



PERCH WP2 MEETING

April 24 – 25, 2024

Ljubljana, Slovenia

WORKSHOP EVALUATION

Prepared by PERCH WP2

Institute of Oncology Ljubljana

May 2024

Overview and methodology

The PERCH WP2 meeting 2024 took place in City Hotel Ljubljana on April 24 and 25. For those unable to attend in person, a Zoom link was provided to allow remote participation on April 24. The meeting was organized by the Institute of Oncology Ljubljana (PERCH WP2). The main purpose of the PERCH WP2 meeting was to facilitate discussions and collaboration among participating countries on the topic of the PERCH Guide for HPV vaccination communication strategies, evaluate key messages for parents and adolescents, examine social media campaigns in several countries and discuss the organization of communication efforts in various countries.

Through presentations, reflection, discussion, and hands-on work, the participants identified effective communication practices, shared lessons learned, and presented some improvements in the Guide for HPV vaccination communication strategies.

In total, 50 individuals (including the organisers) from 18 countries attended at least one of the two days the meeting was held: Italy, Belgium, Croatia, Czech Republic, Estonia, France, Germany, Greece, Hungary, Lithuania, Norway, Poland, Romania, Slovakia, Slovenia, Spain, Sweden, Ireland.

At the end of the meeting, a short anonymous survey was distributed to those present. The aim was to collect feedback to improve both the organisational and content aspects of future meetings.

Participants and survey response

Out of 50 participants (22 in person in Ljubljana, 28 via Zoom), 22 (44%) responded to the anonymous evaluation survey.

Respondents were from 13 different countries: Slovenia, Croatia, Norway, Germany, Lithuania, Belgium, Czech Republic, Greece, Hungary, Ireland, Italy, Spain and Sweden.

Area of expertise of respondents: 59% public health, 32% communication, 5% vaccination and 5% analyst, pharmacist.

Attendance mode: 14 (64%) of survey respondents attended the meeting in person, while 8 (36%) joined via Zoom (Fig. 1).

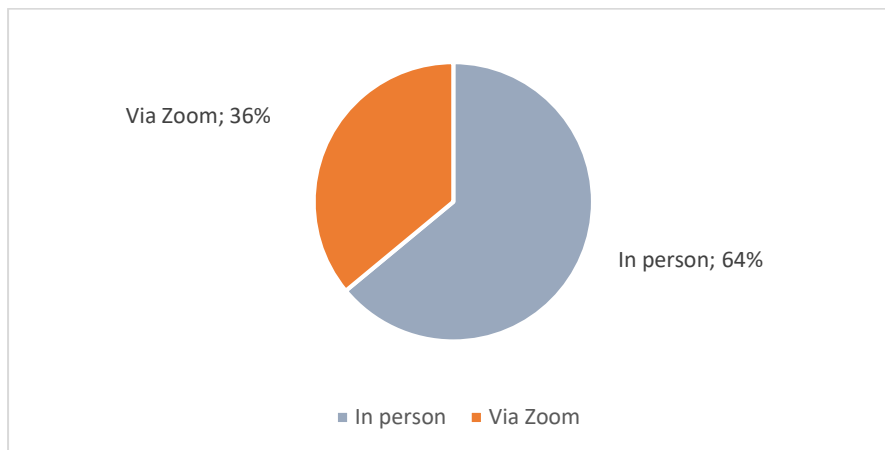


Figure 1: Attendance mode (% of survey responders).

Zoom experience: All participants who attended the meeting via Zoom were satisfied with their experience. They reported no problems with the sound or picture quality, and they felt fully engaged and included in the conversation (Fig. 2).

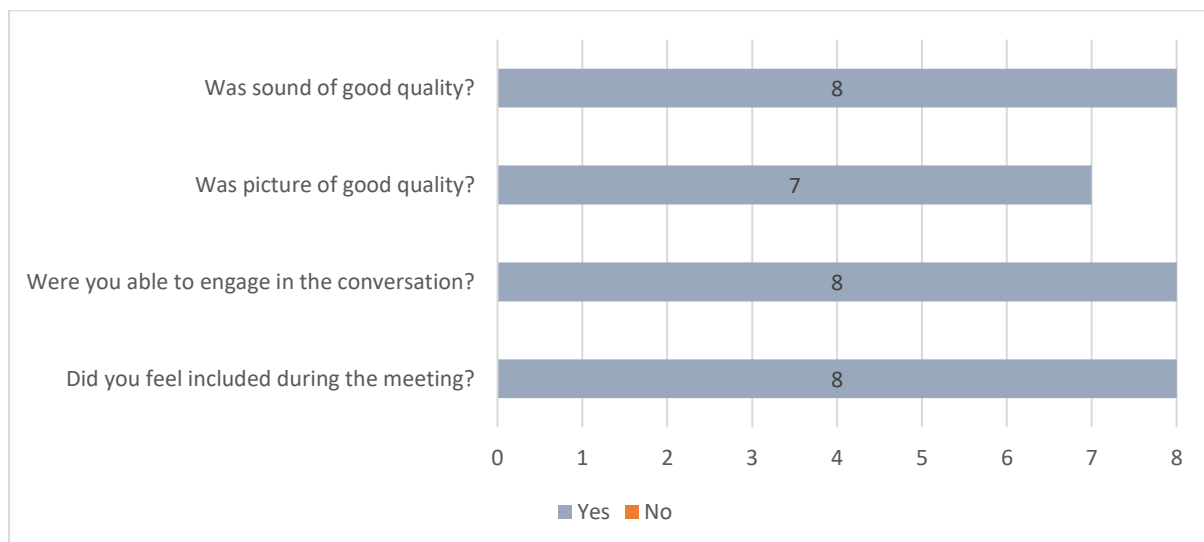


Figure 2: Zoom participants' experience (N of answers).

Content and organisational aspects

On a scale from 1 (Unsatisfactory) to 5 (Excellent), participants reported the level of satisfaction with various aspects of the organisation of the PERCH WP2 meeting. **On average the rating on every aspect of the organisation was above 4.5 (Fig. 3).**

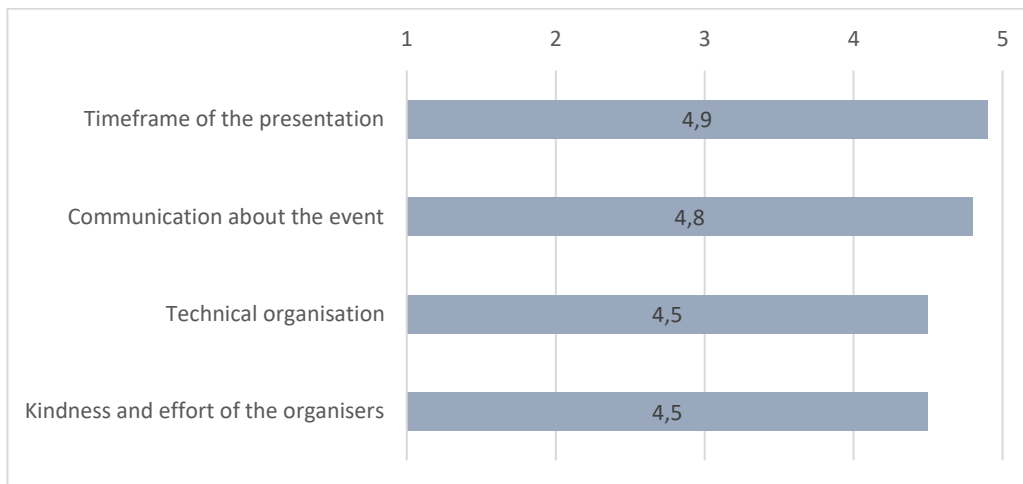


Figure 3: Level of satisfaction with various aspects of the organisation (average rating on a scale from 1-unsatisfactory to 5-excellent).

Participants were asked to indicate their agreement by selecting 'yes' or 'no' to statements regarding the content of the meeting. Most participants agreed that the content was relevant and timely, that they would be able to apply the new knowledge in their own country, and that they learned something new. However, only a few did not agree with the statement regarding the importance of the meeting content in their work and network, as well as their ability to apply the new knowledge in their own country (Fig. 4).

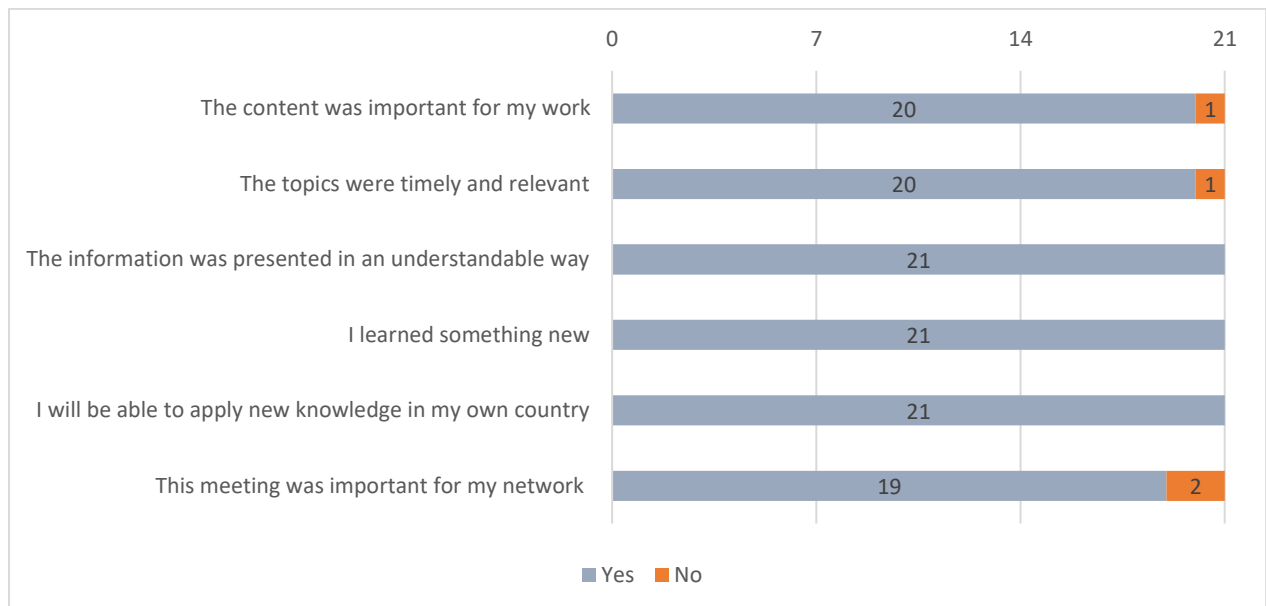


Figure 4: Agreement to statements regarding content of the meeting (n = 21).



Overall impressions and comments

On a scale from 1 (Unsatisfactory) to 5 (Excellent), **on average participants rated the meeting as 4.8** (SD = 0,4; N = 21) (Fig. 5).

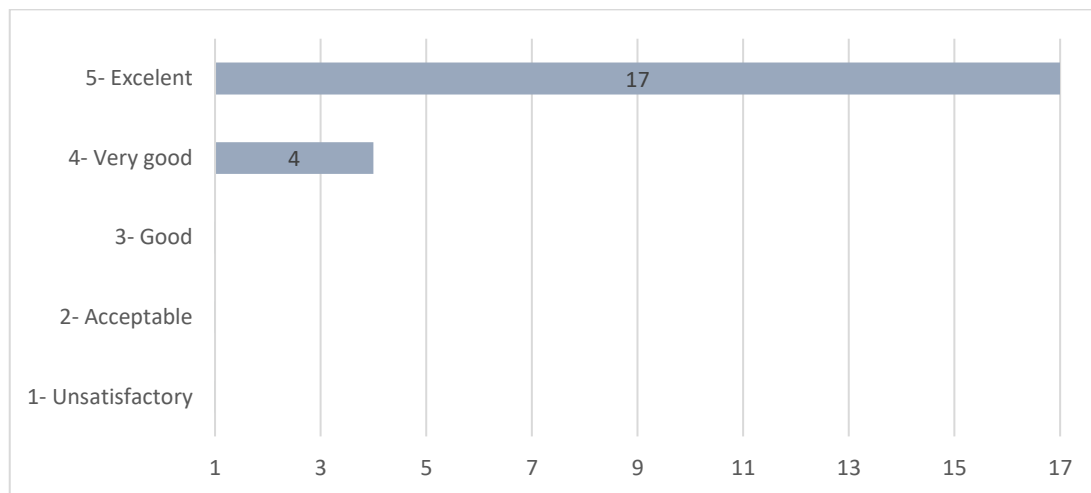


Figure 5: Overall rating of the meeting (N of answers on a scale from 1-unsatisfactory to 5-excellent).

Comments

Participants who joined the meeting via Zoom were asked to provide feedback on their experience. Their comments were:

- Congratulations on the organisation, you are fantastic!
- Excellent organization and management of the hybrid meeting.

At the end of the survey, participants were asked to provide additional feedback through two open-ended questions. The questions were:

1. What topics would you like to discuss at future meetings?
2. Is there anything else you would like to add?

For question 1, participants suggested a wide range of topics that they would like to see discussed in the future:

- What the target population thinks about our key messages.



- Building upon our previous discussions rather than introducing new topics, finishing the guide, delving deeper into crisis communication further by examining specific country experiences in greater detail.
- Possibilities or methods of communication or involvement of the farma industry, whether towards the professional or non-specialist public.
- Campaign versus communication; a campaign is communication, but communication can be much more than just campaigns.
- Reasons and profile of people who hesitate to get vaccinated.
- Further discussion on the topics of the meeting (messages, communication and dissemination strategy, social media concept, risk communication etc.).

For question 2, participants made various additional comments and suggestions:

- Just that we are a great team! I await the report for the next steps... hello from Italy! :)
- Thank you for organising this meeting; it provided a valuable opportunity to connect with partners and strengthen collaboration within perch. Including our Norwegian colleagues in the organisation was a great idea: their insights greatly enriched our discussions. for future meetings, it might be beneficial to extend invitations to all countries, including those not directly involved in developing our social media strategy or communication guide. This would allow them to gain insight into the content of wp2 and understand its potential utility for their contexts. Thank you for the wonderful tour of Ljubljana. It is a stunning city, and I'm already thinking about returning for a holiday in the future!
- Thank you for giving an option of zoom.
- Thank you once again for the great organization and content of the meeting. One of the most constructive, professionally and procedurally useful, and at the same time the most humanly pleasant that I have attended so far.
- As I mentioned during the meeting, it would have been a great advantage if all countries could submit a brief overview of what vaccination coverage is in their country and what they believe are the brakes and drivers of vaccination coverage.
- Thank you very much for organising this excellent meeting. I believe that the possibility to meet in Ljubljana contributed very much to the exchange between the countries.