

ABSTRACT

Cervical cancer is a common cancer among women, a malignancy that occurs in the lining of the cervix. Cervical cancer is the second most common cancer among Indonesian women, with approximately 36,000 new cases and 21,000 deaths annually (WHO, 2024). Human Papillomavirus (HPV) is the main cause of cervical cancer (Evriarti and Yasmon, 2019). Cervical cancer is a preventable cancer through vaccination and regular check-ups. Many people still lack awareness about cervical cancer. This is due to a lack of knowledge, shame, fear, and beliefs in the community. Therefore, this study aims to design a health campaign focused on increasing awareness of cervical cancer prevention among adolescents in Bandung Regency, in collaboration with Laurier as the main partner in this effort. Through this campaign design, it is hoped that adolescents will increase knowledge and awareness about cervical cancer and the importance of early prevention efforts. This study also explores the challenges and opportunities in conveying health messages to young people. This campaign uses qualitative methods. The results of this research are social campaigns that use and utilize various media, both digital media and conventional media.

Keywords: *cervical cancer, health awareness, health campaign, adolescents, Bandung Regency.*