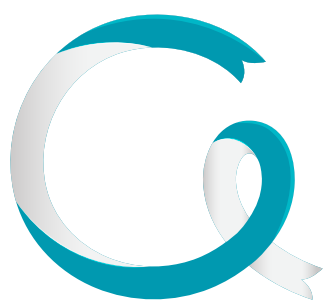


Prevent Today, Protect Tomorrow.

Campaign Toolkit for



CERVICAL CANCER
PREVENTION DAY
21ST MAY

www.cervicalcancerpreventionday.org



CERVICAL CANCER
PREVENTION DAY

21ST MAY

Dear Partners and Advocates,

Thank you for standing with us in the fight against cervical cancer. As we mark **Cervical Cancer Prevention Day (CCPD) on May 21**, we are excited to share with you the official communications toolkit themed **“Prevent Today, Protect Tomorrow.”**

This theme reminds us that small actions taken today – like getting vaccinated, going for regular screenings, or simply spreading the word – can lead to a future free from cervical cancer. The toolkit includes **ready-to-use social media posts, posters and information booklets**, all designed to raise awareness about HPV vaccination and early detection for Cervical Cancer Free Future.

These materials are created for **use by individuals, Community Service Organizations / NGOs, policymakers, healthcare workers/professionals, and influencers** to help reach diverse audiences across platforms – whether on **Instagram, Facebook, Twitter/X, WhatsApp, LinkedIn, YouTube or in offline community events**.

Toolkit Contents Include :

- Social media creatives and sample captions
- Print ready posters
- Informational flyers and booklets (in English and regional languages)

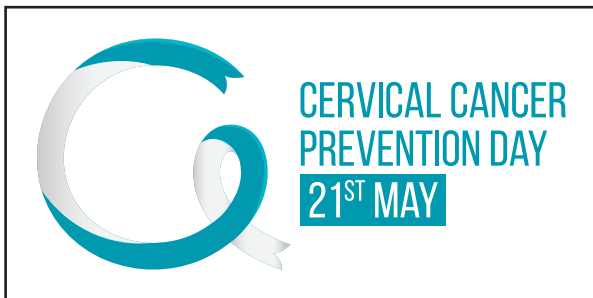
We encourage you to **personalize the content**, add your logos, add local statistics, or translate messages for your audience. Every share, poster, or conversation helps protect someone’s future.

All resources are free to use and distribute for non-commercial purposes.

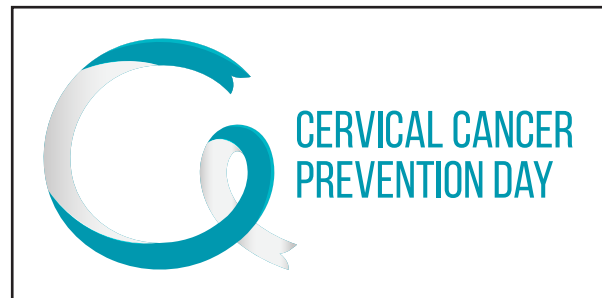
Let’s join hands to ensure that **no woman dies of a preventable disease**. Together, we can spread awareness, increase access, and create lasting change.

Thank you for being a part of this mission.

Logo Use Cases

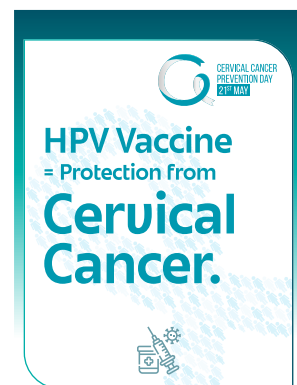
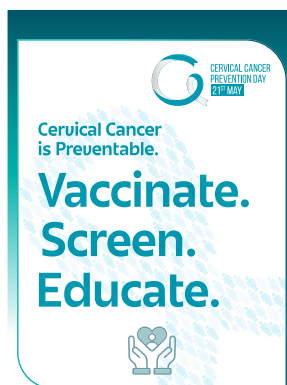
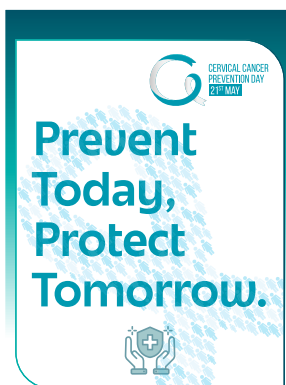


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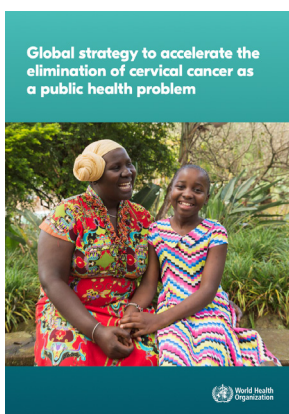
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Print Ready Posters

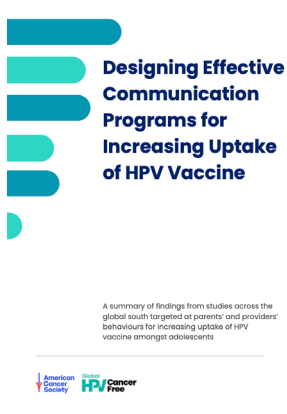


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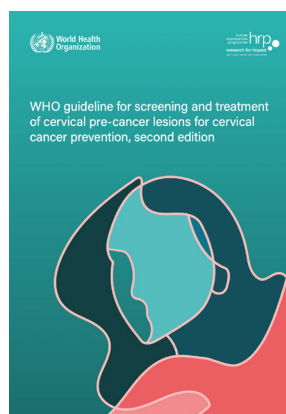
Information Booklet



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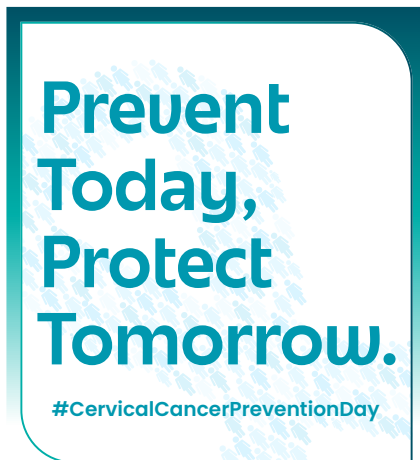


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Social Media Post



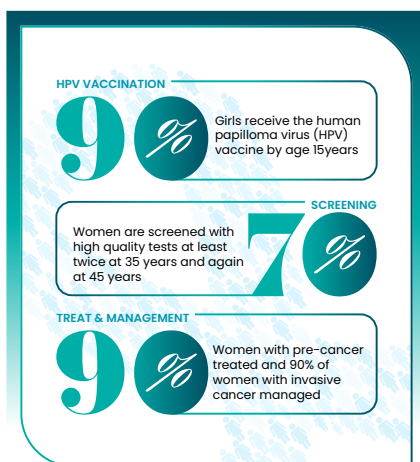
🛡️ Prevent Today, Protect Tomorrow.

This Cervical Cancer Prevention Day (21st May), let's spread the word, not the disease.

Timely vaccination, regular screening, and awareness can help eliminate cervical cancer.

- ✅ Be aware
- ✅ Be proactive
- ✅ Be safe

#CervicalCancerPreventionDay #CCPD2025 #CCPD
#PreventTodayProtectTomorrow



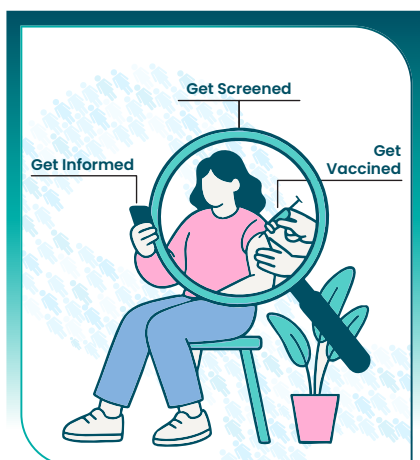
PREVENT TODAY,
PROTECT TOMORROW

🔍 Get Informed. Get Screened. Get Vaccinated.
This Cervical Cancer Prevention Day (21st May), take the three simple steps that can save lives.

Let's raise awareness, encourage early action, and protect the women we love. ❤️

💡 Because when you act today, you protect tomorrow.

#CervicalCancerPreventionDay #CCPD #CCPD2025
#PreventTodayProtectTomorrow



PREVENT TODAY,
PROTECT TOMORROW

🌸 Cervical Cancer is Preventable! 🌸
This Cervical Cancer Prevention Day (21st May), let's commit to WHO's 90-70-90 targets:

- ✅ 90% of girls vaccinated against HPV by age 15
- ✅ 70% of women screened at 35 and again at 45
- ✅ 90% of women with pre-cancer treated and those with cancer managed
- 🔄 Prevent Today, Protect Tomorrow

#CervicalCancerPreventionDay #CCPD #CCPD2025
#PreventTodayProtectTomorrow

Download Now

Event Planning Guide

About Cervical Cancer Prevention Day

Cervical Cancer Prevention Day, launched in 2022 is observed annually on 21st May. It serves as a critical reminder of the urgent need to address one of the most preventable forms of cancer affecting women worldwide.

For the 2025–27 campaign cycle, the chosen theme – “Prevent Today, Protect Tomorrow” – underscores the importance of timely action through awareness, vaccination, and regular screening to secure a healthier future for women and girls.

Who Can Organize an Event?

- NGOs, Community–Service Organizations (CSOs)
- Hospitals, Health Clinics, Medical Colleges
- Schools, Colleges, Universities
- CSR Teams, Women’s Collectives, Youth Groups
- Anyone who wishes to raise awareness about cervical cancer

Suggested Event Formats

1. Awareness Sessions & Health Talks

- Host a session with a doctor, nurse, or health educator
- Include Q&A with real stories or survivor voices
- Cover topics like HPV vaccination, screening guidelines, symptoms, and myths

2. Free Screening or Vaccination Camp

- Offer Pap smear or VIA screening for eligible women (ages 30–65)
- Organize HPV vaccination for adolescent girls (9–14 years)
- Partner with local hospitals or government health departments

3. School/College Engagement

- Host poster-making, debates, or awareness quizzes
- Conduct peer education or student-led talks
- Distribute age-appropriate educational materials

4. Social Media & Digital Outreach

- Use the campaign toolkit to post messages on Facebook, Instagram, WhatsApp & LinkedIn
- Share reels, infographics, survivor quotes
- User #CervicalCancerPreventionDay #CCPD2025 #CCPD #PreventTodayProtectTomorrow and tag relevant partners to amplify reach

Event Planning Guide

✅ 5. Community Rally / Awareness Walk

- Organize a short community walk with placards and chants
- Involve ASHA workers, volunteers, health workers
- Distribute pamphlets and encourage open dialogue

⚙️ What You'll Need

- Event venue (community hall, school ground, clinic, etc.)
- Speaker(s) – medical expert, survivor, local influencer
- Outreach material (from Campaign toolkit: posters, social media posts, logos)
- Banner with campaign theme
- Registration and consent forms for screening/vaccination
- Refreshments and first-aid for attendees

📅 Planning Timeline

- 2–3 weeks before: Finalize concept, date, venue, speaker, partners
- 1 week before: Promote through posters, WhatsApp groups, social handles
- Event Day (May 21): Execute and document the event
- Post-event (May 22+): Share photos, stories, and feedback online using relevant #s and tagging partners

📸 Don't Forget To:

- Take good photos and videos (with consent)
- Use campaign hashtags: #CervicalCancerPreventionDay #CCPD2025 #CCPD #PreventTodayProtectTomorrow
- Tag Collaborating Partners and your local partners
- Send us your event highlights at info@capedindia.org – we'd love to feature you!

🤝 Let's Work Together

By organizing or participating in Cervical Cancer Prevention Day, you're helping ensure that no woman is left behind in the fight against a preventable disease. Let's build awareness, break stigma, and create access – because when we Prevent Today, we truly Protect Tomorrow.

For Toolkit & Support :

✉️ info@capedindia.org

🌐 <https://cervicalcancerpreventionday.org>