



Key messages for parents and adolescents on social media (draft)

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1. KEY MESSAGES FOR PARENTS AND GUARDIANS

1. EDUCATIONAL – HPV AND HPV-RELATED DISEASES

Main message	Supporting messages / Variations
<p>HPV is a very common infection in both women and men. Nearly everyone will get infected with HPV at some point in their lives, at least once.</p>	<p>Scientists estimate that between 80 and 90% of people will be infected with at least one type of HPV in their lifetime, usually before the age of 25.</p>
	<p>Almost every unvaccinated person who is sexually active will get HPV at some time in their life.</p>
	<p>Most infections with any HPV type have no symptoms and clear naturally within 12-24 months.</p>
	<p>At least 1 in 10 infections with high-risk HPV types may persist, becoming chronic infections that can cause pre-cancerous growths, which can develop into cancer if not caught in time.</p>
	<p>Close to one-third of males aged 15 and above carry an infection of at least one type of genital HPV, with 1 in 5 individuals being infected with one or more of the high-risk HPV types that can cause cancer.</p>
<p>HPV can cause serious health problems in both men and women. HPV can cause cervical, vaginal, vulvar, anal, penile, and throat cancer, as well as genital warts.</p>	<p>There are over 200 HPV types that infect different parts of the body and can lead to different diseases in both men and women.</p>
	<p>HPV infects the skin or various mucous membranes (such as in the cervix or genital area). In some cases, infection leads to the appearance of papillomas (wart-like growths).</p>
	<p>HPV infections can cause different types of cancer: cervical, vaginal, and vulvar in women, penile in men, anal in both women and men, and cancer of back of the throat (called oropharyngeal cancer), including the base of the tongue and tonsils, in both men and women.</p>
	<p>Almost all cases of cervical cancer, most cases of anal and vaginal cancer, about half cases of penile cancer, one third of cancer of back of the throat (called oropharyngeal cancer) and some cases of vulvar cancer are caused by HPV.</p>
	<p>Some other HPV types cause genital warts, which are easily spread and can be difficult to treat. 9 in 10 cases of genital warts are caused by HPV.</p>
	<p>Cervical cancer is the most common HPV-related disease. Almost all cases of cervical cancer are caused by HPV.</p>

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	There is no treatment for HPV infection, we can only treat disease caused by HPV. However, protection from HPV infection is possible through vaccination.
HPV infection is the leading cause of cervical cancer, which is the fourth most common cancer in women and the fourth leading causes of death from cancer in women, globally.	HPV causes almost all cases of cervical cancer. Cervical cancer severely impacts the lives of women even if detected at an early stage. Cervical cancer is difficult to treat and can be fatal.
	Cervical cancer is among the most common cancers in younger women.
	Cervical cancer is a preventable cancer through vaccination, as practically all cervical cancers are the consequence of HPV infection.
	The risk of cervical cancer can be greatly reduced through timely HPV vaccination and cervical screening. Cervical cancer screening is still important even if a woman has been vaccinated.
HPV is easily passed on from one person to another by close contact.	HPV is spread from someone who has the virus through direct contact with infected skin or mucous membranes.
	Many types of HPV, including the 12 high-risk HPV types that cause cancer, are transmitted through sexual activity. This can be any intimate contact, such as during vaginal, oral or anal sexual intercourse or genital touching.

2. EDUCATIONAL – HPV VACCINATION

Main message	Supporting messages / Variations
HPV vaccination provides protection from cancer and other diseases caused by HPV in both men and women.	HPV vaccination is important because it prevents infections that can cause cancer and other diseases caused by HPV, e.g. genital warts.
	Cancers caused by HPV can be prevented by vaccination, which remains one of the most powerful and efficient public health measures.
	HPV vaccination is one of the easiest and most effective ways to prevent certain cancers.
	Vaccination protects against high-risk types of HPV that can lead to cancer and depending on the vaccine, against low-risk types of HPV that can cause genital warts.
	HPV vaccination helps prevent infection with the types of HPV that cause most HPV cancers in women and men.
	HPV vaccination can prevent future infections that can lead to cancers of the penis, anus, and back of the throat in men.
	HPV vaccination can prevent future infections that can lead to cancers of the cervix, vagina, vulva, anus, and back of the throat in women.
	HPV vaccination indirectly protects a person's future sexual partners as well.

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	<p>The potential benefits of the vaccine are twofold: beyond providing individual immunity, the vaccine's widespread use also contributes to herd immunity that will help eliminate certain carcinogenic virus types.</p> <p>Even with vaccination regular cervical cancer screenings are needed. The vaccine can protect against some, but not all types of HPV that can cause cancer.</p>
<p>HPV vaccines are safe and effective, providing long-lasting protection against most HPV-related cancers.</p>	<p>HPV vaccination provides protection against most HPV-related cancers and, depending on the vaccine, also genital warts.</p> <p>There are three types of HPV vaccines: 9-valent HPV vaccine (against 9 HPV types), quadrivalent HPV vaccine (against 4 HPV types), and bivalent HPV vaccine (against 2 HPV types). All three HPV vaccines protect against HPV types that cause most HPV cancers.</p> <p>HPV vaccines are nearly 100% effective in preventing any future infections with the types of HPV virus they target.</p> <p>Vaccination works extremely well with the potential to prevent up to 90% of HPV cancers.</p> <p>Since the HPV vaccine was first recommended, the number of cases of precancers of the cervix in young women has dropped significantly.</p> <p>Millions of girls and boys around the world have received HPV vaccine without serious side effects.</p> <p>Like other vaccines and medicines, HPV vaccines often have mild side effects such as pain, redness and/or swelling at the injection site, headache, or a mild fever. These usually last for a day or two.</p> <p>Rarely a person will have a serious allergic reaction to the HPV or any other vaccine with difficulty breathing (known as anaphylaxis) within minutes of a vaccination.</p> <p>All three HPV vaccines are among the safest and most tested vaccines ever licensed. There is no credible evidence pointing to any long-term side effects.</p> <p>Studies have shown that immunity lasts at least 10 years, but it may be as long as several decades.</p> <p>There is currently no evidence that a booster dose will be needed. Studies are ongoing to see if a booster vaccine may be needed in the future.</p>
<p>The HPV vaccine should be given before potential exposure to HPV infection.</p>	<p>The best time for a person to be vaccinated is from 9 to 14 years of age with two doses of HPV vaccine. The recommended age is based on when the vaccine will be most effective in building long-lasting immunity and give the strongest immune response.</p> <p>The vaccine is most effective if given before a person is exposed to HPV infection.</p> <p>HPV vaccines are mainly offered to adolescent and preadolescent girls and boys, as well as to young adults who did not get vaccinated or fully vaccinated during adolescence or preadolescence as part of targeted catch-up campaigns.</p>

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	<p>HPV vaccination before a person becomes sexually active greatly reduces the risk of infection because the vaccines protect against the most common HPV types, which cause up to 9 in 10 cervical cancer cases and 9 in 10 cases of genital warts.</p>
	<p>A person who is vaccinated at the recommended age is protected from most high-risk HPV types that can cause cancer.</p>
<p>HPV vaccination is not just for women.</p>	<p>HPV vaccination can prevent future infections that can lead to cancers of the penis, anus, and back of the throat in men.</p>
	<p>Since men are also carriers of HPV, vaccination may also have an indirect effect on reducing the incidence of cervical cancer and other HPV-related diseases in women.</p>
	<p>By getting the HPV vaccination a person not only protects themselves but also their future partners, and this is very effective in stopping the spread of the virus.</p>

3. EMOTIONAL – CTA

Main message	Supporting messages / Variations
<p>Parents want the best for their children. Protect your children from the preventable cancers and diseases.</p>	<p>Vaccination will help protect your child from the cancers and diseases caused by HPV later in their lives.</p>
	<p>If you have any vaccination-related concerns talk to your healthcare provider who will give your reliable, scientifically confirmed information. Trust the facts!</p>
	<p>Understanding the importance of vaccination can save your life or the life of someone you love. Have a vaccination conversation with a healthcare provider to get the facts.</p>
	<p>Choose HPV vaccination to shield your children from preventable cancers. Act now for a lifetime of health and happiness.</p>
	<p>Your love knows no bounds, and neither should your child's protection. Embrace HPV vaccination as your powerful tool to guard your child against HPV-related cancers. Secure their dreams, one shot at a time.</p>
	<p>Every dream they have is worth protecting. Opt for HPV vaccination to be their hero against the unseen threats of HPV-related cancers. Your choice today paves the way for their tomorrows.</p>
	<p>Life is made of precious moments. Ensure your child enjoys each one without the fear of preventable cancers. Say yes to HPV vaccination and safeguard the moments that matter most in their journey.</p>
	<p>If there was a vaccine for breast cancer, lung cancer or colon cancer would you want your child to get it? Then why not get a vaccine for six different cancers cause by the HPV? The choice is yours.</p>

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2. KEY MESSAGES FOR ADOLESCENTS AND YOUNG ADULTS

1. EDUCATIONAL – HPV AND HPV-RELATED DISEASES

<p>HPV is super common, affecting both girls and guys. Almost everyone gets it at some point in their lives, some even more than once.</p>	<p>Most people will get at least one type of HPV in their lifetime, usually before turning 25. It can happen to anyone.</p>
	<p>Okay, real talk – if you're not vaccinated, chances are, you're going to catch HPV sooner or later. It's like the cold of the dating world, but way more common. So why not armour up against it?</p>
	<p>Good news is, most times, your body kicks HPV to the curb on its own. No symptoms, no biggie. But here's the catch – some types can stick around and cause serious issues down the road.</p>
	<p>Just think about it – 1 in 10 people dealing with the risk of HPV turning into something more serious. Getting the vaccine is like putting on a superhero cape for your immune system, helping it fight off the bad guys.</p>
	<p>About 1 in 3 guys aged 15 and older have been exposed to at least one type of genital HPV, and 1 in 5 have been exposed to one or more of the high-risk or oncogenic HPV types.</p>
<p>HPV is like the sneaky ninja of infections. It can cause serious health issues for both boys and girls, like cancers in places you might not even think of - cervical, vaginal, vulvar, anal, penile, and even throat cancer. Not to mention genital warts.</p>	<p>Picture this: over 200 types of HPV that can infect different parts of your body, causing all sorts of trouble. Some give you warts, others can lead to cancers.</p>
	<p>HPV is tricky – it infects your skin and mucous membranes and can lead to creation of wart-like growths called papillomas. Yikes!</p>
	<p>HPV causes different types of cancer. Girls, if contracted, HPV can cause problems in your cervix, vagina, and vulva. Guys, watch out – it might target your prized possession (penis). But that's not all – it can also affect the anus and back of the throat, including tongue and tonsils, in both men and women.</p>
	<p>Almost all cases of cervical cancer, most cases of anal and vaginal cancer, about half cases of penile cancer, one third of cancer of back of the throat and some cases of vulvar cancer are caused by HPV.</p>
	<p>Genital warts might sound like something from a horror movie, but they're real, and 9 out of 10 times, it's HPV causing the chaos. They're not fun to deal with and can spread easily.</p>
	<p>Cervical cancer is the most common HPV-related disease. This tricky virus is responsible for almost all cases of cervical cancer.</p>
	<p>Here's the deal – once you get infected with HPV, there's no magic cure. Your doctor can only treat the diseases it causes. But here's the good news: you can dodge the whole infection drama with a simple vaccine.</p>
	<p>HPV is a major troublemaker, causing almost all cases of cervical cancer, which severely affects lives of women.</p>
<p>Did you know that HPV is the main cause of cervical cancer? It's a big deal – the fourth most common</p>	<p>HPV is a major troublemaker, causing almost all cases of cervical cancer, which severely affects lives of women.</p>

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<p>cancer in women and the fourth leading causes of cancer-related deaths in women worldwide.</p>	<p>Unfortunately, it's tough to treat and can be fatal. But there is good news – the majority of cervical cancers are preventable!</p>
	<p>Girls (and boys), listen in – cervical cancer is a heavyweight among cancers, especially for younger women. But here's the deal – you can take steps to prevent it.</p>
	<p>Cervical cancer is a preventable cancer through vaccination, as practically all cervical cancers are the consequence of HPV infection.</p>
	<p>Listen up! The risk of cervical cancer can seriously drop if you're on top of your game with the timely HPV vaccination and cervical screening. But remember - even if you've got the superhero shield (aka vaccination), staying on top of screenings is still crucial.</p>
<p>HPV is like the ultimate tag-along, passing easily from one person to another through close contact. It's like a sneaky sidekick you didn't ask for.</p>	<p>Ever wondered how HPV spreads? Well, it passes from one person to another through infected skin or mucous membranes.</p>
	<p>Many types of HPV, even the 12 high-risk ones causing cancer, are spreading through intimate contact, like vaginal, oral, or anal encounters, but also just through genital touching.</p>

2. EDUCATIONAL – HPV VACCINATION

Main message	Supporting messages / Variations
<p>Boys and girls, HPV vaccine is your shield against cancers and other pesky diseases caused by the HPV.</p>	<p>HPV vaccination isn't just a shot in the dark – it's your secret weapon against infections that can lead to cancer and those annoying genital warts. It's one of the best moves you can make for your health.</p>
	<p>HPV vaccination is one of the easiest and most effective ways to prevent cancer. It's like building an invisible forcefield against cancers caused by this tricky virus.</p>
	<p>HPV vaccination is like having a personal bodyguard against the types of HPV that cause most HPV cancers in both boys and girls.</p>
	<p>HPV vaccination isn't just about preventing cancers in the usual suspects like cervix, vagina, and vulva. It's also your ticket to keeping cancers of the anus and throat away. And guys, HPV can also cause the cancer of the penis.</p>
	<p>Here's a cool tidbit – getting the HPV vaccine isn't just about you, it's a gift to your future partners too. It's like indirectly passing on the protection to those you care about.</p>
	<p>The vaccine brings double the coolness: not only does it give you immunity, but when everyone's on board (that is, when enough people get vaccinated), it's like a team-up against those nasty viruses, making them disappear!</p>
<p>HPV vaccines are (extremely) safe and effective. They provide long-lasting protection against most HPV-</p>	<p>HPV vaccination isn't just about protecting against most HPV-related cancers but also, depending on the vaccine, against genital warts.</p>

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<p>related cancers, making them the superheroes of vaccines.</p>	<p>HPV vaccines has a nearly 100% success rate in preventing future infections with the types of HPV they target.</p>
	<p>Let's talk numbers – HPV vaccines are so good at their job that they can prevent up to 90% of HPV-related cancers.</p>
	<p>Since the HPV vaccine hit the scene, the number of cervix precancers in young women has dropped big time. It's like a game-changer in the fight against cervical cancer!</p>
	<p>Millions of guys and girls worldwide have taken the HPV vaccine like champs with no serious side effects. It's like a rockstar with a clean record, just doing its job without any drama.</p>
	<p>Like any superhero, the HPV vaccine has its quirks – mild stuff like a bit of pain, redness, or maybe a slight fever after the shot. But don't worry, it's like a passing storm – here and gone in a flash.</p>
	<p>Rarely, someone might have a serious allergic reaction to the vaccine, like difficulty breathing, but this is true also for any other vaccine and is super rare.</p>
	<p>All HPV vaccines are like the superheroes of safety, tested and trusted without any red flags. There is no credible evidence pointing to any long-term side effects.</p>
	<p>Here's some good news – studies show that the immunity from the HPV vaccine lasts a solid 10 years or even longer.</p>
	<p>As of now, no need to stress about booster doses – studies are still checking it out. The HPV vaccine is like the cool friend you can count on, and there's no sign of it needing a recharge anytime soon.</p>
<p>The HPV vaccine is like your first line of defence against HPV infection, and the game plan is to get it before there's even a chance of exposure.</p>	<p>The best time to grab your HPV vaccine is between 9 and 14 years. Two doses, and you're good to go. It's the age at which your body can build that superhero immunity and develop the strongest defence.</p>
	<p>The HPV vaccine works its magic when given before you cross paths with the HPV. It's like getting your armour on before heading into the battlefield – the ultimate prep move!</p>
	<p>Getting the HPV vaccine before diving into the dating scene is a total game-changer. It's like having a forcefield against the most common HPV types that can lead to cervical and other cancers as well as those pesky genital warts. Let's keep it smart and safe out there!</p>
	<p>Did you know that if you get the vaccine at the recommended age, you're basically getting protection against most high-risk HPV types that cause cancer?</p>
<p>HPV vaccination isn't just a girl thing. It's for all of us!</p>	<p>Guys, getting the HPV vaccine is like levelling up your health game. It's not just about preventing cancers of the private areas, but also keeping the bad stuff away from your throat.</p>

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	Boys, since you can carry HPV too, getting vaccinated is like doing a solid for others. It's about creating a ripple effect that helps protect everyone, especially reduce the numbers of cervical cancer and other HPV-related diseases in women.
	Think about it – when you get the HPV vaccine, you're not just looking out for yourself. It's like a community superhero move, creating this awesome 'herd immunity' that stops the virus from spreading.
	Getting the HPV vaccine isn't just about personal protection, it's about looking out for your future partners too.

3. EMOTIONAL – CTA

Main message	Supporting messages / Variations
Take charge of your health.	Take control of your destiny by choosing HPV vaccination. It's not just a shot; it's your key to a future free from the worries of HPV-related diseases.
	Your health is an investment worth making. Choose the HPV vaccine as your personal shield against preventable diseases. Be proactive, be protected, and unlock a future where your well-being takes center stage.
	Your body, your rules. Own your health by choosing HPV vaccination. It's a decision that goes beyond the present, paving the way for a future where you thrive without the threat of HPV-related concerns.
	Elevate your well-being and secure a brighter future by getting the HPV vaccine. It's a small step with monumental benefits, offering you the freedom to live your life without the burden of preventable diseases.
	Advocate for your own health and well-being. Say yes to HPV protection and be the champion of your future. Your decision today ensures a life where you can focus on your dreams and aspirations without the interference of HPV-related challenges.
Help shape a safer future for everyone.	Embrace the power to love yourself and those around you. Get the HPV vaccine to create a world where we all stand together, free from HPV-related diseases. Your choice shapes a future of health and love.
	As teens, you have the strength to be guardians of a future free from HPV-related cancers. Take charge of your health and protect not just yourself, but everyone around you. Together, let's create a world without fear.
	Everyone has the power to build a safer, healthier world. By getting the HPV vaccine, you're not just protecting yourself but contributing to a community free from the burden of HPV-related diseases. Your choice matters.
	Strengthen the bonds of care by choosing HPV vaccination. It's not just about you; it's about creating a connected, protected world where HPV-related diseases are a thing of the past. Be the change, be protected.

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	<p>Your decisions today shape the world you'll live in tomorrow. Say yes to HPV protection and contribute to a future where love, responsibility, and health go hand in hand. Be a part of the movement for a world without HPV-related diseases.</p>
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