

PERCH | PROJECT

Toolbox Of Communication And Community Engagement Resources To Increase Vaccine



PERCH
PartnERship to
Contrast HPV



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Work Package 6 – IMPROVING KNOWLEDGE AND AWARENESS TO INCREASE VACCINE UPTAKE IN TARGET COMMUNITIES

Deliverable 6.2 Toolbox Of Communication And Community Engagement Resources To Increase Vaccine

Document Information

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List of abbreviations and acronyms

HPV	Human Papilloma virus
NGO	Non- governmental Organization
PERCH	PartnERship to Contrast HPV
JA	Joint Action
MS	Member states
WP	Work Package
HCPs	Health Care Professionals

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Introduction

Each country has developed during the years interventions to act on specific concerns existing in the diversified categories of the broadly classified vaccine-hesitant groups. Interventions to meet vaccine hesitancy must be tailored as well and as much diversified to tackle vaccine hesitancy to be effective [1]. Even in countries with relatively high overall immunization rates, it might be necessary to keep these levels up, or to specifically address hard-to-reach subpopulations: a combination of factors can cause these subjects to stay unvaccinated like deprived socioeconomic status, lack of health literacy or lack of access, active vaccine hesitancy [2, 3].

Traditionally, categories benefiting the most from a vaccination campaigns, are those showing the greater skepticism [4,5,6]. A priority target in vaccine communication strategies must be the HCPs whose even minimal degree of skepticism spread more hesitancy, acting as negative examples within their communities [7]. To avoid this dangerous trigger effect, HCPs must be adequately trained and supported by communication tools.

Tools must address a plurality of target populations, and need to be tailored to each target group, therefore must include a variety of digital (accessible by multiple channels and search keywords to amplify the target audience) and offline material (agile and easy to read) [8,9].

An efficient vaccine communication needs to be a two-way process, where HCPs and other experts should persuade and educate while actively listening and receiving feedback from their communities [10]. PERCH WP6's final aim is to support MSs to increase knowledge and awareness on HPV and HPV vaccine, to increase vaccine uptake, by understanding the dynamics preventing access to HPV vaccine and also by improving access and use of reliable information on HPV vaccination to increase confidence.

This deliverable is a document containing the National Toolboxes of communication and community engagement tools to increase HPV vaccine uptake of each MS participating to WP6. The toolboxes will be available online on the public project website, where they will be made easily accessible to end-users. The national toolboxes provide videos, factsheets, communication materials and other documents to help health professionals and health authorities raise awareness about the importance of HPV vaccination and increase vaccine uptake.

Methods

The definition of Toolbox we used is the one defined in a previous European Project [11]:

“National Toolboxes for vaccination communication and community engagement:

- are printed or electronically published items meant to reach specific intended targets or end-users (e.g., citizens, consumers) to deliver vaccine communication;
- represent a set of instruments to support actions to improve vaccine acceptance among the general population as well as in specific subpopulations (i.e., immunocompromised, elderly, pregnant women);
- should serve as a supporting mechanism to tackle reluctant attitudes and behaviours toward vaccines and vaccinations by fostering partnerships with relevant stakeholders and end-users;

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- encompass a wide range of communication channels and technologies, including social media and mobile-based digital platforms (i.e., smartphone applications);
- are available in English mostly but can also include tools elaborated in the languages of participating Countries (Greek, Italian, Latvian, Romanian);
- are designed for advanced users, such as relevant stakeholders and authorities (e.g., vaccine experts, health professionals, researchers) who may benefit by using them to increase vaccine compliance in their reference population group(s).

The envisioned steps to develop the toolboxes were:

-consultation of experts, stakeholders and target populations (students, teachers and parents) by organizing roundtables to discuss and explore available tools and further needs.

-collection of tools with all relative information, in an excel file available as [Annex n 1](#). The next step will be to make them available online on the project public website.

The Excel sheet provides a list of descriptive items for each selected tool. The descriptors included in the Excel spreadsheets are explained in the following Table and were shared and agreed with partners to deliver a homogenous tool.

It is worth noting the differentiation between “Intended users” and “Intended targets”: the former indicates those who will use and disseminate the materials as part of their jobs, namely health authorities or HCPs, and the latter group comprises targets addressed by the materials to increase vaccine confidence, compliance and uptake. As explained in the Table below, HCPs could be recognised as both intended users and intended targets.

ITEM	DESCRIPTION	FURTHER DETAILS
DESCRIPTIVE SECTION (A)		
Name of Resource	Title or identifier of the tool.	
Link to resource	The URL where the tool is located and available to be visualised and/or downloaded.	
Publication year / Update(s)	Publication date and updates.	
Source	The body, authority or group entity that elaborated and developed the tool.	
Origin	Country of origin or relevant international level (e.g., European or other).	
Language(s)	Indicate in which language(s) the tool is available.	Partners are welcome to add tools in both English and their national language. If the tool is not in English, it is helpful to provide a summary/abstract in English.
Area of focus	One of the three macro areas of determinants from the “Reference Grid” elaborated in T6.1; namely: (C) Contextual influences,	

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	<ul style="list-style-type: none">- (I) Individual and group influence,- (V) Vaccine/vaccination specific issues.	
Intended user	<ul style="list-style-type: none">- Health authorities- HCPs	Those who will actually use and disseminate the materials as part of their jobs, namely health authorities or HCPs.
Intended target	General population and/or specific subgroups <ul style="list-style-type: none">- Parents, Family & Children- Higher Risk Conditions- Pregnant Women- Schools & Child Care- Young Adults- Older Adults- Migrants- Socially deprived or marginalised groups- Businesses/Employers- Public Administration and services (transportation, police, etc.)- Media	Intended target of the materials, meaning which target groups the materials focus on to increase vaccine confidence, compliance and uptake. We might also have HCPs as the intended target in a HPV vaccination campaign organised by health authorities such as the national Ministry of Health or professional associations and organisations.
Document type	<ul style="list-style-type: none">- Print Materials (general)- Poster- Flyer- Factsheets- Infographics- Data Visualization- Web Resources (general)- Social Media Images & Messages- Videos- Widgets- Buttons, banners and badges- Podcasts and audios	A material can have dual format (paper and electronic), but necessarily has to be available as a digital object.
Endorsement / validations	If applicable.	It can be helpful in the case of the tools generated by other sources than those developed at national or international levels, such as category c. (e.g., from EU-funded projects). Or at the national level as tools elaborated by non-institutional organisations (i.e., associations and not the Ministry of Health).
Suggested by	Indicate the Reference Country Partner who selected the tool.	It can be helpful mainly in the case of the tools generated by other sources than the ones developed at national or international levels, such as for the category c. (e.g., from EU-funded projects).

Finally, each country selected a maximum of 4 tools to be used in the next phases of the project ([Annex 2](#)):

- to share them with other interested partners

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- to set up an evaluation of the tool
- to plan an upgrade of the tool

All steps were collectively agreed upon with partners during dedicated WP6 meetings.

Results

Below, we report the results obtained from the researches performed nationally by the 12 participating countries. The selected tools have been reported in an Excell file ([Annex 1](#)), filled out with all the information requested.

Each country was then asked to select a maximum of four promising tools in terms of:

- possibility to be shared with other partners
- interesting to be evaluated in effectiveness
- promising but needing an upgrade and better design

1. Croatia

A total of 11 tools have been collected.

In 4 of them (36%) the target group is the general population, in 6 (55%) the target group is represented by different specific subgroups (parents and/or young adults) and finally only 1 tool (9%) addresses only HCPs. The most common format of the tools are web resources (55%) and printed materials (36%).

All the tools were only available in Croatian language and none of them had undergone a process of effectiveness evaluation.

Roundtables with stakeholders and experts have been organized to collect and discuss the toolbox, and in these occasions, participants recognized as the tool that seems to work best in Croatia and that people look for and trust the most when searching information about HPV and HPV vaccination, is the official Croatian Institute of Public Health's (CIPH) website. The page is easy to navigate and the information on HPV vaccination is extensive and up-to-date. It also provides additional material in the form of links (e.g. the invitation letter that parents receive) and a Q&A section.

Another very consulted website is from the Croatian Medical Student International Committee (CroMSIC), specifically the section dedicated to HPV prevention „Budi mrak“, as well as the National Cervical Screening Program website, „Neću rak“, with a section dedicated to HPV vaccination.

“Budi mrak” website is exclusively dedicated to the topic of HPV and has different categories: news, articles from experts, contents dedicated to parents and myths on HPV. It is easy to navigate, and the design of the website is colorful and appealing to young people. It has great potential however it is not regularly maintained nor promoted and being a student's association project, the sustainability could be an issue.



The „Neću rak“ website is, on the other hand, dedicated mainly to the national cervical screening program, and the section on HPV is not very thorough and is mainly focused on vaccination's side effects. However, it is very clear, contains useful information on the vaccine, and has some useful links.

From roundtables and consultations with stakeholders, it appears for the future that the CIPH's website could be usefully ameliorated enriching it with new and attractive material regarding HPV vaccination, and especially increasing material that can be downloaded. Also, more effort should be focused on promotion of the website.

2. Estonia

A total of 15 tools were included in the national toolbox.

Of these, 6 tools are intended for the general population (40%), 3 (20%) for family and children and 4 (27%) for specific subgroups such as health authorities and/or HPCs and parents.

In most cases, the material is disseminated by national or international health authorities. The principal format of the tools is web resources and print materials (80%), and a small number of videos (20%).

Half of the tools was available in multiple languages, and 20% only in Estonian language and 27% only available in English.

Analyzing the toolbox, three tools were selected: 3 different platforms, covering various target audiences.

Firstly, a thematic website providing general information and guidelines for HPV vaccination and HPV related topics in general. This website is user-friendly, visually appealing, and includes video clips, making it easily accessible and understandable for the general public.

Secondly, we chose an international information platform targeting healthcare professionals. This platform offers a variety of materials in English and provides opportunities to participate in webinars, ensuring continuous professional development. International Papillomavirus Society's materials are easily navigable, assisting healthcare professionals in finding the necessary information and resources.

Thirdly, we chose a cost-effectiveness report. The structure of the report is clear and comprehensible, allowing for easy comparison and helps decision-makers in making informed choices also in other countries.

3. France

In France 32 tools were identified, all available in French language, and only a few of them have been evaluated.

In 9 of them (28%), schools and childcare are the target while in 6 (19%) HCPs are. The other tools have a specific population target: parents, teachers and children, pregnant women, migrants and marginalized groups and press professionals.

28% of the tools are web resources, 28% print materials and 25% videos. 19% are radio spots and communication campaign tool.

These tools are mostly information tools for targeted audiences on the advantages of HPV vaccination as well as on HPV-induced cancers. Mostly created by national or regional public health institutions.

Considering the diversity of information tools available in France, the main challenge is to strengthen their dissemination more than producing new information tools. However, social networks communication tools need to be increased. This effort will be undertaken as part of the WP2 social media strategy.

Concerning the tools chosen for sharing within the framework of WP6, the selected ones are:

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The INCa's communication campaign in the framework of the launch of our school-based vaccination strategy. This campaign is mainly targeting parents and a post-test evaluation has been done.

The PrevHPV project tools made available to schools (targeting school nurses, biology teachers and teachers in general). These are tools created as part of a research project and a preliminary evaluation has been done, indicating an increase in knowledge and attitudes favorable to vaccination in children attending these activities.

Among these PrevHPV project tools for schools, "A serious game" seems particularly innovative and might be considered separately.

4. Germany

A total of 26 tools have been identified in a non-systematic search.

The tools comprise online (62%) and print media (38%), that target either HCPs (8 tools, 31%), the general population (11 tools, 42%) or specific subgroups like adolescents or parents (7 tools, 27%). To the knowledge of the German working group, none of the tools listed in the German toolbox were evaluated externally. Most tools are provided in German language (85%) and only four tools (15%) are available in English or other languages as well.

Three tools have been selected by target group (parents/caregivers, HCP, adolescents):

A frequently ordered HPV vaccination brochure for parents/caregivers produced by the Federal Centre for Health Education (BZgA) available in German (<https://shop.bzga.de/pdf/70392002.pdf>). This brochure is used by doctors in their medical practices. It is understood as a trustworthy source of information which is released by a health authority. It provides an overview on HPV and HPV vaccination. Further information sources (websites etc.) are linked in the document.

Information material by the BZgA is revised on a regular basis. In the scope of WP6 activities, this brochure will be revised and translated to English. The German version of the revised brochure will be pre-tested with the target group.

Another helpful tool is the fact sheet "HPV Vaccination" by the Robert Koch-Institute (RKI), available in German. This tool depicts briefly the most important facts and frequently asked questions related to HPV and HPV vaccine (e.g. safety, target groups).

(https://www.rki.de/DE/Content/Infekt/Impfen/Materialien/Faktenblaetter/HPV.pdf?__blob=publicationFile). It can be used by HCPs in medical practice during the patient consultation to inform about the HPV vaccination. Comprehensible and visually appealing infographics can support to educate patients. This tool is seen as a trustworthy source for HCPs as it is released by a health authority.

Finally, the flyer "Safely vaccinated against HPV" available in English, and produced by the German medical society for health promotion (ÄGGF) targets adolescents to get informed about HPV vaccination (https://www.aeggf.de/frontend/media/downloads/hpv-flyer_secured/faltblatt-jugendliche-engl.pdf). The flyer uses target-group-specific language for describing most important facts related to HPV and the HPV vaccine in a brief and easy way. Facts are accompanied with illustrations to support the messages. The flyer also includes a link to a trusted website (ÄGGF) as well as a YouTube channel (by the ÄGGF) with further information.

5. Greece



A total of 23 tools have been recorded, 21 in Greek language, 1 in English and 1 in different languages. In 16 of them (70%), the target group is the general population and /or HPCs; in 4 it's girls over 11 years old and children, 2 for parents, family and children and 1 has migrants as target group.

The most common format is print materials (61%). 30% is web resources, 1 is a video and 1 is a press release. In Greece only few tools specifically focused on HPV vaccination have been found. Mostly the existing tools address vaccination in general or are COVID/flu targeted.

Therefore, the following 2 promising tools were selected from the national toolbox, both in Greek language and both not evaluated.

The first is a flyer produced in 2022 by The Hellenic HPV Society. It includes basic information on HPV and HPV Vaccination. It can be downloaded from the website of The Hellenic HPV Society, and by visiting the website additional information on HPV and HPV Vaccination (such as news, press releases, selected research papers, e.t.c.) can be found.

The second tool is the website of Hellenic Pediatric Society. It is user-friendly and provides information on HPV and HPV Vaccination, including a quiz addressing girls over 11 years old. Therefore, the content of the website needs to be updated according to the latest existing regulations in Greece and needs to include also boys as target group.

6. Italy

The toolbox selection process has been carried out by multiple Italian affiliated entities and 4 of the schools involved in the project. A total of 48 tools have been recorded, all in Italian language except for 2 available also in English and one tool available in multiple languages (Italian, Arabic, Chinese, Russian, French, English, Spanish, Ukrainian and Albanian languages).

The target group is in 58% of the tools (28 tools) the general population, in 38% (18 tools) is adolescents and children over 11 years old, and two are more specifically for the whole family and parents (4%).

The most common tools found are web resources (81%), of which 6 are videos and 1 a podcast. 8 tools (17%) are printable materials, flyers and leaflets, and 1 a document downloadable online in different languages.

The most promising tools selected are Italian sources considered useful for both healthcare workers and the general population.

The first tool is the official Ministry of Health website communication campaign on HPV vaccination. The second, "VaccinarSI", edited by the Italian Society of Hygiene, Preventive Medicine and Public Health (Siti), has been selected because it is specialised in vaccination (including HPV vaccination), endorsed by multiple official organizations (including the Ministry of Health), and frequently updated.

The third, "ISPRO 100 domande", a document downloadable from the Oncologic network, prevention and research Institute (Istituto per lo studio, la prevenzione e la rete oncologica - ISPRO) webpage, has been selected because of its format (a list of questions and answers regarding HPV and vaccination) and is edited and updated by multiple official sources.

The fourth tool, an Instagram post edited by the AIRC Foundation for Cancer Research in Italy (Fondazione AIRC per la Ricerca sul Cancro, or AIRC), has been selected because of its format/channel, very attractive for young users, its readability, and because it is edited by an official and trustable organisation.

7. Lithuania

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11 tools were collected, all in Lithuanian language except one available in English. In all the target is general population except one whereas one is aimed at parents, family and children.

Web resources represent the principal format of the tools (74%), of which one is a video. 2 of the tools recorded are infographics and print material.

8. Poland

A total of 12 tools have been selected, all in Polish language and none has been evaluated yet. All of them have as target either the parents and/or HCPs.

The most common format of the tools is print materials (42%), as well as web resources (34%), and e-books (25%).

The free vaccination against HPV for girls and boys started in Poland since June 2023, and only a few tools we identified as useful:

The tool that works best in Poland and that most people in the surveys and at roundtables (including health care workers carrying out the vaccination) recognized as their starting point to get information on HPV and HPV vaccination, is the official website of the Ministry of Health (<https://www.gov.pl/web/zdrowie/hpv>).

The second selected tool is the Immunization.info (original name in Polish: "szczepienia.info" website (<https://szczepienia.pzh.gov.pl/>)) operating at National Institute of Public Health NIH - National Research Institute (NIZP PZH – PIB) is the largest online knowledge base on vaccinations in Polish. Its main goal is to facilitate access to reliable, fact-based knowledge about vaccinations for general population and health care workers. The website is part of the Vaccine Safety Net (VSN), is accredited by WHO and has been added to the list of websites recommended as providing information on vaccinations in a reliable and credible way. The portal is also listed as a reliable source of information on the European Vaccine Information Portal (<https://vaccination-info.eu/pl>). The website is also recommended as a reference site on HPV vaccinations by the Polish Ministry of Health. The language of communication on the portal has been adapted to the needs of target groups. There is a separate general subpage for parents, anyone interested in vaccinations, and a subpage for health care workers. The website has a large section dedicated to HPV vaccinations, including (infographics, e-books, leaflets posters). Activities are also carried out in social media (FB, IG, YT). Communication is carried out via the inbox (szczepienia@pzh.gov.pl). The website's viewership is monitored (an average of 800,000 views/month in the 4th quarter of 2023). In 2023, an educational campaign was conducted under the slogan "Is the beginning crucial?" promoting vaccination against HPV among parents of teenagers, in social media, in conventional media (participation of experts in radio broadcasts (5 broadcasts) and a display campaign).

9. Romania

Romania has a limited number of tools identified, 8 in total, and they mainly address the cervical cancer prevention, HPV vaccination and screening combined. The target was always the general population except one tool specifically directed to youth. Of the 8 tools, 2 are flyers, one printable guide, 2 web resources, one helpline and 1 multi format tool (web page, flyer, video, etc...).

With the change in HPV vaccination policy which came into effect 1st December 2023, there has been a growing interest from the population on both HPV vaccination information and access. Therefore, the intention is to develop a dedicated web page on the HPV vaccination, which will be developed by the National Institute of Public Health.

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At present, from the available tools, we have selected one from those edited by the national Institute of Public Health, that generally produces flyers and information leaflets on HPV vaccination, in the occasion of awareness campaigns (Cervical cancer awareness Month, HPV Day, Immunization week and Global cervical cancer Elimination Day). These information materials are distributed to and through the Public Health Directorates, which are the local public health authorities, and used in local campaigns. The National Public Health Institute has also produced a prevention guide for primary health care with a special section on cancer prevention and vaccine preventable cancer (included in the toolbox). The guide was accompanied by a series of training sessions targeting family physicians and community nurses.

Through various partnerships between public health authorities and leading health care facilities, there are a number of information materials on HPV related cancers and HPV vaccination produced and distributed through NGOs staff especially in rural communities and vulnerable groups of women. A good example selected from the toolbox is the partnership with Filia Center, an NGO with a mandate in women's rights protection. The staff is trained in HPV infections, HPV related cancers and HPV vaccination issues and they have conducted special sessions with women in rural area and vulnerable groups of women, including roma. This proved to be a useful tool for hard-to-reach population, especially roma women. The materials were developed in cooperation with the specialists from the National Institute of Public Health and approved as such.

The third tool selected from the toolbox is the website of the Association of Independent Midwives. They have been very active on promoting sexual and reproductive health, including HPV vaccination. They organize information sessions with young mothers, including from vulnerable groups and they have been working with Ukrainian women on health issues, including vaccination. In 2023 they opened a helpline for youth to provide information on sexual and reproductive health and their operators have been trained to answer questions and concerns about HPV vaccination.

10. Slovak Republic

3 tools have been recorded, all of them in Slovak language. The 2 of them target women and 1 students, parents and teachers. The format of the selected tools is web resources, infographics and video.

The only tool selected to be shared as a good practice with partner is a web site, taken care of by the Ministry of Health: OnkoKontrola (www.onkokontrola.sk). Despite the fact that webpage has been developed for cancer screenings, it has a section on HPV and HPV vaccination and represent a national approach which can be further developed in the future.

11. Slovenia

Out of the 20 tools gathered, 11 (58%) have as target parents and teachers and 8 (42%) the general population. The most common format of the identified tools is web resources (47%), print materials (37%) and video (16%). All tools are available in Slovenian language.

12. Sweden

The Swedish national toolbox includes 17 tools, aiming at supporting the interactive dialogue between the school health nurse and the child and caregiver.

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A total of 17 tools were collected; the majority of the tools (76%) include the children as targets, but always in combination either with caregivers and/or parent. One of the tools especially target school health nurses and one the general public. The principal format of the tools is web resources such as web pages and videos and also includes a factsheet, an animated informative movie and different supportive pictures, as dialogue-aid. All tools are in Swedish, except one available also in English, one available in 13 languages, and one also in Arabic and Somali.

The most used tool, and the one selected to share with partners, is a factsheet on HPV that targets both children and caregivers. It is translated to several languages and can be sent upon request in English and has been evaluated through questionnaires to school health nurses and also by data of usage from the web.

During the round table interviews performed during 2023, it became clear that there is a need of additional information targeting adolescents and young adults, including additional information of the objective of HPV-vaccination to boys and men. For the future it could be useful to develop an additional fact sheet close to the existing one, with specific focus on adolescents/young adults (including more information about the positive effects for boys and men to be vaccinated against HPV) and this might be a tool to be evaluated and monitored further on.

Conclusions

This Deliverable is a document containing the National Toolboxes of communication and community engagement tools to increase HPV vaccine uptake of each MS participating to WP6. Looking at all the national toolboxes put together in this document, an heterogeneous panorama in vaccine communication tools is shown.

In general, very few of the tools have been evaluated for their effective capacity to improve vaccine confidence and ultimately its uptake and most of them are in local language: only in few cases English or other languages are used, taking also immigrants and foreigners residents' populations. The format mostly used is the web resource or leaflets mostly distributed in medical context (GPs or hospitals etc.).

In general, the tools most present are institutional tools, websites or printed material, that are those considered by the target population, especially parents, as the more reliable, as seen in the previous D6.1 deliverable from the questionnaire to parent's results. The consultations with stakeholders in the roundtables, suggested a need to improve some of these institutional websites with new and attractive material regarding HPV vaccination.

It is important to underline that in some countries the existing tools address vaccination in general and only few tools focused on HPV vaccination. This project might be an opportunity to select one of the tools shared by partners in this WP and export it to their national context. Moreover, in some countries, there is no need of additional tools or need to improve them, but it is necessary to improve their dissemination to reach the target populations.

In general, there seems to be a need to improve and increase tools targeting adolescents and young people, in particular boys and young men, and need to expand knowledge on HPV virus and to increase the perception of the risk associated to HPV infections.

Each country was asked to select a maximum of four tools that can be exported to other partners or ameliorated during the next phase of the project. In light of the selected tools, for the future activities of this WP, new shared tools to be piloted can be created and monitored closely to evaluate effectiveness.

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