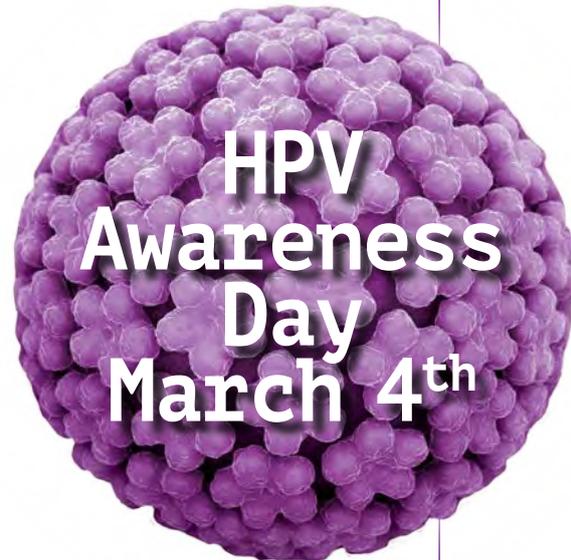


HPV Awareness Campaign

Background & Objectives

- + 2021 will mark the 4th Annual International HPV Awareness Day
- + An initiative of IPVS in collaboration with over 80 partner organizations from around the world, the campaign is guided by the IPVS Campaign Advisory Committee chaired by Dr. Joel Palefsky
- + We created this campaign because:
 - HPV affects everyone but too few people in the world understand HPV and how they are affected by it
 - Around 475,000 people per year die from HPV-related cancer, and many of these deaths can be prevented
 - Awareness and education are important first steps toward mobilizing action to stop HPV



Campaign 2020 Toolkit

**VIRAL BEFORE
THE INTERNET**
#ASKABOUTHPV

The IPVS 'Viral Before The Internet' Campaign Toolkit below provides the resources you need to support HPV awareness events and activities in your local community.

**MATERIALS IN
6 LANGUAGES:**
Chinese
Hindi
Bahasa Malay
French
Spanish
English

Download materials to use in your own local HPV awareness-raising activities here: www.askabouthpv.org

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WHAT'S IN THE TOOLKIT:

Guidelines
&
Messaging

Campaign
Logos

Posters

Patient
Information
Materials

Social
Media
Posts

Videos

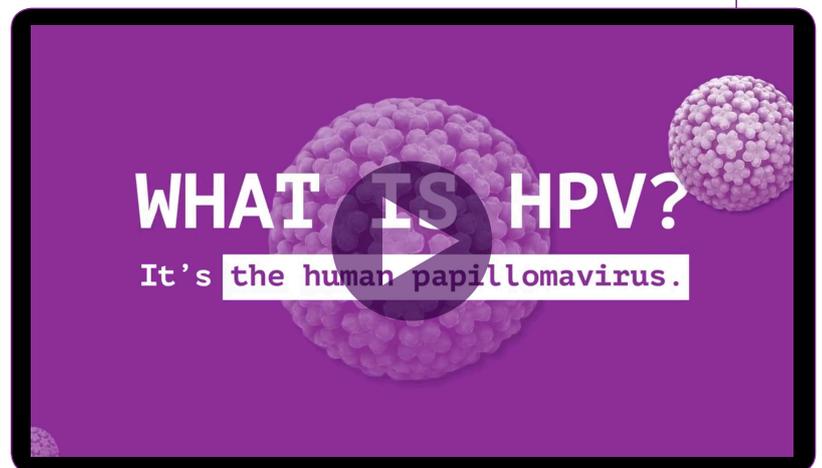
Yes, co-branding is possible if your organization joins the campaign as an official partner.

WHAT YOU NEED TO KNOW ABOUT HPV

THE BASICS

8 in 10 of us will get HPV but what is it, how do you get it and why does it matter

[Download "The Basics" Leaflet](#)



[Click to watch on Youtube](#)

JOIN US

Help make the HPV Awareness Campaign a truly global campaign that reaches more and more people each year. Good luck with your local initiatives to raise awareness about HPV. Be sure to share your activities on our social media channels.

For more information about becoming an official partner or other additional support please contact contact Chris Amsinger, IPVS Campaign & Communication Officer HPVday@kenes.com or call +31 20 763 0519

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