



International HPV Awareness Campaign Strategy 2022-25

1 Background

International HPV Awareness Day (IHAD) was first inaugurated on March 4th 2018 to address significant gaps in public awareness of HPV. The campaign is founded on the premise that awareness of the virus is a fundamental element in efforts to reduce the harm of HPV and ultimately eliminate HPV-related cancers. A commitment was made at the outset to conduct a three-year review of campaign performance and to use the findings from that review to develop a more structured forward strategy. This review and strategy development was postponed for a year due to the impact of COVID19 but was completed in July 2021.

Key achievements

Driven by passionate IPVS members, International HPV Awareness Day has become part of the annual calendar for many organizations that are committed to addressing the harm caused by HPV to communities around the world. IPVS has developed a partnership network of 105 civil society organizations in 50 countries that use our evidence-based, translated and peer-reviewed resources to build awareness of HPV within their communities. We have also established an online platform to support communication, knowledge sharing and collaboration between campaign partners and IPVS members with an interest in public awareness.

Since the inception of the campaign, we have achieved a significant increase in conversation about HPV on social media and press on and around March 4th each year, with #HPVAwarenessDay achieving a highest ever global social media reach of 14.5 million people in 2021. In addition to public outreach, our partners have also successfully leveraged March 4th to provide global context for their engagement of policy makers, media and healthcare professionals. We have enlisted the support of international organizations beyond our formal partnership network including WHO, the NCD Alliance and NCI Global Health, contributing to IPVS' reputation as a global leader on HPV prevention and management.

Key insights

- Partner and member engagement in translation, review and development of campaign resources, coupled with more locally targeted social media promotion, has expanded our reach in key global regions. There is however a need and opportunity to develop and improve synergy between the global campaign and local partners.
- Our partnership network and existing public information resources can be better leveraged to help develop our year-round public awareness work and to support an ongoing year-round conversation about HPV.
- The SARS-CoV-2 pandemic has created challenges to HPV prevention and screening in particular, and the resource impact on HPV elimination strategies is already being felt. Conversely, the pandemic has however also raised public awareness of the impact of a virus on society and the importance of action on prevention.
- Public attention in media and social media is driven by celebrities, influencers and viral challenges in every global region. Significant success in expanding public awareness can be achieved by focusing effort and resources in this direction.

- While the macro-economic impact of the pandemic is not yet clear, it is likely that our campaign will face increasing competition for resources. This competition is likely to strengthen the requirement for evidence of funding impact whether we are seeking funds from pharma, foundations or partners. The requirement to demonstrate a line between spending, awareness, predispositions and behaviours is key.

2 Campaign vision

A world where everyone is equipped with the knowledge they need to take effective action to prevent the harms caused by HPV.

3 Campaign principles

1 HPV affects everyone, everywhere

HPV affects us all, either because we are one of the 80% of people who will have anogenital HPV infection at some point in our lives, or as a result of the harm caused by HPV to individuals we care about, the communities we live in, and the healthcare services we access or provide. Global and domestic issues in relation to prevention, screening and patient outcomes parallel wider healthcare access issues, that can be traced along existing socio-economic and demographic lines. While everyone is affected by HPV, the level of public awareness of HPV is almost universally low. Some communities face particular practical challenges in relation to awareness and access to services. **There is a continuing need for a global campaign that increases public awareness of HPV, reduces the harmful stigma associated with having HPV-associated disease, and empowers people to take action to address HPV.**

2 Think globally, implement locally

While there is a continuing rationale for supporting a globally coordinated awareness campaign, this needs to be complemented with campaigns that are relevant and responsive to the local context, culture and opportunities to support change. *Thinking global, implementing locally* will help IPVS to build relevance, reach and engagement required to address awareness gaps. **Developing focused campaigns can help us to respond to particular needs and resource settings; build local capacity for sustainable HPV awareness work through local operating partnerships, connected to local IPVS members.**

3 We deliver campaigns with measurable impact

Building local implementation networks and targeted campaigns will allow us to test different strategies, guided by HPV, public health and communication science research data to support improved HPV awareness among specific communities. Being more targeted will also provide an opportunity to better measure impact and evaluate strategies. Working with local partnerships to develop impact assessment tools while designing and evaluating specific awareness building approaches, we can gather evidence of what works and what doesn't, with whom and where. **This will inform future IPVS strategy and enhance the campaign's contribution to a global exchange of knowledge in relation to HPV awareness building.**

4 Our 2025 goals & priorities

1 By 2025 we will have raised awareness and understanding of HPV in targeted communities and countries

Priorities for action

- Design and undertake a process to define the highest priority audiences by demographics and geography for the 2022-25 campaign
- Develop and deliver a year-round HPV awareness communication plan with an identified resources plan, to address the information needs of each of our key communities
- Engage in a structured consultation with partners, members and key stakeholders to develop a series of local collaborations/pilots which have clearly defined measures of impact/success
- Develop a collaboration plan with the IPVS Education Committee to develop public communication capacity of frontline healthcare workers, with the goal of expanding their participation in the awareness campaign.
- Develop and deliver a year-round HPV awareness communication plan with an identified resource plan that addresses the information needs of each of our key audiences.
- Appoint campaign suppliers with the expertise and capacity to support the year-round delivery and measurement of the campaign
- Develop collaboration agreements with key global partners, including WHO, UICC, NCI to leverage HPV awareness through IPVS and partner events.

2 IHAD will provide a highly visible annual focal point for the International HPV Awareness Campaign, supporting and providing visibility for a year-round global conversation about HPV

Priorities for action

- Develop a campaign brief for International HPV Awareness Day Campaign
- Appoint campaign suppliers with the expertise and capacity to support the delivery evaluation of the global IHAD campaign
- Consult and engage partners on theme and approach for IHAD 2022

- Agree the media engagement strategy for IHAD 2022 and develop the required content to support an effective PR campaign

3. The Campaign will have a strong actively engaged network of delivery partners who have clearly articulated local campaign plans.

Priorities for action

- Develop and deliver a communication plan to support engagement of partners and maximise achievement of campaign goals
- Conduct a gap analysis and actively recruit partners for countries, regions and communities where they are needed
- Create and support regional networks with designated leads to support development and implementation of regional and national campaign communication plans

4. IPVS members will be connected with campaign partners in their respective countries, strengthening campaign implementation and supporting impact evaluation.

Priorities for action

- Conduct a mapping and matching exercise of IPVS members and partners
- Conduct a review of the IPVS Hub with a view to supporting regional collaboration
- Work in collaboration with the IPVS membership committee to establish local IPVS member chapters that support regional campaign collaboration

5 Our audiences

While working with global themes, the campaign will develop priority audiences which will guide our activity. We will develop our focus based on an analysis of geographic, demographic, public awareness, health needs and capacity, to help us target effort and resources to those communities where improved public awareness can make an effective contribution to improved access to HPV prevention and screening.

To ensure campaign sustainability and consistent with our commitment to develop a global knowledge/evidence base around HPV awareness, it is anticipated that our priority communities will represent a ‘mixed portfolio’. This approach will enable us to provide opportunities to explore, demonstrate and share learning around effective approaches to improving uptake of vaccination/screening among specific demographic groups. It will also demonstrate the potential for community demand-building as a support for local policy advocacy. Our “mixed portfolio” approach will result in targeting of resources to a mixture of high- and low-resource settings. Targeting resource to higher income settings may be more successful in terms of meeting shorter-term key performance indicators but the needs and potential for long-term impact may be greater in lower resource settings.

7 Resourcing the campaign

Building a sound financial base is essential to enable the Campaign Committee to achieve the ambitious strategic goals and objectives set out in this document. Financial stability and growth is also critical to our commitment to engage, support and build capacity of local organizations and partnerships to deliver localized campaigns and to reach communities where the campaign can make the greatest impact.

8 Key campaign contacts

For more information about the campaign and to discuss support for the strategy please contact:

Joel Palefsky, Chair joel.palefsky@ucsf.edu

Anita Wiseman, Campaign and partnership manager awiseman@kenes.com