Introducing HPV into England – what mattered?

Jo Yarwood
National programme manager Immunisation
Public Health England
What should we consider?

Vaccine delivery - supply, clinics

Budget & resource

Vaccine development

Training

Communication

PLANNING

Surveillance of population susceptibility

Surveillance of diseases

Predicting the future - modelling

vaccination

Adverse events surveillance
Scoping the environment
**Daily Mirror**

**It’s a fantastic breakthrough**

**DELT AT CANCER JAB FOR GIRLS**

By EMILY COOK, Health Correspondent

Health campaigners yesterday hailed the cervical cancer jab for young girls as a “fantastic breakthrough” against the devastating disease.

From next September, all girls aged 12 to 13 will be offered a vaccination to help protect against the human papilloma virus which causes 70 per cent of all cases of the cancer.

By Alastair Simpson

CONCERNS are mounting among family groups over the vaccination of schoolgirls against the virus that causes cervical cancer, as fears it may lead to increased sexual promiscuity and may not be effective in the long term.

The jab will protect against human papilloma virus (HPV), which is sexually transmitted.

By David Rose

Girls as young as 12 will be vaccinated against the virus that causes cervical cancer.

The Government has introduced a programme, but may be able to have the vaccine privately or on the NHS.

Experts have suggested that it would not be effective in girls who have already been exposed to the virus. The Government programme, but may be able to have the vaccine privately or on the NHS.

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**Daily Telegraph**

**Cervical cancer jabs for pre-teen girls could save 400 lives a year**

**Sex jab for girls**

GIRLS as young as 12 will be vaccinated against the sexually transmitted virus that causes cervical cancer.

Offering the jab to girls in England aged 12 to 13 from next September will cost the Government up to £100 million a year.

Health Secretary Alan Johnson said: “Prevention is always better than cure.” The scheme could save 400 lives a year.

**Daily Star**
PIERCING THE VACCINATION HYPO

Immediate: 19.30 hrs 31st October 2007

By Stephen Green, National Director, Christian Voice.

This nation is so obsessed with encouraging teenagers to be promiscuous that it clutches at any straw which appears to facilitate that. Couple that with the corporate greed which drives the drug industry’s marketing of its pharmaceutical products and it is easy to see why the new anti-HPV vaccines, Gardasil and Cervarix, have been welcomed as the latest new dawn of a sexually-liberated day, the things which will keep our kids tumbling in safety.

The trouble is, they won’t. Vaccines are not without danger. One health-care company offering the Gardasil vaccine also supplies the single mumps, measles and rubella vaccines, responding to parents’ legitimate concerns about MMR. (Did Loo Blair ever have the MMR? His dad wouldn’t say.) http://www.dh2.co.uk/

And will the message that women still need to go for screening pierce the fog of hype about vaccination? The vaccines could be spreading false hope and more promiscuity and result in more sexually-transmitted disease of all kinds and more deaths from cervical cancer, not fewer. And that is without the safety concerns about side effects of the vaccines themselves.

The Joint Committee on Vaccination and Immunisation has recommended - and the Government has accepted - that all girls should be given the jab in the first year of
Gardasil and Cervarix - The Cervical Cancer Vaccines

THE NEW HPV VACCINE - Miracle or Menace?

Human Papilloma Virus is what doctors believe is responsible for triggering cervical cancer in women, some forms of genital warts and vulval intraepithelial neoplasia (VIN). A new experimental vaccine called Gardasil is being developed against 4 types of HPV, 2 of which are thought to cause 70% of cervical cancers.

However, HPV is extremely common and is present in up to 80% of people by the time they are 50, and it rarely develops into cancer. Cancer will only develop if the person is already in a state of disease.

'HPV, by itself, does not kill anyone. According to the Daily, 5,000 people die of HPV each year. However, according to the National Institute of Health (NIH), this is the number of women who die from cervical cancer in the United States. Also, there are over 100 strains of HPV, 30 of which are transmitted sexually, and only two of which are pre-cancerous. It is only these two strains that are responsible for most cases of cervical cancer....but that rate for cancer is actually very low.' (Letter to the Stanford Daily, February 10, 2003).
Attitudinal research – assume we know nothing!!
most participants were very positive - vaccination is an important parental responsibility

- mothers seemed more involved in health generally, few differences in parents’ views

perception that vaccination carries risks - assumed responsibility for protecting children against risk

- ‘protector role’ and MMR controversy meant they were more conscious of risks for children than for adults
Parents

vaccine safety and potential for damaging girls’ future fertility

a licence to engage in underage and unprotected sex

consent; parents were against the idea of their 11–12 year old children having the right to decide

the majority supported the idea of a catch-up programme for thirteen to eighteen year olds

Girls

worried about the trauma of the injection

most girls were in favour of having the vaccination, and many felt that their parents would be supportive

Professionals

in favour of the vaccine providing programme adequately resourced
The findings from this research, and recent press coverage, demonstrate that the HPV vaccine has the potential to ignite complex and emotive discussion.
Setting the agenda

- Introducing the ‘full’ HPV story tends to lead toward confusion and rejection - the cervical cancer story is more significant and more easily understood.

- HPV is an STI, but HPV vaccine protects against cervical cancer

- The vaccine is part of the routine immunisation programme. Parents immunise to protect their children against disease, not against the viruses that cause them.
Pre-testing
Fitness

Too old – shopping

Irrelevant - sexualised

Too in control

Weird – Girl Guide

More ideal than reality
Campaign logo ties all elements of the campaign together and is easily recognisable.
Advertising
Advertising campaign

- 30 second TV ad
- 2 x 30 second radio ads
- Press ads
- Media partnerships
- Advertorials
- Online
The new HPV vaccine, which protects against cervical cancer, will save hundreds of women's lives every year.

This vaccine, along with the cervical screening programme, will help protect women for life.

The annual vaccination programme for girls aged 12 to 13 (school year 8) starts this autumn.

Over the next 3 years, it will also be offered to other girls aged 13 to 18.*

Arm your daughter against cervical cancer. Your daughter's school or local NHS will provide more information before the vaccination is due.

For more information about the HPV vaccine visit www.nhs.uk/HPV or call the helpline on 0845 602 3303.**
The HPV vaccine will help to protect you against cervical cancer and save hundreds of women’s lives a year.

Girls aged 13 to 18 will be offered the vaccine over the next 3 years as part of a one-off programme, starting this autumn with older girls aged 17 to 18 ignoring.

You will have three injections over a period of about six months. The vaccine has passed the rigorous safety standards required for it to be used in the UK and other European countries.

Your local NHS, school or college will provide more information before your vaccination is due.

Arm against cervical cancer. Visit www.nhs.uk/HPV or call us on 0845 602 3308.*

Just for the record, only one of these is a lifesaver.
The 3 most popular things parents want their daughters to be are:

- a doctor,
- a lawyer,
- alive.

What could be worse than getting cervical cancer? Your daughter one day getting cervical cancer and knowing you could have helped prevent it.

Around 3000 women are diagnosed with cervical cancer every year in the UK and despite a successful screening programme, it kills around 300 each year.

It's caused by a virus called the human papilloma virus or HPV. The HPV vaccine protects against two strains of the virus which are responsible for more than 70% of cases. It will save hundreds of women from a year in the UK and other European countries.

The vaccine has passed the rigorous safety standards required to be used in the UK and other European countries.

HPV vaccination is recommended, as the vaccine is most effective when given before girls are sexually active. An annual vaccination programme for girls aged 12 to 13 (school year 8) is starting this autumn. The programme consists of three injections given over a period of six months.

Over the next three years, the vaccine will also be offered to other girls aged 13 to 16 during this year with girls aged 17 to 18.

Ann your daughter against cervical cancer.

Your daughter's school or local NHS will provide more information before the vaccination is due.

For more information about the HPV vaccine visit www.nhs.uk/HPV or call the helpline outside 092 2002.
Press ads in teenage magazines
College posters
Supporting activity
Protection for girls

Cervical cancer is a threat to all women. We meet two readers who are currently fighting the disease to find out how they and their families are coping and to see how they feel about the HPV vaccine.

WHY THE VACCINE IS VITAL

The HPV vaccine protects against the virus that causes cervical cancer. The vaccine is given to girls aged 12 to 13 years old. If they have already had the HPV vaccine, it is too late.

THE MUM

Frightened and scared, I was 13 years old. The treatment was brutal. I had to have weekly injections for 3 months. The treatment was so harsh, I lost my hair and weight. I now have a rare condition called cervical cancer. I am now in remission, but the fear of the disease is still there.

DAUGHTER CLAIRE

I was 15 years old when I was diagnosed with cervical cancer. I was so scared and didn’t know what to do. My mother was a great support, but it was tough. I am now in remission, but the fear of the disease is still there.

DAUGHTER AGNIESZKA

I was 16 years old when I was diagnosed with cervical cancer. I was so scared and didn’t know what to do. My father was a great support, but it was tough. I am now in remission, but the fear of the disease is still there.

Your essential questions answered

What is HPV?

HPV is a group of viruses that infect the skin and mucous membranes. There are hundreds of types of HPV, but only a few cause cervical cancer. It is spread through sexual contact.

How are you catching HPV?

HPV is spread through sexual contact and is most commonly caught during vaginal sex. It is not spread through saliva or contact with the skin.

Is HPV common?

Infection by HPV is common and at least 1 in 5 adults will have it in their lives.

THE FACTS

The HPV vaccine is effective in preventing cervical cancer and other diseases caused by HPV. It is given to girls aged 12 to 13 years old. If they have already had the HPV vaccine, it is too late.

TIMINGS AND WHO IS ELIGIBLE

Academic year HPV vaccine given

School Year 7

2008/09

2009/10

2010/11

2011/12

School Year 8

School Year 9

School Year 10

School Year 11

School Year 12

School Year 13

For more advice & information about the HPV vaccine, visit www.nhs.uk or call the dedicated HPV information line on 0845 602 3303
We're protecting our daughters!

The HPV vaccine which protects against cervical cancer is being offered to girls in Year 8 from this autumn. Three best readers and their daughters tell us why having the vaccine is so important...

There's something special about having a daughter – and when we asked our mothers what they thought you were going to do? They're my best friend ever and I love them. My heart will always be with you. The new HPV vaccine which kicks off this autumn for girls aged 11-13 school year 16, is given to every 10th- and 11th-grade girls to protect them from 10 high-risk types of the virus that cause over 70 per cent of cervical cancer. However, the vaccine gives protection against those strains by offering the vaccine to girls aged 11-13. It's estimated that the vaccine will save the lives of up to 400 girls every year. It's important that girls are inoculated with the vaccine at school, over 10 years old, and most girls in the first year of school. We hope you'll find this information helpful and reassuring.

Clare & Charlotte

I don't want Sophie to experience the same thing as me...

Charlotte was 16 when she had cervical cancer and there have always been concerns about the vaccine. “It's important that girls are inoculated with the vaccine at school, over 10 years old, and most girls in the first year of school. We hope you'll find this information helpful and reassuring.

Cheryl & Gemma

Catch up for older girls

The HPV vaccination programme for girls aged 12-13 will be offered to girls aged 13-15 starting this autumn with 17-18-year-olds. By July 2011, over 3 million girls will have been offered the HPV vaccine.

Sherryl & Maebryn

We're relieved that there's now a vaccine!

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We're relieved that there's now a vaccine!
Supporting health care workers
Information pack

- Leaflet
- Q&A
- Factsheet
- Consent form
Information pack

• New green book chapter
• Poster
• Sticker
• Record card
Use the right system and engage with the right stakeholders
So did it matter?
Cervical cancer jab
Girls aged 17-18 to get cervical cancer vaccine
Girls to be given vaccine against virus linked to cervical cancer

Fears over jab for girls
Boys should have cervical cancer jab too

A cancer jab I don’t regret
Vaccination will save lives
Girl C-jab extended
I’m giving my girl the jab

Protect your daughters with the HPV vaccine
DH awards contract for HPV vaccine

Remember Jade’s tears could be your own daughter’s
Fearful parents may boycott cancer jabs

Cash row over cancer jab
Cheaper cancer vaccine will protect more girls

Cervical cancer vaccine decision ‘short sighted’

Cervical cancer jab plan for over 18s

Schools don’t have enough nurses to give cancer jab

Girls to get sex virus vaccine
Table 2. Annual England, Scotland, Wales and Northern Ireland HPV vaccine coverage 2013/14, and UK coverage 2008/09 to 2013/14

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Figure 2. Routine HPV vaccine coverage in Year 8 girls (aged 12-13 years) in England, assessed at the end of academic years 2008/09 to 2013/14

Note: the data in this figure excludes mop-up vaccinations
I feel that the greatest reward for doing is the opportunity to do more.

(Jonas Salk)