



International HPV Awareness Day

Campaign Report



2026



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INTRODUCTION

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International HPV Awareness Day

Since 2018, IPVS and our global network of campaign partners have been raising public awareness of HPV and how to protect our health from HPV-related disease, which takes nearly half a million lives around the world each year.

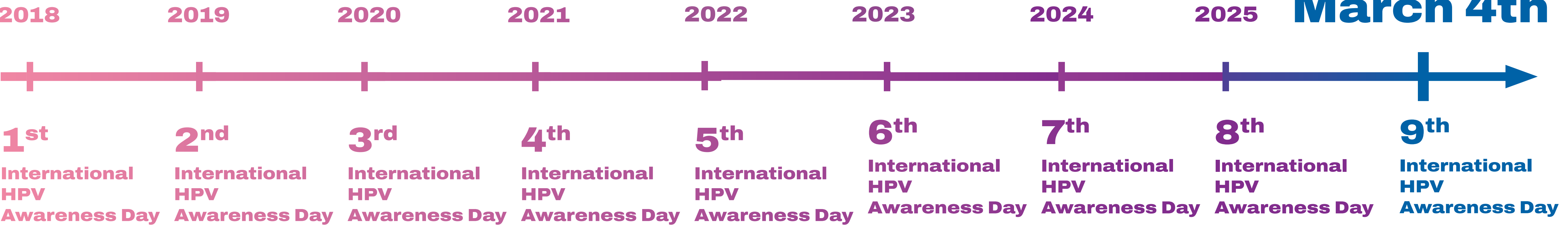
This campaign this year ran from Jan 21st until March 10th.

By sharing the facts about HPV, normalizing the conversation and motivating people to protect their health, we are actively promoting a healthier future for all.

With our **#OneLessWorry** message, this year again we’re aiming to empower more people to understand the risks of HPV, take preventive action, and make HPV one less worry for themselves and their loved ones.



2026
Wednesday
March 4th



CAMPAIGN GOALS

1. To raise awareness and understanding of HPV globally
2. To 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. To keep providing 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

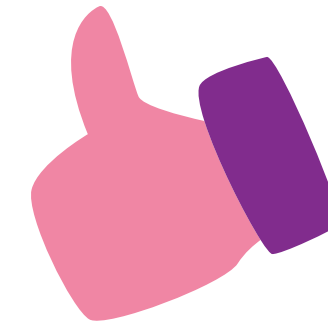
THE (ON)CEPT

The world around has become an increasingly turbulent place with many uncertainties. In 2026, misinformation and vaccine hesitancy are more than ever 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 beat HPV, and prevent HPV-related cancer and other diseases.



What stood out in 2026



Stronger engagement quality despite lower scale:



While reach and impressions declined due to reduced budget (-30%) and external factors, audience interactions became more meaningful through greater interaction, such as more clicks, and more time spent on the website.

Clicks significantly increased (+36% YoY):

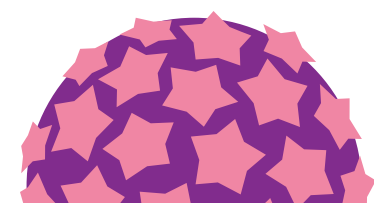


Reaching **3.9M** clicks vs 2.8M last year, with the strongest uplift driven by Meta (+79%)

Efficiency improved across platforms:



Click-through rate more than **doubled to 7.11%** (vs 3.29%), showing ads were more relevant and compelling on both Meta and Google



Higher-quality video consumption:



Although total views decreased, those who watched were more engaged

Average watch time tripled



Full video completions **more than doubled** (689K viewers)



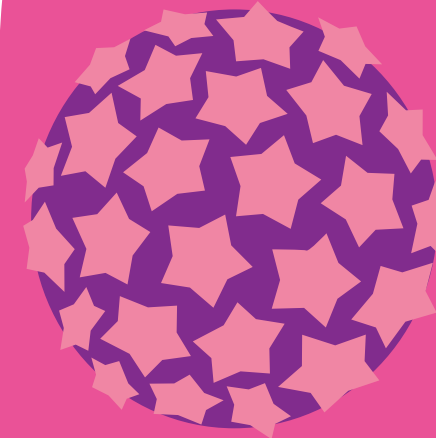
Greater advocacy and sharing:



Audiences were more likely to engage beyond viewing, with **shares more than tripling** year over year



(CAMPAIGN RESULTS



Digital context in 2026 vs 2025

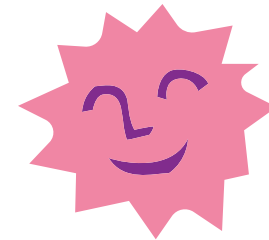


What's changing

It's more expensive to generate meaningful outcomes, not just impressions

- Meta costs are approximately **3x higher** than last year
- Targeting is less precise (privacy changes, signal loss)
- Attention is **more fragmented**
- Audiences are **harder to reach and less predictable**
- Platforms like Meta don't optimise for reach, they optimise for **actions**
- **Engagement on Meta varies significantly across countries due to differences in audience behaviour and platform usage, reinforcing the need for selective market focus** (eg. India → engagement-led, social-first. North America → click & conversion-led)

We've moved from a **media-led system (buying reach efficiently)** to a **creative-led system (earning attention and action)**.



Measurement clarification

- A "video view" on Meta represents a **video start** not a true or meaningful view.
- Meta uses a metric called **"ThruPlay"** which is a great indicator of quality, it triggers if someone watches at least 15 seconds of the video, or goes on to watch the whole thing. **'Thru plays'** is more relevant indicator of engagement quality and should be prioritized when assessing performance.



Hashtag Impact

- Hashtag impact has significantly decreased across platforms in 2025–2026. For example, on Instagram, hashtags mostly serve to categorise content now; algorithms prioritise relevance, watch time, engagement, caption keywords, shares, and saves.

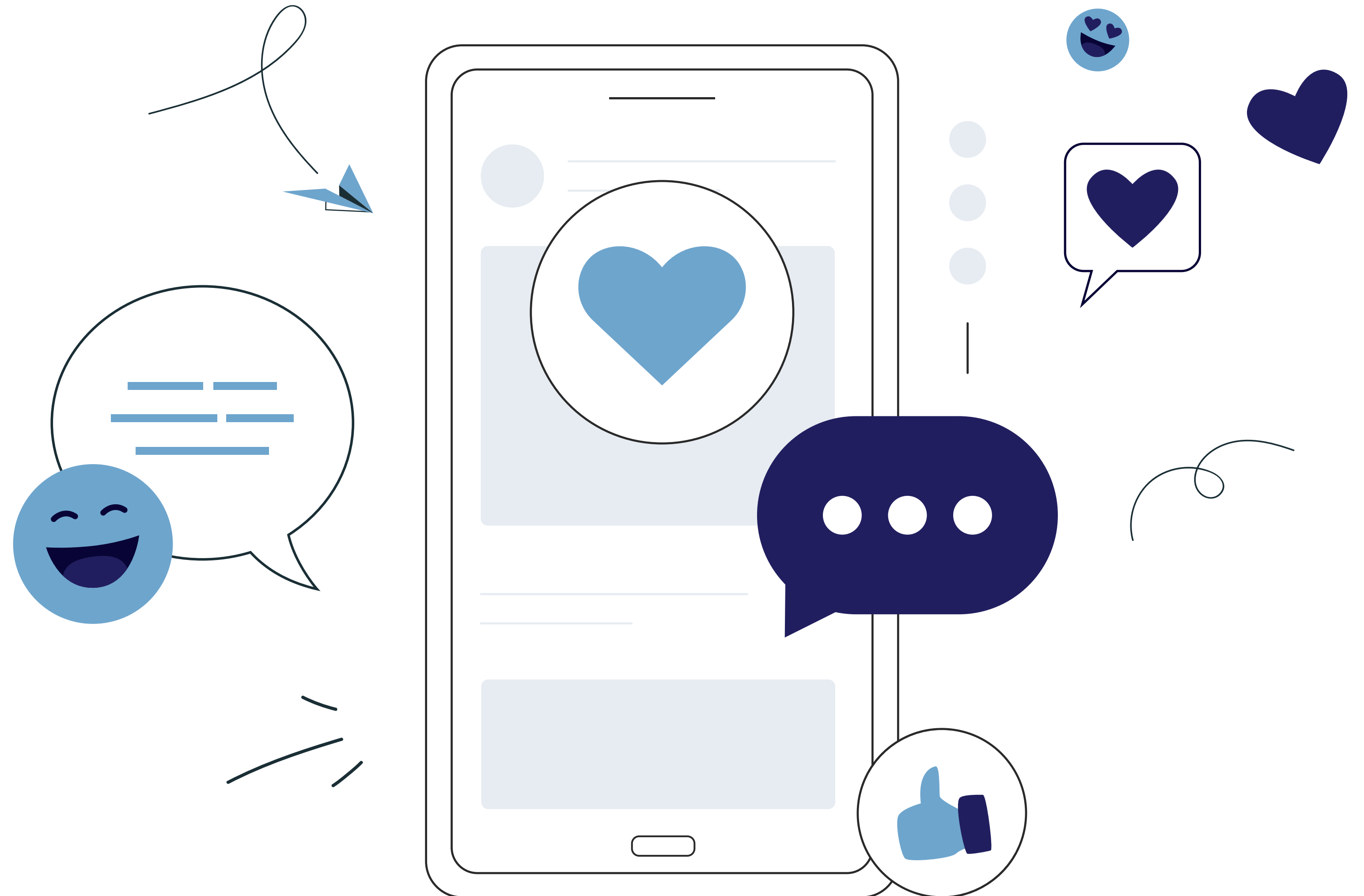


Digital context in 2026 vs 2025



Conclusion

- **Reach is no longer** a relevant success metric on its own on Meta.
- In this context, and combined with a lower budget this year, **the strategic approach has intentionally shifted from reach-led activation to quality-led outcomes.**
- Given these changes in platform dynamics, optimisation strategy, and success metrics, **year-on-year comparisons on Hashtag Reach and Meta are becoming less meaningful** and should be interpreted with caution.

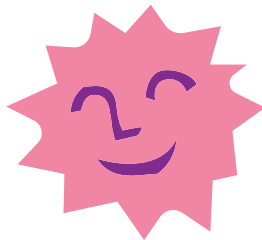


2026 overview results

Paid Google Ads
Impression Video & Performance Max
26.6 Mio
-21.6% vs 2025

Total Clicks
2,400,000
+23% vs 2025

Video Views
584,000
+17% vs 2025



Paid Meta (Facebook & Instagram)
Reach
12.5 Mio
-83% vs 2025

Impression
29 Mio
-67% vs 2025

Total Click
1,541,000
+79% vs 2025

Video Views
17 Mio
-68% vs 2025

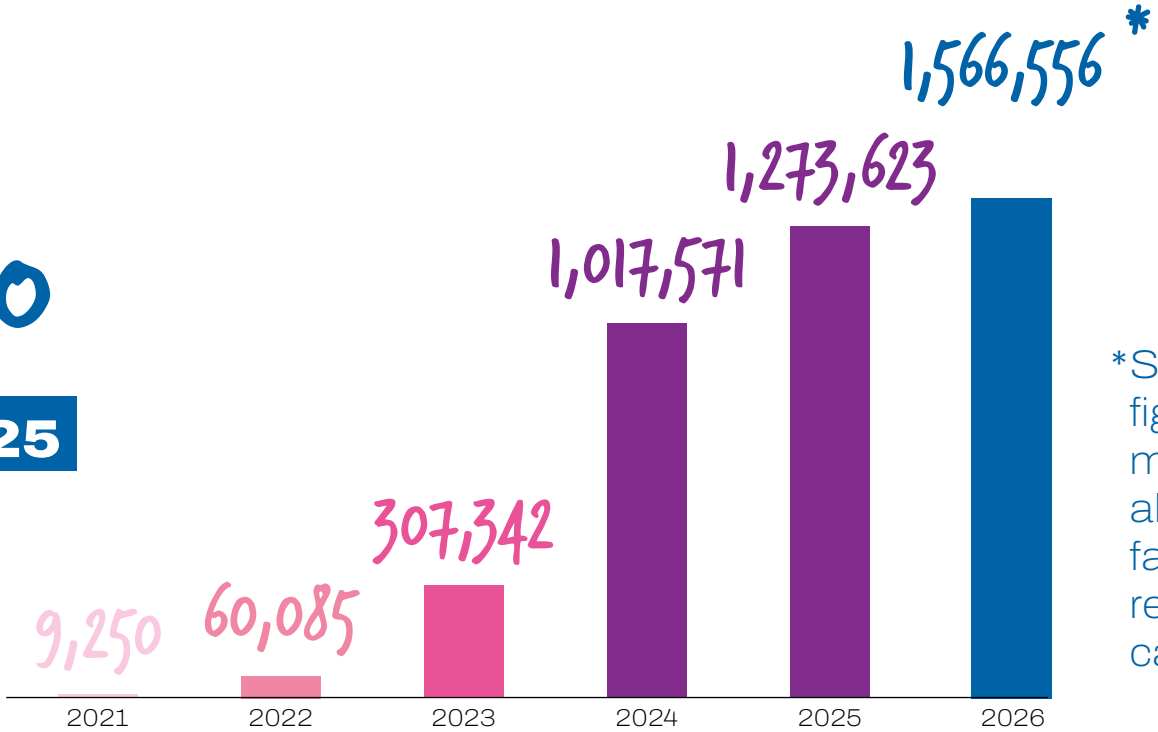
Video average play time
+200% vs 2025



ThruPlay*
1,936,000
+185% vs 2025
*Users watch at least 15 seconds of video, or completion

100% Watch Rate
689,222
+120% vs 2025

Website visitors
1.57 Mio
23% vs 2025



*Some of the 2026 figures include modelled estimates, allowing us to make a fair comparison with results from previous campaign years.



The HPV website is fully compliant with Google Consent Mode V2, which changes how Google Analytics (GA4) collects data when users do not accept cookies.

#Hashtag potential reach (organic vs paid)

**#onelessworry,
#askabouthpv,
#hpvawarenessday,
#hpvvaccine**

Organic
26 Mio
Vs 56Mio in 2025

Paid
12.5 Mio
Vs 72.8Mio in 2025

Meta Followers



New Followers
6,485 **=** **3,885** **+** **2,600**
similar to 2025 **Instagram** **Facebook**

AskAboutHPV.org: Demographic data

These figures represent user data from GA4 without the Consent Mode modelling applied. This data forms the new baseline for recorded analytics.

The numbers shown (users, sessions, conversions, pages viewed, etc.) are not the full website audience, they are only the consented, trackable portion of visitors.

Total users

37,833

+23% vs 2025

New users

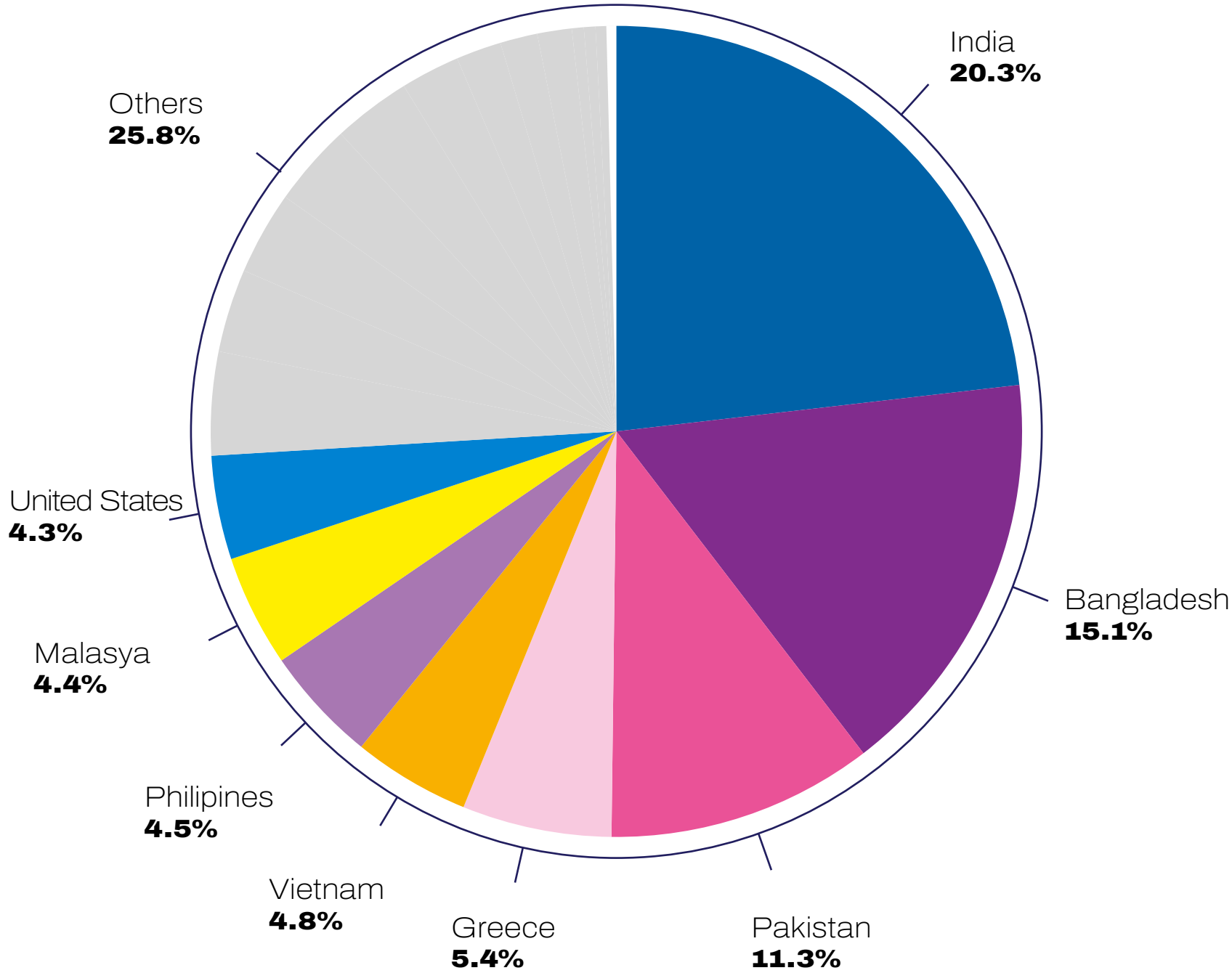
34,722

Average session duration

01:56

+65% vs 2025

Audience demographics



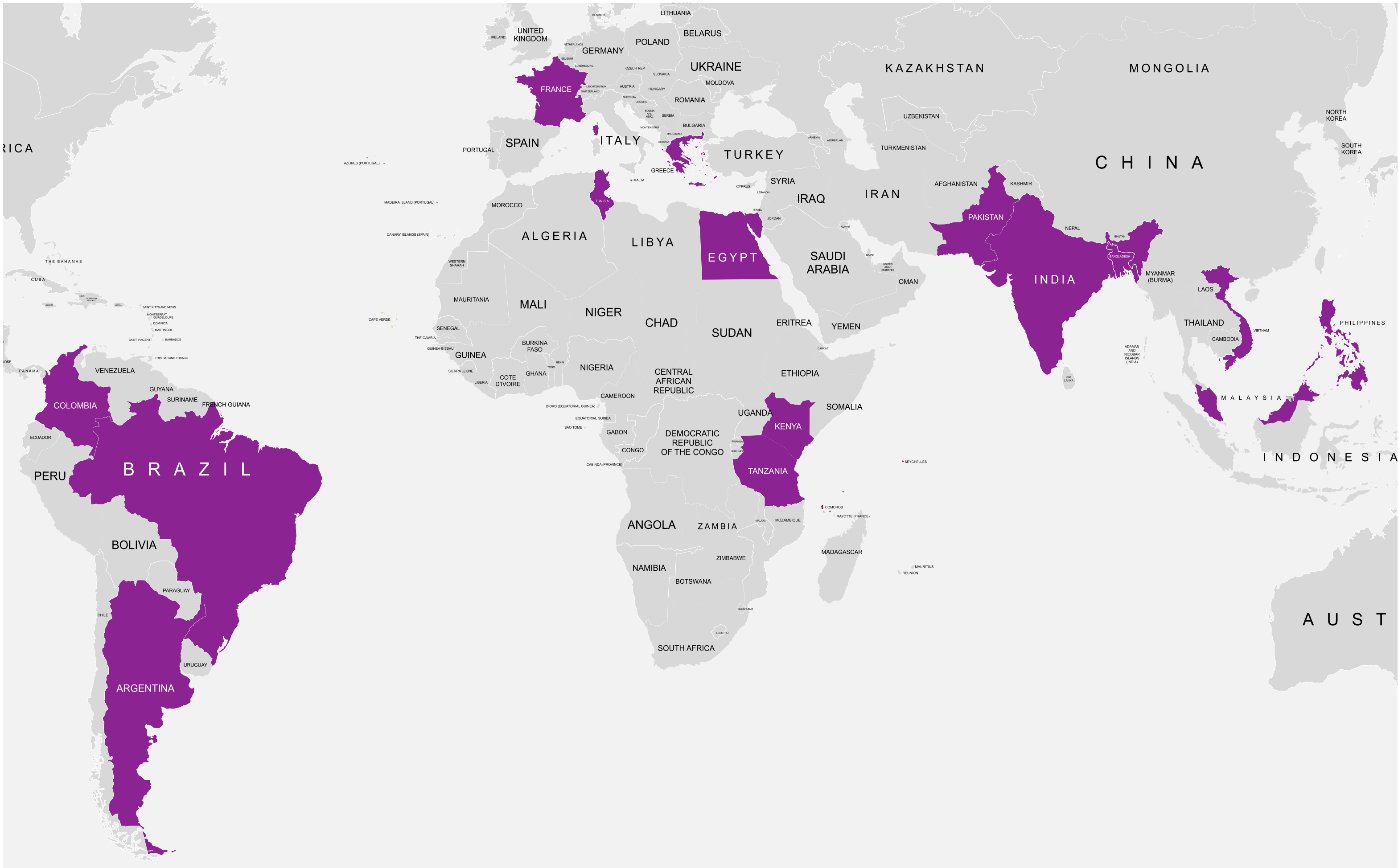
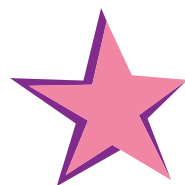
Country	Total users	Sessions
India	8,474	9,336
Bangladesh	6,002	6,945
Pakistan	3,881	5,201
Greece	2,179	2,511
Philippines	1,710	2,065
Vietnam	1,690	2,202
Egypt	1,631	1,953
Malaysia	1,513	2,034
United States	1,506	1,982
Tanzania	1,217	1,606
Brazil	1,213	1,437
Tunisia	1,209	1,486
Kenya	1,137	1,426
Colombia	863	1,077
United Kingdom	660	999
Argentina	543	641
France	502	621
Indonesia	174	204
Hungary	167	180
Germany	156	210
Canada	145	211

HPV Awareness Campaign around the world

This year, media spend for the campaign was deployed across 15 countries and in multiple local languages.



- Argentina
- Bangladesh
- Brazil
- Colombia
- Egypt
- France
- Greece
- India (Delhi), regions speak Bengali, Marathi, Kannada
- Kenya
- Malaysia
- Pakistan
- Philippines
- Tanzania
- Tunisia
- Vietnam



Meta ads – Market performance overview

• **Lower reach, but significantly stronger performance on Meta**

Despite lower media spend and Meta context, the campaign delivered **higher-quality engagement, stronger efficiency, and more impactful interactions**, with both new and existing markets contributing to improved overall performance.

New markets

Successful expansion into new markets with clear optimisation opportunities

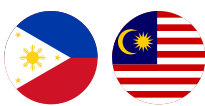
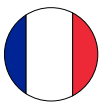
We launched new videos this year (translations of screening videos, vaccination videos, as well as some new stories) into Meta ads. We launched ads for India (Marathi, Bengali), Bangladesh (Bengali), Pakistan (Urdu), MENA (Egypt, Tunisia - Arabic) and Greece (Greek).

Core markets

Country Performance Overview

	MENA (Tunisia, Egypt)	Stood out with high CTR, low costs, and strong video engagement → a highly efficient market
	Bangladesh	Showed very strong viewing quality (high watch time and CTR), despite lower video starts
	Pakistan	Generated the highest engagement volume but weaker video retention → opportunity to test more engaging formats
	Greece	Was more expensive with lower CTR, but solid video view rates suggest potential with improved targeting

Country Performance Overview

	India	Remained the top-performing market (with the biggest spend), driving the highest volume across all metrics (impressions, clicks, engagements, video views). Significant efficiency gains and strong improvement in video engagement (avg. watch time increased from 1s to 7s)
	Philippines and Malaysia	Showed notable improvements in both CTR and video engagement
	France	While smaller and less prioritised, delivered strong gains in video quality (watch time and completions significantly up)

Meta ads – Creative performance per video

Screening video

 askabouthpv
Ad



সার্ভিকাল স্ক্রিনিং একটা কার্যকর উপায়

Learn more >





askabouthpv জরায়ুমুখের ক্যান্সার প্রতিরোধ করা সম্ভব।
ভিডিওটি দেখুন এবং জরায়ুমুখের স্ক্রিনিংয়ের গুরু... more

Total Impressions

1,47 Mio

Total Views

1,45 Mio

Total ThruPlay

911 K

Available in Hindi, Bengali (India), Bengali (Bangladesh),
Marathi, Greek, Spanish, Urdu, Arabic, Filipino,
Portuguese, Malay, Vietnam)

Vaccination video

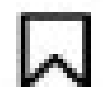
 askabouthpv
Ad



أربعة من كل خمسة منا سيصابون بفيروس الورم الحليمي البشري في مرحلة ما من حياتهم

Learn more >





askabouthpv فيروس الورم الحليمي البشري يؤثر على الجميع.
more اكتشف لماذا من المهم الحصول على اللقاح ضد هذا الفيروس ...

Total Impressions

10,3 Mio

Total Views

6,9 Mio

Total ThruPlay

362 K

Best performing video in Pakistan
Available in Bengali (India), Bengali (Bangladesh),
Marathi, Urdu, Arabic, Greek

HPV video

 askabouthpv
Ad



HPV cancer

One less worry could make our world

Learn more >





askabouthpv فيروس الورم الحليمي البشري يؤثر على الجميع.
more اكتشف لماذا من المهم الحصول على اللقاح ضد هذا الفيروس ...

Total Impressions

1.86 Mio

Total Views

1,57 Mio

Total ThruPlay

46 K

One of the top performing video for MENA markets
Available in Arabic and Greek

Meta ads – Creative performance per video

New Stories in 2026

Mas & Bai (Malaysia/Malay)

 askabouthpv
Ad



Learn more >



askabouthpv "HPV is everyone's problem". Watch wife and husband Mas and Bai's story about ... more

Total Impressions

218 K

Total Views

39 K

Total ThruPlay

4,9 K

This new video performed well in Malaysia with a strong CTR.

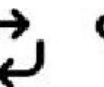


Agnes (English for Kenya & Tanzania)

 askabouthpv
Ad



Learn more >



askabouthpv HPV affects almost everyone, including children. Watch Agnes' HPV story and learn ho... more

Total Impressions

79 K

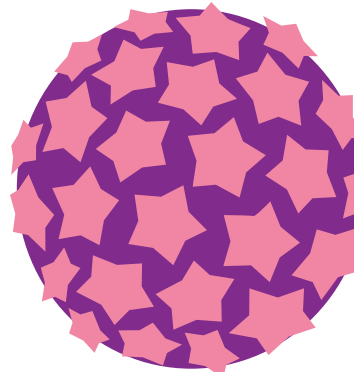
Total Views

44 K

Total ThruPlay

3,9 K

This new video saw the best CTR and video play time for all the new stories that were added.



Meta ads – Creative performance per video

Existing Stories

Milicent (Swahili)



Milicent performed really well in Africa.



Highest CTR of all videos (12%), one of highest video average play time (7s)

Total impressions

1,2 Mio

Total ThruPlay

34 K

Total views

315 K

Sangeeta (Hindi, English)



Total impressions

7,8 Mio

Total ThruPlay

328 K

Total views

3,5 Mio

Mary (French)



Mary performed well in France



Total impressions

120 K

Total ThruPlay

14 K

Total views

114 K

Natalia (Spanish)



Total impressions

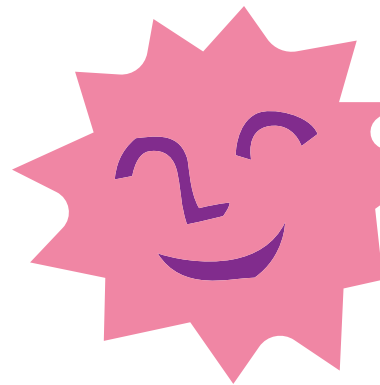
189 K

Total ThruPlay

17,5 K

Total views

91 K



Meta ads – Creative performance per video

Existing Stories

Jason (Spanish)



Total impressions
712 K

Total ThruPlay
36,6 K

Total views
690 K

Marcia (Portuguese)



Total impressions
588 K

Total ThruPlay
33,5 K

Total views
545 K

Aanya (Hindi, English)

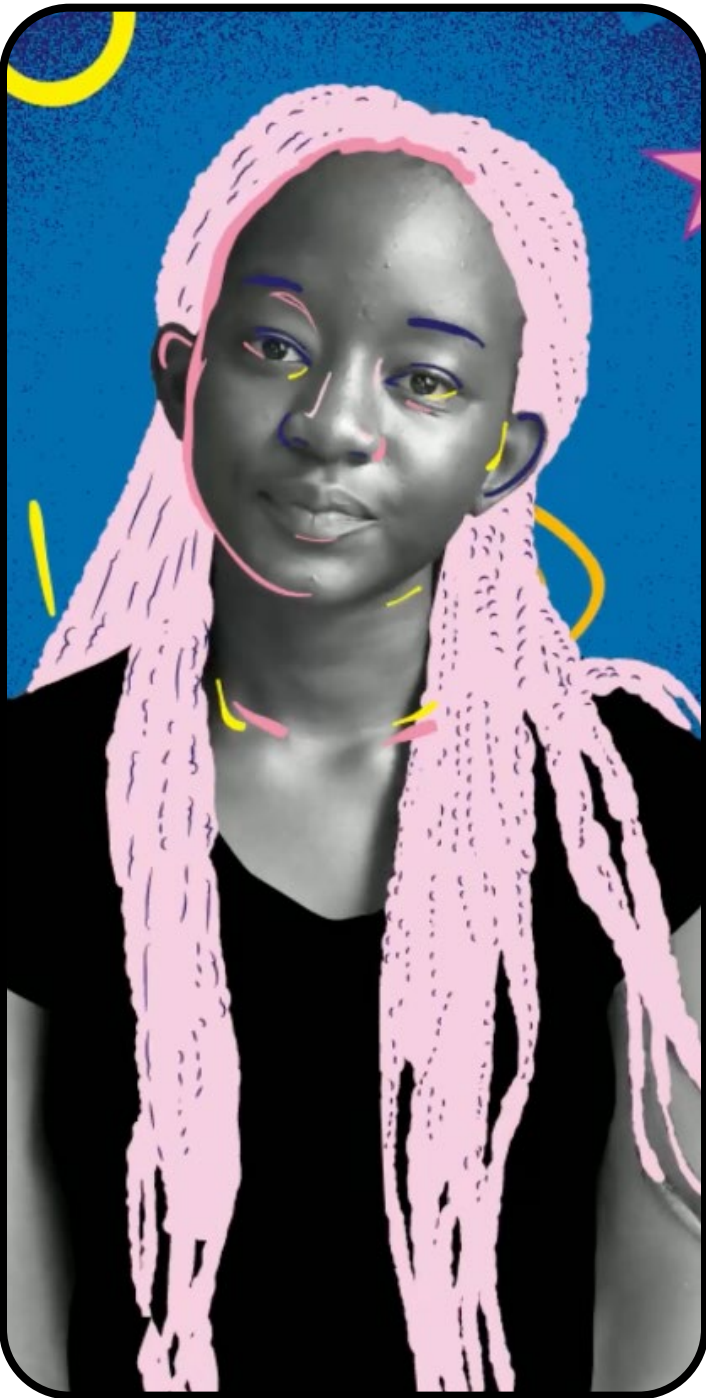


Total impressions
16,3 K

Total ThruPlay
300

Total views
10,5 K

Stecy (Swahili)



Total impressions
34 K

Total ThruPlay
3 K

Total views
32,5 K



Meta ads – Creative performance per video

Existing Stories

Tan (Vietnamese)



Total impressions
524 K

Total views
495 K

Total ThruPlay
43,5 K

Queenie (Malay)



Total impressions
370 K

Total views
324 K

Total ThruPlay
21 K

To RECAP

Total impressions all videos:
29.1 MIO

Total views
17 MIO

Total Thruplay all videos
1,94 MIO



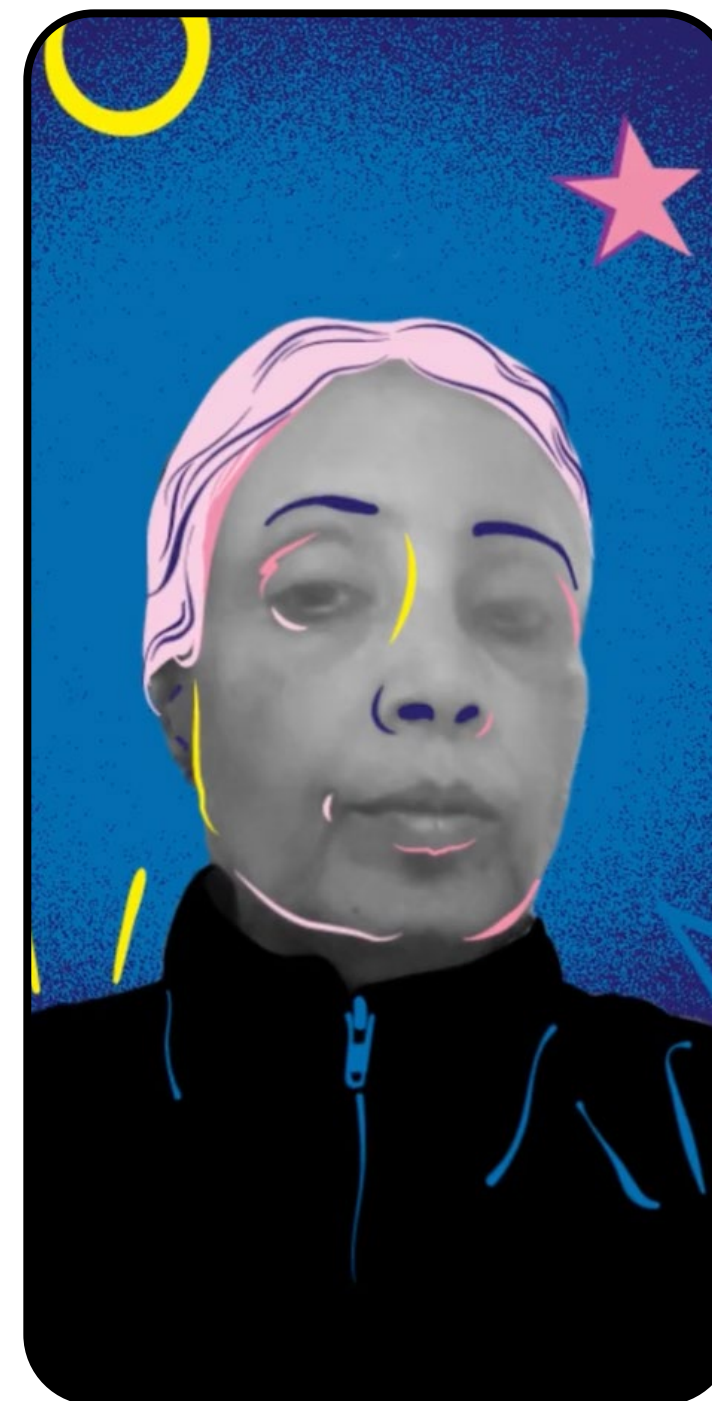
Further Meta campaign context vs. 2025

In 2025, the strongest drivers of video views were the **Sangeeta**, **Screening Awareness**, and **Morgan** campaigns, which generated most of the total video plays.

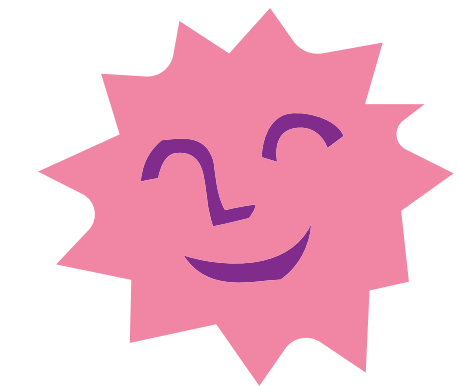
This year, overall video views were lower due to several factors:

- **Sangeeta** remained a top performer, but received less budget as spend was reallocated to new videos. Campaign optimisation also shifted from reach to actions/engagement, meaning fewer passive views.
- **Screening Awareness** launched later than planned and ran for a much shorter period than last year, limiting total views.
- **Morgan** was not run this year because target markets such as North America and other English-speaking regions were not included, due to costs, removing a strong past performer from the mix.

Sangeeta (Hindi, English)



Morgan (English)



Google ads – Performance overview

Despite a **-21% decline in impressions** driven by lower spend, overall performance improved, with **clicks increasing by +21%** and **video views by +23%**, highlighting stronger engagement quality.

This was largely driven by **Performance Max campaigns**, which leveraged a mix of channels (YouTube, Search, Gmail, Maps, Discover) to deliver more efficient, multi-format interactions.

As a result, the campaign attracted more engaged users, while also revealing an important insight: **audience behaviour varies significantly by market**, particularly in their preference for video versus search and display formats.

Ad formats in Google

Search:

Text ads in search results.

Display:

Visual banners across website network.

YouTube:

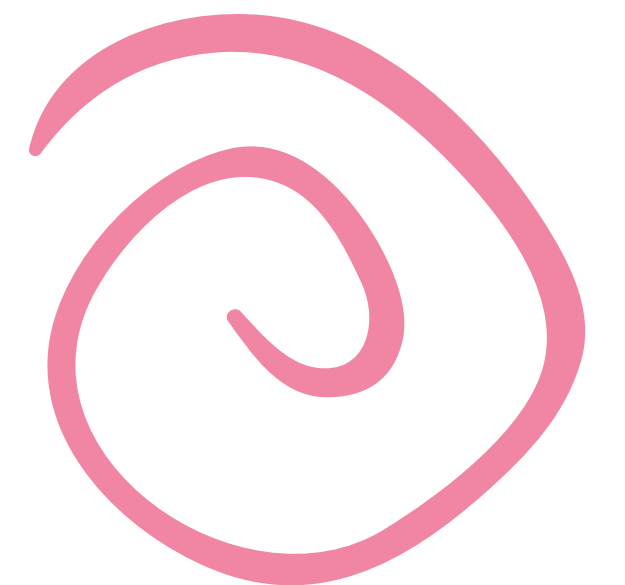
Video ads on streaming platform.

Discover:

Native ads in personalized feeds.

Gmail:

Expandable ads in email inboxes.



Google ads – Market performance overview

New markets (especially Bangladesh and MENA) are proving to be **high-potential growth drivers**

Country	Performance Overview
 Bangladesh (Bengali ads)	Standout performer, the 2nd highest number of impressions (5.9m) and even outperforming India in video view (+52% video views vs India)
 Pakistan (Urdu ads)	No video view, indicating Google prioritized search/display placements. Audience is more responsive to text and images (aligned with Meta learnings)
 MENA (Egypt, Tunisia – Arabic ads)	It had a really good CTR (10%) and saw one of the lowest cost per video view, which shows that it is a cost effective market to reach and engage with and should continue with more arabic content in the future.
 Greece (Greek ads)	Higher costs and lower engagement → limited audience resonance despite localised content

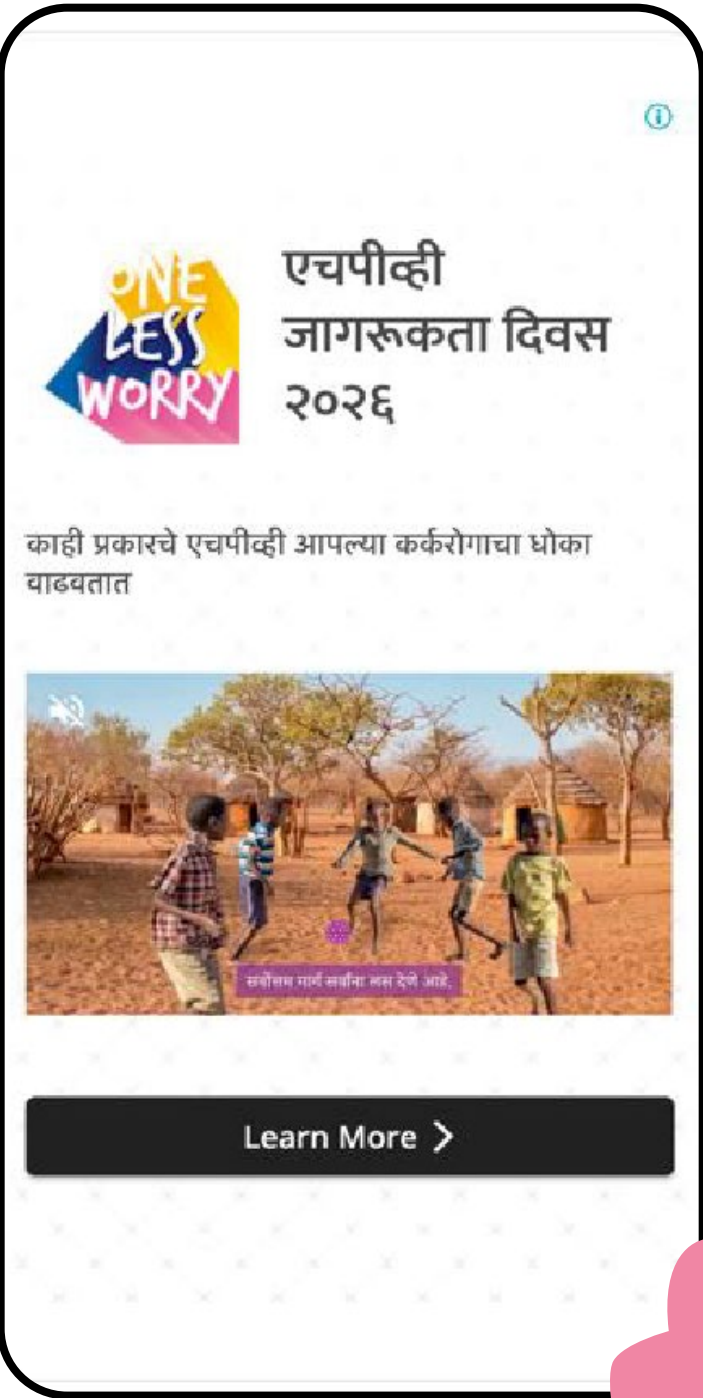
Core markets like India and Philippines continue to scale performance

Country	Performance Overview
 India (Hindi, English, Marathi, Bengali)	Largest market, driving the highest scale (6.1M impressions, 537K clicks, 133K video views) with improved CTR (8.68% YoY) and ~3x increase in TrueViews . Hindi performed best, Bengali showed strong growth, while Marathi underperformed
 Malaysia	Solid reach with improved cost efficiency on video, but low engagement overall → potential to reduce budget
 Philippines	Standout engagement market showing strong audience responsiveness With 146k clicks and 212k video views, this market has some of the best engagement rates out of any other country and saw the biggest improvement year-on-year. Its CTR doubled and video views improved by more than 100x.



Google ads – Performance per market

India



Ad impressions

6,1 Mio

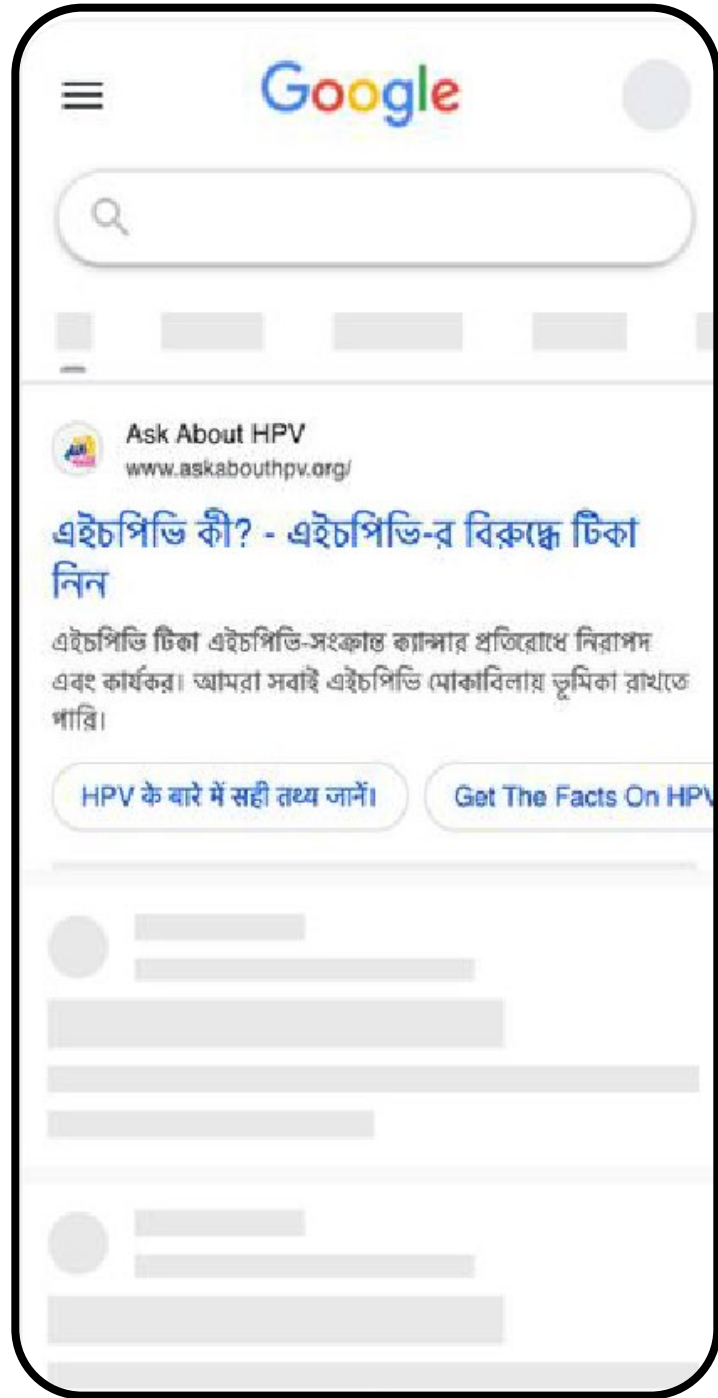
Video Views

133 K

Total clicks

537 K

Bangladesh



Ad impressions

5,9 Mio

Video views

202 K

Total clicks

556 K

Malaysia



Ad impressions

2,6 Mio

Video views

2 K

Total clicks

121 K

Pakistan



Ad impressions

2,7 Mio

Total clicks

370 K



Google ads – Performance per market

MENA (Egypt, Tunisia)



Ad impressions
2,2 Mio

Video Views
21 K

Total clicks
223 K

Greece

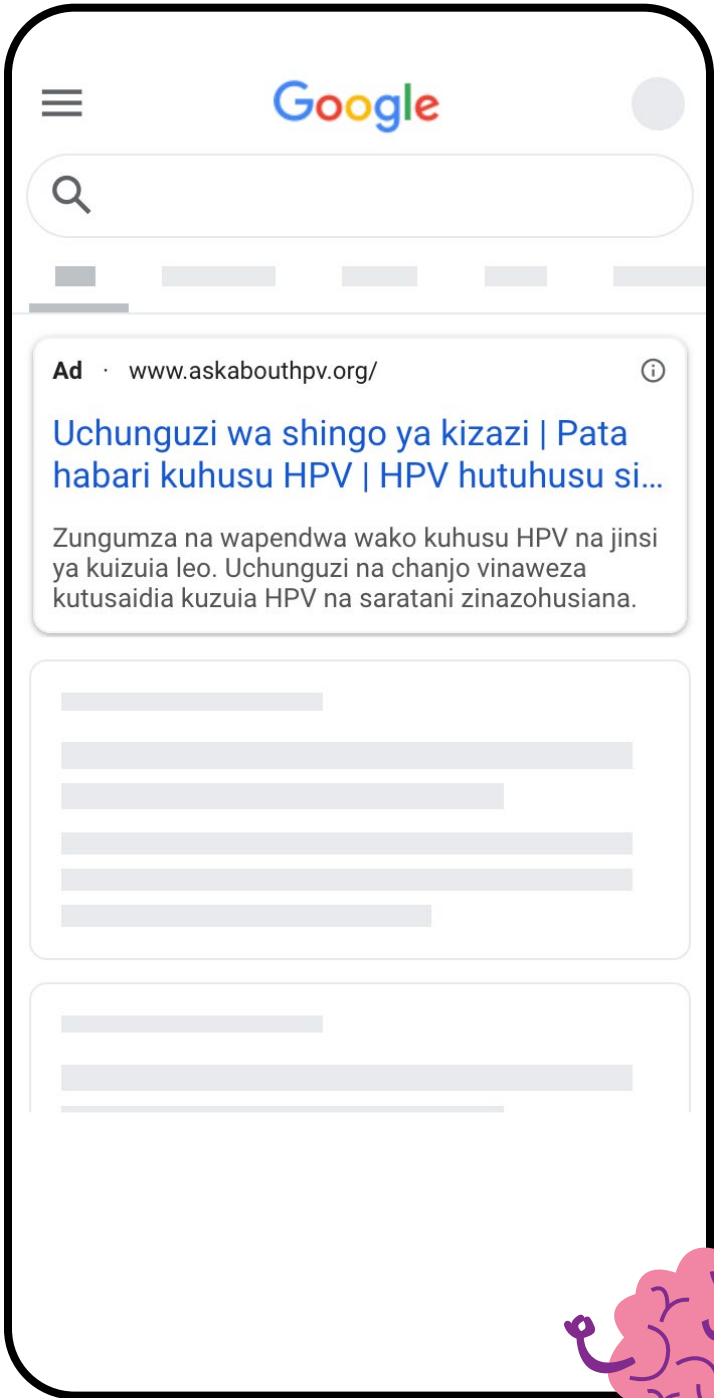


Ad impressions
1,2 Mio

Video views
1,5 K

Total clicks
34 K

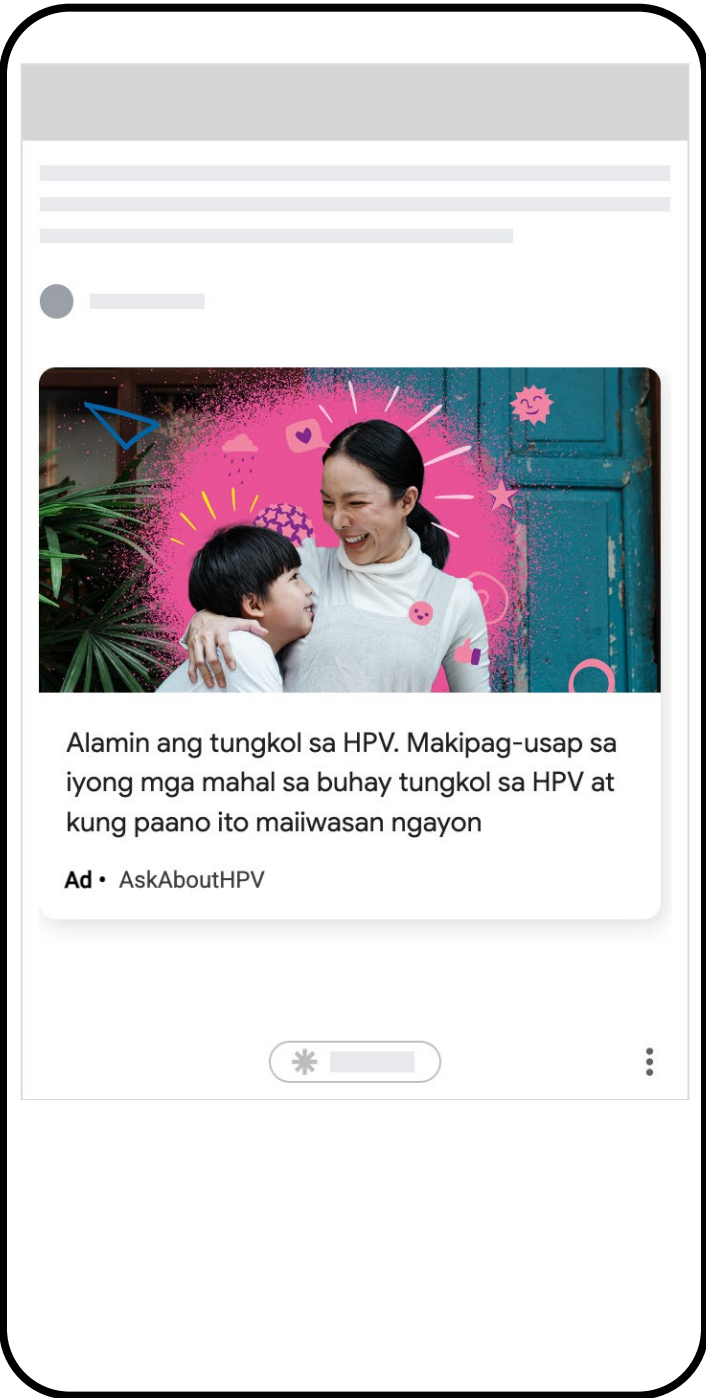
Africa (Tanzania, Kenya)



Ad impressions
1,7 Mio

Total clicks
151 K

Philippines



Ad impressions
1,4 Mio

Video views
212 K

Total clicks
146 K

◀

≡

▶

Google ads – Performance per market

Brazil



Ad impressions

843 K

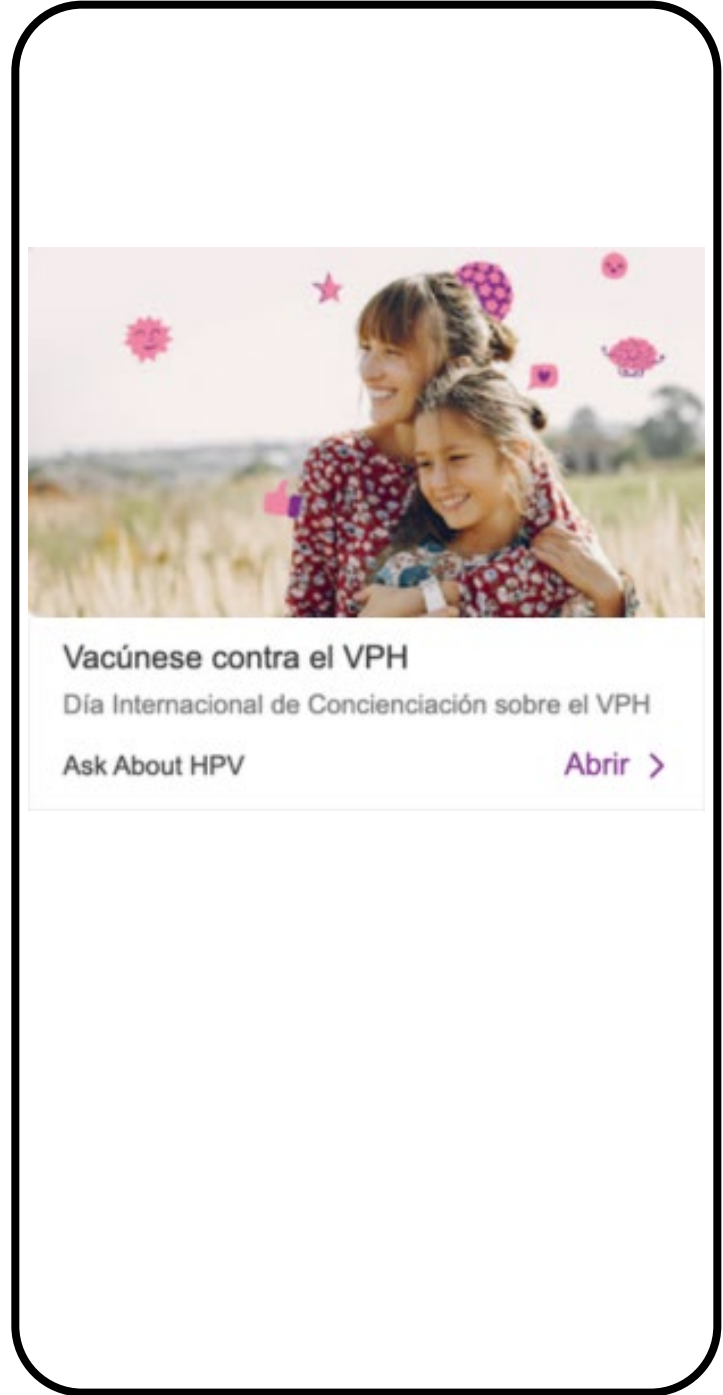
Video Views

<1000

Total clicks

61 K

Colombia / Argentina



Ad impressions

716 K

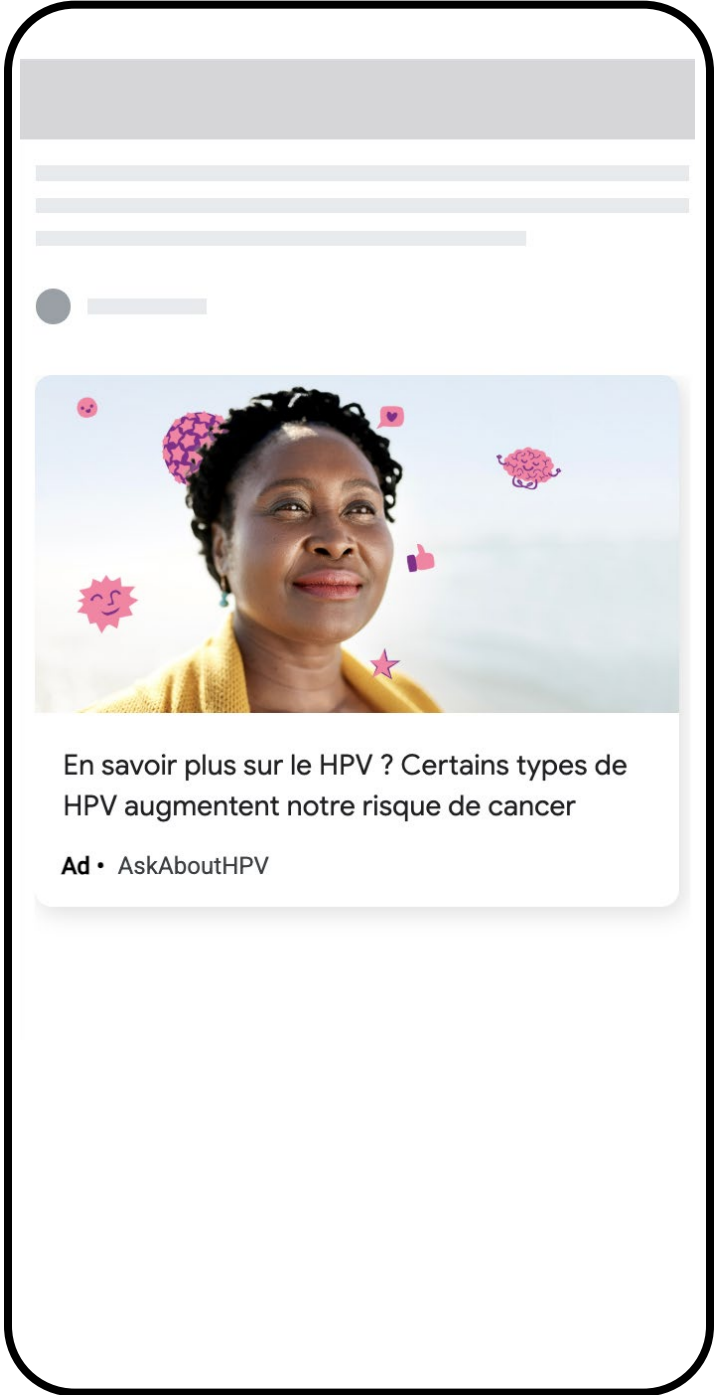
Video views

9,5 K

Total clicks

70 K

France



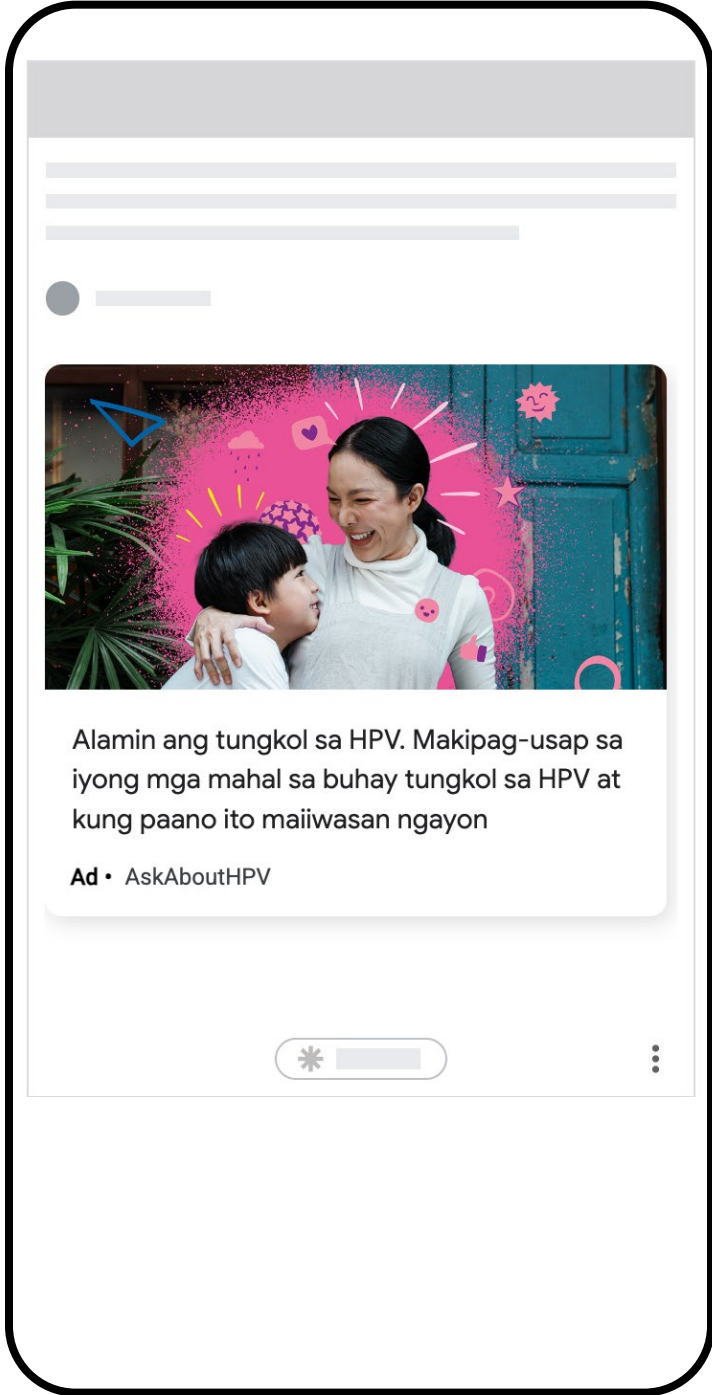
Ad impressions

454 K

Total clicks

11 K

Vietnam



Ad impressions

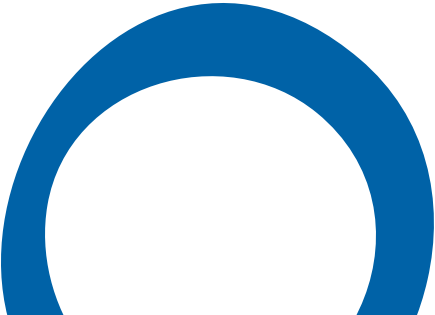
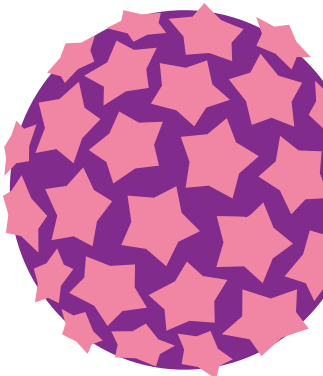
673 K

Video views

<1000

Total clicks

84 K



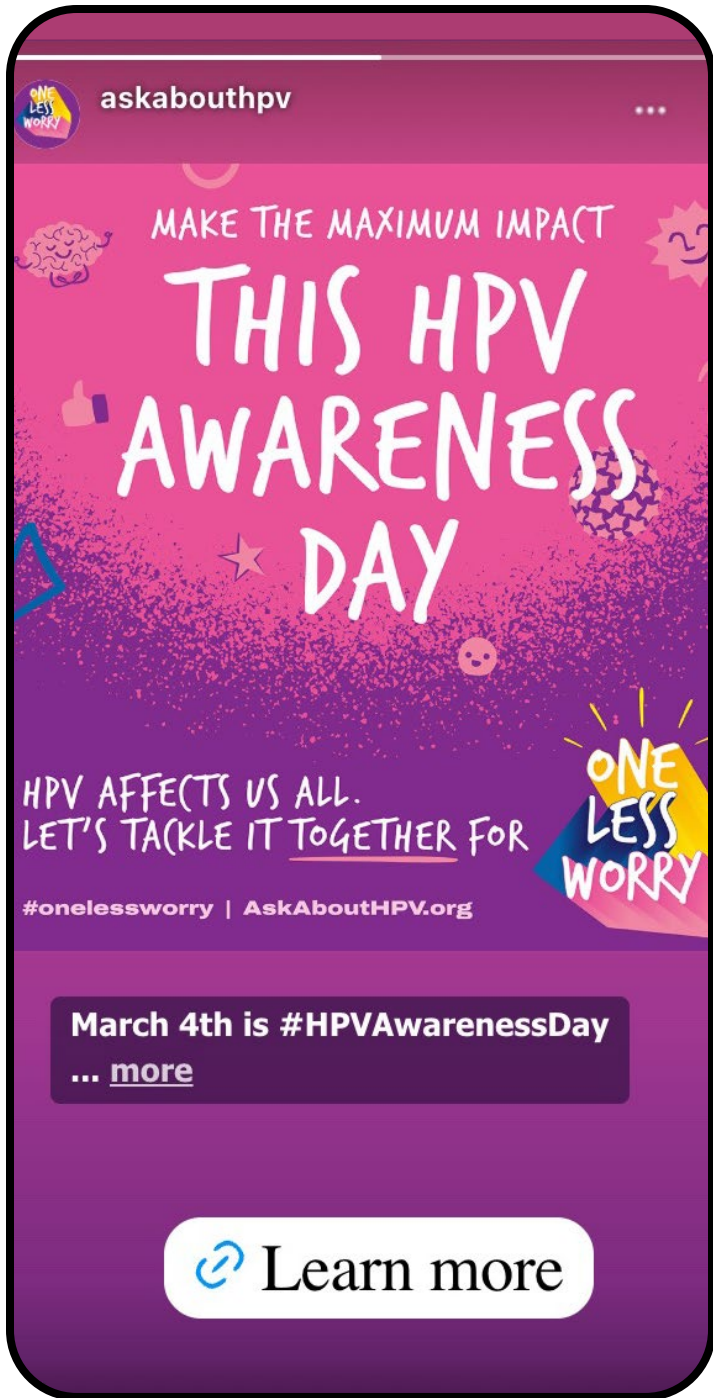
Top static social media posts

Paid

The top performing static on paid (Meta) was the HPV Awareness Day Static in India.

Total reach 95 K Clicks 9.2 K

A really strong CTR of 7.5%



Organic

Take control of your future was the top driving post organically with 4k views itself (no paid support).

Overall, statics work better than videos in ORGANIC. Video works better in PAID.

Organic statics also got the most engagement, views, and likes/interactions (compared to videos).

3 influencers with a potential reach of 3.8M



TANAYA NARENDRA

India

Handle
@dr_cuterus

Network
Instagram icon

Followship
1.9M

CLICK HERE
TO VIEW



DOREEN MORAA

Ghana

Handle
@yes_i_have_hiv

Network
Instagram icon, TikTok icon

Followship
298.5K

CLICK HERE
TO VIEW



VILMA ROSCISZEWSKI

Argentina

Handle
@ginecoyvos

Network
Instagram icon, TikTok icon

Followship
1.53M

CLICK HERE
TO VIEW



Impressions by influencer



TANAYA NARENDRA

India

Handle
@dr_cuterus

Network

Impressions
416K



DOREEN MORAA

Ghana

Handle
@yes_i_have_hiv

Network

Impressions IG
2.7K

Impressions TTK
7.2K



VILMA ROSCISZEWSKI

Argentina

Handle
@ginecoyvos

Network

Impressions IG
9.6K

Impressions TTK
7.2K



2026 RE(COMMENDATIONS



2027 Recommendations

Recommendation for next year



Increase budget to scale impact: More investment is needed to maintain reach while continuing to drive high-quality engagement.

Leverage “Partner Ads” on Meta: Collaborate with partner organisations via Facebook & Instagram to run joint ads (from AskAboutHPV account):

→ Drives stronger performance through **social proof** and opens opportunities for **shared budget contributions**.

Localise content further: Develop **personal stories in new languages/markets** (e.g. Greek) to improve cultural relevance and engagement.

Test and optimise video formats: Especially in **Pakistan and Bangladesh**, experiment with different video styles to improve retention and completion rates.

Adapt creatives to platform formats: Produce assets in multiple aspect ratios (vertical, square, etc.) to maximise performance across placements (e.g. Stories, Reels).

Refine Google creative approach: Develop **new static assets** that avoid explicit mention of vaccination to reduce risk of ad restrictions.

Improve tracking and optimization: Implement **Conversions API across Meta and Google** to enhance data accuracy and campaign performance.

Prioritise markets if budget is constrained: Focus on **fewer, high-performing countries** if budget remains flat or decreases, to maximise efficiency and impact.

Use high-quality visuals and sound, hook viewers immediately, keep content native and storytelling-driven, stay concise, and include a strong, share-worthy CTA to drive engagement and reach.

Keep pushing for high-quality visuals and sound when possible. Include a hook at the beginning to keep audience engaged.

Work with markets to identify local influencers.



SUCCESS STORIES



SOUTH AMERICA

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Colombia	35
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NORTH AMERICA

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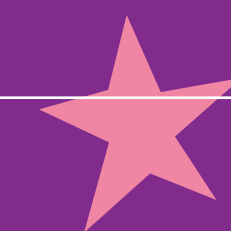
Malawi	59
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Brazil

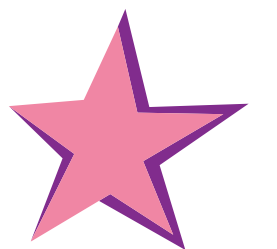
ICESP hosted a vibrant HPV Awareness Day on Avenida Paulista, combining education, entertainment, and prevention through an interactive quiz, theater performances, and free HPV vaccination. The initiative was carried out in partnership with **FIESP, IPVS, SBIm, the São Paulo Municipal Health Department, EVA, A.C.Camargo Cancer Center, Instituto Lado a Lado Pela Vida, and ABIHPEC Institute**. The campaign was further amplified through social media activation across Instagram, Facebook, and LinkedIn, including collaborations with Marlene Oliveira, journalist and social entrepreneur, to expand reach and visibility.



Activities at the event included an interactive quiz



The event concluded with the iconic FIESP Building illuminated with the campaign message projected across its façade, turning the landmark into a powerful symbol of HPV prevention and vaccination awareness.



Brazil

Campaign efforts continue to grow each year, fueled by the passion and involvement of team members and their families. Thanks to the initiative led by the IPVS Campaign Committee and partners, with strong support from super mom Lara Termini, young people were directly involved in creating and sharing social media content, strengthening peer-to-peer engagement and expanding the campaign's reach and energy, recognizing that young people often connect and respond best to messages from each other. This year, HPV awareness reached Recife, Brazil, specifically the Laboratory of Molecular Studies and Experimental Therapy (LEMTE). In early March, just ahead of the academic semester, an event was held by Professor Antonio Carlos De Freitas and Professor Jacinto Costa of the Federal University of Pernambuco, in collaboration with the **Mediterranean Task Force for Cancer Control (MTCC)**. Open to the public, it drew in hundreds of attendees, mainly undergraduate and graduate students.



Colombia

In Colombia, HPV awareness activities were led by **Dr Gloria Inés Sánchez**, IPVS Awareness Committee member, through integrated community, media, and professional engagement. Public education included activities at **Parque de la Vida**, with **two presentations on anal cancer** attended by **20 healthcare providers**. National and regional visibility was achieved through an **interview in El Espectador** and **three daytime television broadcasts** on HPV prevention. In addition, a **hybrid cervical pathology symposium** brought together **118 attendees**, strengthening clinical and public awareness.



Conversas de las que no se conversa
Caé al Parque para que continuemos hablando de un **tema poco público**, pero necesario...

VPH en el canal anal:
¡Aprendiendo a convivir con el diagnóstico!

Este encuentro es un ejercicio de escucha sobre las experiencias de acceso a servicios y la realidad de quienes conviven con este diagnóstico. Una oportunidad única para recibir orientación y solucionar todas las dudas que surjan, de la mano de dos expertos en el tema.

25 **miércoles** de **Marzo** 5:00 p.m. | **Parque de la Vida Medellín** (Cra. 51D #62-42)

Con **Gloria I. Sánchez** y **Juan Carlos Alzate**, **docentes de la Facultad de Medicina** de la Universidad de Antioquia, expertos en el tema.

Entrada libre con inscripción (cupos limitados), en:

Parque de la Vida | UNIVERSIDAD DE ANTIOQUIA Facultad de Medicina



QR codes for Instagram and Facebook

player.vimeo.com: para salir de pantalla completa, pulsa Esc

"Más allá de los números que acabamos de ver, la solución es tangible: Vacunar HOY es proteger el futuro sin cancer de nuestros niños y niños . Impulsa que la vacuna del VPH llegue a cada rincón de

El VPH es el Virus del Papiloma Humano. Es muy común y a veces puede causar #cancer en mujeres y hombres. Pero tenemos las herramientas para eliminar el VPH y prevenir el cáncer que puede causar. Más información #AskAboutHPV

El 4 de Marzo es el día de la concientación de la Prevención del VPH y sus enfermedades asociados

<https://www.askabouthpv.org/>

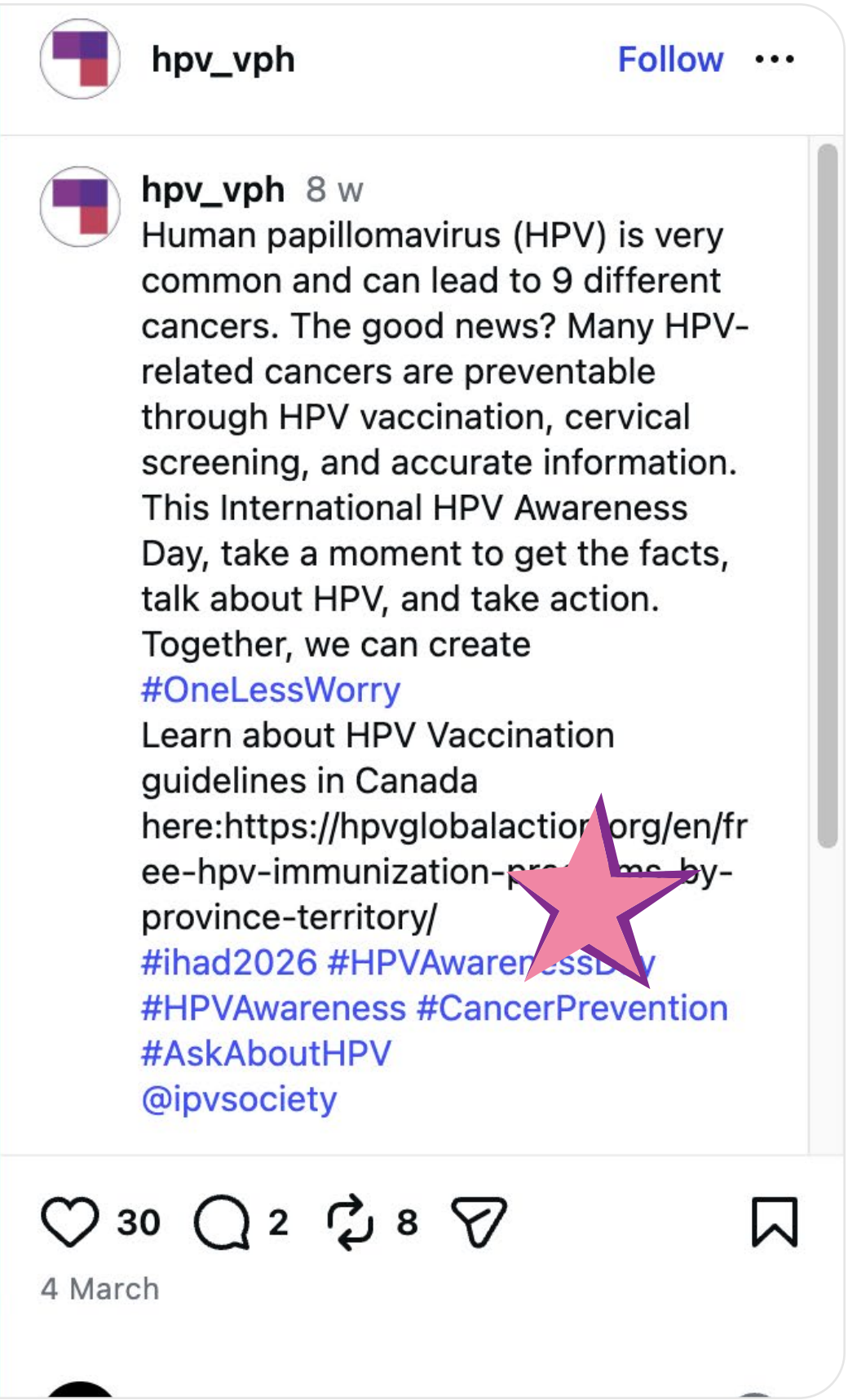
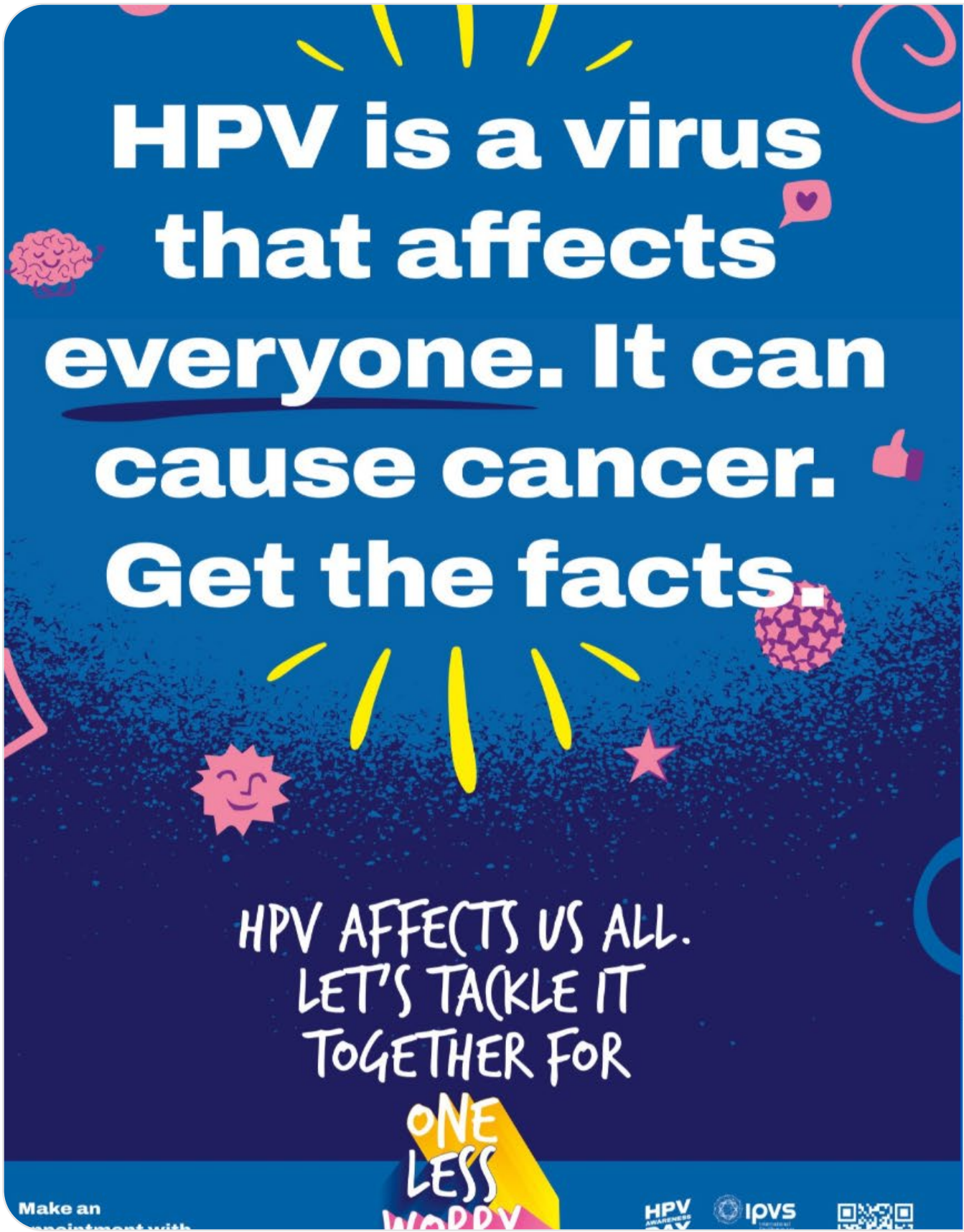
Peru

In Lima, Peru, new campaign partner **Sero Estigma** hosted a youth dialogue, “HPV and Other Fears,” bringing together youth leaders, public institutions, civil society, and international partners, with expert input from Prof. Gloria Sanchez (IPVS). Discussions focused on the sustainability of the HPV vaccination programme, gaps in coverage, and the role of young people in prevention and community education. A complementary nine-post social media campaign further expanded awareness of HPV prevention and vaccination.



Canada

In Canada, International HPV Awareness Day week (March 1–7, 2026) digital outreach reached 1,400+ individuals and generated 2,900+ impressions across social media platforms, with particularly strong visibility among professional audiences on LinkedIn. The campaign supported steady engagement and directed users to HPV education resources, with 310 of 331 website visitors during the period being new users, contributing to expanded reach and awareness during the campaign week.



United States

International HPV Awareness Day was marked by coordinated partner engagement amplifying the #OneLessWorry message. **The International Gynecologic Cancer Society (IGCS)** shared a [short video](#) commemorating the 20th anniversary of the HPV vaccine, while the **St. Jude HPV Cancer Prevention Program** (Memphis, Tennessee) highlighted its five-year milestone through a dedicated newsletter reaching approximately 3,800 subscribers and directing audiences to prevention resources on AskAboutHPV.org. Survivor-led advocacy also played a key role, with HPV cancer survivor **Jason Mendelsohn (“Superman HPV”)** sharing a personal message emphasizing the importance of vaccinating children to prevent future HPV-related cancers.



Are You Ready? March 4 is International HPV Awareness Day

International HPV Awareness Day, held annually on March 4th and led by the [International Papillomavirus Society \(IPVS\)](#), aims to reduce the global burden of HPV by raising awareness, promoting HPV vaccination, encouraging cancer screening, and advancing efforts in support of timely diagnostic care and treatment. The campaign, which started in 2018, emphasizes that while HPV is common and may be harmless, it causes six types of cancers and other conditions, which are almost entirely preventable through on-time HPV vaccination.

Anytime is a good time to promote HPV vaccination for cancer prevention. Take advantage of this international spotlight to shine a bright light on HPV cancer prevention.

In this special communication from the HPV Cancer Prevention Program at St. Jude Children's Research Hospital, we provide information and resources to promote HPV Awareness Day.

What are you doing to celebrate International HPV Awareness Day?
Email us at PreventHPV@stjude.org to let us know.



Team at St Jude's HPV Cancer prevention program

Greece

Led by the **Hellenic HPV Society**, Team Greece delivered an impressive, nationwide, multichannel public awareness campaign between January-March. Partners **ELLOK** and **INAB** (The Hellenic Cancer Federation and The Institute of Applied Biosciences) joined forces with Hellenic HPV to generate as much media coverage as possible about preventing cervical cancer in particular, a leading cause of death among Greek women. The awareness campaign is part of the legacy initiatives for IPVS 2026, which will take place in Athens in October.

HELLENIC CANCER FEDERATION
ELLOK

INAB
INSTITUTE OF APPLIED BIOSCIENCES



Greece

The campaign produced more than 70 educational post on social media, several videos including a national TV spot, podcasts, an interactive quiz, and a dedicated website, while achieving high visibility through social media campaigns reaching over 250,000 people, TV and radio interviews, a press conference in Thessaloniki, and coverage by more than 40 media outlets. Team Greece engaged youth and future healthcare professionals through student partnerships, university outreach, and surveys, while collaborating with advocacy groups and key stakeholders, efforts that will continue throughout the year. HPV awareness has now gained strong visibility in Greece, building momentum toward IPVS 2026 and supporting long-term prevention.



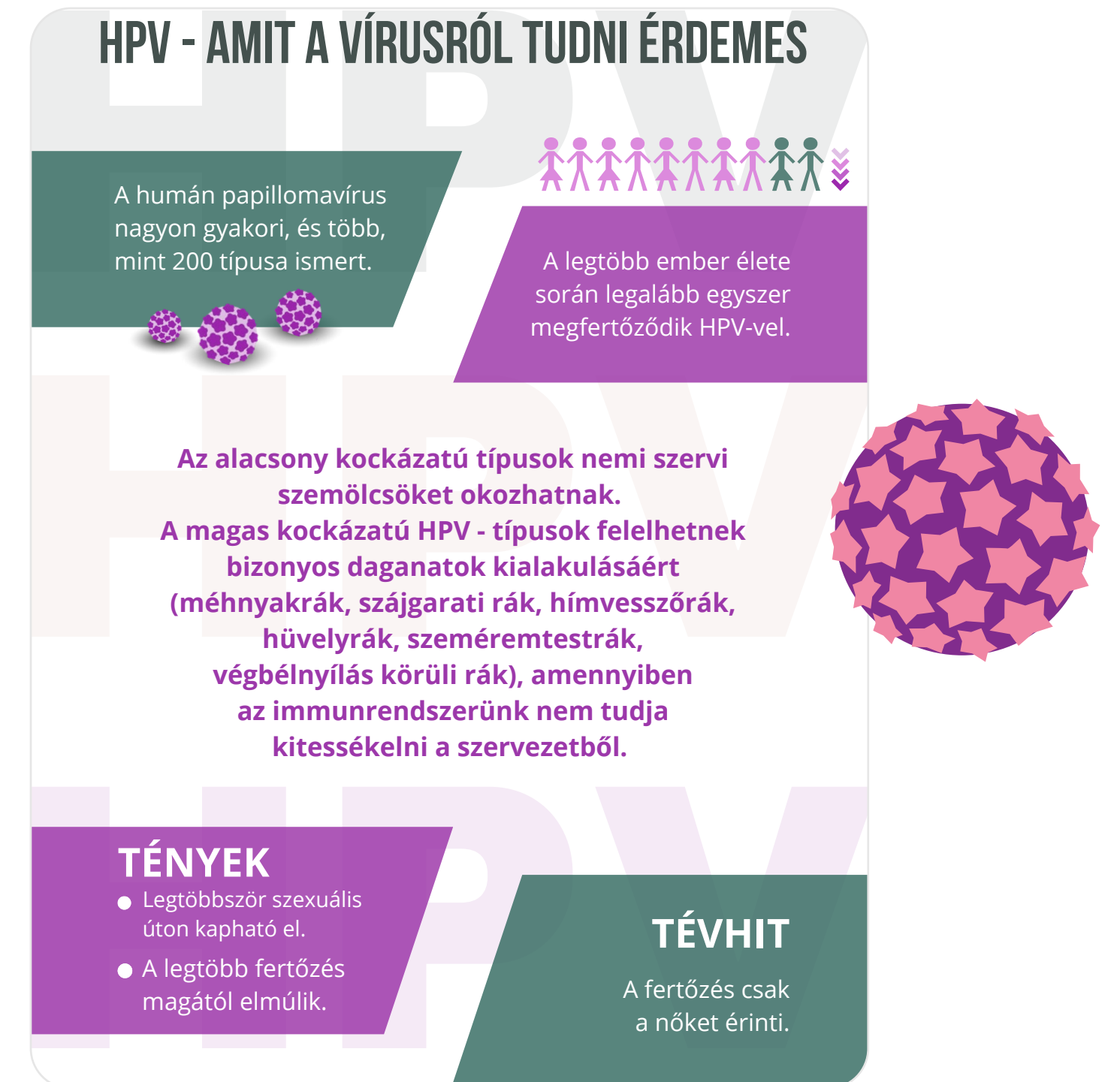
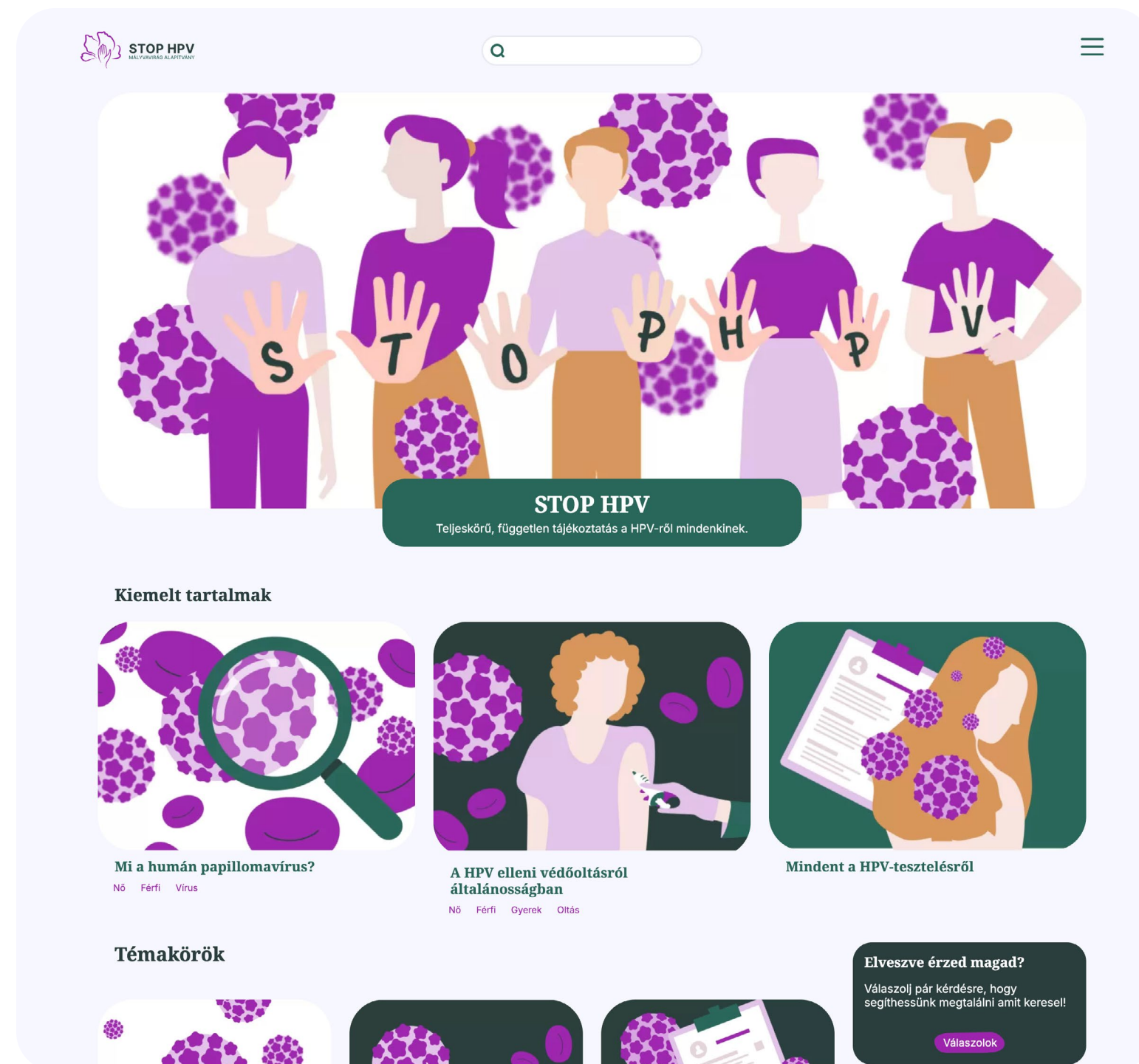
HELLENIC CANCER FEDERATION
ELLQK

ΙΑΒ
INSTITUTE OF APPLIED BIOSCIENCES



Hungary

The **Mallow Flower Foundation's** HPV awareness efforts combined digital engagement with sustained community-level prevention activities. The campaign included three targeted social media posts on HPV education, vaccination, and the StopHPV.hu website—developed in 2023 and reaching thousands of active users, with peak traffic during HPV Awareness Day and vaccination campaigns—as well as the rollout of a new HPV leaflet through 23 regional Mallow Flower Points. Led largely by trained volunteers, many of whom are gynecological cancer survivors, these local points integrate awareness-raising into workshops, public events, and prevention activities nationwide. Momentum was further strengthened during European Cervical Cancer Prevention Week (Jan 19th-25th), which featured locally organized events and an educational video series on screening and vaccination that reached tens of thousands of people.



Italy

In Italy, the **Rotary Club 2080** (Rome District) generated awareness about HPV through public outreach and school-based education. Activities included an HPV information stand at the **Rome Marathon**, reaching around **30,000 people**, and an ongoing programme in secondary schools, engaging approximately **300 students per month** through expert talks and **One Less Worry prevention videos**. The initiatives strengthened awareness of HPV, STIs, infertility, and cancer in a context with limited formal sex education, contributing to broader attention on HPV vaccination and cervical cancer prevention.







Regina Elena - San Gallicano - IFO

Contenuto fissato · 4 mar ·

Sai davvero cos'è l'HPV? Mettiti alla prova.

L'HPV (Papillomavirus umano) è uno dei ... altro

4 MARZO 2026

HPV DAY



*HPV: quanto ne
sai davvero?*

Fai il quiz.



SERVIZIO SANITARIO REGIONALE
IRCCS
ISTITUTI FISIOTERAPICI
OSPITALIERI



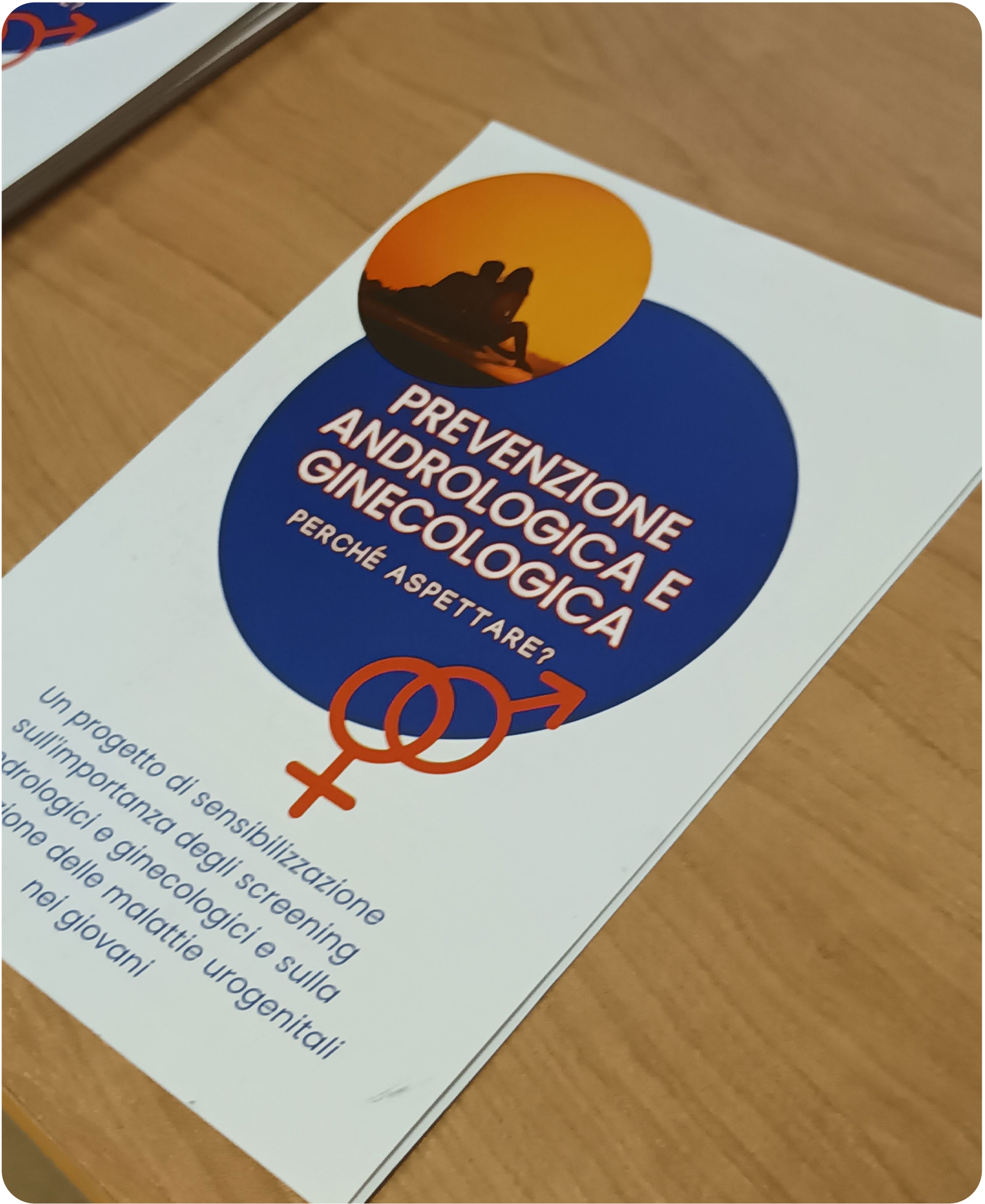
IRE
ISTITUTO NAZIONALE TUMORI
REGINA ELENA



ISG
ISTITUTO DERMATOLOGICO
SAN GALLICANO



REGIONE
LAZIO



The IFO/IRE/ISG initiative on social media included a quiz about HPV to spark public interest.

United Kingdom

UK-based partners **Global Action** and **Noman is an Island** on Men’s Health led coordinated advocacy on Men’s Health during the UN General Assembly consultations on NCDs and Mental Health. Working with partners across their global network, they proposed targeted amendments to Section 33 of the Political Declaration and mobilised stakeholders to engage governments directly. These efforts shifted the draft from a girls-only focus to **include boys**, resulting in the first UN commitment to routine universal HPV vaccination, adopted by around 175 countries in December 2025.



GLOBAL ACTION ON
MEN’S HEALTH

NOMAN
IS AN ISLAND
RACE TO END HPV
AND PREVENT 5% OF CANCERS

A turning point for
HPV elimination

The new United Nation’s Declaration on
Non-Communicable Diseases and Mental Health



Learn more about the policy brief [here](#)

Bangladesh

During Cervical Cancer Awareness Month, **Institute for developing Science and Health initiatives (ideSHi)** conducted HPV awareness activities across schools and communities in Kishoreganj District. The initiative included student sessions, parent discussions, teacher engagement, collaboration with healthcare providers, and distribution of educational materials on HPV vaccination and cervical cancer prevention.



Bangladesh

Between January and February, the program reached 947 students, 507 parents, 326 teachers, and 237 healthcare providers. Social media efforts expanded outreach to over 23,000 followers, with videos generating high engagement (up to 152,000 views). An event on International HPV Awareness Day (March 4, 2026) engaged 80–120 participants through discussions and awareness activities.



These efforts improved knowledge of HPV vaccination and screening, encouraged dialogue on women’s health, and motivated some individuals to seek screening services.

Bangladesh has recently transitioned to routine immunization following a successful national HPV vaccination campaign; however, uptake in this phase remains lower than expected. Since 2023, ideSHi has supported the Government of Bangladesh to strengthen HPV vaccine uptake through large-scale awareness efforts across 31 districts in four divisions. With Gates Foundation support, the program has reached over 200,000 participants, covered 500+ schools, and trained around 3,000 teachers and 2,000 healthcare providers.

Despite progress, awareness gaps persist, especially among newly eligible groups, highlighting the need for continued engagement.

China

Hosted by **Peking Union Medical College**, HPV Awareness Day was delivered across China in a hybrid format, bringing together stakeholders from public health, healthcare, academia, philanthropy, and industry. The initiative engaged participants from 24 cities and 22 low-resource areas, reaching more than 13,900 onsite and online attendees and generating nearly 1.2 million media views. Through keynote speeches, academic exchanges, and interactive sessions, the events strengthened coordination between cervical cancer prevention and clinical care, promoted HPV prevention for women, men, and adolescents, and leveraged nationwide CDC and healthcare networks to expand public education and primary-level HPV cancer prevention efforts.



India

In India, the campaign combined strong on-ground delivery with high-impact digital advocacy. **PHRII** led community education and HPV DNA screening in the Mysore region, reaching **2,000+ women**, screening **1,000+**, and strengthening clinical capacity through a **LEEP training for gynecologists**. At the national level, **CAPED India** amplified reach by supporting “**One Less Worry**” vaccination and screening videos, subtitled in **Bengali and Marathi**, and by facilitating collaboration with leading health influencer **Dr Cuterus**, whose content reached **900,000+ people**. Additionally, the **#BeAMan** campaign evolved into a broader, year-long initiative under **#MenToEndCervicalCancer**, expanding male engagement in HPV prevention and cervical cancer awareness.



India

Additionally, the **#BeAMan** campaign evolved into a broader, year-long initiative under **#MenToEndCervicalCancer**, expanding male engagement in HPV prevention and cervical cancer awareness.



Part of the #MenToEndCervicalCancer



Malaysia

In Malaysia, the **ROSE Foundation** reached 2,300+ individuals through a combination of digital education and community-based outreach. Efforts included a social media campaign featuring interactive “True or False” HPV quizzes on Instagram and Facebook, engaging 2,267 viewers and generating 154 content interactions, alongside in-person outreach with 58 students, teachers, and school staff at an international school conference and targeted engagement with healthcare professionals at Universiti Malaya Medical Centre, reinforcing awareness of HPV vaccination and screening.



QUESTION

Does Human Papillomavirus (HPV) only affect women?

Nepal

In Nepal, campaign partner **Nepal Fertility Care Center (NFCC)** marked Cervical Cancer Awareness Month and March 4th with a strong focus on screening, advocacy, and digital outreach. A free HPV DNA screening campaign promoted throughout January generated high engagement, achieving 6.29k views, 643 link clicks, 30 screening enquiries, and sustained interaction across social platforms. Activities were reinforced through continued HPV awareness content and visible One Less Worry branding, including its use at a national consultation meeting with leading obstetrics and paediatric societies to support HPV vaccination recommendations.



6 January · 🌐

January is Cervical Cancer Awareness Month.

All through January, we are running our [#EkChintaKum](#) Campaign where the first 10 people who contact us on any of our platforms can get free HPV screening right in the comfort of their homes (conditions apply).

Available only inside Kathmandu Valley.

Call us at 9801188322 or
DM us at Facebook or Instagram
Instagram Link: <https://www.instagram.com/nfccinnepal/>

SCREEN - TREAT - VACCINATE

[#HPV](#) [#Cervicalcancer](#) [#CCAM2026](#) [#Cervicalcancerscreening](#) [#Cervicalcancervaccination](#)
[#OneLessWorry](#) [#ActNowEliminateCervicalCancer](#) [#askabout HPV](#) [#nfccnepal](#) #90-70-90

जनवरी पाठेघरको मुखको क्यान्सर सचेतना महिना हो

जनवरी २०२६ विशेष
निःशुल्क
HPV परीक्षण

हरेक दिन हामीलाई सम्पर्क गर्ने पहिलो १० जनालाई घरमै निःशुल्क परीक्षण गरिदिने सुविधा ।

काठमाडौं उपत्यका भित्र मात्र ।

hpvnepal 8 w

Did you know 4 out of 5 people will get HPV at some point?

Today, March 4th is International HPV Awareness Day! HPV is so common, yet we don't talk about it enough. The good news is that it is preventable. Whether it's through vaccination, regular screenings or just staying informed, we have the tools to protect ourselves against it.

Knowledge is the best protection. Share this to help a friend stay informed! 📱

[#ekchintakum](#) [#onelessworry](#) [#askabout HPV](#) [#hpv](#) [#prevention](#) [#screentreatvaccinate](#) [#nfcc](#) [#ipvs](#) [#internationalhpvawarenessday](#)

No comments yet.

7

🗨

🔄

👍

4 March

RE

Add a comment...

😊

HPV खोप र जाँचले गर्छ सबैलाई सुरक्षित र बनाउँछ पाठेघरको मुखको क्यान्सर मुक्त नेपाल ।

AskAboutHPV.org



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
2026

March 8, 2026, Sunday
6:00 am - 10:00 am
Unilab High Court, Pioneer St. Mandaluyong City

Sama sama nating labanan ang HPV!

JOIN US AND REGISTER
program starts 6:30 am

#onelessworry AskAboutHPV.org pscpc.org





Singapore

In January, **Alliance for Active Action Against HPV (A4HPV)** delivered two One Less Worry community initiatives in Singapore focused on access, awareness, and screening. At the Singapore Cancer Society Screen Fest, A4HPV welcomed President Tharman Shanmugaratnam and highlighted youth engagement and HPV self-sampling through HPV Simple.



Mandi Lee explaining HPV cancer prevention to President Tharman Shanmugaratnam



A4HPV stall at the temple

Singapore

Earlier, at Sri Arulmigu Murugan Temple, A4HPV and young volunteers engaged local visitors and provided on-site cervical HPV self-sampling and breast screening via a mammogram bus. Both initiatives saw strong community participation and positive uptake of screening services.



Cameroon

In Cameroon, HPV awareness and cancer prevention efforts reached **over 1,000 people** through community sensitization activities led by **The Njoh Foundation**. These activities focused on HPV vaccination as well as cervical and prostate cancer screening, resulting in the identification and referral of **three cervical cancer cases** for care. Awareness efforts were further strengthened through presentations at **three webinars** and the sharing of **bilingual (English and French) educational videos** on social media, helping to broaden outreach and accessibility.



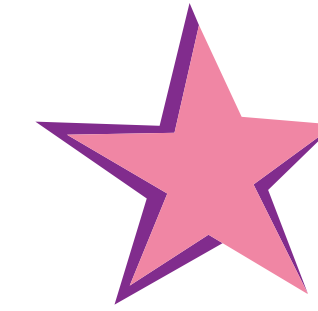
Ghana

The **IPVS Ghana Chapter** was once again extremely active with campaign 2026. HPV education and screening initiatives achieved wide community reach, engaging over **26,500 people**. These efforts included screening for **1,500+ women**, awareness programs for **10,000 senior high school students**, outreach to **10,000 adults** through churches and mosques, and hospital-based education reaching **5,000 individuals** at Ho Teaching Hospital.



Ghana

To listen to the Accra Girls Senior Highschool song about HPV click [here](#).



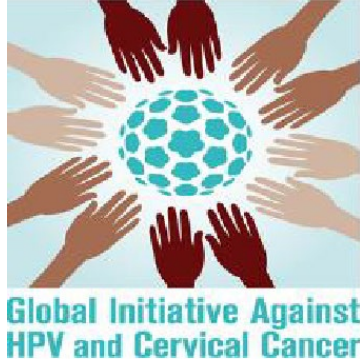
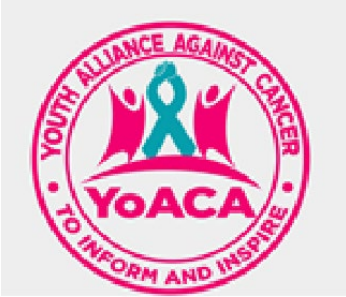
Kenya

In Kenya, HPV awareness was promoted through focused digital outreach. A short **1-minute social media video** reached **over 1,000 people**, while a regional webinar led by African experts engaged **56 active participants** out of 100 registered. Building on this, future webinars will plan for recorded sessions to further extend reach and make the content accessible to a wider audience.



Malawi

In Malawi, the campaign partnered with **Youth Alliance Against Cancer (YoACA)** to deliver comprehensive HPV and cervical cancer education across **six secondary schools in Karonga District**. Through interactive school-based sessions—including health talks, drama, and Q&A—the initiative reached **over 3,000 students and teachers**, strengthened knowledge of HPV prevention and vaccination, and established referral pathways to local health services.



Nigeria

In Nigeria, a face-to-face meeting on International HPV Awareness Day successfully convened more than 150 stakeholders from government, civil society, religious groups, and cancer survivor networks, with the shared goal of mobilizing influential bodies to increase HPV vaccination uptake, cervical cancer screening, and timely treatment. Chaired by Her Excellency Dr. Zainab Shinkafi-Bagudu (President-Elect, Union for International Cancer Control), the event benefited from strong leadership that enhanced its visibility and impact. The activity received extensive media coverage across major television stations and print platforms, further amplifying its public health message.

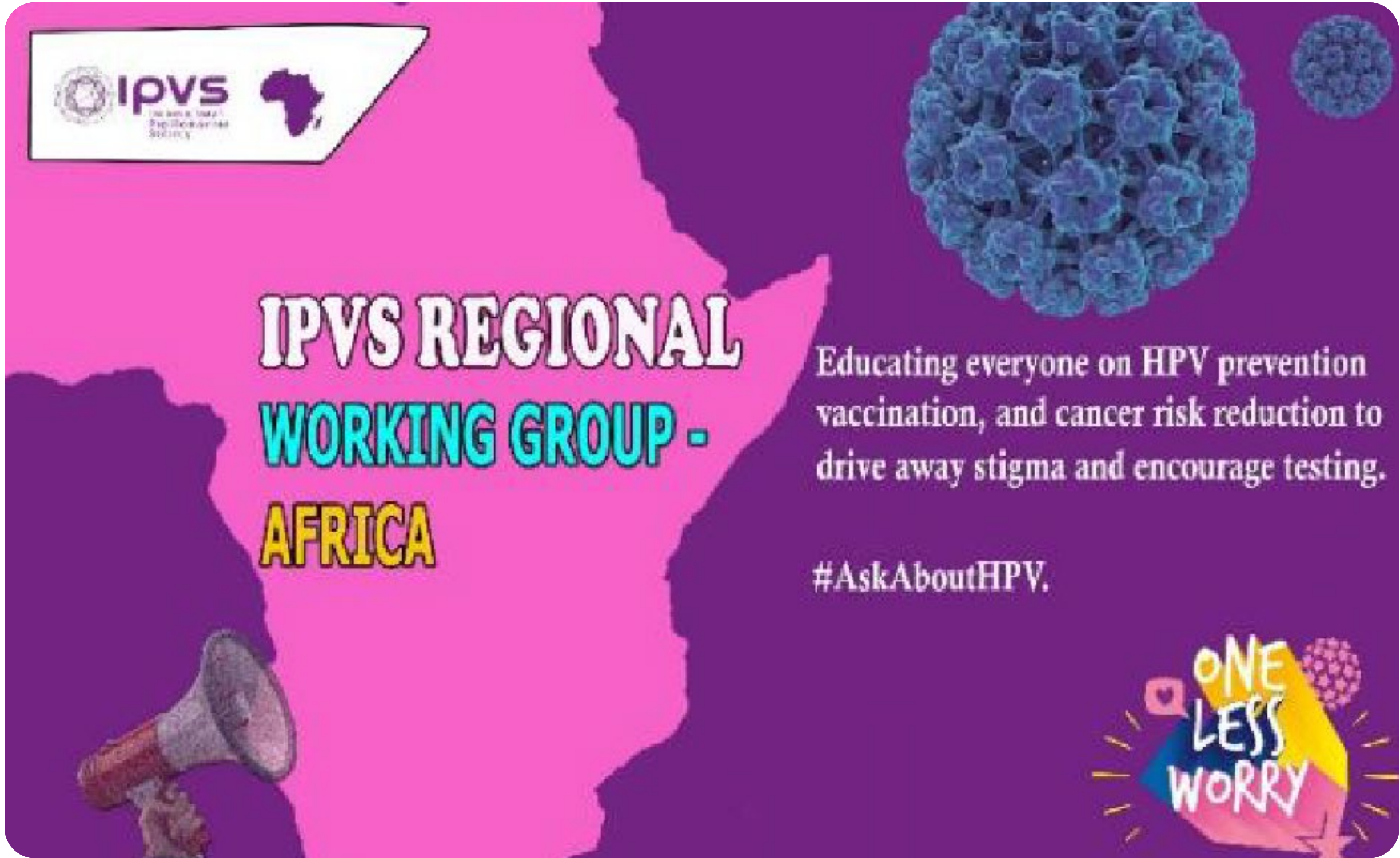


South Africa

Dr. Robyn Adams (IPVS Awareness Campaign Committee – Regional Working Group Africa) led education activities reaching around **500 people** through schools and community forums. About **400 learners** attended sessions at one school, with further outreach across six schools in Blue Downs, Kraaifontein, and Parow; more sessions are planned.

Community engagement included HPV awareness at a **Community Advisory Board meeting in Ravensmead** (around 100 residents) and the development of an opinion piece on HPV-related cancers.

Sessions promote vaccination and open discussion on HPV and cancer, topics previously unknown to most learners and teachers, and encourage participants to share information and check their vaccination status despite South Africa’s school-based programme (introduced in 2014).



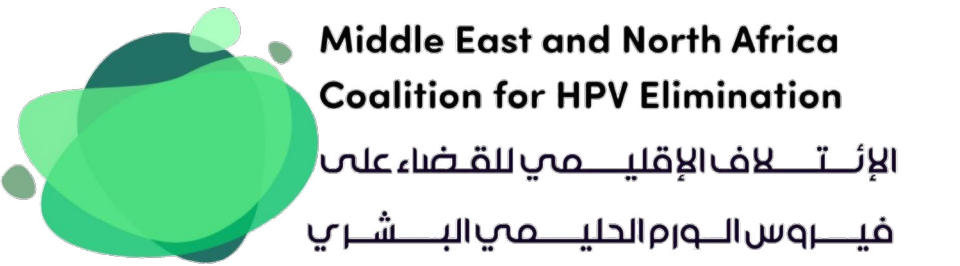
Zambia & Zimbabwe

In Zambia, campaign partner **YES Zambia**, organised activities on International HPV Awareness day, engaging 300 guardians through an interactive health session at a girls’ conference. The outreach created space for open family-level dialogue on HPV vaccination and cervical cancer screening, addressed common myths around vaccine safety and infertility, and encouraged uptake of HPV vaccination and free public screening services. In Zimbabwe, IPVS country ambassadors are beginning collaborations with academic institutions to support future awareness campaigns, building on momentum following the introduction of single-dose HPV vaccination in late 2025.



Middle East & North Africa (MENA)

In the MENA region, International HPV Awareness Day was marked by a high-impact campaign, driven by Arabic-language content and regional collaboration under the leadership of **Dr. Balkiss Abdelmoula**. Activities included the creation and amplification of 3 Arabic HPV awareness videos, support for Arabic subtitles and voiceover to enable reuse across countries, and a featured video message from Dr. Joel Palefsky, Chair of the IPVS Awareness Campaign Committee, reinforcing the importance of locally led action. These efforts were complemented by a regional webinar engaging 145 participants from 15+ MENA countries, with campaign content and learning extended across the 710+ members of the MENA Coalition for HPV Elimination.



Live Webinar

Middle East and North Africa Coalition for HPV Elimination

الإئتلاف الإقليمي للقضاء على فيروس الورم الحليمي البشري

ipvs

International Papillomavirus Society

Strengthening HPV Awareness in the MENA Region: Lessons Learned, Remaining Gaps, and the Way Forward

4 March 2026 | 8:30 pm Gulf Standard (4:30 pm UTC)

Dr. Maisam Akroush
Vice President, the Mediterranean Task Force for Cancer Control

Dr. Joel Palefsky
Honorary Board Member, International Papillomavirus Society (IPVS)

Dr. Noreen Zafar
Chair, Pakistan Alliance for Cervical Cancer Elimination

Dr. Nermeen Mustafa
Head, Awareness Sub-Committee of the Presidential Initiative for Cancer Early Detection in Egypt

Dr. Eiman Altawheed
President, Kuwait Women Health Society

Dr. Balkiss Abdelmoula
Secretariat of the MENA Coalition for HPV Elimination

Live Webinar

Middle East and North Africa Coalition for HPV Elimination

الإئتلاف الإقليمي للقضاء على فيروس الورم الحليمي البشري

ipvs

International Papillomavirus Society

Strengthening HPV Awareness in the MENA Region: Lessons Learned, Remaining Gaps, and the Way Forward

4 March 2026
8:30 pm Gulf Standard (4:30 pm UTC)

bit.ly/hpvdawebinar

MENA Coalition for HPV Elimination

224 followers
1mo •

head of this year's International HPV Awareness Day, we are proud to highlight our continued partnership with the **INTERNATIONAL PAPILLOMAVIRUS SOCIETY - IPVS** "Ask About HPV" campaign for the third consecutive year.

s part of this collaboration, we are excited to share the first co-produced Arabic-subtitled video series focused on the importance of HPV prevention.

HPV is extremely common, and vaccination for boys, girls, and adults remains one of the most effective tools to prevent HPV-related cancers.

aising awareness is essential to protecting communities across the MENA region and accelerating progress toward elimination.

HPV #HPVinMENA #HPVAwareness #HPVVaccine #IHAD

بُعدَ تطعيم الجميع ضد فيروس الورم الحليمي البشري أفضل طريقة

MENA Coalition for HPV Elimination

224 followers
1mo •

شاهدوا هذا المقطع التعريفي باللغة العربية، وساهموا في نشره ضمن منصاتكم لتعزيز الوعي حول مخاطر فيروس الورم الحليمي البشري في منطقتنا. يأتي هذا المقطع تزامناً مع اليوم العالمي للتوعية بفيروس الورم الحليمي البشري، وكجزء من حملة "هَمْ أَفَلْ" التي تطلقها الجمعية الدولية لفيروس الورم الحليمي البشري.

يُصنف هذا الفيروس ضمن العدوى الأكثر انتشاراً عالمياً، إلا أن الوقاية منه تظل ممكنة عبر ثلاث ركائز أساسية:

- رفع مستوى الوعي: يصيب الفيروس الجميع دون استثناء، ورغم ذلك لا تزال شريحة واسعة تفتقر إلى المعلومات الدقيقة حوله.
- التحصين: يمثل اللقاح حائط الصد الأول للفتيات والفتيان والبالغين، حيث بقي من كافة أنواع السرطانات المرتبطة بالفيروس تقريباً.
- الكشف المبكر: يبقى الفحص الدوري ضرورة ملحة ولا غنى عنها لحماية السيدات من خطر سرطان عنق الرحم.

شاركونا جهودنا الإقليمية لنشر هذه الرسالة الجوهرية: السرطانات الناجمة عن فيروس الورم الحليمي البشري هي أمراض يمكن تلافيها والوقاية منها!

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