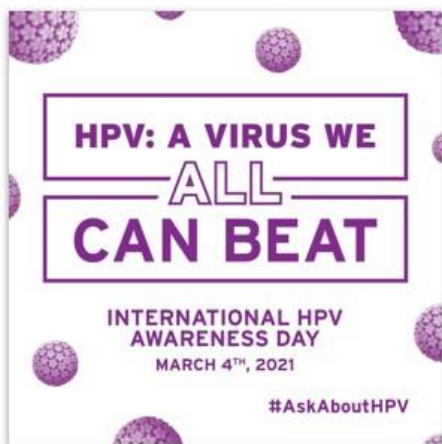


## IPVS Member Newsletter - April 2021

### HPV: A Virus we ALL can beat – A preliminary debrief on HPV Awareness Campaign 2021



March 4<sup>th</sup>, 2021 marked the fourth annual **International HPV Awareness Day (IHAD)**, the date when additional global attention turns to HPV as a serious public health issue. As global HPV thought leaders, IPVS members are more than aware of the links between HPV and cancer, and strategies for prevention, screening, and management. Unfortunately however, many people around the world are unaware of HPV and its connection to cancer, which is why this campaign is so important.

We've only been at it for four years, but it's safe to say that Campaign 2021 has clearly been the most successful to date. The IPVS Campaign Committee began earlier to engage more intensively with our partners around the world, applying their input during the creative process. We also developed more regionally tailored materials and added four more

commonly spoken languages to campaign materials (taking us up to 10 languages in total). These efforts helped bring in 20 new operating partners taking us up to 100+ partners world-wide.



HPV Campaign - Infographic in Italian



HPV Campaign - Infographic in Russian

**Online performance indicators for Campaign 2021** are very strong across the board. We reached a lot more people and in languages other than English. Our on-line communities grew; social media traffic increased significantly. Campaign 2021 outperformed not only previous years' performance but also exceeded a number of average statistics for similar posts on social media channels. Here are a few preliminary statistics:

- The campaign hashtag, **#AskaboutHPV** reached **9.1 million** (people who looked at a post with the hashtag) with 11.1 million impressions (people who had the opportunity to see a post with #AskAboutHPV.)
- Engagement on Facebook over 119,000 (7% of reach) was really impressive compared to average for posts of this nature (which usually have 2.7% of reach). This means our posts were successful in creating interaction with viewers.
- The press release reached 868 media outlets around the world, had a **potential audience of 3 billion** people! Around **180 HPV-related articles** were published in March 2021, a huge increase from regular press coverage.
- Visits to the public facing website **AskAboutHPV.org** (13,150) jumped by 39% against our best previous year (2019). Most of those visitors were new.

**Social media data only tells part of the story about campaign impact.** Our campaign partners have been engaging with public policy makers, healthcare providers, community leaders, TV, radio, and digital media, and of course the public in ways not measured by social media. A full HPV Awareness Campaign 2021 Report will be released later in the month, once we have gathered sufficient information from partner activities around the world.

### High Level Panel on March 4<sup>th</sup>, 2021 brought HPV stakeholders together

IPVS hosted a high-level panel discussion on International HPV Awareness Day (IHAD) March 4th, 2021: [Accelerating progress against HPV-related cancer in the era of COVID-19](#). Leading experts examined the challenges and opportunities that the COVID pandemic has created in the battle to beat HPV and eliminate HPV-related cancer.



Moderated by ITV International Affairs editor Rageh Omaar and hosted by infectious disease specialist Dr. Joel Palefsky, this event targeted healthcare professionals, public policy makers and HPV specialists. There were over 800 registrations and impressive interaction with the 400 participants in attendance. The enthusiasm for this event seemed to bring the HPV

stakeholder community together in a way appropriate to International HPV Awareness Day. The campaign committee plans to deliver a series of similar regional panels through the rest of year. IPVS members that are interested in getting involved should contact us at [hpvday@kenes.com](mailto:hpvday@kenes.com).

### IPVS educational webinars this spring

The IPVS 2021 series of free, live, one-hour educational webinars on HPV topics of interest in both basic science and in clinical settings are set to continue this spring with the following sessions for April and May.

#### SESSION III: The Future of HPV Research

**April 22<sup>nd</sup> 17:00-18:00 CET (Geneva) / 08:00-09:00 PST (San Francisco)**

What do the experts consider to be the ‘sweet spots’ for HPV research over the next 10 years? This session aims to inspire trainees and early career professionals in the field of HPV research. Short presentations and discussions will identify current knowledge gaps in lab/clinical/public health science relating to HPV and generate ideas for the direction of research going forward. The one-hour session is live, and there will be ample opportunity for Q&A after the presentations. Please join us, and feel free to share the invitation with others that you think may take interest in this topic. [Register now.](#)



**SESSION IV: Cervical cancer vaccination & screening in the Asia Pacific during the pandemic: Where do we go from here? May 15th 14:00-15:00 Singapore / 08:00-09:00 CET (Geneva)**



**IPVS & the Asia Pacific HPV Coalition invite you to a FREE online webinar**

**Title:** Cervical cancer vaccination & screening in the Asia Pacific during the pandemic: Where do we go from here?

**Date:** 15 May 2021  
**Time:** 02:00 PM (GMT+8) Singapore / 08:00 AM CET (Geneva) / 11:00 PM PST (Los Angeles)

**Panel:** Dr. Suresh Kumarasamy (Malaysia)  
 Prof. Suzanne Garland (Australia)  
 Prof. Woo Yin Ling (Malaysia)  
 Dr. Tsetsegsaikhan Batmunkh (Mongolia)  
 Dr. James Fong (Fiji)

**Moderators:** Dr. Ida Ismail-Pratt (Singapore)  
 Dr. Ginni Mansberg (Australia)

**REGISTER TODAY!**

[www.ipvsoc.org](http://www.ipvsoc.org)

What are the challenges that Asia Pacific nations must address to realize the WHO strategy to elimination of cervical cancer? IPVS and the Asia Pacific HPV Coalition have organised a group of esteemed of HPV experts from across the region to discuss what needs to be done to defeat HPV and eliminate cervical cancer in this part of the world. The one-hour session is live, with plenty of time reserved for Q&A after

the presentations. IPVS members, APAC HPV Coalition partners, healthcare professionals and health-oriented NGOs in the region are welcome to join this session, which will be in English. Feel free to share the invitation with others in your network that you think may take interest in this topic. [Register now.](#)

There are more interesting virtual events for IPVS members to consider joining in the coming weeks. Visit the IPVS events calendar to find out about the following:

- [Towards a Cervical Cancer Free Malaysia](#), the live stream event for with World Health Day hosted by the Rose Foundation & ETIQA on April 6<sup>th</sup>.
- [Workshop: Antiviral Drug Development for Human Papillomaviruses](#) on May 5<sup>th</sup> & May 6<sup>th</sup>.

**Conference Update: IPVC 2021 – Research & Education for HPV Elimination, November 15-19th, 2021**



**ipvc2021**  
 34<sup>th</sup> INTERNATIONAL PAPILLOMAVIRUS CONFERENCE

**NOVEMBER 15-19, 2021  
 VIRTUAL CONFERENCE**

#ipvc2021 [www.ipvconference.org](http://www.ipvconference.org)

We are pleased to inform IPVS members that the keynote and plenary session speakers for IPVC 2021 have been confirmed, and it's an impressive assembly of experts set to address a variety of relevant topics. The way conference-supporting technology is moving forward,

we are confident that [IPVC 2021](#) online is going to be a whole new experience for many participants, with more networking opportunities and innovative session formats than were possible at IPVC 2020. Take a sneak peek at what is coming up this November [here](#).

A reminder about upcoming deadlines:

- **Satellite symposium suggestions:** The Chairs of IPVC 2021 invite you to submit suggestions for satellite symposia that you believe will enrich the spectrum of HPV-associated scientific, public health and societal activities during the IPVC 2021 virtual conference. Please [submit your proposal](#) by **April 30, 2021**.

- **Abstract submissions:** If you are interested in presenting your work at IPVC 2021, **we look forward to [receiving your abstract](#) by May 31, 2021**. Early career researchers that submit an abstract may be eligible for several [grants and awards](#).

### New Executive Manager working for IPVS



The Association Management services that IPVS receives from Kenes have been restructured. We are pleased to inform IPVS members that on April 6<sup>th</sup>, 2021 Coralie Deguerville will assume the full-time role of Executive Manager of IPVS. Based in Switzerland, Coralie has extensive experience managing non-profit scientific organisations in the healthcare sector in Europe, North America, and Asia. We welcome her to the team and look forward to her significant contribution in support of our society. She will be reachable at [cdeguerville@kenes.com](mailto:cdeguerville@kenes.com) and [ipvsoffice@kenes.com](mailto:ipvsoffice@kenes.com).



[IPVSoc.org](http://IPVSoc.org) – society website

[AskAboutHPV.org](http://AskAboutHPV.org) – Public Awareness website

