HPV Vaccine

Working together to overcome a vaccine confidence crisis in Ireland

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National Immunisation Office
Ireland

www.hpv.ie
HPV girls vaccination programme in Ireland

• Started in 2010

• School based programme, 2 then 3 doses

• 12-13 year old girls (~30,000)

• Parents sent information leaflet, consent form and contact details for school teams

• Referred to website www.hpv.ie for more information

• Uptake 81-89% from 2010-2015
### HPV Vaccine Uptake

<table>
<thead>
<tr>
<th>Year</th>
<th>Uptake</th>
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<tbody>
<tr>
<td>2010/11</td>
<td>81.9</td>
</tr>
<tr>
<td>2011/12</td>
<td>85.5</td>
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<tr>
<td>2012/13</td>
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<tr>
<td>2014/15</td>
<td>86.9</td>
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<tr>
<td>2015/16</td>
<td>72.3</td>
</tr>
<tr>
<td>2016/17</td>
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Also affected uptake in NI but not rest of UK.
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What happened?

- Concerned parent groups formed
- Local and national media printed articles raising concerns
  - About vaccine safety
  - That HPV vaccine caused serious side effects
- TV programme aired
- Very active on social media

www.hpv.ie
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Actions: Spoke to Parents

• Need access to the facts
  • Updated www.hpv.ie for better user experience
  • Wanted to know it was used across world and considered safe
  • Provided information about HPV safety
  • WHO accreditation of website
  • More time to make their decision
  • Second chance to rejoin the programme

We had added another resource to our #HPVVaccineSafety page visit bit.ly/HPVSafety #ProtectOurFuture
Alliance of health care and other supportive bodies
- RCPI/ ICGP/ IMO/ ISPHM/ IDA/ IPU/ IPNA
- Children’s Rights Alliance
- National Women’s Council
- Cancer charities
- Launched Aug 2017

Agreed consistent messages
Partner pack to support programme
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Provide training to health professionals

- GP e-learning modules
- ICGP meetings
- RCPI faculty meetings
- Pharmacies
- Factsheets and articles in journals
- Delivered talks at training days
- Held national conferences

Also information to teachers

www.hpv.ie
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HSE Campaign

Social Media listening

Olytico identifies, analyses and delivers the conversations that matter to you.

@HenningTweit @netpoette @doritmi @AlastairMcA30 @Jimcornsays With respect folks I'm a specialist in sexual health medicine. I deal with the consequences of #hpv every single day. I remain polite and mannerly on this thread but if anyone knows the value of the vaccine it is me.

doritmi Twitter 6:40 AM - 6 Nov 18

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rowleyDominic Twitter 6:40 AM - 6 Nov 18

@Jimcornsays @rowleyDominic Hi Jim....please understand that there is no 100% protection from cervical cancer....even best screening programmes don't have 100% sensitivity....hpv test doesn't have 100% sens....even the vaccine doesn't offer 100% protection...."best gynae care" is not going to protect every1

rowleyDominic Twitter 5:57 AM - 6 Nov 18
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HSE Campaign

Develop Social Media Content

Consistent messages

#ProtectOurFuture

Share partner pack with stakeholders

Health Minister supports launch of campaign

HSE teams are visiting schools at the moment to offer #HPV vaccine. If you have questions contact your local school team bit.ly/HPVPhone or speak to your GP or pharmacist or visit hpv.ie.

#StopHPV #ProtectOurFuture
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Uptake for HPV vaccine- (2018-19 data provisional)

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Summary

- Important to build relationships with partners
- Agree messaging and be consistent
- Hard work from school health teams
- Patient advocate- made Cervical Cancer real
- Political support
- Success due to combination of factors
- Keep partners up to date
- Be alert
- From this year launched gender neutral programme

Laura Brennan RIP 30/091992-20/03/2019