



COALITION to STRENGTHEN
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COMMUNITY



The importance of effective communication and the need for a crisis communication plan

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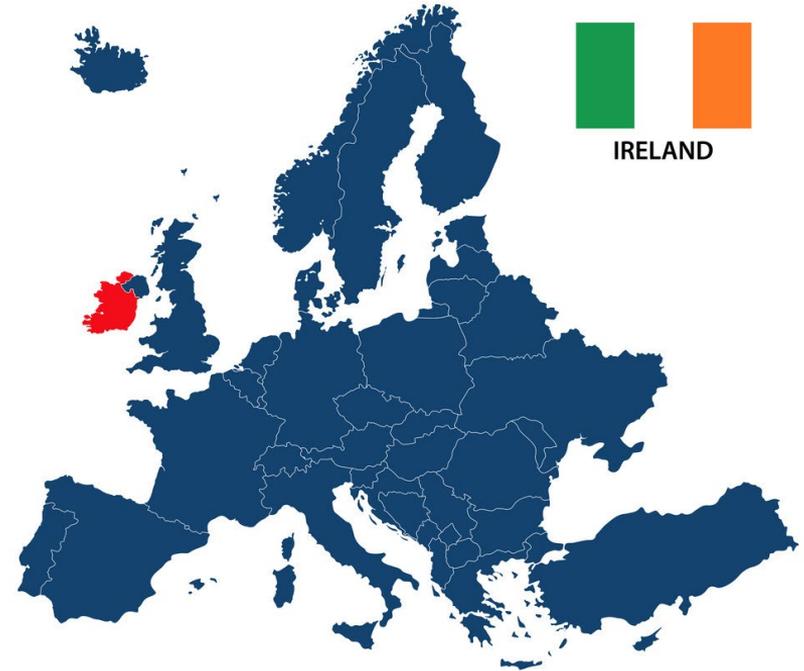
South Asia Regional Meeting

HPV Prevention and Control Landscape and the way forward.

13th , 14th and 15th - Dec 2022– New Delhi, India.

Ireland

- Country in West of Europe
- Population 5 million
- Main language is English



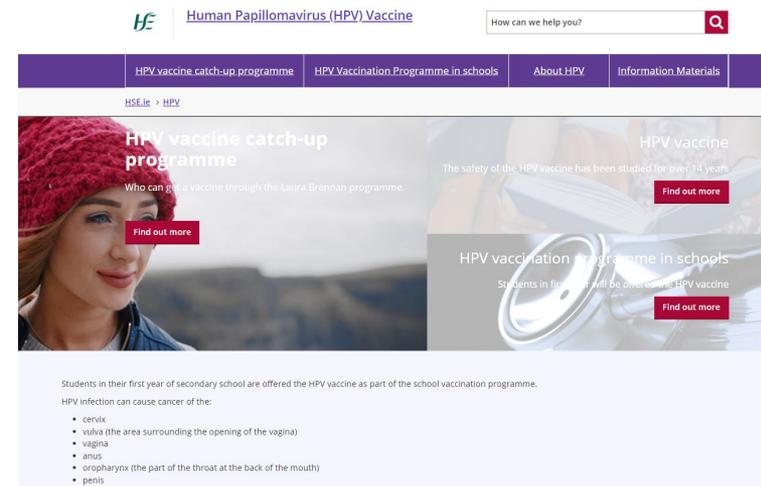
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HPV Vaccination Programme

- 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 for more information



The screenshot shows the homepage of the HPV Vaccine website. At the top, there is a navigation bar with the HSE logo and the title 'Human Papillomavirus (HPV) Vaccine'. Below the navigation bar, there are four menu items: 'HPV vaccine catch-up programme', 'HPV Vaccination Programme in schools', 'About HPV', and 'Information Materials'. The main content area features a large image of a young woman wearing a red beanie. Overlaid on this image are two text boxes. The first box is titled 'HPV vaccine catch-up programme' and includes the text 'Who can get a vaccine through the Laura Brennan programme.' and a 'Find out more' button. The second box is titled 'HPV vaccine' and includes the text 'The safety of the HPV vaccine has been studied for over 14 years' and a 'Find out more' button. Below these boxes, there is a section titled 'HPV vaccination programme in schools' with the text 'Students in first year will be offered the HPV vaccine' and a 'Find out more' button. At the bottom of the page, there is a paragraph of text: 'Students in their first year of secondary school are offered the HPV vaccine as part of the school vaccination programme. HPV infection can cause cancer of:' followed by a bulleted list: 'cervix', 'vulva (the area surrounding the opening of the vagina)', 'vagina', 'anus', and 'oropharynx (the part of the throat at the back of the mouth)'. The 'penis' item is also listed but is partially cut off.

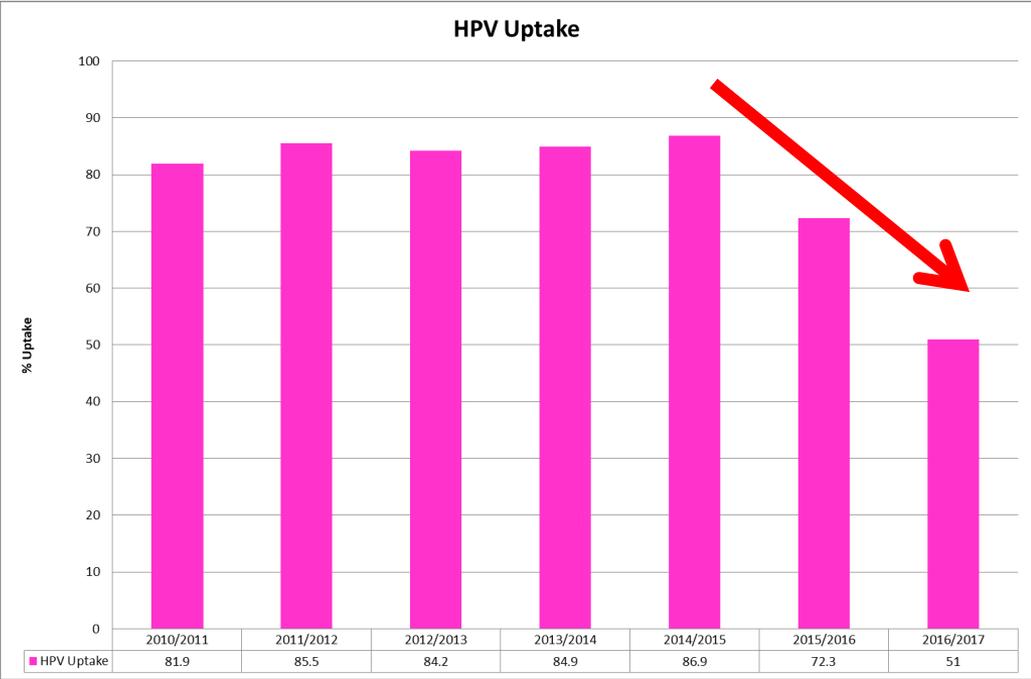


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HPV Vaccine Uptake



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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



Free Sourced Information on HPV Vaccine for Parents in Ireland

Our mission is to give as much information on the HPV vaccine to parents so that they can make an informed consent. We do not ask parents to vaccinate or not vaccinate their child. Your decision is your choice. .

Teenager blames HPV jab for nightmare side effects



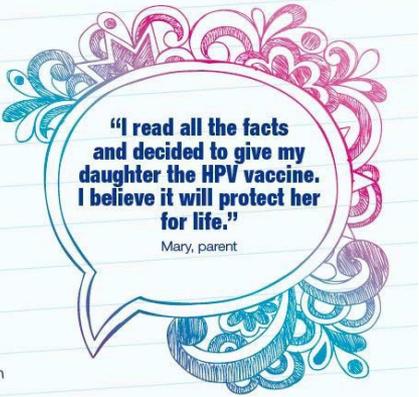
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How did we address it?

Identified Stakeholders

Parents	Cancer Groups	Education	Medical
 <p>"I read all the facts and decided to give my daughter the HPV vaccine. I believe it will protect her for life." Mary, parent</p>	 <p>Irish Cancer Society</p> <p>cerviva ICSRC</p> <p>nccp National Cancer Control Programme</p>	 <p>AN ROINN DEPARTMENT OF OIDEACHAIS EDUCATION AGUS SCILEANNA AND SKILLS</p>	 <p>icgp</p> <p>IRISH PHARMACY UNION The voice of community pharmacy</p> <p>ROYAL COLLEGE OF PHYSICIANS OF IRELAND</p>



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How did we address it?

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 and give an additional opportunities to join
- Need access to the facts
 - Updated www.hpv.ie for better user experience
 - Provided information about HPV safety
 - WHO accreditation of website



Vaccines to protect your child
HPV, MenACWY
and Tdap

Information for parents of children starting secondary school in 2020



Plain English
Approved by NALA



Seirbhís Sláinte
Níosa Feara
& Forbairt
Building a
Better Health
Service



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How did we address it?

- Held meetings with
 - The Irish Cancer Society
 - National Cancer Control Programme
 - Cerviva
- Agreed consistent messaging about cervical cancer morbidity and mortality



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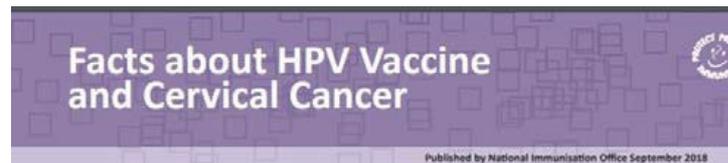
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How did we address it?

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 adulthood. Overwhelming scientific evidence has shown that HPV vaccine is safe and effective.

Please read these facts about HPV 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.

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 Oncology
 - 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).

Gardasil

- provides protection against

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 vaccines 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.



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How did we address it?

Provided 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



How did we address it?

- Undertake regular Social Media listening
- Developed Social Media Content
 - Share partner pack with stakeholders
- Worked with Patient Advocate – Laura Brennan
<https://www.rte.ie/player/movie/laura-brennan-this-is-me/102220328261>
- Developed FAQs about HPV and update as new information becomes available
- Ask Health Minister and HSE board members to launch HPV campaign

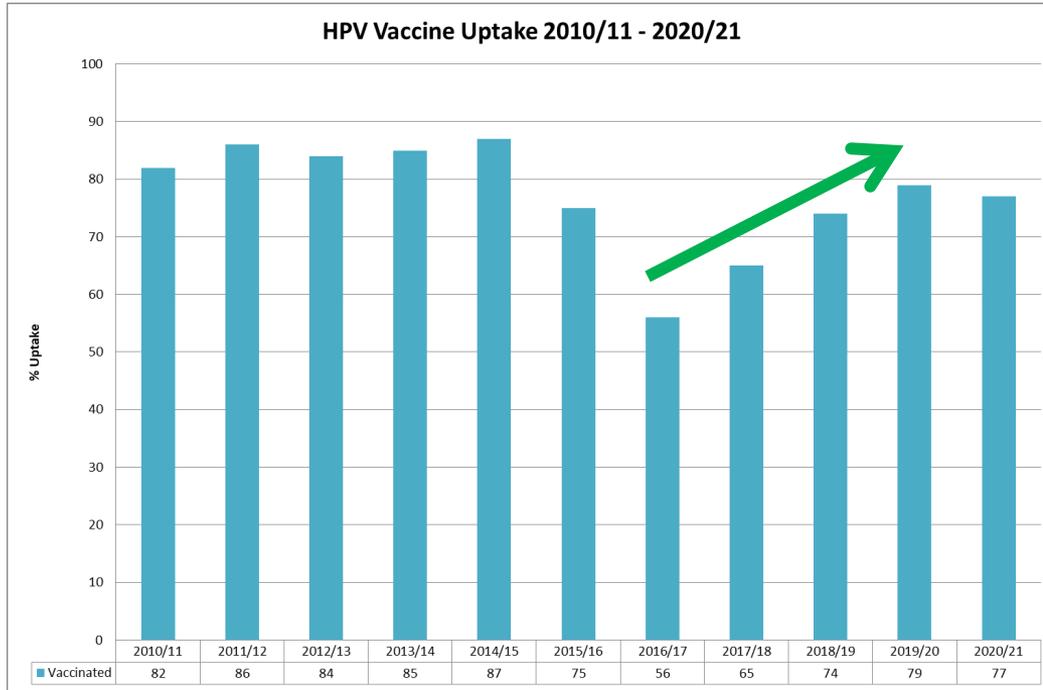


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What was the outcome?



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What was the outcome?

- Programme gender neutral since 2019
- Over 500,000 vaccinated
- Launched the Laura Brennan HPV Catch Up Vaccination Programme on 8th December 2022
- School Programme continues



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Top Tips

- Build relationships with partners now
- Agree messaging and be consistent
- Keep partners up to date
- Learn and adapt
- Be alert!

