

**Relevant Twitter profiles for communication about the project
PERCH – PartnERship to Contrast HPV**

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1. Introduction

The aim of this overview is to detect relevant accounts on Twitter that already communicate about **human papillomavirus (HPV)** vaccination on the European level and could be useful for communication on this topic in the frame of the project PERCH – PartnERship to Contrast HPV.

2. Process

The overview was done in two phases. In the first phase, we detected the relevant accounts on Twitter on the basis of known information on organizations and individuals that could be relevant for this project. Then we checked relevant # in order to include additional relevant accounts.

We mostly included profiles that are – according to the information available – relevant in Europe, i.e. organizations/individuals have roots in Europe or are active in this territory. Where there is specially mentioned, the individuals or organizations have roots outside this area. For some accounts it was impossible to define the territory.

3. Relevant accounts and hashtags

3.1 Relevant organizations to follow on Twitter

3.1.1 Organizations in the field of health, vaccination and/or cancer

World Health Organization

- ✓ [@WHO](#)
- ✓ We are the [#UnitedNations](#)' health agency - [#HealthForAll](#). Always check our latest tweets on [#COVID19](#) for updated advice/information.

WHO/Europe

- ✓ [@WHO Europe](#)
- ✓ The WHO Regional Office for Europe is one of 6 WHO regional offices around the world. It collaborates with a range of public health stakeholders in the Region.

European Cancer Leagues

- ✓ [@cancerleagues](#)
- ✓ Pan-European umbrella NGO. The voice of national & regional cancer orgs.

European Cancer Organisation

- ✓ [@EuropeanCancer](#)
- ✓ Raising awareness to improve prevention, diagnosis, treatment and care of cancer patients. Organiser of [#EuropeanCancerSummit](#)

MEPs Against Cancer

- ✓ [@MAC MEPs](#)
- ✓ All-party group of MEPs Against Cancer in the European Parliament. Account managed by MAC Secretariat [@cancerleagues](#)

European Society of Gynaecological Oncology

- ✓ [@ESGO society](#)
- ✓ ESGO advances treatment, care & research of gynaecological cancers and offers members & non-members a variety of ways to advance their professional development.

European Network of Young Gynae Oncologists

- ✓ [@ENYGO official](#)
- ✓ The European Network of Young Gynae Oncologists (ENYGO) is a network for juniors and trainees in Gynaecological Oncology and related subspecialties.

EU Health:

- ✓ [@EU Health](#)
- ✓ EU Commission DG Health & Food Safety (SANTE): building the foundations of a strong [#HealthUnion](#) RT ≠ endorsement.

ECPC

- ✓ [@cancereu](#)
- ✓ We are the voice of over 450 cancer patient organisations, covering the most common to the rarest cancers. ECPC is providing Secretariat for [@ChallengeCAN](#)

European Health Parliament

- ✓ [@healthparl](#)
- ✓ The EHP is a movement connecting and empowering the next generation of European health leaders to rethink EU health policies. We are the [#EUHealthGen](#).

European Week Against Cancer

- ✓ [@EU EWAC](#)
- ✓ European Week Against Cancer is May 25-31 EVERY YEAR! [#EWAC22](#) [#EUCancerPlan](#)

CANCERLESS

- ✓ [@CANCERLESS_EU](#)
- ✓ Preventing #cancer and promoting #health for #homeless communities
- ✓ Project funded by the #EuropeanCommission 's #Horizon2020 programme

Gavi, the Vaccine Alliance

- ✓ [@gavi](#)
- ✓ Gavi, the Vaccine Alliance, helps vaccinate half the world's children against deadly and debilitating diseases. #VaccinesWork #COVAX #OneWorldProtected

H2020 RISCC project

- ✓ [@RISCC_H2020](#)
- ✓ H2020 project: Risk-based Screening for Cervical Cancer (RISCC). This project receives funding from the @EU_H2020 Research & Innovation Programme.

EUROGIN

- ✓ [@EUROGINHPV](#)
- ✓ #EUROGIN brings together clinicians and scientists whose work is related to genital infections and neoplasia. #HPV #HPVvirus #cervicalcancer

3.1.2 Organizations in the field of HPV, cervical cancer etc.

➤ **Europe and worldwide**

IPVS – International Papillomavirus Society

- ✓ [@IPVSociety](#)
- ✓ IPVS is the global authority on human papillomaviruses (HPV). Learn about HPV and take action to reduce the risk of serious illness. [#IPVC2023](#)

Ask About HPV

- ✓ [@AskAboutHPV](#)
- ✓ Working with partners around the world to raise public awareness of HPV and prevent the harm caused by HPV related-cancers. An initiative of [@IPVSociety](#)

HPV Cancers Alliance

- ✓ [@HPVAlliance](#)
- ✓ HPV Cancers Alliance exists to save lives by spreading knowledge and eliminating stigma surrounding HPV and HPV-associated cancers.

HPVWorld

- ✓ [@hpv_world](#)
- ✓ HPW is devoted to disseminate messages on HPV with clinical relevance. [#gynecology](#) [#pediatrics](#) [#clinics](#) [#diagnostics](#) [#publichealth](#) [#communication](#)

GIAHC

- ✓ [@GIAHC](#)
- ✓ Global Initiative Against HPV and Cervical Cancer Empowering Youth to Speak out for Global Cervical Cancer Elimination.

SoMe4GynOnc

- ✓ [@GynMe4](#)
- ✓ Social media platform promoting the goal of curing Gynecologic Cancer globally

HPV Action Network

- ✓ [@HPVAction](#)
- ✓ Advocating HPV cancer elimination in Europe. Network managed by [@EuropeanCancer](#)

Cerviva

- ✓ [@Cerviva](#)
- ✓ Promoting quality research in [#HPV](#) & HPV associated cancers incl cervical and head & neck cancers [#molecularepidemiology](#) [#healthpsychology](#) [#healtheconomics](#)

Jo's Cervical Cancer Trust

- ✓ [@JoTrust](#)
- ✓ We're the UK's leading cervical cancer charity. Our helpline is on 0808 802 8000 and no question is too big or too small.

IamCervivor

- ✓ [@IamCervivor](#)
- ✓ Educating the world about Cervical Cancer.
- ✓ Based in US, but worldwide community.

➤ **US and Canada**

Project HPV Free

- ✓ [@projecthpvfree](#)
- ✓ All colleges should take action to increase HPV vaccination rates on campus as a means to protect the health of students and the surrounding community.

IJGC

- ✓ [@IJGConline](#)
- ✓ IJGC is the primary publication for detection, prevention, diagnosis, & treatment of [#GynCancer](#) [#GynOnc](#)

HPV Roundtable

- ✓ [@HPVRoundtable](#)
- ✓ The National HPV Vaccination Roundtable is a coalition of organizations and invited individuals dedicated to reducing the incidence of HPV-attributable cancers.

Global HPV Control

- ✓ [@HPV_research](#)
- ✓ We are a diverse network of experts in a variety of population health disciplines who work in the prevention and control of HPV related diseases & cancer

HPV Global Action

- ✓ [@HPV_VPH](#)
- ✓ Registered charity raising awareness of sexual & reproductive health through education programs.

NCCC

- ✓ [@StopHPVCancer](#)
- ✓ The NCCC is a grassroots nonprofit organization dedicated to serving women with, or at risk for, cervical cancer and HPV disease.

➤ **Middle East and North Africa**

MENA Coalition for HPV Elimination

- ✓ [@MenaHpv](#)
- ✓ Bringing together medical & civil society leaders to step up the fight against HPV & cervical cancer in the MENA region. Contact: hpvmena@gmail.com

3.2 Relevant individuals to follow on Twitter

3.2.1 Professionals (doctors, researchers etc.)

Dr Nono Simelela

- ✓ [@DrNonoSimelela](#)
- ✓ Assistant Director-General for Strategic Priorities: Cervical Cancer Elimination. Women's Health. Youth. Health Rights.
- ✓ 2.674 followers
- ✓ Switzerland
- ✓ active in the relevant field on daily/weekly basis (retweets and her own tweets)
- ✓ supporting activities to eliminate #CervicalCancer
- ✓ retweeting Seth Berkley

Seth Berkley

- ✓ [@GaviSeth](#)
- ✓ CEO of @Gavi, the Vaccine Alliance. Medical doctor specializing in infectious disease epidemiology and global health.
- ✓ 85k followers
- ✓ Switzerland
- ✓ active on daily basis
- ✓ active in the field of helping countries protect their populations through immunization

Walter Ricciardi

- ✓ [@WRicciardi](#)
- ✓ Professor Public Health @Unicatt, PastPresident @istsupsan, PastPresident @WFPHA_FMASP, Chair Mission Board for Cancer @EU_Commission, ScientificDirector Maugeri
- ✓ 54,8K followers
- ✓ mainly retweeting post in Italian and English

Mike Morrissey

- ✓ [@MorrisseyMike](#)
- ✓ CEO of the European Cancer Organisation and facilitating the Special Network on the Impact of the War in Ukraine on Cancer.
- ✓ 1.737 followers
- ✓ active on daily basis, cancer in general, topics regarding war in Ukraine and cancer

Tedros Adhanom Ghebreyesus

- ✓ [@DrTedros](#)
- ✓ Director-General of the World Health Organization. Retweets are not endorsements
- ✓ 1.8M followers

- ✓ Switzerland
- ✓ active on daily basis, various topics

Katie Owens

- ✓ [@ktowens](#)
- ✓ #EUComms on health/food safety. 🍀 & proud EU <https://mstdn.social/@ktowens> 🗨️
Views expressed here are my own and not necessarily those of my employer
- ✓ 8.583 followers
- ✓ Brussels
- ✓ active in the field of health (among others #EUCancerPlan) on daily basis

Stella Kyriakides

- ✓ [@SKyriakidesEU](#)
- ✓ European Commissioner for Health and Food Safety. Human rights advocate. Focus on the positive.
- ✓ Belgium
- ✓ 60,8K followers
- ✓ active on daily basis (among other on #EUCancerPlan)

Dr Nóirín Russell

- ✓ [@russellnoirin](#)
- ✓ Clinical Director of CervicalCheck. Obstetrician & Gynaecologist. Wife of superhero. Mother of 3 foodies. Rebel. Optimist. Gaeilgeoir. Francophile #wearedelivering
- ✓ 6.611 followers
- ✓ active on daily basis, among others in the field of #HPV

3.2.2 Cancer survivors, family members

Kim – Get the HPV Vaccine

- ✓ [@kimmykims33](#)
- ✓ Cervical Cancer Survivor 24/9/12 ♡ Founder of [@CCAI ireland](#), IT Management Graduate 2018 (BSc Hons), Marvel Nerd, HPV vaccine advocate
- ✓ 1.169 followers
- ✓ from Ireland

John Wall

- ✓ [@walls2](#)
- ✓ Living with Stage IV Prostate Cancer You only live once, but if you do it right, once is enough HPV Vaccine Advocate [#CarpeDiem](#) [#medicalcardscandal](#)
- ✓ 14K followers
- ✓ from Ireland

Damien Carrick

- ✓ [@damiencarrick](#)
- ✓ Father, Widower, Son. Brother. All comments are mine and the views expressed are my own. Enjoy, give them a like or a retweet. Ladies, PLEASE get a smear test.
- ✓ 402 followers
- ✓ from Ireland

Eve McDavid

- ✓ [@EveMcdavid](#)
- ✓ Woman in Tech | Fierce Cervical Cancer Survivor | Women's Health Activist & Advocate | Proud Wife & Mama
- ✓ 96 followers
- ✓ from the USA

4. Relevant hashtags #

Relevant hashtags to follow on Twitter as defined in the European Cancer Leagues' common action to mark Cervical Cancer Elimination Day of Action 2022 and used in this analysis are:

#CervicalCancer
#EndCervicalCancer
#GlowTeal
#TealTalk
#EUCancerPlan
#CancerLeagues
#HPV
#healthinequalities
#screeningequity

According to the searched profiles the following hashtags would be recommended as well:

#humanpapillomavirus
#CervicalCheck

5. Recommendations

The recommendations based on the above overview and information given about the project:

- ✓ Follow as many profiles as possible. This gives various opportunities to spread the word about your programme and cause. At the same time, it gives the project insight in the relevant tweets concerning the topic.
- ✓ Mention (tag; @) relevant organizations and individuals in your tweets in order to raise awareness on your topic and cause as well as encourage those organizations and individuals to retweet your content.
- ✓ In every country, in which there are project partners, ask the partner organizations to invite relevant individuals, organizations and media representatives to follow @HPVProjectPERCH and its activities.
- ✓ Tweet as many times as possible under the condition that you have relevant, high-quality content. It is also recommended to be consistent.
- ✓ Use private messages to invite all of the individuals listed under 3.2 to support your cause by following your account and retweet relevant content.