



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

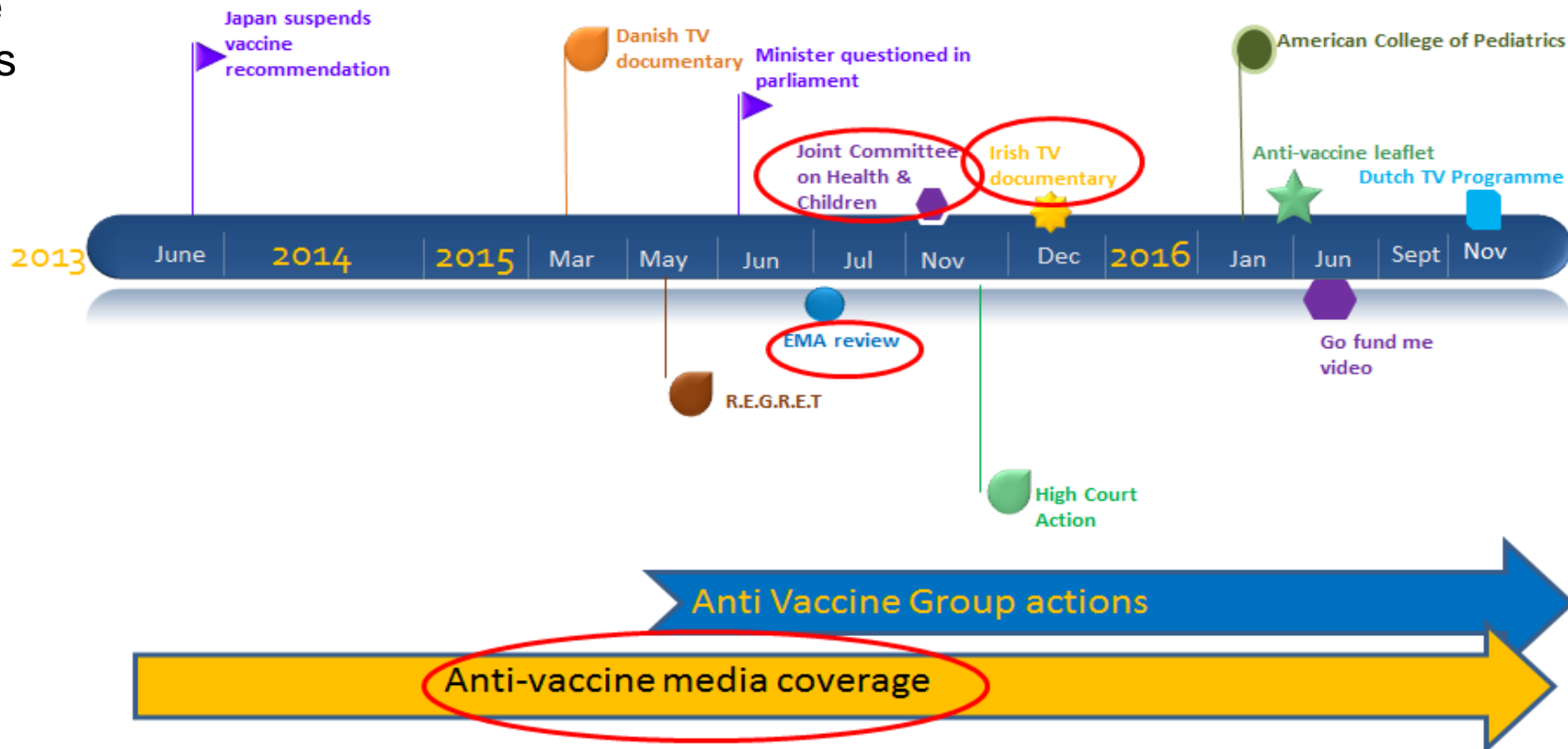
- Started in 2010
- School based programme, 2 then 3 doses
- 12-13 year old girls (~30,000)
- Parents sent information leaflet, consent form and contact details for school teams
- Referred to website www.hpv.ie for more information
- Uptake 81-89% from 2010-2015

The screenshot shows the homepage of the HPV Vaccine website. At the top, there is a navigation bar with the HSE logo and the title 'Human Papillomavirus (HPV) Vaccine'. A search bar is located on the right. Below the navigation bar, there are several content sections:

- About the HPV Vaccine**, **HPV and Cervical Cancer**, **HPV Vaccination Programme**, **HPV Vaccine Safety**, **Vaccine Facts**, and **More** (navigation tabs).
- Information Materials**: Factsheets, patient information leaflet (PIL), booklet translated into 9 languages, guidelines. [Find out more](#)
- HPV Vaccine Safety**: All national and international regulatory bodies have stated HPV vaccines are safe. [Find out more](#)

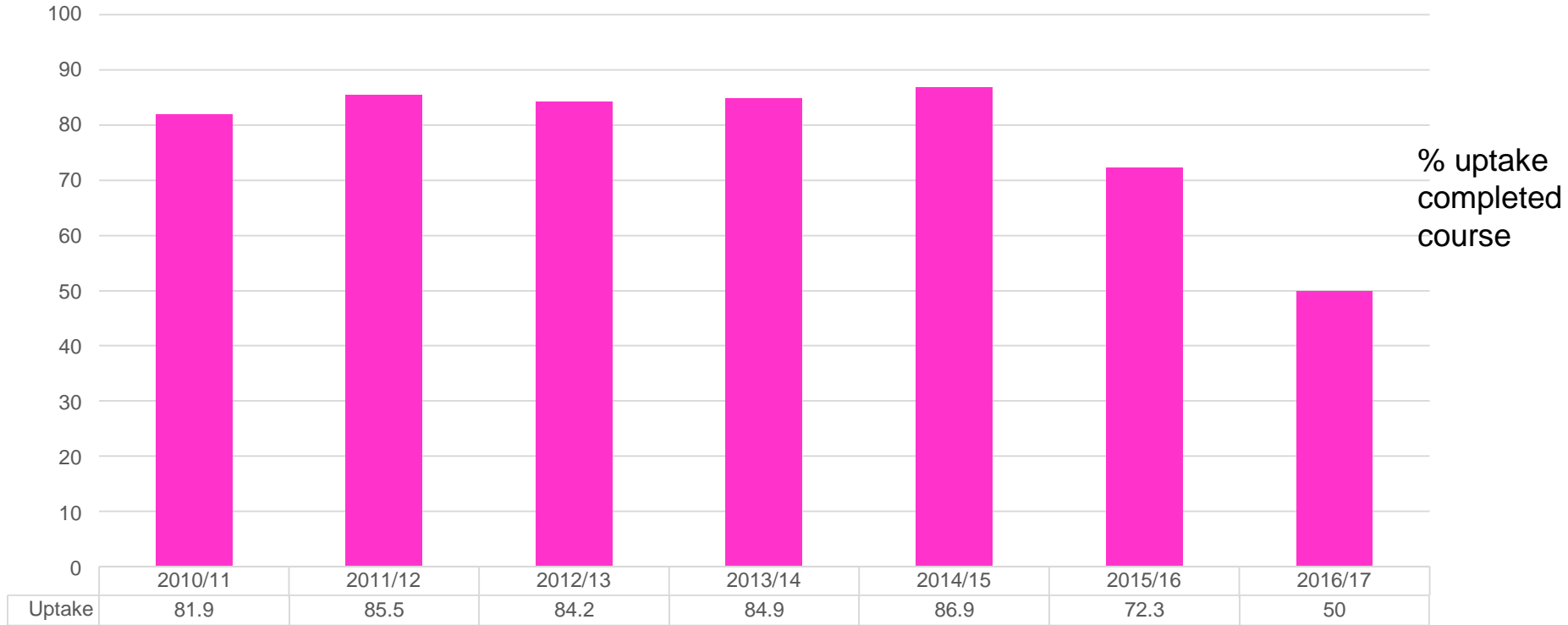
Below these sections, there is a video player with a play button and a 'Watch our short video' button. The video content includes text: 'Don't be swayed by rumours, get the HPV vaccine. Protect Our Future.' and 'The HPV vaccine protects girls from developing cervical cancer when they grow up. The HPV vaccine prevents 7 out of 10 cervical cancers. The vaccine works best when given at the age of 12 to 13 years. WHO states the HPV vaccine is extremely safe and should be offered to all girls to prevent cervical cancer. 300 Irish women get cervical cancer every year, and 90 of those women will die from cervical cancer. The best way of preventing cervical cancer is for girls to get the HPV vaccine through the HSE school programme. In 2017/2018 2 out of every 3 girls received the HPV vaccine as part of the school programme. If you have questions about HPV speak to a trusted health professional like your GP or Pharmacist.'

Timeline of events



HPV Vaccine Uptake

Also affected uptake in NI but not rest of UK



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



Free Sourced Information on HPV Vaccine for Parents in Ireland

Our mission is to give as much information on the hpv vaccine to parents so that they can make an informed consent. We do not ask parents to vaccinate or not vaccinate their child, your decision is your choice.

Teenager blames HPV jab for 'nightmare' side effects



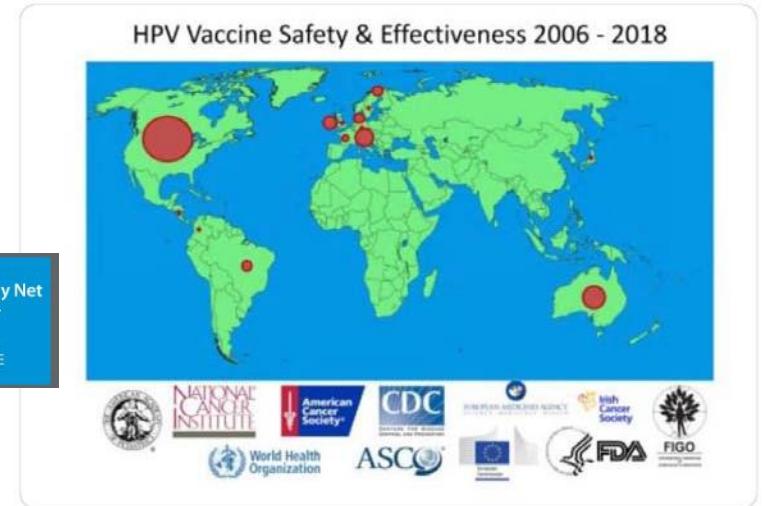
TV: HPV Documentary 141215

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](#)



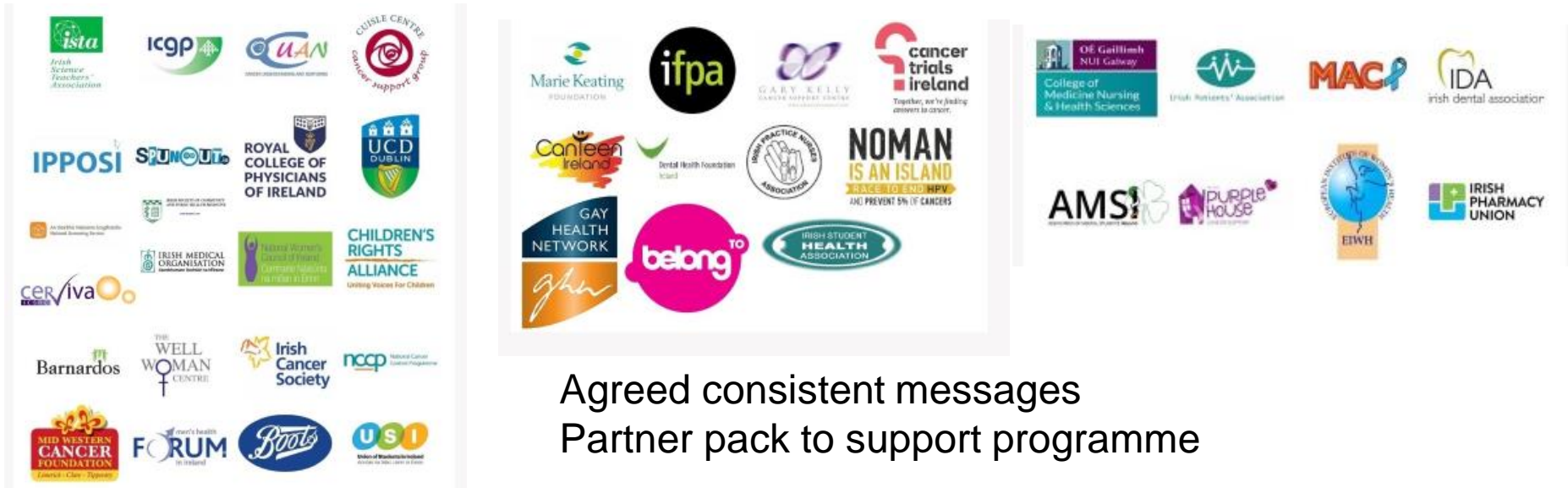
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Alliance of health care and other supportive bodies

- RCPI/ ICGP/ IMO/ ISPHM/ IDA/ IPU/ IPNA
- Children's Rights Alliance
- National Women's Council
- Cancer charities
- Launched Aug 2017



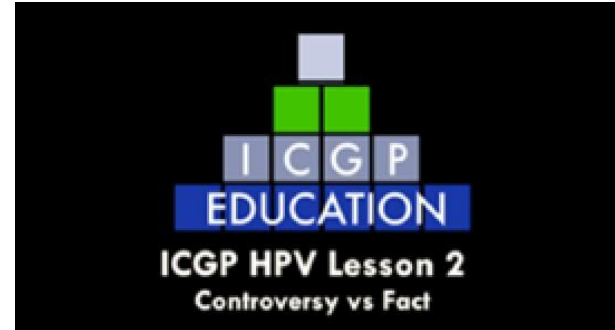
HPV
VACCINATION
ALLIANCE



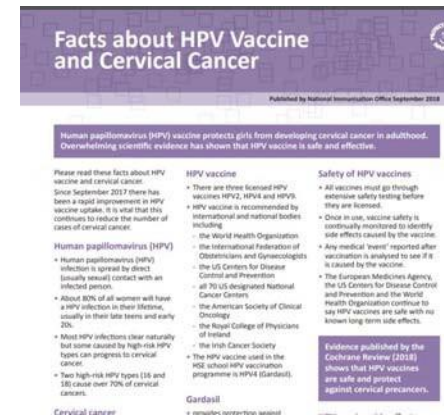
Agreed consistent messages
Partner pack to support programme

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



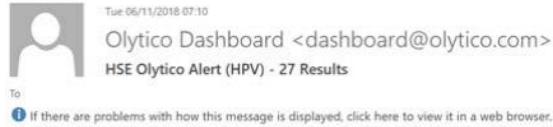
Also information to teachers



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HSE Campaign

Social Media listening



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

doritmi Twitter 6:40 AM - 6 Nov 18

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

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rowley_dominic Twitter 5:57 AM - 6 Nov 18

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



Seirbhís Sláinte
Níos Fearr
á Forbairt

Building a
Better Health
Service

www.hpv.ie

HSE Campaign

Develop Social Media Content

Consistent messages

#ProtectOurFuture

Share partner pack with stakeholders

Health Minister supports launch of campaign



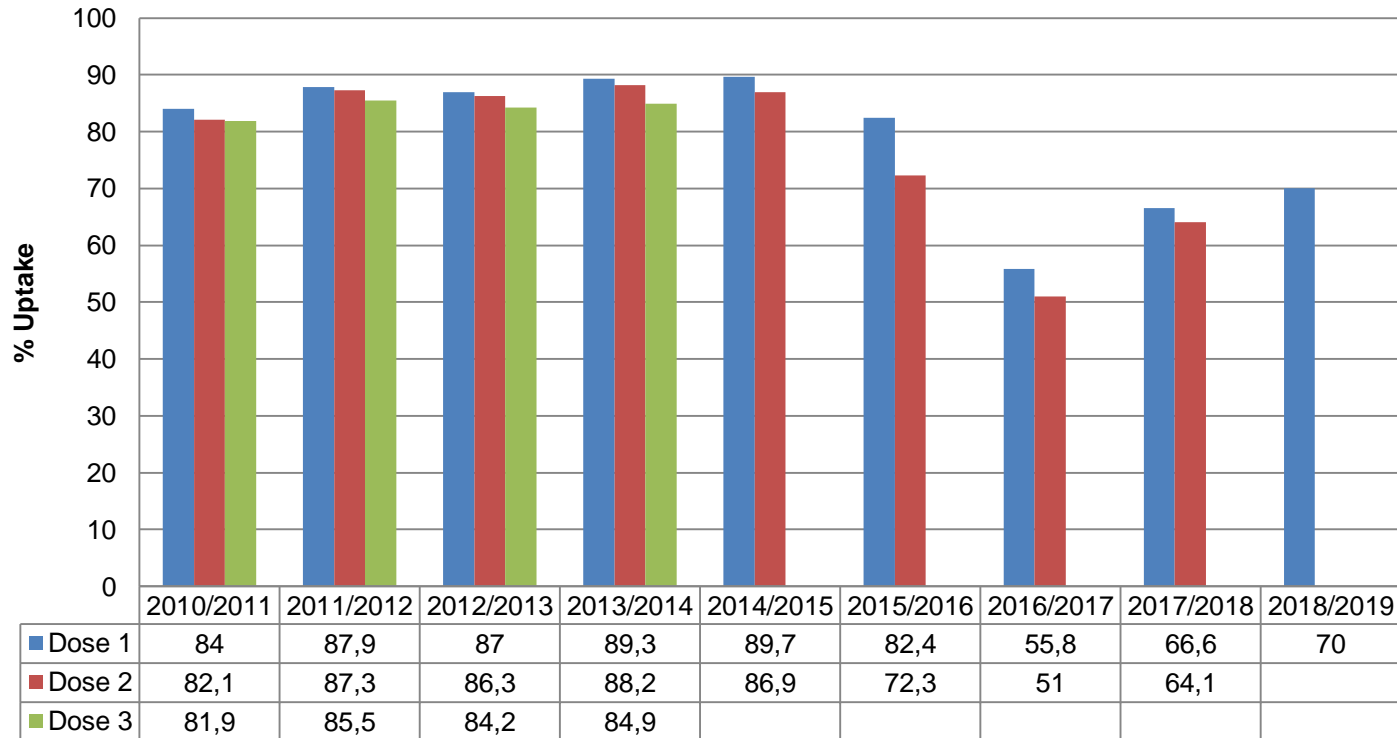
HSE teams are visiting schools at the moment to offer #HPV vaccine. If u have questions contact ur local school team bit.ly/HPVPhone or speak to your GP or pharmacist or visit hpv.ie.

#StopHPV #ProtectOurFuture



3:30 PM - 20 Oct 2018

Uptake for HPV vaccine- (2018-19 data provisional)



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