



CALIFORNIA HPV VACCINE WEEK CAMPAIGN GUIDE

August 3rd – 9th, 2025

INTRODUCTION

The HPV vaccine can help prevent six types of cancer, but many California preteens and teens are still not getting vaccinated.

California remains well below the Healthy People 2030 goal of 80 percent of adolescents receiving the recommended doses of the HPV vaccine. With the back-to-school season approaching, now is the perfect time for families to visit their healthcare provider and catch up on important adolescent immunizations, including the HPV vaccine.

HPV is a common virus that 8 out of 10 people will get at some point in their lives. The HPV vaccine is safe, effective, and long-lasting preventing 90% of HPV-related cancers later in life when given at the recommended ages. These include cervical, vaginal, vulvar, anal, penile, and head and neck cancers. Starting the vaccine series at age 9 allows more time to complete the vaccine on time and gives kids the best chance for lifelong protection.

Raising awareness about the connection between HPV and cancer is essential. Studies show that public understanding of this link is low or declining, which makes it even more important to share accurate information.

HPV vaccination is cancer prevention. Help protect California kids by encouraging HPV vaccination during back-to-school checkups and routine doctor visits.

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 kids ages 9-12. 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 3rd – 9th, share this content with your community and help spread the word about the importance of HPV vaccination as cancer prevention.

We've compiled suggested content from partner organizations and members of the California HPV Vaccination Roundtable to help raise awareness about HPV vaccination. For social media, you'll find ready-to-use video testimonials, shareable images, and sample posts for social media platforms



along with instructions on how to share your own story. Please help us track our efforts by using **#caHPVvaxweek** and **#CaliforniaHPVFree** and tagging **@CAHPVRoundtable** when sharing your social media posts.

We've also included additional materials for websites, newsletters, blogs, and other digital communications. Whether you do a little or a lot, please help us get the word out about CA HPV Vaccine Week and the important message that HPV vaccination is cancer prevention. Email info@cahpvroundtable.org with any additional outreach or activities.

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-dose HPV vaccine series at age 9 will help get your child fully vaccinated by age 12. 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.*

RESOURCES

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

National HPV Vaccination Roundtable

- [“Why Age 9?” Fact Sheet](#)
- [Start at Age 9 Resource Hub](#)
- [HPV Vaccination Evidence Summaries - National HPV Vaccination Roundtable](#)
- [Rural HPV Vaccination Learning Community Resource Roundup](#)
- [Action Guides for Health Systems, Health Plans, Primary Care Practices and Providers](#)

American Cancer Society

- [American Cancer Society: HPV Vaccination and Cancer Prevention](#)
- [American Cancer Society Social Media Toolkit](#)
- [American Cancer Society Communications Toolkit for Health Plans](#)
- English Flyers: [Prevention Matters!](#), [Protecting Our Children from HPV Cancers](#), [Don't Wait to Vaccinate](#)
- Spanish Flyers: [Dispárale al cáncer](#), [Cómo proteger a nuestros hijos de cánceres por el virus del papiloma humano \(VPH\)](#)



Other Resources

- [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)
- [Hey Kids! Are You Protected Against HPV? flyer for adolescents \(PDF\)](#) & [Hey Kids! Are You Protected Against HPV? \(PDF Spanish\)](#)
- UC San Diego Health Video: [HPV and Cancer: Get Vaccinated](#)
- How Important is the HPV Vaccine ([English](#)), ([Spanish](#)), ([Chinese](#)), ([Hmong](#)), ([Russian](#)), ([Tagalog](#)), ([Ukrainian](#))



eNEWS BLURB – provided by

Get a jump-start on HPV vaccination! Ask your healthcare provider about the HPV vaccination at the age 9 well visit. Starting the 2-dose HPV vaccine series at age 9 will help get your child fully vaccinated and protected by age 12. 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](#)

WE NEED YOUR STORY!

We also invite you and your organization to record and share your own video for CA HPV Vaccine Week! Please record a video on your own, share it on social media, and remember to tag @CAHPVRoundtable and use the hashtags #caHPVvaxweek and #CaliforniaHPVFree. We've put together some sample talking points below to help you craft your story.

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.
 - The HPV vaccine can prevent more than 90% of HPV cancers when given at the recommended ages of 9-12.
- There is a pressing need to protect children from HPV cancers later in life.



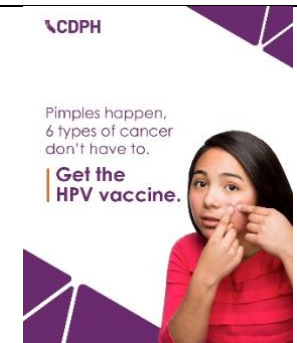
- Millions of HPV doses were missed due to health care disruptions during the pandemic and catching up on missed doses is critical to protect children from future cancers.
- All kids should start HPV vaccination at age 9.
 - Research has proven that vaccinating at ages 9-12 provides greater protection.
- 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/X	Image/Video
CA HPV Vaccine Week Save the Date	California HPV Vaccine Week is coming up on August 3rd! 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	It's California HPV Vaccine Week on August 3rd! Now is the time for parents to catch up their children on recommended vaccines, including the HPV vaccine. #CaliforniaHPVFree #caHPVvaxweek	
Back-to-School Checklist	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 #CaliforniaHPVFree #caHPVvaxweek	The #HPVvaccine is most effective when given to all children 9-12-years-old. Learn more: cancer.org/hpv #CaliforniaHPVFree #caHPVvaxweek	

			
Vaccines for Children (VFC) Program	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 provides vaccines at no cost for children. Learn more: https://www.cdc.gov/vaccine/s/programs/vfc/ #CaliforniaHPVFree #caHPVvaxweek	The Vaccines for Children (VFC) is a federally funded program that provides vaccines to children at no cost. Learn more: https://www.cdc.gov/vaccines/programs/vfc/ #CaliforniaHPVFree #caHPVvaxweek	 
Protect your Kids from Cancer	To protect your kids from 6 different types of cancer, ask a doctor or pharmacist about	To protect your kids from 6 different types of cancer, ask a doctor or	

	the #HPVvaccine! Learn more: cancer.org/hpv #CaliforniaHPVFree #caHPVvaxweek	pharmacist about the #HPVvaccine! Learn more: cancer.org/hpv #CaliforniaHPVFree #caHPVvaxweek	 
Start at Age 9	Parents and Guardians: Get a jump on cancer prevention by getting the HPV vaccine at age 9! Starting the 2-dose HPV vaccine series at age 9 will help get your child fully vaccinated by age 12. Make sure your kids are protected from 6 cancers and book their HPV vaccine today. Learn more: cancer.org/hpv	Get a jump on cancer prevention by getting the HPV vaccine at age 9! This helps your child be fully vaccinated & protected against 6 HPV cancers by age 12. Make sure kids are protected – book their #HPVvaccine today. Learn more: cancer.org/hpv	

	#CaliforniaHPVFree #caHPVvaxweek	#CaliforniaHPVFree #caHPVvaxweek	
California Department of Public Health (CDPH)	As your kids grow up, you can't prevent their pimples, but you can prevent 6 types of cancer with the HPV vaccine, recommended for all preteens starting at age 9. To find out more about the HPV vaccine, visit go.cdph.ca.gov/teen-vaccine #CaliforniaHPVFree #caHPVvaxweek #DontWaitVaccinate	As your kids grow up, you can't prevent their pimples, but you can prevent 6 types of cancer with the HPV vaccine, recommended for all preteens starting at age 9. To find out more about the HPV vaccine, visit go.cdph.ca.gov/teen-vaccine #CaliforniaHPVFree #caHPVvaxweek #DontWaitVaccinate	
Spanish Posts			
La Semana de la Vacuna contra el VPH en California!	¡Es la Semana de la Vacuna contra el VPH en California! La pandemia provocó que muchas familias cancelaran las visitas al médico. Ahora	Es la Semana de la Vacuna contra el VPH en California! La pandemia provocó que muchas familias	

	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 pediatra para programar una cita hoy! #CaliforniaHPVFree #caHPVvaxweek	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	Ponga la vacuna contra el VPH en su lista de regreso a clase   Más información: www.cancer.org/vph
VFC	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	VFC es un programa financiado con fondos federales que proporciona vacunas sin costo para los niños. Aprende más aquí. #CaliforniaHPVFree #caHPVvaxweek	VFC puede ayudar a cada niño conseguir acceso a las vacunas, sin importar si tiene seguro o no.   Más información: bit.ly/CDC-VFC

California Department of Public Health (CDPH)	A medida que tus hijos crecen, no puedes prevenir sus espinillas, pero sí puedes prevenir 6 tipos de cáncer con la vacuna contra el VPH, recomendada para todos los preadolescentes a partir de los 9 años. Para obtener más información sobre la vacuna contra el VPH, visita go.cdph.ca.gov/teen-vaccine #CaliforniaHPVFree #caHPVvaxweek #DontWaitVaccinate	A medida que tus hijos crecen, no puedes prevenir sus espinillas, pero sí puedes prevenir 6 tipos de cáncer con la vacuna contra el VPH, recomendada para todos los preadolescentes a partir de los 9 años. Para obtener más información sobre la vacuna contra el VPH, visita go.cdph.ca.gov/teen-vaccine #CaliforniaHPVFree #caHPVvaxweek #DontWaitVaccinate	
Vietnamese Post			
CA HPV Vaccine Week	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	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	
Testimonials			
Dr. Gina Johnson, MD, CLE, FAAP Medical Director of Pediatrics NEVHC	Listen to Dr. Gina Johnson from Northeast Valley Health Corporation share about the importance of HPV vaccination for your children. The HPV vaccine protects your child's future by preventing 6 types of cancers later in life. Learn more: cancer.org/hpv	Listen to Dr. Gina Johnson from Northeast Valley Health Corporation share about the importance of HPV vaccination for your children. Learn more: cancer.org/hpv	• Dr. Gina Johnson – Square Image • Dr. Gina Johnson – Square Video
Liz Kapeel Cervical Cancer Survivor	Listen to Liz, a cervical cancer survivor, share her story and discuss the importance of getting your kids vaccinated. 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. Learn more: cancer.org/hpv	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. Learn more: cancer.org/hpv	• Liz Kapeel – Square Image • Liz Kapeel – Square Video • Liz Kapeel – Horizontal Video



Ada Valdes (English) HPV-related Oral Cancer Survivor	Listen to Ada, an HPV-related oral cancer survivor, share her story about the importance of getting your kids vaccinated. 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. Talk to a doctor to schedule an appointment for your child's HPV vaccine today. Learn more: cancer.org/hpv	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	• Ada Valdes English Square Image Post.png • Ada Valdes English Horizontal Video.mp4 • Ada Valdes English Vertical Video.mp4
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Ada Valdes (Spanish) Sobreviviente de Cáncer Oral relacionado con el VPH	Escuche a Ada, una sobreviviente de cáncer oral relacionado con el VPH, compartir su historia sobre la importancia de vacunar a sus hijos. 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. Hable con el médico de su hijo(a) sobre la vacuna contra el VPH. Aprende más en: cancer.org/vph	Escuche a Ada, una sobreviviente de cáncer oral relacionado con el VPH, compartir su 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	• Ada Valdes Spanish Square Image Post.png • Ada Valdes Spanish Horizontal Video.mp4 • Ada Valdes Spanish Vertical Video.mp4
Tom Bennett HPV Head and Neck Cancer Survivor	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. The effectiveness of the HPV vaccine has	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	• Tom Bennett Square Image Post Casual.png • Tom Bennett Square Image Post Professional.png • Tom Bennett Vertical Video.mp4



	shown no evidence of waning over time. Protection is long-lasting. Educate your friends and family on the importance of HPV cancer prevention. Learn more: cancer.org/hpv	cancer prevention. Learn more: cancer.org/hpv	
Jason Mendelsohn HPV-related Tonsil Cancer Survivor	Listen to Jason, an HPV-related tonsil cancer survivor, share his story about the importance of protecting your kids from preventable cancers. All children should start HPV vaccination at age 9. Research has proven that vaccinating at ages 9-12 provides greater protection. HPV vaccination is cancer prevention. Advocate for the children in your life to get vaccinated between ages 9-12. Learn more: cancer.org/hpv	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. Learn more: cancer.org/hpv	• Jason Mendelsohn Square Image Post.png • Jason Mendelsohn Horizontal Video.mp4 • Jason Mendelsohn Vertical Video.mp4
Megan Haensgen HPV-related Anal Cancer Survivor	Listen to Megan, an HPV-related anal cancer survivor, share her story about the	Listen to Megan, an HPV-related anal cancer survivor, share her story	• Megan Haensgen Square Image Post.png



	importance of getting your kids vaccinated. 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. Talk to a doctor to schedule an appointment for your child's HPV vaccine today. Learn more: cancer.org/hpv	about the importance of 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	• Megan Haensgen_Horizontal Video.mp4 • Megan Haensgen_Vertical Video.mp4
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