

International HPV Awareness Day Campaign 2021

Campaign Partner Newsletter – Dec 2020

Dear International HPV Awareness Day HPV Campaign partners,

Preparations are well under way for the 4th annual **International HPV Awareness Day (IHAD)** on **March 4th, 2021**. Last year IHAD landed just as the COVID-19 pandemic was starting to rage. We had to fight hard for public attention that was distracted by another virus. This year we are aiming to leverage the increased public awareness of the impact of viruses in general and how action by all of us can help to reduce the risk. The 2021 campaign will lead with the fact that **HPV is a virus that we have the knowledge and tools to beat!**



www.AskAboutHPV.org

What is different this year

The upcoming campaign will be about **hope, inclusiveness, and collective action**. We already have the tools to beat HPV. As the COVID pandemic has so clearly illustrated, when people work together, we can achieve a great deal. Based on input from partners in various regions, campaign assets are being tailored to reflect regional themes to better resonate with local communities. We are using images of diversity to communicate that it takes **ALL types of people** working together to beat HPV and stop HPV-related cancer. Finally, the messaging makes a more **direct link between HPV and cancer** than was done in previous years. Our goal here is to make clear why it is so important to act and support the WHO call for elimination of cervical cancer.

Social media photo campaign – it takes you and me, it takes everyone!

In addition to sharing our campaign resources we are asking everyone to help us to share the message that **it takes ALL of us to beat HPV** by sharing a photo of themselves with the person, or



people they care about on Facebook, Instagram or Twitter. We want you to tag as many of the people in the picture as you can and share the picture with the message:

‘It takes people like me and people like you. It takes everyone to beat **#HPV** the **#virus** that causes **#cancer**. [tag people in the photo] Copy this message with a photo of you with a person you care about, tag them when you share! askaboutpv.org **#AskAboutHPV**’

Working with partner feedback

At the conclusion of the 2020 campaign, we surveyed partners to find out what could be improved to effectively reach and inform more people around the world about HPV. Many practical suggestions came forward, and we are working with that input to make the most useful tools available at right moment to increase the impact of this campaign around the world.

USE THE HASHTAG

#AskAboutHPV

Important dates in 2021:

8 Jan - [AskAboutHPV.org](https://askaboutpv.org) website refreshed to reflect the 2021 theme: **HPV: A Virus We ALL Can Beat**.

The Campaign Toolkit (with adaptable materials) for partners to download. Materials will be available in the following languages: **English, Bahasa Malay, French, Hindi, Spanish, and Mandarin Chinese!**

Campaign Toolkit elements for you to use:

1. Campaign Guidelines and Social Media Channel Copy Guide
2. Logos
3. Patient information materials (pdf)
4. Campaign and patient information videos
5. Posters
6. Infographics and other images to use on social media

Plan to participate in a regional webinar!

18-21 January: Regional webinars will be held for campaign partners around the world. We will summarize the background and goals of the 2021 campaign, the materials available, and answer any questions you may have. Dates and times for the teleconferences will be announced in early January.

- **English I: West Africa:** hosted by IPVS President Dr. Margaret Stanley, Prof. Emeritus Dept of Pathology, University of Cambridge.
- **Spanish: Latin America:** hosted by Dr. Jose A. Jeronimo, Board of Directors IPVS, Liga Contra el Cancer Peru
- **French: Franco-African countries** hosted by Prof. Marc Steben, MD, University of Montreal, Canada.
- **English II: North America:** hosted by Dr. Joel Palefsky, Professor of Medicine, University of California, San Francisco.



HPV HUB – Register now to connect, collaborate and advocate

International HPV Awareness Day (IHAD) is the annual focal point of HPV advocacy activity around the world. IPVS has set up the [HPV hub](#), an online platform to facilitate collaboration and knowledge sharing among organizations and individuals working to eliminate HPV and related cancers. Official campaign partners and IPVS members can use the hub to collaborate, share knowledge, create/join discussion groups, post stories about local HPV awareness events and activities, and more. [Register now.](#)

Continued Partnership

To date almost all of our 2020 official partners plan to participate in the 2021 campaign, and new partners are joining. Instead of asking you to renew your Memorandum of Understanding for 2021, we request that you simply let us know if you wish to be removed from the official partners list on askabouthpv.org, in which case we will see to it that your organization is removed from the email list and website.

Join the [#askabouthpv](#) conversation on Facebook, Twitter, and Instagram. Let's get people talking, learning and taking action to eliminate HPV. We love to collaborate with you, so please touch base if you have ideas to help us grow our impact.



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