

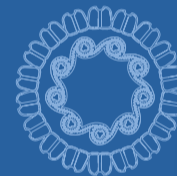
ENGAGING DIVERSE PATIENT GROUPS IN HPV VACCINATION

Tailored communication strategies are vital to boosting HPV vaccination rates among the population. Different groups have unique concerns and motivations, and adapting your approach ensures better outcomes.



ADOLESCENTS

Highlight the importance of early vaccination for preventing cancers like cervical and penile cancers. Use visuals and relatable language to make the message engaging and clear.



PARENTS AND GUARDIANS

Address common safety concerns and long-term benefits of the vaccine. Provide factual, straightforward information to build trust and reassure parents that the vaccine protects all children, regardless of gender.



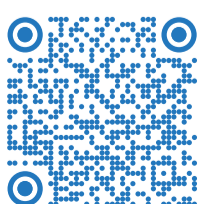
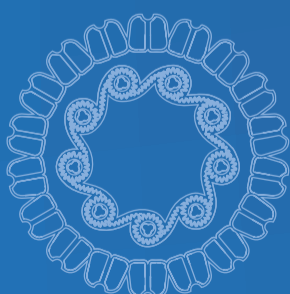
YOUNG ADULTS

Promote catch-up vaccination options and share practical resources on where to get vaccinated. Emphasise why completing the series is crucial for long-term health.



VULNERABLE OR UNDERSERVED GROUPS

Accessibility matters. Collaborate with community groups, provide resources in multiple languages.



**MORE
INFORMATION:**
www.protect-europe.org