

ONE  
LESS  
WORRY



# International HPV Awareness Day Campaign

# 2024



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# ONE LESS WORRY

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# Introduction to HPV

The human papillomavirus (HPV) affects everyone. 4 out of 5 of us will have the virus at some point in our lifetime. While most of us don't experience symptoms, the virus can cause cervical cancer (as well as cancer of the penis, anus, vulva, vagina and oropharyngeal –throat), and claims almost half a million lives every year.

These are lives that could be saved. People of every background, nationality, race and gender.

We have tools available to prevent HPV-related cancer. The HPV vaccine is safe and effective in preventing the HPV virus, and (cervical) screening is important for detection of abnormal cells before they become cancerous.

Yet we face barriers to circulating the necessary information and rolling out essential vaccination and screening programs.

From early February through to International HPV Awareness Day on March 4th, IPVS and our campaign partners press forward to raise awareness about HPV, and how we can beat it. By educating people about the virus and addressing the related stigma. By communicating clearly:

**HPV affects us all. Let's tackle it together for #OneLessWorry**





# International HPV Awareness Day

Since 2018, IPVS has been raising awareness about HPV. The campaign launches on Feb 4th (World Cancer Day), and runs through March 4th.

By addressing prevention, treatment, and care, we are not just raising awareness but actively working towards a healthier tomorrow for all.

This year we are sharing a message of togetherness – uniting against HPV to have **#OneLessWorry**



**2024**  
**Monday**  
**March 4th**





# 2023 Digital Campaign Results

## #Hashtag Performance

#onelessworry  
potential reach

91.7 Mio

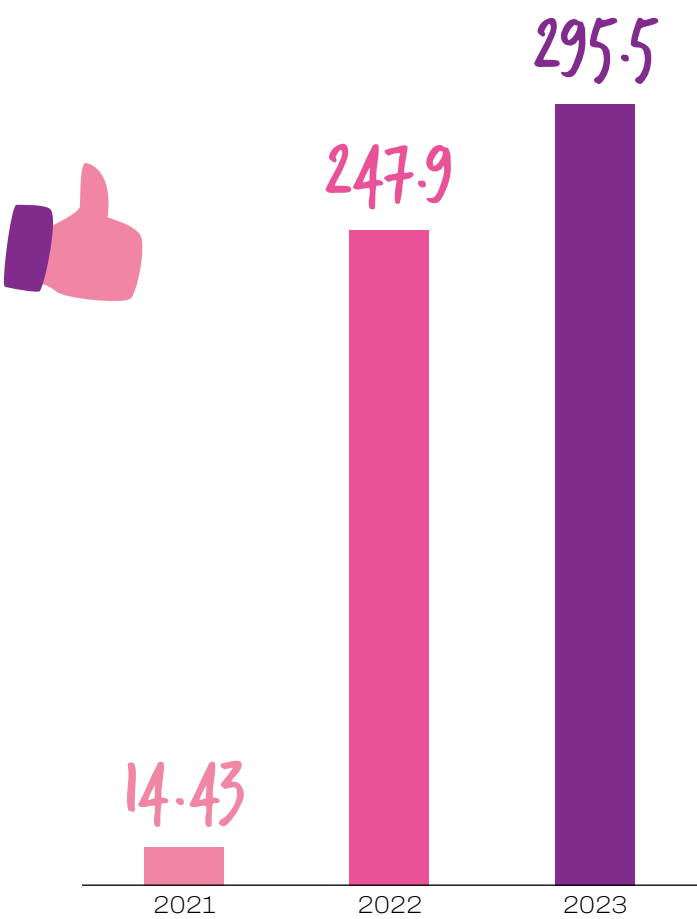
#askabouthpv  
potential reach

116.7 Mio

#hpvawarenessday  
potential reach

87.1 Mio

#Hashtag total potential reach (in Mio)



## Website visits (page views)

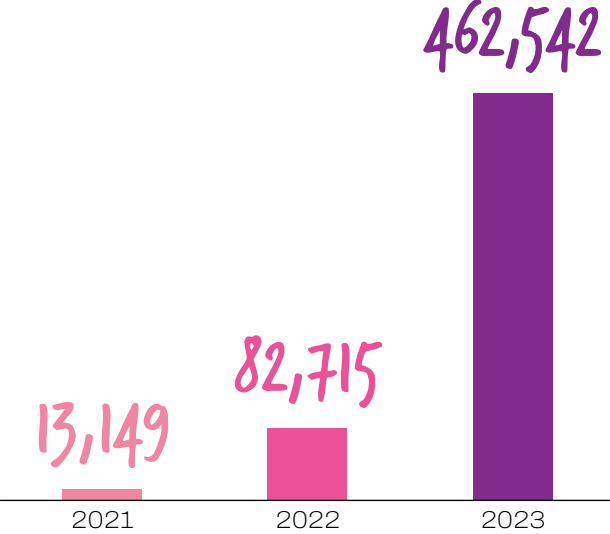
Total pageviews

462,542

Pageviews progress (VS 2022)

+459%

Total pageviews



## Website visits (new visitors)

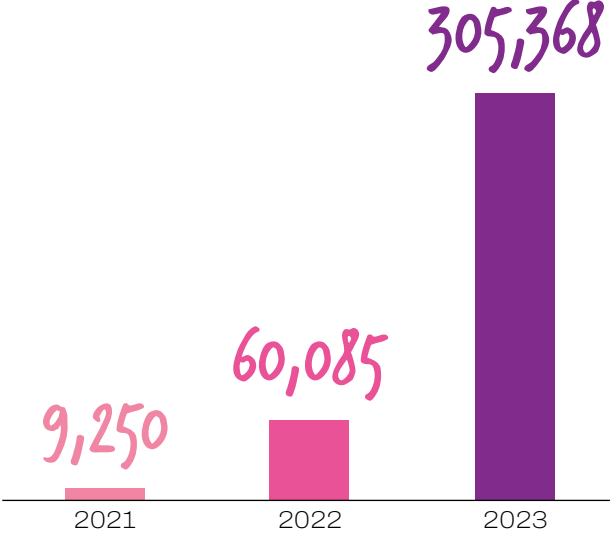
Total new visitors

305,368

New visitors progress (VS 2022)

+408%

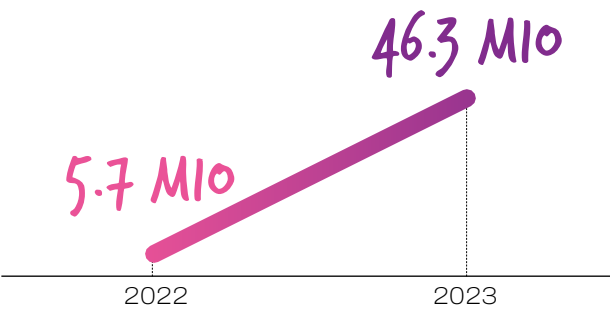
Total new visitors



## Facebook and Instagram paid campaigns

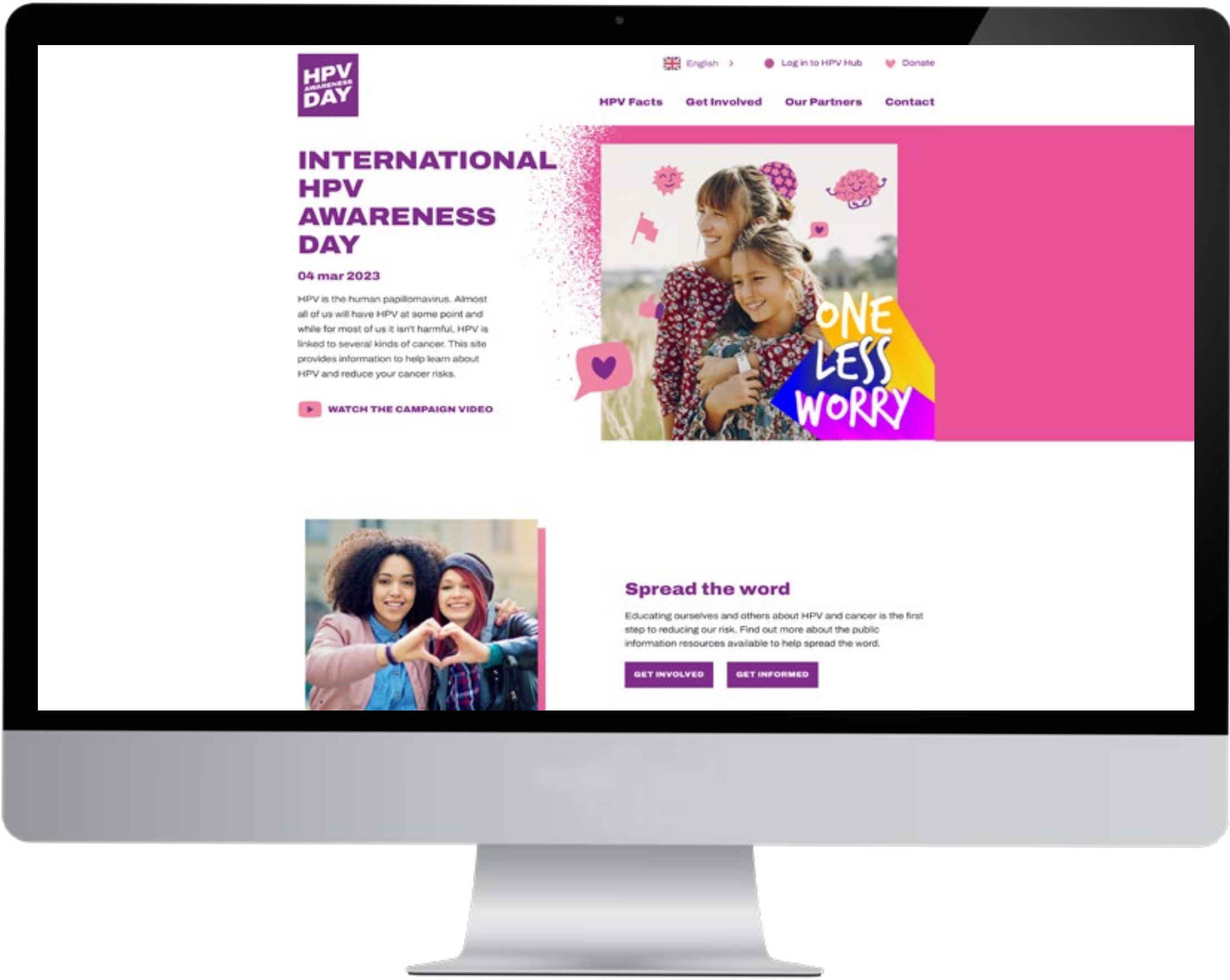
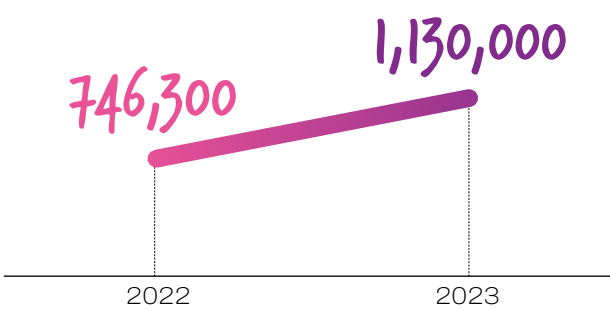
Reach

46.3 Mio



Post engagement

1.13 Mio



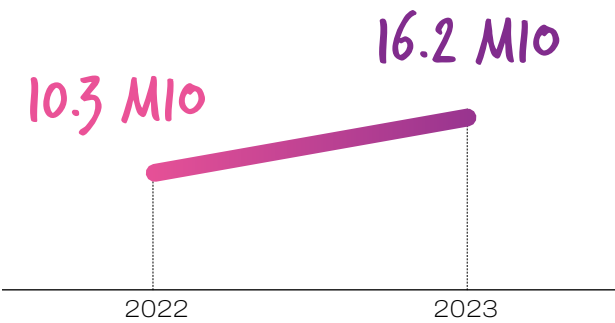


# 2023 Digital Campaign Results

## Paid Google Ads

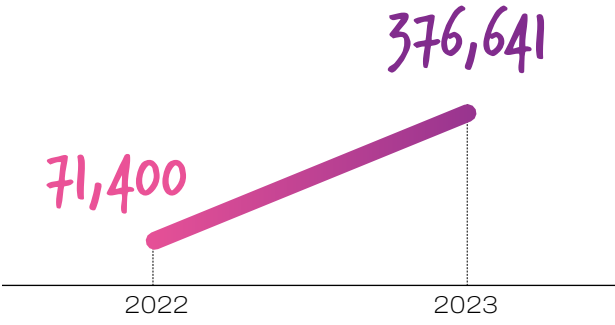
Total impressions

16.2 Mio



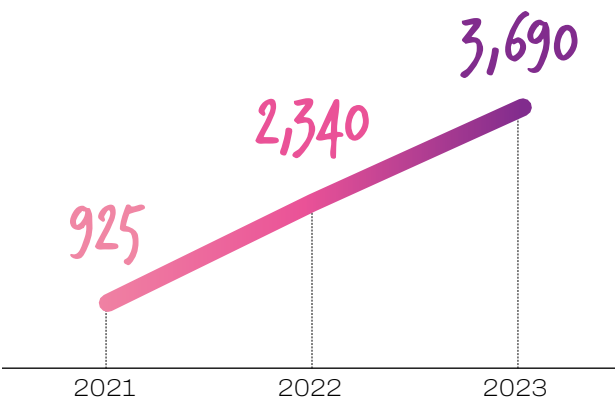
Total clicks

376,641



Materials downloaded

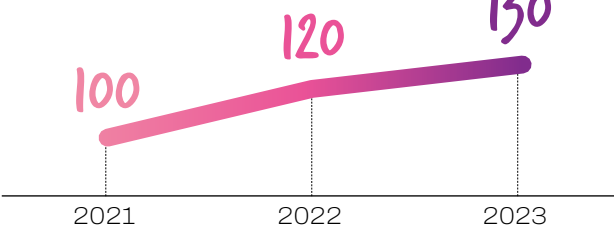
3,690



## Partners

Total partners

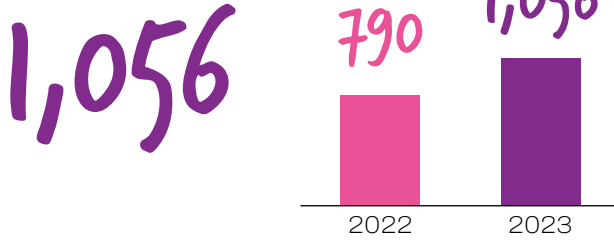
130



Live webinar on March 3<sup>rd</sup>

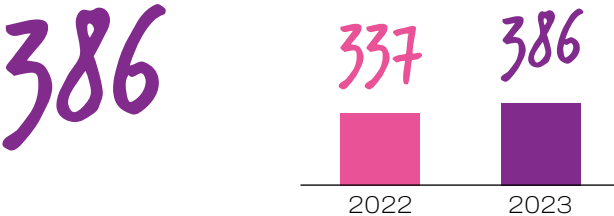
Registration

1,056



Attendees

386



Overall video engagement rate

24.5%

View rate: vaccination

12.8%

View rate: screening

18%

## Social media

Followers

4,030

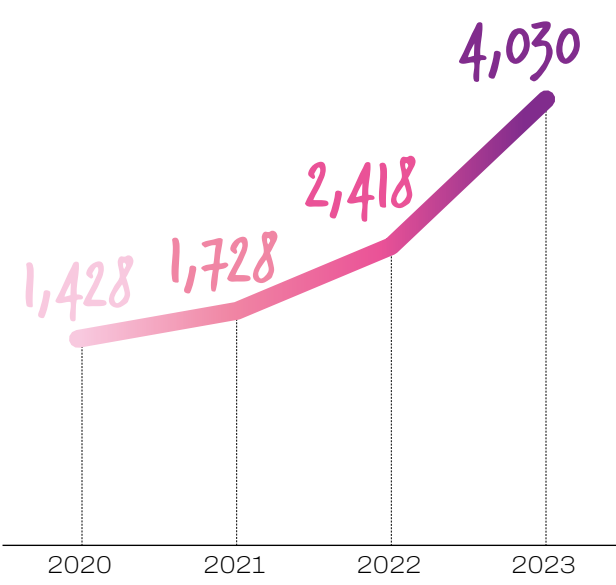
Facebook post reach (vs 2022)

+362%

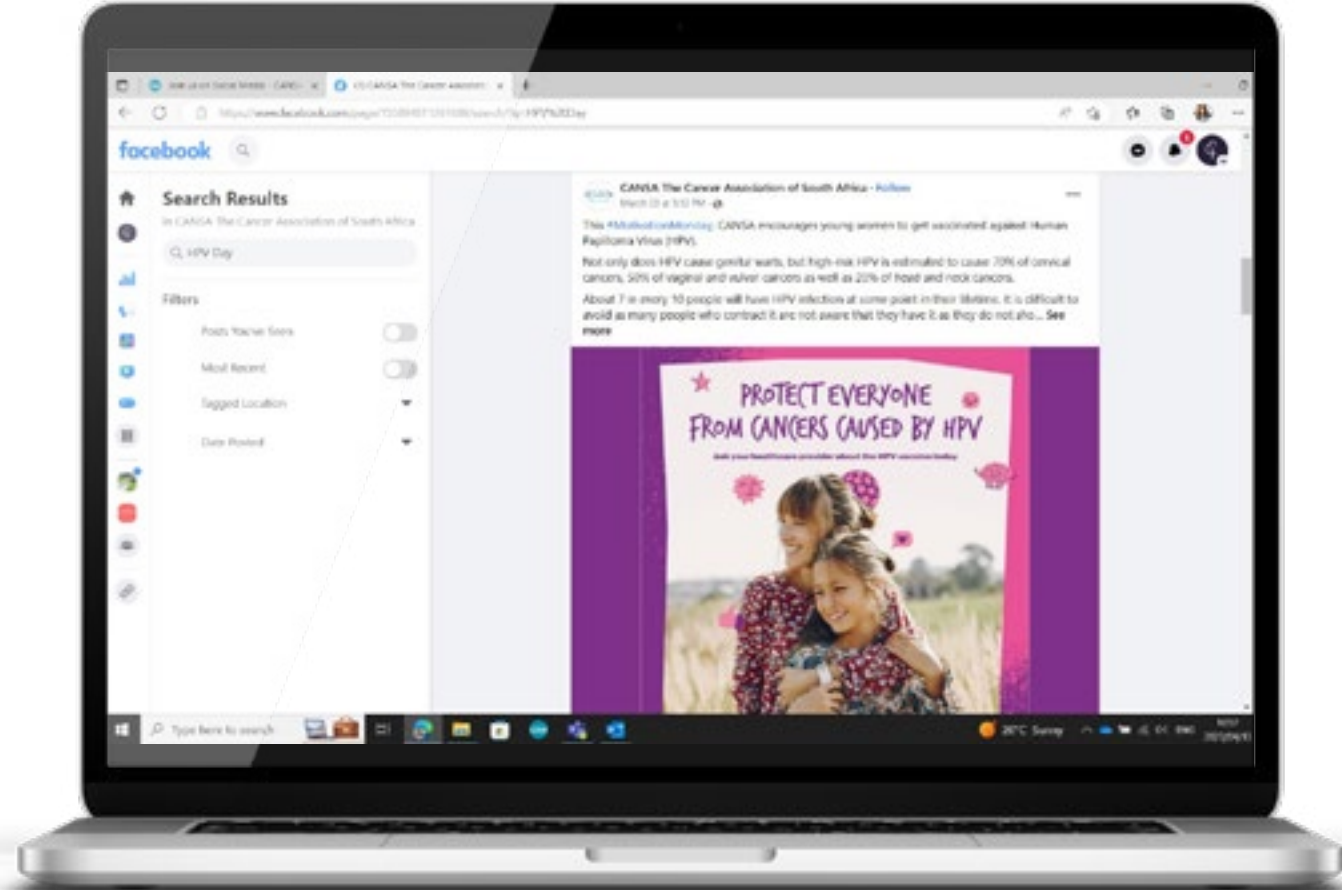
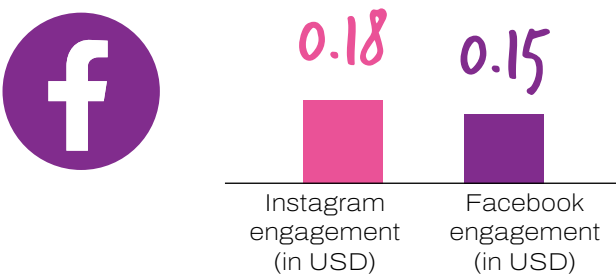
Instagram post reach (vs 2022)

+730%

Followers (since 2020)



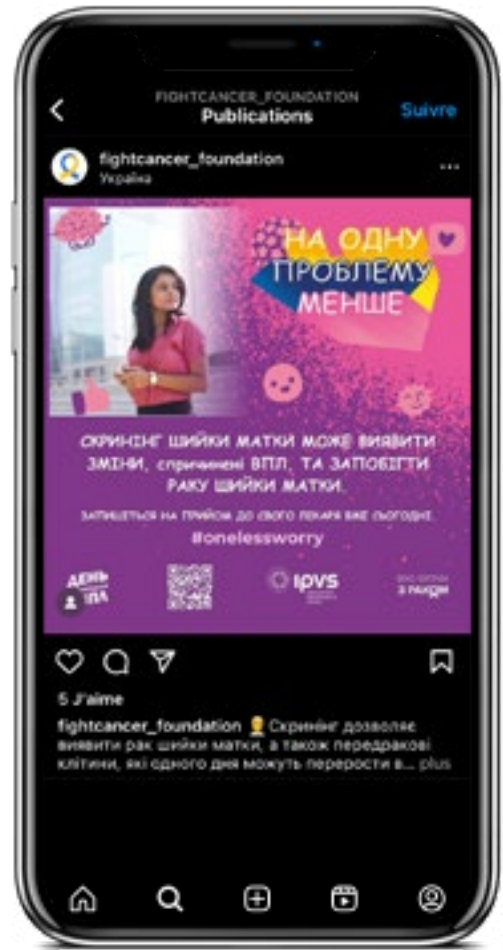
Most efficient channel



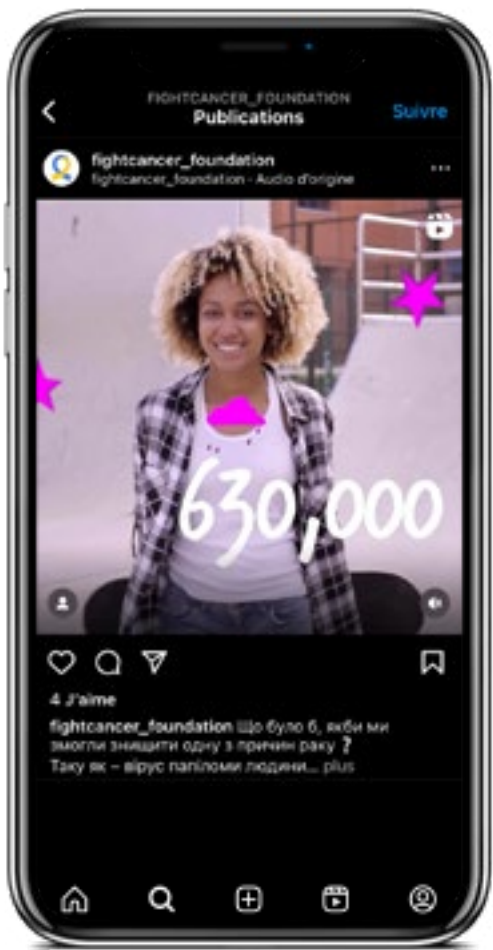
South Africa



New Zealand



Ukraine





# CAMPAIGN GOALS

In 2024 we will build on previous year's focus on prevention and screening by turning to management and treatment of HPV related disease. We'll be gathering **personal stories** and leveraging the power of lived experience to emphasize the **importance of HPV prevention**, screening and early treatment for HPV-related cancers.

1. Raise awareness and understanding of HPV globally.
2. 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. Provide 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 CONCEPT

The world around has become an increasingly turbulent place. Political, economic and environmental events seem far beyond our control, bringing uncertainty, stress and worry.

**#OneLessWorry** frames protecting our health from HPV-related disease as something within our control. By taking simple steps, we can overcome a global health risk, protecting our health for the future.





# AUDIENCES

<b>Audience Segmentation</b>	<b>11</b>
<b>Primary Audience Personas: Dreamers and Doers</b>	<b>12</b>
<b>Hashtags</b>	<b>13</b>



# Audience Segmentation

A LIFE FREE  
FROM HPV

## Gatekeepers

Parents & Educators

**Job to be done:**

Convince them it is  
the right and responsible  
thing to do

## Dreamers

Teens and preteens  
aged 9-14

**Job to be done:** Make them  
say “I want this vaccine”

## Doers

Women aged 25+

**Job to be done:** Remove worries  
about the screening test and  
highlight the peace of mind that  
comes once it's done

## Facilitators

Government bodies,  
Health agencies,  
Medical community

**Job to be done:**

Prioritise availability and  
accessibility of HPV vaccines  
and screening and overcome  
cultural barriers

## Advocates

HPV organisations, Survivors, Engaged influencers, Family and Friends

**Job to be done:** Influence, support, and encourage others





# Primary Audience Personas: DREAMERS AND DOERS



## Dreamers Vaccination Target

The primary target for vaccination is the Dreamer, from pre-teens to young people who are gaining independence in life and thinking about their future as an adult. Part of their plan should be to get the HPV vaccine.

## Doers Screening Target

The primary target for screening is the Doer. She is an adult woman 25+ years of age who is busy living her life. She is determined to do the right thing, which includes making time for cervical screening.

We need to communicate to everyone the importance of the HPV vaccine, especially for young people – that high levels of coverage could achieve global eradication. We will also communicate the position cervical screening as essential.

Essential for early detection and essential as a **gateway to care.**

For all age groups and genders, we aim to raise awareness about HPV and how we can all play a part in fighting it, contributing to the wider WHO strategy to eliminate cervical cancer.



# HASHTAGS

Throughout the year with a spotlight on March, we're leveraging hashtags to spark conversations, engage with our audiences and share vital information.

The priority hashtag for this year's campaign is **#OneLessWorry**.

The previously used hashtag #HPVAwarenessDay is also essential to promote the day.

And #AskAboutHPV can be used for spreading awareness throughout the year.

**Use the campaign hashtags to amplify the message, share stories and encourage action!**

## #OneLessWorry

## #HPVAwarenessDay

## #AskAboutHPV





# TOOLKIT/ASSETS



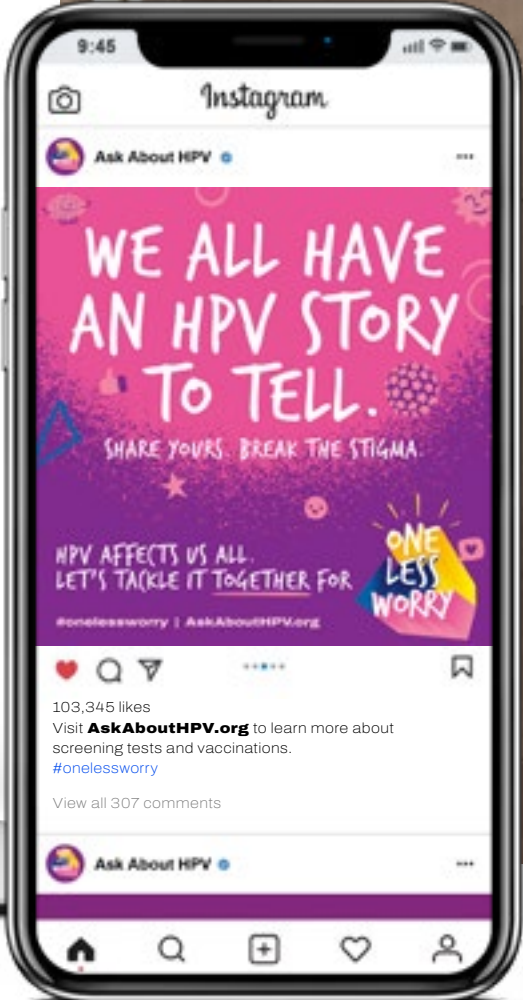
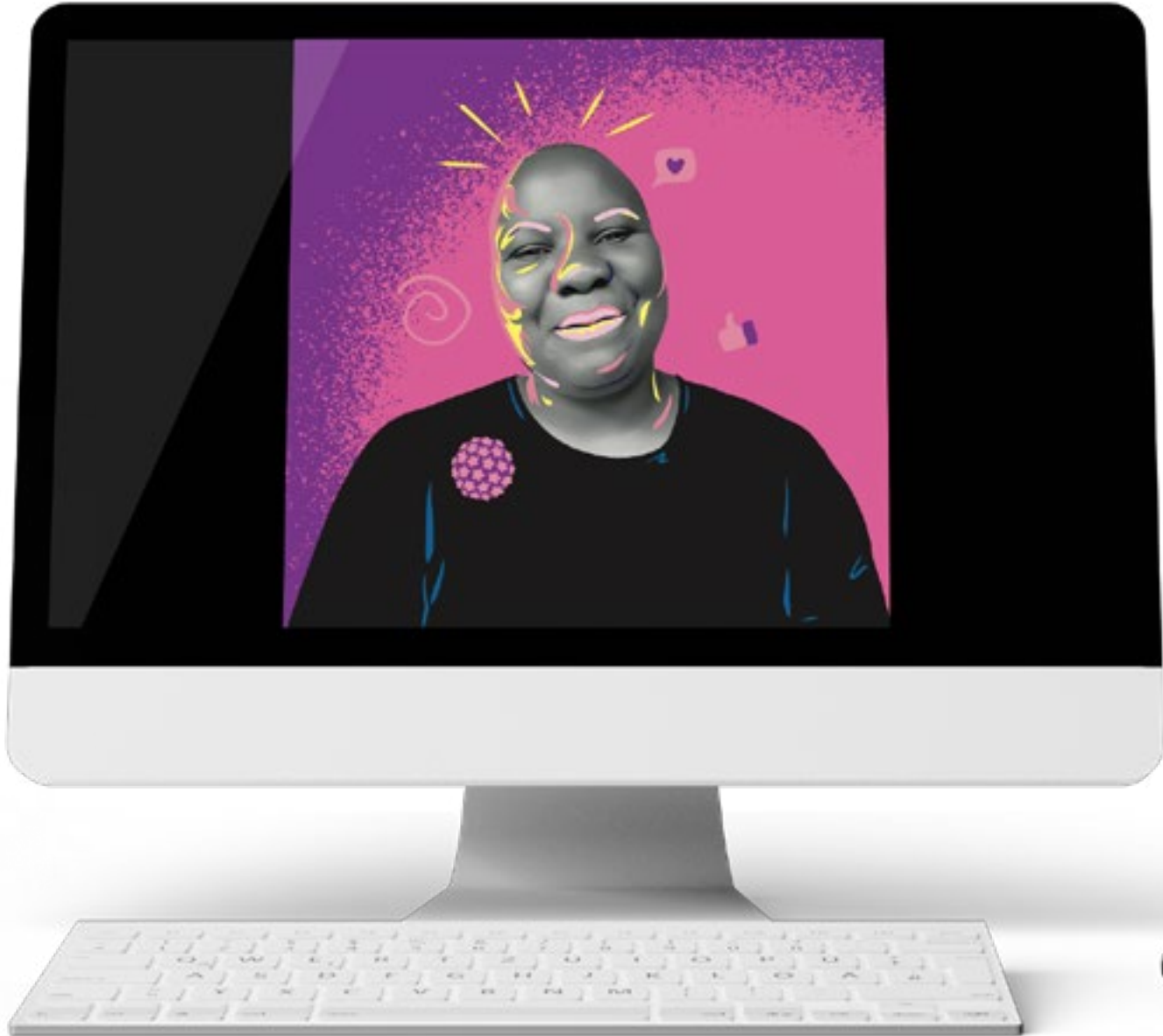
<b>Logos</b>	<b>16</b>
<b>QR Code</b>	<b>18</b>
<b>Colors</b>	<b>19</b>
<b>Wall Mural Design</b> <small>NEW</small>	<b>20</b>
<b>Institutional Posters</b> <small>NEW</small>	<b>21</b>
<b>HPV Testimonial Videos</b> <small>NEW</small>	<b>22</b>

<b>Static Posts</b> <small>NEW</small>	<b>23</b>
<b>Poster and Social Media Post Builder</b> <small>NEW</small>	<b>24</b>
<b>Social Media Stickers</b>	<b>25</b>
<b>@AskAboutHPV Channels</b>	<b>26</b>
<b>WhatsApp Guide</b> <small>NEW</small>	<b>27</b>
<b>Community A5 Flyer</b> <small>NEW</small>	<b>28</b>



A toolkit containing a variety of digital and printable assets is available for promoting the campaign. Some assets are provided in multiple languages and all are customizable for local adaptations of the global campaign.

To help partners get started with editing the design files of the campaign materials (to include partner organization logos, localize QR codes, modify messaging for local effectiveness, etc) there is a technical support document on the **HPV hub** with some preliminary advice on where to start.





# Logos – One Less Worry

The One Less Worry Logo is available in freeform (white background) and in round and square formats (purple backgrounds) for use on t-shirts, bags, badges... anything you can imagine for local execution. It is also provided in 7 languages.

Languages:

- English
- Spanish
- Brazilian Portuguese
- French
- Hindi
- Bahasa Malay
- Japanese



 Click to access and download the toolkit / assets



## Logos – HPV Day

The HPV Awareness Day Logo is available for download in two versions: white on purple and purple on white.



Click to access and download  
the toolkit / assets



## QR Code

A special QR code has been developed for use in the printable campaign materials. By simply scanning this QR code with a smartphone camera, the user is directed to [www.askaboutpv.org/home](http://www.askaboutpv.org/home) without having to type out the web address.

The QR code is available for download in two versions: white on purple and purple on white.



**Click to access and download  
the toolkit / assets**



Colors

The colors ensure consistency between digital and print materials. We want to maintain consistency throughout all elements of the campaign to grab the reader’s attention and make the maximum impact.

Main layout

Background/icons	Spray paint	Icons	Text key elements/hashtag	Typography
<div>#812C8D</div> <div>R = 129 G = 44 B = 141</div> <div>C = 62 M = 93 Y = 0 K = 0</div>	<div>#EA5297</div> <div>R = 234 G = 82 B = 151</div> <div>C = 0 M = 80 Y = 0 K = 0</div>	<div>#F086A4</div> <div>R = 240 G = 134 B = 164</div> <div>C = 0 M = 60 Y = 15 K = 0</div>	<div>#F8C9DF</div> <div>R = 248 G = 201 B = 223</div> <div>C = 0 M = 30 Y = 0 K = 0</div>	<div>#FFFFFF</div> <div>R = 255 G = 255 B = 255</div> <div>C = 0 M = 0 Y = 0 K = 0</div>



Logo and graphic elements

The logo 3D modelling is based on gradient colors. Typography remains in white.

ONE top gradient	ONE bottom gradient	LESS top gradient	LESS bottom gradient	WORRY top gradient	WORRY bottom gradient
<div>#F9B000</div> <div>R = 249 G = 176 B = 0</div> <div>C = 0 M = 35 Y = 100 K = 0</div>	<div>#FFEE00</div> <div>R = 255 G = 238 B = 0</div> <div>C = 0 M = 0 Y = 90 K = 0</div>	<div>#211E5F</div> <div>R = 33 G = 30 B = 95</div> <div>C = 100 M = 95 Y = 0 K = 40</div>	<div>#0062A7</div> <div>R = 0 G = 98 B = 167</div> <div>C = 100 M = 50 Y = 0 K = 10</div>	<div>#EA5297</div> <div>R = 234 G = 82 B = 151</div> <div>C = 0 M = 80 Y = 0 K = 0</div>	<div>#F086A4</div> <div>R = 240 G = 134 B = 164</div> <div>C = 0 M = 60 Y = 15 K = 0</div>





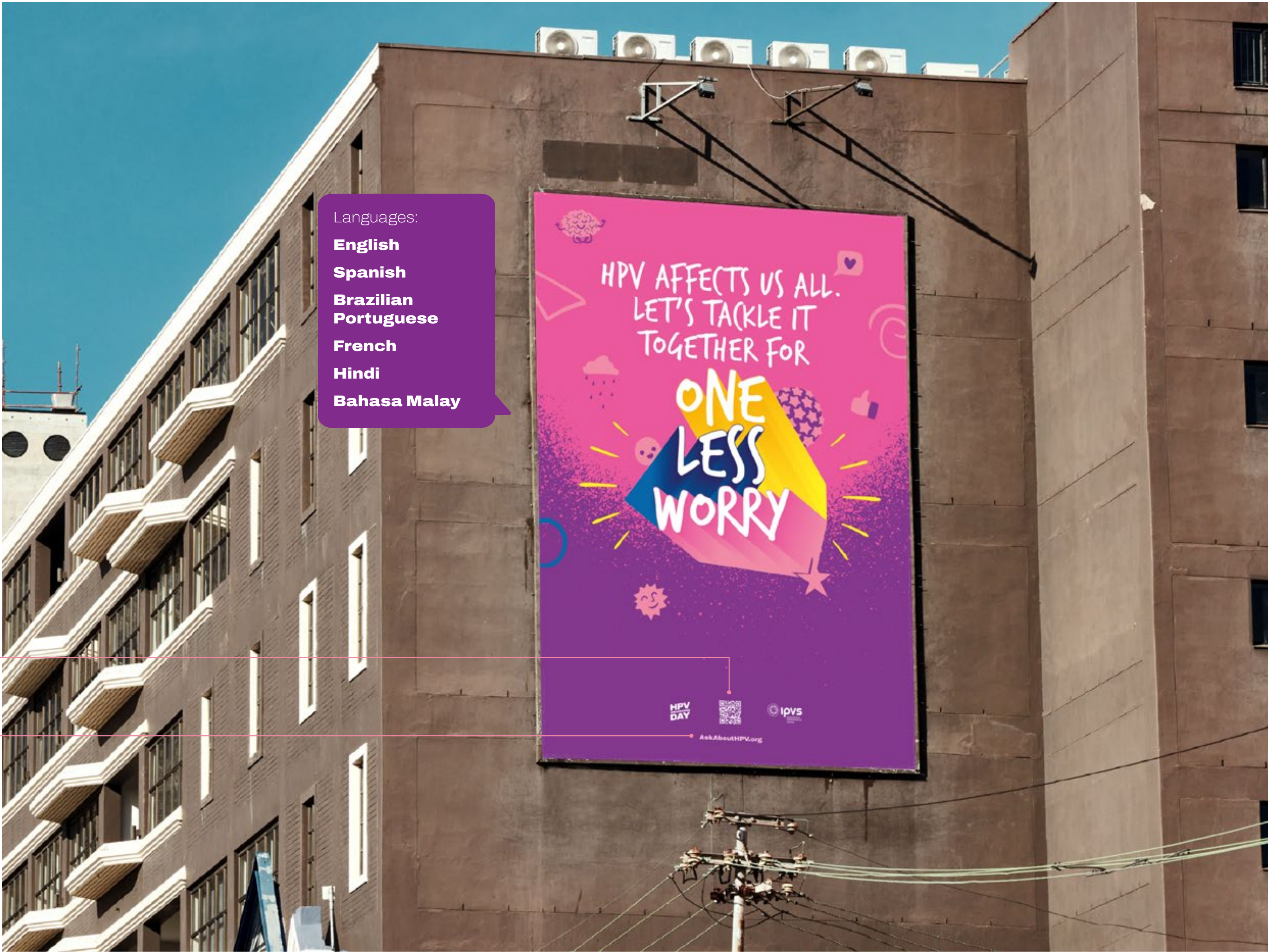
# Wall Mural Design

A customizable wall mural has been designed in 6 languages.

**QR Code**  
Can be swapped out locally

**HTML**  
Can be swapped out locally

 **Click to access and download the toolkit / assets**





# Institutional Posters



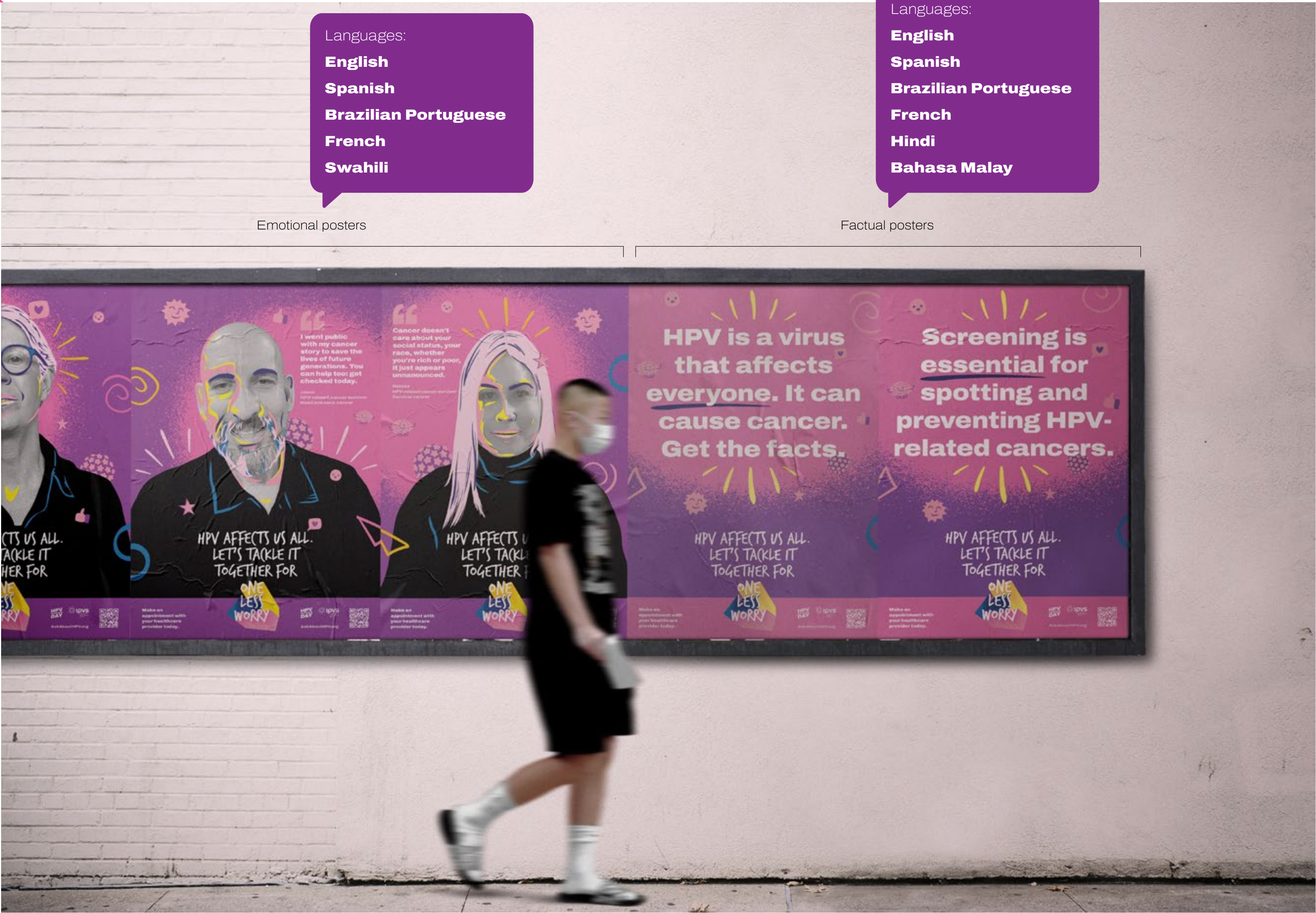
Five posters have been designed for the campaign related to testimonial stories about HPV. Two factual posters are also customizable to communicate facts about vaccine and screening.

These posters can be produced locally for display in hospitals, doctor’s offices, clinics, either digitally or in print. This year we are putting real people front and centre to capture attention and deliver the campaign message.

The posters are available for download. The messages, images, HTML and/or QR code can be swapped out to meet local requirements of the campaign.

We recommend printing the posters on gloss or satin coated papers to keep the colors vibrant.

 [Click to access and download the toolkit / assets](#)





## HPV Testimonial Videos



Real people who have survived HPV-related cancers – women and men – from around the world have come forward to tell their stories of adversity and hope, while focusing on the campaign's key message of prevention.

Sharing their experiences is a simple yet powerful approach to build a sense of togetherness and drive collective action, by:

- creating a human and emotional connection
- building credibility and authenticity
- destigmatizing HPV

empowering and encouraging others to share their stories.

VO:

**English**  
**Spanish**  
**Brazilian Portuguese**  
**Swahili**

Subtitles:

**English**  
**Spanish**  
**Brazilian Portuguese**  
**Swahili**  
**French**



**Click to access and download  
the toolkit / assets**

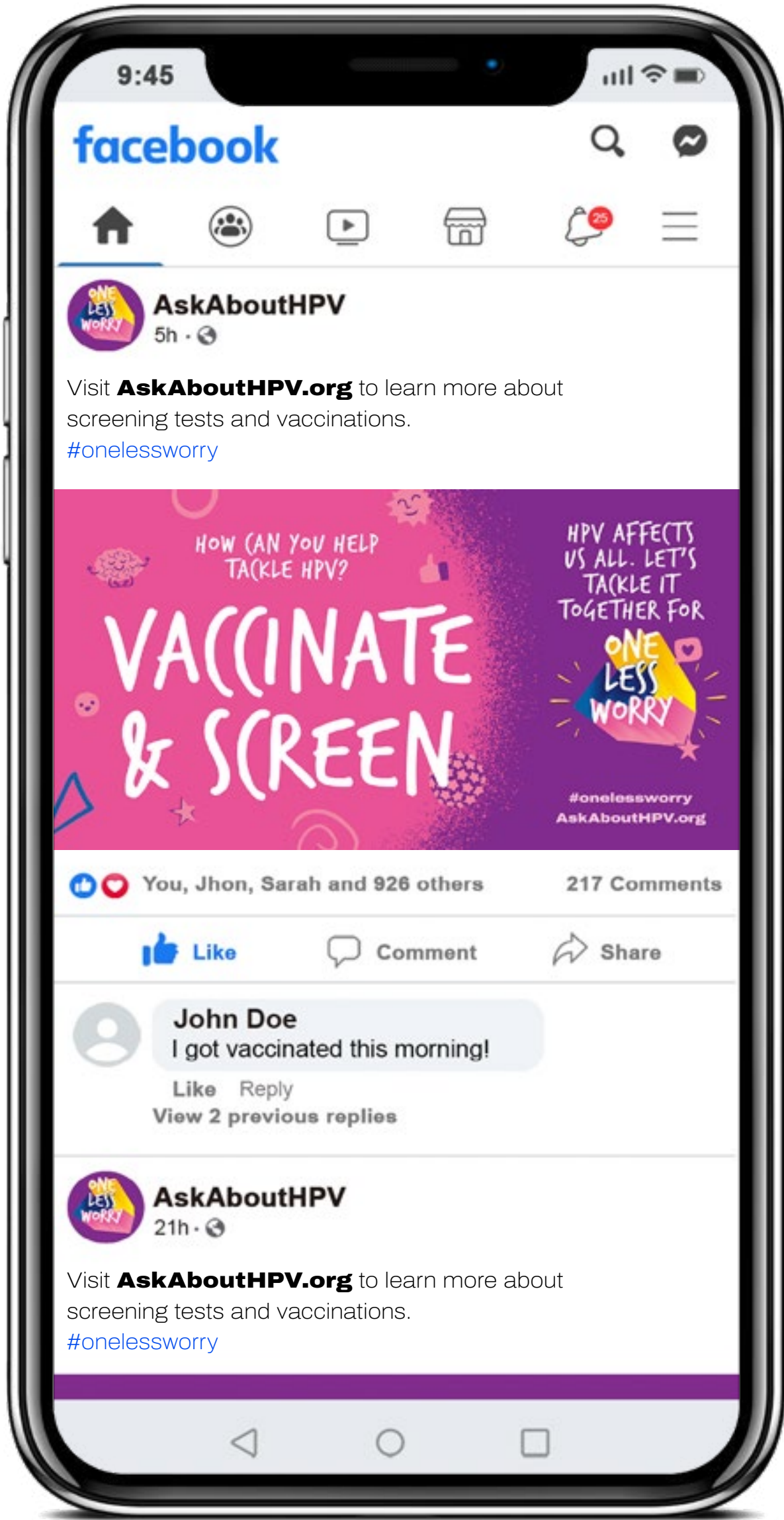
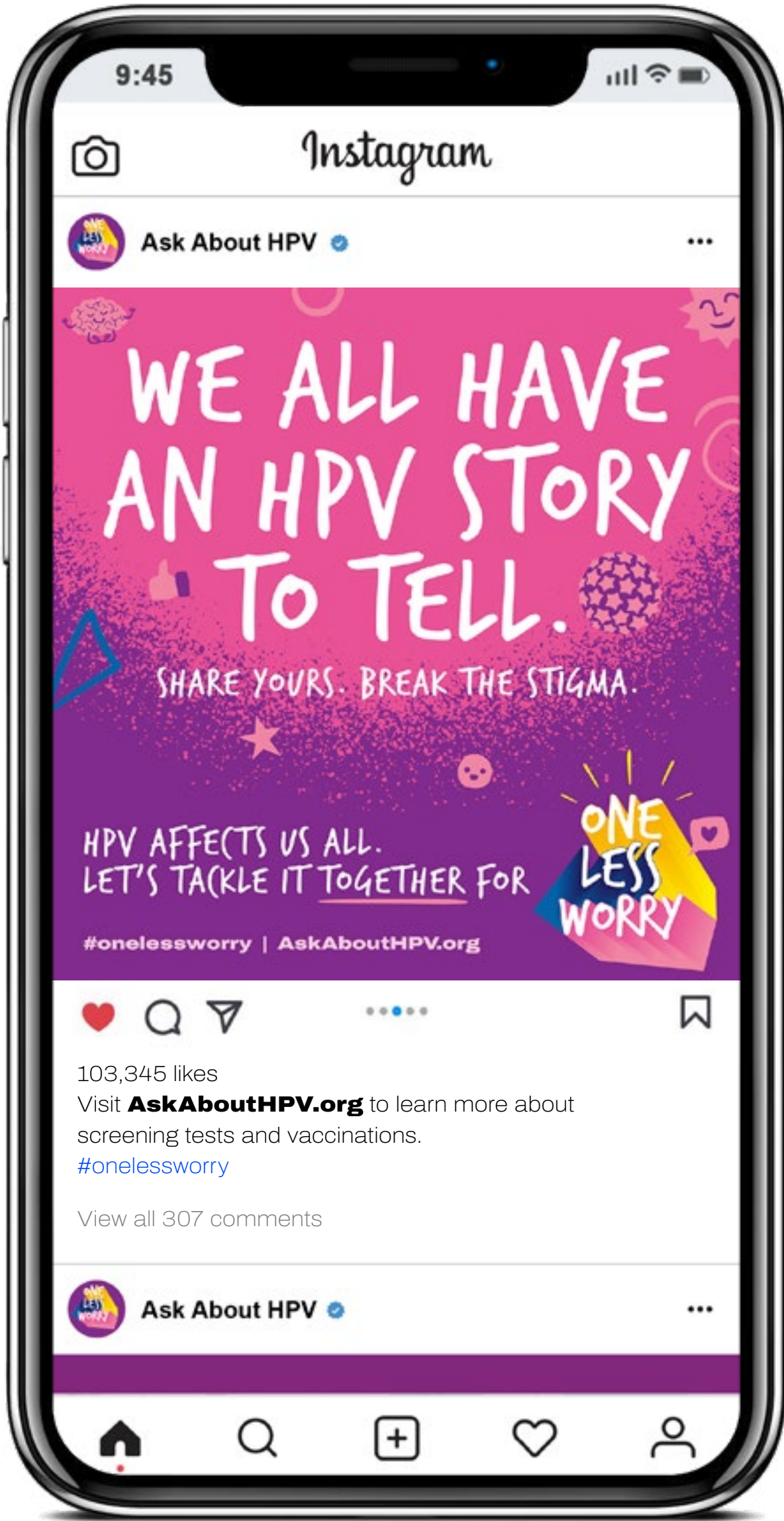


# Static Posts – Facebook and Instagram



A set of 19 static posts have been developed for deployment across the IPVS social media channels. They are downloadable in 6 languages for local use.

- Languages:
- English
  - Spanish
  - Brazilian Portuguese
  - French
  - Hindi
  - Bahasa Malay



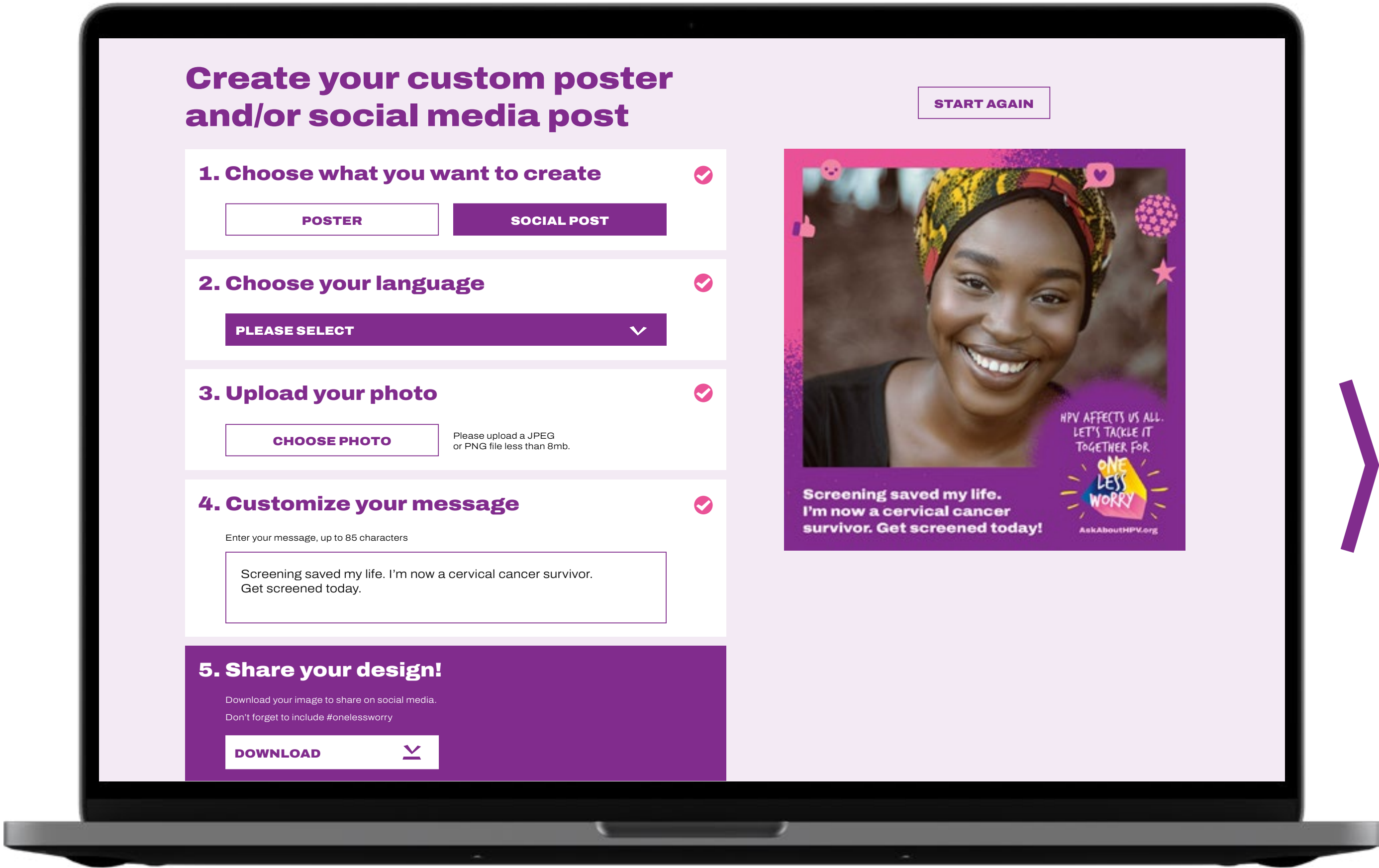
 Click to access and download the toolkit / assets



NEW

# Poster and Social Media Post Builder

To facilitate engagement with members, influencers and the general public, a user-friendly Post Builder is available on AskAboutHPV.org. Create a message in your own language and be sure to direct your locally recruited influencers to this online tool and share the link on social media.



## Choose what to create (poster + social media)



Click to access the Social Media Post Builder on [www.askabouthpv.org/social-post-builder](http://www.askabouthpv.org/social-post-builder)



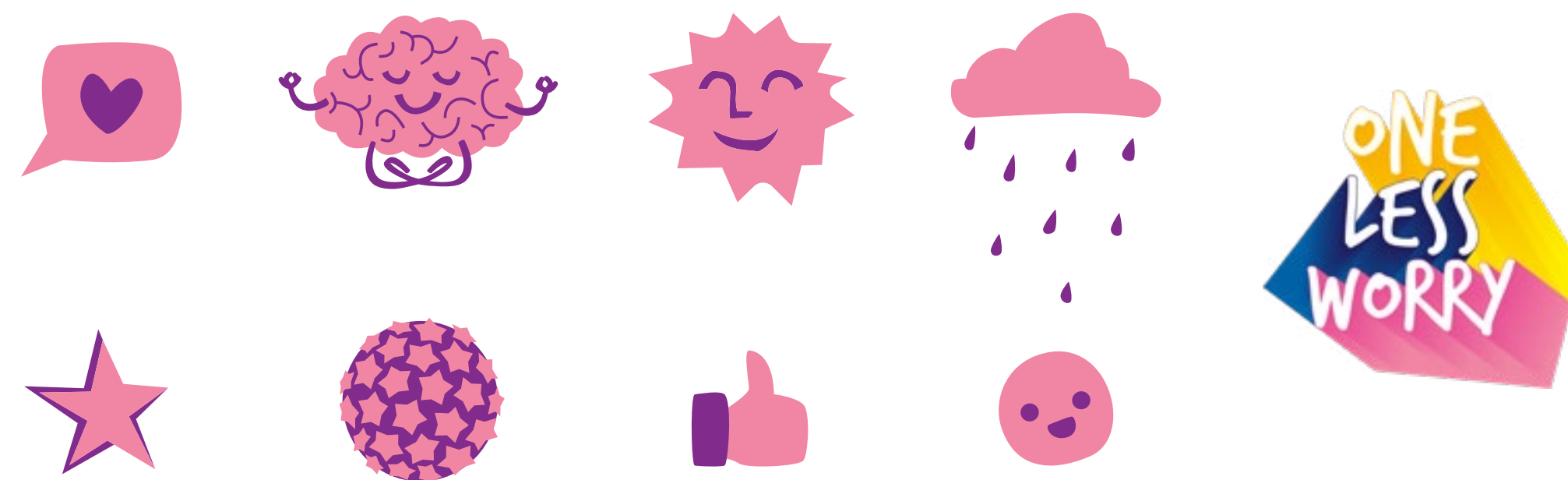
## Social Media Stickers

A set of 9 stickers is available via the Giphy database for use on social media. Here are two examples of the stickers being used on Instagram Stories.

You can add stickers to your Instagram Stories in 3 easy steps.

1. From your Instagram Story, tap the 🗨️ to add stickers.
2. Tap on the GIF button and search “HPV” or “onelessworry” in the search bar.
3. From there, you can add and layer as many stickers to your Stories as you want!

You can also download the Giphy keyboard directly onto your phone via **Google Play** for Android phones or the **App Store** for iPhones. Once installed, search “HPV” or “onelessworry” and use the stickers across all compatible apps.



 **Click to access and download the toolkit / assets**





# @AskAboutHPV Channels – Facebook, Instagram and Twitter Accounts

Fully engage with the campaign by following all channels, liking and sharing every post!  
Help build momentum for the campaign as we approach HPV Awareness Day!

 **Facebook**  
@AskAboutHPV

 **Instagram**  
@askabouthpv

 **Twitter**  
@AskAboutHPV

January 2024							★ 8 posts
Mon	Tue	Wed	Thu	Fri	Sat	Sun	
01	02	03	04★	05	06	07	
08	09★	10	11	12★	13	14	
15★	16	17★	18	19	20	21	
22	23★	24	25	26★	27	28	
29★	30	31	01	02	03	04	

February 2024							★ 12 posts
Mon	Tue	Wed	Thu	Fri	Sat	Sun	
29	30	31	01★	02	03	04	
05★	06	07★	08	09★	10	11	
12	13★	14	15★	16★	17	18	
19★	20	21★	22	23★	24	25	
26	27★	28	29★	01	02	03	

March 2024							★ 8 posts
Mon	Tue	Wed	Thu	Fri	Sat	Sun	
26	27	28	29	01★	02★	03★	
04★	05★	06	07	08★	09★	10★	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	

 Click to access and download  
the social post calendar

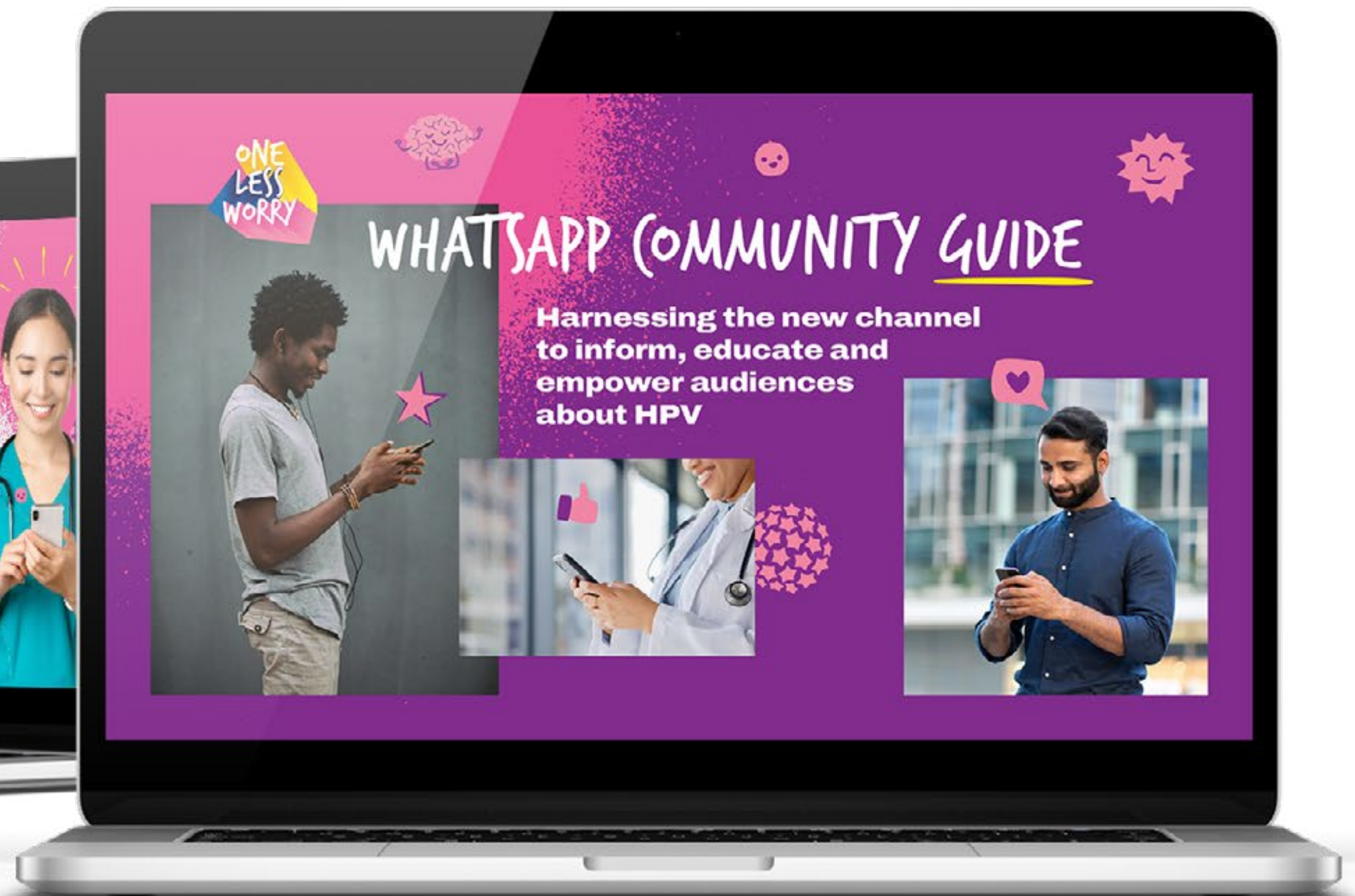


# WhatsApp Guide

The 2024 campaign includes a new digital channel: WhatsApp Communities.

It provides a new way to connect more deeply with specific audiences around the world.

The guide is available on the HPV hub and gives members the tools they need to set up and run a Community, including the assets to be shared as we approach HPV Awareness Day 2024.



 [Click to access and download the toolkit / assets](#)



# Community A5 Flyer NEW

For in-person events, healthcare and community locations, the HPV flyer is a template that partners can use to create a flyer for a local event or other HPV-related information targeting the local community. Key campaign messages, graphics and QR code provide an opportunity to learn more and get involved!



Language:  
**English template that campaign partners and IPVS members can tailor to local language**

 **Click to access and download the toolkit / assets**





# ACTIVATIONS

<b>Low-cost Campaign Activation</b> <small>NEW</small>	<b>30</b>
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<b>One Less Worry Stencil</b> <small>NEW</small>	<b>31</b>
--	-----------

<b>Live Panel Event</b> <small>NEW</small>	<b>32</b>
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# Low-cost Campaign Activation

The campaign's branding and messaging blends naturally with youth culture and spaces – creating an affinity with the key messages at skate parks, climbing walls, soccer fields, music venues.



Hearing about HPV from the general public by hitting the streets of different cities can be a highly effective way to gauge with your audience whilst creating engaging social media content.



Share your ideas with IPVS at **[admin@askabouthpv.org](mailto:admin@askabouthpv.org)**

By working together, we can benefit from each other's ideas and have a greater impact for HPV Awareness Day 2024!

**#OneLessWorry**



# One Less Worry Stencil

The stencil is designed for community members to use in creating visually striking, consistent messages as part of the HPV awareness campaign. The low-cost, eco-friendly materials can be utilized on sidewalks, public spaces, or even as a template for your campaign local activations.

By providing a user-friendly and visually appealing stencil, community members can actively engage in spreading awareness about HPV. This hands-on approach not only reinforces the campaign message but also fosters a sense of ownership and participation among individuals.

Be sure to get approval from your local authority before using the stencil design in a public place.



**Click to access and download  
the toolkit / assets**



# Live Panel Event

**Join our One Less  
Worry Virtual High  
Level Panel Event,  
March 4th, 2024  
from 4pm to 5pm CET  
(10am to 11am EST)**

Join the LIVE conversation with  
our global panel of experts and  
people with lived experience of  
HPV-related cancer.

Topic of discussion: One  
Less Worry – advancing early  
treatment of HPV-related cancer.

Register today  
**[www.askabouthpv.org/panel](http://www.askabouthpv.org/panel)**





THANK YOU





ONE  
LESS  
WORRY

