



Cervical Health Awareness Toolkit

For Health Care Providers and Local and Tribal Health
Departmented (LTHDs)

Wisconsin Department of Health Services | Division of Public Health |
Bureau of Communicable Disease | Immunization Section





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HPV Resources

Wisconsin DHS HPV Flyers:

- Wisconsin DHS HPV Flyer: [Human Papilloma Virus \(HPV\) | Wisconsin Department of Health Services](#) (English, Hmong, Somali, and Spanish)
- Wisconsin DHS Flyer vaccines for ages 11–12 [Vaccines Recommended at Ages 11–12: What Parents Should Know | Wisconsin Department of Health Services](#) (English, Hmong, Somali, and Spanish)

CDC Resources:

- HPV Social Media Graphics: [Vaccine Communication Resources for Health Care Providers | Vaccines & Immunizations | CDC](#)
- 10 Tips for HPV Vaccination Success: [Top 10 Tips for HPV Vaccination Success](#)
- CDC’s Guide to talking to parents about the HPV Vaccine: [Talking to Parents About Infant Vaccines and HPV Vaccines-July 2019](#)



Sample Social Media and Timeline

Sample social media text posts and suggested timeline	Suggested image for post
<p>First week of January: Cervical cancer is preventable, and you can make a difference! Get vaccinated, get screened, and help raise awareness this January during Cervical Health Awareness Month. Together we can</p>	<p>Group of teens and tweens looking happy or doing a fun activity.</p>

<p>reduce the risk of cervical cancer for ourselves and our communities. <i>#CervicalHealthAwareness #HPVvaccine #CancerPrevention</i></p>	
<p>Second week of January: Did you know? Almost all cervical cancer cases are linked to the human papillomavirus (HPV). The good news is the HPV vaccine can protect against the types of HPV that cause most cervical cancers. Make it a priority to talk to your health care provider this January! <i>#CervicalHealthAwareness #HPVvaccine #CancerPrevention #StayHealthy</i></p>	<p>Image of person getting a vaccine or create a graphic that highlights the importance of the vaccine. Find infographic ideas from the Wisconsin Cancer Council. (add link: Wisconsin Cancer Council infographic—Protecting Wisconsin Youth from HPV-related Cancers)</p>
<p>Third week of January: January is Cervical Health Awareness Month! Regular screening and early vaccination with the HPV vaccine can save lives. The vaccine is recommended for boys and girls 9–14 years old. People 15–26 years old can still get the HPV vaccine if they didn't get it in their early teens. <i>#CervicalHealthMonth #HPVawareness</i></p>	<p>Image of teen or tween talking with a trusted health care provider</p>
<p>Fourth week of January: New year, new you! Take charge of your health this new year! The Human Papilloma Virus (HPV) is preventable with the help of the <i>#HPV</i> vaccine. The HPV vaccine can prevent over 90% of cancers caused by HPV. Vaccinate early, get regular health screenings, and prioritize your health this new year. <i>#HPVvaccine #CancerPrevention #GetScreened</i></p>	<p>New years icons such as fireworks or confetti along with text in varying sizes or colors.</p>



Media Script

Instructions:

This sample script can be used as is or modified, to create a short informational video.

Sample media script:

Infections from the human papilloma virus, or HPV, can cause certain types of cancers, such as cervical, head, and neck.

Did you know there is a vaccine that can protect our children from these infections?

The HPV vaccine is recommended for all preteens-both boys and girls- starting at age 9.

Help protect your child today. Talk to your child's doctor about getting the HPV vaccine.

Information about HPV vaccine can be found at [D-H-S-DOT-WISCONSIN-DOT-GOV-SLASH-IMMUNIZATION-SLASH-H-P-V](#).



HPV Message Map

General Information

- Vaccinating all children against HPV, protects them against certain types of cancers including head and neck, anal, cervical, penile, vulvar, and vaginal.
- The HPV vaccine is recommended for all children in Wisconsin.
- Parents should talk to their health care providers about getting their child vaccinated. For the best protection providers should administer the HPV vaccine to every 11 and 12-year-old and can be given starting at age 9.

Key Messages	Supporting Information
1. The best protection against HPV related cancers is vaccination for both boys and girls from ages 9–12.	<ul style="list-style-type: none">• The human papillomavirus can cause precancers and cancers in both men and women.• Nearly all individuals will be infected by the HPV virus. Currently there is no way to detect which of those infections will develop into cancer.• The HPV vaccine is the best way to prevent HPV infection and future HPV-related cancers.
2. The HPV vaccine is safe and effective	<ul style="list-style-type: none">• The HPV vaccine works the same way as all other vaccines—it gives the immune system a chance to practice defending the body against HPV before someone is exposed to the HPV virus.• Since the first HPV vaccine was licensed for use in 2006, more than 135 million doses of vaccine have been distributed in the U.S., and it has proven to have no serious side effects.• A study looking at HPV infections in girls and women before and after the introduction of HPV vaccines shows a significant reduction in vaccine-type HPV in U.S. teens since the vaccine was introduced.
3. Parents should ask their health care provider about protecting their children against HPV-related cancers today!	<ul style="list-style-type: none">• People who get the HPV vaccine at ages 11 and 12 years have a better immune system response compared to older teens.• Preteens who start the series before 13 years of age only need two doses of the vaccine instead of three doses recommended for older teens.• As with all vaccine-preventable diseases, pre-teens should be protected early. Make sure you are protecting your children against getting HPV related cancers later in life.



Sample Press Release

Instructions:

This sample news release can be submitted by jurisdictions to relevant media. This is not a DHS product and jurisdictions should follow their own media guidelines. If you would like a quote from DHS to be included in your release, please email DHSMedia@dhs.wisconsin.gov with the subject "Quote Request: HPV News Release."

Add data relevant to the population you serve. If there is information specific to the area you serve it can be added. Below is data that is available on the DHS website:

Vaccination coverage among Wisconsin adolescents aged 13—18 years

- [By vaccine, region, and year, P-02004A \(PDF\)](#)
- [By vaccine, county, city, and year, P-02004 \(PDF\)](#)

Maps showing percent of adolescents aged 13–18 vaccinated by year and county

- [HPV vaccine \(1 dose\), P-02279A \(PDF\)](#)
- [HPV vaccine \(up-to-date\), P-02279I \(PDF\)](#)

Date January XX, 20XX

Local Health Officials Encourage Parents to Protect Preteens Against Cancers Caused by HPV Infections

In [*Insert Name of County*], only [*Insert Percentage*] percent of preteens and teens are being vaccinated against certain cancers

During National Cervical Health Awareness Month, [*insert jurisdiction*] is encouraging [*insert area/region*] parents to protect their children against cancers caused by human papilloma virus (HPV) by getting the HPV vaccine. This safe, effective vaccine prevents cervical cancer, as well as cancers of the mouth, throat, genitals, anus.

"Each year, more than 46,000 adults will develop cancer caused by HPV across the United States," said [*insert local health officer*]. "The HPV vaccine is a safe, effective way to protect our children's health long into their future by preventing against certain types of cancer."

Locally, according to data from the Wisconsin Immunization Registry, [*insert percent of local population*] are protected against HPV. Those who are unvaccinated may be vulnerable to cancers caused by HPV infections.

Most people will be infected with HPV in their lifetimes. While most HPV infections go away, some last longer and can cause cancers later in life. HPV-related cancers include head and neck cancers, anus cancers, cancer of the cervix, vagina, vulva, and penis.

HPV vaccine is recommended for children before they may be exposed to the virus, starting at age 9-12, but is also available to youth and young adults through age 26. Some adults ages 27–45 years who aren't already vaccinated might choose to get the HPV vaccine after consulting with their health care provider.

The HPV vaccine is covered under the [VFC program](#). Eligible children less than 19 years of age can get vaccines for free or at a lower cost.