



What Do HPV and Gynecological Cancers Have To Do With the TLV Fashion Week?

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INTRODUCTION

HaBait Shel Bar – Israel's Women's Cancer Association (HaBait Shel Bar) is the first and only Israeli NGO to raise awareness of all gynecological cancer and HPV to significantly improve early detection rates in Israel.

BACKGROUND

As HaBait Shel Bar (established in 2022) is the first and only Israeli NGO to conduct awareness campaigns, there is a strong resistance in the media and among celebrities to advocate for it as it's unknown diseases. Thus, publishing HaBait Shel Bar's campaigns in the media is nearly impossible.

METHODOLOGY

HPV And Gynecological Cancers awareness campaign was designed to be as provocative as possible. During TLV Fashion Week, one of the top Israeli models (Galit Gutman) agreed to be a presenter for HaBait Shel Bar and modeled during the busiest fashion show with nude overall, lack of any color or designs, with the slogan "Go Check Yourself" emblazoned on the stomach area.

RESULTS

More than 10 million media exposures were measured, and 11 media items were counted, including two prime time TV shows and three articles in the most prominent newspapers in Israel. We believe it was the most significant campaign conducted in Israel to raise awareness of HPV and all gynecological cancer.

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