

RESOURCE FROM:

**IMPLEMENTING HPV VACCINATION PROGRAMS:
PRACTICAL EXPERIENCE FROM PATH**

PUBLICATION TITLE

Examples of Key Messages for Different Audiences in PATH Country HPV Vaccination Projects

PUBLISHER

PATH

PUBLICATION DATE

2008

This document is available online at: www.rho.org/HPV-vaccine-implementation.htm

Information, Education and Communication (IEC) Materials

Examples of key messages for different audiences in PATH country HPV vaccination projects

HPV vaccination in Uganda				
Audience	Messages	Delivered by	Activities	Materials
Community leaders	<ul style="list-style-type: none"> • Burden of disease • Importance and benefits of prevention • Availability of preventive vaccine • Facts about the vaccine • Key messages to help dispel misinformation • Their roles & responsibilities 	<ul style="list-style-type: none"> • District Health Team • Sub-county supervisors • Health workers 	<ul style="list-style-type: none"> • Orientation workshops • Distributing materials • Air radio messages • Publish information in local media • Community film shows 	<ul style="list-style-type: none"> • HPV leaflet • HPV guide • Radio messages • Articles in local media
School administration, School management and Teachers	<ul style="list-style-type: none"> • Facts about cervical cancer and prevention • Availability of preventive vaccine • Facts about the vaccine • Age-appropriate approaches to addressing cervical cancer with children • Their roles & responsibilities 	<ul style="list-style-type: none"> • District Health Team • School Management • Sub-county supervisors • Health workers 	<ul style="list-style-type: none"> • Orientation workshops • Distributing materials • Air radio messages • Publish information in local media • Community film shows 	<ul style="list-style-type: none"> • HPV leaflet • HPV guide • Radio messages • Articles in local media
Parents	<ul style="list-style-type: none"> • Facts about cervical cancer and prevention • Availability of preventive vaccine • Facts about the vaccine • Age-appropriate ways to discuss cervical cancer with children • Their roles & responsibilities 	<ul style="list-style-type: none"> • District Health Team • Sub-county supervisors • Health workers • Head teachers • Parish mobilizers 	<ul style="list-style-type: none"> • Orientation workshops • Distributing materials • Air radio messages • Publish information in local media • Community film shows 	<ul style="list-style-type: none"> • HPV leaflet • Radio messages • Articles in local media
Children	<ul style="list-style-type: none"> • Basic facts about cervical cancer • Basic facts about the preventive HPV vaccine • Benefits of being vaccinated • Their role in HPV vaccination 	<ul style="list-style-type: none"> • Sub-county supervisors • Health workers • Teachers • Parents • Mobilizers 	<ul style="list-style-type: none"> • Sensitization meetings • Distributing materials • Air radio messages • Community film shows 	<ul style="list-style-type: none"> • HPV leaflet

HPV vaccination in Peru		
Audience	Key messages	Materials
General health staff Teachers Parents Journalists	<ul style="list-style-type: none"> • The role of HPV in causing cervical cancer. • The location of the cervix in the reproductive anatomy. • The process of the infection and the way it develops. • Women's vulnerability to cervical cancer. • The importance of prevention and care, identifying the vaccine as primary prevention in girls aged 9 years and older. • Further information about the vaccine to ensure a sense of trust and safety. 	<ul style="list-style-type: none"> • Training manual for adult education sessions • Cervical cancer brochure
Girls	<ul style="list-style-type: none"> • Women can die of cervical cancer. • The location of the cervix in the reproductive anatomy. • HPV infection causes cervical cancer. • Cervical cancer can be prevented with screening and treatment and the new vaccine. • Being relaxed can reduce the pain of the injection. 	<ul style="list-style-type: none"> • Training manual for education sessions with girls
Professional medical societies Local experts	<ul style="list-style-type: none"> • Information about the magnitude and epidemiology of cervical cancer. • Information about HPV infection. • The current cervical cancer prevention system: screening and treatment. • Vaccine as a new prevention intervention. 	<ul style="list-style-type: none"> • Training manual for sessions with professionals and experts • Presentations about HPV and cervical cancer • Cervical cancer quiz questions
Mass media	<ul style="list-style-type: none"> • The existence of HPV vaccine. • Nine-year-old girls will be vaccinated in specific regions. • This vaccine will help us achieve our goal to stop cervical cancer. 	<ul style="list-style-type: none"> • Recommendations for radio spots • Informational poster