



STATENS
SERUM
INSTITUT

Expanding HPV vaccination among adolescents: lessons from Denmark

Dr. Bolette Søborg, Deputy Director, Head of Vaccine Preventable Diseases
Statens Serum Institut (SSI)

The Danish HPV vaccination programme

- The HPV vaccination programme was launched in 2009 for girls and extended to boys in 2019
- Vaccines are given at 12 years of age for both girls and boys and available for the child until 18 years of age
- Delivered free of charge to the child via the General Practitioners office
- Vaccines used:
 - From 1/2 2016 to 30/10-17: HPV-vaccine against type 16 and 18
 - From 1/11 2017 and present: HPV-vaccine against type 6, 11, 16, 18, 31, 33, 45, 52, 58

Doses given



Under age 15

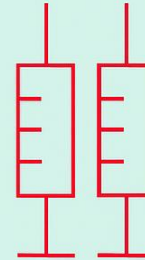
2 doses within 13 months

If not feasible, 3 doses



Age 15 and over

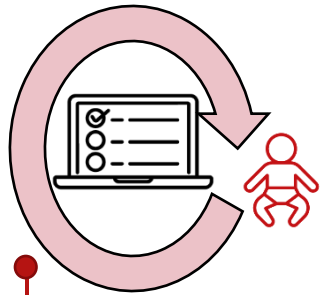
3 doses within 1 year



The Danish child vaccination program

- set up and monitoring

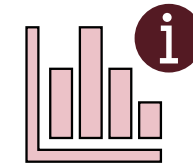
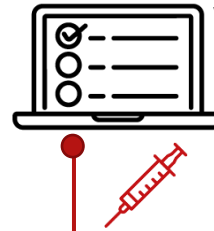
1. Each newborn receives a unique identification (CPR-) number which is picked up in The Danish Vaccination Registry



3. Invitation letter sent to parents two weeks before recommended date of vaccination through digital mail and text



4. Automated check of vaccination status at day 30 after recommended vaccination date



6. Monthly updates of vaccination coverage generated and published at ssi.dk at birth cohort level

2. For each child a vaccination schedule is created in The Danish Vaccination Registry using the date of birth as reference



4. Child is vaccinated at GP → vaccination is recorded in DDV via CPR



5. Reminder letters are sent to parents to unvaccinated children

REMINDER

However- not all has been easy...

Vaccinationsdækning i Norden

Procentvis andel af piger født 1998–2003, der er begyndt på HPV-vaccinationsprogrammet.

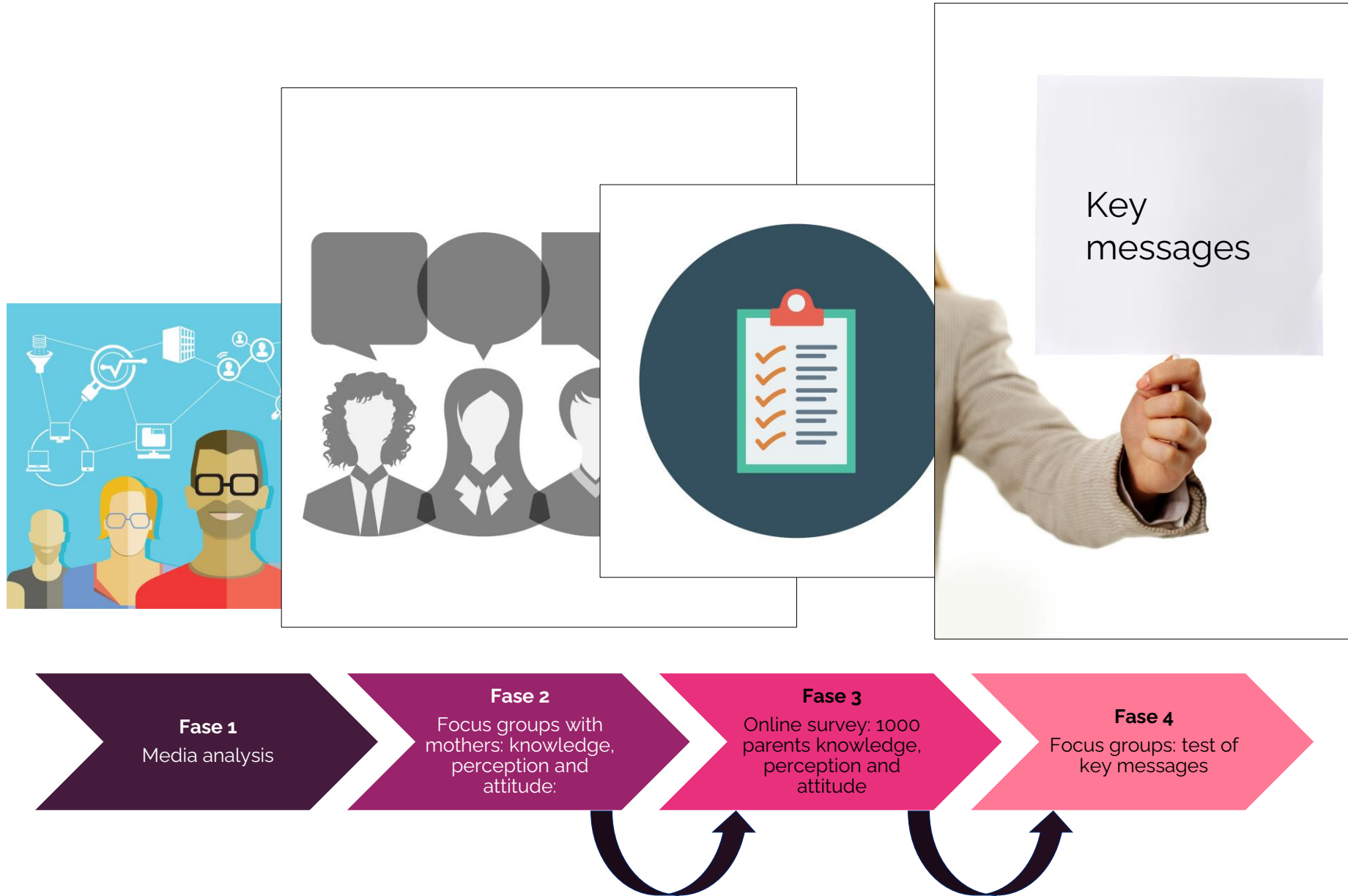


An HPV vaccination crisis was acknowledged in 2016- and interventions needed

But what?

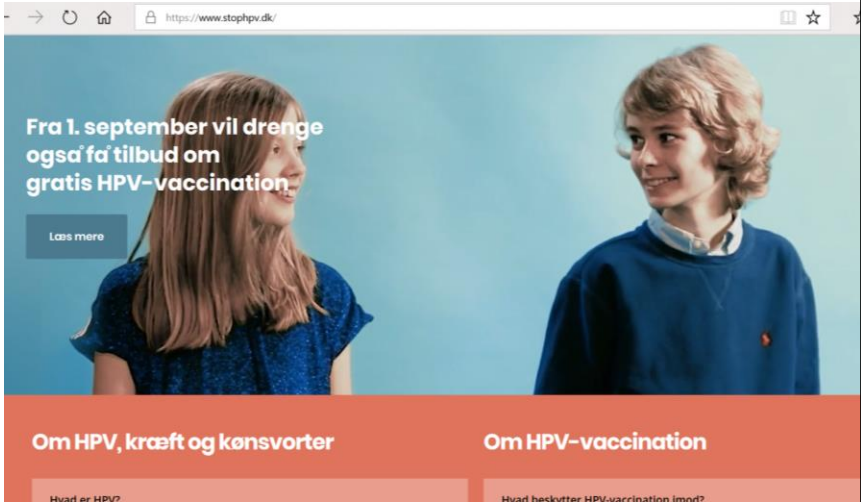
We needed to understand the drivers and the dynamics first

2016: Preliminary studies to inform the campaign

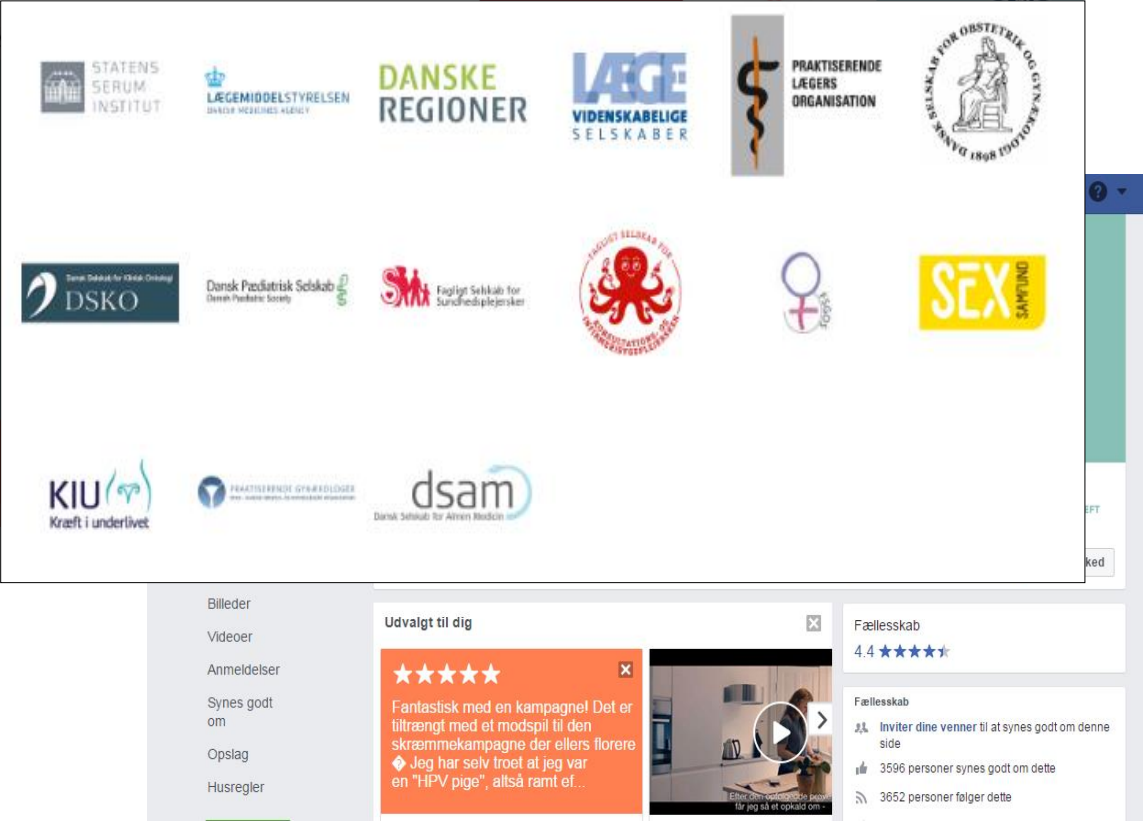


Elements of the HPV vaccination campaign

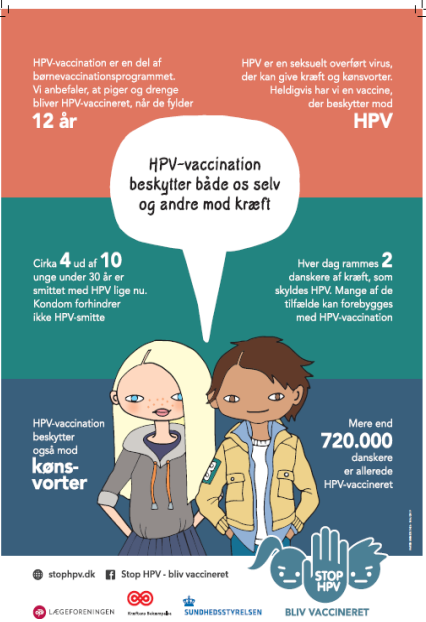
- Primary target group: mothers in doubt



Homepage www.stophpv.dk



Designated facebook site



Personal stories and scientific news



346.881

Nåede personer

13.010

Interaktioner

57.156

Klik

Boost opslag

👍👎👉 6,4 tusind

1,3 tusind kommentarer

1,7 tusind delinger



Stop HPV - stop livmoderhalskræft

Offentliggjort af Eva Sidsel Agner Pedersen [?] · 20. august · 🌐

Vi giver ordet til smukke Annie, der desværre har fået konstateret uhelbredelig livmoderhalskræft ❤️👉 Tag rigtig godt imod hende ❤️👉

"For bare et år siden var tanken om at blive ramt af kræft, for ikke at tale om døden, ligeså fjern for mig som fred i Mellemøsten. Jeg var et godt sted i mit liv, jeg havde en plan, både privat og på job - kun 36 år og hele livet foran mig. Men det hele ændrede sig i løbet af et splitsekund, da jeg fik beskeden om, at jeg havde livmoderhalskræft stadie 4B! HVAD????!! Hvordan kunne det ske, at min krop ikke selv kunne bekæmpe HPV 16 virusset? Jeg var sund og rask. Jeg levede langt sundere end gennemsnittet og efter de foreskrevne anbefalinger; dyrkede gns. 9 timers sport om ugen, spiste min. 600 gram frugt og grønt om dagen, og iverigt altid religiøst passet min celleskrab hver 3. år.

Takket være mit stærke helbred snakkede lægerne fra starten kun om helbredende behandling, og jeg var fast besluttet på at blive én af de 10 %, der overlever så fremskreden livmoderhalskræft! Så i efteråret 2017 trak jeg i kampdragten, og gjorde mig klar til mit livs kamp!

Det var 8 måneders intensiv kamp med triple kemo, udvendig stråleterapi og brachy terapi (indvendige stråler), kvalme, opkast, hårtab, vægttab, vægtøgning, overgangsalder og følelsesmæssige rutsjebaneture. MEN, det var det hele værd, for canceren responderede super godt på behandlingerne. Bare 1 måned efter sidste behandling kunne jeg øge min træningsmængde, og lynhurtigt så jeg rask ud igen. INGEN troede, at andet var muligt end, at jeg ville blive erklæret sygdomsfri ved min første 3 måneders kontrol.

MEN beskeden var en anden. Canceren er nu helt væk i min livmoderhals, men den har spredt sig! Det betyder, at jeg er blevet erklæret uhelbredelig pga. metastaser i begge lunger samt omkringliggende lymfer! Som situationen er lige nu, har jeg i bedste fald et par år tilbage. BOM!

Jeg har det godt fysisk, og det gør det endnu sværere at forstå, hvordan jeg kan være så syg. Men det er jeg, og selvom jeg håber på mirakler, og kæmper med hver rask celle jeg har i min krop, er jeg nu som bare 37-årig igang med at planlægge min egen begravelse. Jeg ved godt, at livet sjældent går, som vi planlægger, men uanset hvad er kemo og projekt begravelse bestemt ikke det, jeg troede sommeren 2018 skulle bruges på.

Min pointe er, at cancer diskriminerer ikke og er ligeglad med, hvor sundt du lever, og jo - det kan også ske for både dig og dit barn.

Min bøn til jer tvivlende forældre er derfor: Vælg livet - sig ja-tak til HPV-vaccinen, til jeres børn og jer selv!"

Vi er med dig, Annie, og vi sender dig de varmeste tanker ❤️❤️❤️



Stop HPV - stop livmoderhalskræft

Offentliggjort af Eva Sidsel Agner Pedersen [?] · 15. maj · 🌐

☀️ FANTASTISK NYHED ☀️

Endnu et studie slår fast, at det er en rigtig god idé at lade sin datter HPV-vaccinere, så hun kan blive beskyttet mod livmoderhalskræft ❤️



VIDENSKAB.DK

Kæmpestudie: HPV-vaccinerne virker og er ikke farlige

Forskere har gennemgået 26 studier af HPV-vaccinerne og ikke funde...

338.767

Nåede personer

17.885

Interaktioner

22.428

Klik

Boost opslag

👍👎👉 4,9 tusind

323 kommentarer 2,1 tusind delinger

👍 Synes godt om

💬 Kommenter

🔗 Del



Danish Cancer society volunteers (40.000 persons) engaging in activities though out Denmark



Sammen om at stoppe livmoderhalskræft

- mød os på teltpladsen til Femina Kvindeløb 2018

HPV-vaccination kan forhindre 90 % af alle tilfælde af livmoderhalskræft. Det er det gode budskab, vi ønsker at fortælle til alle de søje kvinder, der deltager i Femina Kvindeløbet. Vil du vide mere om HPV-vaccination og forebyggelse af livmoderhalskræft? Så kig forbi vores telt i en af de otte byer, hvor Femina Kvindeløb bliver afholdt. Få en snak med Kræftens Bekæmpelse, test din viden om HPV og få taget et billede sammen med din løbemakker i vores fotoboks. Håber vi ses!

"Oplysning om HPV er vigtig"
Margrethe, sygeplejerske

"Jeg løber for min datter"
Trine, har overlevet livmoderhalskræft

"Det føles trygt at være HPV-vaccineret"
Anna, 18 år

Kræftens Bekæmpelse SUNDHEDSSTYRELSEN Lægeforeningen STOP HPV

Dialog meetings with groups critical to the HPV-vaccine

- Groups of parents to girls with suspected adverse events
- Professionals
- Patient organizations

Regular meetings created an opportunity to improve the dialog

Insight gained from the campaign



Examples of valuable insights gained from pre-campaign analysis in Denmark:

- Mothers were the primary decision-makers concerning HPV vaccination of daughters.
- Mothers of girls around 12 (which is the recommended age of HPV vaccination) were very active on social media.
- Parents who were hesitant toward HPV vaccination had lower levels of knowledge than parents whose daughters were vaccinated, e.g. about the effectiveness of HPV vaccination and the possible side effects.
- Mothers had great confidence in their general practitioner guidance on HPV vaccination.
- Identification of messages with high impact on the target group in terms of responding to their worries and doubts.

Lessons Learned

Stop HPV – get vaccinated

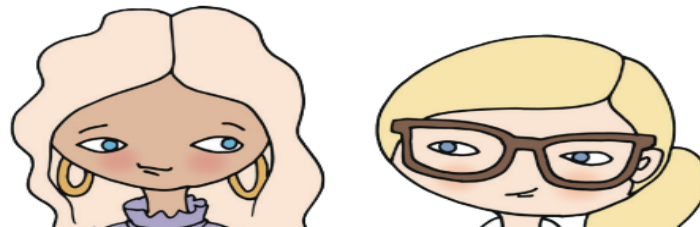
A Danish information campaign that aimed to rebuild trust in HPV vaccination and increase vaccination coverage by focusing on cancer prevention and engaging in a dialogue with mothers.





5 tips about planning and carrying out your campaign:

1. Learn as much as possible about the target group and design your information campaign based on the findings. Remember to evaluate the design with feedback from the target group.
2. Also based on your findings, create a list of key messages that impact your target group and are important for you to keep repeating as part of the campaign.
3. Involve relevant stakeholders early in the process to get valuable inputs from the very start on the design of your information campaign, messages and to help disseminate both.
4. Learn how and where your target group seek information. Be diverse in relation to how and what you communicate, the channels you choose to communicate your messages and use both personal stories and hardcore facts to supplement each other.
5. Define and monitor key point indicators, e.g. hesitancy and knowledge among parents, to help you evaluate your campaign effort.



Communicating on social media



5 tips about communication about HPV vaccination on Facebook:

1. Get to know your target group and prepare answers in advance for the most frequently asked questions.
2. Make community management guidelines e.g.:
 - Adapt language to social media. Factual, evidence based answers delivered with humor, acknowledgement, love, appreciation and use of emojis.
 - Use personalized answers. Avoid copy-paste.
 - Not all comments need to be answered. If another user supports your key messages and answer with correct and relevant information, it can be more trustworthy than answers from the community manager.
3. Allocate resources for community management. In the Danish campaign every day a student spend four hours monitoring the Facebook-page from 9 AM to 9 PM. The team of 3 to 5 students were studying either in the field of communications or health studies and was trained in facts about HPV as well as community management. Every day a more experienced employer was on call if the students needed guidance.
4. Use a mix of personal stories and scientific content (heart-brain communication).
5. Be curious and personal in the answers and remember that you are not only answering the one questioner but everybody else reading the thread. Mindful focus on the silent reader help to answer very critical questions or rude comments.

Drawing up a communication strategy and designing your campaign

We found it important to be:

- *transparent* in the communication of our recommendations and how we reached the conclusion that HPV vaccination is safe and effective
- *accessible* and willing to answer questions from parents, media and critics
- *humble* and accept that not everyone agree.



BLIV VACCINERET

We are back!



Andel vaccineret med Human papillomavirus-vaccine (HPV) 1, Køn: Kvinder, Fødselsår: 1993-2012

| | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 |
|-------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| HPV 1 piger | 78% | 83% | 85% | 87% | 90% | 92% | 92% | 92% | 89% | 88% | 85% | 86% | 88% | 89% | 89% | 91% | 91% | 91% | 89% |



- bot@ssi.dk