

POWER TO PREVENT CANCER



CAMPAIGN TOOLKIT

Letter from the Director

Dear Partner,

We are at a defining moment in cancer prevention.

Across the country, healthcare providers, public health leaders, and nonprofit organizations are working every day to prevent HPV-related cancers. Yet our efforts are often fragmented across disease areas, systems, and audiences. Power to Prevent Cancer is designed to change that.

This campaign brings together those working to prevent all six HPV-related cancers under one unified message, one shared symbol, and one collective goal: to protect future generations and move toward the elimination of HPV cancers, starting with cervical cancer.

This is also an opportunity to align and strengthen the work the American Cancer Society National HPV Cancers Roundtable, uniting prevention, screening, and education into a single, powerful movement grounded in science, prevention, and hope.

Research shows that transformation doesn't require everyone. In fact, a committed minority can shift the norm. A 2018 study published in *Science* found that when just 25% of a population is committed to change, a tipping point is reached and behavior can shift rapidly across the broader group.

We believe this campaign can be that tipping point.

By joining Power to Prevent Cancer, you are helping to build the critical mass needed to normalize prevention, strengthen trust in science, and accelerate progress toward eliminating HPV-related cancers.

We invite you to:

- Sign on as a campaign partner
- Use and share campaign messaging and materials
- Amplify the symbol and unify the message across your channels

Together, we can reach the tipping point and change what's possible in cancer prevention.

With appreciation,


Gabrielle Darville-Sanders, PhD, MPH, CHES
Strategic Director

About The Power to Prevent Cancer Symbol

The Power to Prevent Cancer symbol represents unity, prevention, and collective action. It is designed to bring together those working across different areas of HPV related cancer prevention under a shared identity.



What It Represents:

The 6 colors in the word “Cancer” represent the cancer-prevention ribbons for each type – including cancers of the throat, cervix, anus, vulva, penis, and vagina. It was important for us to represent our Roundtable members in this graphic way.

Beyond the color symbolism, this mark represents

- **Prevention:** The ability to stop cancer before it starts
- **Science:** Evidence-based approaches to health
- **Unity:** Collaboration across sectors and disciplines
- **Momentum:** A growing movement toward a tipping point

[DOWNLOAD THE LOGO FILES AND BRAND KIT](#)

Why It Matters:

For too long, efforts to prevent HPV-related cancers have been divided across disease types and strategies. At the same time, trust in science, research, and vaccines has been challenged, creating confusion and slowing progress when prevention should be advancing us.

This symbol is a response to that moment.

It creates a visible connection across prevention efforts, uniting healthcare providers, public health leaders, and organizations under one shared message rooted in science and evidence. Showing alignment helps make prevention more recognizable, rebuild trust, and strengthen confidence in the tools we know can prevent cancer.

Together, it signals something simple but powerful: prevention works, and we stand behind it.

The Goal:

To build a critical mass of organizations and individuals who use the symbol and share the message, helping reach the tipping point where prevention becomes the norm.

How to Use It:

- Include in campaign materials and communications
- Add to websites and partner pages
- Use in presentations and community outreach
- Pair with key campaign messaging

When enough people align around a shared message and goal, change accelerates. We can be the force that prevents cancer for future generations.



Messaging Cheat Sheet



Use these tools to help inform new communications your organization creates to support this campaign.

HINT: This is handy to train your AI companions. Use this as your source material to inform their voice and tone when building materials for HPV vaccination.

Core Message

HPV-related cancers are preventable. By working together, we can protect future generations and move toward eliminating these cancers.

Campaign Positioning

- A unifying movement across HPV prevention efforts
- Grounded in science, prevention, and shared action
- Designed to reach a tipping point in awareness and behavior

Key Talking Points

- **HPV Vaccination is Cancer Prevention. HPV Causes 6 Types of Cancer**
HPV leads to more than 40,000 cancer cases in the U.S. each year, including cancers of the throat, cervix, anus, vulva, penis, and vagina.
- **HPV is common. Cancer does not have to be.**
The HPV vaccine helps protect children from six types of cancer later in life. It is safe, effective, and works best when given on time.
- **HPV is Preventable. We have the Power to Prevent Cancer.**
The HPV vaccine is safe, effective, and one of the most powerful tools we have to protect the next generation from cancer.
- **Vaccination + Screening = Better Protection.**
A lifetime of protection starts early. The HPV vaccine helps protect your child now and into adulthood. While cervical cancer can often be detected early through screening, there is no recommended screening test for 5 of the 6 cancers caused by HPV, making vaccination the best way to help prevent these cancers.

Calls to Action

- Talk to a healthcare provider about HPV vaccination
- Stay up to date on recommended screenings
- Share prevention messages with your community
- Join the Power to Prevent Cancer movement

Tone Guidance

- Clear, confident, and science-based
- Hopeful, not alarmist
- Collective and action-oriented
- Accessible to a general audience



Website Sign On Copy



Add this webcopy to your website in the About or Programs section to share your affiliation with the campaign.

We Have the Power to Prevent Cancer

HPV cancers are preventable. Yet too many people still miss the opportunity to protect themselves.

We are proud to be part of **Power to Prevent Cancer**, a national movement by the American Cancer Society National HPV Cancers Roundtab, which is uniting healthcare providers, public health professionals, and nonprofit organizations to prevent all six HPV-related cancers, starting with cervical cancer.

Together, this growing network is working to:

- Increase HPV vaccination and cervical cancer screening
- Strengthen public trust in prevention and science
- Move closer to eliminating HPV-related cancers

LEARN MORE ABOUT HPV VACCINATION

**LEARN MORE ABOUT CERVICAL CANCER
SCREENING AND GUIDELINES**

Together, we can prevent cancer. Research shows that when a committed 25% of people stand up for a belief or fact, change can happen quickly. This movement is about reaching that tipping point, where prevention becomes the standard.

By aligning efforts across organizations and communities, we are helping create a future in which fewer people face preventable cancers.

Learn more about the movement and how you can get involved at the [American Cancer Society National HPV Cancers Roundtable](#).

Answering Parents' Questions About the HPV Vaccine



These are the most common questions parents ask about HPV cancer and HPV vaccination. You can use these in your practice, on your website, or in answering questions online.

HINT: Posting factual information on your website helps search engine optimization (SEO) for your organization, but also helps AI bots find trusted information for parents searching for answers. The more we post good information, the more we can outweigh the bad information.

The HPV vaccine is safe.

The HPV vaccine is safe, effective, and long-lasting. It has been widely used and studied for over 20 years, and it is one of the most important tools we have to prevent HPV-related cancers. ([Human Papillomavirus Vaccines](#))

Side effects

Most side effects of the HPV vaccine are mild, such as soreness at the injection site. Some people may feel tired or lightheaded, similar to other vaccines. ([Human Papillomavirus Vaccines](#)) The vaccine has helped protect kids for over 20 years. Researchers analyzed more than 20 years of data from over 250 studies and found no credible evidence linking HPV vaccines to serious long-term health risks. ([Vaccine Integrity Project](#))

Vaccinate your child starting at age 9

Because the vaccine works best when it is given before exposure to HPV, the American Cancer Society recommends HPV vaccination for boys and girls between the ages of 9 and 12 to help prevent more cancers later in life. ([American Cancer Society](#))

Complete the 2-shot series before age 13

Waiting can mean missing the best window for protection. Starting early gives your child strong protection before they are ever exposed to HPV. Young people who have not been vaccinated can still catch up through age 26. ([Human Papillomavirus Vaccines](#)) ([HPV Vaccination and Cancer Prevention | ACS](#))

HPV vaccine & fertility

HPV vaccination does not cause fertility problems. In fact, preventing HPV-related cancers and precancers can help protect long-term reproductive health.

([St Jude Hospital | HPV FAQs](#))

The HPV virus causes cancer. The vaccine prevents those cancers.

HPV can cause six types of cancer, including cancers of the throat, cervix, anus, vulva, vagina, and penis. St. Jude notes that HPV causes more than 40,000 cancers in the U.S. each year. ([St. Jude Children's Research Hospital](#)). The HPV vaccine helps protect your child now and into adulthood. While cervical cancer can often be detected early through screening, there is no recommended screening test for 5 of the 6 cancers caused by HPV, making vaccination the best way to help prevent these cancers. ([American Cancer Society](#))

Boys and girls need the HPV vaccine.

HPV affects everyone. Boys can develop HPV related throat, anal, and penile cancers. The vaccine is recommended for both boys and girls.

([HPV Vaccination and Cancer Prevention | ACS](#))

HPV is common. Cancer doesn't have to be.

Often, yes. But some HPV infections do not clear and can lead to cancer over time. Vaccination helps prevent the infections most likely to cause cancer.

([HPV \(Human Papillomavirus\) | American Cancer Society](#))

It's not too late if your child did not start on time

Catch-up vaccination is recommended through age 26 for those who have not been vaccinated. Parents should talk with their child's healthcare provider about the best next step. ([HPV Vaccination and Cancer Prevention | ACS](#))

Real Talk: Address Hesitancy with Empathy



These talking points are meant to meet parents where they are. Each piece addresses a real concern, uses an empathic tone, and gently reframes toward cancer prevention. This can be used as conversation points or in social posts, short videos, or graphics.

“Is it safe?”

You’re not overthinking it. You’re protecting your child.

It’s normal to want to understand the risks before saying yes. The HPV vaccine has been studied for years and used around the world to help prevent cancer. Millions of families have made this choice to protect their children’s future health. It’s been protecting kids for over 20 years.

This isn’t just a vaccine. It’s cancer prevention. Starting now gives your child lifelong protection against 6 types of cancer.

“Why so young?”

It feels early. That’s the point. The HPV vaccine works best before there’s ever a chance of exposure. That’s why it’s recommended to start at age 9. It’s not about behavior, it’s about timing.

You’re not responding to risk. You’re staying ahead of it. Vaccines only work to protect a person, not cure a disease. We want to protect them now before they are exposed.

“Can we wait?”

Waiting feels safer. But it can mean less protection. A lot of parents think they have time, and you do have a window. But earlier vaccination leads to stronger, longer-lasting protection.

This is one of those moments where earlier equals better protection later. The HPV vaccine is more effective in young people, providing stronger protection.

“Is HPV really a big deal?”

It's easy to underestimate something you can't see. HPV is common, and in some cases, it can lead to cancer years later. In fact, it's linked to six types of cancer that affect both men and women.

This isn't just about a virus. It's about preventing cancer. Some HPV infections do not clear and can lead to cancer over time. Vaccination helps prevent the infections most likely to cause cancer.

The HPV vaccine helps protect your child now and into adulthood. While cervical cancer can often be detected early through screening, there is no recommended screening test for 5 of the 6 cancers caused by HPV, making vaccination the best way to help prevent these cancers. ([American Cancer Society](#))

“What about side effects?”

Even small risks feel big when it's your child. Most side effects of the HPV vaccine are mild, such as soreness or feeling tired. Serious reactions are rare. It's okay to ask questions and want clear answers.

Every parent weighs risk. This is about balancing today's concerns with tomorrow's protection.

“Does it affect fertility?”

I know you're thinking about your child's whole future. There's no evidence that the HPV vaccine affects fertility. In fact, preventing certain cancers can help protect your child's ability to have a healthy future. HPV vaccination could eliminate cervical cancer globally.

This protects more than just today; it protects what comes next.

“Do boys need it?”

This isn't just for girls. HPV affects everyone. Boys can develop HPV-related cancers, too, especially throat cancer. That's why the vaccine is recommended for all children.

Protection should be equal, and the vaccine provides cancer prevention.

“Can't we just teach safe choices?”

You're raising your child with care and intention. Values matter. Conversations matter. And so does prevention. HPV can spread even with careful choices; it's incredibly common.

This isn't instead of guidance. It's another layer of protection.

“Why is this pushed so much?”

It’s okay to question what you’re told. The HPV vaccine is strongly recommended because it prevents cancer. That’s why cancer organizations, doctors, and public health leaders continue to support it.

This isn’t about pressure. It’s about prevention. HPV is common. Cancer does not have to be. The HPV vaccine helps protect children from six types of cancer later in life. It is safe, effective, and works best when given on time.

“I just need more time.”

You don’t have to rush, but you shouldn’t have to guess. It’s okay to take your time and get the information you need. The goal is to feel confident in your decision. HPV vaccination is best started at age 9, but you can complete both shots through age 13.

When you’re ready, make the choice that protects your child’s future. HPV is Preventable. We have the Power to Prevent Cancer. The HPV vaccine is safe, effective, and one of the most powerful tools we have to protect the next generation from cancer.



Cervical Cancer Screening Is HPV Cancer Prevention



HPV vaccination and cervical cancer screening work together to prevent cervical cancer. Vaccination helps prevent new HPV infections. Screening can identify high-risk HPV infections and precancerous changes so they can be appropriately followed and treated before cancer develops. The National Cancer Institute states that nearly all cervical cancers could be prevented through HPV vaccination, routine cervical cancer screening, and appropriate follow-up treatment.

Core Message

Screening is prevention.

Cervical cancer screening is not only about finding cancer early. The goal of screening is to find precancerous cervical cell changes so they can be treated before cervical cancer develops.

Finding precancer can stop cancer before it starts.

Pap tests can identify precancerous cell changes that could eventually become cervical cancer. Appropriate follow-up and treatment provide an opportunity to interrupt that progression before invasive cancer develops.

Whether it's self-collection or clinic testing, we're increasing cancer prevention.

Self-collected HPV testing can make cervical cancer screening more accessible and convenient, while clinician-collected screening remains an important option. The goal is not to position one method as better than the other, but to help more people get screened using an appropriate option that works for them.

HPV testing helps identify who may be at risk.

HPV tests look for high-risk types of HPV that can cause cervical cancer. A positive HPV result does not mean someone has cancer. It identifies an infection that may require additional testing or monitoring.

An abnormal screening result can be an opportunity for prevention.

Screening can identify changes before someone has symptoms and before those

changes progress to invasive cancer. Appropriate follow-up after an abnormal result is an essential part of preventing cervical cancer.

Vaccination and screening are partners in prevention.

HPV vaccination protects against the HPV types responsible for most cervical cancers, but vaccinated people with a cervix still need appropriate cervical cancer screening. Vaccination prevents new HPV infections; screening provides another opportunity to prevent cervical cancer.

Prevention happens at different points along the pathway to cancer.

HPV vaccination → Helps prevent HPV infection

Cervical cancer screening → Detects high-risk HPV and/or precancer

Follow-up → Evaluates abnormal results

Treatment of precancer → Prevents precancer from progressing to invasive cervical cancer

Together, these interventions create multiple opportunities to interrupt the pathway from HPV infection to cervical cancer.

Simple Ways to Say It

- Vaccinate to prevent HPV. Screen to prevent cervical cancer.
- Cervical screening is cancer prevention.
- Cervical screening can find changes before they become cancer.
- An abnormal screening result is not a cancer diagnosis. It can be an opportunity to prevent cancer.
- HPV vaccination and cervical cancer screening are both cancer prevention tools.
- Preventing cervical cancer means preventing HPV infection, finding precancer, and ensuring appropriate follow-up.

Key Sources

Centers for Disease Control and Prevention (CDC) – Cancer Screening Tests

CDC states that HPV and Pap tests “can help prevent cervical cancer or find it early.” The Pap test detects precancers that could become cervical cancer without appropriate treatment.

[CDC: Cancer Screening Tests](#)

CDC – Preventing HPV-Associated Cancers

CDC states that cervical cancer “can be prevented or found early through regular screening and follow-up treatment.”

[CDC: Preventing HPV-Associated Cancers](#)

National Cancer Institute — Cervical Cancer Screening

NCI explains that the goal of screening is to identify precancerous cervical cell changes when treatment can prevent cervical cancer from developing.

[NCI: Cervical Cancer Screening](#)

National Cancer Institute — Cervical Cancer Causes, Risk Factors, and Prevention

NCI states that nearly all cervical cancers could be prevented through HPV vaccination, routine cervical cancer screening, and appropriate follow-up treatment when needed.

[NCI: Cervical Cancer Prevention](#)

American Cancer Society — Cervical Cancer Screening Guidelines

ACS explains that screening can identify cervical precancers, which can then be treated before they become cervical cancer.

[ACS: Cervical Cancer Screening Guidelines](#)

Bottom Line

Cervical cancer screening is cancer prevention. Screening identifies high-risk HPV infections and precancerous changes before invasive cancer develops. Combined with HPV vaccination, timely follow-up, and treatment of precancer, screening gives us multiple opportunities to prevent cervical cancer.

Social Media Graphics



Share these social images publicly to join the Power to Prevent campaign. Using throughout the year will help keep HPV cancer prevention awareness top of mind for your audiences.

Graphic 1: The Movement

Visual: Logo

Copy: "Prevention is powerful. Join the movement."

Caption: Together, we can prevent 6 HPV-related cancers. HPV is common. Cancer does not have to be. The HPV vaccine helps protect children from six types of cancer later in life. It is safe, effective, and works best when given on time. #PowerToPreventCancer



Graphic 2: The 6 Cancers

Visual: Logo

Copy: "Six cancers. One opportunity to prevent."

Caption: HPV is common, and in some cases, it can lead to cancer. The HPV vaccine protects against the types of HPV that cause most of these cancers. HPV vaccination is for cancer prevention.

#PowerToPreventCancer



Graphic 3: The Tipping Point

Visual: 25% highlighted in a crowd

Copy: "It only takes 25% to change everything."

Caption: Research shows that when roughly 25% of a group strongly commits to a new idea or behavior, it can create a tipping point. At that point, the remaining 75% begin to follow, not because they're forced to, but because the norm is changing. In other words, change doesn't require everyone. It starts with a committed few. When more families choose prevention, it becomes the norm, not the exception. Every conversation, every decision, and every action helps move us closer.

#PowerToPreventCancer



Graphic 4: The Call to Action

Visual: Provider + patient interaction

Copy: "Question. Talk. Vaccinate. Screen"

Caption: It's okay to have questions. Start by talking with a trusted healthcare provider.

HPV vaccination and recommended cancer screenings are simple steps that can protect against cancer later in life. Prevention starts with informed decisions.

#PowerToPreventCancer



Graphic 5: Unity

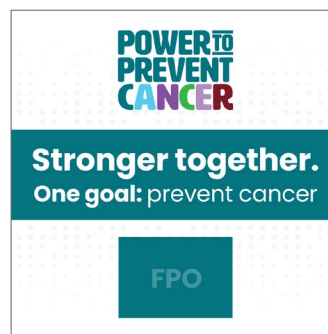
Visual: Multiple logos/partners together

Copy: "Stronger together. One goal: prevent cancer."

Caption:

There's a lot of information out there, and not all of it is easy to trust. We joined the Power to Prevent campaign to bring together healthcare experts, researchers, and organizations aligned around one thing: preventing cancer through proven, science-based tools. You don't have to navigate this alone. Ask us about HPV cancer prevention.

#PowerToPreventCancer



Press Release / Launch Announcement



Customize this press release and share it with your local media.
Additional Ideas:

- Modify this to become an opinion piece or a Letter to the Editor.
- Use this content on your website as a blog or in your newsletter.

National Campaign Launches to Unite Efforts to Prevent HPV-related cancers

Power to Prevent Cancer brings together healthcare and public health leaders to accelerate progress toward cancer prevention.

ORGANIZATION NAME is joining a new national campaign, Power to Prevent Cancer, to unify efforts across the healthcare, public health, and nonprofit sectors to prevent HPV-related cancers.

The campaign brings together 200+ organizations in the American Cancer Society National HPV Cancers Roundtable working to address all six HPV-related cancers under a single message focused on prevention, science, and collective action.

“Too often, efforts to prevent HPV-related cancers operate in silos,” said [Spokesperson]. “This campaign is about aligning those efforts to create greater impact.”

HPV vaccination is for cancer prevention. The HPV vaccine is safe, effective, and long-lasting. It has been widely used and studied, and it is one of the most important tools we have to prevent HPV-related cancers. Because the vaccine works best when it is given before exposure to HPV, the American Academy of Pediatrics recommends HPV vaccination for boys and girls between the ages of 9 and 12.

The campaign also represents a new level of alignment between the American Cancer Society National HPV Cancers Roundt, strengthening coordination across prevention strategies. Organizations are invited to sign on and access a suite of communications tools to support local and national outreach.

For more information or to join the campaign, visit [the American Cancer Society National HPV Cancers Roundtable](#).

Acknowledgements

This toolkit was strengthened through the thoughtful guidance and collaboration of the **Communication Taskgroup** of the combined roundtables. Their expertise, feedback, and commitment to clear, compassionate communication helped refine these materials to better support partners, providers, advocates, and communities working to improve HPV vaccination confidence and access.

We would also like to acknowledge the invaluable contributions of the **American Cancer Society National HPV Vaccination Roundtable and the American Cancer Society National Roundtable on Cervical Cancer** members, **American Cancer Society** staff partners, and Roundtable leadership, including the Steering Committee, whose insight, collaboration, and expertise helped shape the development of the Power to Prevent Cancer campaign. Their shared commitment to cancer prevention and public health made this unified effort possible.

We also extend our sincere appreciation to **BC/DC Ideas** for creating this toolkit and for their continued partnership in developing empathetic, trustworthy communications strategies for HPV vaccination since 2017. Through their support, the roundtables have advanced messaging that centers clarity, credibility, and connection in conversations about HPV vaccination and cancer prevention. Learn more at bcdccideas.com.

