



## COMMUNICATIONS PACKAGE

### Power to Prevent Cancer Summer 2018

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Thank you for heeding the call to make this summer the hottest HPV vaccination season of all time.

The HPV Vaccination Roundtable's *Power to Prevent Cancer!* communications package will help you encourage the healthcare providers in your membership/audience to flex their super powers and prevent HPV cancers.

This package has 8 weeks of content to keep the message consistent all summer long, but you don't have to use it that way. You are welcome to use all the copy in any frequency you want. **It's up to you!** The only requirement is that you stop using the content by the end of August, or the start of school in your area. You are also encouraged to add your logo to the social images or the poster.

Each week of the campaign, we suggest you roll out an image with a "super tip" message plus links to articles that reinforce the super tip with data. This will appeal to the heads and hearts of healthcare providers and give them a boost.

#### HEADLINES BY WEEK:

Week 1 – July 8 – Be Part of the HPV Super Six Hero Team! Launch Week

Week 2 – July 15 – Office Staff

**Week 3 – July 22 – Small Practices**

Week 4 – July 29 – Dental Health Care Providers

Week 5 – August 5 – Physicians, Physician Assistants, and Nurse Practitioners

Week 6 – August 12 – Nurses & Medical Assistants

Week 7 – August 19 – NIAM: Preteen Vaccine Week

Week 8 – August 26 – Keep the Power All Year Long – *Includes Tips for Large Systems*

**We've also included a package of materials for parent audiences starting on page **13**.**



In the package, you will find:

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Have questions or ideas for next year’s implementation?

Contact Jennifer Sienko - [HPV.Vaccination.Roundtable@cancer.org](mailto:HPV.Vaccination.Roundtable@cancer.org)



## AUDIENCE BRIEF

### GOAL

Activate National HPV Vaccination Roundtable member organizations, as well as state HPV roundtables and coalitions, to use their networks to increase awareness of the HPV vaccination series during the 2018 “vaccination season,” the period of summer when school-age children are receiving vaccines, some of which are required to start school in the fall.

### TARGET AUDIENCES

- Nurses & Medical Assistants who treat 11-13-year-old patients and parents of adolescents
- Physicians, Physician Assistants, and Nurse Practitioners who treat 11-13-year-old patients and parents of adolescents
- Dental Health Care Providers who see 11-13-year-old patients and parents of adolescents
- Office Staff who see 11-13-year-old patients and parents of adolescents in their clinic
- Large Health Systems who serve 11-13-year-old patients and parents of adolescents
- Small Practices who serve 11-13-year-old patients and parents of adolescents

### OBJECTIVES

- Motivate providers, systems, and networks to promote HPV vaccination during back to school vaccination season – July – August 2018
  - Create assets to encourage HPV Roundtable members and their partners to disseminate messages to their audiences
- Contribute to the increase of summer HPV vaccinations to decrease HPV cancers

### IMPLEMENTATION TIMEFRAME

Campaign material will be sent out: Late June 2018

Campaign will launch: July 8 – August 31, 2018

### COMMUNICATIONS CHANNELS





## FOR HEALTHCARE PROFESSIONALS

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### WEBPAGE OR BLOG POST COPY

*Feel free to use this entire blog post or just use the tips that work for your audience.*

You can direct all traffic to this website - <http://hpvroundtable.org/power/> or upload the content below to your website.

HEADLINE: You Have the Power to Prevent Cancer

BODY COPY:

The power to prevent cancer is in your hands!

#### **Prevent 6 Cancers**

You have the power to prevent human papillomavirus (HPV) cancers and pre-cancers among patients in your care. HPV cancer prevention starts with you.

The HPV vaccine prevents infection with certain types of HPV that can cause cervical, throat, vulvar, vaginal, penile and anal cancer.

#### **Be Part of the HPV Super Six Hero Team!**

Do you see or treat 11-13-year-old youth as part of your practice, clinic or health system? If so, you could join a powerful team of six superheroes – all of whom have the power to prevent cancer with the HPV vaccine. You have the power and now you have the tools. These six action guides will help you and the rest of the Super SIX prevent up to six cancers caused by HPV infection!

VISIT The National HPV Roundtable's *Power to Prevent Cancer!* Page at <http://hpvroundtable.org/power/> to get specific tips for all 6 teams:

- Nurses & Medical Assistants
- Physicians, Physician Assistants, and Nurse Practitioners
- Dental Health Care Providers
- Office Staff
- Large Health Systems
- Small Practices



## SOCIAL POSTS

### WEEK 1 – Launch Week or Any Week

FB

The power to prevent cancer is in your hands! Be part of the HPV Super Six Hero Team Hero Team to work to eliminate human papillomavirus (HPV) cancers. Learn about how this powerful team of 6 will put an end to HPV cancers >> <http://hpvroundtable.org/power/> (or your own link)

It takes a diverse team to help prevent 6 HPV cancers with these 6 Action Guides. Learn how you can be part of the HPV Super Six Hero Team! <http://hpvroundtable.org/power/> (or your own link)

Back-to-school appointments peak in August making it the perfect time to put as many young people as possible on the path to long lasting prevention of HPV cancers. Be part of the HPV Super Six Hero Team - a powerful team of cancer prevention heroes >> <http://hpvroundtable.org/power/> (or your own link)

TWITTER

The power to #preventcancer is in your hands! Be part of the #HPVSuper6Hero Team to work to eliminate human papillomavirus (#HPV) cancers. Learn more >> <http://hpvroundtable.org/power/> (or your own link) #hpvax

It takes a diverse #team to help prevent 6 #HPVcancers with these 6 Action Guides. Learn how you can be part of the #HPVSuper6Hero Team! <http://hpvroundtable.org/power/> (or your own link) #hpvax

#Backtoschool appointments peak in August making it the perfect time to put as many young people as possible on the path to long lasting prevention of #HPVcancers. Be part of the #HPVSuper6Hero Team >> <http://hpvroundtable.org/power/> (or your own link) #hpvax

### Week 3 – July 22 – Small Practices

FB



Have Questions ? Contact Jennifer Sienko - [HPV.Vaccination.Roundtable@cancer.org](mailto:HPV.Vaccination.Roundtable@cancer.org)



Small Practices: Teamwork makes the HPV cancer prevention dream work. Get specific tips and join the HPV Super Six Hero Team: <http://hpvroundtable.org/power/> (or your own link)

Small practice efforts soar under the leadership of an HPV vaccine champion. Empower the champion to assemble an HPV vaccine super team to meet goals. Get specific tips and join the HPV Super Six Hero Team: <http://hpvroundtable.org/power/> (or your own link)

The HPV cancer prevention dream team works best with buy-in and support from your clinical practice leadership.

Get specific tips and join the HPV Super Six Hero Team: <http://hpvroundtable.org/power/> (or your own link)

Looking for more quick tips to improve your HPV rates? Try CDC's 5 tips to boost your HPV vaccination rates. [<https://www.cdc.gov/hpv/hcp/vacc-coverage/5-ways-to-boost-hpv-vaccination-rates.html>]

## TWITTER

Small Practices: #Teamwork makes the #HPVcancer prevention dream work. Get specific tips and join the #HPVSuper6Hero Team: <http://hpvroundtable.org/power/> (or your own link) #hpvvax

Small practice efforts soar under the leadership of an #HPVvax champion. Empower the champion to assemble an #HPV vaccine super team to meet goals. Get specific tips and join the #HPVSuper6Hero Team: <http://hpvroundtable.org/power/> (or your own link) #hpvvax

The #HPVcancers prevention dream team works best with buy-in and support from your clinical practice leadership. Get specific tips and join the HPV Super Six Hero Team: <http://hpvroundtable.org/power/> (or your own link) #hpvvax

Looking for more quick tips to improve your #HPVvax rates? Try CDC's 5 tips to boost your HPV vaccination rates >> <https://www.cdc.gov/hpv/hcp/vacc-coverage/5-ways-to-boost-hpv-vaccination-rates.html> #hpvvax

## **WEEK 7 – August 19 - NIAM: Preteen Vaccine Week**

### FB & Twitter

It's National Immunization Awareness Month's Preteen Vaccine Week! Follow the hashtag #HPVFact to learn more why the HPV vaccine is super for cancer prevention! Get all the facts about HPV cancer prevention in the link >>



www.cdc.gov/HPV  
(or your link)

#HPVFact: We can eliminate vaccine-preventable HPV cancers, starting with cervical cancer with the HPV vaccine. Get all the facts about HPV cancer prevention in the link >>

www.cdc.gov/HPV  
(or your link)

#HPVFact: HPV vaccination is cancer prevention. The human papillomavirus (HPV) can cause six different types of cancer and is a common infection. Get all the facts about HPV cancer prevention >> <https://preventcancer.org/wp-content/uploads/2018/05/PreventCancer-Fact-Sheet-HPV.pdf> (or your link)

HPVFact: The HPV vaccines are proven to be safe, effective, and provide lasting protection. Get all the facts about HPV cancer prevention >>

www.cdc.gov/HPV  
(or your link)

#HPVFact: Nearly all cases of cervical cancer are caused by HPV. Through vaccination of young adolescents, and screening of women, we have a clear path to the elimination of HPV cancers, starting with cervical cancer. Read more at >> <https://www.hpvroundtable.org/get-involved/eliminate>

#HPVFact: In the US, 6 out of 10 of girls and boys aged 13-17 have started the HPV vaccination series, but only 4 out of 10 of girls and boys are up to date on getting the full series. Get all the facts about HPV cancer prevention >>

www.cdc.gov/HPV  
(or your link)

#HPVFact: HPV vaccination is for girls and boys at ages 11-12 and best completed by age 13. Get all the facts about HPV cancer prevention >>

www.cdc.gov/HPV  
(or your link)

#HPVFact: HPV vaccination is cancer prevention. Get all the facts about HPV cancer >>

www.cdc.gov/HPV  
(or your link)



Learn from survivor Tamika Felder about the importance of the HPV vaccine to prevent cervical cancer. LINK:

[https://www.youtube.com/watch?v=lcoUUnOyEgU&list=PLRu0uHzo7TdJzR83\\_C2ACchJlcFw-AbTc&index=9&t=0s](https://www.youtube.com/watch?v=lcoUUnOyEgU&list=PLRu0uHzo7TdJzR83_C2ACchJlcFw-AbTc&index=9&t=0s)

## **WEEK 8 – August 26 - Power Through the Year – Also tips for Large Systems**

FB

Did you know: Prioritizing HPV vaccination can reduce healthcare costs? HPV vaccination prevents over 90% of cervical cancer cases and reduces diagnosis and treatment costs.

Bookmark this site and keep improving your HPV vaccination rates all year long!

<http://hpvroundtable.org/power/> (or your link)

Did you know: Improving HPV vaccination rates can help health systems improve quality care? The vaccines provided to patients now are expected to protect for a long time, improving long-term population health. Bookmark this link and keep improving your HPV vaccination rates all year long! <http://hpvroundtable.org/power/> (or your link)

Did you know: Making HPV vaccination a priority can improve patient experiences? Vaccination can prevent the pain and suffering that comes from HPV cancers. Plus, on-time vaccination means patients only need two doses instead of three, saving parents and patients time and money. Bookmark this link and keep improving your HPV vaccination rates all year long! <http://hpvroundtable.org/power/> (or your link)

TWITTER

#DYK: Prioritizing HPV vaccination can reduce healthcare costs? #HPVvax prevents over 90% of cervical cancer cases and reduces diagnosis and treatment costs. Bookmark this site and keep improving your #HPV vaccination rates all year long! <http://hpvroundtable.org/power/> (or your link)

#DYK: Improving #HPVvax rates can help health systems improve quality care? The #HPVvaccine provided to patients now are expected to protect for a long time, improving long-term population health. Bookmark this link and keep improving your #HPV vaccination rates all year long! <http://hpvroundtable.org/power/> (or your link)

#DYK: Making #HPVvax a priority can improve #patient experiences? #Vaccination can prevent the pain and suffering that comes from #HPVcancers. Plus, on-time vaccination means patients only need two doses instead of three, saving #parents and kid's time and

**Have Questions ?** Contact Jennifer Sienko - [HPV.Vaccination.Roundtable@cancer.org](mailto:HPV.Vaccination.Roundtable@cancer.org)







money. Bookmark this link and keep improving your #HPVvaccination rates all year long!  
<http://hpvroundtable.org/power/> (or your link)



## EMAILS TO PARTNERS, COLLEAGUES, ETC

Hello [NAME],

You might already know that summer is the hottest time to increase HPV vaccination rates. Back-to-school appointments peak in August and HPV vaccination rate increase 5-fold. However, we can raise those rates even higher ensuring all age-eligible boys and girls are put on the path to long-lasting cancer protection.

We're participating in the National HPV Vaccination Roundtable's *You've Got the Power to Prevent Cancer!* communications event. This event is intended to encourage medical providers to flex their super powers and help prevent 6 HPV cancers.

This campaign has specific information for 6 types of healthcare providers/systems to pump up the power of HPV cancer prevention. We have content specifically for those who see 11-13-year-old patients and parents of adolescents including:

- Nurses & Medical Assistants
- Physicians, Physician Assistants, and Nurse Practitioners
- Office Staff
- Large Health Systems
- Small Practices
- Dental Health Care Providers

The power to prevent cancer is in your hands! Be part of the HPV Super Six Hero Team to work to eliminate human papillomavirus (HPV) cancers. Learn how the HPV Super Six Hero Team are on a mission to end to HPV cancers >> <http://hpvroundtable.org/power/> (or your own link)

Also follow along on Facebook and Twitter for the next 8 weeks as we share all the tips to increase HPV vaccination in medical practices.

If you have any questions about this communications event or want to add materials to your website or social media, contact [NAME].

Thank you,  
[NAME]



## NEWSLETTER BLURB

HEADLINE: You Have the Power to Prevent Cancer!

BODY COPY:

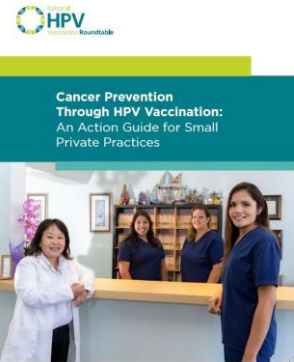
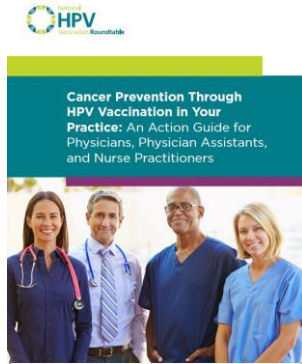
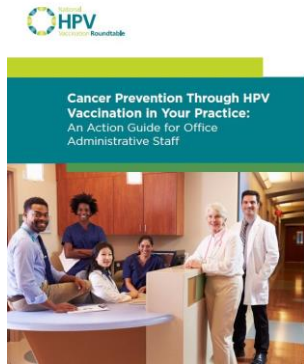
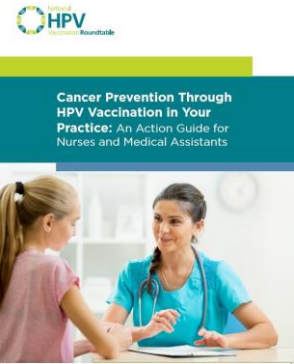
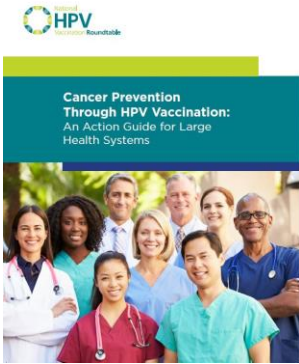
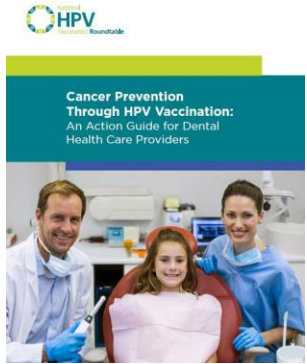
The power to prevent cancer is in your hands! You might already know that summer is the hottest time to increase HPV vaccination rates. Back-to-school appointments peak in August and HPV vaccination rate increase 5-fold. However, we can raise those rates even higher ensuring all age-eligible boys and girls are put on the path to long-lasting cancer protection. Be part of the HPV Super Six Hero Team , a team of super heroes with the power to prevent up to six tupes of cancer, and help create a world free from HPV cancers HPV. Learn about how this powerful team of 6 will put an end to HPV cancers >> <http://hpvroundtable.org/power/> (or your own link)

## SOCIAL IMAGES

Use these social images to support your posts

Download them at: <http://hpvroundtable.org/power-download-2018/>







## FOR PARENTS

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### WEBPAGE OR BLOG POST COPY HEALTHCARE PROFESSIONALS CAN USE FOR PARENTS

HEADLINE: Supercharge Your Kid's Cancer Fighting Power

Are you the parent of an 11- or 12-year-old? It's #Time2Vax! Make sure your child gets the three vaccines that protect against infections that cause whooping cough, HPV cancers and meningitis.

We can reduce the risk of our children getting certain cancers later in life by helping them make healthy choices now, including eating a healthy diet, staying away from tobacco, and being physically active. We can also help prevent most HPV cancers with just 2 shots of the HPV vaccine.

Decades of research have proven the HPV vaccines to be safe, effective, and provide lasting protection.

By starting HPV vaccination at age 11 or 12, you offer the most HPV cancer prevention for your child. Children are vaccinated before they're exposed to an infection – just like measles or pneumonia. HPV is so common that most people will be exposed at some point in their lives.

The HPV vaccine is given as a series of two shots and doctors recommend that girls and boys get vaccinated against HPV at age 11 or 12. The series should be complete by age 13.

Summer's winding down, but cancer prevention is revving up! Make sure to ask for the HPV vaccine at your next appointment.

### TWITTER AND FACEBOOK POSTS

Parent of an 11- or 12-year-old? It's #Time2Vax! Make sure your child gets the three vaccines that protect against infections that cause whooping cough, HPV cancers and meningitis.  
<Link> [\(or your own link\)](#)

Parents of preteens – it's #Time2Vax! Ask for the HPV vaccination at your child's back-to-school doctor visit. HPV vaccination is cancer prevention. By starting prevention at age 11 or 12, you offer the most HPV cancer prevention for your child <Link> [\(or your own link\)](#)



It's #Time2Vax! Ask for the HPV vaccination at your child's back-to-school visit. Children need to be vaccinated before they're exposed to an infection – just like measles or pneumonia. HPV is so common that most people will get it at some point in their lives.

<<https://preventcancer.org/wp-content/uploads/2018/05/VaccinationGuideforParents.pdf>> (or your own link)

Summer's winding down, but cancer prevention is revving up! Make sure the 11- and 12-year old youth in your life get the HPV vaccine. The HPV vaccine is given as a series of two shots and doctors recommend that girls and boys get vaccinated against HPV at age 11 or 12. The series should be completed by age 13.

<Link> [\(or your own link\)](#)

#Back2School = #Time2Vax! Ask for the HPV vaccine at your child's back-to-school doctor visit. The HPV vaccines are proven to be safe, effective, and provide lasting protection.

<[https://preventcancer.org/wp-content/uploads/2018/05/Tips\\_HealthyKids\\_factsheet.pdf](https://preventcancer.org/wp-content/uploads/2018/05/Tips_HealthyKids_factsheet.pdf)> [\(or your own link\)](#)

Don't wait to vaccinate! Doctors say it's #Time2Vax girls and boys with the HPV vaccine at age 11 or 12. Cancer protection decreases as age at vaccination increases.

<http://bit.ly/ACSParentFlyer1> (or your own link)

Parents: We can reduce the risk of our children getting cancer later in life by helping them make healthy choices now, including eating a healthy diet, staying away from tobacco, and being physically active. We can also help prevent most HPV cancers with just 2 shots of the HPV vaccine at age 11 or 12. It's #Time2Vax! <http://bit.ly/ACSParentFlyer2> (or your own link)

## **SOCIAL IMAGES**

Use these social images to support your posts

Download them at: <http://hpvroundtable.org/power-download-2018/>

