



## Campaign toolkit

# HPV awareness & Cancer Prevention for **2SLGBTQI+**



## RAISING HPV AWARENESS

# How to use this toolkit

This campaign toolkit includes ready-to-use social media content that you can download and amplify across your channels.

It is designed to support 2SLGBTQI+ communities in learning about human papillomavirus (HPV) and accessing protection options.



# About Praxus Health

Praxus Health is a Canadian not-for-profit that works collaboratively with partners across sectors to drive meaningful healthcare change. From vaccine confidence to cancer screening and beyond, it delivers a wide-range of projects to improve health outcomes nationwide.

By engaging healthcare providers, researchers, and community groups, Praxus Health develops trusted resources that help Canadians make informed decisions about their health.

## Follow us on social media

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## INFORMATION TO SUPPORT COMMUNITIES

# Carousel Post #1

[DOWNLOAD HERE](#)

**Let's talk  
HPV and Cancer  
Prevention  
2SLGBTQI+** →

**HPV is common.  
Really common.**

Most sexually active people will be exposed to HPV at some point in their lives.

**HPV doesn't discriminate.**

HPV can affect anyone, regardless of who they're attracted to, how they identify, or the kinds of sex they have.

**HPV isn't just about cervical cancer.**

It can also cause cancers of the anus, mouth and throat, vulva, vagina, and penis.

HPV can also cause genital and anal warts.

**Protection is available.**

The HPV vaccine is the strongest tool to prevent HPV-related cancers and genital warts.

Learn more  
[praxushealth.ca/hpv Alberta](http://praxushealth.ca/hpv Alberta)

Queering Cancer, Centre for Sexuality, PRAXUS HEALTH, QIHC, cbrc

# Carousel Post #2

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**Let's talk  
HPV and Cancer  
Prevention  
2SLGBTQI+** →

**HPV affects everyone.**

Most sexually active people will be exposed to HPV at some point in their lives.

**HPV can lead to genital warts, or cancer.**

**Prevention matters.**

The HPV vaccine is the strongest tool to prevent HPV-related cancers and genital warts.

Most people get the vaccine in Grade 6. If you missed it, you can still get vaccinated.

**Who should get the HPV vaccine?**

- ✓ People of all genders, including trans, cis, Two-Spirit, non-binary and gender diverse identities
- ✓ People who are currently sexually active, were in the past, or may be in the future
- ✓ Youth, young adults, and adults
- ✓ People of all sexual orientations and any relationship status
- ✓ People living with conditions that affect the immune system

**If you live in Alberta**

The vaccine is **free** for people under the age of 26.

For people 27 and over, the vaccine can be purchased and some insurance plans cover the cost.

**Where to get vaccinated?**

- Sexual health clinics
- Pharmacies
- Primary care providers
- Community health centres

Learn more  
[praxushealth.ca/hpv Alberta](http://praxushealth.ca/hpv Alberta)

Queering Cancer, Centre for Sexuality, PRAXUS HEALTH, QIHC, cbrc

# INFORMATION TO SUPPORT HEALTHCARE PROVIDERS

## Carousel Post #1

[DOWNLOAD HERE](#)

**TIPS FOR HEALTHCARE PROVIDERS**  
**Inclusive HPV conversations**  
with 2SLGBTQI+ communities

**Why inclusive conversations matter**  
Provider recommendation is one of the strongest predictors of HPV vaccination.  
But only when patients feel safe enough to engage.  
Inclusive conversations increase trust, disclosure, and engagement in healthcare, including vaccine uptake.

**How you can make a difference**

- ✓ Know about HPV, cancer risk, vaccine eligibility
- ✓ Avoid assumptions about anatomy, partners, or sexual practices
- ✓ Reduce stigma through normalization and inclusive language

**HPV Resource Hub**  
Find conversation guides, vaccine access information, and FAQs to support patient conversations.  
[praxushealth.ca/hpvalberta](http://praxushealth.ca/hpvalberta)

Queen's Cancer, Centre for Sexuality, PRAXUS HEALTH, QIHC, cbrc

## Carousel Post #2

[DOWNLOAD HERE](#)

**TIPS FOR HEALTHCARE PROVIDERS**  
**Inclusive HPV conversations**  
with 2SLGBTQI+ communities

**1 Share HPV facts**

- ▶ HPV is very common and can affect people of all genders and sexual orientations
- ▶ Most people who contract HPV do not have symptoms
- ▶ HPV spreads through skin-to-skin sexual contact, including oral, anal, genital, and shared toys.
- ▶ Risk is not determined by identity, number of partners, or types of sex

**2 Use non-assumptive sexual history questions**  
Avoid assumptions about anatomy, partners, or sexual practices through open, neutral phrasing.

“What kind of sex do you have, if any? This helps me give accurate information.”

“What anatomy is involved in your sexual activity? Partners with penises, vaginas, both, or other anatomy?”

**3 Reduce stigma through normalization and inclusive language**  
Frame HPV as common and avoid linking risk to sexual activity or identity.

“HPV is very common. Most people will have it at some point, often without knowing.”

“If you haven't had the HPV vaccine yet, it's not too late to get it.”

**HPV Resource Hub**  
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[praxushealth.ca/hpvalberta](http://praxushealth.ca/hpvalberta)

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# Questions?

Email our team at:  
[hello@praxushealth.ca](mailto:hello@praxushealth.ca)

