WORLD CERVICAL CANCER ELIMINATION DAY 2025

Act Now: Eliminate Cervical Cancer

ABOUT THE DAY

On 17 November 2020, the world came together to launch WHO's Global Strategy to accelerate the elimination of cervical cancer. Each year since, countries and communities have marked the date as a day of action — a day to showcase progress in reaching the 90-70-90 targets, raise awareness, and unite around one shared goal: ensuring every cervical cancer as a public health problem.

In 2025, this collective journey reaches a historic milestone — because of you. It becomes *World Cervical Cancer Elimination Day* — the first World Health Day dedicated to eliminating a cancer.

This milestone marks five years of collective action. It's a reminder that the tools exist, the path is clear, and the world is moving —

together.

Read about the momentum that made it happen here

Watch the official launch broadcast, featuring Anthony Toleat, here

Cervical cancer is preventable and curable. Acting now saves lives. This moment matters. Every life counts.

THEME: ACT NOW — ELIMINATE CERVICAL CANCER

This year's theme, "Act Now: Eliminate Cervical Cancer," is a call to decisive, collective action.

It reminds us that elimination is not a distant dream — it's a choice we can make through the actions we take today.

Governments act. Survivors act. Youth act. Communities act. Will you?

When we act together, elimination becomes possible — and within reach.

This is our moment — we could be the generation that finally eliminates cervical cancer. The tools exist. The responsibility is ours. The time is now.

KEY MESSAGES

Partners, advocates, and communicators are welcome to use and adapt these key messages across campaigns, events, and media.

01. **Cervical cancer is preventable and curable** — yet it still claims more than 350,000 lives each year, mostly in low- and middle-income countries. Acting now saves lives. This moment matters. Every life counts.

02. **The tools to eliminate cervical cancer exist** — from single-dose HPV vaccines to HPV testing and effective treatment technologies. Countries are proving that with today's solutions, elimination is not only possible — it is already underway.

03. **Elimination means reducing cervical cancer cases and deaths until the disease is no longer a public health problem.** The Global Strategy sets clear targets: 90% of girls fully vaccinated with HPV vaccine, 70% of women screened and get HPV test, and 90% of women with cervical disease receiving treatment. Acting now makes the future possible.

04. **Countries worldwide are moving forward** — introducing HPV vaccines, expanding screening, and improving treatment access — showing that progress toward elimination is possible in every context.

05. **Equity must cross every border.** Geographic and economic barriers should never determine a woman's chance of survival. Advancing elimination requires stronger financing, supply chains, and health systems that ensure access is equal — whether in rural clinics, urban hospitals, or humanitarian settings.

06. **Collective action is the driving force behind elimination.** From bold national policies to local outreach, every effort matters. Together, our shared actions are making history — proving that when governments, partners, and communities unite, we can eliminate a cancer for the first time.

07. **We are ready to eliminate cervical cancer.** With the tools and knowledge already in our hands, every country and community has the power to act today — and to prove that elimination is possible.

08. **Acting now means choosing what works** — HPV vaccination, HPV testing, and timely treatment — integrated into everyday care. Even where resources are limited, these high-impact steps save lives.

09. **Elimination succeeds when countries put women at the centre.** When leaders act boldly and communities shape solutions, every partner's support drives faster, fairer progress.

10. **Communities worldwide have marked 17 November as a Day of Action, building a global movement.** In 2025, that leadership is recognised with the first officially designated *World Cervical Cancer Elimination Day* — uniting people, partners, and governments everywhere.

WHY "NOW" MATTERS

2025 marks five years since the launch of the Global Strategy — and the midpoint toward the 2030 elimination targets.

Each country should meet the 90-70-90 targets by 2030 to get on the path to eliminate cervical cancer within the next century.

90%
of girls fully vaccinated with HPV vaccine by age 15 years

70%
of women screened with high-performance test by 35 years of age and again by 45 years of age

90%
of women diagnosed with cervical disease receive treatment (90% of women with cervical lesions treated, and 90% of women with invasive cancer managed)

TAKE THE PLEDGE: ONE ACT FOR ELIMINATION

Every person, organisation, and government can take action to move the world closer to elimination. This is our chance to make cervical cancer history.

On World Cervical Cancer Elimination Day, join us and pledge one act to help move us closer to our shared goal of elimination.

Share your pledge with us using #EndCervicalCancer, and tag us to share:

World Health Organization: @WHO | WHO Director-General: @DrTedros
WHO African Region: @WHOAFRIC | WHO Eastern Mediterranean Region: @WHO_EMRO
WHO European Region: @WHOEurope | WHO South-East Asia Region: @WHO_SEARO
WHO Western Pacific Region: @WHO_WPRO | WHO Region of the Americas/PAHO: @paho.who

WHO ACTS	SAMPLE PLEDGES
Government acts	"We pledge to scale up HPV vaccination and screening as part of our national health agenda."
	"We pledge to make elimination a priority within our women's health agenda and track our progress toward the 90-70-90 targets."
WHO ACTS	SAMPLE PLEDGES
Survivors act	"I pledge to share my story to raise awareness and help others understand that cervical cancer is preventable and curable."
	"I pledge to use my voice to advocate for better access to screening, treatment, and survivor support."
WHO ACTS	SAMPLE PLEDGES
Youth act	"I pledge to learn about HPV and the HPV vaccine that prevents cervical cancer."
	"I pledge to talk with my parents or guardians about getting vaccinated."
	"I pledge to help raise awareness in my school or community."
WHO ACTS	SAMPLE PLEDGES
Communities act	"We pledge to organise awareness sessions about HPV vaccination and screening."
	"We pledge to rally our community to lead to raise awareness and encourage women and girls everywhere."
	"We pledge to stand with the health workers in our community, amplifying their messages, supporting their outreach, and helping ensure every woman can access care."
	"We pledge to stand with every woman diagnosed with cervical cancer and help ensure she receives the treatment and care she deserves."

Every pledge tells a story. Every action brings us closer to our goal of elimination—one act at a time.

Government act. Survivors act. Youth act. Communities act. Will you?

SHINE A LIGHT FOR ELIMINATION

Light is a symbol of unity, hope and memory

On 17 November, as the world marks World Cervical Cancer Elimination Day, landmarks and communities across regions will shine teal — the colour of cervical cancer awareness — to honour women and girls everywhere and to call for a future free from preventable deaths.

Add your light to the global movement for elimination. Organise an illumination in your area, share your photos or videos, and inspire others to act.

01. Use **#GlowTeal #EndCervicalCancer**

02. Tag **@WHO**, **@DrTedros**, the **WHO Regional Office** (and your **WHO Country Office**), **@WHOAFRIC**, **@WHO_EMRO**, **@WHO_Europe**, **@WHO_SEARO**, **@WHO_SEARO**, **@WHO_WPRO**, **@paho.who** to be part of the movement lighting up the world for elimination.

COLOUR details

TEAL COLOUR CODES
HEX: #008080
RGB: 0/128/128
CMYK: 100/0/0/50

TUNE IN AND TAKE ACTION: SOCIAL MEDIA LIVE

Join WHO's global livestream — a 30-minute broadcast celebrating action, equity, and leadership on the first official World Cervical Cancer Elimination Day.

SAVE THE *Date*

17 November 2025
@ 11:00 CET

SOCIAL MEDIA MESSAGES

Partners and advocates are welcome to use and adapt these social media messages to highlight the global movement, share their own stories, and join the collective call to **Act Now: Eliminate Cervical Cancer.**

THE WORLD ACTS TOGETHER	**Cervical cancer is preventable and curable** — and we can **eliminate it.** On 17 November, we mark World Cervical Cancer Elimination Day, join the global movement. Act now. Eliminate cervical cancer. Tag @WHO @DrTedros + your WHO Regional Office #EndCervicalCancer #HealthForAll
ONE ACT CAN MAKE A DIFFERENCE	**Every action counts.** I pledge to take One Act for Elimination — because this moment matters, and every life counts. #OneActFor Tag @WHO @DrTedros + your WHO Regional Office #EndCervicalCancer #HealthForAll
NO GIRL OR WOMAN LEFT BEHIND	**Elimination means reaching everyone** — girls, women, and communities in every setting, including those living with HIV and persons with disabilities. Equity is not optional — it's essential. Tag @WHO @DrTedros + your WHO Regional Office #EndCervicalCancer #HealthForAll
COMMUNITIES LEAD THE WAY	**From raising awareness to delivering services, health workers and community leaders are turning prevention into action.** Join them by pledging your one #OneActForElimination. Together, we light the path to elimination. Tag @WHO @DrTedros + your WHO Regional Office #GlowTeal #EndCervicalCancer
FIVE YEARS ONE GOAL	**Five years since the launch of WHO's Global Strategy,** the world unites for the first official World Cervical Cancer Elimination Day. Five years of progress, partnership and possibility. Let's finish what we started — together. Tag @WHO @DrTedros + your WHO Regional Office #EndCervicalCancer #HealthForAll
LIGHT THE WORLD IN TEAL	**Across regions, landmarks and communities are shining teal in solidarity.** Share your photo or video and join the global wave of light for elimination. #EndCervicalCancer #HealthForAll
YOUTH FOR ELIMINATION	**Knowledge is power. Action is impact.** I pledge to learn about HPV, talk to my friends and family, and help protect my generation from cervical cancer. #EndCervicalCancer #HealthForAll

CAMPAIGN ASSETS

- Current campaign assets can be found here: https://www.dropbox.com/scl/fo/ubdcxlcdl2aeoc8xxv2ln/AFWCAYnSOFT3ln1TAmLUC0Ri0ss7Bb0fk?dl=0&rlkey=ln1rfr0ubbqm1f7kfu4ydbc7l1e&st=7ccc2ffqxu8ldr4ec&e=1&dl=0
- Previously used infographics titles to complement the campaign assets can be found here: https://drive.google.com/drive/u/1/folders/1GZRdC7qwmnbwn-G8aeoD-ooo

LEARN MORE

- Global Strategy to accelerate the elimination of cervical cancer as a public health problem
- Cervical Cancer Fact Sheet
- Cervical Cancer Elimination Initiative Webpage
- CCEI newsletter subscription

WORLD CERVICAL CANCER ELIMINATION DAY

The moment matters. Every life counts.

KEY CONTACTS
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