Examples of Key Messages for Different Audiences in PATH Country HPV Vaccination Projects

This document is available online at: [www.rho.org/HPV-vaccine-implementation.htm](http://www.rho.org/HPV-vaccine-implementation.htm)
### Information, Education and Communication (IEC) Materials

Examples of key messages for different audiences in PATH country HPV vaccination projects

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<tr>
<th>Audience</th>
<th>Messages</th>
<th>Delivered by</th>
<th>Activities</th>
<th>Materials</th>
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</thead>
</table>
| Community leaders | • Burden of disease  
• Importance and benefits of prevention  
• Availability of preventive vaccine  
• Facts about the vaccine  
• Key messages to help dispel misinformation  
• Their roles & responsibilities | • District Health Team  
• Sub-county supervisors  
• Health workers | • Orientation workshops  
• Distributing materials  
• Air radio messages  
• Publish information in local media  
• Community film shows | • HPV leaflet  
• HPV guide  
• Radio messages  
• Articles in local media |
| School administration, School management and Teachers | • Facts about cervical cancer and prevention  
• Availability of preventive vaccine  
• Facts about the vaccine  
• Age-appropriate approaches to addressing cervical cancer with children  
• Their roles & responsibilities | • District Health Team  
• School Management  
• Sub-county supervisors  
• Health workers | • Orientation workshops  
• Distributing materials  
• Air radio messages  
• Publish information in local media  
• Community film shows | • HPV leaflet  
• HPV guide  
• Radio messages  
• Articles in local media |
| Parents | • Facts about cervical cancer and prevention  
• Availability of preventive vaccine  
• Facts about the vaccine  
• Age-appropriate ways to discuss cervical cancer with children  
• Their roles & responsibilities | • District Health Team  
• Sub-county supervisors  
• Health workers  
• Head teachers  
• Parish mobilizers | • Orientation workshops  
• Distributing materials  
• Air radio messages  
• Publish information in local media  
• Community film shows | • HPV leaflet  
• Radio messages  
• Articles in local media |
| Children | • Basic facts about cervical cancer  
• Basic facts about the preventive HPV vaccine  
• Benefits of being vaccinated  
• Their role in HPV vaccination | • Sub-county supervisors  
• Health workers  
• Teachers  
• Parents  
• Mobilizers | • Sensitization meetings  
• Distributing materials  
• Air radio messages  
• Community film shows | • HPV leaflet |
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| General health staff, Teachers, Parents, Journalists | • The role of HPV in causing cervical cancer.  
• The location of the cervix in the reproductive anatomy.  
• The process of the infection and the way it develops.  
• Women’s vulnerability to cervical cancer.  
• The importance of prevention and care, identifying the vaccine as primary prevention in girls aged 9 years and older.  
• Further information about the vaccine to ensure a sense of trust and safety. | • Training manual for adult education sessions  
• Cervical cancer brochure |
| Girls                         | • Women can die of cervical cancer.  
• The location of the cervix in the reproductive anatomy.  
• HPV infection causes cervical cancer.  
• Cervical cancer can be prevented with screening and treatment and the new vaccine.  
• Being relaxed can reduce the pain of the injection. | • Training manual for education sessions with girls |
| Professional medical societies, Local experts | • Information about the magnitude and epidemiology of cervical cancer.  
• Information about HPV infection.  
• The current cervical cancer prevention system: screening and treatment.  
• Vaccine as a new prevention intervention. | • Training manual for sessions with professionals and experts  
• Presentations about HPV and cervical cancer  
• Cervical cancer quiz questions |
| Mass media                    | • The existence of HPV vaccine.  
• Nine-year-old girls will be vaccinated in specific regions.  
• This vaccine will help us achieve our goal to stop cervical cancer. | • Recommendations for radio spots  
• Informational poster |