**Quick Start Content for**

***We’re In! 2020***

*We’re In! 2020* is a clarion call for U.S. health systems to join a national movement dedicated to improving adolescent health through HPV cancer prevention. Organizations sign-on to an honorary commitment to improve their system’s rates over the course of 2020 so that we collectively move towards 80% as a nation.

This Quick Start Guide contains pre-written content to help you start using the [National HPV Vaccination Roundtable’s](https://hpvroundtable.org/) *We’re In! 2020* symbol and messages.

Partner organizations are encouraged to adapt this content to fit their needs.

If you have any questions, contact the HPV National Vaccination Roundtable at [HPV.Vaccination.Roundtable@cancer.org](mailto:HPV.Vaccination.Roundtable@cancer.org).

***We’re In! 2020* QUICKSTART GUIDE**

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# GRAPHICS AND DIGITAL FILES

**LOGO FILES**

***We’re In! 2020* LOGO**

This symbol and its variations are to be used by health systems and public health organizations which have signed on to the *We’re In! 2020* honorary commitment. Logo usage requires completion of a simplified usage agreement.

To download the initiative logo, please visit this link for both high-res and low-res files. [**DOWNLOAD**](https://www.dropbox.com/sh/csdc29sxpnzbx8x/AAAkeeyBHvmGm1u_5psbgvVxa?dl=0)

**SHARABLE IMAGES**

**Ready to use images for your digital communications channels** – These are ready to be downloaded and used on your social accounts, emails and websites. [**DOWNLOAD**](https://www.dropbox.com/sh/ne2ewpo8kiw38sw/AADPiKV1Ec13cChA2L6KZCgua?dl=0)

**Templates Graphics** – Use these PNG transparent background graphic files to add your logo and or photos to customize your brand. [**DOWNLOAD**](https://www.dropbox.com/sh/omkt7mkjq2cpg04/AABmvZ5s-AGENjs-CXHRN-oGa?dl=0)

**Videos –** Share or embed these videos on your social channels, emails and website:

<https://www.youtube.com/playlist?list=PLpB8X9MugZYYZy9U4odK4Pqw6yxEsQFjl>

**POWERPOINT TEMPLATES AND PRESENTATIONS**

Get PPT templates and presentations to share with your audiences. [**DOWNLOAD**](https://www.dropbox.com/sh/ovg109hx8gmv4k1/AACpeIJm4waKGtU1w3qe9LTKa?dl=0)

**WEB BANNERS**

**Ready to use images for your website:**

* Banners: [**DOWNLOAD**](https://www.dropbox.com/sh/6txfkg58dm83soj/AAApaONYDwW1j-K7kR2TAfVNa?dl=0)
* Web Buttons:[**DOWNLOAD**](https://www.dropbox.com/sh/kkepdnpkg2p5d20/AACkt_-AB8lpCFrSKcxuyCWya?dl=0)

# WEBPAGE CONTENT

HEADLINE: [ORGANIZATION NAME] Is Protecting Our Children From Cancer

BODY:

In 2020, [ORGANIZATION NAME] will join health systems from across the country in improving long-term adolescent health outcomes by raising HPV vaccination rates to prevent HPV cancers.We are joining the national initiative, *We’re In! 2020*, which will work toward collectively raising U.S. HPV vaccination rates to 80%.

Adolescent immunization is key to long-term population health. By joining the *We’re In! 2020* initiative, our leadership is prioritizing on-time HPV vaccination for all adolescent patients to protect them from cancer.

The national *We’re In! 2020* initiative is led by the [National HPV Vaccination Roundtable](https://hpvroundtable.org/), with key leadership provided by the U.S. Department of Health and Human Services and the Centers for Disease Control and Prevention. The collective strength and focus of this national effort will push our nation towards eliminating HPV cancers.

[According to the CDC](https://www.cdc.gov/cancer/hpv/statistics/cases.htm), HPV causes about 34,800 cases of cancer in men and women each year in the U.S. HPV vaccination is recommended for BOTH boys and girls at ages 11 or 12 years but can be started as early as age 9. HPV vaccination is cancer prevention, [yet only 68.1% of teens in the United States have received the first dose of the HPV vaccine and just over half (51.1%) of teens are up to date on their HPV vaccination](http://dx.doi.org/10.15585/mmwr.mm6833a2).We must do better to protect our children from cancer.

INSERT a paragraph about WHY your organization supports HPV vaccination. This statement is a significant opportunity to share your organization’s stance on the importance of immunization.Highlight any innovative changes or community initiatives your system plans to implement in 2020.

By joining other health systems and public health organizations as part of *We’re In! 2020*, we add our voice to strengthen support for HPV vaccination. Parents and healthcare professionals need to hear that HPV vaccination is safe, effective and necessary tohelp keep boys and girls healthy into adulthood.

INSERT call to action for your health system. This could be a link to make an appointment or a link to additional information on your website.

**More Information About HPV Vaccination:**

* INSERT YOUR PAGE ABOUT HPV VACCINATION
* For parents – <https://www.cdc.gov/hpv/parents/index.html>
* For healthcare professionals - <https://www.cdc.gov/hpv/hcp/index.html>

# PRESS RELEASE

HEADLINE: [ORGANIZATION NAME] is Raising HPV Vaccination Rates and Preventing HPV Cancers as Part of National *We’re In! 2020* *Initiative*

BODY:

In 2020, [ORGANIZATION NAME] is joining health systems from across the country in improving long-term adolescent health outcomes by raising HPV vaccination rates to prevent HPV cancers.The health system will work toward collectively raising U.S. HPV vaccination rates to 80%.

Adolescent immunization is key to long-term population health.By joining the *We’re In! 2020* initiative, [ORGANIZATION NAME] will prioritize on-time HPV vaccination for all adolescent patients to protect them from cancer.

This national initiative is led by the [National HPV Vaccination Roundtable](https://hpvroundtable.org/), with key leadership provided by the U.S. Department of Health and Human Services and the Centers for Disease Control and Prevention. The collective strength and focus of this national effort will push the nation towards eliminating HPV cancers.

[According to the CDC](https://www.cdc.gov/cancer/hpv/statistics/cases.htm), HPV causes about 34,800 cases of cancer in men and women each year in the U.S. HPV vaccination is recommended for BOTH boys and girls at ages 11 or 12 years but can be started as early as age 9. HPV vaccination is cancer prevention, [yet only 68.1% of teens in the United States have received the first dose of the HPV vaccine, and just over half (51.1%) of teens are up to date on their HPV vaccination](http://dx.doi.org/10.15585/mmwr.mm6833a2).[ORGANIZATION NAME] intends to help advance U.S. progress on moving towards Healthy People goals.

INSERT a paragraph about WHY your organization supports HPV vaccination. This statement is a significant opportunity to share your organization’s stance on the importance of immunization.Highlight any innovative changes or community initiatives your system plans to implement in 2020.

“By joining other health systems and public health organizations as part of *We’re In! 2020*, [ORGANIZATION NAME] adds our voice to strengthen support for HPV vaccination,” said [ORGANIZATION LEADER]. “Parents and healthcare professionals need to hear that HPV vaccination is safe, effective and necessary tohelp keep boys and girls healthy into adulthood.”

INSERT call to action for your health system. This could be a link to make an appointment or a link to additional information on your website.

**More Information About HPV Vaccination:**

* For parents – <https://www.cdc.gov/hpv/parents/index.html>
* For healthcare professionals - <https://www.cdc.gov/hpv/hcp/index.html>

**More About [ORGANIZATION NAME]:**

INSERT boilerplate.

**About The National HPV Vaccination Roundtable:**

The National HPV Vaccination Roundtable is a coalition of over 70 public, private and voluntary organizations and experts dedicated to reducing the incidence of and mortality from HPV-associated cancers in the United States. Learn more at <https://hpvroundtable.org>.

# EMAIL TO HEALTH SYSTEM STAFF

Dear Staff of [ORGANIZATION NAME],

For the health of our adolescent patients and to capitalize on the historic opportunity to eliminate HPV cancer, [ORGANIZATION NAME] has signed on to the *We’re In! 2020 Initiative for HPV Cancer Prevention*. We join health systems and public health organizations from across the country in focusing on raising HPV vaccination rates in 2020. Collectively, we strive to raiseU.S. HPV vaccination rates to 80% to help achieve [Healthy People goals for boys and girls](https://www.healthypeople.gov/2020/topics-objectives/topic/immunization-and-infectious-diseases/objectives).

This national initiative is led by The [National HPV Vaccination Roundtable](https://hpvroundtable.org/), with key leadership provided by the U.S. Department of Health and Human Services and the Centers for Disease Control and Prevention. Our collective strength and focus will work towards eliminating HPV cancers in our nation.

[According to the CDC](https://www.cdc.gov/cancer/hpv/statistics/cases.htm), HPV causes about 34,800 cases of cancer in men and women each year in the U.S. HPV vaccination is recommended for BOTH boys and girls at ages 11 or 12 years but can be started as early as age 9. HPV vaccination is cancer prevention, [yet only 68.1% of teens in the United States have received the first dose of the HPV vaccine, and just over half (51.1%) of teens are up to date on their HPV vaccination](http://dx.doi.org/10.15585/mmwr.mm6833a2).We intend to help advance U.S. progress.

INSERT a paragraph about WHY your organization supports HPV vaccination. This statement is a significant opportunity to share your organization’s stance on the importance of immunization.Highlight any innovative changes or community initiatives your system plans to implement in 2020.

By joining other health systems and public health organizations as part of *We’re In! 2020*, we add our voice to strengthen support for HPV vaccination. Parents and healthcare professionals need to hear that HPV vaccination is safe, effective and necessary tohelp keep boys and girls healthy into adulthood.

Learn more about this initiative and how you can get help eliminate HPV cancer on our website. [WEB PAGE ON YOUR WEBSITE]

# NEWSLETTER BLURB

TITLE:

[ORGANIZATION] Joins National Movement to Protect Adolescents from HPV Cancers

BODY:

[ORGANIZATION NAME] is proud to join medical and public health organizations across the country for the *We’re In! 2020* initiative. In 2020, our staff will focus our resources and talents on increasing HPV vaccination rates for 9-12-year-olds. Nationally, only half of teens are fully protected. We have committed, along with other health systems across the nation, to increase HPV vaccination in support of the *We’re In! 2020 Initiative for HPV Cancer Prevention.*

INSERT Call to Action information per your main audience:

Parents make an appointment today for child’s well-check appointment [LINK]

Providers make a strong recommendation and make sure all adolescent patients are tagged for vaccination in your electronic health record.

* Staff members learn more about the organization’s initiative by reviewing plans on our website.

Learn more about this initiativeat [WEB PAGE ON YOUR WEBSITE].

# GET SOCIAL

Join our social media channels to find easy to share images, get help from experts and other participants and more all year long.

|  |  |
| --- | --- |
| Twitter | <https://twitter.com/hpvroundtable> |
| LinkedIn Group | <https://www.linkedin.com/groups/12334730/> |
| HPV Roundtable Facebook | <https://www.facebook.com/HPVRoundtable/> |

# SOCIAL MEDIA POSTS

*Feel free to modify these posts to fit your organization’s needs.*

***Useful Hashtags***

* #vaccineswork
* #vaccination
* #HPVvaccine
* #WereIn2020HPV
* #2Shots2StopCancer
* #HP2020

[ORGANIZATION] joins a national movement to increase HPV vaccination rates in 2020. Learn more on our website: [WEB PAGE ON YOUR WEBSITE]. #WereIn2020HPV

We’re helping prevent cancer. Learn why *We’re In! 2020*: [WEB PAGE ON YOUR WEBSITE]. #WereIn2020HPV

[ORGANIZATION NAME] is proud to join medical and public health organizations across the country in a commitment to increase HPV vaccination rates in 2020. Learn more on our website: [WEB PAGE ON YOUR WEBSITE]. #WereIn2020HPV

We are proud to commit to increasing our HPV vaccination rates in 2020. Learn how we’re making a difference: [WEB PAGE ON YOUR WEBSITE]. #WereIn2020HPV

Parents and medical professionals need to know that HPV vaccination is safe and can prevent six cancers. Learn more: [WEB PAGE ON YOUR WEBSITE]. #WereIn2020HPV

It’s time to vax! Get your 9-12 year old child protected from HPV cancers at their next well-check appointment. #WereIn2020HPV

As medical providers and parents, we can lead the way to increase HPV vaccination. Make sure your 9-12 year olds are up-to-date on their HPV vaccine at the next well-check appointment! #WereIn2020HPV