Communications Committee (ComCom)
From Task Group to Committee
HPV ComCom Members

- 22 Members
- 9 Core Members
2017

During 2017, the ComCom engaged in a back-to-school awareness campaign directed toward vaccinators, especially pediatricians.
PARTICIPANTS

476 UNIQUE SIGN-UPS

- Power to Prevent Downloads – 325 emails
  - Interest – 234 emails
- NIAM Downloads – 128 emails
  - Interest – 166 emails
- EXCELLENT DOWNLOAD RATE (90%)
- MOST FOUND IT EASY TO ACCESS (76%)
- USERS FOUND IT USEFUL! (95%)
- 50% USED 50% OF THE ASSETS
- 80% SAID THEY WOULD SIGN UP TO RECEIVE MATERIALS NEXT YEAR
2017

We spent time in 2017 planning for Cervical Cancer Awareness Month (Jan. 2018) and launched our CCAM Share-a-Thon page on HPVRoundtable.org
2017

We also dedicated time to make We’re In! even better. You will learn more about this ongoing campaign tomorrow.
But Wait, There’s MORE!

In addition to these themed campaigns, the HPV ComCom is available to assist YOU in disseminating your task group resources.

Communication Checklist

This Communication Checklist provides an outline of key elements to assist each task group in developing a communication strategy and progressing through product dissemination.

<table>
<thead>
<tr>
<th>Communication Item Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Contact on Task Group</td>
</tr>
<tr>
<td>Name:</td>
</tr>
<tr>
<td>Organization:</td>
</tr>
</tbody>
</table>

1. Who is the audience? (check all that apply)
- [ ] Pediatricians
- [ ] Family physicians
- [ ] Cancer specialists
- [ ] Nurses & allied medical staff
- [ ] Pharmacists
- [ ] Schools
- [ ] Parents
- [ ] Preteens
- [ ] Teens
- [ ] Young Adults
- [ ] Other________

What does your audience need to know?

Are there specific actions that we want the audience member to take?

Do they have enough information to complete the intended action item(s)?
Example: Phone numbers, links to additional resources, etc.

Is this the first communication with this audience? If part of a series or larger outreach, how does each piece inform the others?
Thank You!

In addition to extending my sincere thanks to the committee members, I want to acknowledge Jennifer Sienko who staffs our committee and Dawn Crawford from BC/DC, our talented consultant.

With thanks to them both, we now want to share a video that illustrates the HPV ComCom resources available to you.
Video