



CALIFORNIA HPV VACCINE WEEK CAMPAIGN GUIDE

August 4th-10th

INTRODUCTION

The back-to-school season is a natural time for families to catch up on their immunizations, and this summer is an important time to get adolescent immunizations back on track! HPV vaccinations and other essential adolescent immunizations continue to lag due to pandemic disruptions, and California preteens and teens continue to be well below the Healthy People 2030 goal of 80% up-to-date HPV vaccination¹. Critically, research has found that awareness of the link between HPV and cancer is *actually declining* or stagnant at low levels in the American public² – making public awareness efforts vital to improving our HPV vaccination completion rates. Ensuring children are vaccinated is one way to ensure cancer prevention in California communities stays on track!

It is crucial that California kids catch up on cancer prevention with the HPV vaccine!

ABOUT CALIFORNIA HPV VACCINE WEEK

California HPV Vaccine Week is an annual observance held the first full week of August. The goal of this campaign is to increase awareness of the HPV vaccine and promote the vaccination of adolescents ages 9-13. California HPV Vaccine Week is a great way for families, providers, local health departments and coalitions supporting children's health to get the message out about the importance of the HPV vaccine as cancer prevention.

CALL TO ACTION

During the week of August 4th-10th, share this content with your community to communicate the importance of HPV vaccination.

We have provided suggested content developed by partner organizations and the California HPV Vaccination Roundtable members that include video testimonials, shareable images, and text that can be used on social media platforms, websites, newsletters, and blogs. Whether you do a little or a lot, please help us track our efforts by using [#caHPVvaxweek](#) and [#CaliforniaHPVFree](#) and tagging [@CAHPVRoundtable](#) on social media and emailing info@cahpvroundtable.com about other initiatives.



EMAIL/BLOG POST CONTENT – provided by  National HPV Vaccination Roundtable

Get a jump-start on HPV vaccination! Ask your healthcare provider about the HPV vaccine starting at your child's age 9 well visit. Starting the 2-shot HPV vaccine series at age 9 will help get your child fully vaccinated by age 13. The Centers for Disease Control and Prevention, the American Academy of Pediatrics, the American Cancer Society, and the National HPV Vaccination Roundtable agree that HPV vaccination starts at age 9.

HPV vaccination is cancer prevention. It can prevent more than 90% of 6 HPV cancers when given at the recommended ages. Research has shown that vaccination provides close to 100% protection against infections, precancers, and cancers caused by the types of HPV included in the vaccine. *More than 75% of US parents have chosen to protect their children from HPV cancer with the HPV vaccine.*

Download these resources to learn more about the HPV vaccine for your community:

- [“Why Age 9?” Fact Sheet](#)
- [Start at Age 9 Toolkit](#)
 - *Contains Clinic Posters, Vaccine Schedule, Cue Cards for Clinic Staff, and HPV Vaccine Reminder Card & Vaccination Schedule*
- [Start at Age 9 Resource Hub](#)
- [Don't Wait to Vaccinate Flyer](#)
- [HPV Vaccination Safety Handout](#)
- [Video Playlist of Patient Stories about HPV Cancer & Vaccination](#)
- [Preteen/Teen Vaccine Clinic Flyer \(English\)](#) / [Proteja a su preadolescente / adolescente con las vacunas](#) (En Español)
- [HPV Roundtable - HPV + Cancer Holidays](#)
- [Cervical Cancer Screening Toolkit \(Assets available in several languages\)](#)

eNEWS BLURB – provided by  National HPV Vaccination Roundtable

Get a jump-start on HPV vaccination! Ask your healthcare provider about the HPV vaccination at the age 9 well visit. Starting the 2-shot HPV vaccine series at age 9 will help get your child fully vaccinated and protected by age 13. Learn more about how this vaccine can prevent 6 types of cancer: [Don't Wait to Vaccinate](#).

LEARNING EVENTS FOR HEALTH CARE PROFESSIONALS

Check out these great learning opportunities on HPV vaccination for health care professionals:

- [Quarterly HPV Vaccination Learning Collaborative](#)
- [HPV Best Practices Education Program](#)



- [Rural HPV Vaccination Learning Community](#)

We also invite you/your organization to record and share your own video for CA HPV Vaccine Week! Please see sample talking points below and remember to tag @CAHPVRoundtable and use the hashtags #caHPVvaxweek and #CaliforniaHPVFree.

Talking Points:

- The HPV vaccine can prevent six types of cancer.
 - This includes oropharyngeal (head and neck), cervical, vaginal, vulvar, anal, and penile cancer.
 - The HPV vaccine can protect your child's future because it helps prevent six types of cancer later in life.
- There is a pressing need to protect children from HPV cancers later in life.
 - Millions of HPV doses were missed due to health care disruptions during the pandemic and catching up on missed doses is critical to protect children from future cancers.
- Boys and girls should start HPV vaccination at age 9.
 - All kids/teens should start HPV vaccination at age 9.
 - Research has proven that vaccinating at ages 9-12 provides greater protection.
- HPV vaccination is safe and effective.
 - The effectiveness of the HPV vaccine has shown no evidence of waning over time. Protection is long-lasting.
- Possible closing statements and calls to action:
 - Talk to a doctor to schedule an appointment for your child's HPV vaccine today.
 - Every child age 9-12 should be vaccinated to protect against HPV cancers.
 - HPV vaccination is cancer prevention. Advocate for the children in your life to get vaccinated between ages 9-12.
 - Educate your friends and family on the importance of HPV cancer prevention.
 - Learn more at cancer.org/hpv.

Showing your support of California HPV Vaccine Week helps protect California families from HPV cancers!



Name/Title	Facebook / Instagram	Twitter	Image/Video
<p>Dr. Gina Johnson, MD, CLE, FAAP Medical Director of Pediatrics NEVHC</p>	<p>Listen to Dr. Gina Johnson from Northeast Valley Health Corporation share about the importance of HPV vaccination for your children.</p> <p>The HPV vaccine protects your child’s future by preventing 6 types of cancers later in life.</p> <p>Learn more: cancer.org/hpv</p>	<p>Listen to Dr. Gina Johnson from Northeast Valley Health Corporation share about the importance of HPV vaccination for your children.</p> <p>Learn more: cancer.org/hpv</p>	<ul style="list-style-type: none"> • Dr. Gina Johnson – Square Image • Dr. Gina Johnson – Square Video
<p>Liz Kapeel Cervical Cancer Survivor</p>	<p>Listen to Liz, a cervical cancer survivor, share her story and discuss the importance of getting your kids vaccinated.</p> <p>The HPV vaccine protects your child’s future by preventing 6 types of cancers later in life, including cervical cancer. Advocate for the children in your life to get vaccinated between ages 9-12. Talk to a doctor to schedule an appointment for your child’s HPV vaccine today.</p> <p>Learn more: cancer.org/hpv</p>	<p>Listen to Liz, a cervical cancer survivor, share her story and discuss the importance of the HPV vaccine. It protects your child’s future by preventing 6 types of cancers later in life including cervical cancer.</p> <p>Learn more: cancer.org/hpv</p>	<ul style="list-style-type: none"> • Liz Kapeel – Square Image • Liz Kapeel – Square Video • Liz Kapeel – Horizontal Video




<p style="text-align: center;">Ada Valdes (English) HPV-related Oral Cancer Survivor</p>	<p>Listen to Ada, an HPV-related oral cancer survivor, share her story about the importance of getting your kids vaccinated.</p> <p>Millions of HPV vaccine doses were missed due to health care disruptions during the pandemic and catching up on missed doses is critical to protect children from future cancers.</p> <p>Talk to a doctor to schedule an appointment for your child's HPV vaccine today.</p> <p>Learn more: cancer.org/hpv</p>	<p>Listen to Ada, an HPV-related oral cancer survivor, share her story about the importance of getting your kids vaccinated. Talk to a doctor to schedule an appointment for your child's HPV vaccine today. Learn more: cancer.org/hpv</p>	<ul style="list-style-type: none"> • Ada Valdes English Square Image Post.png • Ada Valdes English Horizontal Video.mp4 • Ada Valdes English Vertical Video.mp4
<p style="text-align: center;">Ada Valdes (Spanish) Sobreviviente de Cáncer Oral relacionado con el VPH</p>	<p>Escuche a Ada, una sobreviviente de cáncer oral relacionado con el VPH, compartir su historia sobre</p>	<p>Escuche a Ada, una sobreviviente de cáncer oral relacionado con el VPH, compartir su</p>	<ul style="list-style-type: none"> • Ada Valdes Spanish Square Image Post.png • Ada Valdes Spanish Horizontal Video.mp4








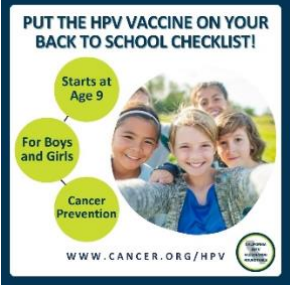
	<p>la importancia de vacunar a sus hijos.</p> <p>Se perdieron millones de dosis de VPH debido a interrupciones en la atención médica durante la pandemia y ponerse al día con las dosis olvidadas es fundamental para proteger a los niños de futuros cánceres.</p> <p>Hable con el médico de su hijo(a) sobre la vacuna contra el VPH.</p> <p>Aprende más en: cancer.org/vph</p>	<p>historia sobre la importancia de vacunar a sus hijos. Hable con el médico de su hijo(a) sobre la vacuna contra el VPH. Aprende más en: cancer.org/vph</p>	<ul style="list-style-type: none"> • Ada Valdes Spanish Vertical Video.mp4
<p>Tom Bennett HPV Head and Neck Cancer Survivor</p>	<p>Listen to Tom, an HPV head and neck cancer survivor, share his story about the importance of HPV vaccination.</p> <p>HPV vaccination is safe and effective. The effectiveness of the HPV vaccine has shown no evidence of waning over time. Protection is long-lasting.</p>	<p>Listen to Tom, an HPV head and neck cancer survivor, share his story about the importance of HPV vaccination. HPV vaccination is safe and effective. Educate your friends and family on the importance of HPV cancer prevention. Learn more: cancer.org/hpv</p>	<ul style="list-style-type: none"> • Tom Bennett Square Image Post Casual.png • Tom Bennett Square Image Post Professional.png • Tom Bennett Vertical Video.mp4



	<p>Educate your friends and family on the importance of HPV cancer prevention.</p> <p>Learn more: cancer.org/hpv</p>		
<p>Jason Mendelsohn HPV-related Tonsil Cancer Survivor</p>	<p>Listen to Jason, an HPV-related tonsil cancer survivor, share his story about the importance of protecting your kids from preventable cancers.</p> <p>Boys and girls should start HPV vaccination at age 9. Research has proven that vaccinating at ages 9-12 provides greater protection.</p> <p>HPV vaccination is cancer prevention. Advocate for the children in your life to get vaccinated between ages 9-12.</p> <p>Learn more: cancer.org/hpv</p>	<p>Listen to Jason, an HPV-related tonsil cancer survivor, share his story about how HPV vaccination is cancer prevention. Advocate for the children in your life to get vaccinated between ages 9-12.</p> <p>Learn more: cancer.org/hpv</p>	<ul style="list-style-type: none"> • Jason Mendelsohn_Square Image Post.png • Jason Mendelsohn_Horizontal Video.mp4 • Jason Mendelsohn_Vertical Video.mp4
<p>Megan Haensgen HPV-related Anal Cancer Survivor</p>	<p>Listen to Megan, an HPV-related anal cancer survivor, share her story about the</p>	<p>Listen to Megan, an HPV-related anal cancer survivor, share her story about the importance of</p>	<ul style="list-style-type: none"> • Megan Haensgen_Square Image Post.png • Megan Haensgen_Horizontal Video.mp4


	<p>importance of getting your kids vaccinated.</p> <p>The HPV vaccine can protect your child's future because it helps prevent six types of cancer later in life. Every child age 9-12 should be vaccinated to protect against HPV cancers.</p> <p>Talk to a doctor to schedule an appointment for your child's HPV vaccine today.</p> <p>Learn more: cancer.org/hpv</p>	<p>getting your kids vaccinated. The HPV vaccine can protect your child's future because it helps prevent six types of cancer later in life. Learn more: cancer.org/hpv</p>	<ul style="list-style-type: none"> • Megan Haensgen Vertical Video.mp4
<p>CA HPV Vaccine Week Save the Date</p>	<p>California HPV Vaccine Week is coming up on August 4th! Now is the time for parents to catch up their children on recommended vaccines, including the HPV vaccine. Schedule an appointment today! Learn more: cancer.org/hpv #CaliforniaHPVFree #caHPVvaxweek</p>	<p>It's California HPV Vaccine Week on August 4th! Now is the time for parents to catch up their children on recommended vaccines, including the HPV vaccine. #CaliforniaHPVFree #caHPVvaxweek</p>	

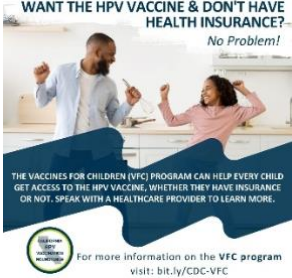

			 <p>California HPV Vaccine Week is around the corner! AUGUST 4TH - AUGUST 10TH</p> <p>WWW.CANCER.ORG/HPV</p> <p> CALIFORNIA HPV VACCINATION ROUNDTABLE <i>Working to prevent HPV cancers</i></p>
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<p>Back-to-School Checklist</p>	<p>Parents: Ask for the #HPVvaccine at your child's back-to-school doctor visit. The HPV vaccine is most effective when given to all children 9-12-years-old. Learn more: cancer.org/hpv</p>	<p>The #HPVvaccine is most effective when given to all children 9-12-years-old. Learn more: cancer.org/hpv #CaliforniaHPVFree #caHPVvaxweek</p>	



#CaliforniaHPVFree
#caHPVvaxweek



			
<p>Vaccines for Children (VFC) Program</p>	<p>If your family doesn't have health insurance, your children may still receive routine vaccines through the Vaccines for Children (VFC) program. VFC is a federally funded program that</p>	<p>The Vaccines for Children (VFC) is a federally funded program that provides vaccines to children at no cost. Learn more: https://www.cdc.gov/vac</p>	

	<p>provides vaccines at no cost for children. Learn more: https://www.cdc.gov/vaccine/s/programs/vfc/ #CaliforniaHPVFree #caHPVvaxweek</p>	<p>cines/programs/vfc/parents/index-sp.html #CaliforniaHPVFree #caHPVvaxweek</p>	
<p>Protect your Kids from Cancer</p>	<p>To protect your kids from 6 different types of cancer, ask a doctor about the #HPVvaccine! Learn more: cancer.org/hpv #CaliforniaHPVFree #caHPVvaxweek</p>	<p>To protect your kids from 6 different types of cancer, ask a doctor about the #HPVvaccine! Learn more: cancer.org/hpv #CaliforniaHPVFree #caHPVvaxweek</p>	

			 <p>PROTECT YOUR KIDS FROM CANCER ASK A DOCTOR ABOUT THE HPV VACCINE Be sure to put it on your back-to-school checklist WWW.CANCER.ORG/HPV</p>
<p>Kids are Behind on HPV Vaccines</p>	<p>When given at the recommended ages, the #HPVvaccine can prevent more than 90% of HPV cancers. California teens and tweens are still behind on their cancer prevention during the #COVID19 pandemic, and it is essential to catch them up. Learn more and book your child's shot today:</p> <p>Learn more: cancer.org/hpv and https://www.cdc.gov/vaccine/partners/downloads/teens/vaccine-safety.pdf</p> <p>#CaliforniaHPVFree #caHPVvaxweek</p>	<p>When given at the recommended ages, the #HPVvaccine can prevent more than 90% of HPV cancers. It's essential to catch up California teens & tweens on #CancerPrevention. Book your child's shot today. #CaliforniaHPVFree #caHPVvaxweek</p> <p>Alternative: #DYK: public awareness that #HPV can cause #cancer remains low and has even *declined* since 2014. It is vital to get the word out that the HPV vaccine can</p>	 <p>BREAKING NEWS CALIFORNIA PRE-TEENS & TEENS ARE BEHIND ON CANCER PREVENTION BOOK THE HPV VACCINE - TODAY WWW.CANCER.ORG/HPV CALIFORNIA HPV VACCINATION ROUNDTABLE Working to prevent HPV cancers</p>

		<p>prevents 6 kind of HPV cancer! Learn more: cancer.org/hpv</p>	
<p>Start at Age 9</p>	<p>Parents and Guardians: Get a jump on HPV vaccination by starting at age 9! Starting the 2-shot HPV vaccine series at age 9 will help get your child fully vaccinated by age 13. Make sure your kids are protected from 6 cancers and book their HPV vaccine today. Learn more: cancer.org/hpv #CaliforniaHPVFree #caHPVvaxweek</p>	<p>Get a jump on #HPVvaccination for your child by starting at age 9! This helps your child be fully vaccinated & protected against 6 HPV cancers by age 13. Make sure kids are protected – book their #HPVvaccine today. Learn more: cancer.org/hpv #CaliforniaHPVFree #caHPVvaxweek</p>	<p>Start at Age 9 Video Animation.mp4</p>  <p>HPV VACCINATION STARTS AT AGE 9 Make sure your kids are protected from HPV cancers and book their vaccine - today! WWW.CANCER.ORG/HPV</p> <p>When does my child need the HPV vaccine? The American Cancer Society recommends the HPV vaccine for boys and girls between ages 9-12. It's cancer prevention. WWW.CANCER.ORG/HPV</p>   <p>Teenagers have enough worries; HPV shouldn't be one of them.</p>  <p>WWW.CANCER.ORG/HPV CALIFORNIA HPV VACCINATION ROUNDTABLE WWW.CAHPV.ORG</p>

9 is the Best Time

Parents/Guardians: Did you know that kids have the best immune response to the HPV vaccine starting at age 9? This summer, make it a point to protect your child from six cancers. Call your medical provider to schedule a back-to-school check-up for your 9- to 12-year-old(s). Learn more: cancer.org/hpv #CaliforniaHPVFree #caHPVvaxweek

Did you know that kids have the best immune response to the HPV vaccine starting at age 9? This summer, make it a point to protect your child from six cancers. Call your medical provider to schedule a back-to-school check-up for your 9- to 12-year-old(s). Learn more: cancer.org/hpv #CaliforniaHPVFree #caHPVvaxweek



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CALIFORNIA HPV VACCINATION ROUNDTABLE

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CALIFORNIA HPV VACCINATION ROUNDTABLE

			
Spanish Posts			
<p>La Semana de la Vacuna contra el VPH en California!</p>	<p>¡Es la Semana de la Vacuna contra el VPH en California! La pandemia provocó que muchas familias cancelaran las visitas al médico. Ahora es el momento de que los padres se aseguren que sus hijos tengan las vacunas recomendadas, incluyendo la vacuna contra el VPH. ¡Llame a un pediatra para programar una cita hoy! #CaliforniaHPVFree #caHPVvaxweek</p>	<p>Es la Semana de la Vacuna contra el VPH en California! La pandemia provocó que muchas familias cancelaran las visitas al médico. Ahora es el momento de que los padres se aseguren que sus hijos tengan las vacunas recomendadas, incluyendo la vacuna contra el VPH. #CaliforniaHPVFree [OR] #caHPVvaxweek</p>	 

			
<p>VFC</p>	<p>Si el estado del seguro de su familia está cambiando, sus hijos aún pueden recibir vacunas de rutina a través del programa Vaccines for Children (VFC). VFC es un programa financiado con fondos federales que proporciona vacunas sin costo para los niños. Aprende más aquí. #CaliforniaHPVFree #caHPVvaxweek</p>	<p>VFC es un programa financiado con fondos federales que proporciona vacunas sin costo para los niños. Aprende más aquí. #CaliforniaHPVFree #caHPVvaxweek</p>	

			 
Vietnamese Post			
CA HPV Vaccine Week	<p>Tuần lễ tiêm chủng HPV ở California! Đại dịch khiến nhiều gia đình phải hủy bỏ các buổi khám bệnh. Bây giờ là thời điểm để các cha mẹ bắt đầu cho con mình tiêm các loại vắc xin được khuyến cáo, bao gồm cả vắc xin HPV. Gọi cho bác sĩ nhi khoa của bạn để đặt lịch hẹn ngay hôm nay! #CaliforniaHPVFree #caHPVvaxweek</p>	<p>Tuần lễ tiêm chủng HPV ở California! Đại dịch khiến nhiều gia đình phải hủy bỏ các buổi khám bệnh. Bây giờ là thời điểm để các cha mẹ bắt đầu cho con mình tiêm các loại vắc xin được khuyến cáo, bao gồm cả vắc xin HPV. Gọi cho bác sĩ nhi khoa của bạn để đặt lịch hẹn ngay hôm nay!</p>	

#CaliforniaHPVFree
#caHPVvaxweek



WWW.CANCER.ORG/HPV



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