



**HPV VACCINE**

is cancer prevention

**Toolkit**

# Toolkit Overview

HPV is the most common sexually transmitted disease in the United States. In fact, it is so common that at least half of all sexually active men and women will get HPV at some point in their lives. For many people, the infection will clear up on its own. But for others, HPV infection may lead to certain cancers and other diseases.

The HPV vaccine can prevent most of the infections that cause HPV-related cancers, such as cervical cancer in women, penile cancer in men, and genital warts in both men and women. However, despite research on the benefits of the HPV vaccine and recommendations from the Centers for Disease Control and Prevention (CDC) Advisory Committee on Immunization Practices (ACIP) and other prominent medical organizations, **immunization rates for HPV vaccine lag significantly behind rates for other recommended adolescent vaccines.**

This toolkit provides a variety of media items, promotional materials, and resources from the CDC, NYSDOH, and other partner organizations to promote the HPV vaccine among 11- and 12-year-old boys and girls.

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# Toolkit Objectives

1. Raise awareness among parents and guardians of 11- and 12-year-old girls and boys about the HPV vaccine and ACIP recommendations.
2. Raise awareness of HPV vaccine among preteens and teens.
3. Educate parents and guardians of preteens and teens about the cancer prevention benefits of the HPV vaccine.
4. Educate health care providers about adolescent immunization recommendations for HPV vaccine.
5. Improve adolescent vaccination rates for the HPV vaccine.
6. Communicate the importance of improving immunization completion rates for the HPV vaccine.
7. Provide communication tools for public health professionals, immunization programs and immunization providers to improve awareness and knowledge of the HPV vaccine.

# Target Audience

1. Parents of preteen and teen boys and girls, especially 11- and 12-year-olds.
2. Health care providers for preteen and teen boys and girls.
3. Preteens and teens.
4. Community Partners promoting immunization.

# Toolkit Talking Points

- HPV is the most common sexually transmitted disease in the United States.
- HPV can cause cancers of the cervix, vagina, and vulva in women, cancer of the penis in men, and cancers of the anus and the mouth or throat in both women and men. It is also the main cause of genital warts in men and women.
- The HPV vaccine is very effective against HPV-related cancers and genital warts.
- The HPV vaccine is safe. It has been studied in tens of thousands of people around the world. More than 90 million doses have been distributed to date, and there have been no serious safety concerns.
- HPV vaccine is recommended for girls and boys at 11 or 12 years. Catch-up vaccination is recommended for teens and young adults between ages 13 and 26 who were not previously vaccinated.
- The Centers for Disease Control and Prevention (CDC) now recommend 11- to 12-year-olds get two doses of HPV vaccine at least six months apart – rather than the previously recommended three doses.
- The preteen years are the best time to vaccinate because the vaccine is most effective if it's given long before the first sexual contact and first exposure to the virus. Research has shown that children ages 11 to 12 respond better to the immunization and produce higher levels of antibodies that fight infection compared to older children.

# Resources for Health Professionals

Supplemental information and guidance for vaccination providers regarding use of 9-valent HPV vaccine:

<http://www.cdc.gov/hpv/downloads/9vHPV-guidance.pdf>

This CDC chart helps determine whether your patient needs one or two doses of HPV vaccine:

<https://www.cdc.gov/hpv/downloads/hpv-2-dose-decision-tree.pdf>

Tips for talking with parents who may have questions about the HPV vaccine based on research conducted by the CDC:

<http://www.cdc.gov/vaccines/who/teens/for-hcp-tipsheet-hpv.html>

## **Minnesota Department of Health**

### **HPV Vaccine Video for Health Care Providers**

The Minnesota Department of Health has created a 12-minute video for health care providers on HPV vaccine communication. The video begins with humorous vignettes and then presents four model clinical encounters in which providers demonstrate low-stress ways of recommending HPV vaccine and answering questions from patients and parents. Each of the model encounters can also be viewed individually.

<http://www.health.state.mn.us/divs/idepc/immunize/hcp/adol/hpvideos.html>

Contact [health.wevaxteens@state.mn.us](mailto:health.wevaxteens@state.mn.us) to obtain files of any of these videos for use in professional education programs.

# How to Involve the Media

- Post HPV vaccine messages on your organization's Twitter and Facebook pages.
- Submit a news release to your local newspapers and Public Service Announcements (PSAs) to radio stations.
- Download recorded HPV vaccine PSAs from the the CDC (available in the 'Videos/Podcasts/ Public Service Announcements (PSAs)' section of this toolkit) and distribute PSAs to your local radio stations.
- Include a brief article about HPV and HPV vaccine in electronic communications such as list serves, newsletters, and other venues used by your organization and partner organizations.

## **Sample News Articles** (Matte articles)

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Matte articles (also known as mat/matte releases or formatted releases) developed by the CDC are formatted, ready-to-print articles that are free to use in any publication.

<http://www.cdc.gov/vaccines/who/teens/products/matte.html>

## **Sample Press Release**

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Fill in your agency's name and send to your local media outlets, including newspapers, radio stations and television stations. Their websites will usually give you information on how to submit a press release. It's always a good idea to follow up with a phone call. A sample press release has been included at the end of this toolkit.

## Sample Social Media Posts

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Use these suggested posts on your organization's Facebook page to help promote the HPV vaccine, or post your own messages using these helpful tips about using social media:

[www.health.ny.gov/press/media\\_packet/how\\_to/](http://www.health.ny.gov/press/media_packet/how_to/).

## Sample Facebook Posts

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- Have you scheduled your kids' annual physicals? Don't forget to ask about the HPV vaccine for girls and boys at 11 or 12! The HPV vaccine protects against human papillomavirus (HPV), which can cause some forms of cancer in both males and females.
- Did you know an increase in HPV-related cancers around middle age is linked to exposure to the HPV virus years earlier. Help stop the spread of HPV. Have your preteens and teens vaccinated.
- The HPV vaccine is not just for girls anymore! A 2-dose series is now recommended for boys and girls at 11 or 12 to protect them from HPV-related cancers when they're older. Older teens and young adults can also benefit from the HPV vaccine. Talk to their doctor today!
- Did you know there's a vaccine that can prevent some forms of cancer? The HPV vaccine for preteen girls and boys can prevent HPV-related cancer when they're older. Talk to their doctor about this important vaccine!
- About 25 percent of HPV-related cancers occur in males. Prevent infection in preteen girls and boys with the HPV vaccine. Talk to your doctor today!

## Sample Tweets

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- The HPV vaccine is the cancer protection vaccine. Ask your doctor if your preteen or teen is up-to-date today!
- The HPV vaccine is not just for girls anymore! It is recommended for both boys and girls at 11 or 12!
- The HPV vaccine for preteens in middle school can prevent cancer in middle age!
- Did you know HPV is the only known cause of cervical cancer? Protect your preteen with the HPV vaccine.
- About 25 percent of HPV-related cancers occur in males. Prevent infection in preteen girls and boys with the HPV vaccine.

# Fact Sheets

## **HPV Vaccine for Preteens and Teens**

<https://www.cdc.gov/vaccines/parents/diseases/teen/hpv-basics-color.pdf>

## **HPV Fact Sheet**

<https://www.cdc.gov/vaccines/parents/diseases/teen/hpv-indepth-color.pdf>

# Posters/Flyers

**Find print materials to raise awareness about HPV vaccine to download and print here:**

[www.cdc.gov/vaccines/partners/teens/posters.html](http://www.cdc.gov/vaccines/partners/teens/posters.html)

## Videos/Podcasts/ Public Service Announcements (PSAs)

This link will bring you to a CDC page listing all podcasts, videos, and PSAs related to preteen and teen vaccines and the diseases they prevent, including HPV:

<http://www.cdc.gov/vaccines/who/teens/products/video-audio.html>

# Printing notes for CDC publications

If you want to reproduce higher quality or large quantities of these pieces, consider using a local commercial printer. The CDC can provide high-resolution, press-ready files. If you need a high-resolution file, indicate your printer's specifications in an email request to:

[ncirdwebteam@cdc.gov](mailto:ncirdwebteam@cdc.gov).

# Translations

Many CDC materials are available in

- Spanish
- American Indian/Alaska Native
- Vietnamese
- Korean

**Sample Press Release:**

**(Agency/organization name) encourages HPV vaccination for 11- and 12-year-olds**

(City Name), N.Y. (Date) --- (Organization/agency name) is encouraging parents of 11- and 12-years-olds to have their children vaccinated against human papillomavirus (HPV) to protect them from the many types of cancer and other health problems the virus can cause.

“Most of the HPV-related cancers diagnosed every year could be prevented with the vaccine,” said (name and title). “It’s simple. More children vaccinated against HPV today means fewer adults with cancer tomorrow.”

HPV is a very common infection. It is estimated that one in every four Americans is infected with the virus. Most cases resolve without symptoms or treatment, but each year, thousands of men and women in the United States are diagnosed with cancers caused by HPV, including cervical, anal and oral cancers. Many of these cancers could be prevented with the HPV vaccine, which has been routinely recommended since 2006 for females and 2011 for males.

The Centers for Disease Control and Prevention (CDC) now recommends 11- to 12-year-olds get two doses of HPV vaccine at least six months apart —rather than the previously recommended three doses. The vaccine is most effective when it’s given before first sexual contact. Research has also shown that children ages 11 to 12 respond better to the immunization and produce higher levels of antibodies that fight infection compared to older children.

“The two-dose schedule should help make it easier for even more parents to make sure their children are vaccinated,” said (name and title).

Teens and young adults can still benefit from the HPV vaccine, even if they are sexually active. However, they will still require three doses of the vaccine.

For more information, visit [www.health.ny.gov/hpv](http://www.health.ny.gov/hpv).

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