



COALITION to STRENGTHEN
the HPV IMMUNIZATION
COMMUNITY



THE INCLEN TRUST INTERNATIONAL



HPV Prevention
and Control Board

Communication tools for culturally sensitive context

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South Asia Regional Meeting

HPV Prevention and Control Landscape and the way forward.

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What we know

- Girls of 9– 14 years girl are targeted
- Over 70 % of the targeted girls may be found in Schools and 30 % out of schoolgirls (tracing them in communities is a challenge)
- Vaccination campaign will be in schools and in communities
- Prior experience of rolling out MR campaign as well as the covid vaccination campaign for school going children
- School health / adolescent health/ RBSK/ has School ambassador and messengers who need to be trained and tapped, this also means to include HPV in the school ambassador's module
- Keep the discussion on Sexuality less and promote more of the prevention part



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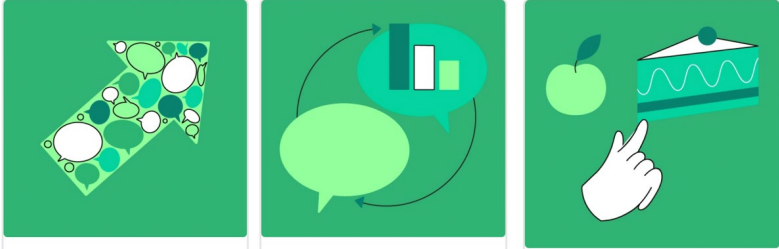


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Potential Communication Barriers

- Limited knowledge about HPV vaccine and its relationship to cervical cancer
- Adolescent girls– 9-14 years of age targeted
- Myths and misconceptions about the vaccine
- Uncertainty about the effectiveness of the vaccine
- Low risk perception– belief girls are not at risk
- Fear of side effects and injections
- Attitude – No point vaccinating girls for a benefit that will be attained in future
- Parents may resist the Vaccine especially in private schools.
- Faith institutions support

SOCIAL + BEHAVIOUR CHANGE

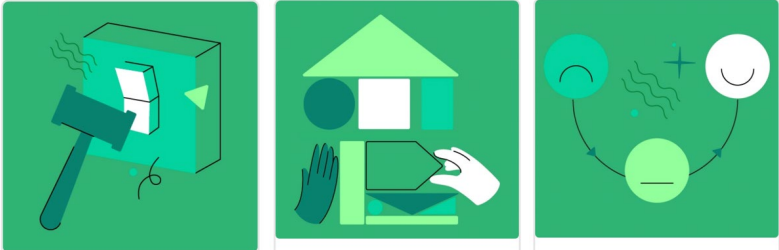


Community Engagement
Partnering with communities so they can lead the change process

Social and Behaviour Change Communication
Designing holistic and data-driven communications to enable change

Applied Behavioural Science
Shaping contexts and designing processes and products to enable behaviour change

SBC programmatic approaches



Supportive Public Policies
Changing the rules to enable positive change

Systems Strengthening
Strengthening sectoral systems to achieve SBC objectives

Service Improvements
Designing services that are accessible, usable and valuable

SBC programmatic approaches

MAIN ACCOUNTABILITY LEAD ROLE



Social Movements
Supporting and nurturing social change processes

SBC programmatic approaches

SUPPORT ROLE SECTORS ACCOUNTABILITY

Key considerations

- Contextualizing the use of communication strategies for the state/ district as per the audience 'needs
- A mix of media, Mass media and Social media to compliment the Interpersonal Communication at the individual level
- A strong convergence with other sectors and Adolescent Health/ School programme and platforms
- Collaboration with education department at all levels
- Leverage RCCE platforms, networks for Cervical Cancer Prevention Vaccine
- Involvement of key stakeholders, (Parliamentarians, legislators, political leaders, Medical professional, Media etc)
- Engagement with Influencers such Religious and Community leaders
- At community, use of MAS, SHG, PRI, Ward Members, RWAs

Messaging

- **Involve young people to craft the messages on HPV which will ensure their perspectives and better positioning of the messages.**
- Strategy to reach out to the adolescent girls—for example use of a character with whom adolescent girls can associate with, (embody the local context and youth culture), can be an effective tool to reach this population.
- Use of Youth influencers/ digital
- Process— a rapid assessment of the creative concepts, messaging, branding of the materials etc, (UNICEF has initiated the process)
- Amplifying the existing Mass media campaigns with Messages on HPV

Digital and media partnerships: Doordarshan



Digital and Media partnerships: Community Radio Associations

- Understand local issues, realities, challenges
- Programing in local dialects, among the most hard to reach areas— being head (information) and hands (connections) for communities



Community Platforms : PRIs, SHGs, Youth Networks

- **Women SelfHelp Groups**- a strong, scalable platform comprising of marginalized women, ready to promote key messages (Wada Sakhimodel 150,000 SHGs in over 50 districts of UP)
- **Mobile phones** can be optimally used as digital strategy (Hello Didi in UP, Swabhimanin C'Garh, Odisha, Bihar)
- **PRIs**– work with National and State Institute of Rural Development on capacity building, strengthening accountability structures and with state/district units of RDPR for grassroots level engagement with PRIs
- **Youth Networks**: Government supported youth networks (AP, Karnataka, Odisha, Telangana), Volunteers in MP and Chhattisgarh. Over 300,000 youth volunteers mobilized across all 16 states to support COVID
- **Interfaith Religious leader's forum**



Mobilizing out of School (OOS) girls

- Use of school / community volunteers to identify OOS girls and to be a champion in the communities
- Reach out through skills training centers
- Use of youth clubs/ class

