**ONE LESS WORRY**

<table>
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<tr>
<th>Section</th>
<th>Page</th>
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<td>Introduction to HPV</td>
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<td>International HPV Awareness Day</td>
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Human papillomavirus (HPV) affects 4 out of 5 of us. While most of us never experience symptoms, the virus can cause cervical cancer (as well as cancer of the penis, anus, vulva, vagina and throat), and claims almost half a million lives every year.

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

We have the tools at our disposal: cervical screening detects HPV-related cancers and precancers, making effective treatment possible; while vaccines have proven to be 90% effective in eliminating the virus*.

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

Early March marks our big push to address and overcome these barriers by growing awareness about HPV, and how we can beat it. By educating people about the virus and addressing the related stigma. By communicating clearly:

We can eliminate HPV and count #OneLessWorry

International HPV Awareness Day

Since 2018 IPVS has been raising awareness about HPV with a big push in March and throughout the year.

This year we continue to share the message that this is a virus we can beat, and count #OneLessWorry
# 2022 Results

<table>
<thead>
<tr>
<th>Press release</th>
<th>#Hashtag Performance</th>
<th>Website visits (page views)</th>
<th>Website visits (new visitors)</th>
<th>Resources downloaded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential audience</td>
<td>#onelessworry potential reach</td>
<td>Total pageviews</td>
<td>Total new visitors</td>
<td>Total download</td>
</tr>
<tr>
<td>3,08 BN</td>
<td>132.4 MIO</td>
<td>82,715</td>
<td>60,085</td>
<td>2,340</td>
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<tr>
<td>3,0 BN</td>
<td>112.7 MIO</td>
<td>+529%</td>
<td>+549%</td>
<td></td>
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<tr>
<td></td>
<td>#hpvawarenessday potential reach</td>
<td>Total pageviews (2021 VS 2022)</td>
<td></td>
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<tr>
<td></td>
<td>2.8 MIO</td>
<td>82,715</td>
<td>60,085</td>
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<td>13,149</td>
<td>9,250</td>
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## Campaign Goals

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 the IPVS network of members for local adaptation/delivery while maintaining alignment with the global campaign**
Today, our lives are impacted by instability. Political, economic and environmental events seem far beyond our control, bringing uncertainty, stress and worry.

Conscious of this difficult reality, #OneLessWorry frames HPV as something within our control. By taking simple steps, we can overcome a global health risk, redefining our health and our future.
<table>
<thead>
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<tr>
<td>Primary Audience Personas:</td>
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<td>Dreamers and Doers</td>
<td></td>
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<td>Audience Segmentation</td>
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The primary target for vaccination is the Dreamer, a pre-teen / teen who is gaining independence in life and thinking about their future as an adult. Part of their plan should be to get the HPV vaccine.

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.

These images are examples of the Dreamers and Doers across various settings and situations. They may be used in local adaptations of the campaign or replaced with others appropriate to the local context.

<table>
<thead>
<tr>
<th>Dreamers Vaccination Target</th>
<th>Doers Screening Target</th>
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</table>
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

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**Dreamers**
Teens and preteens aged 9-14

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

**Advocates**
HPV organisations, Survivors, Engaged influencers, Family and Friends

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

**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
HASHTAGS

We engage with our audiences online through the use of hashtags.

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.
<table>
<thead>
<tr>
<th>Toolkit/Assets</th>
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<td>Logos</td>
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<td>Colors</td>
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<td>Wall Mural Design</td>
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<td>Static Posts</td>
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<td>Poster and Social Media</td>
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<td>Post Builder</td>
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<td>Social Media Stickers</td>
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<td>@AskAboutHPV Channels</td>
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<td>Youth Playbook</td>
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</tbody>
</table>
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.
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
- Hindi
- Bahasa Malay
- Brazilian Portuguese
- Japanese
- French
- Spanish

Click to access and download the toolkit / assets
The HPV Awareness Day 2023 Logo is available for download in two versions: white on purple and purple on white.
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.askabouthpv.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.
The 2023 colors have been adapted to improve the 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**

<table>
<thead>
<tr>
<th>Background/icons</th>
<th>Spray paint</th>
<th>Icons</th>
<th>Text key elements/hashtag</th>
<th>Typography</th>
</tr>
</thead>
<tbody>
<tr>
<td>#812C6D</td>
<td>#EA5297</td>
<td>#F086A4</td>
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</tr>
<tr>
<td>R = 129 G = 44 B = 141</td>
<td>R = 234 G = 82 B = 151</td>
<td>R = 240 G = 134 B = 164</td>
<td>R = 248 G = 201 B = 223</td>
<td>R = 255 G = 255 B = 255</td>
</tr>
<tr>
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<td>C = 0 M = 80 Y = 0 K = 0</td>
<td>C = 0 M = 60 Y = 0 K = 0</td>
<td>C = 0 M = 30 Y = 0 K = 0</td>
<td>C = 0 M = 0 Y = 0 K = 0</td>
</tr>
</tbody>
</table>

**Logo**

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

<table>
<thead>
<tr>
<th>ONE top gradient</th>
<th>ONE bottom gradient</th>
<th>LESS top gradient</th>
<th>LESS bottom gradient</th>
<th>WORRY top gradient</th>
<th>WORRY bottom gradient</th>
</tr>
</thead>
<tbody>
<tr>
<td>#F8B000</td>
<td>#FFE000</td>
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<td>R = 33 G = 30 B = 95</td>
<td>R = 0 G = 98 B = 167</td>
<td>R = 234 G = 82 B = 151</td>
<td>R = 260 G = 134 B = 164</td>
</tr>
<tr>
<td>C = 0 M = 35 Y = 100 K = 0</td>
<td>C = 0 M = 0 Y = 90 K = 0</td>
<td>C = 100 M = 95 Y = 0 K = 0</td>
<td>C = 100 M = 50 Y = 0 K = 0</td>
<td>C = 0 M = 80 Y = 0 K = 0</td>
<td>C = 0 M = 60 Y = 15 K = 0</td>
</tr>
</tbody>
</table>
A customizable wall mural has been designed in 7 languages.

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

Click to access and download the toolkit / assets
Institutional Posters

Four customizable posters have been designed for the campaign. This includes two emotionally driven posters and two factually driven posters.

These posters can be produced locally for display in hospitals, doctor’s offices, clinics, etc. Each poster delivers a clear and direct message about either vaccination or screening.

The posters are available for download in 7 languages. 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.

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

Click to access and download the toolkit / assets
2022 Videos

A 60-second campaign video has been produced for use on social media. The video incorporates the One Less Worry narrative as well as the key vaccination and screening messages.

A shorter version of the campaign video is available for social media use with subtitles in 7 languages.

Click to access and download the toolkit / assets
Two new short videos have been developed to focus on the key vaccination and screening messages.

The new short videos are available for use on social channels with subtitles in 7 languages.
A set of 10 static posts has been developed for deployment across the IPVS social media channels. They are downloadable in 7 languages for local use by IPVS partners.

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

Click to access and download the toolkit / assets
To facilitate engagement with members, influencers and the general public, a user-friendly Post Builder is available on AskAboutHPV.org. Be sure to direct your locally recruited influencers to this online tool and share the link on social media.
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.
@AskAboutHPV Channels – Facebook and Instagram 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!
Youth Playbook

The Youth Playbook is a one-page interactive PDF with very simple and clear messaging targeted to youth leadership partner organizations.

NEW

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

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Low-cost Campaign Activation

Create a selfie station using the one less worry logo as a backdrop and provide information about how to access vaccination and screening in your local area.

Partner with local schools and youth organizations for an art competition ahead of HPV Awareness Day – entitled “What One Less Worry Means To Me.” These images can then be used on social media to further spread the word about the campaign.

Share your ideas with IPVS at admin@askabouthpv.org

By working together, we can benefit from each other’s ideas and have a greater impact for HPV Awareness Day 2023!

#OneLessWorry
Fundraising Ideas

Charge a nominal fee for taking part in a One Less Worry dance class featuring the One Less Worry song. Share video of the event on social media.

Hold an HPV Awareness Day bake sale featuring treats, plates, napkins, etc. in the One Less Worry campaign colors. Display the QR code so visitors can easily access the website for additional information.

Share your ideas with IPVS at admin@askabouthpv.org

By working together, we can benefit from each other's ideas and have a greater impact for HPV Awareness Day 2023!

#OneLessWorry
One Less Worry
TIKTOK DANCE CHALLENGE

The issue
HPV is a very common virus that can cause six types of cancer. While 80% of us will get HPV in our lifetime, young people are often not aware of the virus or the risk it poses to their health. HPV is sexually transmitted and affects all genders – some parents, community leaders and healthcare providers might not think vaccination is something that young people need. We think it is important that all young people are aware of HPV and know the actions they can take to lead a healthy life.

The challenge
Get as many people as you can posting a ONE LESS WORRY dance routine on TikTok to share a simple message that we can all reduce our risk and have #onelessoworry.
Record and share your video on TikTok. Tag others to share the message and spread the challenge around the world.

Action4HPV in Singapore will launch this challenge on their TikTok channel in January 2023. Find out more about at www.askabouthpv.org/youth_mobilization
Join our One Less Worry High Level Panel Event, March 3rd 4pm CET

Join the LIVE conversation with our global panel of experts and people with lived experience of HPV-related cancer as we share perspectives on screening as a tool for the elimination of HPV related cancer. Together we will explore what is needed and how innovative approaches and new technologies could help improve access to screening and reduce the global cancer burden.

Register today

www.askabouthpv.org/panel