|  |  |  |
| --- | --- | --- |
| **Lead Health Organization:** |  |  |
| **Lead Health Organization Staff Member:** |  |  |
| **Timeframe of Calendar:**  Include date first message will be sent and the date of last message to be sent |  |  |
| **Target Population:** |  |  |
| **Resources (human and financial) to support the project:** |  |  |

**Overview**

The communication calendar template is designed to serve as a tool for the project team.

**Message Development Checklist**

As you determine the messages you are going to use to reach your target audience(s) you can use the following steps:

**Start with Recommended Messages**

* From the table below**, select the messages** that will resonate most with your audience.
* Choose the **channel of communication** that you will employ to deploy these messages.
* Choose the **frequency of messages**: weekly, bi-weekly, monthly.
* Appoint a person with the responsibility to **send the messages.**
* **Measure vaccination rates** after the communications campaign.

[**Recommended Messages Based on Evidence from the Field**](https://docs.google.com/document/d/1hmXCqh6IY-o2RE-eUZtkx8FBIfWpBCqN/edit#bookmark=kix.xcqtk91kko91)

Please note that the original messages tested were all signed by the Secretary of Health and referred to “daughters” only since boys hadn’t yet been added to the program.

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| --- | --- |
| **Behavioral Tactic** | **Recommended Message Content** |
| Highlight physician and institutional support and the safety of the vaccine | *Hi [Parent’s name], Medical Doctors recommend that you vaccinate your child against HPV. There is a vaccine waiting for your child at the nearest vaccination center. [central health authority or health insurance company]*  *Hi [Parent's name], the [central health authority] recommends that you vaccinate your child against HPV. There is a vaccine waiting for your child at the nearest vaccination center. [central health authority or health insurance company]*   *Hi [Parent's name], the [central health authority] recommends and makes available the HPV vaccine at [number] vaccination points for your children’s well-being. [central health authority or health insurance company]*   *Hi [Parent’s name], did you know the HPV vaccine is the safest in the vaccination plan? There is an HPV vaccine waiting for your child. [central health authority or health insurance company]* |
| Remind parents of their responsibility to get their child vaccinated | *Hi [Parent’s name], your child does not have the HPV vaccine yet* ☹*. There is a vaccine waiting for your child at the nearest vaccination center. [central health authority or health insurance company]*   *Hi [Parent's name], your child is supposed to have 21 vaccines on their vaccination card, and they are still missing the vaccine against HPV. There is a vaccine waiting for your child at the nearest vaccination center. [central health authority or health insurance company]*   *Hi [Parent’s name], there is a vaccine waiting for your child at the nearest vaccination center. [central health authority or health insurance company]*   *Hi [child’s name]’s mom/dad, remember that your child still needs the HPV vaccine. [central health authority or health insurance company]* |
| Provide clear direction and decision aids for parents | *Hi [Parent’s name], you have an appointment on the xx of \*MONTH\* at (X) am/pm to vaccinate your child against HPV. There is a vaccine waiting for your child at the nearest vaccination center. [central health authority or health insurance company]*  *Hi [Parent’s name], 4 of every 10 parents in your town vaccinated their children to protect them from cancer, an increase of 300% since 2016. [central health authority or health insurance company]*   *Hi [Parent’s name], 4 out of 10 parents in [town’s name] with children of your child's age have already vaccinated them against HPV. You're still missing out* ☹*. [central health authority or health insurance company]*   *Hi [Parent’s name], in 2020, [number of women diagnosed with cervical cancer that year] women developed cervical cancer in [locality name]. Prevent cervical cancer with the HPV vaccine for girls aged 9-17. [central health authority or health insurance company]*   *Hi [Parent’s name], in 2020, [number of men diagnosed with HPV-related cancers] men developed [type of HPV-related cancer] in [town’s name]. Prevent cancer with the HPV vaccine for boys aged 9. [central health authority or health insurance company]* |
| Provide simple information on HPV vaccination | *Hi [child’s name]’s mom/dad, did you know the HPV vaccine is free in [town’s name] for girls aged 9-17? [central health authority or health insurance company]*   *Hi [child’s name]’s mom/dad, did you know the HPV vaccine is free in [locality name] for boys aged 9? [central health authority or health insurance company]*   *Hi [child’s name]’s mom/dad, your daughter aged 9-17 has the right to be vaccinated for free against HPV. [central health authority or health insurance company]*   *Hi [child’s name]’s mom/dad, your son aged 9 has the right to be vaccinated for free against HPV. [central health authority or health insurance company]*   *Hi [child’s name]’s mom/dad, remember that girls aged 9-17 should be vaccinated against HPV. [central health authority or health insurance company]*   *Hi [child’s name]’s mom/dad, there are [number] public vaccination centers in [town’s name] where you can vaccinate your child against HPV. [central health authority or health insurance company]*   *Hi [child’s name]’s mom/dad, click here and locate HPV vaccination sites in [town’s name]: https://bit.ly/ssalud [town’s name].\* Vaccinate your child. [central health authority or health insurance company]* |

\*Consider creating a simple link with the town’s vaccination points on a map or an interactive map. An example is <https://bit.ly/ssaludbog>.

**Use the Following Calendar Template to Plan the Deployment of Your Messages**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Communication Calendar** | | | | | | | |
| **Week** | **Target Audience** | **Personalized:**  ***Yes* or *No*** | **Behavioral Tactic** | **Signature to Include** | **Message** | **Deployment Date** | **Lead Person** |
| Week 1 |  |  |  |  |  |  |  |
| Week 2 |  |  |  |  |  |  |  |
| Week 3 |  |  |  |  |  |  |  |
| Week 4 |  |  |  |  |  |  |  |
| Week 5 |  |  |  |  |  |  |  |
| Week 6 |  |  |  |  |  |  |  |
| Week 7 |  |  |  |  |  |  |  |
| Week 8 |  |  |  |  |  |  |  |

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sample Weekly Communication Calendar** | | | | | | | |
| **Week** | **Target Audience** | **Personalized** | **Behavioral Tactic** | **Signature to Include** | **Message** | **Deployment date** | **Lead Person** |
| Week 1 | Parents w/ unvaccinated 9-17 year old daughters | Yes | Information:   * free vaccine * age of vaccination | Health authority | *Hi [Parent’s name], remember that girls aged 9 - 17 should get vaccinated against HPV, and the vaccine is free for those ages. [central health authority]* | April 06, 2024 | Lorena Díaz |
| Week 2 | Parents w/ unvaccinated 9-17 year old daughters | Yes | Highlight physician support of the vaccine | Health authority | *Hi [Parent’s name], Medical Doctors recommend that you vaccinate your child against HPV. There is a vaccine waiting for your child at the nearest vaccination center. [central health authority]* | April 13, 2024 | Lorena Díaz |
| Week 3 | Parents w/ unvaccinated 9-17 year old daughters | Yes | Information:   * vaccination centers * HPV vaccine prevents cancer | Health authority | *Hi [child’s name]’s mom, HPV vaccination can prevent more than 60% of cervical cancers. Get her vaccinated at one of our 150 vaccination centers. [central health authority]* | April 20, 2024 | Lorena Díaz |
| Week 4 | Parents w/ unvaccinated 9-17 year old daughters | Yes | Highlight institutional support of the vaccine | Health authority | *Hi [Parent's name], the [central health authority] recommends that you vaccinate your child against HPV. There is a vaccine waiting for your child at the nearest vaccination center. [central health authority]* | April 27, 2024 | Lorena Díaz |
| Week 5 | Parents w/ unvaccinated 9-17 year old daughters | Yes | Share a straightforward link with a list of vaccination centers | Health authority | *Hi [child’s name]’s mom, click here and locate the HPV vaccination sites in Cali: https://bit.ly/centralhealthauthority. Vaccinate your daughter. [central health authority]* | May 04, 2024 | Lorena Díaz |
| Week 6 | Parents w/ unvaccinated 9-17 year old daughters | Yes | Highlight the safety of the vaccine | Health authority | *Hi [Parent’s name], did you know the HPV vaccine is the safest in the vaccination plan? There is an HPV vaccine waiting for your child. [central health authority]* | May 11, 2024 | Lorena Díaz |
| Week 7 | Parents w/ unvaccinated 9-17 year old daughters | Yes | Reminder of information about age to vaccinate and zero cost | Health authority | *Hi [child’s name]’s mom, remember that your daughter still needs the HPV vaccine. Vaccination is free for girls aged 9-17.  [central health authority]* | May 18, 2024 | Lorena Díaz |
| Week 8 | Parents w/ unvaccinated 9-17 year old daughters | Yes | Remind parents of their responsibility to get their child vaccinated | Health authority | *Hi [Parent’s name], your child does not have the HPV vaccine yet* ☹*. There is a vaccine waiting for your child at the nearest vaccination center. [central health authority]* | May 25, 2024 | Lorena Díaz |

**If needed, modify messages or create new messages based on one of the following behavioral tactics:**

* **Highlight physician** and **institutional support** and **safety** of the vaccine.  
   *For examples, see messages for weeks 2, 4, and 6 above.*
* **Remind parents of their responsibility** to get their child vaccinated.  
   *For example, see message for week 8 above.*
* **Leverage the need for completion** by framing the HPV vaccine as the last one from a larger set of vaccines necessary for their child’s health.
* **Personalize your message** to attract the attention of the recipient.  
   *Note: all sample messages above include personalization.*
* Use **emoticons** in your communications, where appropriate, to show that lack of vaccination goes against parents’ responsibility.  
   *For example, see message for week 8 above.*
* Use **simple reminders** to counter parents’ forgetfulness.  
   *For example, see message for week 7 above.*
* Add **dates** to spark the intention of parents to vaccinate their daughters against HPV to follow through on their intentions.
* Show a **positive trend in vaccination,** if one exists, to motivate parents to follow the social norm.
* Provide **decision aids and clear direction** for parents to schedule a specific time when they can vaccinate their children.  
   *For example, see message for week 5 above.*
* **Virtually assign them a vaccine** to give parents an advance sense of loss if they don’t get the vaccine that belongs to them.  
   *For example, see message for week 2 above.*

**HPV Vaccination Communication/Messaging Things to Avoid**

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| --- | --- |
| **Things to avoid** | **Real-world example** |
| Obscure web links to avoid the perception that the message is malicious/spam. | Avoid:  *Give your son or daughter all the protection. Look up http://aldm.co/Eq2vT9s for the closest vaccination point. Secretary of Health* |
| Weak (unclear) messages that leave parents wondering what is the main objective of the message. | Avoid:  *Vaccination is the best Christmas gift for your son or daughter. Check at http://aldm.co/Eq2vT9s for the point closest to your home and go. Health Secretary.* |
| Difficult to understand information that confuses more than informs parents. | Avoid:  *Did you know that the probability that your child becomes infected with HPV is 80%?* |

**Review final messages keeping the following in mind:**

* Is the language **clear and simple?**
* Does the message make clear that the **HPV vaccine is free** for targeted ages?
* Does the message frame **HPV vaccination as cancer prevention?** Framing HPV vaccination as cancer prevention (rather than prevention for a sexually transmitted infection) is the most effective framing.