

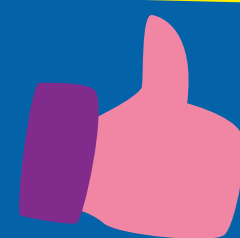
ONE
LESS
WORRY



International HPV Awareness Day Campaign



2025



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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 January 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

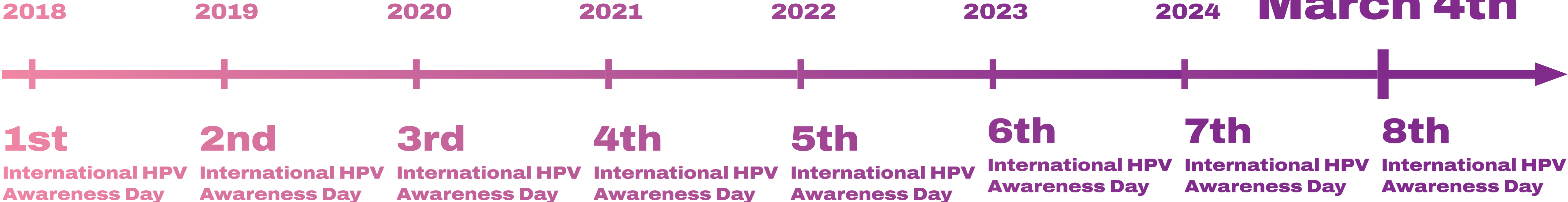
Since 2018, IPVS has been raising awareness about HPV. The campaign launches in early January (coinciding with Cervical Cancer Awareness Month), and runs through March 4th.

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 again sharing a message of togetherness – uniting against HPV to have **#OneLessWorry**



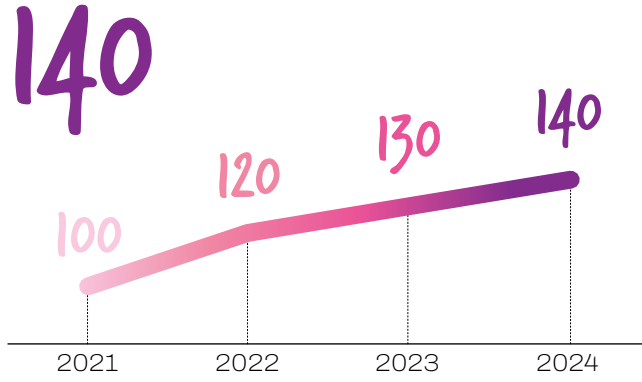
2025
Tuesday
March 4th



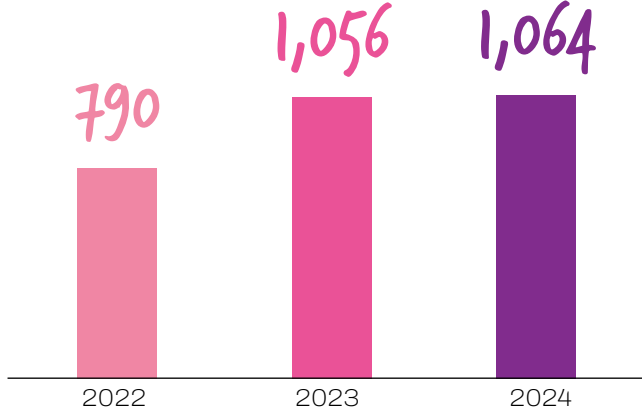
2024 engagement results

Partners

Total partners



Live webinar on March 4th

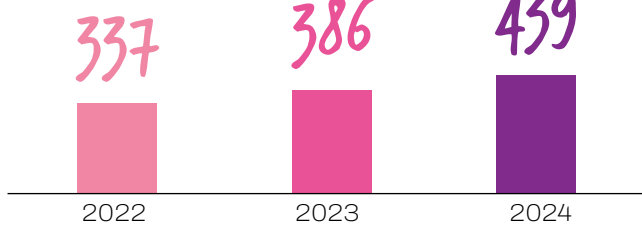


Registration

1,064

Attendees

439



Website visits (page views)

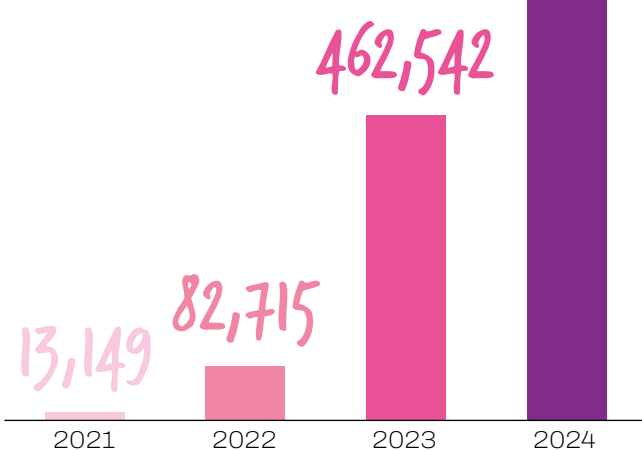
Total pageviews

1,191,996

Pageviews progress (VS 2023)

+158%

Total pageviews



Website visits (new visitors)

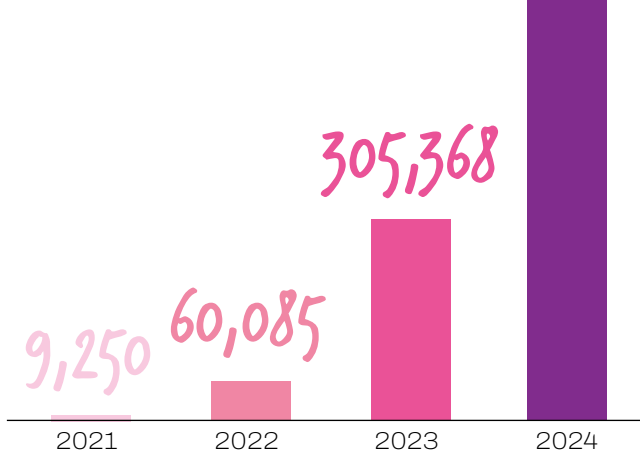
Total new visitors

1,015,552

New visitors progress (VS 2023)

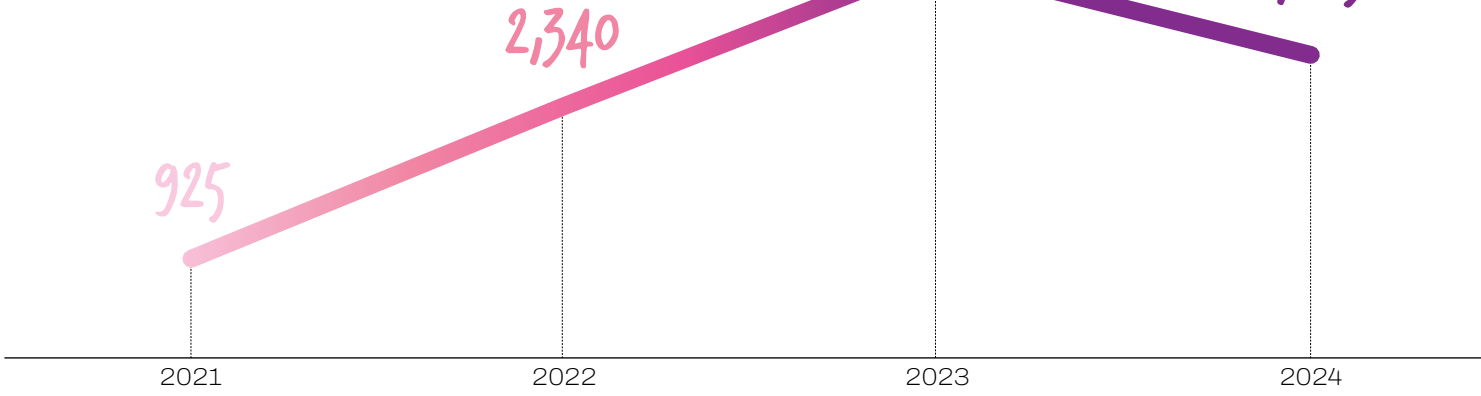
+232.5%

Total new visitors



Materials downloaded

2,823



2024 engagement results

#Hashtag potential reach (organic vs paid)

#onelessworry,
#askaboutppv,
#hpvawarenessday

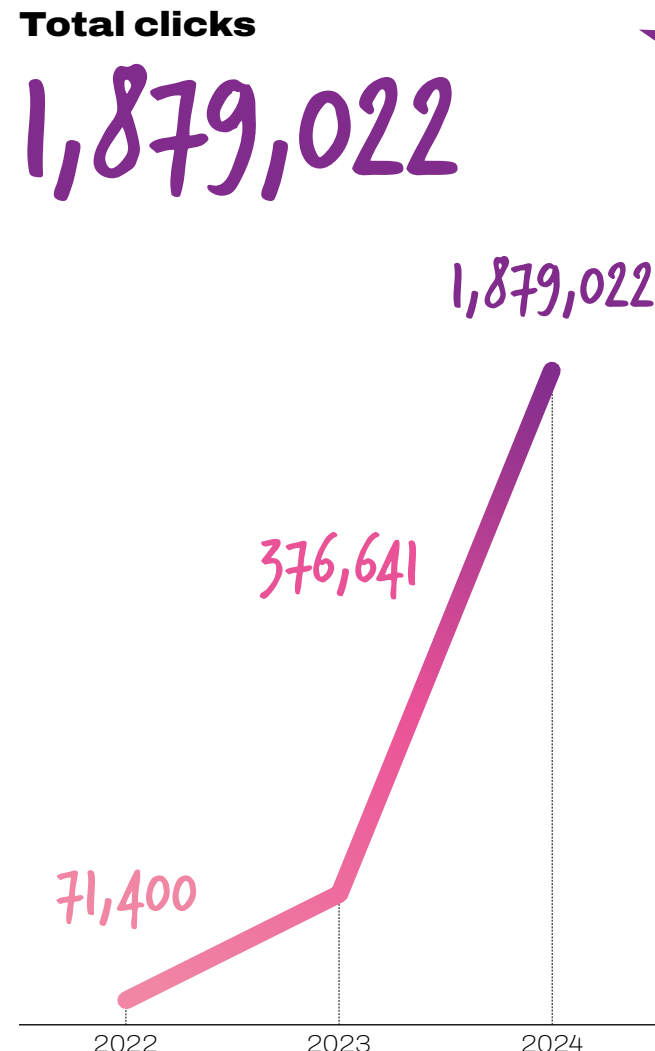
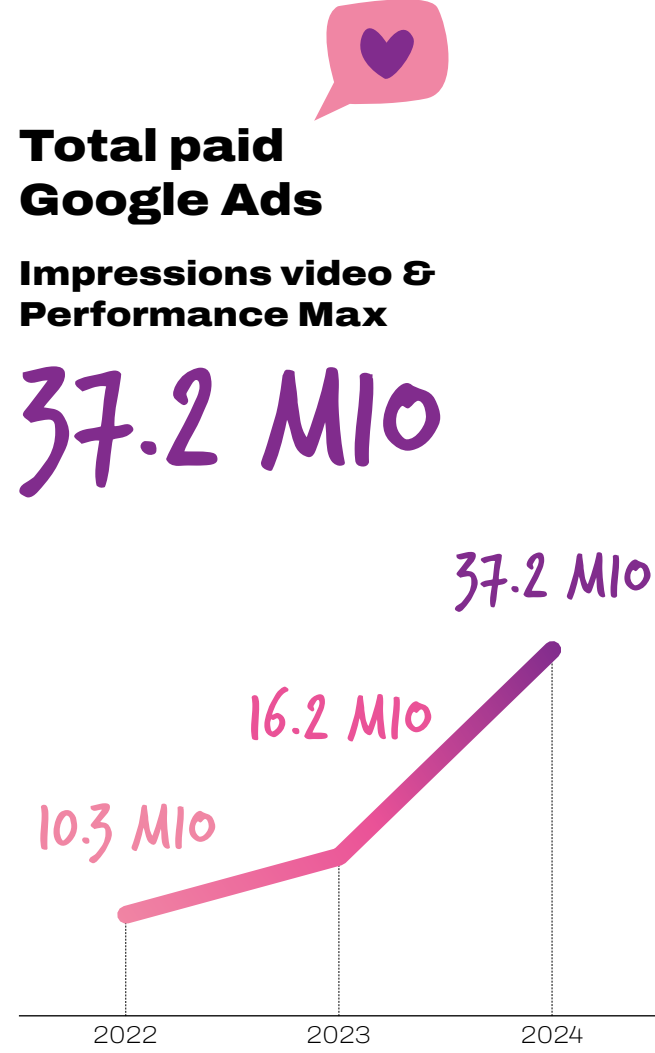
Organic
33.4 MIO

Organic progress (VS 2023)
-8.5%

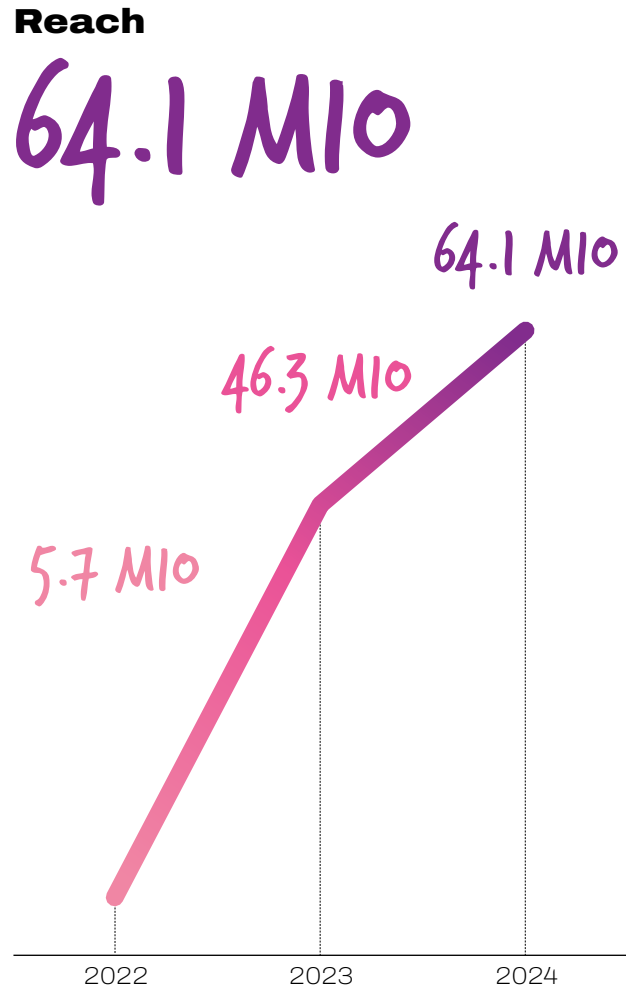
Paid
64.1 MIO

Paid progress (VS 2023)
+76.5% 👍

#Hashtag total potential reach
97.5 MIO



Facebook and Instagram paid campaigns



Total impressions
161.6 MIO

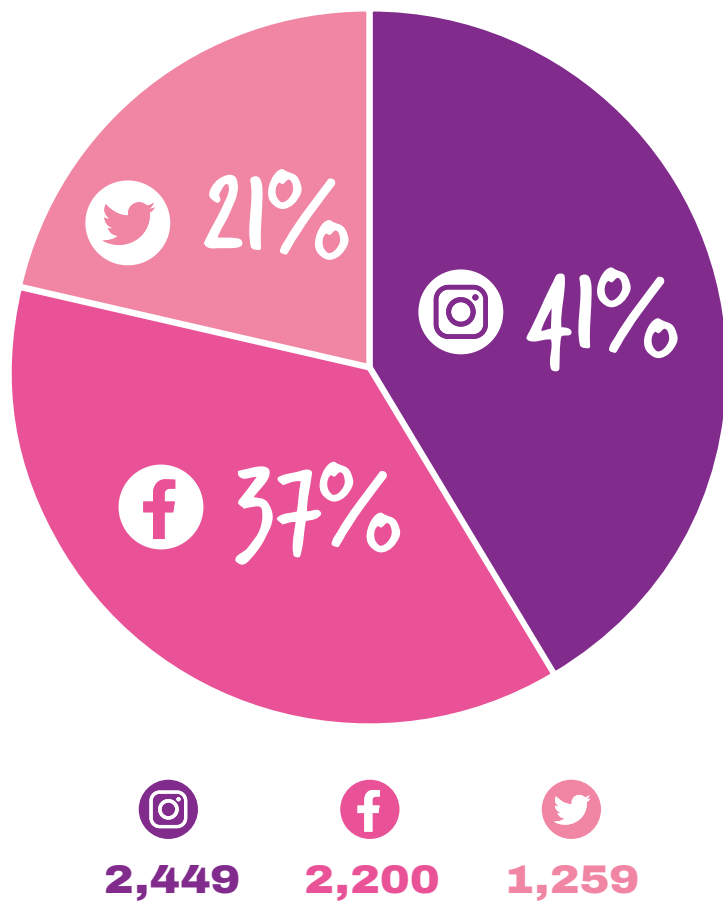
Total views of videos
19.3 MIO

Social media

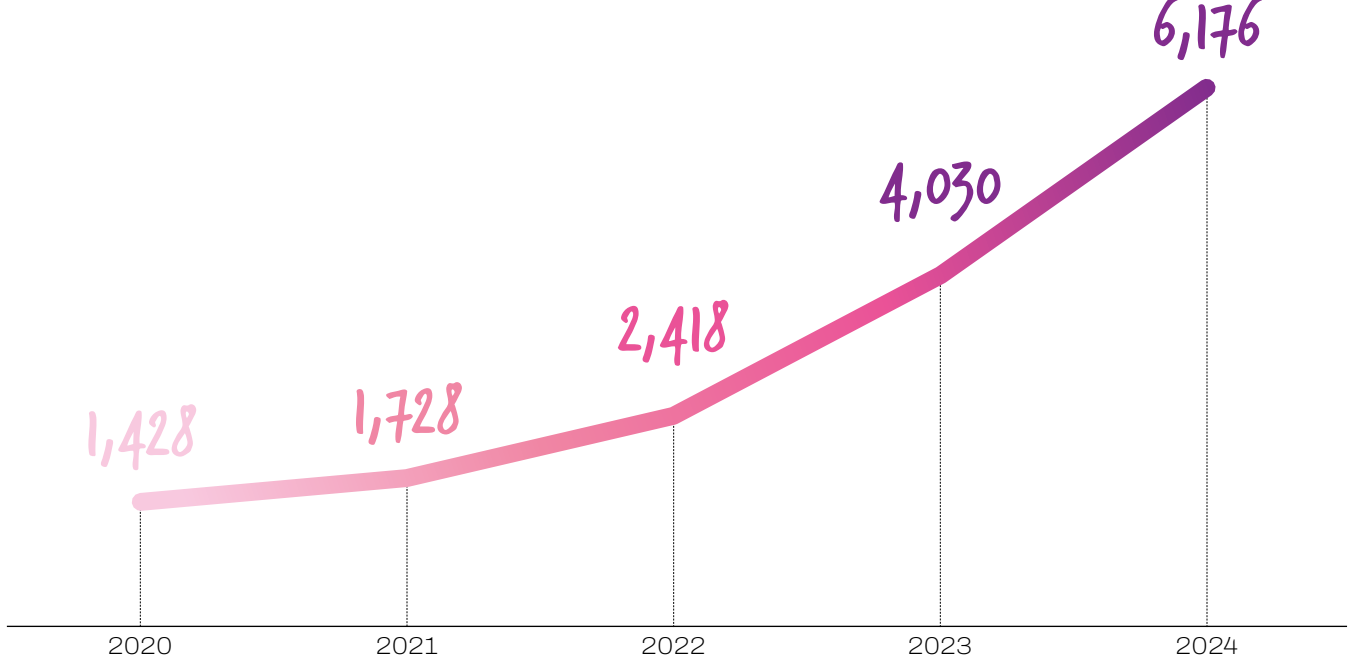
Followers (f @ 🐦)
6,176

Followers progression (VS 2023)
+53%

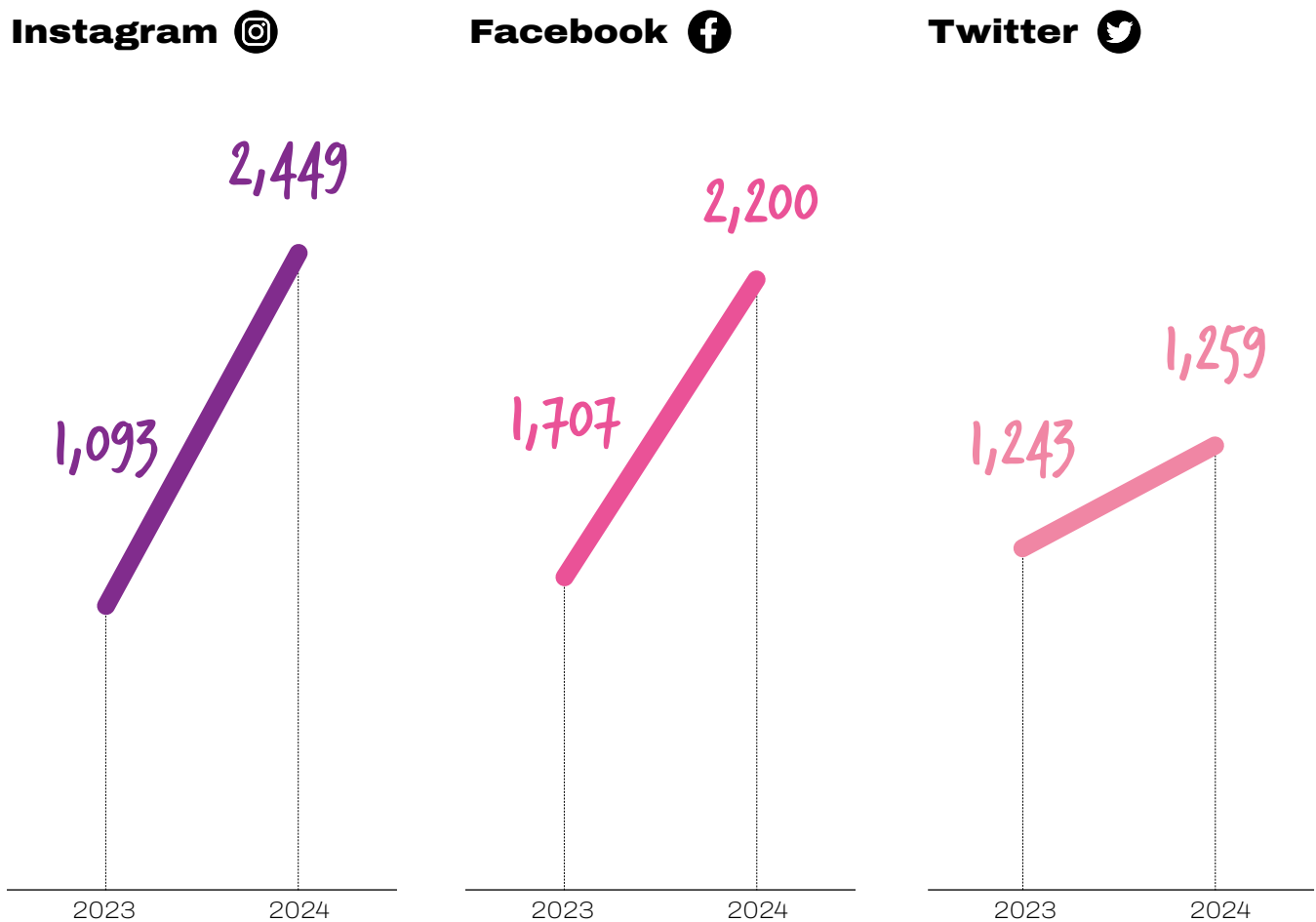
2024 channel size distribution



Followers (since 2020) (f @ 🐦)



Channel size (2023 VS 2024)



Website performance

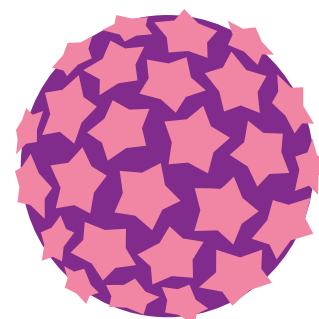


AskAboutHPV.com (the **homepage**) remained the most visited page by far on the site, followed by the main pages related to **Vaccination and Screening.**

The addition of **individual pages for each of the HPV Survivors** brought significant traffic to the website, suggesting that users who were engaged by social media posts and online ads wanted to learn more.

The success of these pages is a helpful indicator for the 2025 campaign – highlighting the need to have a consistent experience across each step along the user journey: **social media → ads → web → materials.**

Top visited pages	Views	Users
Homepage	1,191,885	903,889
/hpv-facts/all-about-hpv-vaccinations	78,824	72,634
/hpv-facts/screening-for-hpv-and-cancer	20,669	17,966
/stories/video-stories/natalia	9,459	8,340
/share-your-story	7,461	7,461
/stories/video-stories/milicent	6,582	5,682
/stories/video-stories/marcia	6,378	5,451
/stories/video-stories/jason	4,526	3,781
/stories/video-stories/mary	2,693	2,280



The Power of Personal HPV Stories

Jason

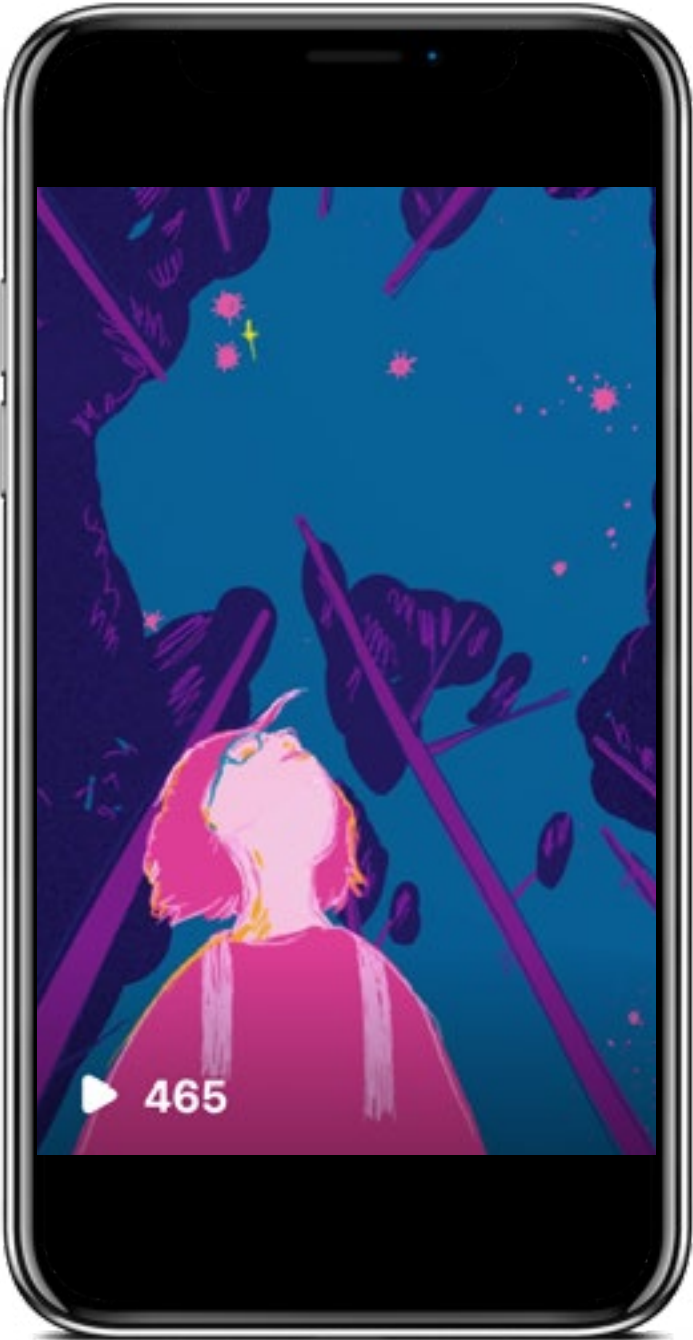


Total impressions
3.3 MIO



Total views
2.3 MIO

Mary



Total impressions
3.2 MIO

Total views
2.5 MIO

Milicent



Total impressions
10.6 MIO

Total views
4.5 MIO

Marcia



Total impressions
10.8 MIO

Total views
6.9 MIO

Nathalia



Total impressions
8.6 MIO

Total views
1.9 MIO

HIGHLIGHTS

HPV-related cancers:

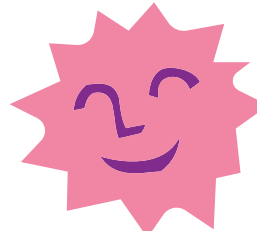
Cervical, Anal, Tonsil.

Languages:

English, Swahili, Spanish, Portuguese.

Regions:

North America, South America, East and Sub-Saharan Africa, Oceania, Southeast Asia.



The Power of Personal HPV Stories

Hindi

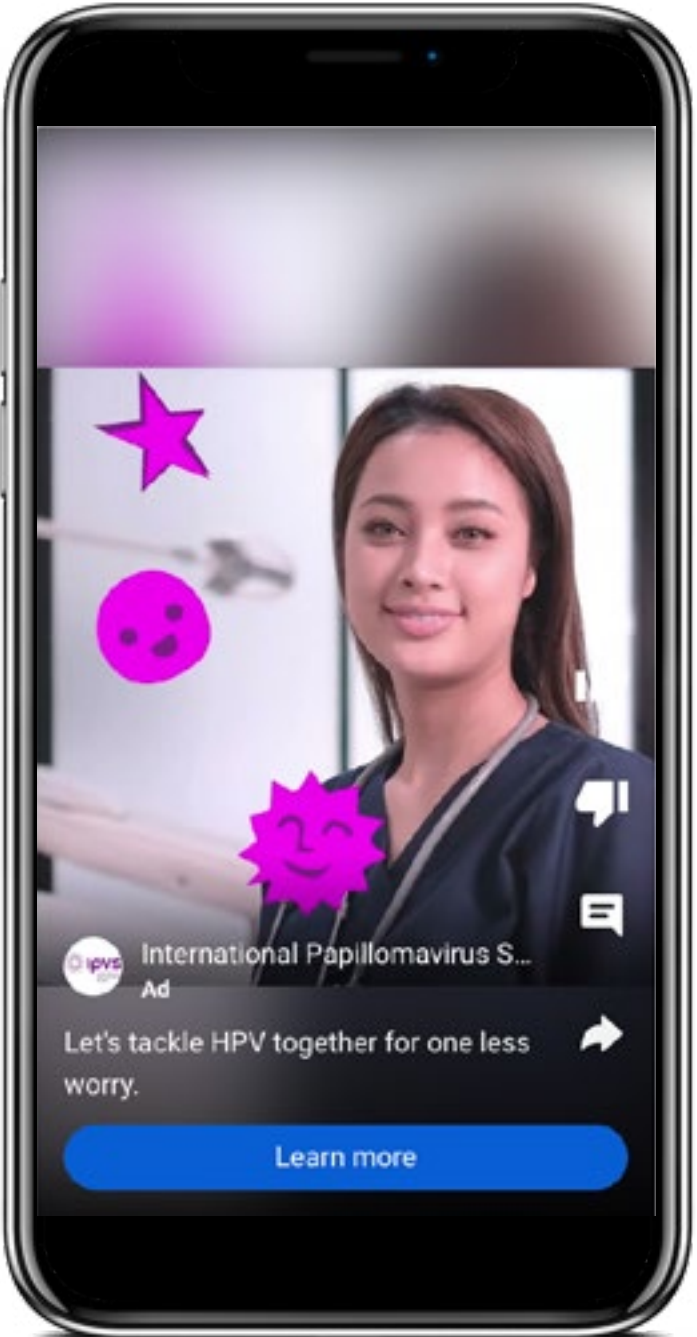


Total impressions
2.7 MIO

Total views
145K



Ghana



Total impressions
5.6 MIO

Total views (video only on Google)
2.7K

Queenie Mah (Malaysia)



Total impressions
1.7 MIO

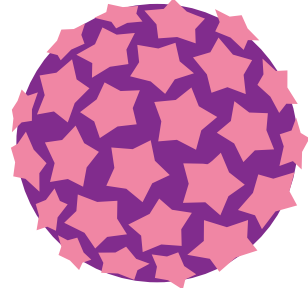
Total views (Meta only)
1.2 MIO

To target relevant regions that had not been covered by the original HPV Survivor Stories – i.e., West Africa, India, Southeast Asia – we launched specific campaigns in Ghana, Malaysia and India, with content (videos, messaging) shared in local languages (Hindi & 6 x Ghanaian languages, Malay and Chinese).

Engagement and efficiency were both high for these sepcific campaigns, proving how effective it can be to deliver messaging in local languages.

Total video impressions
46.5 MIO

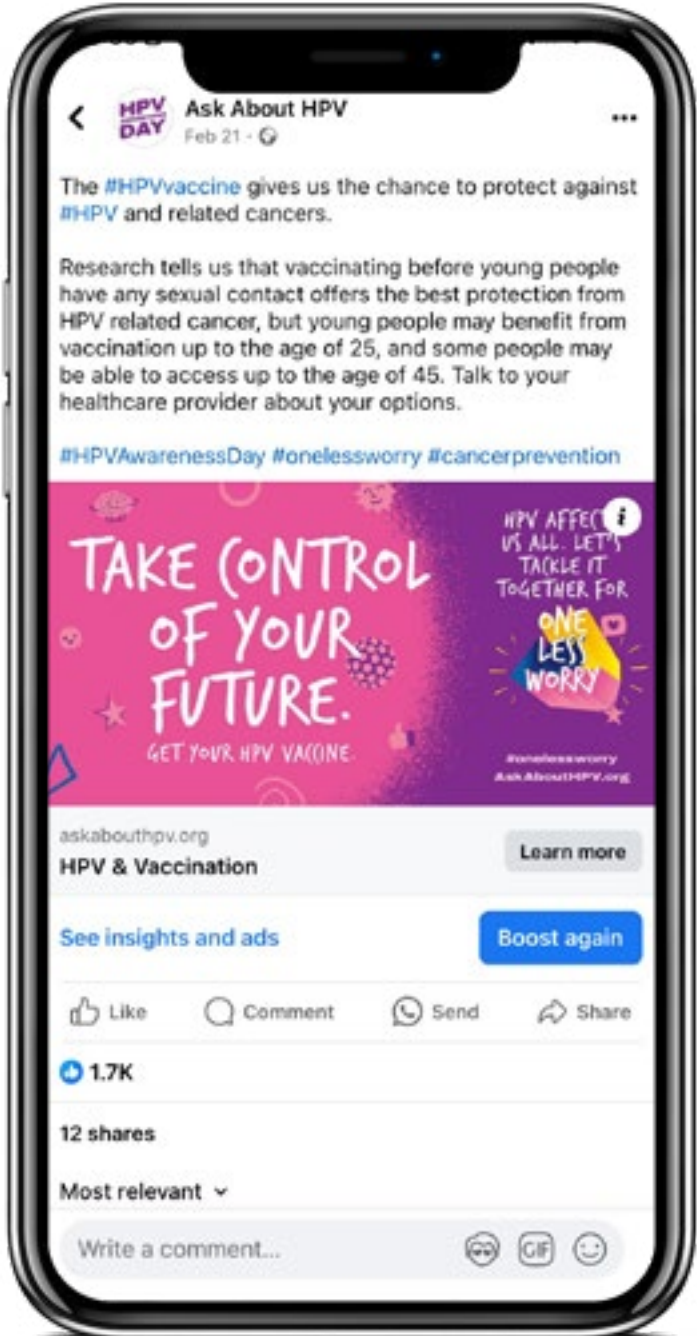
Total video views
19.3 MIO



Top social media posts



Top static Facebook post



Impressions
18 Mio

Reactions
2K

Top Facebook Reel



Views
365K

Reactions
2K



Top static Instagram post



Impressions
20.3 Mio

Reactions
26.5K

Top Instagram Reel



Views
6.9 Mio

Reactions
12.4K

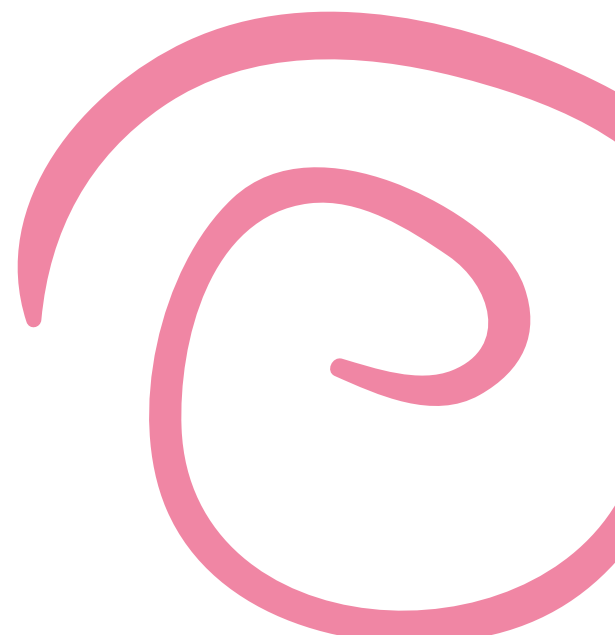
WHAT THIS TELLS US

Reels were a hugely successful tactic in the 2024 campaign – especially on Instagram where they are more prominent than they are on Facebook.

Focusing on the positive may be a key to unlocking the algorithm.

Regular posting is efficient, maintaining engagement with the AskAboutHPV audience and increasing the likelihood of gaining new followers.

Vaccination as a topic resonated more with audiences on both main social media networks, accounting for 8 of the top 10 posts.

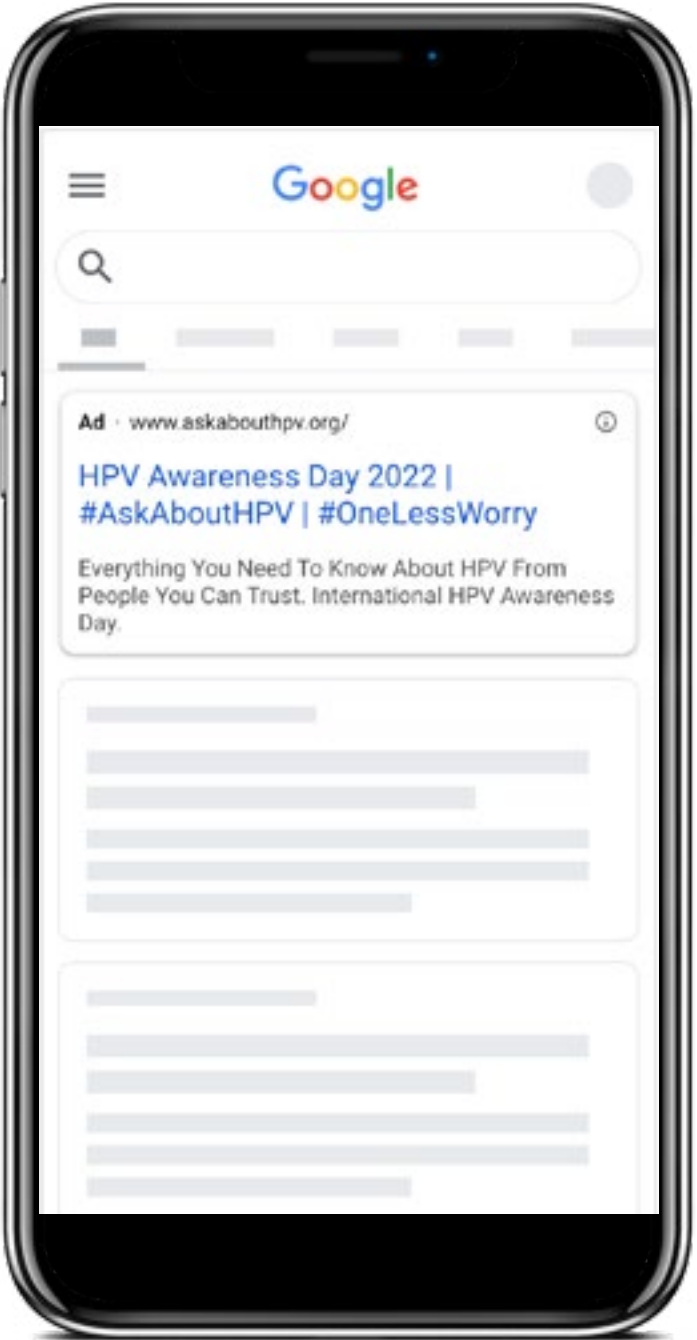


Google Performance Max campaign

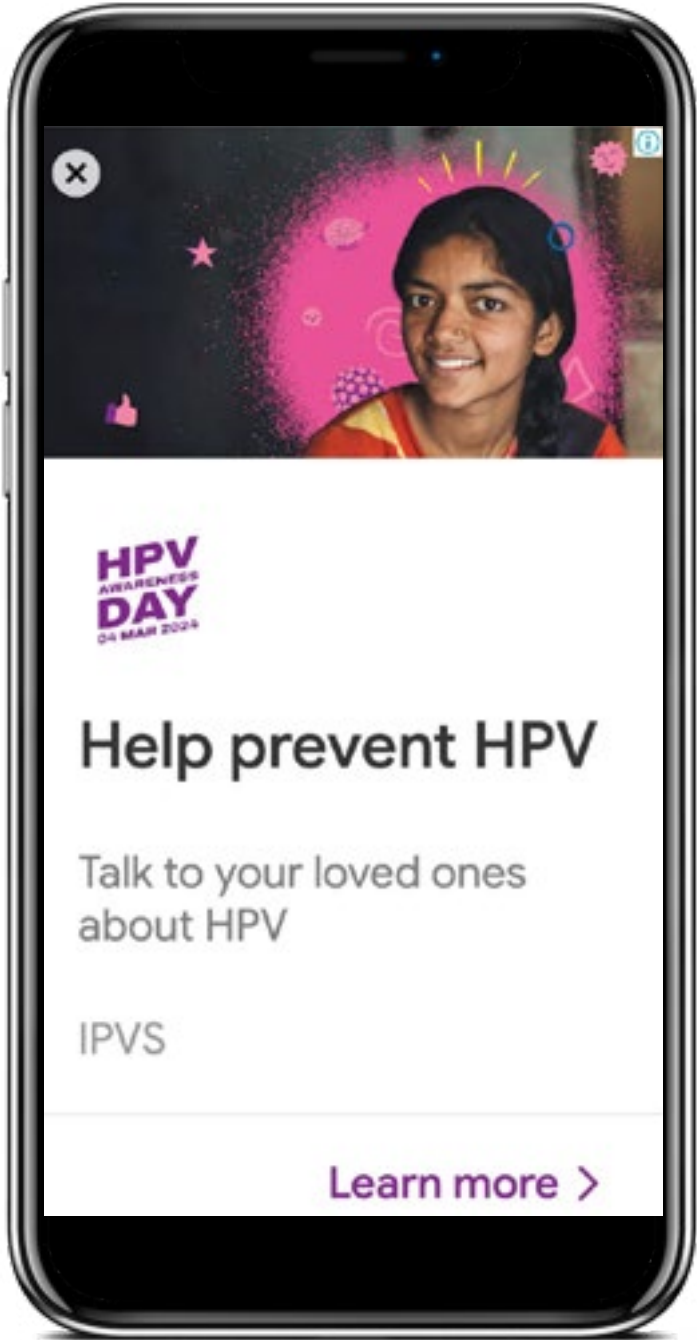
Gmail



Search



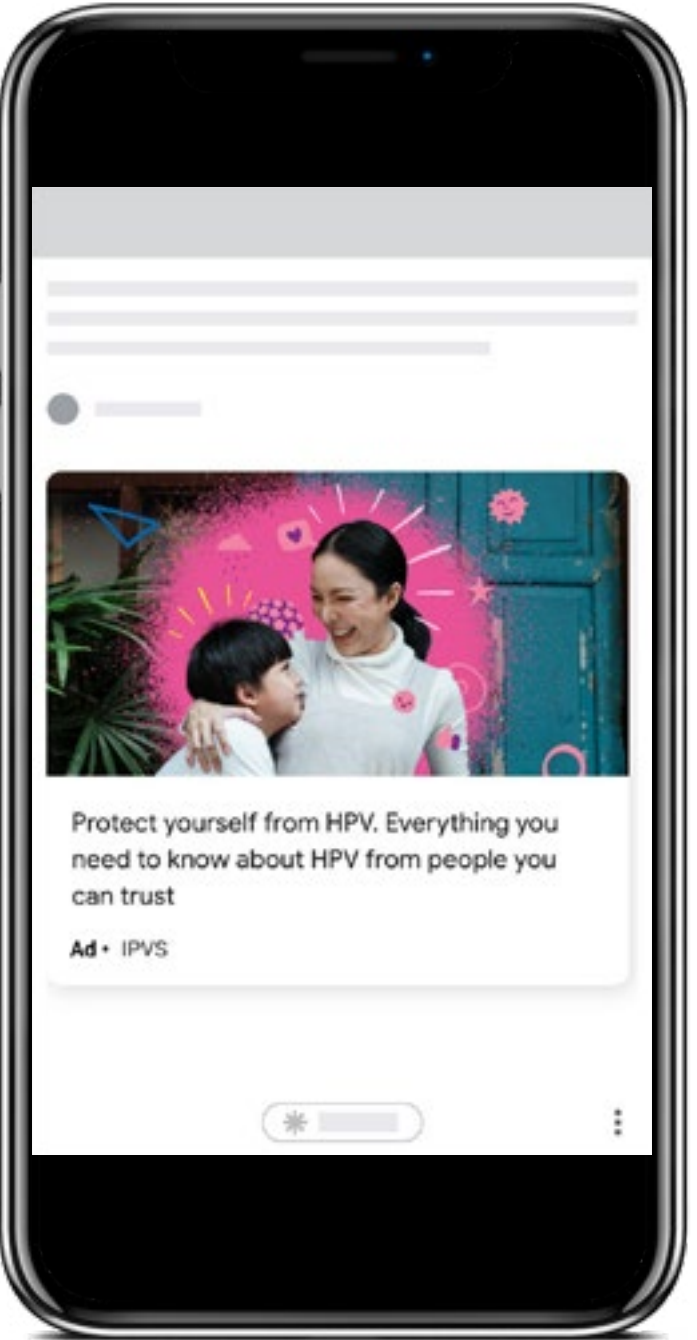
Display



YouTube



Explore



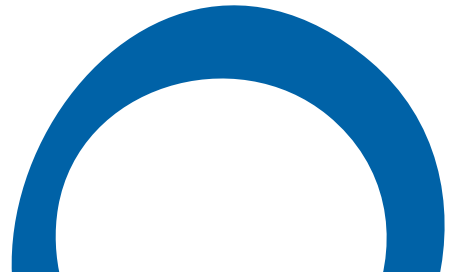
Google Performance Max is an automated campaign type that utilizes machine learning to optimize bids, placements, and creatives across Google's network, enhancing campaign performance by maximizing reach and conversions efficiently.

Google Performance Max impressions 2024

20,652,059

Total views

4.63%



Influencers

In 2024 we focused the majority of budget on promoting HPV survivor stories through Meta and Google, while engaging a number of influencers in different regions to spread the word among their loyal followers.

The advantage of working with established and credible social media personalities include access to a captive audience, trust in the message and a broad scope of channels – **Instagram, Facebook, YouTube, TikTok** (a channel not yet activated by the official campaign).



Influencers:

- Vilma Rosciszewski | 🇨🇦 | 📷 🎵
- Dr Lyien | 🇵🇭 | 📷 🎵
- XiXi Yang | 🇺🇸 | 📷
- Rebecca Fisher | 🇬🇧 | 📷 🎵
- Vinicius Lacerda Ribeiro | 🇧🇷 | 📷
- Diana Hamilton | 🇳🇮 | 📷 🎵 📺
- Clare Baumhauer | 🇬🇧 | 📷
- Dr. Melisa Pereyra | 🇨🇦 | 📷 🎵
- France Inter | 🇫🇷 | 📷
- Delia Sosa | 🇺🇸 | 📷

CAMPAIGN GOALS

In 2025 we will be gathering **personal stories** and leveraging the power of lived experience to emphasize the **vaccination, 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

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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

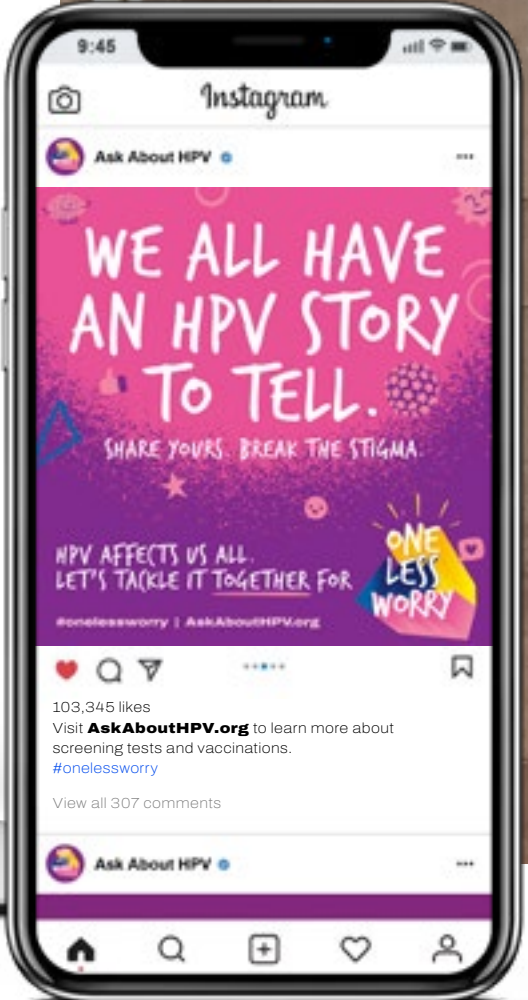
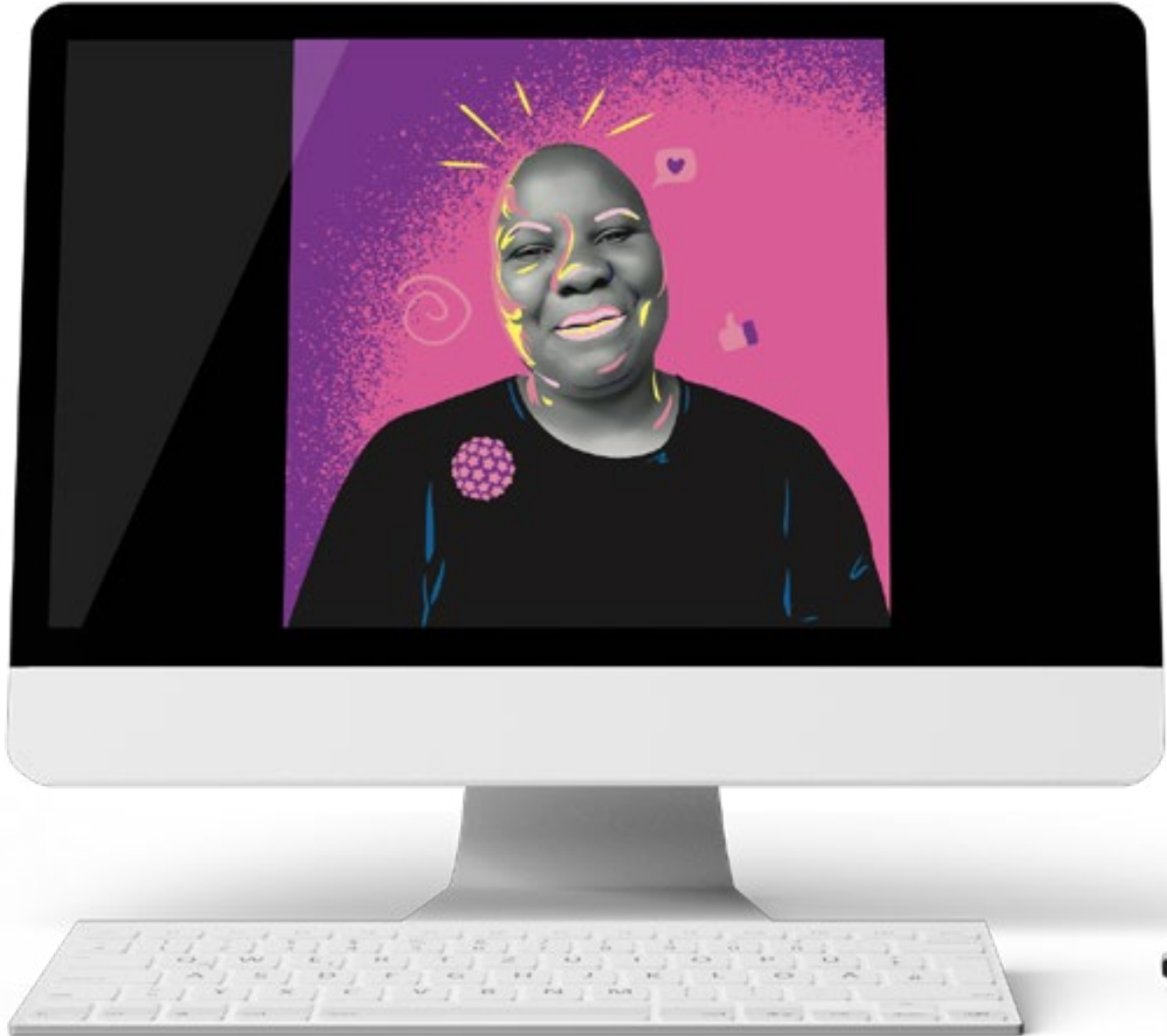
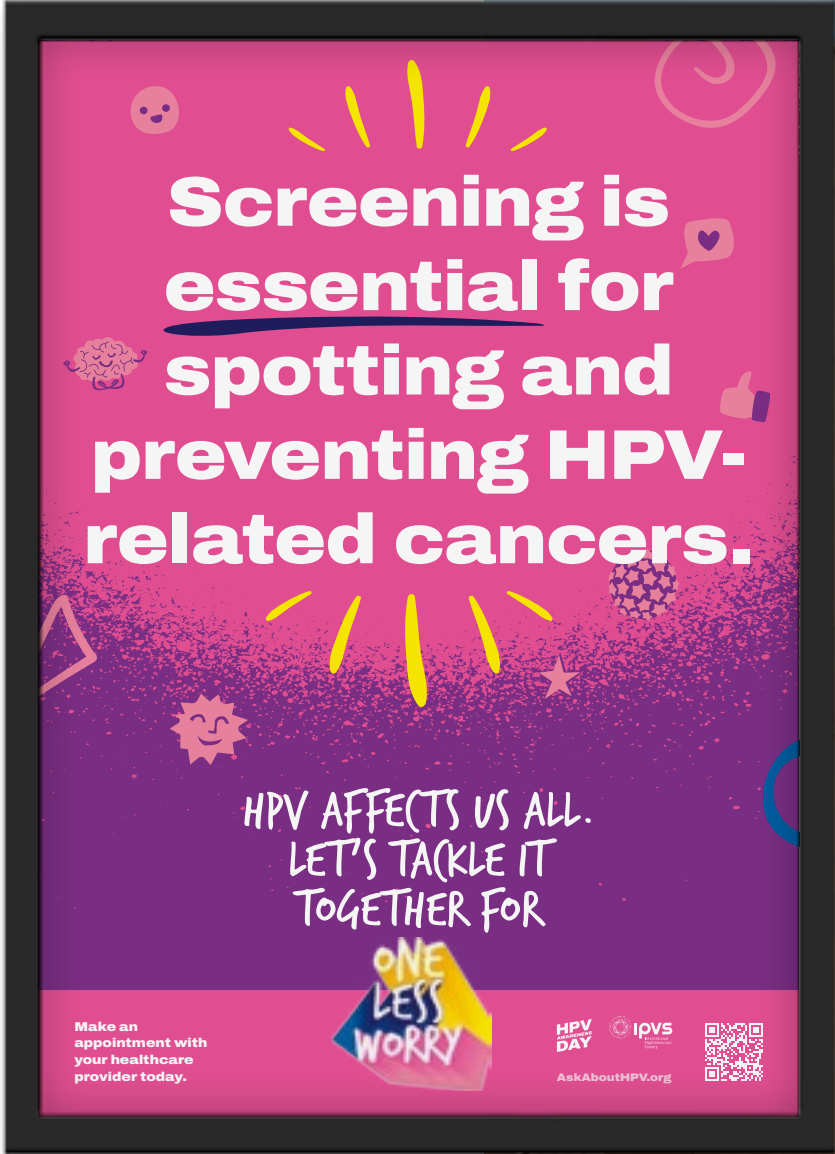


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@AskAboutHPV Channels	33
Community A5 Flyer	34

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 9 languages.



Languages:

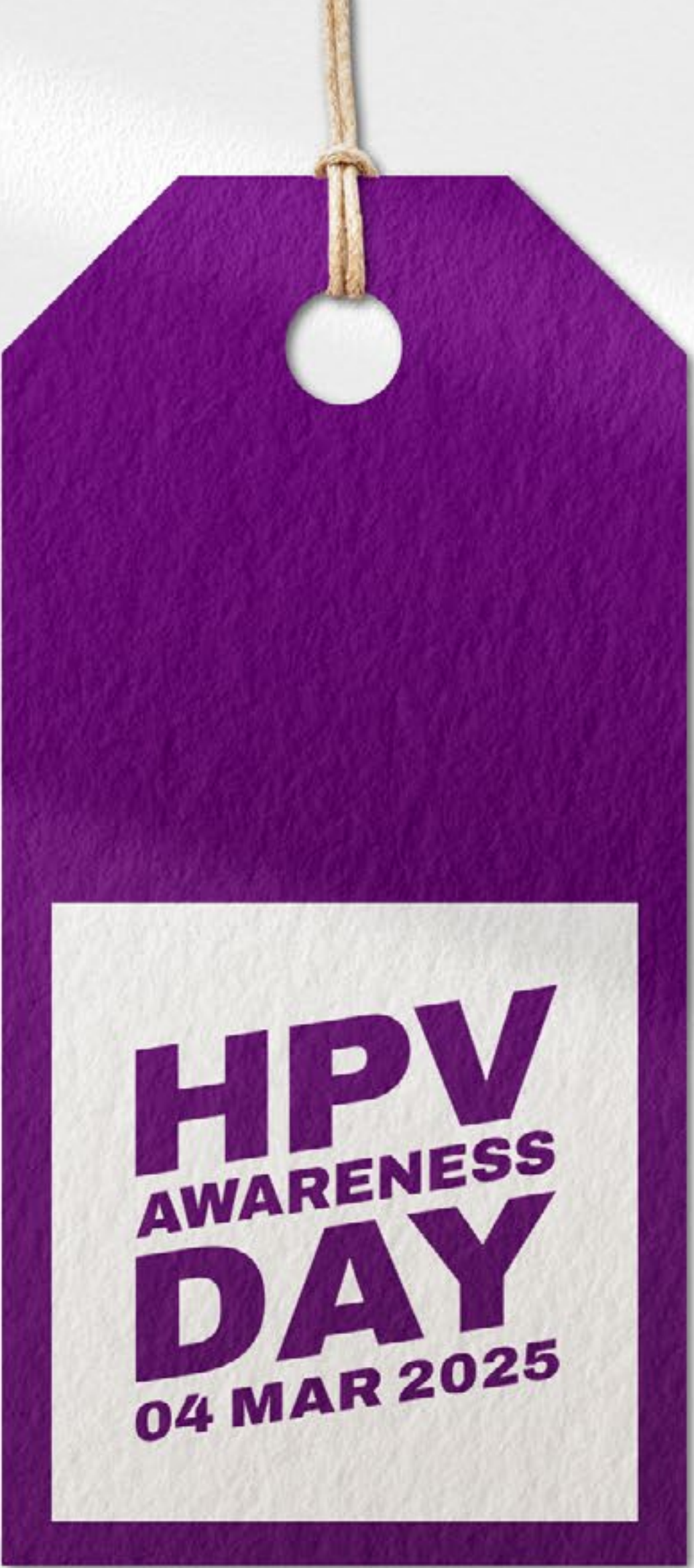
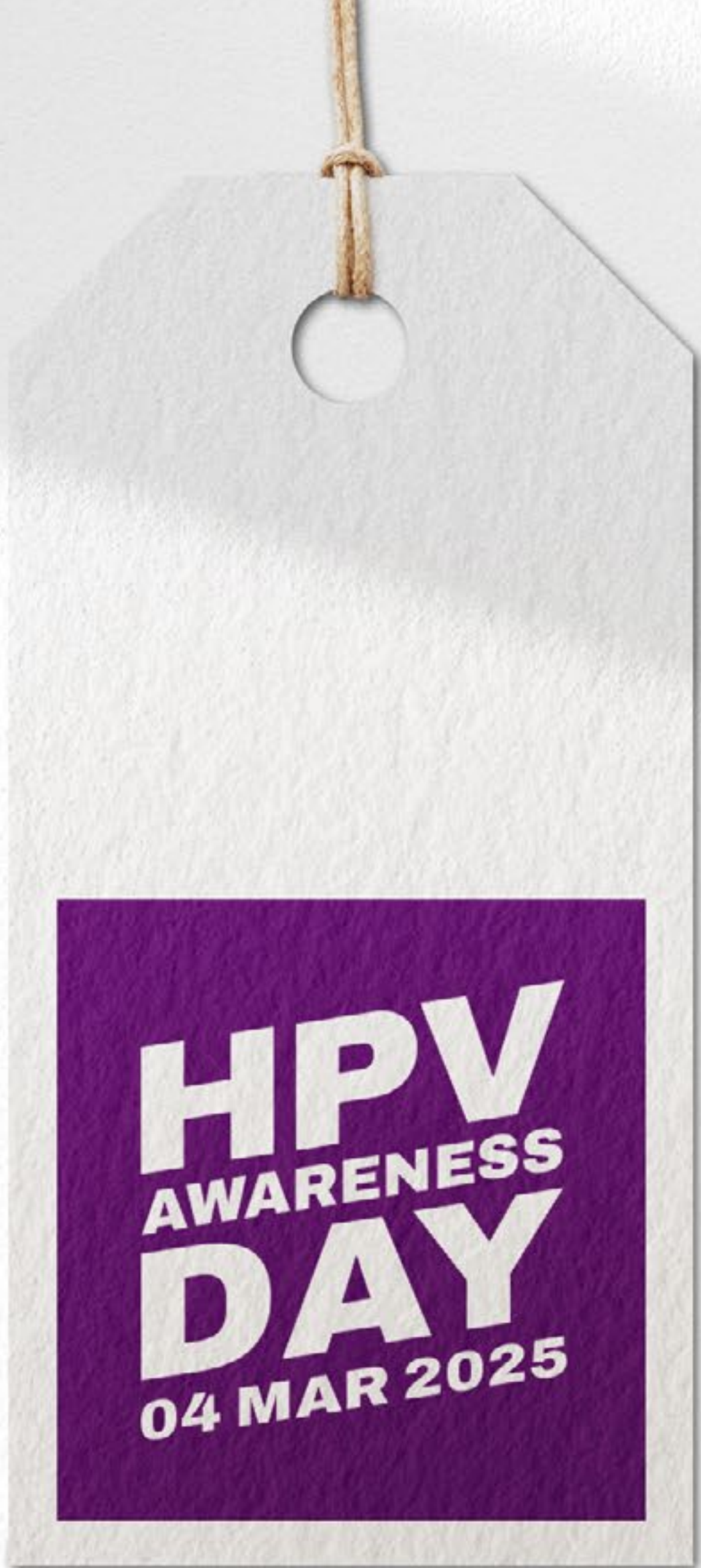
- English
- Spanish
- Brazilian Portuguese
- French
- Hindi
- Bahasa Malay
- Japanese
- Vietnamese
- Swahili



 [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.askabout HPV.org 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.



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	Background	Spray paint	Spray paint	Icons	Text key elements/hashtag	Typography
#812C8D	#211E5F	#0062A7	#EA5297	#F086A4	#F8C9DF	#FFFFFF
R = 129 G = 44 B = 141	R = 33 G = 30 B = 95	R = 0 G = 98 B = 167	R = 234 G = 82 B = 151	R = 240 G = 134 B = 164	R = 248 G = 201 B = 223	R = 255 G = 255 B = 255
C = 62 M = 93 Y = 0 K = 0	C = 100 M = 95 Y = 0 K = 40	C = 100 M = 50 Y = 0 K = 10	C = 0 M = 80 Y = 0 K = 0	C = 0 M = 60 Y = 15 K = 0	C = 0 M = 30 Y = 0 K = 0	C = 0 M = 0 Y = 0 K = 0

Logo and graphic elements

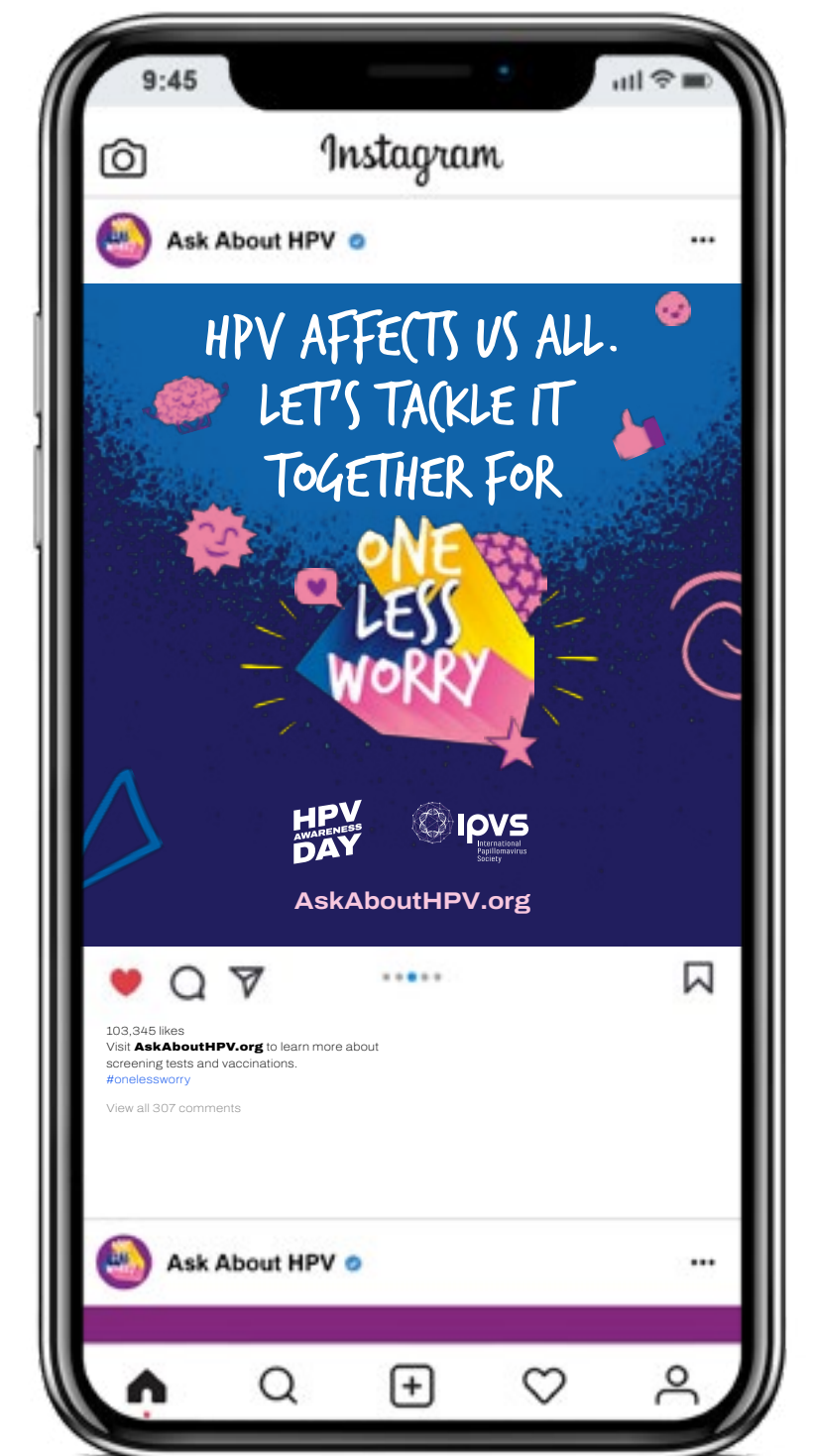
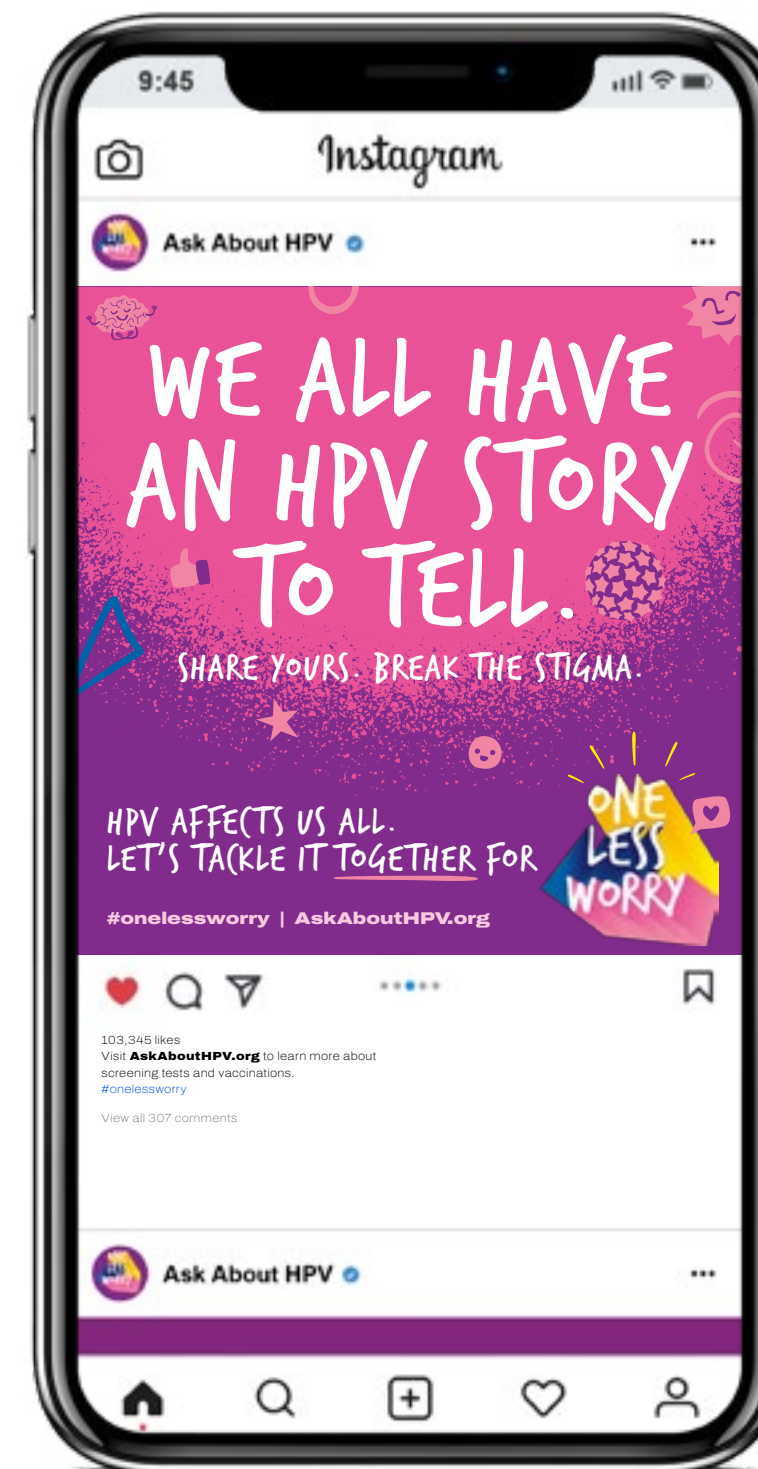
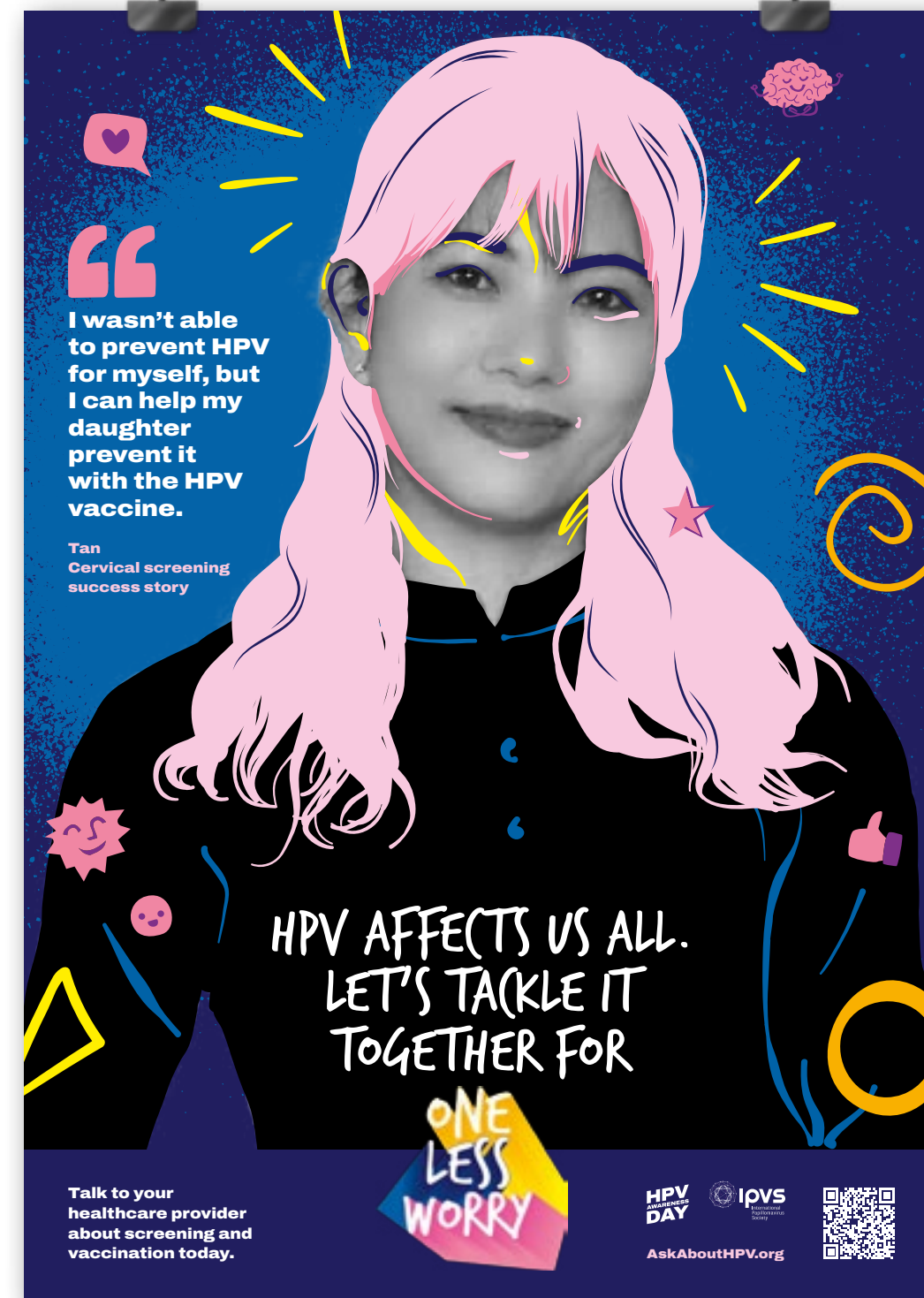
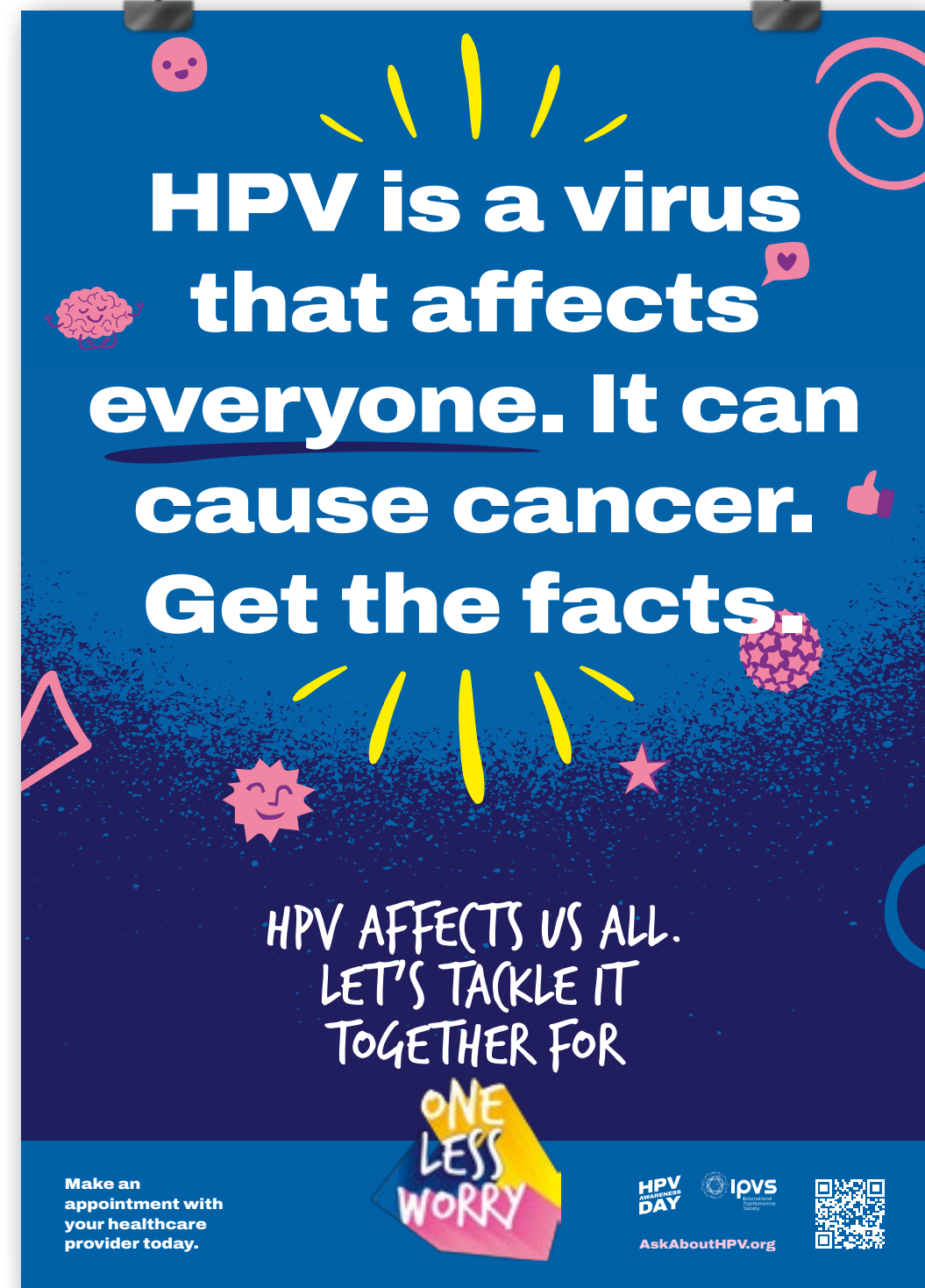
The logo 3D modelling is based on gradient colors. Typography remains in white.

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



Colors

The addition of blue in this year's suite of assets provides a fresh perspective. Blue complements existing shades of pink and purple, reminding our audiences that HPV affects us all, male and female.



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



Three new 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 again 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](#)

Languages:

- English
- Spanish
- Brazilian Portuguese
- French
- Swahili
- Vietnamese
- Hindi

Storyteller posters

Languages:

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

Factual posters



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:	Subtitles:
English	English
Spanish	Spanish
Brazilian Portuguese	Brazilian Portuguese
Swahili	Swahili
Vietnamese	French
Hindi	Vietnamese
	Hindi

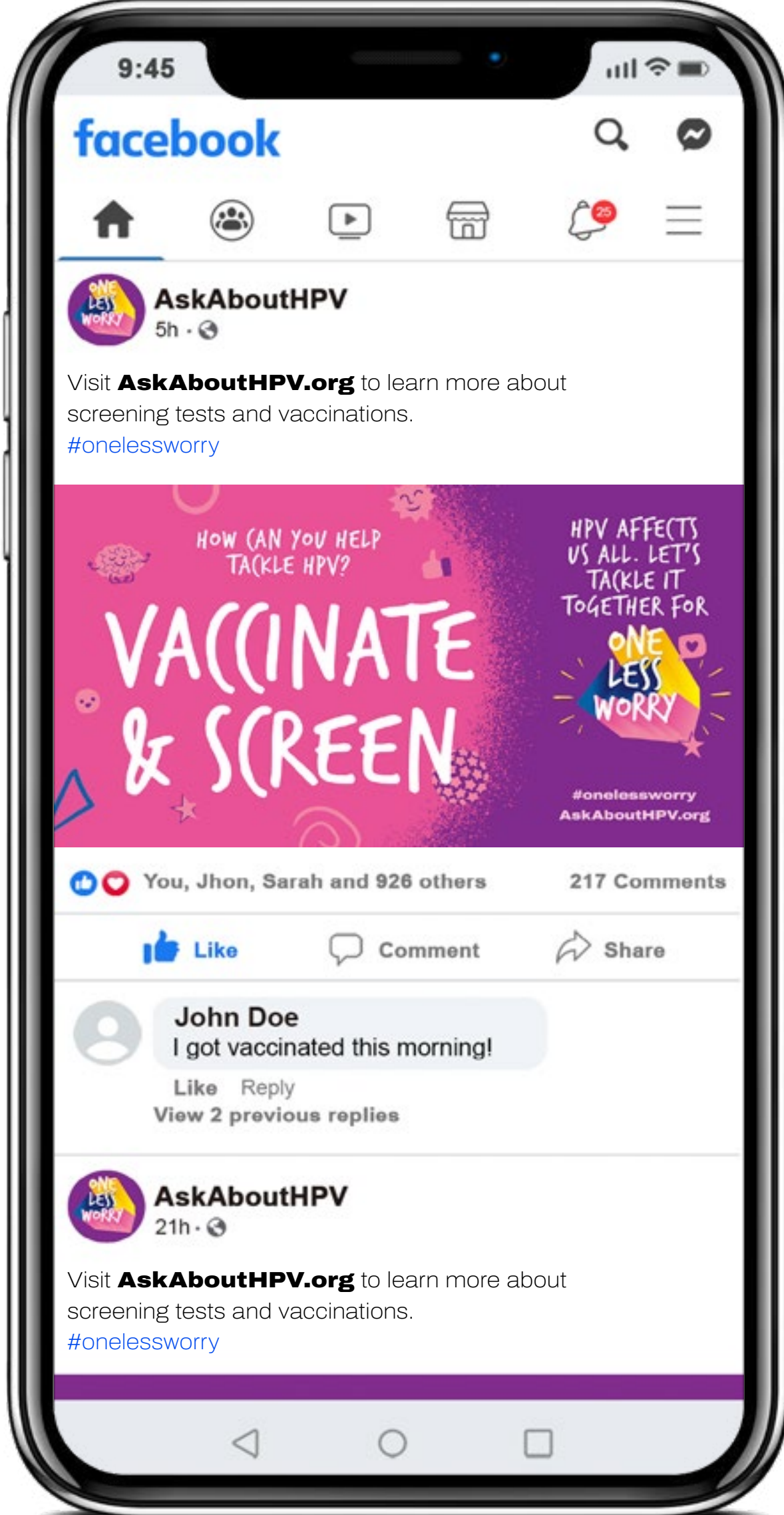
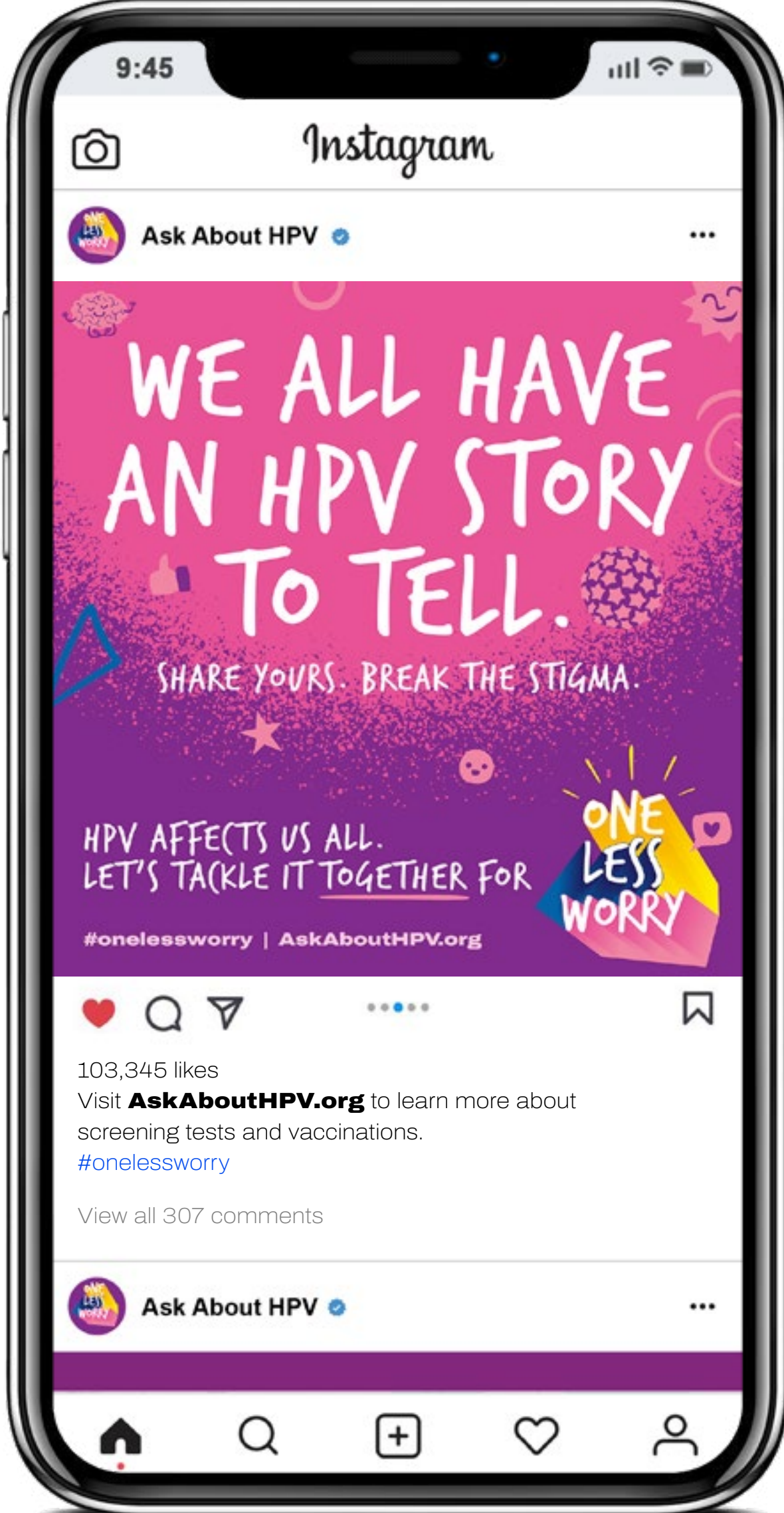


 [Click to access and download the toolkit / assets](#)

Static Posts – Facebook and Instagram NEW

A set of static posts have been developed for deployment across the IPVS social media channels. They are downloadable in 9 languages for local use.

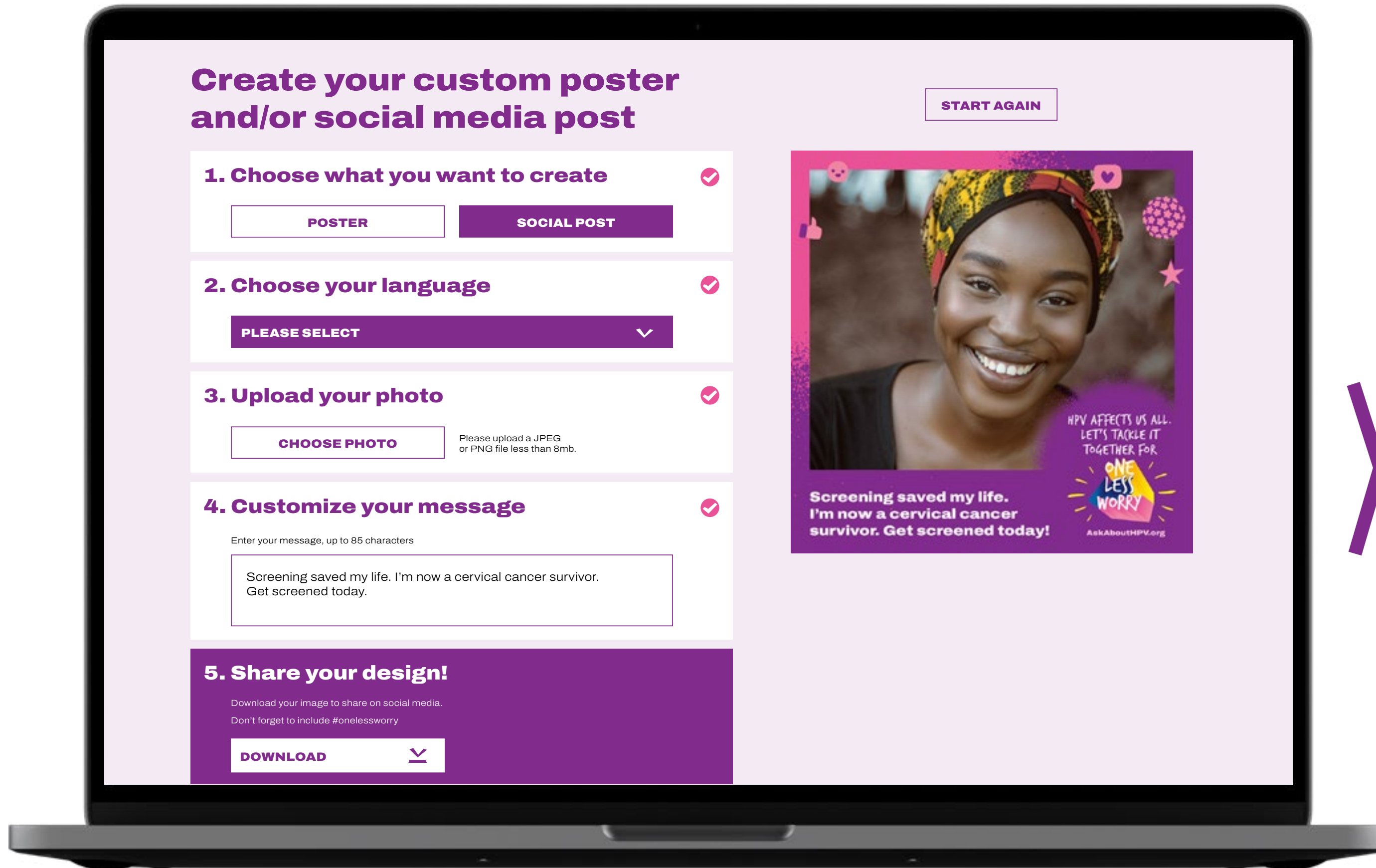
- Languages:
- English**
 - Spanish**
 - Brazilian Portuguese**
 - French**
 - Hindi**
 - Bahasa Malay**
 - Vietnamese**
 - Swahili**
 - Hindi**



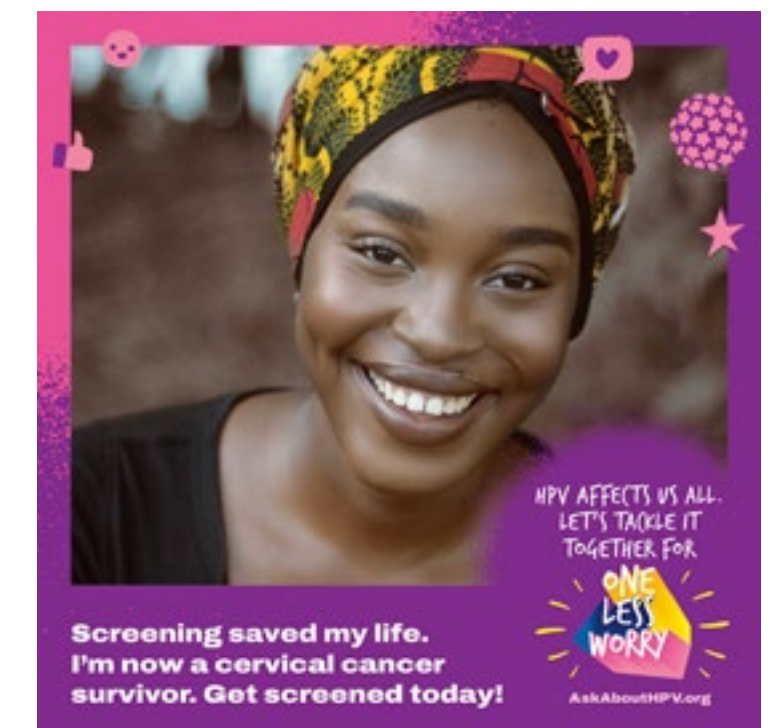
 **Click to access and download the toolkit / assets**

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)



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 2025 ★ 7 posts

Mon	Tue	Wed	Thu	Fri	Sat	Sun
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	30	31	01	02

February 2025 ★ 18 posts

Mon	Tue	Wed	Thu	Fri	Sat	Sun
29	28	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 ★	01	02

March 2025 ★ 5 posts

Mon	Tue	Wed	Thu	Fri	Sat	Sun
24	25	26	27	28	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

Click to access and download the social post calendar

Community A5 Flyer

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

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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 engage 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 2025!

#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

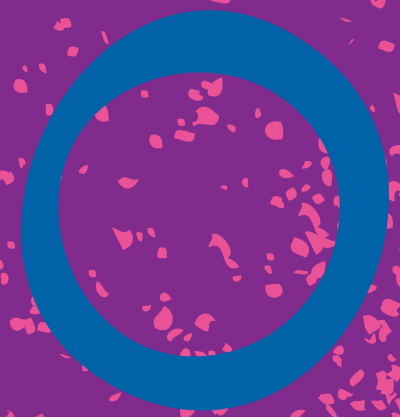
Join our One Less Worry Virtual High Level Panel Event, March 4th, 2025 from 4pm to 5pm CET (10am to 11am EST)

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.askabout HPV.org/panel





THANK YOU



ONE
LESS
WORRY

