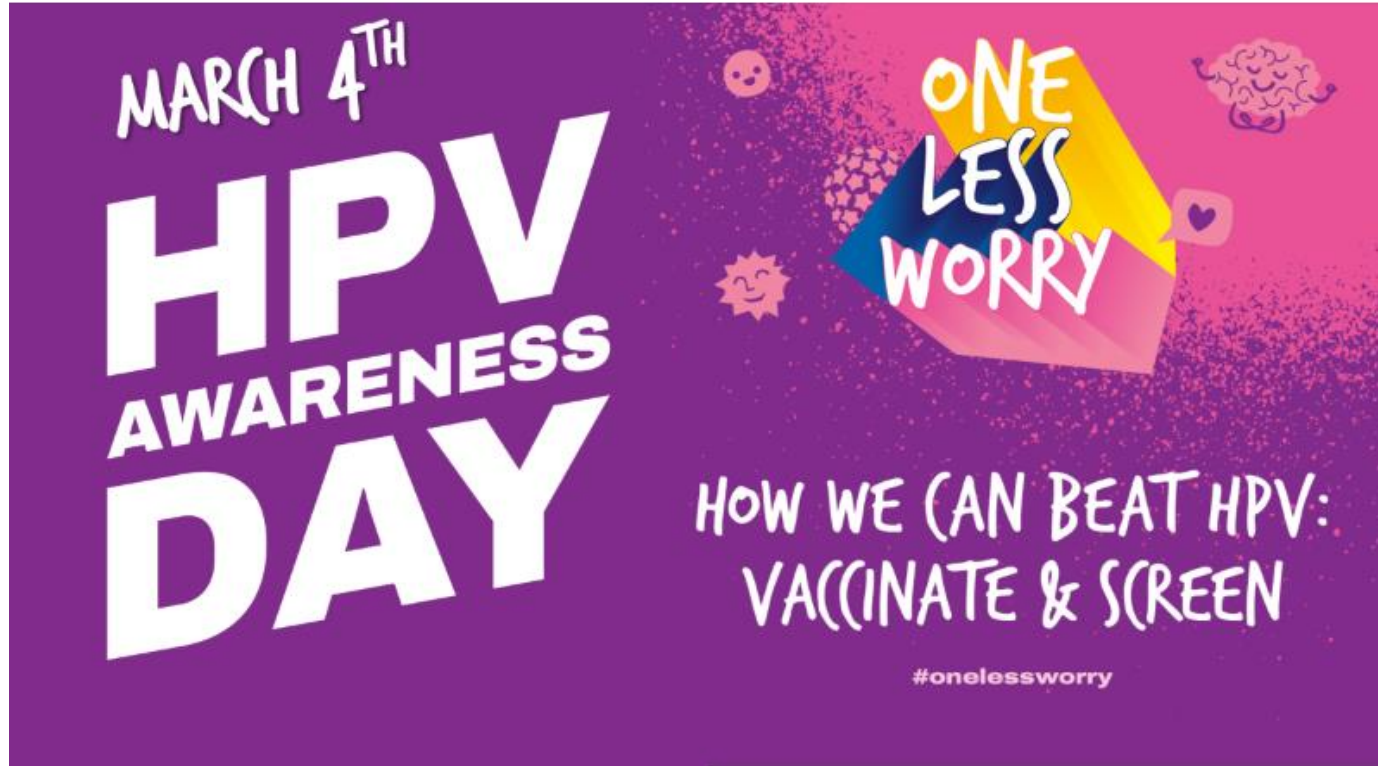


The International HPV Awareness Day Campaign



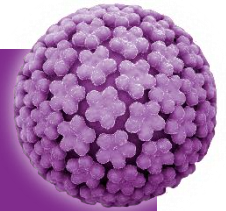
An introduction for prospective partners

The International HPV Awareness Day Campaign

Public awareness about HPV is low. In 2018, the International Papillomavirus Society (IPVS) launched the International HPV Awareness Day (IHAD) Campaign to address this problem.

CAMPAIGN OBJECTIVES

- 1. Increase public awareness about HPV throughout the world**
- 2. Raise the global level of understanding about HPV**
 - a) Provide good materials and sources of information for people to learn about HPV
 - b) Make access to these materials easy
 - c) Make it clear that HPV affects everyone and by working together we can stop it
- 3. Keep people talking about HPV throughout the year**
 - a) Stimulate the conversation about HPV on an ongoing basis
 - b) Motivate people to take action to prevent and eliminate HPV



The IHAD Campaign

International HPV Awareness Day is on March 4th. On this day and throughout the year, IPVS and our network of 130+ partner organizations around the world stimulate the conversation about HPV as a first step toward eliminating the virus and HPV cancer.

IPVS collaborates with partners to create engaging videos and infographics to use on websites, in presentations, and on social media to catch people's attention and make them aware about HPV. We offer a **campaign toolkit** in many commonly-spoken languages that can be downloaded directly from the [AskAboutHPV.org](https://www.AskAboutHPV.org) website by anyone who wants to use them. Official campaign partners can **co-brand these materials** (add your own logo, contact details) and adapt wording as needed to be effective in local contexts.



2018

2019

2020

2021

2022

2023

1st

International HPV
Awareness Day



2nd

International HPV
Awareness Day



3rd

International HPV
Awareness Day



4th

International HPV
Awareness Day



5th

International HPV
Awareness Day



6th

International HPV
Awareness Day





**IPVS**
International
Papillomavirus
Society



1 IN 3 OF US WORRIES ABOUT GETTING CANCER IN OUR LIFETIME

But for HPV-related cancers,
it doesn't have to be that way.
**With education, vaccination,
and screening, we can overcome
this disease and celebrate.**

**ONE
LESS
WORRY**

askabouthpv.org

The power of partnerships



IPVS coordinates the campaign centrally and ensures that HPV receives global attention.

Local operating partners are the driving force of the campaign. They know how to communicate effectively in the context of their communities.

Global coordination, **local implementation**. Official partners can co-brand materials, adding their own logo and QR codes.

The Campaign Toolkit on [AskAboutHPV.org](https://www.AskAboutHPV.org)

CAMPAIGN GUIDELINES

LOGOS

INFOGRAPHICS

VIDEOS

POSTERS

EDUCATIONAL LEAFLETS



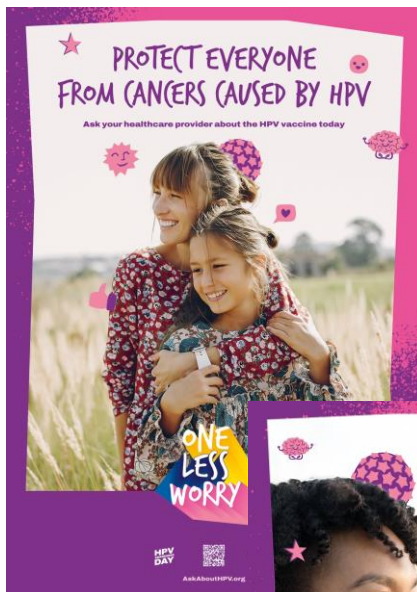
Materials are updated every year in many common languages.

What's new in 2023: Vaccination and Screening - separate focus

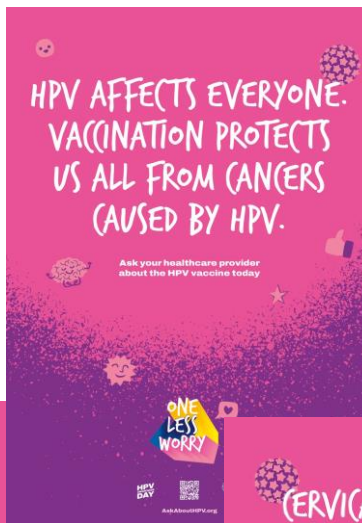
30-sec vaccination video



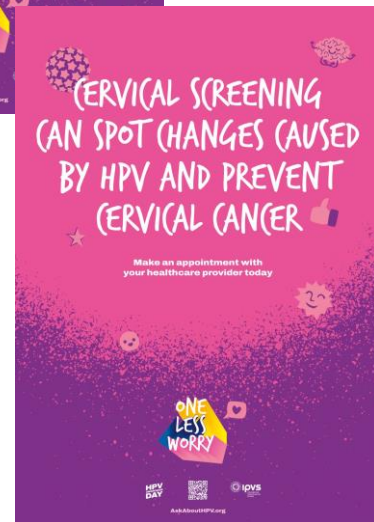
30-sec screening video



Emotional Posters



Factual Posters



Campaign 2023 – significant growth in online activity

HPV Awareness Day 2023

#Hashtag Performance

#onelessworry potential reach

91.7 Mio

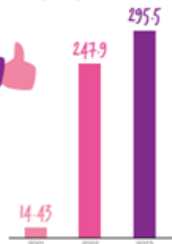
#askabout HPV potential reach

116.7 Mio

#hpwawarenessday 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)

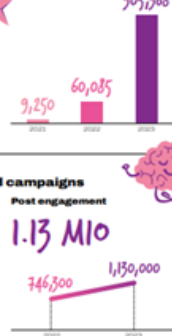
Total new visitors

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 3rd

Registration

1,056



Attendees

386



Video engagement rate

24.5%

Social media

Followers

4,030

Facebook post reach (vs 2022)

+362%

Instagram post reach (vs 2022)

+730%

Followers (since 2020)



REACH
295 million

NEW VISITORS
305K

VIEWS
1.13 million

Live webinar to bring HPV stakeholder community together
Over 4000 followers on social media



IHAD Campaign 2023 – a few highlights from around the world

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 more important buildings on Avenida Paulista, the busiest and most traditional avenue in São Paulo.



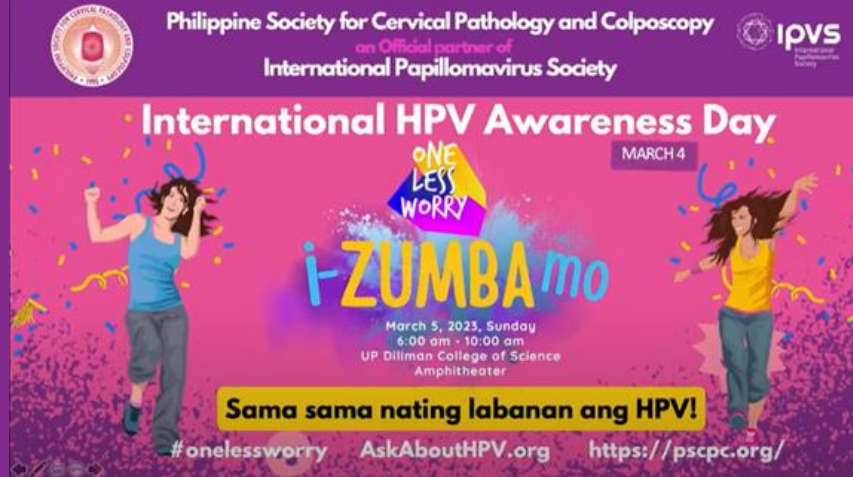
Brazil – HPV up in lights



Italy – interview about HPV



Canada – digital posters



Philippines – Zumba dance party for HPV



Japan – public broadcast

Partnership Benefits & Expectations



Benefits for partners:

- Opportunity to **collaborate with organizations around the world** that share the same objective of eliminating HPV and preventing HPV cancer
- Help shape the campaign materials to be **effective in your location**
- Access to the **HPV hub**, the online platform for collaboration for HPV awareness and advocacy
- Involvement in **regional webinars** organized by IPVS

Expectations of partners:

- **Implement the campaign** in your country / region
- **Fulfill the responsibilities** of an operating partner as described in MoU (no cost)
- **Use the HPV hub** to share your advocacy campaign activities
- Offer feedback and ideas to **help improve the campaign** every year

Ways partners can get involved

- **Share information from askabout HPV.org** with your networks and communities online
 - **Organize a local HPV information event** in your community.
 - **Engage with local media** about HPV (newspapers, radio and TV stations) as a public health issue that can be solved.
 - **Engage with local leaders** – Ask local political, community and faith leaders to share a statement of commitment to beating HPV and HPV-related cancer on March 4th.
- **Leverage your social media influencers and celebrities** – ask them to share the message that HPV is a virus we ALL can beat.
 - **Engage with local decision-makers** – Identify the key challenges in ensuring access to HPV prevention, treatment and management in your location and engage with local decision-makers to confirm their commitment to addressing them.
 - **Join forces – Become an International HPV Awareness Campaign operating partner** and join our growing coalition of advocates for HPV prevention, treatment and management.

Connect. Collaborate. Advocate. Access the [HPV hub](#).



International HPV Awareness Day Toolkit

Download links to International HPV Awareness Day 2023 resources.



WEBINAR

International HPV Day 2023 Launch Webinar 1 (North America and Europe)

Find out what's new for HPV Awareness #OneLessWorry Campaign - Watch the 2023 launch webinar.



ADVOCACY & AWARENESS

WEBINAR

International HPV Day 2023 Launch Webinar 2 (MENA, Africa & Asia)

What have you got planned for March 4th

Looking to share ideas for local activation of International HPV Awareness Day in 2023



The HPV hub is an online space for those working to raise awareness about HPV and to advance policy on HPV prevention and management.

Join the global network

of 130+ partner organizations raising public awareness and understanding of HPV through the IHAD Campaign

Follow
IHAD



Contact hpvday@kenes.com today

SCAN ME