

Best Practices for HPV Vaccination Communication



How to use this tool: Use these research-based best practices when **creating or adapting** HPV vaccination communication and educational materials. Then use the Quick Check on page 2 to review your material before sharing it.

Framing and Tone



Frame HPV vaccination as a way to prevent cervical and/or HPV cancers.



Position HPV vaccination as a routine part of childhood vaccination. You may link it to other vaccines that are given at the same age, if applicable.



State positive facts to address myths and avoid repeating the myth. Repeating the myth can make it more memorable and believable. Example: HPV vaccination can help protect fertility.



Avoid focusing on transmission. Transmission is best discussed if questions arise in safe, personal, or academic discussions and not on public communication materials.

Credibility



Include a strong recommendation from a trusted messenger in your community. In most cultures, healthcare providers are the most trusted messengers. Where appropriate, reference support from trusted medical authorities, such as the MOH.

Actionability



Provide a clear call-to-action for parents/caregivers. When possible, explain who is eligible for vaccination, whether it is provided free of charge, and where the vaccine is available.



Empower parents by emphasizing that they can protect their children and prevent future cancer.



Highlight that the vaccine is free. Remind parents the vaccine is available for free, if true in your community.

Design Factors



Develop material for a single audience. Physicians, community health workers, parents and community leaders all need different information to address different barriers. Use different materials for each one.



Use clear, simple language that is easy to understand, concise, and appropriate for the intended audience.



Use happy, positive, relevant images: Positive images of happy children and families tested best. Avoid pictures of needles; they convey pain.

HPV Vaccination Communication Quick Check



Before sharing your communication materials, complete this quick review to ensure your materials are clear, credible, and actionable.



Framing and Tone

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Does the document frame **HPV vaccination as cancer prevention**?

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Does it **avoid discussion of transmission**?

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Does it position HPV vaccination as **routine, recommended care**?

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Does it **state positive facts rather than repeating the myth it is trying to refute**?



Credibility

☐

Does the document **reference a recommendation** from a physician , trusted community messenger, and/or trusted health authorities?



Actionability

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Does the document give a **clear call-to-action** (including eligibility, cost, availability)?

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Does it empower **parents** to see themselves as **protectors of their children**?

☐

Does it **highlight** that the **vaccine is free** (where true)?



Design Factors

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Is the document written for a **single, specific audience**?

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Does the document use **clear, simple language appropriate for that audience**?

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Does the document use **positive, happy, relatable images** (and avoid needle images)?