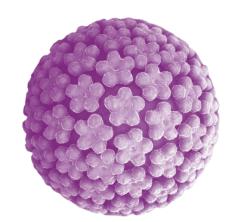


HPV: A VIRUS WE

CAN BEAT









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INTRODUCTION

Get ready for International HPV Awareness Day. March 4th, 2021.











HPV: A VIRUS WE ALL CAN BEAT

This year we've all seen the damage a new virus can do, and we have learned that it takes all of us working together to beat it.

HPV – the human papillomavirus – has been around for a long time, and causes cancers that claim an estimated 475,000 people every year. But it's a virus we already have the tools and the knowledge to beat.

HPV affects us all; women and men, young and old, rich and poor. Almost all of us will have HPV at some point in our lives but even if we don't get it ourselves, we almost certainly know someone who has. And for some of us, it can lead to cancer.

That's why on March 4th we're asking everyone to learn about HPV and to share the steps we can ALL take to stop HPV. By coming together and sharing knowledge with our communities, colleagues, friends and family, we can save lives and prevent the harm caused by HPV.

Over 300,000 of HPV-related deaths are due to cervical cancer. In November 2020, the World Health Organization launched the Global Strategy for the Elimination of Cervical Cancer. This strategy has the potential to save millions of women's lives. We believe that Building global awareness and understanding of HPV and how it can be prevented and managed is fundamental to the achievement of that goal. It is also a reminder of the need to reduce the risk of other HPV-related cancers, including anal, genital, and throat cancers.

Join us on International HPV Awareness Day, March 4th, 2021. #AskAboutHPV

INTERNATIONAL HPV AWARENESS DAY

INTRODUCTION

HPV affects everyone, but we know that not everyone who could benefit has equal access to HPV vaccination, screening and management. Together we have created an annual moment that aims to bring maximum attention to HPV prevention, treatment and management and provide information to a global audience to inform action to reduce the individual and global burden of cancer.

Our campaign highlights the actions that we can ALL take as individuals, decision-makers and healthcare providers to ensure that everyone has access to the tools and knowledge to end the harm of HPV-related cancers.

WHO IS BEHIND INTERNATIONAL HPV AWARENESS DAY?

International HPV Awareness Day was inaugurated by the International Papillomavirus Society (IPVS) on March 4th 2018. IPVS is the world's leading authority on HPV. It is an international non-profit professional society that works to support and advance research on HPV and to advocate for evidence-based strategies to prevent, manage and treat HPV-associated diseases.

International HPV Awareness Day is supported by a global network of around 80 organizations that share our commitment to tackling HPV and ending the harm caused by HPV-related cancers.

CAMPAIGN THEME AND KEY MESSAGES



MANIFESTO



We're learning about it.

We're protecting ourselves.

But there's another virus we have the knowledge to beat.

It's not new.

It's been around thousands of years.

It spreads person to person, and without action it can lead to cancer.

We have the knowledge and the science to beat it.

Ask About HPV. It's a virus we all can beat.

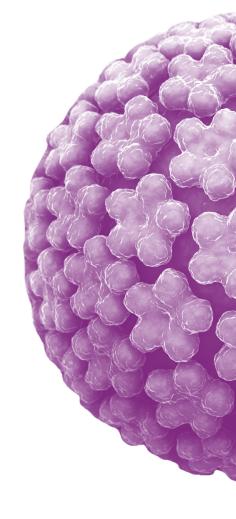


CAMPAIGN THEME











The campaign is designed to raise awareness of an important virus, HPV, among the general public. Our goal is to use engaging social media content to stop users as they scroll and encourage them to access further information about HPV and harm reduction risks on from our website askabouthpv.org.

INTERNATIONAL HPV AWARENESS DAY

Our website provides accessible and accurate information that answers some of the key questions that young people, parents and the wider public have about HPV. Our FAQs are a great first stop for people looking to get informed.

Because people around the world have different levels of access to HPV vaccination and screening, depending on their gender, age and income, the website also provides contact information for our official partners, who can provide additional information about what is available to people based on local policies. Some local partners may be able to help provide individuals to access vaccination and screening programs.

KEY MESSAGES

Ask about HPV

The more we learn about the virus and how we can minimize our risk, the better off all of us will be.

HPV affects us all and it takes all of us to beat it

It doesn't matter who you are, or where you're from – we are all affected by HPV directly or indirectly. We're all at risk of being harmed by HPV and cancers.

TAKE ACTION

We already have the tools to beat HPV

Through awareness, vaccination and screening we can stop HPV and eliminate HPV-related cancers, saving hundreds of thousands of lives each year.

INTERNATIONAL HPV AWARENESS DAY

TAKE ACTION

There are a number of actions that individuals and organizations can take on March 4th. Whatever action you choose – big or small – you will be helping to end the harm caused by HPV.

ACTIONS FOR ORGANIZATIONS

Share information from askabouthpy.org with your networks and communities online.

INTERNATIONAL HPV AWARENESS DAY

Spread the word - Write an article for your organization's newsletter, record a video message and post it to your website. Write an opinion piece and get it published in local press. You can even add an International HPV Awareness Day e-mail footer to your messages. You may be able to find statistics to support your messages here https://hpvcentre.net/datastatistics.php

Organize a local information event - Host a webinar, seminar, or an online Q & A with local HPV experts - we can help you to connect with local IPVS members and partners to help.

Schedule a social media event - Organize a Twitter Q & A, a Facebook Live or organize a call to action with your followers to share a campaign image or a message. Use #askaboutHPV in your posts to be part of the global conversation and build visibility for HPV.

Engage with local media - Adapt and send our template news release to your local news providers. If you can identify individuals with experiences that highlight the impact of HPV and the opportunities to beat it through vaccination, screening and treatment, that will help. Contact us for quotes and to source HPV experts in your area who journalists can reach out to for more information.

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.

TAKE ACTION

Leverage your social media influencers and celebrities - If you can connect with people who have a high social media following, or a public profile locally 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. You might want to invite them to an online or in person panel event.

Join forces - Become an International HPV Awareness Campaign operating partner and join our growing coalition of advocates for HPV prevention, treatment and management. Partners receive advance notification of campaign themes, can co-brand materials and have access to the IPVS HPVHub where vou can connect and collaborate with other HPV campaigners and advocates around the world.

ACTIONS FOR INDIVIDUALS

Join our social media campaign - Help us to share the message that it takes ALL of us to beat HPV and share information with your community. We are asking everyone to share a photo of themselves with a person, or people who you care about most on Facebook, Instagram or Twitter. Tag as many of the people in the picture as you can and share the picture with the message:



Share information from askabouthpy.org with your community, colleagues, friends and family. Our information leaflets, videos and posters are freely available for you to use and share.

Follow us on social media – Our Twitter, Facebook and Instagram accounts will be sharing information, resources and details of activities and events you can join. Use #AskAboutHPV to join the conversation and build visibility.

Attend an HPV information event - Look out for local HPV information events (online and offline) where you can find out more about HPV.

Put up a poster - Print off a poster (or several if you can!) and ask your local healthcare centre, library, pharmacy or market to put them on public display.

Contact your local elected representatives - Ask what they are doing to ensure that everyone gets appropriate access to HPV vaccination, screening and management. Make sure you mention vaccination programs for boys and screening for women.

Donate - Make a donation to support the campaign at www.askabouthpv.org/donate If you donate US\$20 we'll send you a transfer to create your own HPV Awareness T-shirt.

CAMPAIGN RESOURCES

LOGO LOCKUP



Color



Black

HOW TO COBRAND

Brought to you by:

YOUR LOGO

VIDEOS

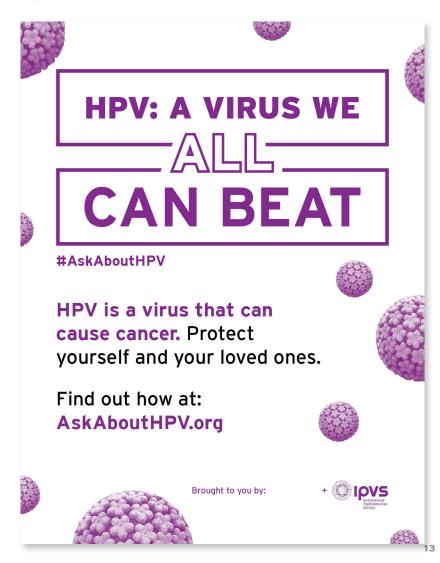
INTERNATIONAL HPV AWARENESS DAY



Video resources are available in major languages and have been tailored to help support more regional communication.

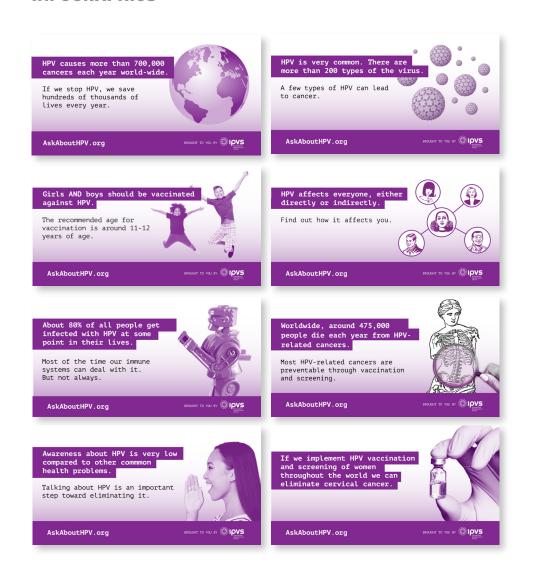


POSTER



ADDITIONAL RESOURCES

INFOGRAPHICS



PATIENT INFORMATION LEAFLETS



The Basics

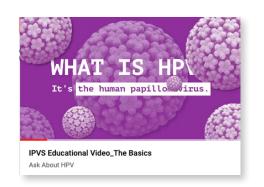


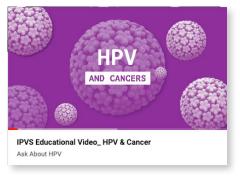
HPV & Cancer



Risks & Prevention

EDUCATIONAL VIDEOS







INTERNATIONAL HPV AWARENESS DAY

NEXT STEPS

All of us can do something to end the harm caused by HPV. On March 4th, 2021, what will you do?

COMMIT TO TAKE ACTION

on March 4th

INTERNATIONAL HPV AWARENESS DAY

GATHER YOUR RESOURCES

at www.askabouthpv.org

GET CREATIVE

Think about how you can make the campaign come alive for your community

CONNECT

with local partners

SHARE

your plans with us hpvday@kenes.com or on social tagging @AskAboutHPV





IT TAKES ALL OF US TO BEAT HPV. **THANKS FOR YOUR SUPPORT!**

