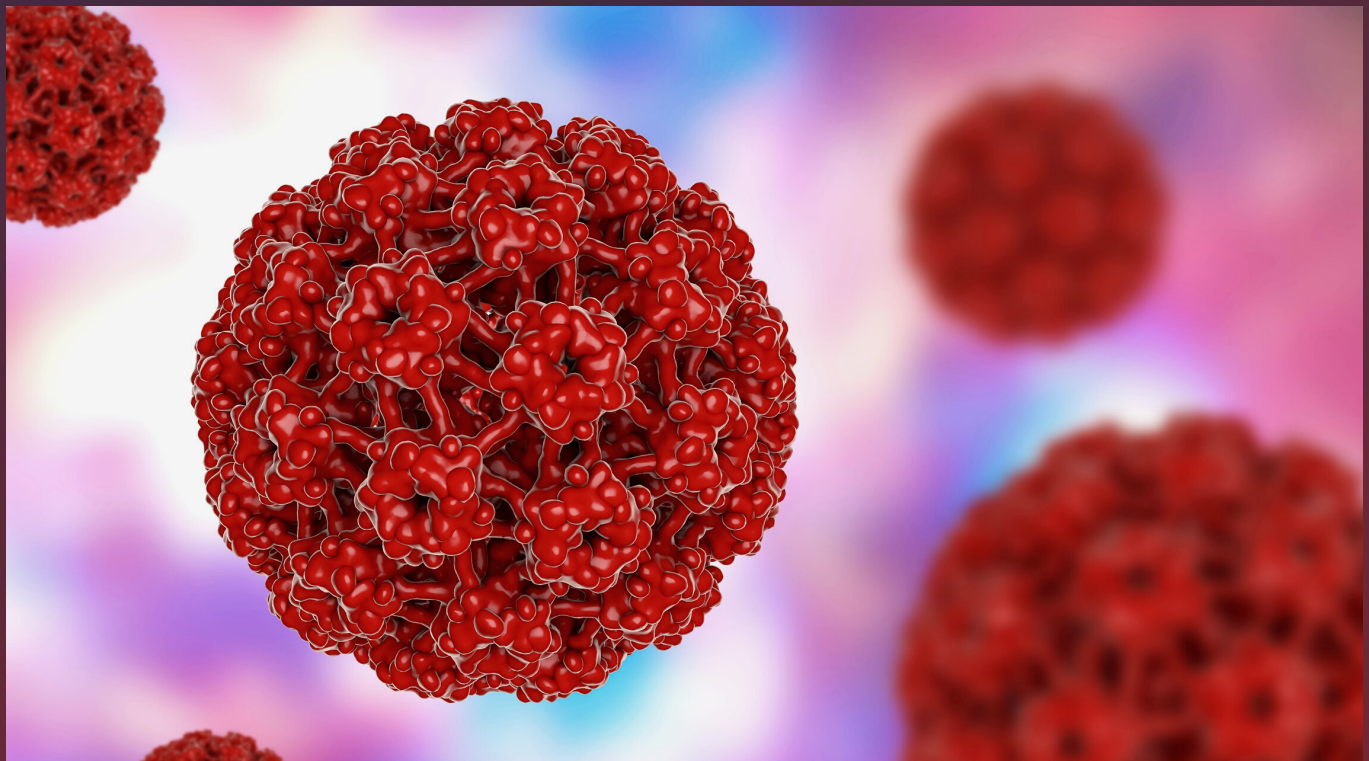


HPV VACCINATION TOOLKIT



SOCIAL MEDIA ASSETS

HPV Awareness Campaign and International HPV
Awareness Day

February 27th - March 5th, 2022



Statement of Purpose

International Human Papillomavirus (HPV) Awareness Day is recognized in public health communities on March 4th and promotes vaccination against HPV-related cancers.

Early prevention is recommended, with children becoming eligible for the HPV vaccine starting at age nine. HPV vaccination helps prevent HPV infections that lead to six types of cancer.

This toolkit was created by the Pennsylvania Immunization Coalition (PAIC), the PA Chapter of the American Academy of Pediatrics (PA-AAP) in partnership with the PA American Cancer Society in an effort to promote HPV vaccination by raising awareness and promoting education of HPV infection and the HPV-associated diseases that can be prevented through vaccination.

These resources are for you to share and distribute during the week of February 27th to March 5th, 2022 and beyond.

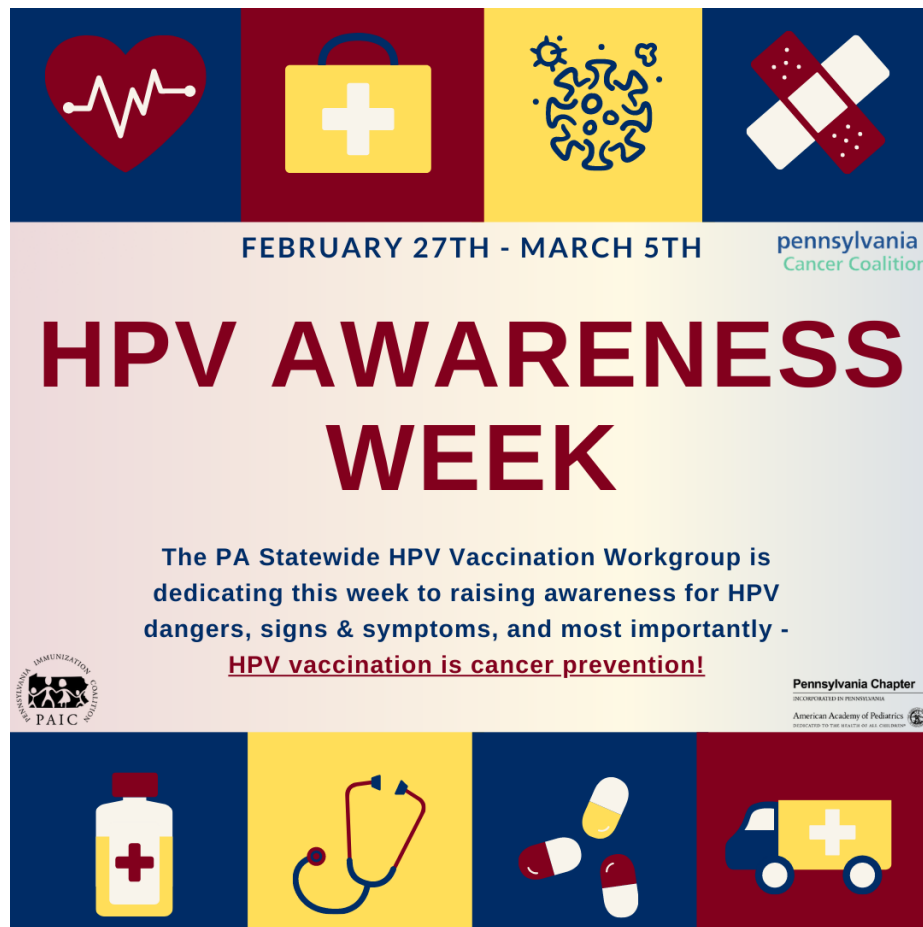
In co-branding, we ask that all logos remain intact in all social media posts and shares in your efforts to share this critical message. We are happy to offer co-branding on any of our materials; please reach out to immunization@paaap.org with any questions or requests.

Thank you for helping us raise awareness of the importance of HPV vaccination!

All materials can be found in the provided [google drive link](#).

Social Media Messaging

Day 1:
Sunday,
February
27th



Caption:

Join us this week in raising awareness for HPV (human papillomavirus) and HPV-related cancers! HPV infection is common in the US and around the world. Most people will be infected with HPV at some point in their lifetime, putting them at risk for six HPV-related cancers.

The vaccine is recommended for children and young adults ages 9 to 26. To protect your children against HPV, call their health care provider or health department today!

#HPVAwareness #EndHPVCancer #HPVvaccine #ImmunizePA

Social Media Messaging

Day 2:
Monday,
February
28th

HPV AWARENESS WEEK

THE HUMAN PAPILLOMAVIRUS (HPV) IS THE MOST COMMON SEXUALLY TRANSMITTED INFECTION IN THE U.S.

80% of people will get an HPV infection in their lifetime.

90% of these infections clear on their own.

Persistent infections can lead to cancer.

40 HPV viruses can be spread through skin-to-skin contact during intercourse

HPV can be passed with no signs or symptoms

Using protection decreases risk of transmission, but does not eliminate it entirely.

Vaccination reduces risk of infection & can prevent 90% of HPV related cancers.

The vaccine is recommended for **anyone 26 and under.**

Children ages 9-14 can receive 2 doses.

Anyone 15 and older is fully protected with 2 shots over 6 months.

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Caption:

Each year an estimated 14 million people in the U.S. become infected by one of the dozens of variants of human papillomavirus (HPV). Sometimes infections can persist and, in addition to symptoms such as warts, eventually lead to cancer.

The vaccine is recommended for children and young adults ages 9 to 26. To protect your children against HPV, call their health care provider or health department today!

#HPVAwareness #EndHPVCancer #HPVvaccine #ImmunizePA

Social Media Messaging

Day 3:
Tuesday,
March 1st

IMPROVING HUMAN PAPILLOMAVIRUS (HPV) VACCINATION RATES

2 MARCH 2022

WED 1-2 PM EST

CME WEBINAR featuring *Dr. Danielle Casher, MD MSHQ* and cancer survivor *Megan Lesar*

Join us on Zoom

Register at
https://zoom.us/webinar/register/WN_nx3Sd2BnQL2_WjjJZ1ik1g

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Pennsylvania Chapter
INCORPORATED IN PENNSYLVANIA
American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN®

PENNSYLVANIA IMMUNIZATION COALITION
PAIC

Caption:

Join the PA Immunization Coalition, the PA Chapter of the American Academy of Pediatrics, and the American Cancer Society tomorrow, Wednesday March 2nd for a CME webinar focused on improving HPV vaccine rates.

On March 2nd, from 1-2 pm EST. Dr. Danielle Casher, MD MSHQ and cancer survivor Megan Lesar will cover current HPV related data in PA and across the country, safety of receiving an HPV vaccine and importance of preventing HPV related cancer, and strategies to improve and encourage uptake as a provider communicating with patients.

https://zoom.us/webinar/register/WN_nx3Sd2BnQL2_WjjJZ1ik1g

#HPVAwareness #EndHPVCancer #HPVvaccine #ImmunizePA

Social Media Messaging

Day 4:
Wednesday,
March 2nd

THERE ARE VACCINES THAT CAN PREVENT AND REDUCE CANCER RISK

HEPATITIS B VIRUS

The vaccines against the hepatitis B virus (HBV) can prevent chronic HBV infection that can lead to liver cancer and liver cirrhosis (scarring)

HUMAN PAPILLOMAVIRUS (HPV)

Human papillomavirus (HPV) vaccines can prevent chronic HPV infections that can cause six types of cancers, such as cervical cancer in females and oral cancers in both men & women

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PENNSYLVANIA IMMUNIZATION COALITION
PAIC

Caption:

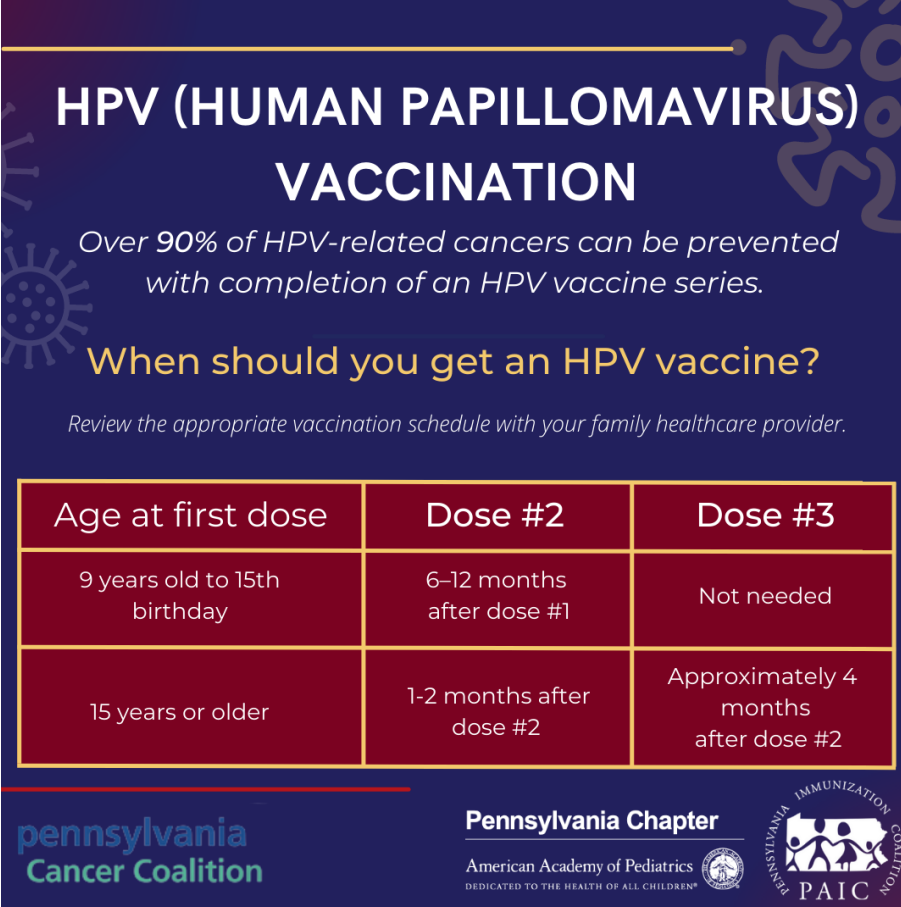
Did you know there are two vaccines that reduce and prevent cancer risk? Each year in the United States, more than 36,000 men and women are diagnosed with cancers associated with human papillomavirus (HPV) infection. Chronic hepatitis B virus infection is an important cause of liver cancer.

Vaccination is the simplest, best way to prevent the infections that cause these cancers.

#HPVAwareness #EndHPVCancer #HPVvaccine #HBV #ImmunizePA
#VaccinesSaveLives

Social Media Messaging

Day 5:
Thursday,
March 3rd



**HPV (HUMAN PAPILLOMAVIRUS)
VACCINATION**

Over 90% of HPV-related cancers can be prevented with completion of an HPV vaccine series.

When should you get an HPV vaccine?

Review the appropriate vaccination schedule with your family healthcare provider.

Age at first dose	Dose #2	Dose #3
9 years old to 15th birthday	6-12 months after dose #1	Not needed
15 years or older	1-2 months after dose #2	Approximately 4 months after dose #2

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Caption:

Doctors recommend boys and girls get the HPV vaccine between ages 9 and 12. Vaccinating a child on time gives them the best protection from HPV cancers and requires only two shots instead of three. Anyone ages 15-26 who missed vaccination in child receives three doses.

Help reduce future suffering and save lives by making an appointment with your family physician!

#HPVAwareness #EndHPVCancer #HPVvaccine #HBV #ImmunizePA
#VaccinesSaveLives

Social Media Messaging

Day 6:
Friday,
March 4th

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MARCH 4th
**INTERNATIONAL
HPV
AWARENESS
DAY**

Today is for raising awareness for the dangers, signs, and symptoms of human papillomavirus (HPV) and, more importantly, to focus attention on steps we can take to prevent its spread.

HPV is **preventable** and the cancer risks from HPV are **avoidable**.

Thanks to the HPV vaccine, you can **protect yourself against cancer**.

GET VACCINATED NOW

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Caption:

Today is International HPV Awareness Day! We are joining organizations around the world to promote awareness and education about HPV infection and the HPV-associated diseases that can be prevented through vaccination.

HPV vaccination is cancer prevention. HPV vaccination is safe, effective, and long-lasting – and HPV is a virus we all can beat. The HPV vaccine is recommended for anyone ages 9-26, those 27 and older should consult their physician.

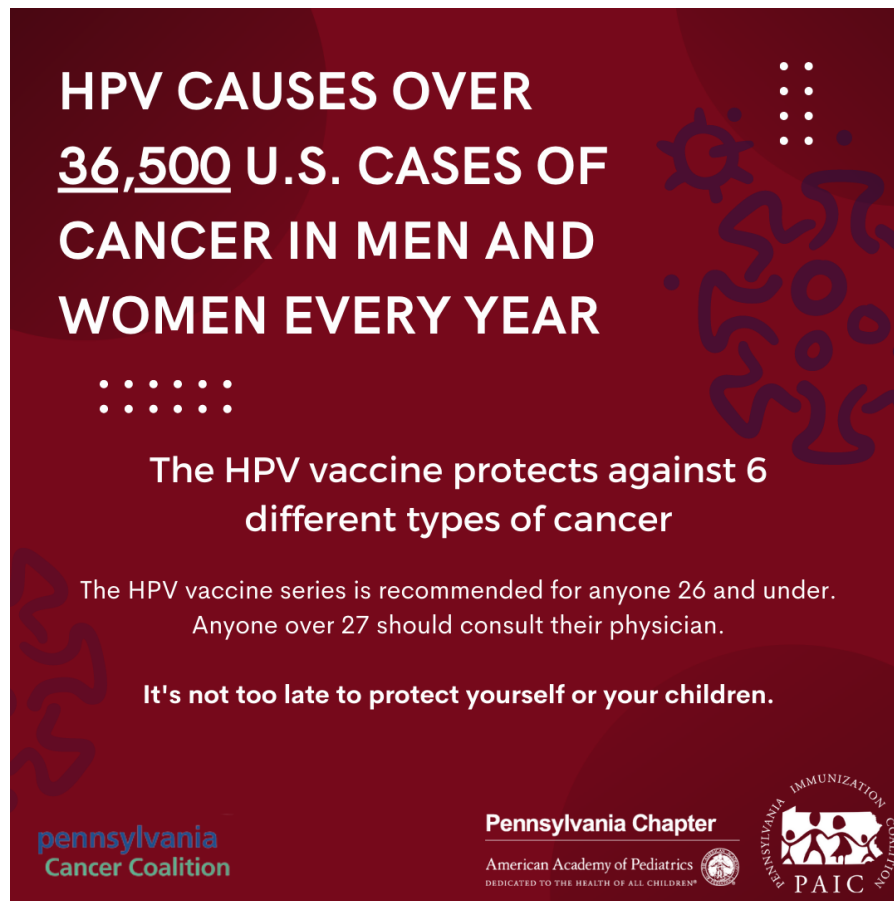
#HPVAwareness #EndHPVCancer #HPVvaccine #HBV #ImmunizePA
#VaccinesSaveLives

International
HPV Awareness Day



Social Media Messaging

Day 7:
Saturday,
March 5th



**HPV CAUSES OVER
36,500 U.S. CASES OF
CANCER IN MEN AND
WOMEN EVERY YEAR**

.....

**The HPV vaccine protects against 6
different types of cancer**

The HPV vaccine series is recommended for anyone 26 and under.
Anyone over 27 should consult their physician.

It's not too late to protect yourself or your children.

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**PENNSYLVANIA IMMUNIZATION COALITION
PAIC**

Caption:

Even though the awareness day has passed and our campaign is almost over, HPV vaccination can take place any time of year.

Vaccination is the simplest, best way to prevent the infections that cause these cancers. It's up to us to protect our loved ones and #EndHPVCancer. Consult your or your child's physician to discuss your vaccination options.

#HPVAwareness #HPVvaccine #HBV #ImmunizePA #VaccinesSaveLives



PA-AAP Lets Talk Series

Encouraging HPV Vaccine Uptake in Pennsylvania

https://zoom.us/webinar/register/WN_nx3Sd2BnQL2_WjjZ1ik1g

March 2nd, 2022

EVENT SUMMARY

Join the PA Immunization Coalition, the PA Chapter of the American Academy of Pediatrics, and the American Cancer Society the week of HPV Awareness Day for a CME webinar focused on improving HPV vaccine rates.

On March 2nd, from 1-2 pm EST. Dr. Danielle Casher, MD MSHQ and cancer survivor Megan Lesar will discuss the importance of maintaining high HPV vaccination rates in Pennsylvania and current effort being implemented.

TOPICS TO BE DISCUSSED:

- Current HPV related data in PA and across the country
- Safety of receiving an HPV vaccine and importance of preventing HPV related cancer
- Strategies to improve and encourage uptake as a provider communicating with patients.

AUDIENCE:

CME/CMU credits will be offered for this event through UPMC. This panel-style webinar is intended for all immunization champions including: health care providers, public health professionals, and parents advocates.

REGISTRATION

The webinar will be offered virtually via Zoom. There is no registration fee, but registration is required. Register here - https://zoom.us/webinar/register/WN_nx3Sd2BnQL2_WjjZ1ik1g



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