

# **WHAT ROLE CAN MEDIA PLAY?**

**ANTICIPATING HPV INTRODUCTION IN LIGHT OF OTHER  
VACCINES IN PAKISTAN.**

**Huma Khawar  
Pakistan**

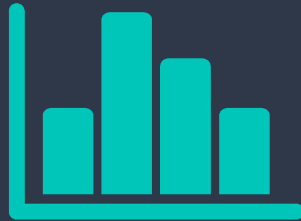
## **PAKISTAN'S IMMUNIZATION PROGRAMME**

**Immunization has saved more lives in the world than any other health intervention. An effective immunization programme can significantly help in reducing childhood morbidity and mortality.**

**Pakistan faces major coverage and equity challenges, with geographic, wealth, gender, education, literacy and other disparities.**

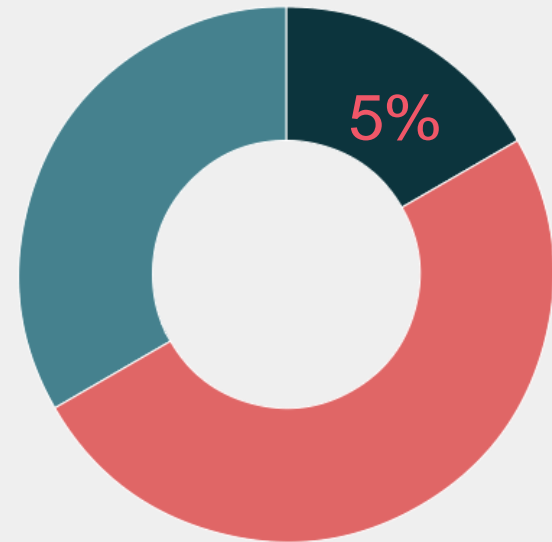
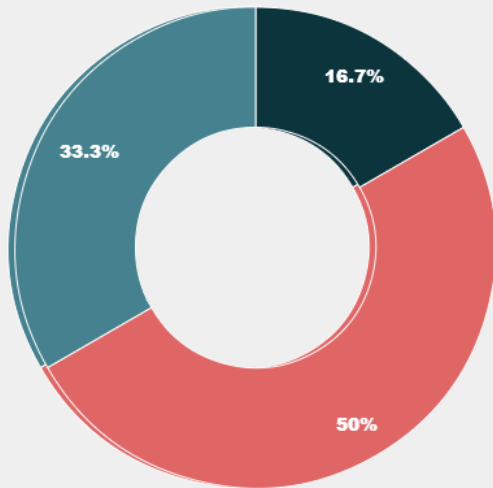
**Geographic equity further exists within and between provinces.**

# COVERAGE STATISTICS



# PAKISTAN'S IMMUNIZATION COVERAGE STATISTICS

IMMUNIZATION COVERAGE  
IN PAKISTAN IS CONSIDERABLY LOW:



ADDITIONALLY, GENDER VARIATIONS  
ALSO EXIST:

# MEDIA IN PAKISTAN



# MEDIA IN PAKISTAN

- Amongst the most dynamic, vibrant and Independent in South Asia.
- Over 91 TV channels
- Over 188 FM Stations
- Over 200 Newspapers & Periodicals



## MEDIA IN PAKISTAN



Enjoys substantial 'freedom of expression.'

However, Journalists claim that the media still does not have the 'desired' independence and liberty.

Studies suggest that the 'sense of responsibility' among the media is 'somewhat weaker' in relation to the independence it currently enjoys.

# POLIO ERADICATION FATIGUE



1. Shakil Afridi

2. Western Agenda

3. Family Planning



# HPV INTRODUCTION CHALLENGES



# HPV INTRODUCTION CHALLENGES

**IT IS ANTICIPATED THAT HPV MAY FACE UNIQUE CHALLENGES IF AND WHEN INTRODUCED IN THE COUNTRY:**

- **Engage Media at the start to develop communication strategy**
- ***The Message:* HPV to be promoted as a Cervical Cancer Drug**
- **Counter with evidence based data (BOD) on Cervical Cancer.**
- **HPV Vaccine safety should be discussed in detail.**
- **Develop a pool of experts on HPV Vaccine and expose them to media**
- **Do not involve Pharma Industry in awareness activities**

## ROLE OF MEDIA IN HPV INTRODUCTION

*‘Break Through cancer drug’*

*“why should your daughter suffer if there is a drug available?”*

*“Gift of Life”*

*“Investment in girls child health”*

**MESSAGES TO PROMOTE HPV**

# ROLE OF MEDIA IN HPV INTRODUCTION

## Give a Human Face to Cervical cancer patients

The vaccine recipients: Teenage girls (and their parents who will need to consent) need to be convinced of three things.

1. That the vaccine is needed to prevent a serious disease,
2. That it works
3. That it is safe



# ROLE OF MEDIA SUMMARY



**Messages to promote HPV**



**Human Face to Cervical cancer**



**NOT be promoted through Pharma**



**Pool of Experts**



**Balanced Reporting**



**Social Media/ Bloggers**