

# Using innovative communication approaches to boost HPV vaccination rates

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## Background

Each year in the U.S., 14 million people are infected with human papillomavirus (HPV), and 27,000 people are diagnosed with an HPV-related cancer. The HPV vaccine prevents nearly all types of HPV that cause cancer and is recommended at age 11 or 12. However vaccination rates for HPV lag far behind rates for other adolescent vaccinations. Parents may be unaware that three doses of the HPV vaccine are needed in early adolescence and that both boys and girls should be vaccinated.



That's **1 person** every **20 minutes**

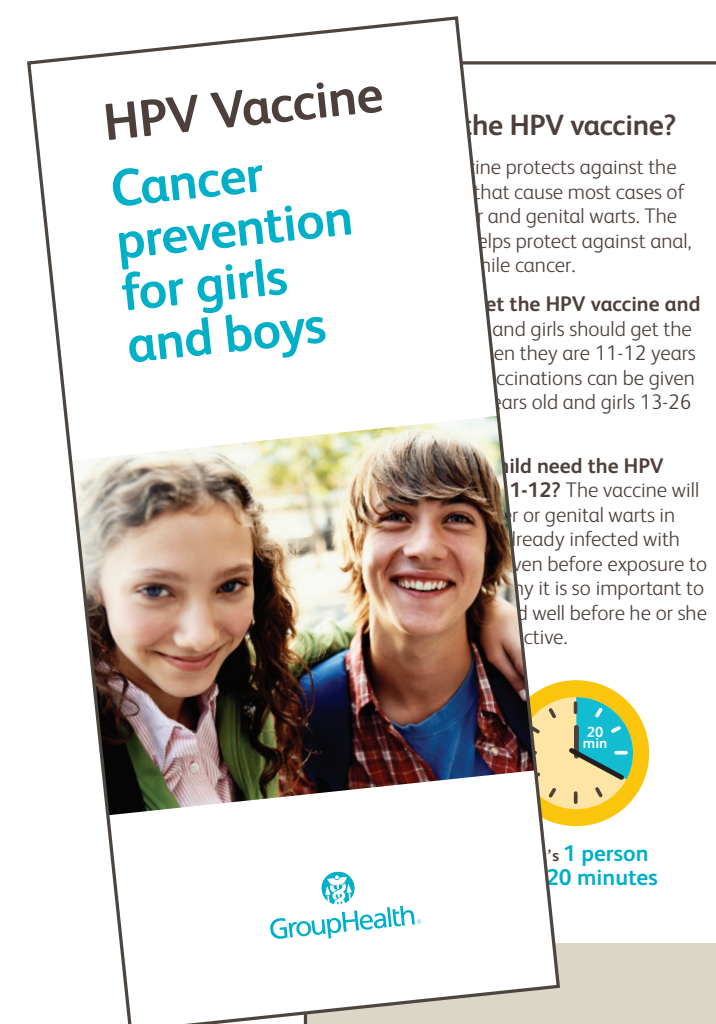
**27,000**

people get cancer caused by HPV each year in the United States



## Primary care-based intervention

At Group Health Cooperative, an integrated health care delivery system based in Seattle, HPV vaccination rates are below the national target of 80%. To address this gap, the Group Health Foundation and Group Health Research Institute (GHRI) developed a pilot HPV vaccine communication strategy for parents of 11 to 12 year olds to increase immunization rates in seven of Group Health's 26 primary care clinics and boost HPV vaccine awareness through social media.



*"The new brochures are eye-catching, the layout works for patients, and the headline is spot-on."*

— Group Health clinic staff

*"This is a terrific music video! Fabulous and fun, with catchy lyrics. Now everyone should want to line up to get their HPV vaccine!"*

— Deborah L. Wexler, MD  
Executive Director, Immunization Action Coalition

*"I've tried to show [the video] to people involved in vaccination any time I get a chance. If the right person eventually sees and spreads this, it could really explode..."*

— John B. Dunn, MD, MPH  
Assistant Medical Director, Preventive Care  
Group Health Cooperative

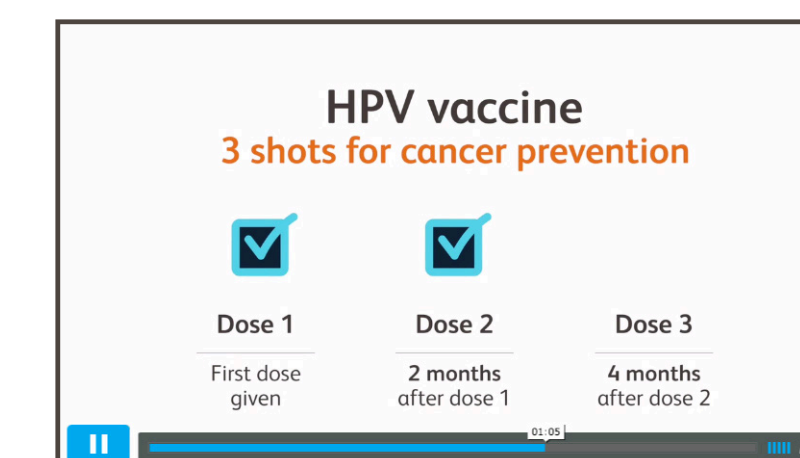
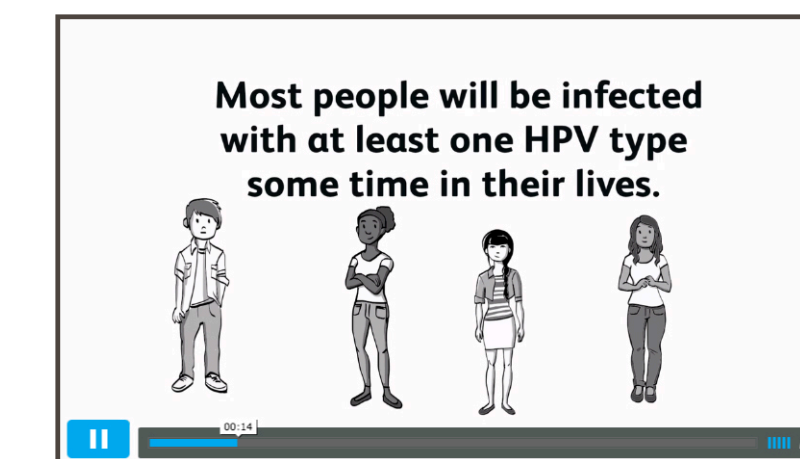
Dose 1-  
At age 11



Dose 2-  
Two months  
after dose 1



Dose 3-  
Four months  
after dose 2



[www.hpvshot.org](http://www.hpvshot.org)

## Music video: "Get HPV Vaccine"

- 90-second music video to boost public awareness
- Directed and produced by GHRI's in-house videographer
- Launched November 10, 2015
- Cost: \$13,500 (plus minimal "in-kind" contribution)

### Two key messages

- The HPV vaccine prevents cancer in both boys and girls.
- Three doses are needed starting at age 11-12.

### Diverse, in-house artists

- To keep costs down, we recruited a diverse mix of GHRI staffers, including a songwriter, musicians, vocalists, and a sound engineer.

### Key steps in the process

- Songwriter and lead vocalist developed rough mix of the song, which serves as the framework for the video
- Videographer created a storyboard with potential images
- Used original art created by kids age 11-12, simple animation, and design elements from the primary care-based intervention
- Selected a short, easy-to-remember URL: [www.hpvshot.org](http://www.hpvshot.org)
- Shared widely on social media



**8,500**  
Facebook reach



**1,415**  
Twitter impressions



**4,668**  
Total views:  
Facebook 3,264  
Vimeo 1,032  
YouTube 372

