



Seirbhís Sláinte | Building a  
Níos Fearr | Better Health  
á Forbairt | Service

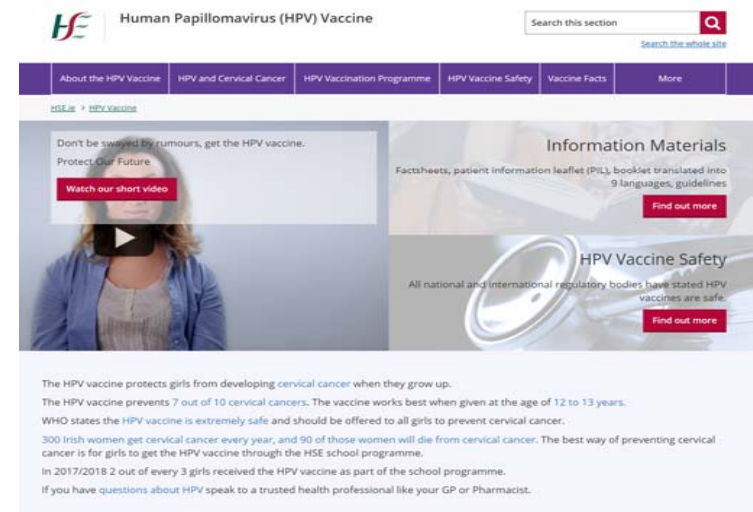
# Overcoming a vaccine confidence crisis, the example of Ireland

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Communications Manager  
HSE National Immunisation Office, Ireland

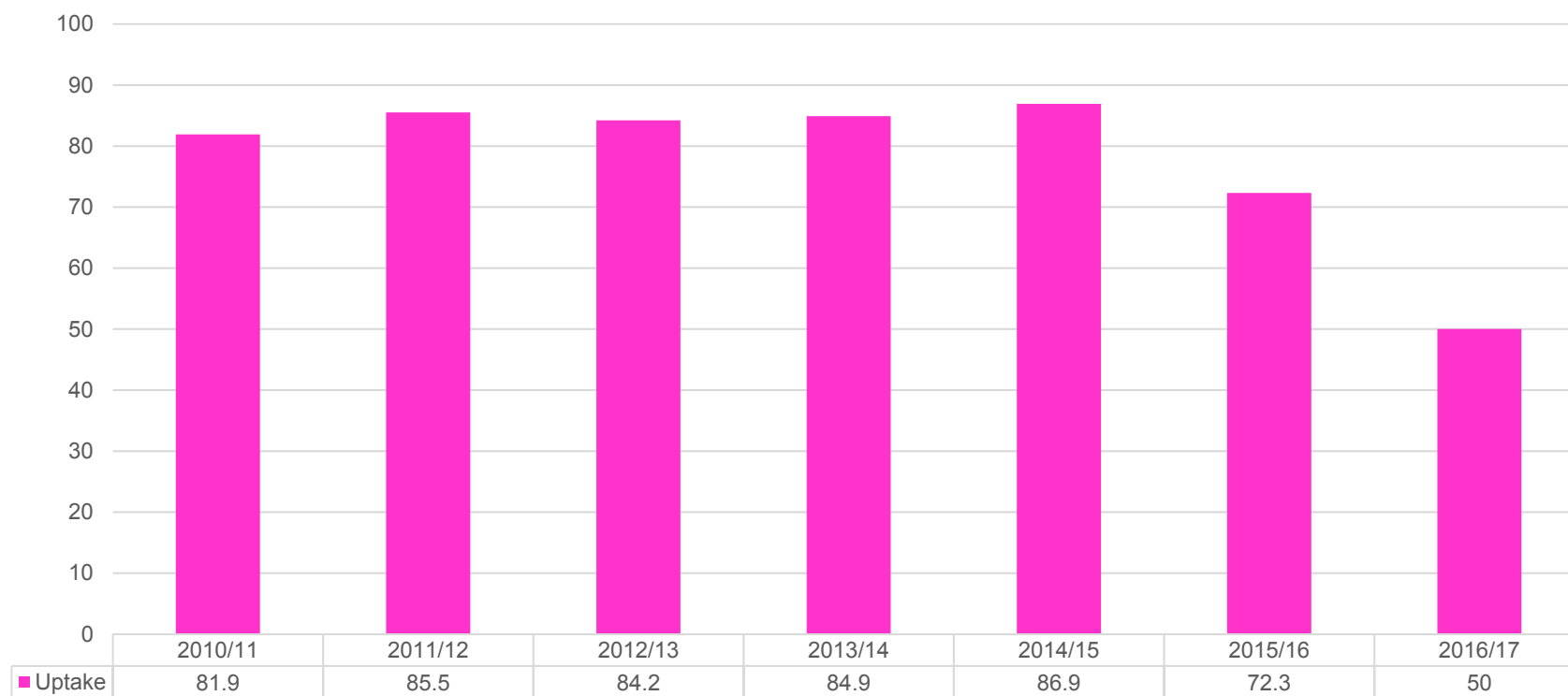
[www.hpv.ie](http://www.hpv.ie)

## HPV vaccination programme

- Started in 2010
- School based programme
- 12-13 year old girls (~30,000)
- Parents sent information leaflet, consent form and contact details for school teams
- Referred to website [www.hpv.ie](http://www.hpv.ie) for more information



## HPV Vaccine Uptake



## What happened?

- Concerned parent groups formed
- Local and national media printed articles raising concerns
  - About vaccine safety
  - That HPV vaccine caused serious side effects
- TV programme aired
- Very active on social media

## Identify Stakeholders

Parents	Cancer Groups	Education	Medical
			

## Spoke to Parents

- Need more time to make decision about vaccination
  - Send a leaflet to parents the year before vaccination is offered in second level school
  - Delay start of school vaccination programme to give parents more time to research vaccination

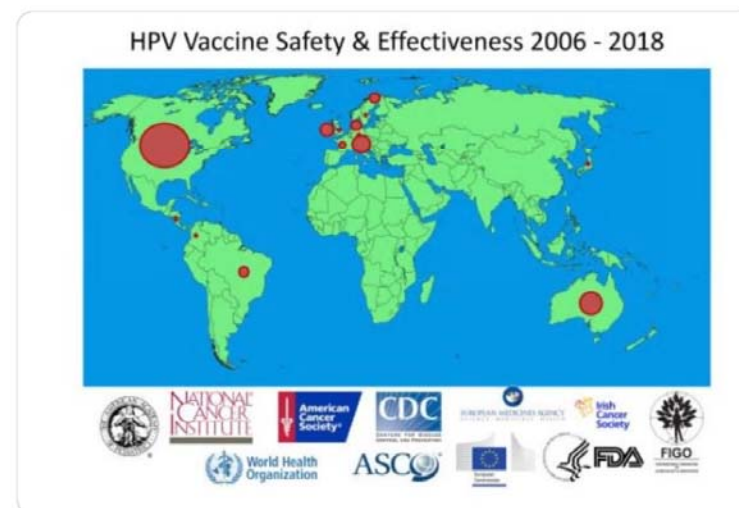


## Spoke to Parents

- Need access to the facts
  - Updated [www.hpv.ie](http://www.hpv.ie) for better user experience
  - Provided information about HPV safety
  - WHO accreditation of website



We had added another resource to our [#HPVVaccineSafety](https://www.hpv.ie) page visit [bit.ly/HPVSafety](https://bit.ly/HPVSafety) [#ProtectOurFuture](https://twitter.com/HSEImm)



11:30 AM - 25 Oct 2018



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[www.hpv.ie](http://www.hpv.ie)

## Spoke to Parents

- Give another opportunity to join the vaccination programme



Following

We are offering girls in secondary school another opportunity to get the HPV vaccine if they missed out previously. Contact your local school vaccination team to request an appointment today [bit.ly/2QCD7S4](https://bit.ly/2QCD7S4)  
#ProtectOurFuture



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## Held meetings with

- The Irish Cancer Society
- National Cancer Control Programme
- Cerviva

## Agreed consistent messaging about cervical cancer morbidity and mortality



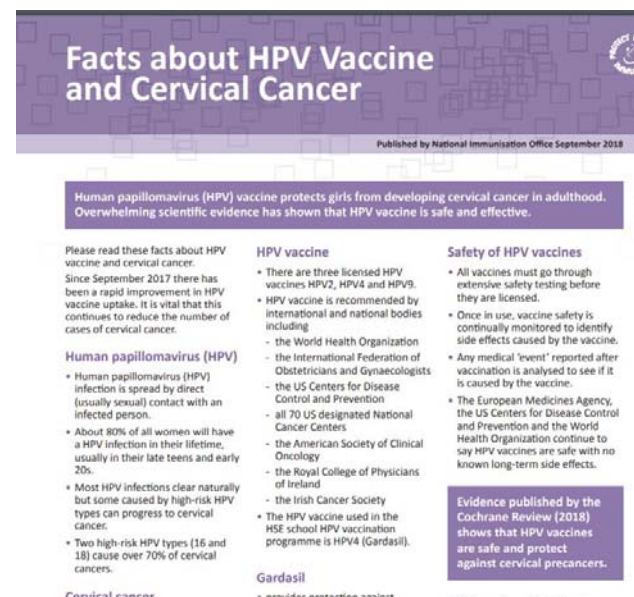
## Irish Cancer Society initiative

- HPV Vaccination Alliance launched August 2017



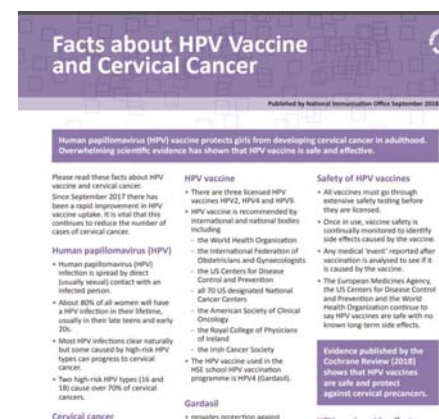
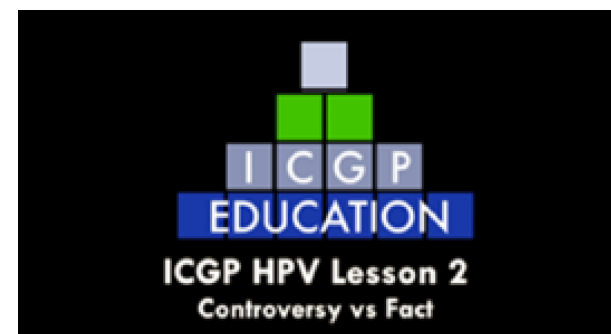
## Held meetings with

- Department of Education
- School bodies including
  - Principals' associations
  - Teachers' unions
  - National Parents Councils
  - Science Teachers Associations
- Provided facts about HPV to teachers and principals



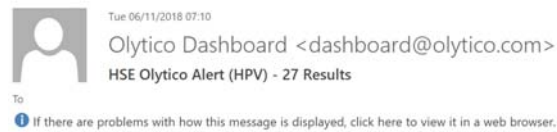
## Provide training to health professionals

- GP e-learning modules
- ICGP meetings
- RCPI faculty meetings
- Pharmacies
- Factsheets and articles in journals
- Delivered talks at training days
- Held national conferences



## HSE Campaign

### Social Media listening



Olytico identifies, analyses and delivers the conversations that matter to you.

**doritmi** Twitter 6:40 AM - 6 Nov 18

@HenningTveit @netpoette @doritmi @AlastairMcA30 @Jimcorrsays With respect folks I'm a specialist in sexual health medicine. I deal with the consequences of #hvp every single day. I remain polite and mannerly on this thread but if anyone knows the value of the vaccine it is me .

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**rowley\_dominic** Twitter 5:57 AM - 6 Nov 18

@Jimcorrsays @rowley\_dominic Hi Jim....please understand that there is no 100% protection from cervical cancer...even best screening programmes don't have 100% sensitivity....hvp test doesn't have 100% sens....even the vaccine doesn't offer 100% protection..."best gynae care" is not going to protect every1



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HSE | Overcoming a vaccine confidence crisis, the example of Ireland

## HSE Campaign



Patient Advocate Videos

<https://youtu.be/Mw9bkA2eRvI>

## HSE Campaign

Develop Social Media Content

Consistent messages

#ProtectOurFuture

Share partner pack with stakeholders



3:30 PM - 20 Oct 2018

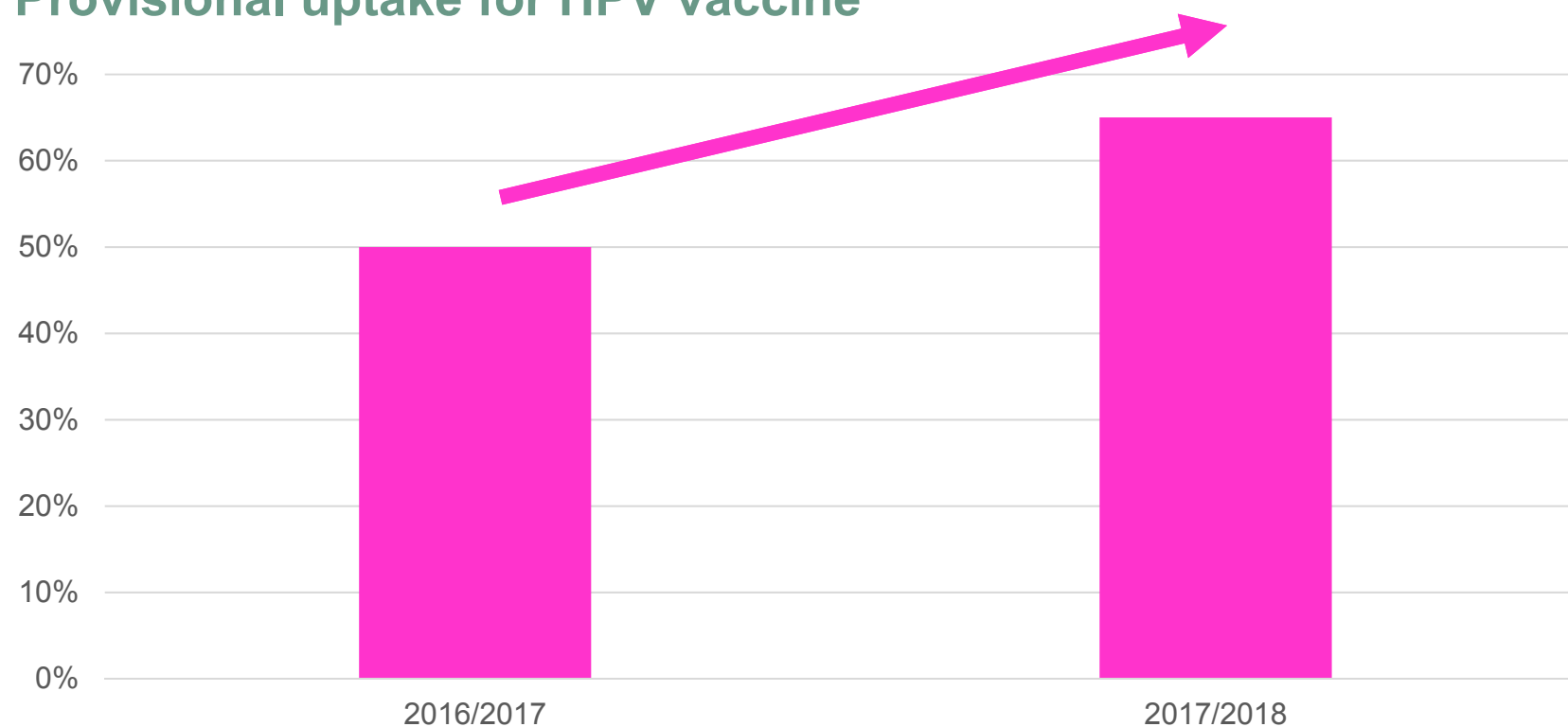
## HSE Campaign

- Develop FAQs about HPV and update as new information becomes available
- Respond to queries from parents or health professionals quickly
- Offer media training to HPV spokespeople
- Ask Health Minister and HSE board members to launch HPV campaign each year

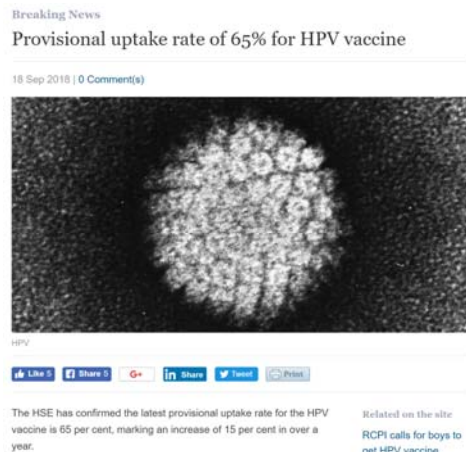




## Provisional uptake for HPV vaccine



## Media Reaction



## Cervical cancer vaccine uptake rises to 65%

Minister for Health Simon Harris said he was "very encouraged" by the upward trend

© Tue, Sep 18, 2018, 17:30

Jack Power



Minister for Health Simon Harris at the launch of a new national day to recognise the unsung heroes from frontline and emergency services at Dublin Castle. Photograph: Brian Lawless/PA Wire

The rate of uptake of the cervical cancer vaccine increased by 15 percentage points in the last year, figures from the Health Service Executive (HSE) show.



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## Summary

- Important to build relationships with partners
- Agree messaging and be consistent
- Keep partners up to date
- Be alert

