

The best-rated HPV-related key messages for parents and adolescents by medical and communication experts in the field of HPV vaccination

2024

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PERCH
PartnERship to
Contrast HPV



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Deliverable 2.2 Communication and Dissemination Plan

Annex

Document Information

Authors:	Matej Črnjavič (Digitalk, Slovenia), Urška Ivanuš (IOL, Slovenia), Tine Jerman (IOL, Slovenia), Mitja Vrdelja (NIJZ, Slovenia), Anita Odveig Daae (NIPH, Norway), Tina Eržen (Digitalk, Slovenia), Elizabeta Radelj Pepevnik (IOL, Slovenia), Marianne Riise Bergsaker (NIPH, Norway), Fredrik Skår (NIPH, Norway), Lina Schollin Ask (PHAS, Sweden), Madelene Danielsson (PHAS, Sweden) and Lill Trogstad (NIPH, Norway)
Contributors:	Ivana Andrijašević (CIPH, Croatia), Irena Barišić (CIPH, Croatia), Tatjana Nemeth Blažić (CIPH, Croatia), Claudia Cosma (UNIFI, Italy), Sophie Denoël (SCI, Belgium), Lenka Vostalova (UZIS, Czech Republic), Imre Kaas (NIHD, Estonia), Ioanna Dourou (1st YPE, Greece), Péter Csizmadia (NPHC, Hungary), Rasa Liausediene (NVSC, Lithuania), Ewa Augustynowicz (NIPH NIH – NRI), Carmen Ungurean (INSP, Romania), Daniela Kállayová (SK MoH, Slovak Republic), Petra Turk (IOL, Slovenia), Amela Duratovič Konjevič (IOL, Slovenia), Katja Turk (NIJZ, Slovenia), Maria Brotons Agullo (ICO, Spain)
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1. METHODOLOGY

The best-rated HPV-related key messages were collected through an online survey, targeting medical and communication experts in the field of HPV vaccination (PERCH WP2 working group and beyond). These professionals play a key role in the project PERCH in sharing experiences and transferring information and experiences from member states to key stakeholders in their countries. The survey was distributed via email and PERCH newsletters, supplemented by a snowball sampling approach. Our data collection began on April 5, 2024 and was extracted for analysis on June 20, 2024. A total of 57 experts participated, of which 37 completed the survey and 24 answered all questions. Participants came from 19 countries, the most from Slovakia, Italy, Lithuania, Greece, Belgium, Slovenia and Norway (Table 1), were mostly 30–59 years old (Table 2), female (Table 3), and had a background in public health (Table 4).

Table 1: Number of respondents and completion by country

Country	N total	N completed	N answered all questions
Slovakia	8	3	1
Italy	6	5	5
Lithuania	5	5	4
Greece	5	3	1
Belgium	4	3	3
Slovenia	4	3	2
Norway	4	3	0
Croatia	3	1	1
Romania	3	2	2
Czech Republic	2	1	0
Estonia	2	1	0
France	2	2	2
Netherlands	2	0	0
Spain	2	1	0
Germany	1	1	1
Hungary	1	0	0
Poland	1	1	1
Sweden	1	1	1
Uganda	1	1	0

Table 2: Number of respondents and completion by age group

Age group	N total	N completed	N answered all questions
Less than 20	0	0	0
20–29	2	1	1
30–39	13	9	5
40–49	16	12	7



50–59	18	9	7
60 and more	7	5	4
missing	1	1	0

Table 3: Number of respondents and completion by gender

Gender	N total	N completed	N answered all questions
Male	7	4	4
Female	49	32	20
Other	0	0	0
Missing	1	1	0

Table 4: Number of respondents and completion by area of expertise

Area of expertise	N total	N completed	N answered all questions
Public health	33	20	13
Vaccination	7	5	4
Communication	5	3	1
Gynecology	3	2	1
Immunology	0	0	0
Microbiology	0	0	0
Primary health care level	0	0	0
Secondary and tertiary health care levels	0	0	0
Student	0	0	0
Other	9	7	5

In total, we assessed 126 key messages across four categories:

- **Educational messages for parents:** 8 main key messages, totalling 55 individual messages.
- **Emotional messages for parents:** 1 main key message, comprising 9 individual messages.
- **Educational messages for young adults:** 8 main key messages, encompassing 50 individual messages.
- **Emotional messages for young adults:** 2 main key messages, consisting of 12 individual messages.

We evaluated the key messages based on the following dimensions:

- **Relevance:** How pertinent and applicable each message is to the target audience.
- **Evidence-based** (educational messages only): The scientific validity and reliability of educational content.
- **Scientific acceptability** (emotional messages only): Ensuring emotional appeals align with scientific accuracy.



- **Appeal:** The effectiveness of messages in capturing attention and maintaining interest.
- **Cultural context suitability:** Adapting messages to local cultural norms and sensitivities.
- **Emotional strength** (emotional messages only): The intensity of emotional impact conveyed.

With the aim of selecting the best key messages, a REAS index on a scale from 0 to 100 was constructed and calculated for each individual key message, based on how the message was rated across four dimensions: relevance, evidence-based (educational messages only) or scientific acceptability (emotional messages only), appeal and cultural context suitability. All four dimensions were considered as equally important (they had the same weight in the index calculation). An interactive tool was also developed assist with the revision of key messages and suggestions for improvements from respondents (Table 5). Based on the REAS index and taking into account some suggestions for improvement, a final set of key messages for parents and for young adults has been made, including the 10 key messages with the highest scores out of a total of 127 in both target groups.

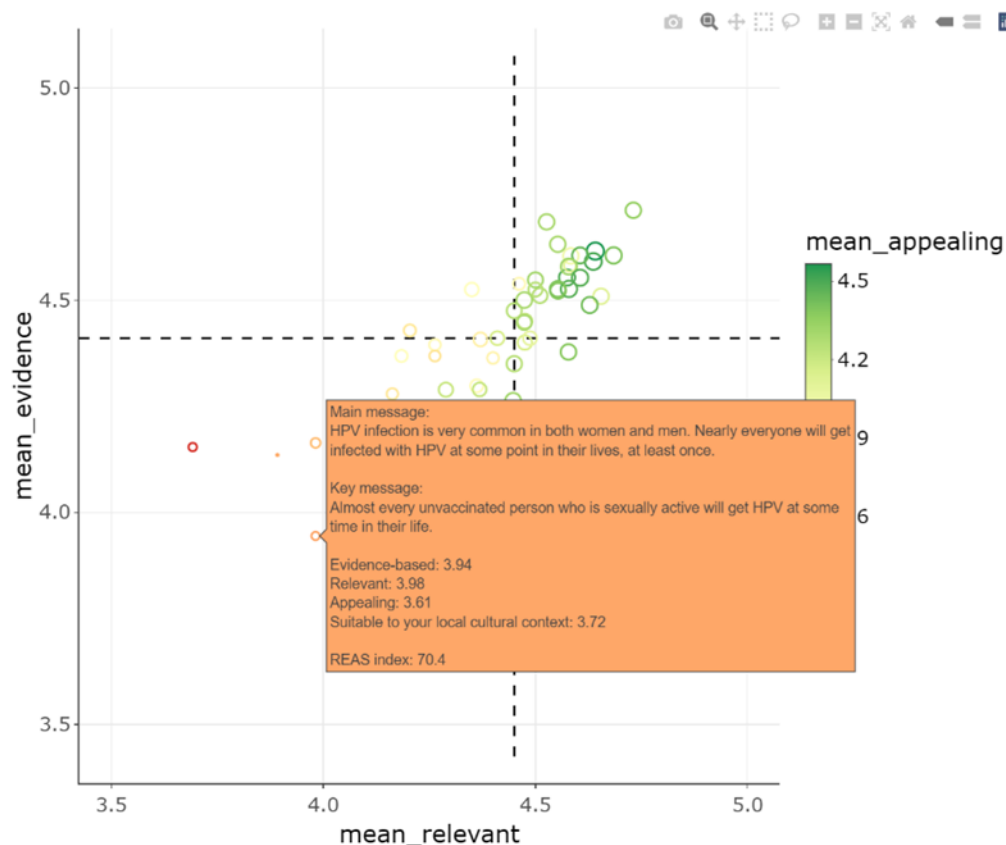
Table 5: Interactive tool



EDUCATIONAL KEY MESSAGES FOR PARENTS AND GUARDIANS

Plot

Vertical and horizontal dashed lines are median values for average ratings (evidence-based, relevant).



seq	Topic	Main key message	Key message	mean relevant	mean evidence	mean appealing	mean suitable	index REAS	N suggestions
01/55	HPV and HPV-related diseases	01-HPV infection is very common in both women and men. Nearly everyone will get infected with HPV at some point in their lives, at least once.	HPV infection is very common in both women and men. Nearly everyone will get infected with HPV at some point in their lives, at least once.	4.65	4.51	4.11	4.39	85.4	<u>8</u>
05/55	HPV and HPV-related diseases	01-HPV infection is very common in both women and men. Nearly everyone will get infected with HPV at some point in their lives, at least once.	At least 1 in 10 infections with high-risk HPV types may persist, becoming chronic infections that can cause pre-cancerous growths, which can develop into cancer if not caught in time.	4.37	4.41	3.87	4.20	80.3	<u>8</u>
02/55	HPV and HPV-related diseases	01-HPV infection is very common in both women and men. Nearly everyone will get infected with HPV at some point in their lives, at least once.	Scientists estimate that between 80 and 90% of people will be infected with at least one type of HPV in their lifetime, usually before the age of 25.	4.40	4.36	3.89	3.98	79.0	<u>6</u>
04/55	HPV and HPV-related diseases	01-HPV infection is very common in both women and men. Nearly everyone will get infected with HPV at some point in their lives, at least once.	Most infections with any HPV type have no symptoms and clear naturally within 12-24 months.	3.98	4.16	3.67	3.82	72.7	<u>7</u>
	HPV and	01-HPV infection is very common in both women and men. Nearly everyone	Close to one-third of males aged 15 and above carry an infection of at least one type of genital HPV with 1 in 5						

2. KEY MESSAGES FOR PARENTS AND GUARDIANS

- EDUCATIONAL



- 1. HPV infection is the leading cause of cervical cancer, which is the fourth most common cancer in women and the fourth leading cause of death from cancer in women, globally.**
2. The risk of cervical cancer can be greatly reduced through timely HPV vaccination and cervical screening. Cervical cancer screening is still important even if a woman has been vaccinated.
- 3. HPV can cause serious health problems in both men and women. HPV can cause cervical, vaginal, vulvar, anal, penile, and some cases of head and neck cancer, as well as genital warts.**
- 4. HPV vaccines are safe and effective, providing long-lasting protection against most HPV-related cancers.**
- 5. The HPV vaccine should be given before potential exposure to HPV infection.**
6. The best time for a person to be vaccinated is from 9 to 14 years of age with two doses of HPV vaccine. The recommended age is based on when the vaccine will be most effective in building long-lasting immunity and give the strongest immune response.
- 7. HPV vaccination is not just for women.**
8. By getting the HPV vaccination a person not only protects themselves but also their future partners, and this is very effective in stopping the spread of the virus.
9. Nearly a billion girls and boys, women and men have received the HPV vaccine and it has proven to be safe.

- EMOTIONAL

- 10. Parents want the best for their children. Protect your children from HPV-preventable cancers.**

3. KEY MESSAGES FOR ADOLESCENTS AND YOUNG ADULTS

- EDUCATIONAL

- 1. Boys and girls, HPV vaccine is your shield against cancers and other pesky diseases caused by the HPV.**



2. **Did you know that HPV is the main cause of cervical cancer? It's a big deal – the fourth most common cancer in women and the fourth leading causes of cancer-related deaths in women worldwide.**
3. Cervical cancer is a preventable cancer through vaccination, as practically all cervical cancers are the consequence of HPV infection.
4. **HPV is very common, affecting both girls and boys. Almost everyone gets it at some point in their lives, some even more than once.**
5. Most people will get at least one type of HPV in their lifetime, usually before turning 25. It can happen to anyone.
6. **The HPV vaccine is like your first line of defence against HPV infection, and the game plan is to get it before there's even a chance of exposure.**
7. Did you know that if you get the vaccine at the recommended age, you're basically getting protection against most HPV types that cause cancer?
8. **HPV is like the sneaky ninja of infections. It can cause serious health issues for both boys and girls, like cancers in places you might not even think of - cervical, vaginal, vulvar, anal, penile, and even head and neck cancer. Not to mention genital warts.**

- EMOTIONAL

9. **Take charge of your health.**
10. Your health is an investment worth making. Choose the HPV vaccine as your personal shield against preventable diseases. Be proactive, be protected, and unlock a future where your well-being takes center stage.

Your health is an investment worth making. Choose the HPV vaccine as your personal shield against preventable diseases. Be proactive, be protected, and unlock a future where your well-being takes centre