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**Social media responses**

**Give Love, Not HPV is the foundation of the International HPV Awareness Day campaign. HPV affects everyone, and because of this, the campaign is targeted toward a diverse, international population. With this global and diverse audience, however, there is a possibility for misunderstanding of the campaign. The content below speaks to some of the most likely potential issues which could arise and suggests language partners could use in addressing negative reactions. Of course, your authentic voice is better than what we can provide – we wouldn’t encourage you to use this language exactly but to perhaps use it to guide your responses to any online engagement around the campaign.**

**Where people are sharing a level of personal detail, showing a level of distress, or using inappropriate language or images, we would advocate direct messaging as a response and a withdrawal from public exchange.**

**The Campaign Team will be monitoring social media and responding on behalf of IPVS if you want to flag any problems around negative engagement, cyberbullying etc please contact the team on hpvday@kenes.com.**

**Sexuality concerns**

*Why are you encouraging minors to have sex? The best way to prevent STIs is to abstain.*

Our goal is not to encourage any behavior, simply to inform people about HPV and HPV-related cancers.

Abstinence is one way that you could prevent the spread of HPV. However, information is powerful too.

We want to make sure people have the knowledge on this common virus that can turn deadly before it’s too late.

We’re on your side trying to protect children, we don’t promote sexual behavior. We’re hoping to educate people in case they aren’t abstinent about the harmful nature of HPV.

*Why are you linking HPV to sex, isn’t it stigmatizing to people who have HPV or related disease?*

* Our campaign talks about the love we have for family, friends and partners –not just sexual love. We want people to get and share information about HPV with all the people they love – their mothers, sisters, fathers, brothers, sons and daughters. By giving love in the form of information and support to access vaccination and screening we can reduce the risks of HPV.
* Sexual contact is an important mechanism for the transfer of HPV. We think it is our job to share clear information about the ways in which HPV is spread with the public.

**Homophobia concerns**

*I am gay and I am offended that I am being advertised to for HPV. It’s not a gay disease.*

* You’re absolutely right, HPV affects everyone. The reason you’re seeing this message is because we wanted to create specific messaging for LGBTQ audiences in order to be inclusive.
* We want to protect people from HPV regardless of gender, race, or sexual orientation.
* That’s correct –– HPV doesn’t care about our sexual orientation, it can harm any of us. Our goal is to spread awareness about HPV so that everyone is protected.

**Vaccination concerns**

*How do I know the vaccine is safe? I have been told/believe vaccines have made/will make my child ill.*

* Multiple studies have shown the health benefits of the HPV Vaccines. Highly reliable scientific research studies that have looked at HPV vaccination have found that the vaccine carries no risk of significant or lasting harm.
* We care about your child’s safety. Once a vaccine is approved, it continues to be tested to ensure that is works as it is supposed to, is safe in the prescribed dosage, and is sterile of any outside germs.
* The American Academy of Pediatrics states that “most childhood vaccines are 90%-99% effective in preventing disease.” According to Shot@life, a United Nations Foundation partner organization, vaccines save 2.5 million children from preventable diseases a year.
* It’s been proven that many vaccines lead to longer, healthier lives for children. They’re responsible for eradicating smallpox and have nearly eradicated many other diseases such a polio.