

U.S. Department of Health and Human Services
Office of the Assistant Secretary for Health
Office on Women's Health

**Human Papillomavirus (HPV) Vaccination
Campaign For Young Adults**

HPV VAX NOW

January 21, 2021

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Campaign Objectives

Overarching Goal: Increase HPV vaccination rates among young men and women aged 18-26 years in Mississippi, South Carolina, and Texas

- ▶ Objectives for women and men ages 18–26 in MS, SC, and TX:
 1. Increase awareness that HPV vaccination protects against HPV-related cancers and genital warts
 2. Increase perceived susceptibility to and severity of HPV
 3. Increase self-efficacy to request or accept HPV vaccination from health care providers (HCPs)
- ▶ Objectives for HCPs who care for women and men ages 18–26 in MS, SC, and TX and work in settings where the vaccine can be administered:
 1. Increase knowledge of catch-up vaccination recommendation and efficacy
 2. Increase quality of catch-up HPV vaccination recommendations

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Campaign Rationale

- ▶ Great improvements in acceptance and uptake among adolescents due to the important work of organizations nationwide
- ▶ Limited HPV vaccination promotion efforts targeting young adults (YAs)
- ▶ Significant population of unvaccinated young women and men who would benefit from initiating/completing the series
- ▶ Increased HPV-related cancer burden among women of color and those who live in the southern part of the U.S.
- ▶ MS, SC, and TX have some of the lowest adolescent HPV vaccination rates in the country, highlighting a substantial opportunity for catch-up vaccination in these states

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Campaign Research

- ▶ In-depth literature reviews and environmental scans
- ▶ Stakeholder/expert outreach and engagement, including an expert panel meeting in March 2019 and two expert panel meetings in September 2020

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Campaign Formative Evaluation

- ▶ Strategic Context
 - Creative briefs for each campaign target audience were developed and approved in 2019
 - Core campaign concepts and creative executions were developed using approved creative briefs
- ▶ Evaluation Objectives
 - NORC conducted a formative evaluation of the core campaign concepts and executions to assess what messages and materials:
 1. Resonate with YAs and HCPs
 2. Motivate YAs to get an HPV vaccination
 3. Motivate HCPs to recommend HPV vaccination to YAs

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Campaign Formative Evaluation (cont'd)

- ▶ Evaluation Format
 - Qualitative evaluations
 - 18 digital in-depth interviews with HCPs
 - 12 virtual focus groups with a total of 88 YAs
- ▶ Evaluation Protocol
 - An interview guide for the HCP interviews and a moderator's guide for the YA focus groups were developed
 - Each guide aligned with the goals and objectives outlined in the approved creative briefs

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Launch Plan & Campaign Activities

- ▶ Campaign Rollout
 - Phased launch: HCP-facing campaign launch precedes the young adult-facing campaign launch
- ▶ Campaign Tactics
 - Campaign website
 - Paid media
 - Organic social media and digital communications
 - Partner organizations
 - Campaign ambassadors and online influencers


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Launch Plan & Campaign Activities

- ▶ Campaign Webpage Materials
 - HCP Campaign Page
 - HCP Clinic Package
 - HCP Outreach Toolkit
 - YA Campaign Page
 - YA Outreach Toolkit

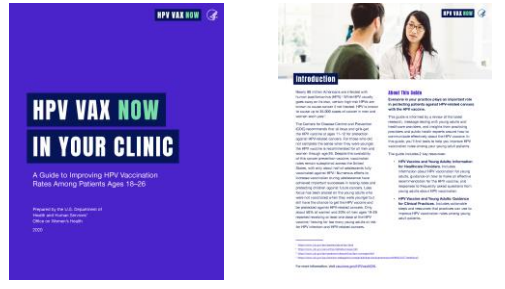


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HCP Clinic Package



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Launch Plan & Campaign Activities

- ▶ Paid Media
 - Display Ads (DSP)
 - Facebook and Instagram Ads
 - Google Search Ads
 - SmartBrief Ads (Newsletter)
- ▶ Organic Media
 - Rollout Press Release
 - OWH Facebook and Twitter Posts
 - Campaign E-Blasts



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Proposed Outcomes Evaluation

Evaluation elements

- ▶ Web-based surveys of HCPs and young adults
- ▶ Key informant interviews with HCPs and young adults
- ▶ Digital monitoring – website and social media

Timing

- ▶ TBD

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