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PRESS RELEASE

HPV Awareness Campaign by INAB/ CERTH and the Hellenic Society for the Study and Management of HPV

A new awareness initiative for the prevention of the human papillomavirus (HPV) is being implemented by the **Psychology Laboratory** at the **Institute of Applied Biosciences (INAB)** of the Centre for Research and Technology Hellas (CERTH), in collaboration with the **Hellenic Society for the Study and Management of Human Papillomavirus**.

The representatives of the two organizations partnering in this HPV prevention campaign emphasized that **“Knowledge is prevention. Prevention is power. Through responsible and timely information, we all contribute to a healthier new generation,”**. They also invited everyone to become an ally in this awareness effort, which places at its core people and their well-being.

As part of this campaign, two short videos were produced:

- The first is addressed **to parents**, providing responsible information on HPV and the role of vaccination in protecting their children.
- The second is addressed **to adolescents**, using an adapted tone and language to enhance knowledge, autonomy, and a positive attitude toward prevention.

This initiative aims to strengthen public health through scientifically documented and accessible information, combat misinformation, and facilitate communication among parents, children, and healthcare professionals.

The videos created by the team of the Psychology Laboratory of INAB/CERTH are available [here](#) for use by schools, parents' associations, public bodies, and any interested professional or organization active in the field of prevention and health.

*“Vaccination of girls and boys against human papillomavirus (HPV) is one of the most effective means of preventing serious forms of cancer (cervical, anal, oropharyngeal, and genital cancers). It has been proven safe and is being implemented internationally since 2006, with the World Health Organization and the European Commission recommending its free administration, primarily to children aged 9–15 years. Professor of Obstetrics and Gynecology at Aristotle University of Thessaloniki and President of the Hellenic HPV Society, **Mr. Theodoros Agorastos** underlined that *“Proper information and timely prevention**



are decisive steps toward eliminating cervical cancer and reducing HPV-related diseases in our country”.

Ms. Christina Karamanidou. Health Psychologist and Researcher at INAB/CERTH, noted that *“Information about HPV and vaccination concerns not only physical health, but also the psychological empowerment of young people and their families. Through scientifically documented and comprehensible messages, we can reduce anxiety, strengthen trust in prevention, and help parents and adolescents make informed decisions about their health. Prevention begins with knowledge and open communication”.*

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