

Increasing Uptake of HPV Vaccine in Colombia:

Salud Total EPS-S

Project Objective: Promote HPV vaccination among Salud Total EPS-S beneficiaries, through the implementation of evidence-based communication strategies and messages targeting key populations.

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| Lead Health Organization: Organization in charge of planning and managing project | Salud Total EPS-S, one of the health insurers in Colombia that manages health services and insurance for millions of citizens. |
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| Lead Health Organization Staff Member: Name and position of project leader | Diana Carolina Ramirez Peña, Jeimy Sofia Alzate Hernandez |
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| Partner Organizations: Partnering organizations (if any) | N/A |
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| Planning Team Members: Name, position, and organization of team members involved | Erika Yulieh Garcia Angel, Wilson Fernando Vargas Rojas |
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| Target Population: Group of people you are trying to influence. Ex: parents of vaccine-eligible children. | Parents, mothers, and caregivers of 9-year-old boys and girls from 9 to 17 years old pending to receive the single dose of the HPV vaccine affiliated with Salud Total EPS-S at the national level. |
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Brief Project Description:

What was done? Where was it done?
When was it done?

This project involved implementing an evidence-based SMS strategy to increase HPV vaccination rates among children and adolescents, directing weekly messages to caregivers over 8 weeks. The project took place between June 11 and August 2, 2024. A total of 257,490 individuals participated, divided into three groups: control, placebo, and intervention. The intervention group received adapted behavioral messages from ACS, the placebo group received standard public health messages, and the control group did not receive SMS messages but continued with regular communications.

Overall project goal and results:

What were the goals set to meet the project objective?

Goal 1. Increase HPV vaccination rates in girls (9-17 years) and boys (9 years) in the target population.

Goal 2. Evaluate the effectiveness of SMS-based interventions compared to traditional communication methods.

Goal 3. Increase awareness and engagement of caregivers in promoting vaccination.

Project Impact/Reach per goal:

Examples:

of messages sent to parents

of parents who got their children vaccinated

| Proposed Goal | Indicator 1 | Indicator 2 |
|--|--|---|
| Increase HPV vaccination rates in girls (9-17 years) and boys (9 years) in the target population. | The intervention group showed a significant increase in vaccination rates, with 3,271 vaccinated children, compared to 2,063 in the control group. | This is a 59% increase in vaccination compared to the group that did not receive a message. |
| Evaluate the effectiveness of SMS-based interventions compared to traditional communication methods. | The adapted behavioral messages from ACS achieved 12% more vaccination than the traditional communication method. | |
| Increase awareness and caregiver engagement in promoting vaccination. | | |

Most Impactful Messages

Which messages were most impactful with your target population?

The messages that had the most impact were those highlighting the doctor's support and the second reminder about the age for vaccination and zero cost.

1. Salud Total EPS-S and doctors recommend vaccinating girls aged 9-17 and boys aged 9 against HPV. Go to the nearest vaccination point.

2. Salud Total EPS-S reminds you to get the HPV vaccine for the well-being of your daughter; consult your nearest vaccination point: <https://bit.ly/3zqkdJW>

Most Impactful Channels

Which communication channels were most effective in reaching your target audience?

Only SMS were tested.

Key successes of the project:

What were the biggest successes of the project?

- Increases in the doses of the HPV vaccine administered and in vaccination coverage.
 - Strengthened strategic alliances with the common goal of increasing vaccination coverage.
 - Greater awareness on the part of vaccination providers to increase demand and the importance of reporting information in the different information systems provided by the MSPS and EPS.
 - Demonstrating the impact of the communication strategies used by the company in order to continue implementing them in other programs and on other health impact issues.
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HPV Vaccination Rates

Use data to measure your progress and impact. The following table allows you to compare vaccination rates among the target population prior to your project implementation (ex., 2024) and during your project intervention year (ex., 2025).

| | Girls 9-17 years old | | | Boys 9 years old | | |
|------|-----------------------------|----------------------------|--|-----------------------------|----------------------------|---|
| Year | # total eligible population | # of population vaccinated | Vaccination rate (#population vaccinated/ # total eligible population) | # total eligible population | # of population vaccinated | Vaccination rate (#population vaccinated/ # total eligible) |
| May | 320,086 | 2,013 | .63% | 38,704 | 635 | 1.64% |
| June | 320,086 | 2,909 | .91% | 38,704 | 1,115 | 2.88% |
| July | 320,086 | 4,272 | 1.33% | 38,704 | 1,401 | 3.62% |

Major challenges to the project:

What specific barriers have impacted project implementation?

- Outdated contact information
 - Lack of real-time information on doses administered
 - Consolidation of HPV vaccination dose history
 - Inequality in access and communication in rural and dispersed areas
 - Low perception of the importance of the vaccine
 - Low availability of vaccination teams
 - Supporting and following up with the network of service providers
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Major facilitators to the project:

What factors have facilitated project implementation?

- Extension of the vaccination age for children
- National vaccination campaign: HPV Vaccination Day.
- Greater visibility of the issue: Support from more organizations - Strategic alliances.
- Increased dissemination on social media.
- Greater availability of the vaccine.
- Improved quality of vaccination data.
- Implementation of the information system SIGIRES.
- Monthly meetings with the network of service providers.

Project Sustainability:

Will the project continue within your organization? If yes, will it remain the same or expand? How so?

Based on the success of this project, we want to implement the same strategy in other programs and health issues.
