



HPV Vaccine Project

Vaccinate today. Protect her tomorrow.

What is the HPV Vaccine Project?

The HPV Vaccine Project is a collaborative public health effort that aims to prevent cervical cancer by increasing HPV vaccination among adolescent girls in a thirteen-county region in south central North Carolina. Our project is the product of a research and practice partnership between the South Central Partnership for Public Health, UNC Gillings School of Global Public Health, UNC School of Journalism and Mass Communication, Lineberger Comprehensive Cancer Center, the North Carolina Division of Public Health and several local and regional partners.

The HPV Vaccine Project includes a pilot health communication campaign in Cumberland, Harnett, Richmond, and Robeson counties to educate mothers about the HPV vaccine and how to get it for their daughters. It also includes an education and outreach component for medical practices in these four counties.

Using project posters, brochures, a website, and other outreach materials, the HPV vaccine campaign staff and partners will reach out to mothers of adolescent girls to educate them on HPV, cervical cancer and the benefits of HPV vaccine, and will assist them with understanding access to the vaccine for their daughters. The campaign will also work with medical practices to encourage them to (1) promote the HPV Vaccine Project, (2) have conversations with parents about HPV vaccination and (3) help clarify access to the HPV vaccine for their patients.

By better educating parents and improving access to the HPV vaccine, we can reduce girls' risk of infection with HPV and help prevent most cervical cancers.

Why now?

This project was initiated by a collaborative of health departments, the South Central Partnership for Public Health, which includes 13 of the North Carolina counties with some of the highest rates of cervical cancer: Anson, Bladen, Cumberland, Harnett, Hoke, Lee, Montgomery, Moore, Randolph, Richmond, Robeson, Sampson and Scotland. Cervical cancer mortality rates in some of these counties are twice those for other counties in the state, and now there is a vaccine that can help prevent it.

The HPV Vaccine Project launches its campaign pilot on **June 1st**, with materials available in English and Spanish. In June and July we will work with community partners and providers in Cumberland, Harnett, Richmond, and Robeson counties to promote HPV vaccine education and access...and we need your help!

(Continued)

South Central North Carolina Partnership for Public Health (SCPPH)

Working to improve the health of communities in these counties:

Anson, Bladen, Cumberland, Harnett, Hoke, Lee, Montgomery, Moore, Randolph, Richmond, Robeson, Sampson, and Scotland



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As a community partner, how can I help?

Help us get the word out!

The success of this project will rely heavily on local partners and providers who can help support this important public health effort.

Here are some ways your agency or organization can help promote the campaign:

- Hang posters and distribute HPV Vaccine Project brochures.
- Wear an HPV Vaccine Project button as a sign that you are willing to talk with parents and partners about the HPV vaccine.
- Post a web link to our project on your web site.
- Include a message about HPV vaccine and our campaign in your agency newsletter, newspaper column, bulletin, or meeting agenda.
- Invite us to come speak with mothers or partners you work with.
- Help us in contacting the media.
- Clarify how we can help you achieve your organizational mission or requirements for sharing information about HPV vaccine.
- Let us know what you think and what we may be forgetting!

As a local health care provider, how can I help?

✓ *Help us get the word out!*

✓ *Talk with parents.*

✓ *Promote vaccine access.*

Providers can help promote HPV vaccination by talking with parents about HPV vaccine as well as taking steps to improve access and referral practices in their offices.

We have a toolkit for your practice—and would like to talk to your staff about it!

The HPV Vaccine Project toolkit for medical practices includes:

- An overview of the HPV Vaccine Project and how you can help promote it.
- Tips for starting the conversation about HPV vaccination with parents including a campaign button for staff to wear and provider reminder sticky notes.
- Frequently Asked Questions list designed to help providers answer common questions about the HPV vaccine.
- Clarification on which girls may be eligible for the state's vaccine program and where to refer patients if you do not offer HPV vaccine in your practice.
- Information on using the North Carolina Immunization Registry (NCIR) to help reach out to patients using client reminders.

For more information:

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After June 1st visit the HPV Vaccine Project web site at www.HPVvaccineproject.org