Human Papillomavirus (HPV) Vaccination
Campaign For Young Adults

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

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

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

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
- 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
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

Launch Plan & Campaign Activities

Link to materials:
- HCP Clinic Package
- HCP Outreach Toolkit
- YA Outreach Toolkit

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

Proposed Outcomes Evaluation

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