

# CERVICAL CANCER ELIMINATION DAY OF ACTION

SOCIAL MEDIA TOOLKIT



**#GLOWTEAL 17 NOVEMBER 2021**



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# ABOUT CERVICAL CANCER ELIMINATION DAY OF ACTION

In 2020, the World Health Organization (WHO) launched the Global Strategy to Accelerate the Elimination of Cervical Cancer by 2030.

The 17th of November marks one year since the world came together for a global day of action towards eliminating cervical cancer.

Worldwide leaders, survivors, advocates, partners, and stakeholders will #GlowTeal as we illuminate the cause in teal – the color for cervical cancer awareness – lighting landmarks, hosting activities to promote cervical cancer elimination, and mobilising on social media.



**This toolkit contains ideas and resources that you can use to support your activities before, during, and after the Cervical Cancer Elimination Day of Action.**

**#GlowTeal**

# WHY TAKE ACTION TO ELIMINATE CERVICAL CANCER?



## SAVE LIVES WORLDWIDE

In 2018, 1 woman died every 2 minutes from cervical cancer yet it is preventable, treatable, detectable, and curable.



## MOVE TOWARDS HEALTH EQUITY

In 2020, globally only 13% of girls were fully vaccinated against the human papillomavirus (HPV) and nearly 90% of cervical cancer deaths occurred in low- and middle-income countries where supply, access to screening, and treatment is limited.



## SUPPORT THE GLOBAL WORKFORCE

250 000 healthy women will remain productive members of the workforce by 2030, contributing approximately \$28 billion to the world's economy.

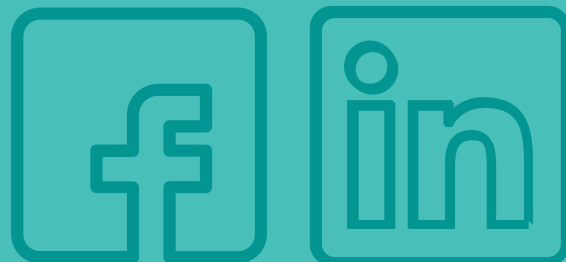


## CREATE A CERVICAL CANCER FREE FUTURE

By 2040, 70 million cases and 62 million cervical cancer deaths can be averted. Cervical cancer deaths will rise by nearly 50% if we don't act with low and middle-income countries bearing the burden.

CERVICAL CANCER  
ELIMINATION  
DAY OF ACTION  
#GlowTeal

## CAMPAIGN CHANNELS



Follow [@DrTedros](#)  
[@DrNonoSimelelas](#)  
[@WHO](#)

Use [#CervicalCancer](#) [#GlowTeal](#)



# HOW TO GET INVOLVED? #GlowTeal GET INFORMED. GET SCREENED. GET VACCINATED.

## Women & Girls

Get vaccinated: Two HPV vaccine doses are recommended for adolescent girls aged 9-14.

Get screened: All adult women should undergo periodic cervical cancer screenings.

## Healthcare

Advocate for accessible and affordable screening and treatment services that are integrated into primary care.

Track patients throughout the continuum of care to ensure successful testing, diagnosis and treatment.

## Community

Educate women and girls about the benefits of vaccination, screening, and treatment.

Use community-based approaches to reach vulnerable people, such as adolescent girls who are not in school.

## Government & Policymakers

Secure sufficient and affordable HPV vaccines, and collaborate with the public and private sectors to increase vaccine coverage.

Develop national cervical cancer management guidelines and monitoring systems, including population-based cancer registries, to track progress.

# 3 Easy Ways to #GlowTeal

TAKE ACTION! ILLUMINATE THE CAUSE.



# 1

## #GlowTeal On 17 November

Join survivors, advocates, policymakers, community, and world leaders on the Cervical Cancer Elimination Day of Action as we reflect on the accomplishments in the first year since the launch of The Strategy on the website live stream, Twitter, Facebook, and LinkedIn @WHO.



# 2

## #GlowTeal In Your Community

Light a landmark in your community or host your own community event by filling out your event or activity form here to bring attention to the cause and educate your community about cervical cancer.



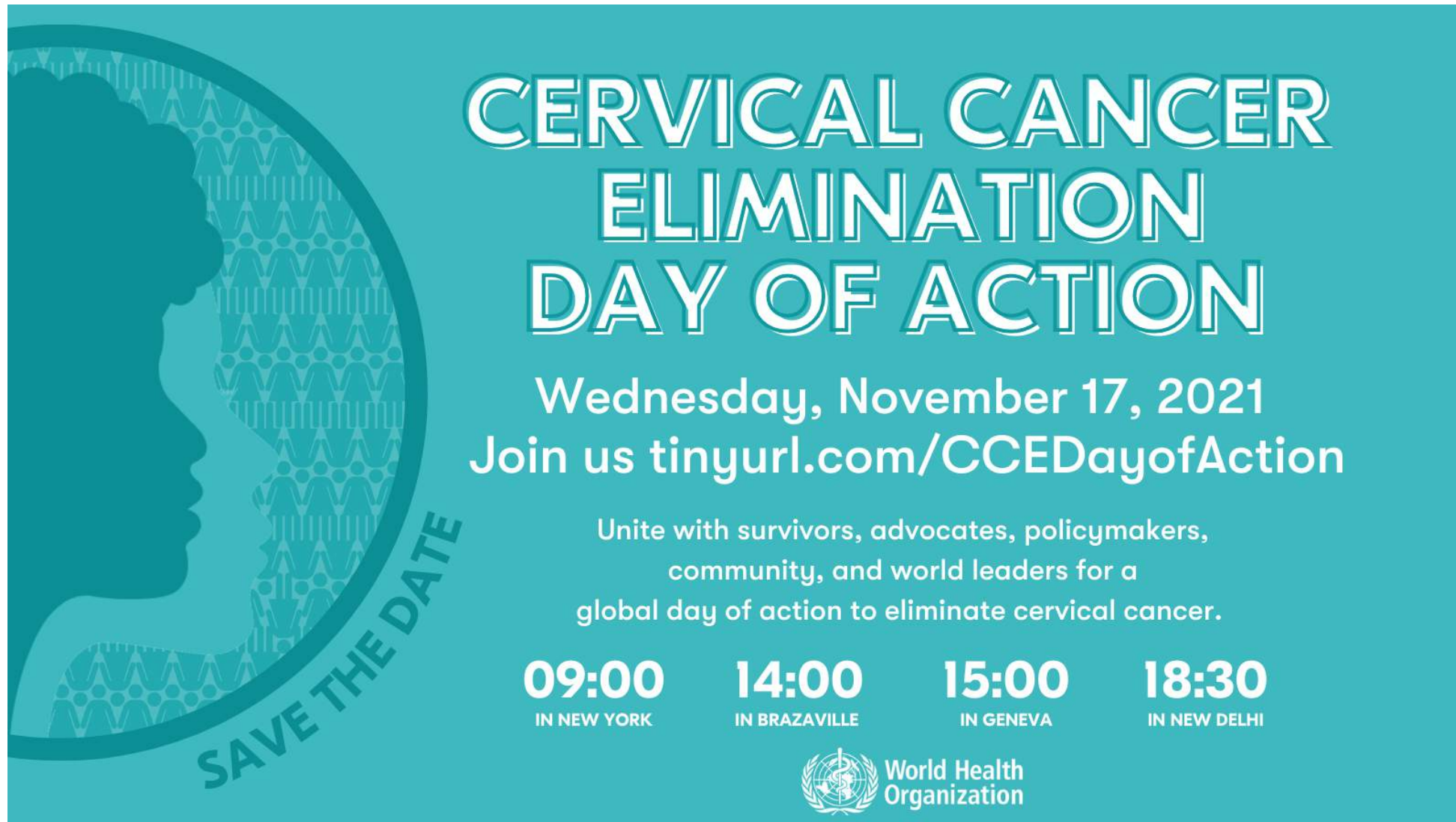
# 3

## #GlowTeal On Social Media

Amplify the message to get informed, get screened, get vaccinated. Use this social media toolkit to inform the world on how we can eliminate cervical cancer. Tag @WHO, @DrTedros and @DrNonoSimelela on social media and we will highlight our global impact.



# Save The Date #GlowTeal

A teal-colored graphic for the Cervical Cancer Elimination Day of Action. On the left, there is a circular silhouette of a woman's head in profile, facing right. Inside the silhouette, there is a pattern of small white human figures. Below the silhouette, the words "SAVE THE DATE" are written in a curved path. To the right of the silhouette, the text "CERVICAL CANCER ELIMINATION DAY OF ACTION" is written in large, bold, white capital letters. Below this, the date "Wednesday, November 17, 2021" is written in white. Underneath the date, the text "Join us [tinyurl.com/CCEDayofAction](https://tinyurl.com/CCEDayofAction)" is written in white. Below this, a paragraph of text reads: "Unite with survivors, advocates, policymakers, community, and world leaders for a global day of action to eliminate cervical cancer." Below this paragraph, there are four time slots listed in white: "09:00 IN NEW YORK", "14:00 IN BRAZAVILLE", "15:00 IN GENEVA", and "18:30 IN NEW DELHI". At the bottom right, the World Health Organization logo and name are displayed in white.

**CERVICAL CANCER  
ELIMINATION  
DAY OF ACTION**

Wednesday, November 17, 2021  
Join us [tinyurl.com/CCEDayofAction](https://tinyurl.com/CCEDayofAction)


Unite with survivors, advocates, policymakers,  
community, and world leaders for a  
global day of action to eliminate cervical cancer.

**09:00**  
IN NEW YORK

**14:00**  
IN BRAZAVILLE

**15:00**  
IN GENEVA

**18:30**  
IN NEW DELHI

 World Health  
Organization



APPLE ICAL



GOOGLE



OUTLOOK

CLICK THE BUTTON ABOVE TO ADD THE CERVICAL CANCER  
ELIMINATION DAY OF ACTION TO YOUR CALENDAR

# #GlowTeal IN YOUR COMMUNITY

## ACTIVATION

This Cervical Cancer Elimination Day of Action join us to #GlowTeal by hosting an event to educate your community, share resources, or illuminate a landmark.

## AUDIENCE

Engage community and health centers, governments, schools, and patient advocacy organisations.

## ACTION

Join the Cervical Cancer Elimination Day of Action and inform your community by hosting an event, illuminating a landmark, and/or sharing stories.

*I am joining the*

Cervical Cancer Elimination Day of Action

**GET INFORMED.  
GET SCREENED.  
GET VACCINATED.**

17 NOVEMBER 2021  
15:00 CET | [TINYURL.COM/CCEDAYOFACTION](https://tinyurl.com/ccedayofaction)  
World Health Organization

### Commemoration Event Form

There are 6 questions in this survey.

Let us know in the fields below how you plan to celebrate on November 17!

Event title/name:

Brief description (max. 100 words):

There are 7 questions in this survey.

Illuminate the cause!

Let us know in the fields below what landmark you would like to help illuminate in your community on November 17, 2021.

This is the color teal (hex code #008080).



## JOIN

the Cervical Cancer Elimination Day of Action and share resources with your community.

## HOST

an event and fill out the WHO Commemorative Event Form to share how you will #GlowTeal in your community.

## ILLUMINATE

a landmark in the color teal on 17 November. Bring attention to the cause to educate your community about cervical cancer.



# #GlowTeal ON SOCIAL MEDIA

## ACTIVATION

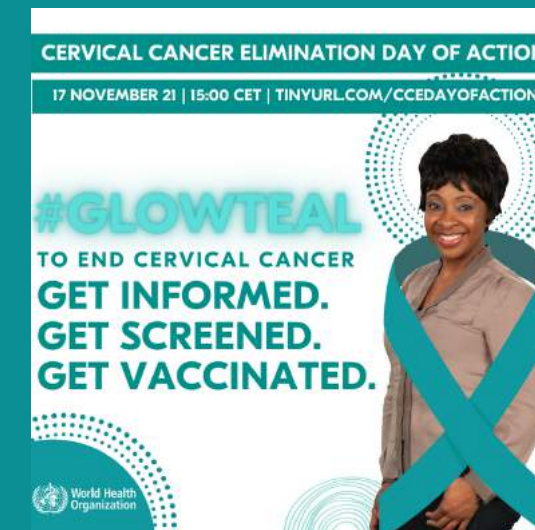
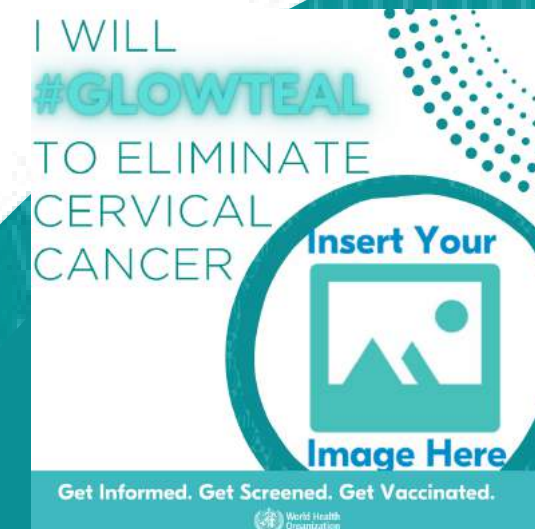
This Cervical Cancer Elimination Day of Action join us to #GlowTeal on Facebook, Twitter, TikTok, and LinkedIn before, during, and after on 17 November from 15:00 to 17:00 CET.

## AUDIENCE

Engage survivors, advocates, clinicians, policymakers, and community stakeholders.

## ACTION

By using your platform and #GlowTeal on social media we will share survivor stories and progress made towards eliminating cervical cancer.



I will #GlowTeal to illuminate the cause on 17 November 2021 for the #CervicalCancer Elimination Day of Action. Get Informed Get Screened. Get Vaccinated.

[CLICK TO TWEET](#)

## SHARE

your personalised  
**#GlowTeal Social Media Frame.**

## TWEET

stories, screening and vaccination resources on **17 November at 15:00 CET** during the **Cervical Cancer Elimination Day of Action.**

## TAG

[@WHO](#)  
[@DrNonoSimelela](#)  
[@DrTedros](#)  
**#CervicalCancer**  
**#GlowTeal**



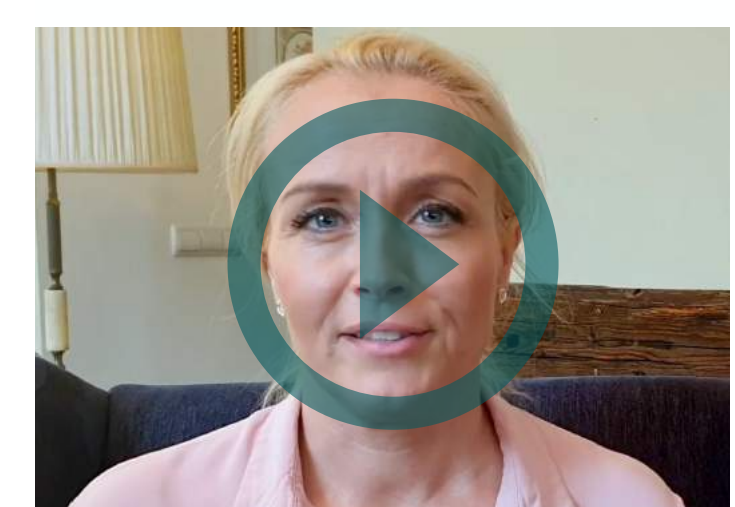
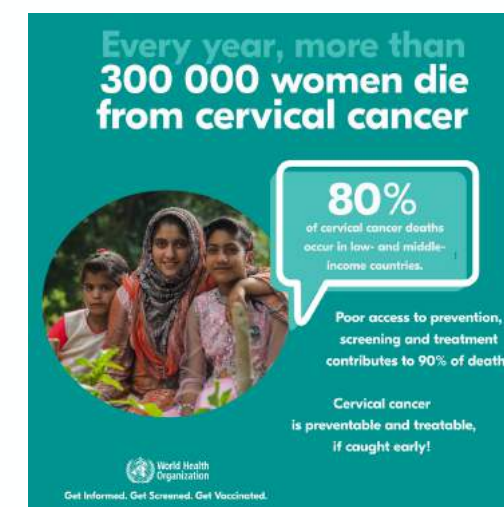
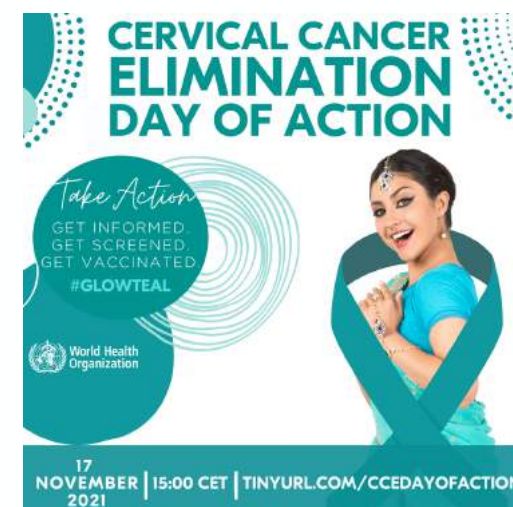
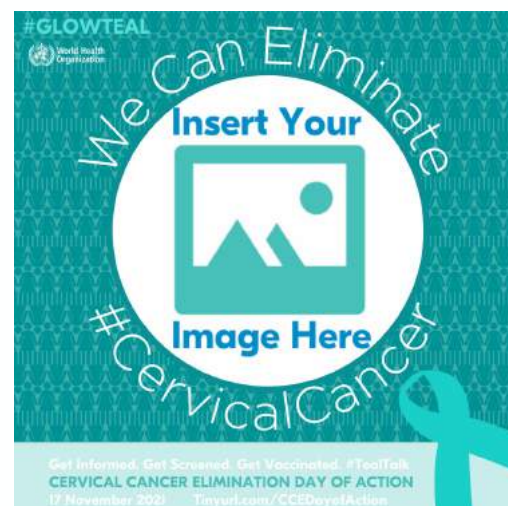
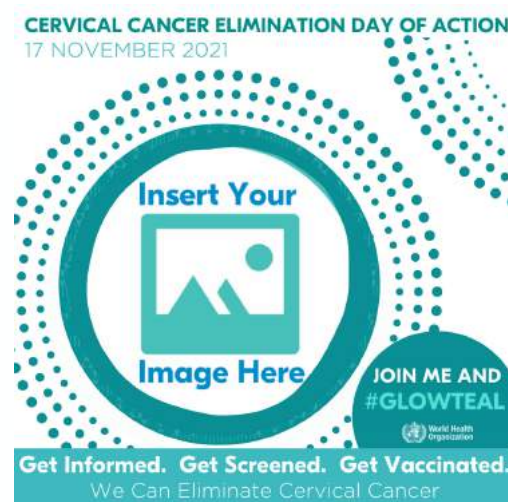
# Social Media Tiles

CUSTOMISABLE

THE DAY OF ACTION

EDUCATION

VIDEO



[Click the image to access the files. For more resources click here to visit the WHO cervical cancer resource library.](#)





# Social Media Messages

**I will #GlowTeal on 17 November 2021 for the #CervicalCancer Elimination Day of Action. Get Informed. Get Screened. Get Vaccinated.**

[Click to Tweet](#)

**When you #GlowTeal you help illuminate the cause to eliminate #cervicalcancer. Get Informed. Get Screened. Get Vaccinated.**

[Click to Tweet](#)

**17 November 2021 is the #CervicalCancer Elimination Day of Action! We can end cervical cancer if 90% of girls are vaccinated, 70% of women are screened and 90% of women receive treatment. #GlowTeal**

[Click to Tweet](#)

**Join me and #GlowTeal by taking action in your community, hosting an event, or lighting up a landmark in teal to illuminate the cause on #CervicalCancer Elimination Day of Action. Get Informed. Get Screened. Get Vaccinated.**

[Click to Tweet](#)

**17 November marks the #CervicalCancer Elimination Day of Action! Join @WHO, @DrTedros, @DrNonoSimelela, and me to #GlowTeal. Cervical cancer could be the first cancer ever in the world to be eliminated - learn more at [tinyurl.com/CCEDayofAction](https://tinyurl.com/CCEDayofAction)**

[Click to Tweet](#)

**Take action! #GlowTeal and illuminate the cause to eliminate cervical cancer. If you have a cervix, you could be at risk for #cervicalcancer. Join the movement on 17 November to raise awareness in your community - learn more at [www.tinyurl.com/CCEDayofAction](https://www.tinyurl.com/CCEDayofAction)**

[Click to Tweet](#)





# Listen To Advocates

CLICK TO WATCH CERVICAL CANCER SURVIVOR STORIES

I'll be the voice that is going to go out and just shout from the rooftops and encourage all the women to get screened.

*-Karen Nakawala  
Zambia Survivor*

I am very proud of this path, and I'm very happy that we can give a helping hand to a lot of women.

*-Ics Toth  
Hungary Survivor*

I had my screening test and it saved my life.

*-Natasha Kickett  
Australia Survivor*

At one point I kind of noticed that maybe it's good for me to talk about it.

*-Kim Hulscher  
Netherlands Survivor*





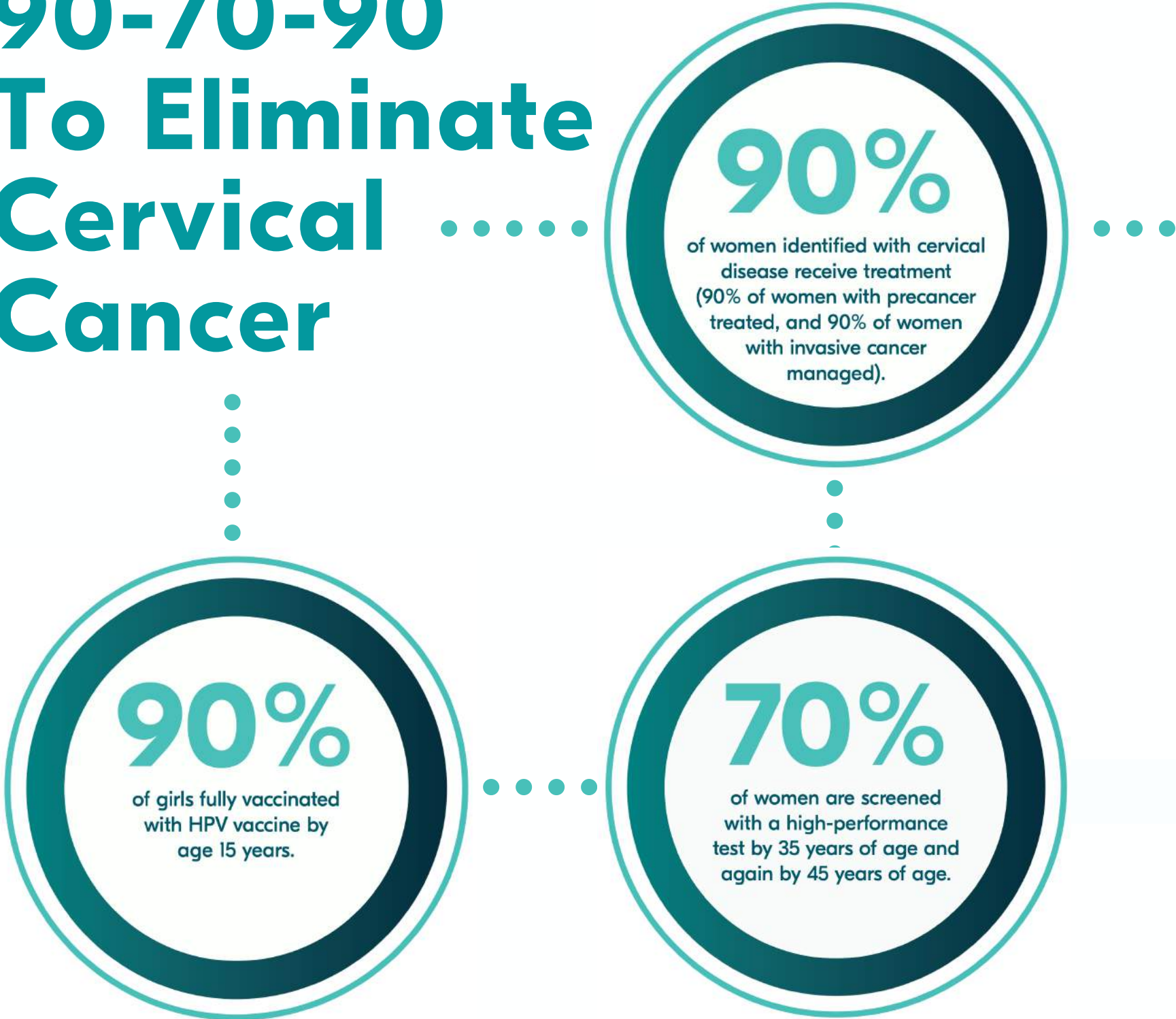
The World Health Assembly adopted the global strategy to accelerate the elimination of cervical cancer as a public health problem by 2030.

WHO'S ELIMINATION STRATEGY 3 PILLARS\*

- 1 Prevention through vaccination**  
HPV vaccination offers long-term protection against cervical cancer.
- 2 Screening and treatment of precancerous lesions**  
can prevent pre-cancer from developing into cancer.
- 3 Timely treatment and palliative care for invasive cervical cancer**  
can save lives and palliative care can greatly reduce pain and suffering.

**\*To eliminate cervical cancer, all countries must reach and maintain an incidence rate below four per 100 000 women.**

90-70-90  
To Eliminate  
Cervical Cancer



#GlowTeal

GET INFORMED. GET SCREENED. GET VACCINATED.  
LEARN MORE AT [WWW.WHO.INT](http://WWW.WHO.INT)



# Important Resources

Click the hyperlinked text to access the files.



**Attend the Cervical Cancer Elimination Technical Session on 18 November 2021 at 13:00 CET**



**Human papillomavirus (HPV) & Cervical Cancer Fact Sheet**



**Cervical Cancer Elimination Initiative Knowledge Repository**



**Global strategy to accelerate the elimination of cervical cancer as a public health problem**

**Visit [www.who.int](https://www.who.int) for more resources and information.**



# WHO Cervical Cancer Content

Incorporate the Cervical Cancer Elimination Day of Action files, colours or fonts in your design to help amplify our message.

## FILES



[Click here to access the World Health Organization Cervical Cancer library of files on Canto.](#)

## FONTS

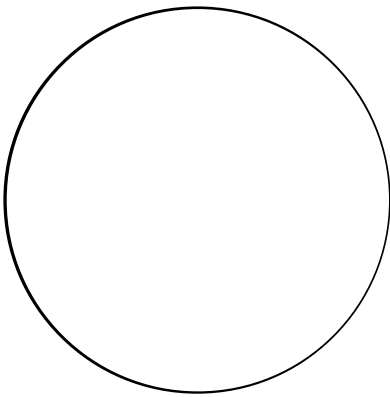
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OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789@\$&

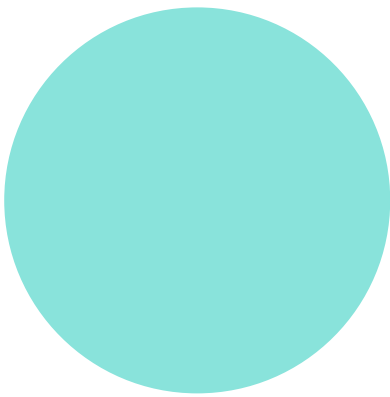
### Gotham Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789@\$&

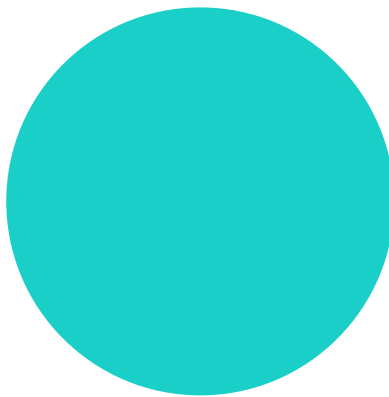
## COLORS



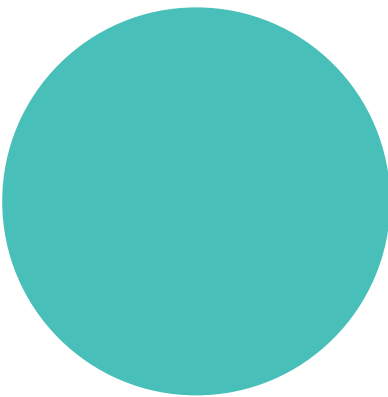
**WHITE**  
RGB: 255/255/255  
HEX: #FFFFFF  
CMYK: 0/0/0/0



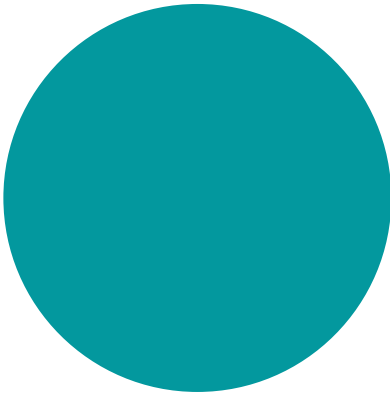
**SOFT CYAN**  
RGB: 137/227/219  
HEX: #89E3DB  
CMYK: 40/0/4/11



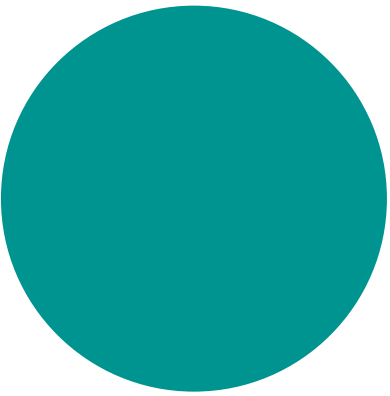
**STRONG CYAN**  
RGB: 27/207/201  
HEX: #1BCFC9  
CMYK: 87/0/3/19



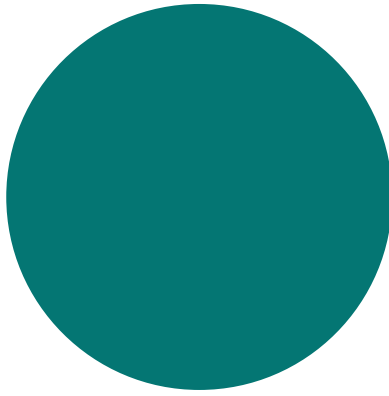
**TEAL**  
RGB: 72/192/185  
HEX: #48C0B9  
CMYK: 63/0/4/25



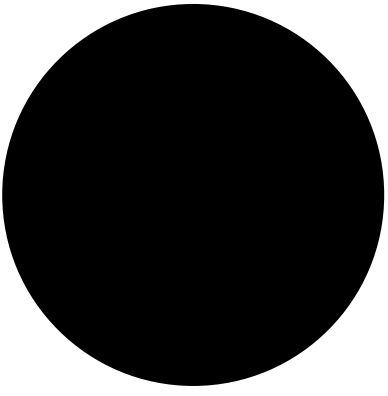
**CERULEAN**  
RGB: 3/152/158  
HEX: #03989E  
CMYK: 98/4/0/38



**DARK TEAL**  
RGB: 0/148/144  
HEX: #009490  
CMYK: 100/0/3/42



**PEACOCK**  
RGB: 4/118/115  
HEX: #047673  
CMYK: 97/0/3/54



**BLACK**  
RGB: 0/0/0  
HEX: #000000  
CMYK: 0/0/0/100



## KEY CONTACTS

**CERVICAL CANCER  
ELIMINATION DAY  
OF ACTION  
17 NOVEMBER 2021**

**Cervical Cancer  
Elimination Initiative  
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**Visit  
[www.who.int](http://www.who.int)**

