



Mission:
HPV **CANCER**
FREE

CAMPAIGN RESOURCE GUIDE

For ACS Partners

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Introduction from Dr. Debbie Saslow

Let me ask you something: How great would it be to have a vaccine that helps prevent cancer? And not just one, but six types of cancers! The good news? We already do – the HPV (human papillomavirus) vaccine.

We know the HPV vaccine works. In fact, it works so well that experts and organizations in the US and around the world are talking about eliminating HPV cancers as a public health problem, starting with cervical cancer.

What would it mean to eliminate a cancer? Thanks to vaccines, we eliminated polio in the US and most of the world. Thanks to vaccines, we eliminated smallpox. Elimination means never having to think about or worry that you or your children will get that disease. Imagine what it would be like to live in a world where cervical cancer doesn't exist. Where women and their families never have to live through the horrible burden of cervical cancer treatment and its aftermath, including loss of fertility. Where families never have to manage the grief of a loved one not living through cancer treatment.

We have a vision. Our vision is a country that is HPV cancer free – creating the first generation free of vaccine-preventable cancers – and to someday have a WORLD without HPV cancers. It has never been easier to achieve this vision.

We need you to help us achieve a world that is HPV cancer free. We stand on the brink of public health history. Using the existing tools of vaccines, screening, and treatment of pre-cancers, we can eliminate HPV cancers as a public health problem, starting with cervical cancer.

The American Cancer Society is here to help you engage in the mission to end HPV cancers with our *Mission: HPV Cancer Free* national public health campaign. This Campaign Resource Guide will show you why targeting HPV vaccination rates matters, how we can help you achieve your goals, and provide valuable tools and resources to make engagement – and results – easy. On the pages that follow, you will find overviews on engaging in HPV vaccination work tailored to health system partners and coalition/public health partners, background information on our *Mission: HPV Cancer Free* campaign, and resources for HPV vaccination work.

I am asking you to stand with us. **Together, our efforts can lead to the first generation free from HPV cancers.**

Sincerely,



Debbie Saslow, PhD
Managing Director, HPV and Gynecologic Cancers
American Cancer Society, Inc.

Partner Overview – Health Systems Partners

Why Prioritize HPV Vaccination?

Health systems have multiple priorities all vying for their attention. It can be hard to decide which health or quality topics to prioritize in your system. We'll make it easy for you; here are five reasons to choose to prioritize HPV vaccination.

- **Primary prevention of 6 types of cancer**

The HPV vaccine is a powerful tool to prevent multiple cancers, including mouth/throat, cervical, vaginal, vulvar, anal, and penile cancers. Every year, almost 35,000 men and women in the US are diagnosed with an HPV cancer, and nearly 200,000 women are diagnosed with cervical pre-cancer. The HPV vaccine helps prevent infection by virus types that cause the vast majority of these cancers and pre-cancers.

- **Decrease costs**

Preventing HPV cancers is less expensive than testing for and treating cancer and pre-cancers. HPV vaccination reduces costs associated with abnormal Pap tests, office visits, and procedures for cervical cancer prevention and treatment. Well-child visits that include the HPV vaccine may increase reimbursement, and the cost of the HPV vaccine is regularly covered by insurance and the Vaccines for Children (VFC) program.

- **Improve adolescent patient wellness**

Prioritizing HPV vaccination isn't just about preventing HPV. Efforts made to improve HPV vaccination rates can provide opportunities for more well visits where other wellness issues can be addressed. It may also increase the rates for your other adolescent vaccines at the same time. It's part of a platform for proactive long-term wellness care with your preteens and teens.

- **Easy and impactful**

HPV cancers are an easily solvable problem with a huge impact. It is as easy as two shots for every preteen.

- **Improve quality care**

Improving HPV vaccination rates can impact organizational quality measures for immunization of adolescents and adolescent well-care visits, including Healthcare Effectiveness Data and Information Set (HEDIS).

What *Mission: HPV Cancer Free* Offers

Through the American Cancer Society's *Mission: HPV Cancer Free* national public health campaign, partners have access to a wealth of knowledge, interventions experience, and tools to make it fast and easy to raise their HPV vaccination rates.

- **Global leadership in the fight against cancer**

The American Cancer Society (ACS) is a global grassroots force of 1 million volunteers dedicated to saving lives, celebrating lives, and leading the fight for a world without cancer. By engaging with the *Mission: HPV Cancer Free* campaign, partners gain the credibility we bring as an organization that's led the fight for more than 100 years and is one of the most trusted sources for cancer information in the world.

- **Experienced subject matter experts**

ACS has been designing, leading, and evaluating HPV vaccination interventions in clinical settings since 2015. Through work with nearly 100 systems, our tools and knowledge have been honed to create the greatest impact. On average, our interventions lead to an initiation rate increase of 14 percentage points. In addition, the campaign is led by renowned experts in HPV cancers and interventions and backed by the latest scientific evidence.

- **Free, proven tools and resources**

Through the campaign, partners can access a library of tools and resources to educate parents, carry out evidenced-based interventions, and promote HPV vaccination – all for free! From print materials to social media posts, partners can access ready-to-use materials, many of them co-brandable. Find out more in the Resource sections below.

- **Potential for an ACS interventions liaison**

If your system is interested in hands-on support and guidance from ACS for HPV vaccination intervention work, contact your local ACS staff partner to learn more.



Partner Overview – Coalition and Public Health Partners

Why Prioritize HPV Vaccination?

You have probably heard a lot about HPV vaccination. There's a reason for that. The President's Cancer Panel released a report in 2014 calling **"underuse of HPV vaccines a serious but correctable threat to progress against cancer,"** and that remains true despite recent gains.

This public health problem can be solved, but it will take a broad range of stakeholders and communities to create a generation free from HPV cancers.

Coalition and public health partners are crucial pieces of this solution.

- **A collective goal – and role – for everyone**

Eliminating HPV cancers can bring people together on a national, state, and/or local level. Who doesn't want to prevent cancer? This work also naturally lends itself to coalition action. Many partners are already addressing HPV vaccination, and even more can have a place in this work. Representatives of comprehensive cancer, immunization, state medical societies, and cancer survivors can all contribute.

- **A solvable problem**

As the President's Cancer Panel report noted, this public health problem can be solved. Working with partners or in coalition settings is a great way to leverage resources and elevate the message. Several states have shown improvement in their vaccination rates once individual organizations representing clinicians, health systems, state/local government, and cancer control organizations began strategically partnering and speaking with a unified voice to their stakeholders.

- **Available data and knowledge**

We possess a significant amount of data by state and region around HPV cancers, HPV vaccination rates, and gaps in rates. Much of this data can be found on ACS' [data dashboard](#). When we look at data with our local partners, we know where to place efforts to address gaps. We can have a mutual understanding of disparities and opportunities within our community for high impact. Partnerships and coalitions allow us to work smarter, not harder.

- **Now is the time**

Now is the time to protect children with vaccination, including HPV vaccination. With vaccination rates dipping down at least 60-70% due to the COVID-19 pandemic, we need to regain ground to protect children from vaccine-preventable diseases. Efforts to increase HPV vaccination rates can be a part of comprehensive vaccine promotion plans and support overall prevention activities that reduce the strain on health systems battling COVID-19.

What *Mission: HPV Cancer Free* Offers

Through the ACS *Mission: HPV Cancer Free* national public health campaign, partners have access to experienced conveners, subject matter experts, and proven resources.

- **Experienced convener**

ACS has been active on a state level in nearly every state nationwide and has experience convening diverse stakeholder groups. Most state-level ACS staff have extensive training in facilitation skills as well. By engaging in the *Mission: HPV Cancer Free* campaign, you can join the network of organizations tackling HPV cancers.

- **Time-bound goals**

The *Mission: HPV Cancer Free* campaign has two goals, each with time-bounded state and national subgoals. Find these goals on [page 8](#). Engaging with the campaign provides partners with specific goals and objectives they can use to focus their efforts and connect with national work.

- **Mission credibility**

ACS is a global grassroots force of 1 million volunteers dedicated to saving lives, celebrating lives, and leading the fight for a world without cancer. By engaging with the *Mission: HPV Cancer Free* campaign, partners gain the credibility we bring as an organization that's led the fight for more than 100 years, along with numerous other stakeholder organizations that are prioritizing HPV vaccination.

- **Free portfolio of resources**

As part of the *Mission: HPV Cancer Free* campaign, ACS has created a portfolio of resources that partners can use to educate constituents and promote HPV vaccination. Find out more in the [Resource sections](#) below.



Campaign Overview

June 8, 2026 will mark 20 years since the original FDA approval of the first HPV vaccine in the United States. By this date, we hope to see at least 80% of 13-year-olds fully vaccinated against HPV. ACS will be using June 8 as a touchpoint and launch of our annual summer effort to increase awareness and understanding about HPV vaccination.



The Mission

Our work will increase HPV vaccination rates for preteens to at least 80% by June 8, 2026, the 20-year anniversary of the FDA's approval of the first HPV vaccine. We will partner with American Cancer Society volunteers, parents, providers, health care organizations, and community leaders to meet this goal.



Why HPV

With this vaccine, we have the potential to help prevent more than 32,000 cases of HPV cancers in men and women each year – that's 90% of all cases.



Why the American Cancer Society

As one of the most respected cancer organizations in the world, the American Cancer Society is uniquely positioned to lead the fight. Our national infrastructure and volunteer base will make HPV cancer prevention a priority for the nation. We are a trusted, science-based organization committed to reducing our country's cancer incidence and mortality through partnerships.



Why Now

The US lags behind other developed countries in protecting our children against HPV cancers. No one should face a diagnosis of cancer that could be prevented. The HPV vaccine provides safe, effective, and long-lasting protection against HPV cancers. Scientists and health organizations around the world closely monitor HPV vaccine safety and have found it to be safe and effective. If we vaccinate all of our 9- to 12-year-olds, we could see a generation of HPV cancer-free adults.



How the Work Gets Done

Since 2015, the American Cancer Society Cancer Control staff have partnered with health care, immunization, cancer control, and other organizations to increase HPV vaccination to help prevent HPV cancers. Now is the time for partners across the country to join us in the fight. Together, we are stronger than cancer.

The Mission: HPV Cancer Free campaign has two goals:

1. *Increase HPV vaccination rates for preteens.*
 2. *Eliminate gender disparities in HPV vaccination, and reduce geographic disparities in HPV vaccination rates.*
-

Campaign Strategies

There are five key strategies that drive our *Mission: HPV Cancer Free* national public health campaign.

Strategy 1: STRENGTHEN PROVIDER RECOMMENDATIONS

The biggest predictor of HPV vaccination uptake is an effective recommendation from a health care professional – specifically a family medicine or pediatric professional.

A recommendation from a health care professional is the primary reason children get vaccinated. Provider education should focus on recommending HPV vaccination on the same day, in the same way, as other vaccines. While it is critical to have all health system professionals engaged, an effective recommendation from a patient's primary care provider is a key requirement for vaccine uptake. Many parents trust their child's doctor and would choose to vaccinate if they received an effective recommendation.

Strategy 2: ACTIVATE PARTNERS AND STAKEHOLDERS

Engage key partners to drive HPV vaccination rate improvement.

Each state, community, and jurisdiction has its own set of challenges, opportunities, and systems to tackle in order to improve HPV vaccination rates. In many states, forming key stakeholder groups such as a state HPV vaccination roundtable or coalition is integral to improving rates. Regardless of whether a state group is a formal roundtable or an informal coalition, there are key members that should be working together. These include the state comprehensive cancer control branch, the state immunization branch and coalition, pediatric professional groups, health systems, health plans, academic partners, industry, and cancer centers.

Strategy 3: KNOW YOUR DATA AND TRACK PROGRESS

You must know where you are to know where to go.

Whether at a clinic, county, or state level, data can help drive your planning and intervention process. For HPV vaccination, knowing your data means determining baseline vaccination rates. On a state level, this involves the state immunization and/or cancer registries, as well as reviewing vaccine ordering data. On a health system and clinic level, calculating baseline rates of patients who have initiated or completed the HPV vaccine series is critical before beginning any intervention.

Strategy 4: IMPLEMENT EVIDENCE-BASED INTERVENTIONS AND SYSTEMS CHANGES

Targeted interventions are needed to ensure timely progress.

Systems changes should be made, as necessary, to support and sustain HPV vaccination interventions. Evidence-based interventions for HPV vaccination include patient reminders, provider electronic health record alerts, standing orders, provider feedback reports, and policy changes.

Strategy 5: INCREASE PARENTAL KNOWLEDGE

HPV vaccination is cancer prevention.

Our #1 message is that HPV vaccination is cancer prevention. Communicating this message will help create a generation free from HPV cancers. The HPV vaccine is best when given before age 13 to provide the most complete coverage against the HPV types that can cause cancer. That's why ACS recommends that boys and girls get the HPV vaccine between ages 9 and 12. Please see www.cancer.org/hpv for parent education resources.

5 Key Campaign Messages

There are five key messages about HPV vaccination that drive our *Mission: HPV Cancer Free* public health campaign.

1: HPV, or human papillomavirus, is a common virus that can cause six types of cancer.

- Each year in the United States, almost 35,000 men and women are diagnosed with a cancer caused by HPV.
- 8 out of 10 people will get HPV at some point in their lifetime.
- About 14 million people in the United States, including teens, become infected with HPV each year.
- HPV infection has no treatment, but a vaccine can prevent it.

2: HPV vaccination is cancer prevention.

- HPV vaccination can prevent more than 90% of HPV cancers when given at the recommended ages.
- HPV vaccination helps protect against six types of cancer. These include throat, cervical, vaginal, vulvar, anal, and penile cancer.
- More than 60% of US parents have chosen to protect their children from HPV cancer with the HPV vaccine.
- The American Cancer Society, the CDC, and the American Academy of Pediatrics recommend HPV vaccination to prevent six types of cancer.

3: HPV vaccination works best when given between ages 9 and 12.

- Vaccination at the recommended ages will prevent more cancers than vaccination at older ages.
- Children and young adults ages 13 through 26 who have not been vaccinated, or who haven't gotten all their doses, should get the vaccine as soon as possible.

Resource: [*Don't Wait to Vaccinate.*](#)

4: HPV vaccination is for boys and girls.

- Both boys and girls can get infected with HPV.
- HPV vaccination helps protect boys from cancers of the throat, penis, and anus later in life. HPV vaccination helps protect girls from cancers of the cervix, throat, vagina, vulva, and anus later in life.

5: HPV vaccination provides safe, effective, and long-lasting protection against HPV cancers.

- Scientists and health organizations around the world closely monitor HPV vaccine safety and have found it to be safe and effective.
- HPV vaccination works very well. Research has shown the vaccine provides close to 100% protection against infections and pre-cancers caused by the types of HPV in the vaccine.
- Like any vaccine, the HPV vaccine can cause side effects. Common side effects are mild and can include headache, pain, and soreness in the arm where the vaccine was given.
- For additional questions about the safety and effectiveness of the HPV vaccine, talk with your health care provider.

Resource: [*HPV VACs: Just the Facts for Providers.*](#)



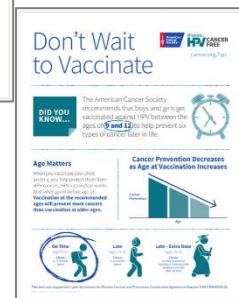
Tools and Resources

The following tools and resources are available for you to use in your HPV vaccination efforts. Several resources are publicly available (indicated by hyperlink). Others can be accessed by reaching out to your ACS staff partner. If you're not already connected to an ACS staff partner, email ACS.HPV.VACS@cancer.org.

Resources to Educate Parents and the Public

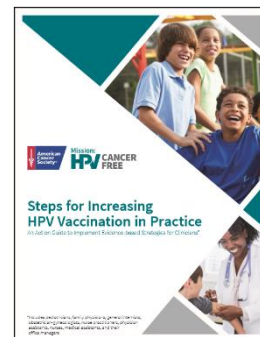
All parent documents can be co-branded with a licensing agreement.

- [Cancer.org/hpv](https://cancer.org/hpv) and cancer.org/vph (Spanish)
Public landing page for information on HPV vaccination
- [Protecting Our Children from HPV Cancers](#)
One-page, visual document illustrating the key messages about HPV vaccination
- [Take a Shot at Cancer!](#)
Two-page, low literacy factsheet covering the basics about HPV vaccination
- [Don't Wait to Vaccinate](#)
One-page visual document showing why children should be vaccinated between ages 9 and 12
- [HPV Vaccination: Just the Facts](#)
Two-page document presenting the facts about common myths parents may encounter



Clinical Resources

- [Steps for Increasing HPV Vaccination in Practice](#)
An action guide for implementing evidence-based HPV vaccination interventions in the clinical setting
- [Just the Facts for Providers](#)
Provides factual responses to common myths that health care professionals can use when talking to parents. Also available in Spanish from your ACS staff partner
- [HPV Vaccination Information for Health Professionals](#)
Web-based hub with information for clinicians and other health professionals



- **Clinical Action Guides**

A suite of six booklets from the National HPV Vaccination Roundtable tailored to specific professional audiences providing guidance for health care providers, decision makers, and support staff to implement key interventions and strategies to raise HPV vaccination rates

- **Reminder Cards**

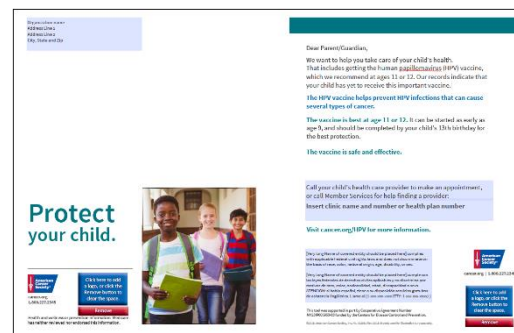
ACS offers a suite of co-brandable reminder cards for initiation of all three adolescent vaccines, HPV vaccine alone, and follow-up doses. Cards are available in English, Amharic, Arabic, Haitian Creole, Spanish, and Vietnamese. Contact your ACS staff partner for access.

- **Report Card**

The HPV vaccination report card is a tool to calculate and communicate your rates, set goals, and monitor your progress over the course of an intervention.

- **National HPV Vaccination Roundtable Resource Library**

A searchable collection of resources provided by the National HPV Vaccination Roundtable



Communications and Marketing Resources

The *Mission: HPV Cancer Free* campaign includes a wide variety of communications materials you can use to further the message, including some in Spanish. Talk to your ACS staff partner about accessing these materials.

Audio and Video

- **PSA videos**

Thirty- and 15-second videos feature a preteen girl going to school and sharing her career dream with her classmates.

- **Radio ads**

Thirty- and 15-second audio files in English and Spanish promote HPV vaccination.



00:00:14 / 00:00:22

Web Banners and Social Media Covers

- **Web banners**
 Animated HTML banners and static web ads
 English and Spanish, various image options
- **Social media covers**
 Facebook cover photo
 Twitter cover image
 Available with various image options



Print Materials

- **Posters**
 11x17-inch color posters
 English and Spanish, various image options
- **Cards**
 Postcards and fold-over cards thanking recipients for helping to prevent cancer
- **Print Ads**
 Color and black/white versions, various sizes, and various image options



Social Media

Ideas and Thought Starters You Can Use in Your Social Media Activation

- Follow ACS accounts on Facebook, Twitter, and Instagram and repost content.
- Use the hashtag #HPVCancerFree.
- Share a fact about HPV cancer prevention or vaccination.
- Share the video PSA and tell stories of HPV cancer survivors in your area.
- Videos from HPV cancer experts and survivors - <http://bit.ly/HPVSurvivorVideos>
- Host an interview or webinar with an oncologist or OB/GYN to talk about HPV cancer prevention.
- Share why you are inspired by the *Mission: HPV Cancer Free* public health initiative.

HPV Vaccination Social Media Content

Knowledge-building Content for Twitter

- HPVFact: #HPV vaccination is cancer prevention. The human papillomavirus (HPV) is a common infection that can cause 6 types of cancer. Get the facts about HPV cancer prevention at cancer.org/hpv #HPVCancerFree
- Parents: Want to learn more about the #HPVvaccine? Get the facts about #HPV #cancer prevention at cancer.org/hpv #HPVCancerFree
- @AmericanCancer recommends the HPV vaccination for girls and boys between 9 & 12. Learn more at cancer.org/hpv #HPVCancerFree
- HPVFact: HPV vaccination is cancer prevention. Get the facts about #HPV cancer prevention at cancer.org/hpv #HPVCancerFree
- DYK: There is a vaccine that can prevent more than 90% of #HPV cancers when given at the recommended ages. Learn more about the HPV vaccine at cancer.org/hpv #HPVCancerFree
- Eight out of ten people will get HPV at some point in their lives. Be sure your child gets the HPV vaccine between 9 & 12 to help prevent HPV cancers later in life. Learn more at cancer.org/hpv #HPVCancerFree
- Learn how you can help protect your child from 6 types of #cancer later in life at cancer.org/hpv #HPVCancerFree
- What common virus can cause 6 types of cancer? Learn more at cancer.org/hpv #HPVCancerFree
- HPV is a common virus with no treatment, but a vaccine can prevent it. Learn more at cancer.org/hpv #HPVCancerFree
- Learn from HPV #cancer survivor Christine Baze about the importance of the #HPVvaccine for your child. Watch the video at bit.ly/bazevideo #HPVCancerFree

Knowledge-building Content for Facebook

- HPV Fact: HPV is very common - 8 out of 10 people will get it at some point in their lives. Fortunately, we have a vaccine that can prevent this infection and most of the cancers it can cause. Get the facts about HPV cancer prevention at cancer.org/hpv

- HPV Fact: Nearly all cases of cervical cancer are caused by HPV. Through vaccination of preteens and screening of women, we have the tools to eliminate cervical cancer. Get the facts about HPV cancer prevention at cancer.org/hpv
- HPV Fact: More than 60% of US parents have chosen to protect their children from HPV cancers with the HPV vaccine. Get the facts about HPV cancer prevention at cancer.org/hpv
- HPV Fact: HPV vaccination is cancer prevention. Get the facts about HPV cancer prevention at: cancer.org/hpv
- Have a teen or young adult age 13-26 who still needs the HPV vaccine? It is not too late to help protect them from 6 types of cancer. Learn more at cancer.org/hpv

Well-care Reminder Content for Facebook

Important Note: Please review the public health guidance in your community to be certain that in-person vaccination is recommended by public health agencies before using the messages below.

- Missed your child's well visit? Call your child's doctor to talk about getting them on track with vaccinations, including the HPV vaccine which is recommended for all children between ages 9 and 12. HPV vaccination is cancer prevention. Learn more at cancer.org/hpv
- It's important to stay on track with your child's vaccinations. The HPV vaccine is recommended for children 9- to 12-years-old to help prevent 6 types of cancer later in life. Call your child's doctor today to make a vaccination plan. Read more at cancer.org/hpv
- Doctors are taking steps to see children safely during this time. Call your child's doctor today to stay on track with well-visits and vaccinations, including the HPV vaccine recommended for 9- to 12-year-olds. HPV vaccination is cancer prevention. Learn more at cancer.org/hpv

Back-to-School Themed Content for Facebook

- Parent of a 9- to 12-year-old? Want to learn more about the #HPVvaccine? Get the facts about #HPV cancer prevention before your child's next doctor visit. cancer.org/hpv
- Parents of preteens – it's time to vaccinate! Ask for the HPV vaccine at your child's back-to-school doctor visit. Making sure your child gets the HPV vaccine between 9 and 12 can help prevent 6 types of cancer later in life. HPV vaccination is cancer prevention. cancer.org/hpv #HPVCancerFree

- Parent of preteens: Prevent your child from becoming one of nearly 35,000 adults who are diagnosed with HPV cancers every year. Learn more: cancer.org/hpv
- It's time to vaccinate! Ask for the HPV vaccine at your child's back-to-school visit. Children are vaccinated before they're exposed to an infection – just like measles or chicken pox. HPV is so common that 8 out of 10 people will get it at some point in their lives. Learn more at cancer.org/hpv
- Summer is winding down, but cancer prevention is revving up! Make sure the 9- to 12-year-olds in your life get the HPV vaccine. The HPV vaccine is most effective when given at these ages. Learn more at cancer.org/hpv
- Parents: Reduce the risk of your children getting cancer later in life by helping them make good choices now, like eating a healthy diet, staying away from tobacco, and being physically active. You can also help prevent 6 types of cancer with the HPV vaccine when it's given between ages 9 and 12. <https://bit.ly/2MD0g6F>

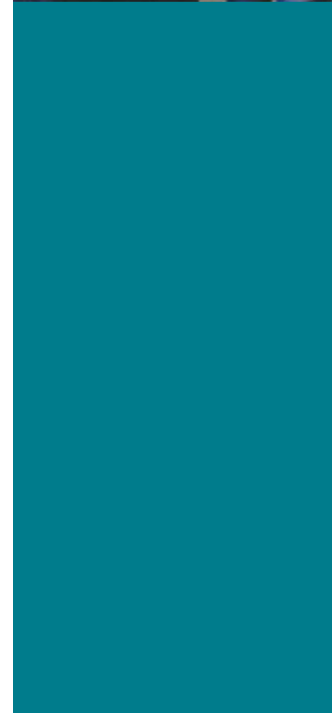
Back-to-School Themed Content for Twitter

- #Back2School = #Time2Vax! Ask for the HPV vaccine at your child's back-to-school doctor visit. Get the facts about the #HPV vaccine before you go at cancer.org/hpv #HPVCancerFree
- Get the facts about #HPV cancer prevention before your child's back-to-school doctor visit. cancer.org/hpv #HPVCancerFree
- Don't wait to vaccinate! Doctors say it's #Time2Vax boys & girls with the HPV vaccine between 9 & 12 when #cancer prevention is most effective www.bit.ly/308sqj9 #HPVCancerFree
- Summer's winding down, but #cancer prevention is revving up! Make sure the 9- to 12-year-olds in your life get the HPV vaccine. cancer.org/hpv #HPVCancerFree
- Parents of preteens: Prevent your child from becoming one of nearly 35,000 adults who are diagnosed with #HPV cancers every year. Learn more: cancer.org/hpv #HPVCancerFree
- HPV vaccination is #cancer prevention. Ask your preteen's doctor about starting this vaccine series at their next visit. Learn more: cancer.org/hpv #HPVCancerFree
- Help protect your child from 6 types of cancer. Learn more: cancer.org/hpv #HPVCancerFree
- Talking to your child's doctor about the HPV vaccine? Learn more before you go at cancer.org/hpv #HPVCancerFree

On-hold Scripts

Pediatric and family practice clinics/offices can record these scripts to use on their telephone lines for parents on hold. Content adapted from the Centers for Disease Control and Prevention's *Adolescent Vaccination Messaging for Practice Hold Lines*.

- Did you know that as your children get older, they are at increased risk for some infections? Also, the protection provided by some childhood vaccines can begin to wear off. As you prepare your preteen or teen to go back to school, make plans to protect their current and future health with the vaccinations recommended by our clinicians. When they are 11 or 12 years old, your kids need vaccinations to help protect them against tetanus, HPV cancers, and meningitis. Make an appointment today for your child to receive these lifesaving vaccinations.
- School will be out soon, and many families will be getting ready for summer vacations, camps, and other fun activities. While you are making your summer plans, make an appointment for your 11- or 12-year-old to receive the vaccines they need before starting school in the fall. Now is the perfect time to ask us about the meningococcal, HPV, and Tdap vaccines.
- Did you know that both boys and girls need to get the HPV vaccine series when they are between 9 and 12 years old? Each year, almost 35,000 men and women in the United States are diagnosed with an HPV cancer. You can protect your children with HPV vaccination. If your child hasn't started or finished the HPV vaccine series, make an appointment with us today!
- If your teenager hasn't gotten the vaccine to protect them from HPV cancers, it's not too late. Take advantage of any visit to the doctor – such as a yearly checkup or physicals for sports, camp, or college – to ask about the HPV vaccine and the other shots your preteens and teens need. Ask us today about making an appointment for your child to receive these lifesaving vaccines.
- Whether it's a yearly checkup or a physical for sports, camp, or college, just about any visit to the doctor is a good time for preteens and teens to get their recommended vaccines. There are four vaccines recommended for preteens and teens. In addition to the flu vaccine, which your kids should get every year, 11- and 12-year-olds also need the meningococcal, HPV, and Tdap vaccines. Ask us about these immunizations.



What's Next

THANK YOU for the work you do to reduce the number of HPV cancers. The American Cancer Society is proud to partner with you!

Take these actions to help create a generation free from HPV cancers:

1. **Join us!**

Endorse, share, and support the American Cancer Society's goal to vaccinate at least 80% of 13-year-olds by 2026.

2. **Spread the word!**

Share ACS social media posts and resources from cancer.org/hpv.

3. **Engage!**

Partner with us on our five key campaign strategies:

- Work with your ACS interventions liaison to learn and share how to deliver an effective recommendation.
- Recognize providers and systems that are doing well with vaccination rates, and support others to achieve similar success.
- Work with your state/local immunization registry, coalition, academic, and other partners to better understand the vaccination rates in your community, and perhaps barriers to even better data.
- Rally your quality improvement and other staff and leadership to implement evidence-based approaches to increase vaccination rates, including but not limited to, standing orders or reminder-recall systems.
- Support parent or survivor champions in your community who can assist you in spreading a vaccine-positive message to increase parental awareness.

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