



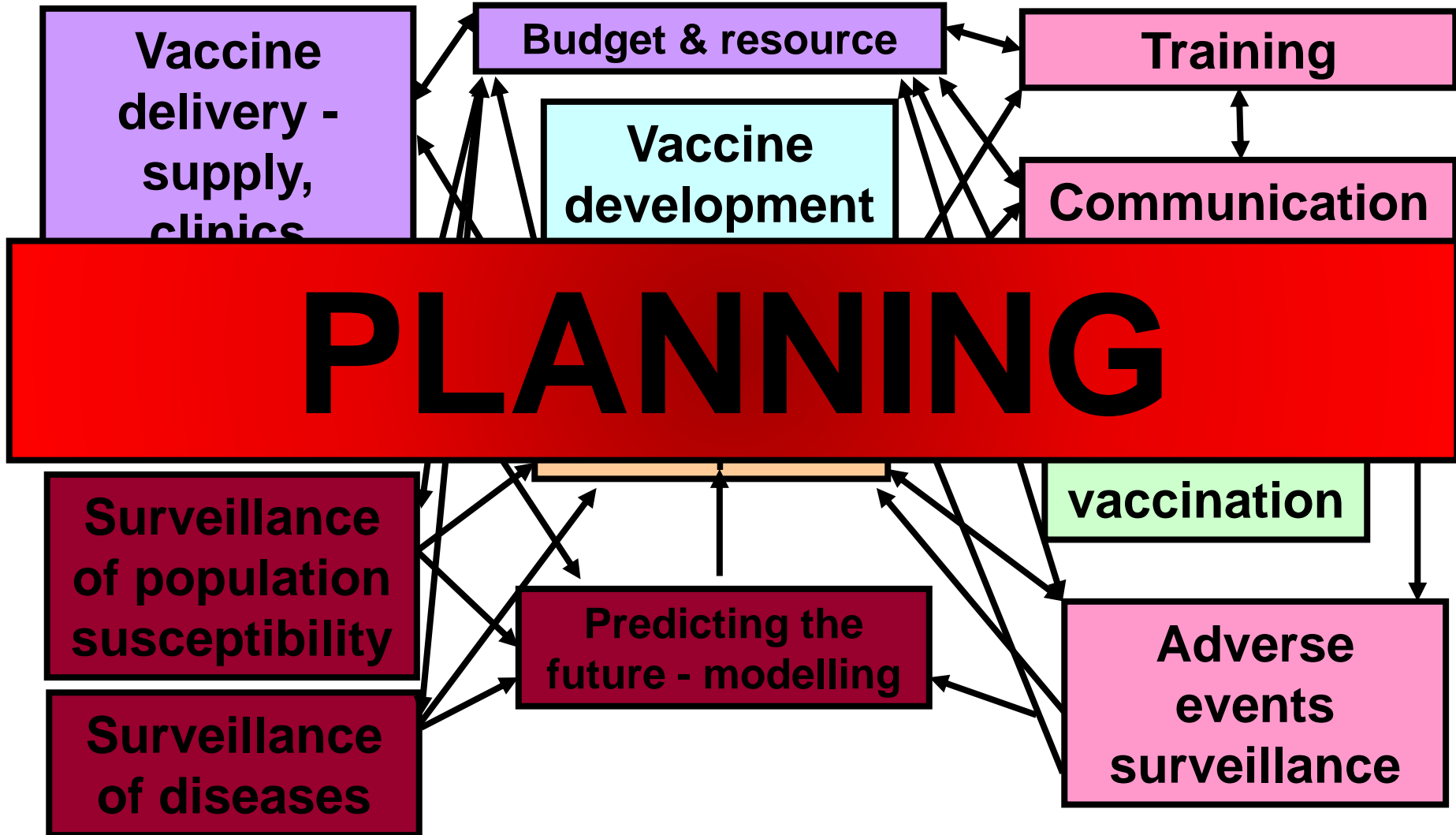
Public Health
England

Introducing HPV into England – what mattered?

Jo Yarwood
National programme manager Immunisation
Public Health England



What should we consider?





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Scoping the environment

It's a fantastic breakthrough

Times

Daily Mirror

DELIGHT AT CANCER JAB FOR GIRLS

HEALTH campaigners yesterday hailed the cervical cancer jab for young girls as a "fantastic breakthrough" against the devastating disease.

From next September, all girls aged 12 to 13 will be offered a vaccination to help protect against the human papilloma virus which causes 70 per cent of all cases of the cancer.

TT
£100

By EMELY COOK, Health Correspondent

Michelle Vinnall knows the devastating impact of cervical cancer after surgery two years ago.

The teaching assistant is starting to start her life but is adamant daughter Fran, 10, will never have to go through the same. Michelle, 37, of Wraybury, Middleham

Cervical cancer jabs for pre-teen girls could save 400 lives a year

► £100m programme aimed at 12-year-olds

programme, but may be able to have the vaccine privately or on the NHS. Experts have suggested that it would not be effective in girls who have al-

that it requires further investigation," he said.

Ann Keen, a health minister, had earlier defended the cost of the vac-

► Vaccine need onset of sexual

David Rose

Girls as young as 12 will be vaccinated against the virus that causes cervical cancer from next September. The programme that aims to protect girls aged 12 to 13 will

Sex jab for girls

GIRLS as young as 12 will be vaccinated against the sexually-transmitted virus that causes cervical cancer.

Offering the jab to girls in England aged 12 to 13 from next September will cost the Government up to £100million a year.

Health Secretary Alan Johnson said: "Prevention is always better than cure." The scheme could save 400 lives a year.

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Cervical cancer vaccine 'will encourage girls to be more promiscuous'

By Alastair Simpson

CONCERNS are mounting among family groups over the vaccination of schoolgirls against the virus that causes cervical cancer, amid fears it may lead to increased sexual promiscuity and may not be effective in the long term.

The jab will protect against human papilloma virus (HPV), which is sexually transmitted

programme won't be felt for many years. Cervical screening remains vital."

Stephen Green, the national director of Christian Voice, said the vaccine could create future health problems.

It is 70 per cent effective against HPV but only 44 per cent effective for those who have already been exposed to the virus. The Government

Daily Telegraph

Daily Star



Christian Voice

JOIN US TODAY!

The enemies of God are all having their say!

What's New

Archive



PIERCING THE VACCINATION HYPE

Immediate: 19.30 hrs 31st October 2007

By Stephen Green, National Director, Christian Voice.

This nation is so obsessed with encouraging teenagers to be promiscuous that it clutches at any straw which appears to facilitate that. Couple that with the corporate greed which drives the drug industry's marketing of its pharmaceutical products and it is easy to see why the new anti-HPV vaccines, Gardasil and Cervarix, have been welcomed as the latest new dawn of a sexually-liberated day, the things which will keep our kids fornicating in safety.

The trouble is, they won't. Vaccines are not without danger. One health-care company offering the Gardasil vaccine also supplies the single mumps, measles and rubella vaccines, responding to parents' legitimate concerns about MMR. (Did Leo Blair ever have the MMR? His dad wouldn't say.) <http://www.dh2.co.uk/>

And will the message that women still need to go for screening pierce the fog of hype about vaccination? The vaccines could be spreading false hope and more promiscuity and result in more sexually-transmitted disease of all kinds and more deaths from cervical cancer, not fewer. And that is without the safety concerns about side effects of the vaccines themselves.

The Joint Committee on Vaccination and Immunisation has recommended - and the Government has accepted - that all girls should be given the jab in the first year of



Gardasil and Cervarix - The Cervical Cancer Vaccines

[Welcome To Vaccine Awareness Network](#)

[Vaccines And How They Are Made](#)

The chemicals that go into vaccination - newly updated 13 June 2008

[Your Immune System, How It Works And How Vaccines Damage It](#)

Vaccines and Immune Dysfunction

[Did Vaccines Really Halt Killer Diseases?](#)

Did Vaccines Really Stop Diseases? A look at history

[The Herd Immunity Theory - Treating Our Children Like Cattle](#)

The Herd Immunity Theory - updated 23rd November 2008

[Vaccination And Abortion](#)

The Use Of Foetal Tissue in Vaccines - newly updated 13 June 2008

[Vaccines: A Religious Contention](#)

Vaccines: A Religious Contention



THE NEW HPV VACCINE – Miracle or Menace?

Human Papilloma Virus is what doctors believe is responsible for triggering cervical cancer in women, some forms of genital warts and vulval intraepithelial neoplasia (VIN). A new experimental vaccine called Gardasil is being developed against 4 types of HPV, 2 of which are thought to cause 70% of cervical cancers.

However, HPV is extremely common and is present in upto 80% of people by the time they are 50, and it rarely develops into cancer. Cancer will only develop if the person is already in a state of dis-ease.

'HPV, by itself, does not kill anyone. According to the Daily, 5,000 people die of HPV each year. However, according to the National Institute of Health (NIH), this is the number of women who die from cervical cancer in the United States. Also, there are over 100 strains of HPV, 30 of which are transmitted sexually, and only two of which are pre-cancerous. It is only those two strains that are responsible for most cases of cervical cancer...but that rate for cancer is actually very low.' (Letter to the Stanford Daily, February 10, 2006).



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Attitudinal research – assume
we know nothing!!



Attitudes towards vaccination Parents of 8 – 10 year old children (2005)

most participants were very positive - vaccination is an important parental responsibility

- mothers seemed more involved in health generally, few differences in parents' views

perception that vaccination carries risks - assumed responsibility for protecting children against risk

- 'protector role' and MMR controversy meant they were more conscious of risks for children than for adults



Research summary for 11 to 12 year olds (2007) – key concerns

Parents

vaccine safety and potential for damaging girls' future fertility

a licence to engage in underage and unprotected sex

consent; parents were against the idea of their 11 – 12 year old children having the right to decide

the majority supported the idea of a catch-up programme for thirteen to eighteen year olds

Girls

worried about the trauma of the injection

most girls were in favour of having the vaccination, and many felt that their parents would be supportive

Professionals

in favour of the vaccine providing programme adequately resourced



Discussion and recommendations

The findings from this research, and recent press coverage, demonstrate that the HPV vaccine has the potential to ignite complex and emotive discussion.



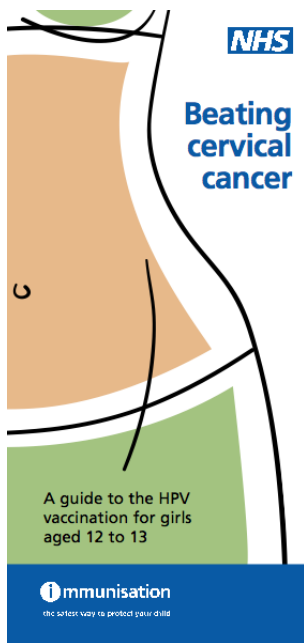
Setting the agenda

- Introducing the 'full' HPV story tends to lead toward confusion and rejection - the cervical cancer story is more significant and more easily understood.
- HPV is an STI, but HPV vaccine protects against cervical cancer
- The vaccine is part of the routine immunisation programme. **Parents immunise to protect their children against disease, not against the viruses that cause them.**



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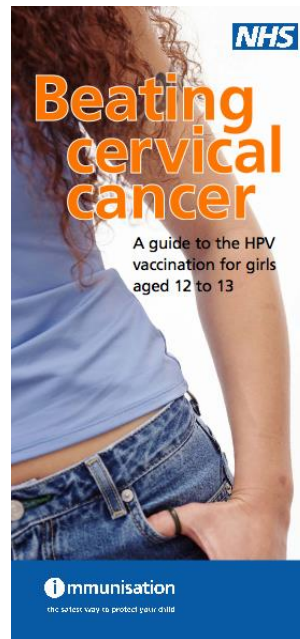
Pre - testing



Fitness



Too old – shopping



Irrelevant - sexualised



Too in control



Weird – Girl Guide



More ideal than reality

BEATING CERVICAL CANCER



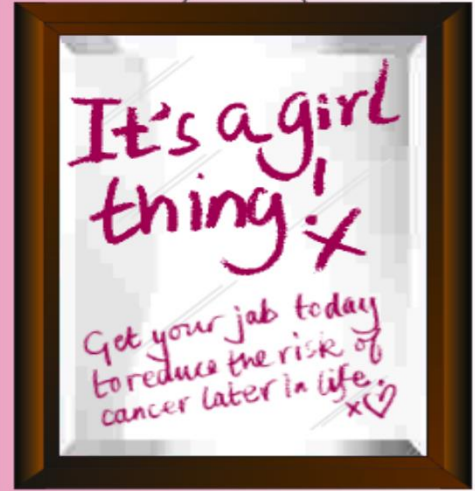
The essential guide to the HPV
vaccination for girls aged 12 and 13



immunisation
the safest way to protect your child

Beating cervical cancer

The essential guide
to the HPV vaccination
for girls aged 12 and 13



Beating cervical cancer
All you need to know about the
HPV vaccination



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Campaign logo



Campaign logo ties all elements of the campaign together and is easily recognisable



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Advertising



Advertising campaign

- 30 second TV ad
- 2 x 30 second radio ads
- Press ads
- Media partnerships
- Advertorials
- Online



Press advertising 12-13s

The new HPV vaccine, which protects against cervical cancer, will save hundreds of women's lives every year.

This vaccine, along with the cervical screening programme, will help protect women for life.

The annual vaccination programme for girls aged 12 to 13 (school year 8) starts this autumn.

Over the next 3 years, it will also be offered to other girls aged 13 to 18.*

Arm your daughter against cervical cancer. Your daughter's school or local NHS will provide more information before the vaccination is due.

For more information about the HPV vaccine visit www.nhs.uk/HPV or call the helpline on 0845 602 3303.**

**Armed
for life.**





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Press advertising 16 - 18s

NHS

The HPV vaccine will help to protect you against cervical cancer and save hundreds of women's lives a year.

Girls aged 13 to 18* will be offered the vaccine over the next 3 years as part of a one-off programme, starting this autumn with older girls aged 17 to 18.

You will have three injections over a period of about six months.

The vaccine has passed the rigorous safety standards required for it to be used in the UK and other European countries.

Your local NHS, school or college will provide more information before your vaccination is due.

Arm against cervical cancer.
Visit www.nhs.uk/HPV or call us on 0845 602 3303.**

Your mate's straighteners, 20 quid from your dad, the vaccine against cervical cancer.

Just for the record, only one of these is a lifesaver.

1-2 kiosk screens



Magazine ad aimed at mums



The 3 most popular things parents want their daughters to be are:

What could be worse than getting cervical cancer? Your daughter one day getting cervical cancer and knowing you could have helped prevent it.

Around 3000 women are diagnosed with cervical cancer every year in the UK and despite a successful screening programme, it kills around 1000.

It's caused by a virus called the human papillomavirus or HPV. The HPV vaccine protects against two strains of the virus, which are responsible for more than 70% of cases. It will save hundreds of women's lives a year.

The vaccine has passed the rigorous safety standards required for it to be used in the UK and other European countries.

HPV is sexually transmitted, so the vaccine is most effective when given before girls are sexually active. An annual vaccination programme for girls aged 12 to 13 (school year 8) is starting this autumn. The programme consists of three injections given over a period of six months.

Over the next three years, the vaccine will also be offered to other girls aged 13 to 18, starting this year with girls aged 17 to 18.

Arm your daughter against cervical cancer.

Your daughter's school or local NHS will provide more information before the vaccination is due.

For more information about the HPV vaccine visit www.nhs.uk/hpv or call the helpline on 08-45 602 3303*

a doctor,
a lawyer,
alive.





Press ads in teenage magazines

NHS

Life is full of difficult decisions.

Thankfully, this isn't one of them.

Dirty or straight? Skirt or jeans? Can you or get it?

Sometimes in life you're a bit sure if you're doing the right thing, and at other times it's obvious what's right.

The HPV vaccine will help to protect you against cervical cancer and save hundreds of women from a year.

You will have 31 injections over a period of about six months.

Remember, once you've had the vaccine, it's

important to go for routine cervical screening when you're given the choice later in life.

The catch up programme for girls now aged 17-24 starts this autumn. Girls aged 13-16 will be offered the vaccine over the next 3 years.

Find out NHS, school or college will provide you with more information before your vaccination is due.

Area against cervical cancer.

Visit www.nhs.uk/HPV or call us on 0 845 602 3102**



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Supporting activity



We're protecting our daughters!

THE HPV VACCINE WHICH PROTECTS AGAINST CERVICAL CANCER IS BEING OFFERED TO GIRLS IN YEAR 8 FROM THIS AUTUMN. THREE **best** READERS AND THEIR DAUGHTERS TELL US WHY HAVING THE VACCINE IS SO IMPORTANT...

There's something special about having a daughter – and when we asked **best** mums what they thought, you were quick to agree! She's my best friend came up time and again. You also recognised how by the time she reaches age 12 or so, she needs to be given the chance to make her own mind up, albeit with you as a guide. The new HPV vaccine, which rolls out this autumn to girls aged 12-13 (school year 8), has given many mothers and daughters the chance to talk about health and the importance of taking action to prevent illness. "We talked about the vaccine together," says Sherry Newbold, mum to Madison, one of three **best** mum-and-

daughter duos we invited to London. Over the coming months, our mums and their daughters: Madison, Charlotte and Sophie – will tell us all about their experiences of having the HPV vaccine. HPV, or human papillomavirus, is transmitted through intimate sexual contact and two strains of the virus cause over 70 per cent of cervical cancers. However, this vaccine gives protection against these strains. By offering the vaccine to girls aged 12-13, it's estimated that it will save the lives of up to 400 women every year. Madison, Charlotte and Sophie – like most year 8 girls – will be given three doses of the vaccine at school, over about a six-month period. We hope you'll find their accounts helpful and reassuring.

'We're relieved that there's now a vaccine'

At 12, Madison Newbold, is on Blackpool, has made some big health promises to herself. "I won't smoke and I'll always exercise regularly," she says, adding, "I won't do things that mean I increase my risk of cancer, either." So having the course of three HPV vaccines over the next six months – actively cutting her risk of

cervical cancer – is definitely something she'll do as well. Mum Sherry says, "After I got diagnosed with HPV, we had a long chat. I have four daughters – two older than Madison and one aged 10, so the 'catch-up programme' for older children means they'll have the vaccine by 2011. I'm relieved they'll have this protection."

Sherry says: "It's great news – I'm pleased all my daughters can have it."



best promotion

CLARE & CHARLOTTE

'I'm a school nurse as well a mum and really welcome this programme'

As a school nurse, Clare Szumbiska was among the first to hear about the HPV vaccine – and that her year 8 daughter Charlotte would be among the thousands of girls invited to have it. She'll do her best to answer any questions that the girls at her school may have on the vaccine, which rolls out from 15th September.

"It's excellent," says Clare, from Manchester. Each month, Clare and Charlotte have a busy day

out, just the two of them, so that mum and daughter can talk about everything and anything. Charlotte's said that she's a bit of a hothead of nerves. But Clare has been able to reassure her that it's given by an injection in the arm and, on the day, it won't seem like such a big deal.



Charlotte says: "We're friends and help each other through things, too."

CHRISTINA & SOPHIE

'I don't want Sophie to experience the same thing as me...'

Christina Vernon was 38 when she had Sophie – and the two have always been particularly close.

"It's important for her to make decisions that reflect what she wants – within reason, of course!" says Northampton-based Christina.

She's really pleased that Sophie is going to have the HPV vaccine as it will help protect

her against cervical cancer in the future. "I had several traumatic years with abnormal cervical cells," says Christina, "and I don't want Sophie to experience the same thing."

Sophie agrees. "This can help me. I'm relieved about having the HPV vaccine."



Christina says: "I want to guide Sophie through life, not let her make a right, but wrong."

CATCH-UP FOR OLDER GIRLS

The HPV vaccination programme for year 8 girls is estimated to save the lives of up to 400 women a year. And over the next three years, older girls (aged 13-18*) will be offered it, too – starting this autumn with 17-19-year-olds. By July 2011, over 2 million girls will have been offered the HPV vaccine.

*The catch-up programme in England includes all girls born between 1 September 1990 and 31 August 1995 inclusive. The dates of the catch-up programme may differ for Wales, Scotland and Northern Ireland.

FOR MORE INFORMATION

visit www.nhs.uk/hpv

A dedicated HPV helpline is also available on tel: 0845 602 3303

Available in England and Wales. Calls cost a maximum of 5 pence per minute (plus a 10p service charge) and are available 24 hours a day. Mobile and other networks may vary. You may be charged a minimum cost per call.





Public Health
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Supporting health care workers

Information pack

- Leaflet
- Q&A
- Factsheet
- Consent form




NHS

Hd my hpv jab
2day
no probz
e u lbr xx

Arm against cervical cancer
All you need to know about the new HPV vaccine that protects against the commonest causes of cervical cancer

Beating cervical cancer



NHS

The new HPV vaccine

A Q&A sheet for 12- to 13-year-old girls and their parents on the new HPV vaccination.

Arm against cervical cancer
All you need to know about the new HPV vaccine that protects against the commonest causes of cervical cancer

Beating cervical cancer

Beating cervical cancer – questions and answers

Information pack

- New green book chapter
- Poster
- Sticker
- Record card





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Use the right system and
engage with the right
stakeholders



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So did it matter?

Headlines

Girls to get sex virus vaccine

Protect your daughters with the HPV vaccine

Fears over jab for girls

Girls aged 17-18 to get cervical cancer vaccine

Schools don't have enough nurses to give cancer jab

Boys should have cervical cancer jab too

Cervical cancer jab plan for over 18s

Girls to be given vaccine against virus linked to cervical cancer

Cash row over cancer jab

DH awards contract for HPV vaccine

Vaccination will save lives

A cancer jab I don't regret

Cheaper cancer vaccine will protect more girls

Cervical cancer vaccine decision 'short sighted'

Remember Jade's tears could be your own daughter's

Girl C-jab extended

I'm giving my girl the jab

Fearful parents may boycott cancer jabs

Cancer jab campaign takes to the internet

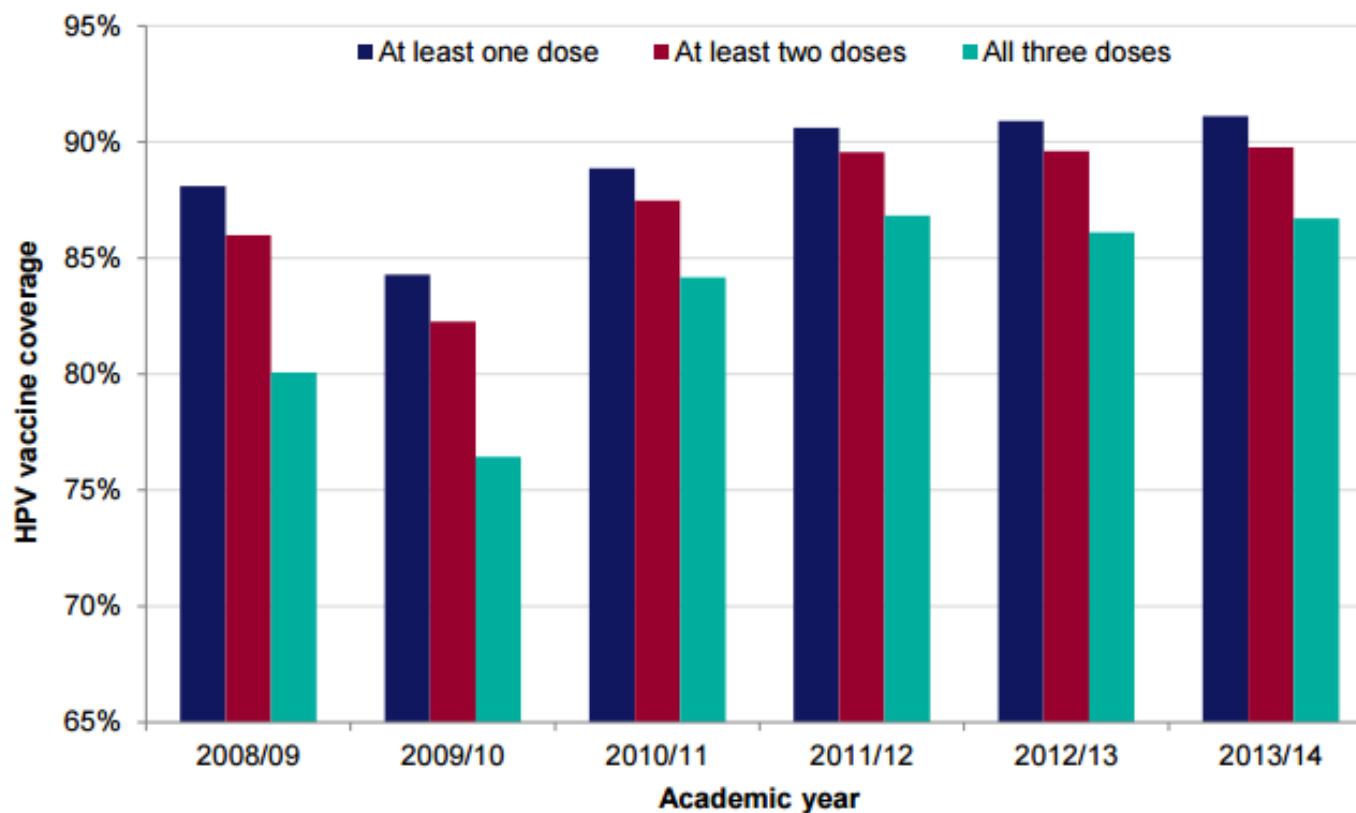


Table 2. Annual England, Scotland, Wales and Northern Ireland HPV vaccine coverage 2013/14, and UK coverage 2008/09 to 2013/14

	At least one dose	At least two doses	Three doses
UK coverage			
2008/09	88.4%	86.6%	80.9%
2009/10	85.0%	83.1%	77.5%
2010/11	89.0%	87.6%	83.8%
2011/12	90.8%	89.7%	87.0%
2012/13	91.0%	89.7%	85.8%
2013/14	91.3%	89.9%	85.9%
Individual country coverage in 2013/14			
England [5]	91.1%	89.8%	86.7%
Scotland [34]	93.6%	91.7%	81.4%*
Wales [35]	89.6%	87.6%	77.2%**
Northern Ireland [36]	91.5%	90.8%	87.2%



Figure 2. Routine HPV vaccine coverage in Year 8 girls (aged 12-13 years) in England, assessed at the end of academic years 2008/09 to 2013/14



Note: the data in this figure excludes mop-up vaccinations

