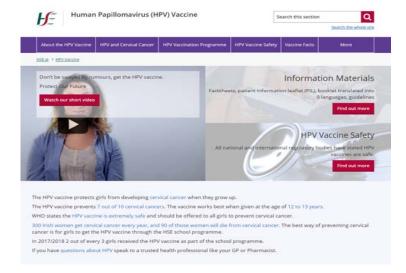


Yvonne Morrissey
Communications Manager
HSE National Immunisation Office, Ireland

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 <u>www.hpv.ie</u> 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



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



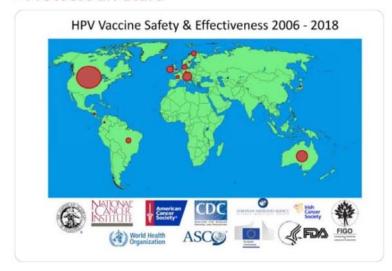


Spoke to Parents

- Need access to the facts
 - Updated <u>www.hpv.ie</u> for better user experience
 - Provided information about HPV safety
 - WHO accreditation of website



We had added another resource to our #HPVVaccineSafety page visit bit.ly/HPVSafety #ProtectOurFuture



11:30 AM - 25 Oct 2018



Spoke to Parents

 Give another opportunity to join the vaccination programme





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

#ProtectOurFuture





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

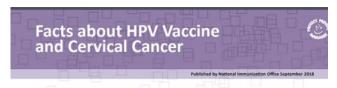
HPV Vaccination Alliance launched August 2017





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



Human papillomavirus (HPV) vaccine protects girls from developing cervical cancer in adulthor Overwhelming scientific evidence has shown that HPV vaccine is safe and effective.

Please read these facts about HP\ vaccine and cervical cancer.

Since September 2017 there has been a rapid improvement in HPV vaccine uptake. It is vital that this continues to reduce the number of cases of cervical cancer.

Human papillomavirus (HPV)

- Human papillomavirus (HPV) infection is spread by direct (usually sexual) contact with an infected person.
- About 80% of all women will have a HPV infection in their lifetime, usually in their late teens and early 20s.
 Most HPV infections clear naturally
- but some caused by high-risk HPV types can progress to cervical cancer.
- Two high-risk HPV types (16 and 18) cause over 70% of cervical cancers.

Cervical cancer

HPV vaccine

- There are three licensed HPV vaccines HPV2, HPV4 and HPV9.
- HPV vaccine is recommended by international and national bodies including
 the World Health Organization
- the International Federation of Obstetricians and Gynaecologists
 the US Centers for Disease
- Control and Prevention
 all 70 US designated National
 Cancer Centers
- the American Society of Clinical
- the Royal College of Physicians of Ireland
 the Irish Cancer Society
- The HPV vaccine used in the HSE school HPV vaccination programme is HPV4 (Gardasil).
- .
- nrovides protection against

Gardasil

Safety of HPV vaccines

- All vaccines must go through extensive safety testing before they are licensed.
- Once in use, vaccine safety is continually monitored to identify side effects caused by the vaccine.
- Any medical 'event' reported after vaccination is analysed to see if it is caused by the vaccine.
- The European Medicines Agency, the US Centers for Disease Control and Prevention and the World Health Organization continue to say HPV accines are safe with no known long-term side effects.

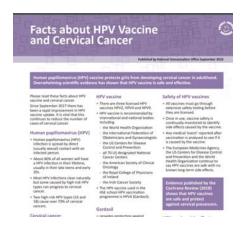
Evidence published by the Cochrane Review (2018) shows that HPV vaccines are safe and protect against cervical precancers

.....

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

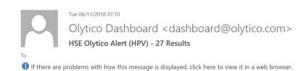






HSE Campaign

Social Media listening



Olytico

Olytico identifies, analyses and delivers the conversations that matter to yo

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 #hpv every single day. I remain polite and mannerly on this thread but if anyone knows the value of the vaccine it is me .

rowley_dominic Twitter 6:40 AM - 6 Nov 18

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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....hpv test doesn't have 100% sens...even the vaccine doesn't offer 100% protection..."best gynae care" is not going to protect every1



www.hpv.ie

HSE Campaign



Patient Advocate Videos

https://youtu.be/Mw9bkA2eRvI



HSE Campaign

Develop Social Media Content

Consistent messages

#ProtectOurFuture

Share partner pack with stakeholders





HSE teams are visiting schools at the moment to offer #HPV vaccine. If u have questions contact ur local school team bit.ly/HPVPhone or speak to your GP or pharmacist or visit hpv.ie.

#StopHPV #ProtectOurFuture



3:30 PM - 20 Oct 2018



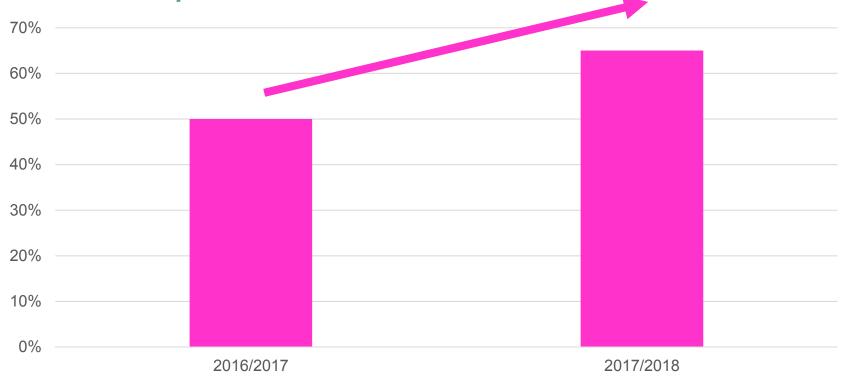
HSE Campaign

- 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





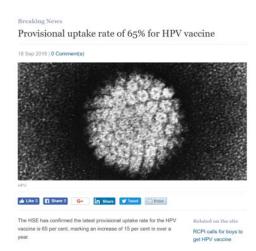
Provisional uptake for HPV vaccine





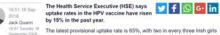
Media Reaction













Cervical cancer vaccine uptake rises to 65%

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

O Tue, Sep 18, 2018, 17:30





Minister for Health Simon Harris at the launch of a new national day to recognise the sinsung heroes from front

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.



Summary

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

