



Middle East and North Africa
Coalition for HPV Elimination

الإئتلاف الإقليمي للقضاء على
فيروس الورم الحليمي البشري

World Cancer Day

SOCIAL MEDIA TOOLKIT

Join the MENA Coalition
for HPV Elimination group
bit.ly/hpymenacoalition



@MENAHPVCoalition



@menahpv

Overview



Cervical cancer remains a significant public health challenge in the MENA region. This year's World Cancer Day (4 February) is an important opportunity to galvanize efforts to get cervical cancer elimination initiatives in our region on track. It is also a moment for us to celebrate the Regional Cervical Cancer Elimination Strategy, recently launched by the WHO EMRO. The messages, hashtags, and resources in this toolkit can be used to amplify support for cervical cancer elimination efforts as well as for World Cancer Day across digital channels.

Key Messages



- Governments and healthcare providers need to prioritize cancer prevention and control efforts by increasing access to vaccination and screening services.
- Several measures can be taken to reduce the risk of developing cervical cancer, including vaccination against HPV, practicing safe sex and getting regular screenings.
- The incidence of cervical cancer in the MENA region is generally higher than the global average. Cancer five-year survival rates are lower in low-income countries when compared to high-income countries.
- The HPV vaccine is safe and highly effective, targeting the HPV types that most commonly cause cervical cancer. It is recommended for both girls and boys and is most effective when given at younger ages.
- Vaccinating immunocompromised people against HPV, including those living with HIV, is an utmost priority. Immunocompromised individuals should receive a minimum of two doses, and where possible, three doses.



Key Twitter Handles & Hashtags



MENA Coalition for HPV Elimination: [@MenaHpv](#)
WHO Eastern Mediterranean Regional Office (EMRO): [@WHOEMRO](#)
Union for International Cancer Control (UICC): [@UICC](#)
WHO International Agency for Research on Cancer: [@IARCWHO](#)
Global Cancer Observatory: [@GICR_IARC](#)

[#WorldCancerDay](#)
[#CloseTheCareGap](#)
[#FightCancer](#)
[#CervicalCancer](#)
[#EndCervicalCancer](#)
[#HPVvaccine](#)
[#HPVInMENA](#)
[#CancerDay](#)

Social Media Language



Today is [#WorldCancerDay](#), a time to be inspired and join hands to [#FightCancer](#) worldwide. Get informed. Get screened. Get vaccinated. Spread awareness to [#CloseTheCareGap](#). [#HPVInMENA](#)

Early diagnosis of [#CervicalCancer](#) is linked with notably higher recovery rates. Get informed. Get screened. Get vaccinated. [#WorldCancerDay](#) [#EndCervicalCancer](#)

Cancer-specific treatments are available in more than 90% of [#HICs](#) but in less than 15% of [#LMICs](#).

Join the fight to [#CloseTheCareGap](#) around the world. [#FightCancer](#) [#WorldCancerDay](#)

During [#WorldCancerDay](#), join the global movement to promote early screening and [#HPV](#) vaccination to [#CloseTheCareGap](#) for [#CervicalCancer](#). [#HPVInMENA](#) [#EndCervicalCancer](#)

[#CervicalCancer](#) can often be detected early through screenings like the Pap smear. Don't skip your annual check-up! [#HPVInMENA](#) [#WorldCancerDay](#) [#CloseTheCareGap](#)

The [#HPVvaccine](#) is a cornerstone to [#EndCervicalCancer](#) worldwide. It is proven to control [#HPV](#) efficiently and reduce the risk of [#CervicalCancer](#). Get vaccinated. [#HPVInMENA](#) [#WorldCancerDay](#) [#CloseTheCareGap](#)

Not only can [#HPV](#) cause [#CervicalCancer](#), but it can also cause rectal cancer, throat cancer, and cancer in other areas. Protect yourself and others by getting [#Vaccinated](#). [#HPVInMENA](#) [#WorldCancerDay](#) [#CloseTheCareGap](#)



Social Media Graphics



[Download here](#)



World Cancer Day Activities



- **The 5k Challenge**

Launched by the UICC, this challenge aims to break the care gap in cancer care in the world. All you have to do is get moving! You'll have to achieve and track a 5,000-kilometer loop, doing your favorite physical activity (walking, running, biking, hiking, etc.) Once completed, you're invited to post your achievement on social media platforms and to nominate/tag 5 of your friends to share this initiative and raise awareness. Don't forget to use #WorldCancerDay and #CloseTheCareGap in your post!

[Check this video for more information.](#)

- **World Cancer Day Instagram filters**

Instagram filters are a fast and easy way to express your support for the cause during World Cancer Day. By posting a story on your Instagram page, using the filter(s), you will be raising awareness of disparities in cancer care.

[For further information and instructions check out this link.](#)

- **"21 days to impact" Challenge**

The aim of this challenge is to build a personal positive habit in 21 days.

By **signing up** for one of the three challenges launched by the UICC, you will not only improve your health but will also help in the elimination of cervical cancer.



Read more



- WHO. "Cancer." World Health Organization (WHO), 3 February 2022: <https://www.who.int/news-room/fact-sheets/detail/cancer>
- Our World in Data, and Hannah Ritchie. "Cancer." Our World in Data: <https://ourworldindata.org/cancer#cancer-survival-rates-by-income>
- Human papillomavirus vaccines: WHO position paper, December 2022: <https://www.who.int/publications/i/item/who-wer9750>
- Cervical cancer in the Middle East and North Africa: a review. Cancer Control. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3403558>
- Cervical Cancer and HPV in the Middle East and North Africa. International Agency for Research on Cancer. <https://www.iarc.fr/en/publications/books/hpv-cervical-cancer-mena/cervical-cancer-and-hpv-in-the-middle-east-and-north-africa/>





Middle East and North Africa
Coalition for HPV Elimination

الإئتلاف الإقليمي للقضاء على
فيروس الورم الحليمي البشري

Join the MENA Coalition
for HPV Elimination group
bit.ly/hpvmenacoalition



@MENAHPVCoalition



@menahpv