|  |  |  |
| --- | --- | --- |
| **Lead Health Organization:** |  |  |
| **Lead Health Organization Staff Member:** |  |  |
| **Partner Organizations:** |  |  |
| **Planning Team Members:** |  |  |
| **Target Population:** |  |  |
| **Resources (human and financial) to support the project:** |  |  |

**Overview**

This action plan template is designed to serve as a place to keep track of project planning and to track progress for the team. The document is divided into four actions, based on the [*Recommendations to Promote HPV Vaccination* messaging guide](https://preventglobalhpvcancers.org/wp-content/uploads/2024/03/Recommendations-to-Promote-HPV-Vaccination-Evidence-Based-Messages-to-Encourage-Parents.pdf). As you start planning, consider activities that are appropriate for your organization. Feel free to add activities that are not suggested in the messaging guide but are relevant to your situation.

1. **Form a Team –** A set of questions to help you determine who needs to be involved in assessing, planning, and implementing your plan.
2. **Assess and Review –** A set of questions to help you review current HPV vaccination practices and data. These questions should be answered or validated by organizational leadership before starting the communication plan.
3. **Make a Plan –** This section will help you plan and track your activities to be used in coordination with the messaging guide. Select activities that are the best fit for your organization and resources.
4. **Monitor and Refine –** A set of questions to help reflect on the results, successes, and challenges of the project.

**Action 1:** Form a Team

|  |
| --- |
| It is important to determine who is going to do the work of developing and implementing an HPV vaccine communication plan. |
| **Suggested Activities** | **Selected Actions & Notes** | **People Responsible** | **Timeline** |
| **Identify people within your organization** who engage in HPV vaccination work. For example, individuals who:* Review current communication practices (examples: email/SMS campaigns, social media, reminder phone calls, patient portal)
* Design communication for the public, healthcare providers, and insured populations
* Manage HPV vaccination data
* Who else in your organization needs to be involved on the team?
 |  |  |  |
| **Determine the frequency** the team will meet to assess current activities, develop a plan, monitor progress, and celebrate success.  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Engage external partners** that are required for success, for example:* Central health authorities
* Local cancer organizations
* Health centers or healthcare providers
* Medical professional societies
* Health insurance companies
* Schools/Ministry of Education
* Influential individuals within the community
 |  |  |  |
| **Reassess** who is needed on the team for different phases of planning and implementation. |  |  |  |
| **Other** |  |  |  |
| **Resources for Action 1:** |

 **Action 2:** Assess and Review

|  |
| --- |
| Before creating a plan, it is important to understand current efforts in HPV vaccination in your organization. If a recent audit of HPV activities has occurred, you can skip this step and move on to planning. If not, use the guidance below to gather current HPV vaccination activities. |
| **Suggested Activities** | **Selected Actions & Notes** | **People Responsible** | **Timeline** |
| **Review your HPV vaccination data** and consider the following:* Compare the last several years of HPV vaccination data to the current year
* Compare HPV vaccination rates to rates for other adolescent vaccines
* Compare HPV vaccination rates in the target cohort to rates in other age groups
* Compare geographies or other variables that can help you focus on a target population
 |  |  |  |
| **Assess the strategies** your organization currently uses to communicate about HPV vaccination to members, healthcare providers, and the public:* Website
* Social media
* Brochures
* Emails
* Member portal
* SMS
* Other?
 |  |  |  |
| **Review** current messages for any misalignment with recommended message framing:* HPV vaccination is framed as cancer prevention
* Provides clear directions for parents on timing of HPV vaccination
* Makes clear the HPV vaccine is free for targeted ages
* Language is clear and simple
* Communicates physician and central health authority support for the HPV vaccine
* Communicates that HPV vaccination is part of completing the regular/recommended vaccine schedule
 |  |  |  |
| **Make note** of any current messaging that is not in alignment with the recommended framing. |  |  |  |
| **Other** |  |  |  |
| **Resources for Action 2:** |

**Action 3:** Make a Plan

|  |
| --- |
|  |
| After forming a team, reviewing data, and assessing your current HPV vaccine communications, create a plan that will guide your HPV vaccination work. |
| **Suggested Activities** | **Selected Actions & Notes** | **People Responsible** | **Timeline** |
| **Determine target audience(s)** for communications based on the HPV vaccination data found during action 2.  |  |  |  |
| **Identify barriers and facilitators** that may impact the effectiveness of the message. For example, cultural beliefs, social paradigms, geographical barriers, etc. This may vary according to each region of the country. |  |  |  |
| **Determine messages** for the target audience(s) using [recommended messages](https://preventglobalhpvcancers.org/wp-content/uploads/2024/03/Communications-Calendar-Colombia-English.docx), modify your current messages, or create new messages based on the following frames:* Increase trust in the vaccine by sharing physician and institutional support and the safety of the vaccine.
* Remind parents of their responsibility to get their children vaccinated against HPV.
* Provide decision aids and clear direction for parents to schedule a specific time when they can vaccinate their children.
 |  |  |  |
| **Develop a** [**communications calendar**](https://preventglobalhpvcancers.org/wp-content/uploads/2024/03/Communications-Calendar-Colombia-English.docx)using recommended messages to prompt parents to vaccinate their children against HPV cancers.* Communicate with parents through multiple channels including SMS, email, mailings, patient portal, website, and/or social media.
* Create a budget for the communication plan.
* Procure necessary technologies or subscriptions to deliver messages.
* Partner with other trusted organizations to reach parents to reinforce cancer prevention messaging.
 |  |  |  |
| **Prepare healthcare systems and healthcare workers** by communicating with them about: * The burden of HPV cancers in Colombia, including cervical cancer
* The pivotal role physicians play in increasing HPV vaccination rates by strongly recommending the HPV vaccine to parents and caregivers
* Key messages to use with parents when recommending the vaccine
* HPV vaccination rates for the clinic compared to other doctors, clinics, or coverage rates of other vaccines in the expanded immunization program
* The importance of using in-clinic reminders such as posters and parent handouts that reinforce key messages about HPV vaccination
* Future HPV vaccination campaigns that will be directed at parents
 |  |  |  |
| **Other** |  |  |  |
| **Resources for Action 3:**[Communication Calendar and Message Development Template](https://preventglobalhpvcancers.org/wp-content/uploads/2024/03/Communications-Calendar-Colombia-English.docx) |

|  |
| --- |
|  **Action 4:** Monitor and Refine |
|  |
| It is important to track your HPV vaccination communication actions and outcomes. |
| **Suggested Activities** | **Selected Actions** | **People Responsible** | **Timeline** |
| **Establish a goal(s**) for the communication plan. |  |  |  |
| **Determine which metrics** you will track to evaluate the goal and how often you will monitor them. |  |  |  |
| **Identify** which messages/images/emoticons work best with your population. |  |  |  |
| **Engage the target audience** in evaluating the strategies and effectiveness of the messages. For example, conduct surveys or focus groups to gather feedback on the clarity and impact of your messages. |  |  |  |
| **Refine your communication plan** as you review the results of your efforts. |  |  |  |
| **Recognize and celebrate successes** and lessons learned within your organization and with your partners. |  |  |  |
| **Other** |  |  |  |
| **Resources for Action 4:**[Case Study Template](https://preventglobalhpvcancers.org/wp-content/uploads/2024/03/Colombia-Case-Study-Template-English.docx) |

**The Prevent Global HPV Cancers Team would love to hear about your project. Please reach out to share your experience with the project by emailing:** **GlobalCancerPrevention@cancer.org****.**