

# Field Guide

HPV Message Framework

# About This Guide

## HPV Message Framework

This is a global HPV Message Framework that provides key information about HPV, cervical cancer, and the HPV vaccine, along with sample messages for a range of participant audiences. A country designing and implementing an HPV vaccine promotion campaign can select pertinent messages from this framework and tailor them to the local context. It is always important to conduct local formative research and pretest communication messages and materials to make them relevant for a particular context. It is also important to collect or generate data on HPV rates in-country and find out the number of women who die annually from cervical cancer in order to contextualize the problem.

Development of this field guide is the result of an extensive collaboration between UNICEF, American Cancer Society, Bill and Melinda Gates Foundation, CDC, CHAI, Gavi, the Vaccine Alliance, Girl Effect, JHPIEGO, JSI, PATH, WHO, UNFPA & PCI Media. UNICEF wishes to recognize their contributions to this important initiative and expresses gratitude to all those who supported the development of the package through their time and expertise.

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These field guides have been developed to support country teams and partners in their HPV communication planning, rollout and monitoring. These guides are available online/offline for use and adaptation in line with local context and requirements.

To access and download the HPV Communication Field Guides, other related resources and examples, please visit <http://globalhpv.com/>

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## Guide Users

This HPV Message Framework is intended for communication planners and program implementers who are embarking on the design, implementation, and evaluation of an HPV vaccine promotion campaign that will be rolled out in tandem with the introduction of a national HPV immunization program. These messages will remain critically important even after the campaign has been implemented as more young people become eligible for the vaccine.

## What's in This Guide

In this guide you will find the following:

- Key facts and evidence related to HPV, cervical cancer, and HPV vaccination.
- Key messages for different stakeholders and participants in HPV vaccination that can be adapted to the specific country contexts.
- Specific roles and responsibilities for different stakeholders and participants.
- Proposed methods of reaching the different stakeholders and participants with HPV vaccination messages.
- Additional references to help countries as they adapt HPV vaccination messages to their context.

# Adapting these Materials

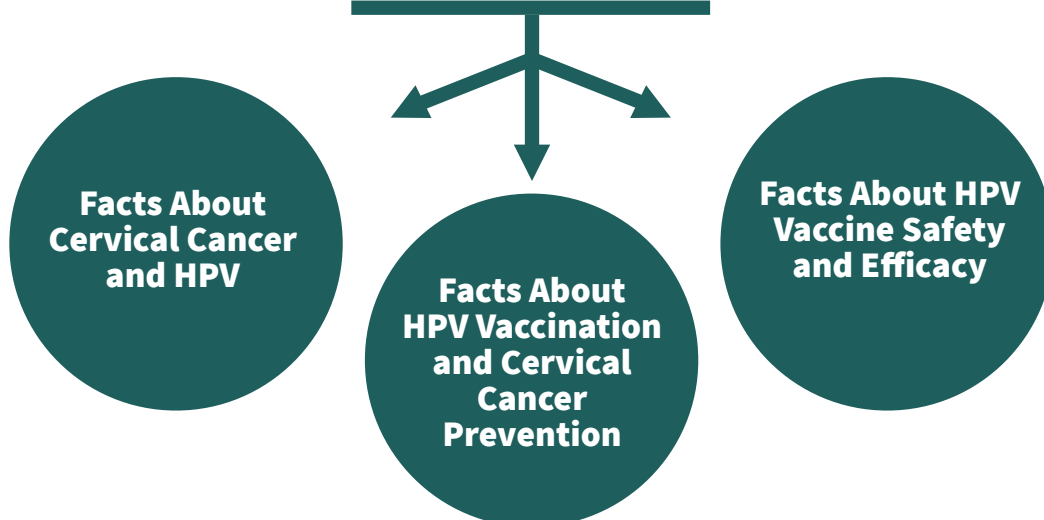
Finding and using HPV data and including it in key documents is very important for all partners, notably the media and the Expanded Program on Immunization (EPI). Advocates for prioritizing cervical cancer prevention also need to know the country's disease burden. Stakeholders will want to know how "serious" the problem is compared with other health issues. Girls and their parents/guardians in particular will need to understand the risks of HPV. Sources of information include:

- GLOBOCAN ([http://globocan.iarc.fr/Pages/fact\\_sheets\\_population.aspx](http://globocan.iarc.fr/Pages/fact_sheets_population.aspx)) provides estimates of incidence and mortality for cancers worldwide. Developed by the International Agency for Research on Cancer (IARC), it is the best known and most recent source of these data.

- The WHO/ICO Information Centre on HPV and Cervical Cancer (<http://www.hpvcentre.net/>) can automatically generate a customized report for each country or region. It is highly likely that false rumours about HPV and the HPV vaccine will circulate in your country such as the association of the virus with the sexual activity of girls/women. You must understand these rumours and use the facts provided here to counter them with proactive communication messaging.

Another deadly virus, the Human Immunodeficiency Virus (HIV) sounds and looks similar to and is easily confused with HPV by non-technical audiences. The two viruses are not related and there is no available vaccine for HIV yet. Your campaigns must be aware of this potential for confusion and take steps to avoid it.

## HPV Key Facts



# HPV Key Facts and Evidence

## Key Takeaway

The World Health Organization recommends vaccinating girls 9 to 14 years old against HPV as the most safe and effective way to protect them from developing cervical cancer later in life.

## Facts About Cervical Cancer and HPV

- Cervical cancer is one of the most common cancers affecting women. 350,000 women died of cervical cancer in 2022.
- Cervical cancer is one of many diseases that afflict the poor disproportionately. 94% of worldwide deaths from cervical cancer occurred among women living in low and middle-income countries<sup>1</sup>, mainly due to lack of access to screening and treatment facilities.<sup>2</sup>
- Cervical cancer affects the cervix, part of a woman's uterus (womb).
- Human papillomavirus (HPV) is the primary cause of cervical cancer
- HPV is highly transmissible. The majority of the population who are sexually active, will become infected with HPV during their lives. Most HPV infection clears naturally, but in some cases, these infections will persist over years and go on to cause cervical cancer.
- Cervical cancer can impact child bearing as surgical removal of the womb may be required.<sup>3</sup>
- There are different types of HPV. HPV 16 and 18 are responsible for the majority of cervical cancer cases. Vaccines protect against these specific types of HPV.

These facts should inform your communication messages. The Text Box below provides key messages that you can use as a starting point for creating messages around cervical cancer. Be sure your messages include more than just knowledge messages! They must also include messages that improve attitudes towards disease prevention and the sense of self-efficacy, or the feeling that it is possible to prevent the cancer, and a "call to action", or a prompt that suggests what they can do to get more information and to protect themselves and/or their loved ones.

### Key messages about cervical cancer and burden of disease

- Cervical cancer is a common cancer that affects women uterus (wombs)..
- Worldwide, cervical cancer causes the deaths of 350,000 women each year.
- In [Country name], [X] women die each year from cervical cancer.
- Most women who get cervical cancer live in countries like ours [low and middle income].
- Cervical cancer can make it impossible for a woman to have a child.
- Cervical cancer is caused by a virus called HPV.
- The HPV virus is very common and is spread through sexual contact.
- Cervical cancer can develop many years after a person is infected with HPV.
- Cervical cancer is a preventable disease.
- You can prevent your daughter from getting cervical cancer.
- Talk to your wife/husband and daughters about preventing cervical cancer.
- Talk to your local health care provider to learn about how to prevent cervical cancer.

## Facts About HPV Vaccination and Cervical Cancer Prevention

- Cervical cancer can be prevented through HPV vaccination of girls, and cervical cancer screening and treatment of women.
- HPV vaccine is highly effective at preventing HPV infections, precancerous lesions, and most forms of cervical cancer.<sup>4</sup>
- By 2022, over 130 countries had introduced HPV vaccines into national immunization programs. Governments in many countries offer HPV vaccine free of charge through immunization programs.<sup>5</sup>
- The vaccine is most effective if administered to girls before exposure to HPV that occurs with sexual debut. WHO recommends girls aged 9 to 14 years old as the primary cohort for vaccination with a one or two dose schedule.<sup>6</sup>
- For girls aged 15 or older, or those with a compromised immune system, three doses within 12 to 15 months are recommended (typically given at 0, 2, and 6 months; but the second dose can be given at up to 6 months after the first dose).
- HPV vaccines are safe, effective and reliable. WHO Advisory Committee for Vaccine Safety has closely monitored the safety of HPV vaccines reviewing data and studies from all over the world. A WHO 2017 review of over 270 million doses of HPV vaccine concluded the vaccine has an excellent safety profile and no major adverse events.
- HPV vaccine is delivered with an auto-disposable (AD) syringe that is used only once and then must be safely disposed.
- HPV vaccine does not impact fertility or promote promiscuity. It is a vaccine that protects against cervical cancer. Studies show that girls who have received the HPV vaccine do not start having sex sooner and do not have more sexual partners than girls who do not get the vaccine.
- Evidence shows that countries with national HPV vaccination programs with high coverage have a significant reduction in new infections and cervical cancer cases over time.
- Like all other vaccines, the HPV vaccination can produce mild side effects, such as redness, swelling or soreness in the arm where the injection is given. Some people also experience headache, mild fever, aches in joints or muscles or temporary nausea. These side effects usually last a day or two and are not dangerous. If symptoms persist, the person should consult their local clinic or hospital immediately.

These facts should inform your messages. The Text Box below provides key messages that you can use as a starting point for creating information around the HPV vaccine and cancer prevention. Be sure your messages include more than just knowledge components! They must also include messages that improve attitudes about the vaccine and self-efficacy, or the feeling that it is possible to obtain the vaccine and that it will be effective, and a “call to action”, or a prompt that suggests what they can do to get more information about the vaccine and to protect girls by being vaccinated following the proper schedule.

### Key messages about HPV vaccination and cervical cancer prevention

- HPV vaccination protects girls from most cervical cancer in adulthood.
- Girls aged 9 to 14 years require one to two doses depending on the immunization schedule in your country.
- Girls aged 15 and older, or those with compromised immune systems, require 3 doses given over a 12 to 15 months period for the vaccine to be most effective.
- Girls can get the vaccination at [name of location] on [date].
- The HPV vaccine is free of charge [if this is the case].
- [Locally-trusted people and/or institutions] as well as global health organizations, such as WHO have endorsed the vaccine and encourage people to talk about the HPV vaccine with their children, spouses, parents, and friends.
- Protect your daughters' future , make sure she gets the HPV vaccine according to the proper schedule.
- Protect your daughters' future ability to have children, make sure she gets the HPV vaccine according to the proper schedule.
- Protect your girls! Make sure all girls aged 9 to 14 are vaccinated.
- Talk to your wife/husband and daughters about the benefits of the HPV vaccine.
- Talk to health care workers about the safety and proper schedule for the HPV vaccine.

## Facts About HPV Vaccine Safety and Efficacy

- By 2022, over 130 countries had introduced HPV vaccines into national immunization programs.<sup>7</sup> Governments in many countries offer HPV vaccine free of charge through immunization programs
- HPV vaccines are safe, effective and reliable. WHO Advisory Committee for Vaccine Safety has closely monitored the safety of HPV vaccines reviewing data and studies from all over the world. A WHO 2017 review of over 270 million doses of HPV vaccine concluded the vaccine has an excellent safety profile and no major adverse events.
- Evidence shows that countries with national HPV vaccination programs with high coverage have a significant reduction in new infections and cervical cancer cases over time.

These facts should inform your messages. The below Text Box provides key messages that you can use as a starting point for creating information and materials around HPV vaccine safety and efficacy. Be sure your messages include more than just knowledge components! They must also include messages that improve attitudes about the vaccines safety and efficacy, and self-efficacy, or the feeling that it is possible to be safely vaccinated, and a “call-to-action”, or a prompt that suggests what they can do to get more information and to protect themselves and/or their loved ones.<sup>8,9</sup>

### Key messages about HPV vaccine safety and efficacy

- Hundreds of millions of people have already received the HPV vaccine.
- You can trust that the HPV vaccine is safe.
- You can trust that the HPV vaccine is effective in saving lives.
- The HPV vaccine prevents cervical cancer which can affect child bearing.
- The vaccine is most effective when a girl gets vaccinated before she gets the virus, so she must be vaccinated when she is young.
- The HPV vaccination can protect your daughter's ability to have children in the future.
- Like other vaccines, the HPV vaccine can produce mild side effects, such as:
  - Redness, swelling or soreness in the arm where the injection is given.
  - Headache, mild fever, aches in joints or muscles or temporary nausea.
  - These side effects usually last a day or two and are not dangerous.
- Talk to your local health care provider about the safety and effectiveness of the HPV vaccine.







## NATIONAL LEVEL GUIDANCE/SUGGESTIONS

Audiences	Key Guidance & Recommendations	Materials
<p>All relevant government ministries:</p> <ul style="list-style-type: none"> <li>• Health</li> <li>• Education</li> <li>• Finance</li> <li>• Information/Broadcasting</li> <li>• Women &amp; Children</li> </ul>	<p><b>1. Key information &amp; messages to disseminate to relevant ministries:</b></p> <ul style="list-style-type: none"> <li>• Key information about HPV, cervical cancer, and the HPV vaccine and its safety (see facts about cervical cancer, HPV virus, and the HPV vaccine and the three key message boxes above).</li> <li>• By 2022, over 130 countries had safely introduced HPV vaccines into national immunization programs.<sup>10</sup></li> <li>• HPV vaccine introduction experiences in other countries suggest that achieving high HPV vaccine coverage is feasible in low-income and lower-middle-income countries.</li> <li>• In countries with high levels of school attendance rates and where it is legal and logistically feasible, vaccine delivery strategies that include a school-based component result in higher coverage, compared with those that only use health facilities for vaccinations. However, it's important to devise a plan for reaching out-of-school girls.</li> <li>• The HPV vaccine is very cost-effective: a study by the World Health Organization found it to be cost-effective in 156 countries.<sup>11</sup></li> <li>• Add HPV vaccinations to the national immunization program to save the lives of women in your country.</li> <li>• Communication should support all vaccine delivery strategies including school-based components that complement health facilities for vaccinations.</li> <li>• More focused communication interventions should reach out-of-school girls.</li> </ul> <p><b>2. Roles of and recommendations for all government ministries:</b></p> <ul style="list-style-type: none"> <li>• Consider adding the HPV vaccine to the national immunization program.</li> <li>• Put policies and practices into place to ensure that every girl aged 9 to 14 is immunized against HPV.</li> <li>• Endorse the HPV vaccine through public statements such as at launch events, press interviews, and/or public speeches.</li> <li>• Lead the management of potential risks.</li> <li>• Involve multiple sectors in planning and implementation! Timely intersectoral planning and coordination—across health, education and finance (particularly for national programs)—has been critical to successful implementation and sustainability in other countries.</li> <li>• Conduct joint planning with the national immunization program and education sector at national and local levels well in advance of vaccine launch. This will ensure well-coordinated activities and more accurate data on the participant audiences.</li> <li>• Have a risk and crisis communication plan in place to facilitate a rapid response in the event of an AEFI.</li> </ul> <p><b>3a. Guidance for before an Adverse Event Following Immunization (AEFI) occurs:</b></p> <p>Be prepared. For example, fainting is more common among girls receiving the HPV vaccine than in other kinds of vaccinations. Sometimes people who faint can fall and hurt themselves. For this reason, the vaccinator will ask those vaccinated to sit for 15 minutes after being vaccinated. Some people who faint might shake or become stiff and that is why a nurse and doctor should be present with the capacity and training to respond.<sup>12</sup></p> <ul style="list-style-type: none"> <li>• Take the lead preparing the terms of reference (TOR) for the AEFI crisis committee.</li> <li>• Develop key AEFI communication messages that are preapproved.</li> <li>• Include as a key message for vaccinators, “Girls should remain seated for 15 minutes after they receive the HPV vaccine.” Assure the facilities and medical supervision.</li> <li>• Put a risk communication plan in place to guide the response when an AEFI occurs.</li> <li>• Put in place established and validated protocols and procedures for reporting and acting upon AEFIs.</li> <li>• Ensure training of health staff in case of AEFI response and reporting protocols.</li> </ul>	<ul style="list-style-type: none"> <li>• Advocacy folder with inserts</li> </ul>

	<p><b>3b. Guidance for after an AEFI occurs:</b></p> <p>It is important to prepare the crisis management products and messages to be released to the media through the focal person already identified and trained. It is pertinent to re-assure the communities that the government is investigating the reasons and the final findings will be shared as soon as available.</p> <ul style="list-style-type: none"> <li>• Conduct a timely investigation after an AEFI, within 48 hours of the incident.</li> <li>• Deploy a team to visit with affected individuals and the community and file a report with the AEFI Crisis Committee.</li> <li>• Have the focal person, on behalf of the AEFI Crisis Committee, get in touch with the media within 24 hours to communicate pertinent validated information.</li> <li>• Provide affected communities with timely, relevant information on the vaccine and the actions being taken during the investigation, as well as frequent status updates about the investigation.</li> <li>• Pre-position crisis management communication products and messages to be released to the media through the focal person who is identified and trained in advance.</li> <li>• Monitor and respond to all negative stories or rumors on social media in case of an AEFI, especially in countries and areas where WhatsApp, Facebook, etc., are widely used.</li> </ul>	
Ministry of Finance (MoF)	<ol style="list-style-type: none"> <li><b>1. Primary objective:</b> <ul style="list-style-type: none"> <li>• Provide adequate financial resources to fund the HPV vaccine campaign.</li> </ul> </li> <li><b>2. Key information &amp; messages to disseminate to MoF:</b> <ul style="list-style-type: none"> <li>• The HPV Vaccine is the most safe and cost-effective way to prevent cervical cancer.</li> <li>• Finance a national HPV immunization program to save the lives of women!</li> </ul> </li> <li><b>3. Roles of and recommendations for the MoF:</b> <ul style="list-style-type: none"> <li>• Guarantee adequate budget and financing for a national HPV immunization program.</li> <li>• Take steps to develop sustainable financing mechanisms for an HPV vaccination program in your country.<sup>13</sup></li> </ul> </li> </ol>	<ul style="list-style-type: none"> <li>• Advocacy folder with inserts</li> </ul>
Ministry of Health (MoH)	<ol style="list-style-type: none"> <li><b>1. Primary objective:</b> <ul style="list-style-type: none"> <li>• Integrate the HPV vaccination program into the national vaccination program.</li> </ul> </li> <li><b>2. Key information &amp; messages to disseminate to MoH:</b> <ul style="list-style-type: none"> <li>• The HPV Vaccine is the most safe and effective way to prevent cervical cancer.</li> <li>• In collaboration with the MoE, implement a national HPV vaccination program to save the lives of women!</li> <li>• Why a multi-age cohort?: Vaccinating a multi-age cohort of girls during the year of HPV vaccine introduction will result in a greater and faster impact for the whole society.<sup>14</sup></li> </ul> </li> <li><b>3. Roles of and recommendations for the MoH:</b> <ul style="list-style-type: none"> <li>• Designate and make available to all partners a single focal or spokesperson for the HPV campaign who can speak credibly about the disease, vaccine and campaign especially in the event that an AEFI occurs.</li> <li>• Ensure the availability and accessibility of essential commodities (e.g., HPV vaccines) at the central, district, and village levels.</li> <li>• Integrate the HPV vaccine with routine vaccination program models and resources, for more efficiency.</li> </ul> </li> </ol>	

	<ul style="list-style-type: none"> <li>• Coordinate transportation of HPV vaccines with routine vaccines to reduce logistical challenges and costs.</li> <li>• Oversee the planning and implementation of trainings for health workers on HPV, cervical cancer, the HPV vaccine, interpersonal communication with parents, teachers and adolescents, vaccine monitoring, reporting on adverse events following immunization, and safe disposal of needles.<sup>15</sup></li> <li>• To prevent dumping of used needles at schools, prepare messaging on the proper transportation of the used needles from the schools to an MOH approved disposal site. “Pack it in and pack it out.”</li> </ul>	
Ministry of Education (MoE)	<ol style="list-style-type: none"> <li><b>1. Primary objective:</b> <ul style="list-style-type: none"> <li>• Implement a school-based HPV vaccination program.</li> </ul> </li> <li><b>2. Key information &amp; messages to disseminate to MoE:</b> <ul style="list-style-type: none"> <li>• The HPV Vaccine is the most safe and effective way to prevent cervical cancer.</li> <li>• Implement a school-based HPV vaccine program in partnership with the MoH to save the lives of girls and women!</li> </ul> </li> <li><b>3. Roles of and recommendations for the MoE:</b> <ul style="list-style-type: none"> <li>• Include schools in the HPV vaccine delivery strategy in order to attain the highest possible coverage.</li> <li>• Recommend that HPV, cervical cancer, and the benefits of HPV vaccination be included in school curricula.</li> <li>• Participate in the development and validation of training materials and job/teaching aids for teachers concerning HPV, and HPV related cancers and disease prevention methods.</li> <li>• Oversee the planning and implementation of trainings for school administration and teachers on HPV, cervical cancer, the HPV vaccine, and interpersonal communication with parents and adolescents.</li> </ul> </li> </ol>	<ul style="list-style-type: none"> <li>• Advocacy folder with inserts</li> <li>• Games</li> <li>• Quiz</li> <li>• Fun activities</li> <li>• Poster of female reproductive system</li> </ul>
Ministry of Information (MoI)	<ol style="list-style-type: none"> <li><b>1. Primary objective:</b> <ul style="list-style-type: none"> <li>• Facilitate and implement a national demand promotion campaign to promote HPV vaccination.</li> </ul> </li> <li><b>2. Key information &amp; messages to disseminate to MoI:</b> <ul style="list-style-type: none"> <li>• There is big news in your country! The government is launching a national HPV vaccination program to prevent cervical cancer on a massive scale – cover the launch event!</li> <li>• Media coverage can save the lives of countless women by featuring stories about the HPV Vaccine for cervical cancer prevention.</li> <li>• Work with the MoH to promote vaccination and persuade families to vaccinate their daughters.</li> </ul> </li> <li><b>3. Roles of and recommendations for the MoI:</b> <ul style="list-style-type: none"> <li>• Provide free or subsidized air time on government radio and TV for vaccination promotion spots.</li> <li>• Collaborate with the HPV vaccine communication team to assure coverage is nation-wide and across all populations.</li> <li>• Coordinate with the MoH to plan and put in place an AEFI response communication plan.</li> </ul> </li> </ol>	
Ministry of Women and Children (MoWC)	<ol style="list-style-type: none"> <li><b>1. Primary objective:</b> <ul style="list-style-type: none"> <li>• Incorporate HPV vaccination promotion into ongoing programs for women and girls.</li> </ul> </li> <li><b>2. Key information &amp; messages to disseminate to MoWC:</b> <ul style="list-style-type: none"> <li>• Vaccination according to the proper schedule is critical to the future well-being of all girls.</li> <li>• Help protect girls’ future fertility by promoting HPV vaccination.</li> <li>• Integrate promotion of the HPV vaccine into your ongoing programs for girls aged 9 and older.</li> </ul> </li> </ol>	

<p>Traditional Media (TV, radio, print):</p> <ul style="list-style-type: none"> <li>• Local</li> <li>• Regional</li> <li>• National</li> </ul> <p>Coverage considerations:</p> <ul style="list-style-type: none"> <li>• Language</li> <li>• Tribe</li> <li>• Audience</li> <li>• Religion</li> <li>• Geographic locations</li> <li>• Youth</li> </ul>	<ol style="list-style-type: none"> <li><b>1. Primary objective:</b> <ul style="list-style-type: none"> <li>• Participate in national, regional and local communication campaigns to promote HPV vaccination.</li> </ul> </li> <li><b>2. Key information &amp; messages to disseminate to Media:</b> <ul style="list-style-type: none"> <li>• Provide key information about HPV, cervical cancer, and the HPV vaccine (see the facts about cervical cancer, HPV virus, and HPV vaccine and the three key message boxes).</li> <li>• There is big news in your country! The government is launching a national HPV vaccination program to prevent cervical cancer on a massive scale – cover the launch event!</li> <li>• Media members and journalists like you can save the lives of countless women by featuring stories about the HPV Vaccine for cervical cancer prevention.</li> <li>• Become familiar with the HPV vaccine and its role in preventing cervical cancer.</li> </ul> </li> <li><b>3. Roles of and recommendations for Media:</b> <ul style="list-style-type: none"> <li>• Become familiar with the HPV vaccine and its role in preventing cervical cancer; attend an informational workshop for the media to learn more.</li> <li>• The cancer society should be able to provide women willing to testify publicly about how cervical cancer has impacted their life.</li> <li>• Regularly report stories about the HPV vaccine for cervical cancer prevention.</li> <li>• Fact-check all stories before disseminating them. Government spokespeople are a reliable source of information—contact them for validated MOH approved key messages, FAQ, radio scripts, press releases and transcripts from women with cervical cancer!</li> </ul> </li> </ol>	<ul style="list-style-type: none"> <li>• Advocacy folder with inserts</li> <li>• FAQ</li> <li>• Press release</li> <li>• HPV Guide</li> <li>• Radio scripts</li> <li>• Testimonials from women with cervical cancer</li> </ul>
<p>Social Media (e.g.):</p> <ul style="list-style-type: none"> <li>• WhatsApp</li> <li>• Twitter</li> <li>• U-Report</li> <li>• Facebook</li> <li>• QQ</li> <li>• We Chat</li> <li>• Instagram</li> <li>• Viber</li> <li>• YouTube</li> </ul>	<ol style="list-style-type: none"> <li><b>1. Primary objective:</b> <ul style="list-style-type: none"> <li>• Spread accurate information about HPV vaccination and its benefits.</li> </ul> </li> <li><b>2. Key information &amp; messages to disseminate to/through social media:</b> <ul style="list-style-type: none"> <li>• Provide key information about HPV, cervical cancer, and the HPV vaccine (see the facts about cervical cancer, HPV virus, and HPV vaccine and the three key message boxes).</li> <li>• Social media influencers and journalists like you can help save the lives of women and girls by spreading the word about where and when the HPV vaccine for cervical cancer prevention is being administered in your community.</li> <li>• There is big news in your community! The government is launching a national HPV vaccination program to prevent cervical cancer on a massive scale. By spreading the news, you will help save the lives of women in your community.</li> <li>• Monitor and proactively respond to rumors and disinformation.</li> <li>• Establish a TOR for the Social Media committee.</li> </ul> </li> <li><b>3. Roles of and recommendations for social media:</b> <ul style="list-style-type: none"> <li>• Become familiar with the HPV vaccine and its role in preventing cervical cancer;</li> <li>• Regularly report on the HPV vaccine for cervical cancer prevention, including information on community events and where and when girls can get vaccinated.</li> <li>• Feature human interest stories about the people delivering the HPV vaccine and the people benefitting from it.</li> <li>• Fact-check all stories before disseminating them. Government spokespeople are a reliable source of information – contact them if you have questions!</li> <li>• Use validated MOH approved key messages, FAQ, radio scripts, press releases and transcripts from women with cervical cancer!</li> </ul> </li> <li><b>4. Network and build partnerships</b> <ul style="list-style-type: none"> <li>• Build a network of apps accounts, partners, influencers, hashtags, friendly web / blog sites, and Facebook pages that can promote #HPV Vaccine.</li> <li>• Post the public relations materials, blurbs, videos, interviews and other IEC Products on partner websites, hashtags and the network.</li> </ul> </li> </ol>	<ul style="list-style-type: none"> <li>• HPV Guidebook</li> <li>• HPV leaflet</li> <li>• Public relations materials</li> <li>• Blurbs</li> <li>• Videos</li> <li>• Interviews</li> <li>• IEC Products</li> <li>• Websites</li> <li>• Hashtags</li> <li>• Apps groups</li> <li>• Key messages</li> <li>• FAQ</li> </ul>

	<p><b>5. Proactively monitor, respond, and report:</b></p> <ul style="list-style-type: none"> <li>• Conduct social media market analysis to determine what apps are used in the country by targeted audiences:</li> <li>• Establish a protocol for responding to negative and positive social media commentary.</li> <li>• Using Hootsuite (<a href="http://www.hootsuite.com">www.hootsuite.com</a>) it is possible to follow and monitor hashtags and activity directly on Twitter/Facebook browsers or via Hootsuite by using a simple keywords search.</li> <li>• The monitoring program needs to craft a response in a timely manner using key messages to prevent misinformation from spreading on social media and reducing the vaccination rate.</li> </ul>	
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### SUB-NATIONAL (REGIONAL & DISTRICT) LEVEL GUIDANCE/SUGGESTIONS

Audiences	Key Guidance & Recommendations	Materials
<p>Regional &amp; District Departments/ Offices (Line departments)</p>	<p><b>1. Primary objective:</b></p> <ul style="list-style-type: none"> <li>• Support the national program at their regional levels.</li> </ul> <p><b>2. Key information &amp; messages to disseminate to regions/districts:</b></p> <ul style="list-style-type: none"> <li>• Provide key information about HPV, cervical cancer, and the HPV vaccine (see the facts about cervical cancer, HPV virus, and HPV vaccine and the three key message boxes).</li> <li>• Sub-national/district officials like you play a critical role in ensuring your communities’ access to essential health services.</li> <li>• Develop and implement an HPV vaccination delivery and social mobilization plan in order to protect girls in your region/district from cervical cancer.</li> </ul> <p><b>3. Roles of and recommendations for regions/districts:</b></p> <p><b>Vaccine delivery planning:</b></p> <ul style="list-style-type: none"> <li>• Plan and coordinate the strategy and logistics for delivering the HPV vaccine at health centers and at outreach locations in schools and communities; thorough planning prior to the national introduction will enable you to reach the highest number of girls possible.</li> <li>• Estimate the number of eligible girls at the district level, in coordination with district health and education leaders.</li> <li>• Map all health centers and health posts in the district and all schools and outreach locations to be reached.</li> <li>• Assess opportunities to combine HPV vaccination with other existing health and outreach interventions.</li> <li>• Pay particular attention to private schools, religious and other schools that are not part of the public-school network.</li> <li>• Ensure that the cold chain capacity to transport and store the vaccine is adequate.</li> </ul> <p><b>Capacity-building:</b></p> <ul style="list-style-type: none"> <li>• Develop district-based programs to train school and health supervisors on interpersonal communication and other key skills related to HPV vaccine delivery.</li> <li>• Ensure that these supervisors in turn train their frontline staff (teachers and health workers) in these key skills.</li> </ul> <p><b>Awareness-raising:</b></p> <ul style="list-style-type: none"> <li>• Educate and inform the media about HPV, cervical cancer, the HPV vaccine, vaccine introduction program activities, and spokesperson contact information (e.g., through a media workshop).</li> <li>• Keep media members regularly informed about upcoming events such as national immunization days.</li> </ul> <p><b>Community mobilization:</b></p> <ul style="list-style-type: none"> <li>• Educate and mobilize social influencers (e.g., religious and community leaders, CBOs, women’s groups, etc.) to promote the HPV vaccine.<sup>16, 17, 18, 19</sup></li> </ul>	<ul style="list-style-type: none"> <li>• WHO Guide on HPV programming</li> <li>• HPV leaflet</li> <li>• HPV guidebook</li> <li>• Poster</li> </ul>

## COMMUNITY LEVEL GUIDANCE/SUGGESTIONS

Audiences	Key Guidance & Recommendations	Materials
<p>Social influencers such as:</p> <ul style="list-style-type: none"> <li>• Community elders</li> <li>• Local politicians</li> <li>• Religious leaders</li> <li>• Community groups</li> <li>• Internet influencers</li> <li>• Nationally-prominent citizens (especially women):               <ul style="list-style-type: none"> <li>- President</li> <li>- First lady</li> <li>- Minister</li> <li>- Minister's wife</li> <li>- Governor</li> <li>- Governor's wife</li> <li>- Celebrities</li> <li>- Sports stars</li> </ul> </li> </ul>	<p><b>1. Primary objective:</b></p> <ul style="list-style-type: none"> <li>• Serve as positive role models for HPV vaccine adoption.</li> </ul> <p><b>2. Key information &amp; messages to disseminate to social influencers:</b></p> <ul style="list-style-type: none"> <li>• As a social influencer, you play a key role in protecting the health of your community.</li> <li>• Having a senior female leader involved helps the diffusion of the new behaviour process.</li> <li>• Encourage members of your community to vaccinate girls aged 9 to 14 against HPV to prevent them from developing cervical cancer later in life!</li> <li>• Provide key information about HPV, cervical cancer, and the HPV vaccine (see the facts about cervical cancer, HPV virus, and HPV vaccine and the three key message boxes).</li> </ul> <p><b>Why girls only?</b></p> <ul style="list-style-type: none"> <li>• The most common disease caused by HPV is cervical cancer—a disease that affects women. Protecting girls and women from this potentially fatal disease is therefore the first priority of the HPV vaccination programme.</li> </ul> <p><b>Will the vaccine influence a girl's sexual behaviour or choices in later life?</b></p> <ul style="list-style-type: none"> <li>• Studies show that girls who have received the HPV vaccine do not start having sex sooner and do not have more sexual partners than girls who do not get the vaccine.<sup>20</sup> Giving a child the HPV vaccine protects her from developing cervical cancer later in life and is a positive step to improve her future health and well-being.</li> <li>• The HPV vaccine is most effective if administered to girls when they are young, before sexual activity and exposure to HPV.</li> </ul> <p><b>3. Roles of and recommendations for regions/districts:</b></p> <ul style="list-style-type: none"> <li>• Endorse the HPV vaccine publicly (including online, if you have an online presence).</li> <li>• Speak to community members (or post online) to provide them with information about the importance of HPV vaccination and how they can get vaccinated. (See key message boxes 1 to 3 for suggestions on what to say).</li> <li>• If she has a daughter 9 to 14, ask for her to be vaccinated and document it on TV and radio.</li> <li>• If your child has been vaccinated against HPV, consider telling other community members or posting about this online. Because you are a role model, this will encourage other parents to follow suit in protecting their daughters' health!</li> <li>• Integrate messages about HPV vaccination (its importance, who should be vaccinated, and where and when to get vaccinated) into other events where you are called upon to speak.</li> <li>• Encourage influencers and groups in your community to promote the HPV vaccine.</li> <li>• Listen to the questions and concerns raised by caregivers and community members and provide correct information for any misconceptions they may have, but don't debate them.</li> </ul> <p><b>Involve Prominent Women:</b> Prominent women can serve as powerful role models for other women, and can be trusted spokespeople. Usually having the First Lady or other prominent women involved can help the process because they are often looked up to as key influencers or trusted sources of information. For example:</p> <ul style="list-style-type: none"> <li>• Ask the First Lady to get involved in preventing cervical cancer, perhaps with the national cancer society. If she has a daughter aged 9 to 14, ask for her to be vaccinated and document it on TV and radio.</li> <li>• Have prominent women be visibly involved for the official launch.</li> <li>• Encourage celebrities to communicate to their fans (traditional and social media) to encourage girls to get vaccinated. Message that getting vaccinated is “cool because it gives you a healthy future free of cervical cancer.”</li> <li>• Encourage prominent young women to communicate that they have been vaccinated, and to share their experiences and good news of their</li> </ul>	<ul style="list-style-type: none"> <li>• Advocacy folder with inserts</li> </ul>

	<p>vaccination experience.</p> <ul style="list-style-type: none"> <li>Encourage prominent spokespeople to encourage fans to seek health care workers to get more information or to have their questions answered.</li> </ul>	
School Administration, Teachers	<ol style="list-style-type: none"> <li><b>Primary objective:</b> <ul style="list-style-type: none"> <li>Incorporate HPV and vaccination education, promotion and implementation into their health curricula.</li> </ul> </li> <li><b>Key information &amp; messages to disseminate to school administrators &amp; teachers:</b> <ul style="list-style-type: none"> <li>Educate your students about the HPV vaccine, and encourage eligible girls to get vaccinated, in order to protect them from cervical cancer!</li> <li>Provide key information about HPV, cervical cancer, and the HPV vaccine (see the facts about cervical cancer, HPV virus, and HPV vaccine and the three key message boxes).</li> </ul> </li> <li><b>Roles of and recommendations for school administrators &amp; teachers:</b> <ul style="list-style-type: none"> <li>Integrate HPV, cervical cancer and vaccination information into the reproductive health education.</li> <li>Inform students about the HPV vaccination program and its benefits. (See the three key message boxes).</li> <li>Encourage students to discuss the benefits and safety of the HPV vaccine with their parents.</li> <li>Girls are likely more willing to talk to female teachers about these issues, so make female teachers available for discussions.</li> <li>Inform parents directly about the HPV vaccination program and its benefits (see the three key message boxes).</li> <li>Provide program implementers with a list of eligible girls from your school. Encourage these eligible girls to get vaccinated against HPV.</li> <li>Listen to the questions and concerns raised by caregivers and community members and provide correct information for any misconceptions they may have, but don't debate them.</li> </ul> </li> </ol>	<ul style="list-style-type: none"> <li>HPV leaflet</li> <li>HPV guide</li> <li>Curriculum that includes HPV vaccine</li> <li>Articles in local media</li> <li>Games / Quizzes</li> <li>Comic book</li> <li>Poster</li> <li>FAQ</li> </ul>
Health Workers	<ol style="list-style-type: none"> <li><b>Primary objective:</b> <ul style="list-style-type: none"> <li>Serve as front-line providers of information and vaccination services to both in-school and out-of-school girls.</li> </ul> </li> <li><b>Key information &amp; messages to disseminate to health workers:</b> <ul style="list-style-type: none"> <li>Health workers like you play an essential role in protecting girls from developing cervical cancer later in life.</li> <li>Counsel eligible girls and their caregivers on the benefits and safety of HPV vaccination.</li> <li>Encourage women to also be screened/tested for cervical cancer as part of an overall approach to cervical cancer.</li> <li>Provide key information about HPV, cervical cancer, and the HPV vaccine (see the facts about cervical cancer, HPV virus, and HPV vaccine and the three key message boxes).</li> </ul> </li> <li><b>Roles of and recommendations for health workers:</b> <ul style="list-style-type: none"> <li>Health workers like you play an essential role in protecting girls from cervical cancer and saving lives.</li> <li>Ensure that the HPV vaccine is available at vaccination points.</li> <li>Explain that side effects are a normal healthy reaction to the vaccine and that the arm may hurt for a day.</li> <li>Attend trainings on interpersonal communication (IPC).</li> <li>Keep a stock of informational materials and other materials that can be used to teach others, such as a leaflet, a Frequently Asked Questions list, and a poster with images and key messages.</li> <li>Counsel caregivers of eligible girls and eligible girls about the benefits of HPV vaccination (see Boxes 1 to 3 for suggestions on what to say).</li> </ul> </li> </ol>	<ul style="list-style-type: none"> <li>Job/teaching aids</li> <li>Posters (with technical guidelines)</li> <li>HPV guide</li> <li>FAQ</li> </ul>



- Tell parents and caregivers about the date of the next vaccination according to the national schedule.
  - Communicate with parents and caregivers in a respectful, reassuring, and culturally-appropriate manner, and address their questions and concerns patiently, using language they will understand.
  - Hold informational meetings with local groups to inform them of the HPV vaccine, including the benefits of the vaccine, who should be vaccinated, the two-dose vaccination schedule, and the time and place where the vaccine is available for out-of-school girls (clinic) and in school girls (school).
  - Listen to the questions and concerns raised by caregivers and community members and provide correct information for any misconceptions they may have, but don't debate them.
- 4. If an AEFI occurs:**
- Health workers are an essential source of information in the AEFI investigations – your role in managing and reporting AEFIs is very critical!
  - Get the required training before an AEFI happens and if an AEFI occurs, report it as per the guidelines provided. You will be supported and not blamed.
  - Address community members' concerns and misconceptions; provide correct information.
  - If you post or forward any news online, make sure that it comes from a trustworthy, and accurate source, such as the Ministry of Health or official spokespeople.
  - Provide parents and students with up-to-date, accurate information like the HPV key messages.
  - Communicate to parents that an investigation is currently being conducted (if the AEFI was serious enough to require an investigation).
  - Let parents know they will be provided with timely, relevant information and will be given regular updates on the status of the investigation and any actions being taken.
  - Share accurate facts, respond to questions and clarify possible doubts.
  - Get support from key spokespeople such as immunization managers and the designated focal person.
  - Be equipped with technical information on possible adverse events.
  - Listen to, acknowledge, mirror and respect the fears, anxieties and uncertainties of parents.

## FAMILY LEVEL GUIDANCE/SUGGESTIONS

Audiences	Key Guidance & Recommendations	Materials
Parents, Caregivers	<ol style="list-style-type: none"> <li><b>1. Primary objective:</b> <ul style="list-style-type: none"> <li>• Vaccinate their daughters according to the proper schedule.</li> </ul> </li> <li><b>2. Key information &amp; messages to disseminate to parents/caregivers:</b> <ul style="list-style-type: none"> <li>• Having your daughter vaccinated against HPV is a safe and effective way for you to provide her a healthy future free of cervical cancer!</li> <li>• Provide your daughter with key information about HPV, cervical cancer, and the HPV vaccine (see the facts about cervical cancer, HPV virus, and HPV vaccine and the three key message boxes).</li> <li>• You can protect your daughter from developing cervical cancer later in life and help make sure that she has a happy and healthy future!</li> <li>• Talk to your daughter about the HPV vaccine, letting her know you want her to be vaccinated.</li> <li>• Have your daughter vaccinated from HPV when she is between 9 and 14 years old, making sure she receives 2 doses, spaced 6 months apart.</li> <li>• If your daughter is 15 or older and has not been vaccinated, she can still benefit by getting three doses of the vaccine following the recommended schedule over 12 months.</li> <li>• Encourage your friends to vaccinate their daughters against HPV.</li> </ul> </li> </ol>	<ul style="list-style-type: none"> <li>• HPV leaflet</li> <li>• Radio messages</li> <li>• Articles in local media</li> <li>• Testimony from a woman with terminal cervical cancer (TV, radio or local community meeting)</li> <li>• IPC training for local volunteer groups</li> <li>• Support of local authorities</li> <li>• House visits</li> </ul>

	<ul style="list-style-type: none"> <li>• Encourage leaders and social influencers in your community to promote the HPV vaccine.</li> <li>• Post messages online or send text/WhatsApp messages promoting HPV vaccination.</li> <li>• <b>Messaging about why vaccinate girls only?</b> <ul style="list-style-type: none"> <li>• The most common disease caused by HPV is cervical cancer—a disease that affects women. Protecting girls and women from this potentially fatal disease is therefore the first priority of the HPV vaccination program.</li> </ul> </li> <li>• <b>Messaging about what age group should be vaccinated and concerns about vaccinating young girls who are not sexually active:</b> <ul style="list-style-type: none"> <li>• The HPV vaccine is most effective if administered to girls when they are young, before exposure to HPV. Thus, to ensure your daughter the best protection from cervical cancer, have her vaccinated according to the national immunization schedule.</li> <li>• Studies show that girls who have received the HPV vaccine do not start having sex sooner and do not have more sexual partners than girls who do not get the vaccine.</li> </ul> </li> <li>• <b>Messaging about side effects/AEFIs</b> <ul style="list-style-type: none"> <li>• Like other vaccines and medicines, the HPV vaccine can produce mild side effects, such as redness, swelling or soreness in the arm where the injection is given. Some people also experience headache, mild fever, aches in joints or muscles or temporary nausea. These side effects usually last a day or two and are not dangerous.</li> <li>• The HPV vaccine is safe and does not harm your daughter’s fertility—in fact, by preventing her from developing cervical cancer, the vaccine helps protect her fertility for the future.</li> <li>• Since 2006, the quadrivalent and bivalent vaccines have been licensed in over 100 countries.</li> </ul> </li> <li>• <b>Messaging if an AEFI occurs:</b> <ul style="list-style-type: none"> <li>• An investigation is currently being conducted (if the AEFI was serious enough to require an investigation). You will be provided with timely, relevant information and will be given regular updates on the status of the investigation and any actions being taken.</li> </ul> </li> </ul>	<p>from frontline workers</p> <ul style="list-style-type: none"> <li>• A strategy to reach out-of-school girls</li> </ul>
<p>Girls, Siblings, Friends</p>	<ol style="list-style-type: none"> <li><b>1. Primary objective:</b> <ul style="list-style-type: none"> <li>• Get the HPV vaccine according to the recommended schedule.</li> </ul> </li> <li><b>2. Key information &amp; messages to disseminate to girls:</b> <ul style="list-style-type: none"> <li>• Provide key information about HPV, cervical cancer, and the HPV vaccine (see the facts about cervical cancer, HPV virus, and HPV vaccine and the three key message boxes).</li> <li>• Get vaccinated against HPV for a healthy future free of cervical cancer!</li> <li>• Injection with the HPV vaccine feels like any other shot, and the arm used for the injection may feel sore for a day or so.</li> <li>• Teachers and health workers are professionals who are trained to discuss the HPV vaccine with you and answer your questions and concerns without judgment.</li> </ul> </li> <li><b>3. Actions:</b> <ul style="list-style-type: none"> <li>• Talk to your parents, siblings, and friends about your interest in getting the HPV vaccine.</li> <li>• Ask your teachers about the HPV vaccine’s safety and how it can protect you from cancer.</li> <li>• Get two doses of the HPV vaccine, spaced 6 months apart if you are 9 to 14 years old.</li> <li>• Get three doses over 12 months (at 0, 2, and 6 months) if you are 15 years old or older.</li> <li>• Once you have gotten the HPV vaccine, tell your friends and encourage them to do the same!</li> <li>• Post online about the importance of the HPV vaccine for cervical cancer protection.</li> </ul> </li> </ol>	<ul style="list-style-type: none"> <li>• HPV leaflet</li> <li>• Games</li> <li>• Quizzes</li> <li>• Promotional materials like bracelets, bandanas, netballs, billboards</li> </ul>

# Endnotes

- 1 GLOBOCAN (2018). Cancer Fact Sheets: Cervical Cancer. Accessed July 19, 2018 at <http://globocan.iarc.fr/old/FactSheets/cancers/cervix-new.asp>.
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- 3 Cancer Research UK, Available at <https://www.cancerresearchuk.org/about-cancer/cervical-cancer/living-with/fertility>
- 4 Fact Sheet – Cervical Cancer. National Institutes of Health. Archived (PDF) from October 2010. Accessed July 24, 2018 at <https://report.nih.gov/nihfactsheets/viewfactsheet.aspx?csid=76>
- 5 <https://www.who.int/news-room/fact-sheets/detail/immunization-coverage>
- 6 WHO HPV Vaccines Position Paper: Dec 2022
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- 8 Davis, R., K. Ault, W. Orenstein and B. Saad (2018). Sexual Activity: Related Outcomes After Human Papillomavirus Vaccination of 11 to 12-Year-Olds, 798–805. Available at <http://doi.org/10.1542/peds.2012-1516>.
- 9 Liddon N.C., J.S. Leichliter and L.E. Markowitz (2012). Human papillomavirus vaccine and sexual behavior among adolescent and young women. *Am J Prev Med.* 2012;42(1):44–52. Available at <https://www.ncbi.nlm.nih.gov/pubmed/22176845>.
- 10 <https://www.who.int/news-room/fact-sheets/detail/immunization-coverage>
- 11 Jit, M., M. Brisson, A. Portnoy, and R. Hutubessy (2014). Cost-effectiveness of female human papillomavirus vaccination in 179 countries: A PRIME modelling study. *The Lancet Global Health*, 2(7), e406–e414. [http://doi.org/10.1016/S2214-109X\(14\)70237-2](http://doi.org/10.1016/S2214-109X(14)70237-2). Available at [http://www.who.int/immunization/cost\\_effectiveness\\_of\\_human\\_papillomavirus.pdf](http://www.who.int/immunization/cost_effectiveness_of_human_papillomavirus.pdf)>
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- 13 Saxenian, H. et al. (2015). Overcoming challenges to sustainable immunization financing: early experiences from GAVI graduating countries. *Health Policy Plan.* 2015 March 30(2): 197–205, available at <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4325534/>.
- 14 Fisher, K., and E. Bass (2006). Stop Cervical Cancer: Accelerating Global Access to HPV Vaccines Advocacy, Information and Communication: Engaging Stakeholders at All Levels to Prepare for the Introduction of HPV Vaccines. Available at [http://www.rho.org/files/StopCxCa\\_advocacy\\_2006.pdf](http://www.rho.org/files/StopCxCa_advocacy_2006.pdf).
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