

National
HPV
Vaccination Roundtable

Communications Committee (ComCom)



**From
Task Group
to
Committee**



HPV ComCom Members

22
Members

9 Core
Members

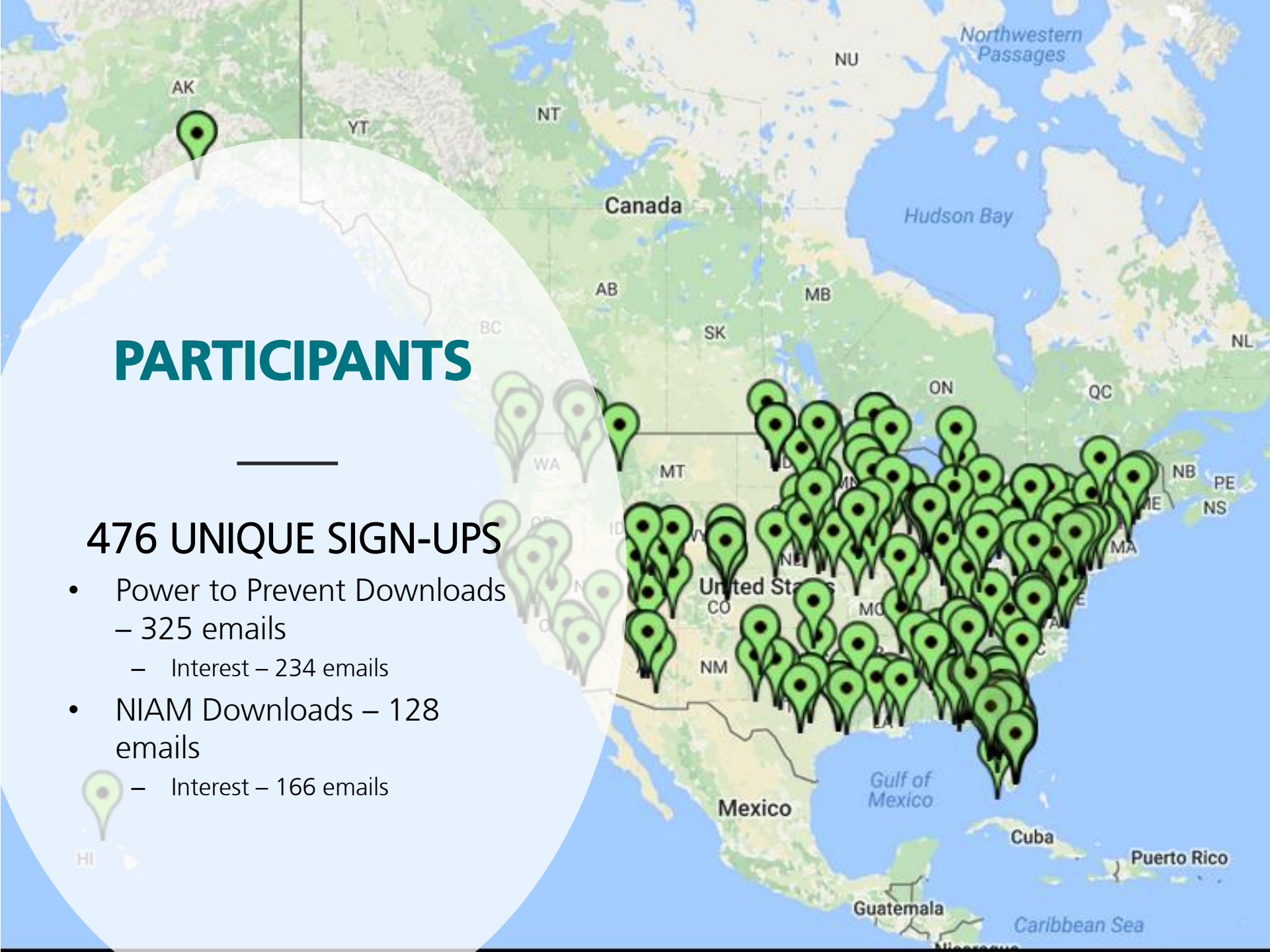


2017

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



Ran for
10 weeks +
1 week for
NIAM





- **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

CCAM Share-A-Thon



Cervical Cancer Awareness Month Share- A-Thon

To amplify the work of our partner organizations in the fight against cervical cancer, the National HPV Roundtable is hosting a **Cervical Cancer Awareness Month Share-A-Thon** in January!

Below are materials created to honor Cervical Cancer Awareness Month (January 2018) to be shared and used by any organization or individual. This is all about "why recreate the wheel" when there is so much good material available!

PLEASE NOTE: Please do not modify or co-brand any of these materials.

GET SHARING!

1. Click on the resources below to find materials that interest you. There are social media tool kits, posters, podcasts, videos and more!
 1. Find by organization
 2. Find by tactic = social media, blog posts, handouts, etc
2. Share the materials on your social media channels or with your organization.
3. If there is room — tag #cervicalhealthmonth and the @hpvroundtable with your posts so we can track your use!



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.

Communication Item Title

Primary Contact on Task Group

Name:

Phone:

Organization:

Email:

1. Who is the audience? (check all that apply)

☐ Pediatricians

☐ Parents

☐ Family physicians

☐ Preteens

☐ Cancer specialists

☐ Teens

☐ Nurses & allied medical staff

☐ Young Adults

☐ Pharmacists

☐ Other _____

☐ Schools

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