



Mission:  
**HPV** **CANCER**  
**FREE**

# CAMPAIGN PLAYBOOK

## For Staff and Volunteers

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## Introduction

The American Cancer Society *Mission: HPV Cancer Free* Campaign Playbook is designed to help you, ACS staff and volunteers, plan and implement a wide range of campaign activities. It offers guidance and resources for engaging with stakeholders, including parents and the public; media; corporate and community partners; volunteers; donors; and American Cancer Society Cancer Action Network<sup>SM</sup> (ACS CAN) advocates about HPV vaccination and the *Mission: HPV Cancer Free* campaign. There's also background information on the campaign's integrated team model, goals, strategies, target audiences, and core messages. The playbook also includes:

- Suggestions on specific campaign outreach activities and resources organized by audience
- Tips for effectively creating and incorporating survivor and clinical champions as a core component of campaign activities
- Campaign activation timeline

Although you should use this playbook to support your campaign activities, it is not intended to be all-inclusive. We encourage you to be creative and share your great ideas with us!

If you have any questions about the playbook or the accompanying Campaign Resource Guide, please reach out to your Regional Campaign Team. Find your contacts here. If your Regional Campaign Team does not have the information you need, contact the HPV VACs (Vaccinate Adolescents Against Cancers) team at [acs.hpv.vacs@cancer.org](mailto:acs.hpv.vacs@cancer.org).



Do your partners need support promoting HPV vaccination and the campaign? Our [Campaign Resource Guide](#) is available to share with your ACS partners.



## Letter from Gary Reedy

### American Cancer Society, Inc. CEO

Dear American Cancer Society Staff and Volunteers,

For more than a century, the American Cancer Society has worked to save lives, celebrate lives, and lead the fight for a world without cancer. Now, we now have an extraordinary opportunity to make history by eliminating vaccine-preventable HPV cancers, starting with cervical cancer.

Nearly all cases of cervical cancer are caused by HPV, but we have tools to prevent those cancers from occurring. HPV vaccination – when combined with screening – can move elimination of cervical cancer to the public health victory column alongside polio eradication.

In 2018, the American Cancer Society launched *Mission: HPV Cancer Free*, a public health campaign to drastically reduce vaccine-preventable HPV cancers by increasing HPV vaccination rates. The campaign leverages our organization’s high-impact public health partnerships with health care systems, clinicians, and other organizations to drive vaccination rate improvement and reduce barriers against vaccination. Thanks to your hard work in support of the campaign launch, notable campaign accomplishments to date include:

- Over 90% of American Cancer Society Health Systems staff engaged in HPV vaccination efforts across the US.
- Health Systems staff engaged 273 hospital systems and 212 FQHCs to implement HPV VACs interventions in 2018.
- Nationwide, more than 175 NEW clinical and survivor champions were trained and are engaged in the campaign.

- The webpage cancer.org/HPV received over 185 million web impressions.
- There were more than 376 mentions of our initiative in television, radio, and print ads and more than 2 million print and television impressions.

The good news is that we have momentum. According to the Centers for Disease Control and Prevention, vaccination series completion rates among 13-17-year-olds rose from 43% to 49% from 2016 to 2017.

I hope you will use this guide to prepare for your 2019 *Mission: HPV Cancer Free* campaign efforts and lead the charge to eliminate vaccine-preventable HPV cancers, starting with cervical cancer. Here are some ways you can lead our efforts:

- **Educate yourself about HPV.** Make sure the children in your life are vaccinated, and the women in your life are screened.
- Consider the many ways you can use the wide range of digital, print, and broadcast-quality content and resources to best reach the stakeholders you work with.
- Forge partnerships within the American Cancer Society team and with trusted partners, champions, investors, and volunteers to extend the reach and impact of your efforts.
- Share your impact stories, so we can celebrate and learn together.

To create a world where 31,000 fewer Americans hear the words “You have cancer” every year, we must act now. We need strong partners – especially you – to stand with us. Thank you for all that you do to support the *Mission: HPV Cancer Free* campaign. I cannot wait to see what we accomplish together.

## Mission: HPV Cancer Free Overview

### Our Vision: Leading a Movement to Make HPV Cancers History

Together, we can create the first generation free from HPV cancers through HPV vaccination.

### Why a Mission: HPV Cancer Free Campaign? Why Now?

Vaccines are the greatest public health success in history and have helped save millions of lives. Not that long ago, people lived in fear of deadly infections like smallpox, polio, and hepatitis. Now, in the 21st century, a new generation of vaccines has been developed. One such vaccine, the human papillomavirus (HPV) vaccine, prevents a viral infection that can cause six types of cancer and represents a new era of cancer prevention.

The HPV vaccine delivers on a dream many have held for decades: a cancer prevention vaccine. The American Cancer Society (ACS) is the only organization that can fight cancer on all fronts. We have a chance to make not just one, but multiple cancers history. Our work is built on big dreams and true determination, and this new mission is a critical next step on our journey to save lives, celebrate lives, and lead the fight for a world without cancer.

### Where We Have Been

Since 2015, our Health Systems staff have engaged key stakeholders as conveners, connectors, and change-makers to prioritize HPV vaccination. Over 90% of our Health Systems staff are engaged in HPV vaccination efforts. Through the work of our Vaccinate Adolescents against Cancers



(VACs) program and the National HPV Vaccination Roundtable, ACS has been a lead convener and change catalyst in the HPV vaccination arena. Reports describing the impact of our HPV VACs program work can be found on the [campaign's Society Source page](#).

The *Mission: HPV Cancer Free* public health campaign launched internally in 2017, engaging Regional Campaign Teams and Global Headquarters leadership. Staff in all departments were tasked with learning about HPV vaccination and considering how they can integrate the campaign into their work. The public launch in summer 2018 engaged partners, volunteers, and champions, as well as communications and marketing strategies. The dedicated and collective effort among ACS staff, volunteers, and our partners led to launch-year accomplishments including: staff literacy organization-wide increased 39%; public awareness skyrocketed, with 46,118 visits to our HPV webpage; and Regions raised more than \$3 million for HPV vaccination efforts. They also developed innovative volunteer champion trainings like Northeast's T3 (train the trainer) and West's volunteer ambassador training.



When we add to this story our community and event staff; our creative teams; the advocacy staff at the American Cancer Society Cancer Action Network<sup>SM</sup> (ACS CAN), our advocacy affiliate; and our millions of volunteers, **we have the power to build a movement.** Together, we can make a lasting impact on HPV vaccination rates in the US and globally – **to fight vaccine-preventable HPV cancers on all fronts.**

## Our Goals and Objectives

We have **three core campaign goals and corresponding objectives** that will guide our work enterprise-wide:

### Increase HPV vaccination rates for preteens.

- Increase national HPV vaccination series completion rates among 13-year-olds to at least 80% by June 8, 2026 (the 20-year anniversary of the FDA's approval of the first HPV vaccine).
- Increase each state's HPV vaccination series completion rate among 13- to 17-year-olds to their initiation rate of meningococcal ACWY vaccination among 13- to 17-year-olds by June 8, 2026.

### Eliminate gender disparity, and reduce geographic disparities in HPV vaccination.

- Increase male HPV vaccination series completion rates among 13-year-olds to that of females nationally and in each state by June 8, 2026.
- Increase HPV vaccination rates in geographic locations lagging behind the national average.

### Increase ACS' visibility as a leader in HPV vaccination. (INTERNAL ONLY)

- These objectives have been developed by key enterprise units at Global Headquarters.







Thirty highly motivated West Region volunteers became community ambassadors for the Mission: HPV Cancer Free campaign. Health Systems staff and the Regional Campaign Team educated, empowered, and planned with their volunteers, who left ready to share our campaign messages.

## Regional Campaign Team and Integrated Enterprise Model

The *Mission: HPV Cancer Free* campaign team structure follows a truly integrated model comprised of leadership from both ACS Global Headquarters and our six Regions. This intentionally integrated foundation ensures that all campaign components receive comprehensive support. There are **THREE key leadership teams** spearheading the campaign:

- **Enterprise HPV Campaign Leadership: Core Team** (Lead: Debbie Saslow, Prevention and Early Detection)
- **HPV VACs Team** (Lead: Marcie Fisher-Borne, Cancer Control Interventions)
- **Regional HPV Campaign Teams**

A roster of all members of the *Mission: HPV Cancer Free* Regional Campaign Teams can be found [here](#).

### The Regional Mission: HPV Cancer Free Team

#### Supporting Our Campaign's Success by Integrating Our Mission Strategy

A unique feature of the *Mission: HPV Cancer Free* campaign is the Regional Campaign Team model. Six Regional Campaign Teams foster innovation and help identify and drive the most impactful opportunities in each Region.

#### Through our Regional Campaign Team model, we:

- Build our interdependence.
- Expand our mission impact.
- Capitalize on volunteer and staff strengths.
- Build out national, regional, and area opportunities.
- Develop a teaming framework for future campaigns.

## Regional Campaign Team Structure

Each [Regional Campaign Team](#) includes the appropriate number of staff to implement their plans across the Region and is comprised of staff representing an integrated cross-section of departments and functions. At a minimum, teams should include a Health Systems leader (team lead), Health Systems manager/senior manager representative (to serve as regional HPV content lead), and at least two additional representatives.

Team rosters should be sent to [marcie.fisherborne@cancer.org](mailto:marcie.fisherborne@cancer.org) and [greg.parkington@cancer.org](mailto:greg.parkington@cancer.org) by December of each year.

## Regional Campaign Team Tasks

With support from the HPV VACs team, each Regional Campaign Team develops an action plan with key strategies, tactics, metrics, data reporting, and timelines.

### Teams convene monthly to:

- **Assess progress** against the action plan and core campaign goals.
- **Grow capacity** of all staff to help drive HPV strategies.
- **Develop guidance and messaging** to staff and align activities with national goals and objectives.
- **Collect and share** promising strategies with the HPV VACs team and regional leadership.
- **Serve as role models** and promoters of cancer prevention.
- **Share the data-driven story** of their impact and success.

## Team Timeline and Commitment

Team Leads should plan on a two-year minimum commitment, but team members can evaluate membership annually. Teaming decisions should be made to align with effective implementation of campaign strategies, and to retain institutional memory year over year. Team Leads meet monthly with Global Headquarters and HPV VACs team staff. Teams periodically participate in larger-format meetings to collaborate with each other and the Global Headquarters core team.

## Global Headquarters Support

Teams receive technical assistance, training (virtual and in-person as capacity allows), funding in 2019, and marketing, educational, and outreach materials from Global Headquarters. See [page 17](#) for more information.





## Key External Audiences and Strategies

There are three core external audiences where we can make the greatest impact to improve HPV vaccination rates.

### Providers & Health Systems

- Clinical practices: FQHCs, primary care
- Pediatricians and provider associations
- Integrated delivery systems and health plans
- State immunization branch and comprehensive cancer control programs
- Academic partners

### Parents

- Parents/Guardians of 9- to 12-year-olds
- Parents/Guardians of teens
- Family members who influence health decisions

### Volunteers

- Clinical champions, HPV cancer survivors, caregivers, and parent champions
- Existing ACS volunteers



## Our Five Key Strategies for Impact

Five key strategies will drive our *Mission: HPV Cancer Free* public health campaign.

An overview of the strategies follows. For more details on the core campaign strategies, [go here](#).

1

### Strengthen Provider Recommendations

Facilitate provider education and training opportunities.

2

### Activate Partners and Stakeholders

Engage critical stakeholders and partners to drive HPV vaccination rate improvement.

3

### Know Your Data, and Track Your Progress

Influence stakeholders to use relevant data to drive planning and track impact.

4

### Implement Evidence-based Interventions and Systems Changes

Lead and support targeted HPV vaccination health systems change efforts.

5

### Increase Parental Knowledge

Mobilize our ACS volunteer network and ACS CAN volunteers to activate champions to normalize the vaccine.



## 4 Key Campaign Messages

We want to communicate four basic messages, both with our internal staff and through our work with external partners and organizations. Ensuring all ACS staff are armed with these messages is critical to the campaign's success.

### 1. HPV vaccination is cancer prevention.

Each year in the US, more than 33,000 men and women receive a diagnosis of a cancer caused by HPV infection. Most of these cancers could be prevented with vaccination. In addition to these cancers, there are hundreds of thousands of women who undergo treatment for new cases of cervical pre-cancer each year.

### 2. The HPV vaccine is safe and effective.

Studies continue to prove HPV vaccination works extremely well, decreasing the number of infections and HPV pre-cancers in young people since it was introduced. More than 270 million doses of the HPV vaccine have been distributed worldwide, with more than 100 million doses in the US. As with all vaccines, HPV vaccine safety is constantly monitored, and these studies continue to show that HPV vaccination is extremely safe.<sup>1</sup>

### 3. The HPV vaccine is for boys and girls.

Both males and females can get HPV. HPV vaccination is strongly recommended for males and females. Vaccination helps protect boys from getting infected with the most common types of HPV that can cause cancers of the throat, penis, and anus.

### 4. HPV vaccine series is best when given at ages 11 and 12.

The HPV vaccine is best when the series is completed before age 13 to achieve the most complete protection against HPV cancers. That's why ACS recommends that boys and girls get the HPV vaccine at age 11 or 12, or starting at age 9. If all 11- and 12-year-olds were vaccinated, an estimated 90% of HPV cancers could be prevented, amounting to more than 31,000 cancers each year.<sup>2</sup>

For additional guidance and tips on effectively and accurately communicating about HPV vaccination and the *Mission: HPV Cancer Free* campaign, review these key communication resources:

- [HPV vaccine issue brief](#)
- [Vaccination truths for engaging partners in HPV work](#)
- [Core messaging for HPV](#)
- [Social media guidance](#)

1. [HPV VACs: Just the Facts for Providers.](#)  
2. [Don't Wait to Vaccinate.](#)



## Call to Action

During the campaign’s launch year, Regions and Global Headquarters planned and executed a wide array of internal and external educational programs, special events, partnerships, media, and marketing and communication engagements to drive HPV vaccination awareness, education, and positive positioning, all in support of increasing HPV vaccination rates and preventing HPV cancers.

As you develop your campaign plans for 2019 and beyond, you have the option of incorporating the following activities into your plans or use them as thought-starters when developing your plans. For easy reference, the activities are organized alphabetically by ACS staff or volunteer role. Campaign resources and materials that support these activities are also available so that you won’t need to create anything. Please see [Society Source](#) and [Brand Toolkit](#) for all materials

## Learning for All Staff

### Start Here

- [Mission: HPV Cancer Free Overview](#)
- [HPV 101 Video](#)
- [HPV Vaccination: Just the Facts for Parents](#)
- [The State of HPV Vaccination in the US Video](#)
- Detailed learning plan: [HPV Onboarding Training Curriculum](#)
- Up-to-date tools and resources: [Campaign Society Source page](#)

### Dig Deeper

- [HPV Vaccination: Just the Facts for Providers](#)
- [Core Communication Messages for Mission: HPV Cancer Free](#)
- [Parent education tools](#)
- The National HPV Vaccination Roundtable’s [Resource Library](#)

## Things All Staff and Volunteers Can Do

1. **Take action!** Be a champion for the *Mission: HPV Cancer Free* campaign by making sure the preteens in your life are fully vaccinated.
2. **Use your voice!** Share your story! Talk with people you know about HPV vaccination. Encourage them to talk to their child’s doctor. Whether you’re a cancer survivor, a parent, or an individual with a passion for HPV cancer prevention, tell your story.
3. **Lead** a round of [HPV yoga](#) at your meeting or event.
4. **Take part** in Campaign Celebration Week in June. Find out how in [Appendix A](#).



HPV yoga at meeting

## American Cancer Society Cancer Action Network<sup>SM</sup> (ACS CAN)

1. **Talk to your colleagues** about HPV vaccination-related advocacy.
2. **Participate in state Comprehensive Cancer Coalitions** and any affiliated HPV vaccination work group meetings to familiarize yourself with past, current, and future HPV vaccination uptake efforts.
3. **Consult with Citseko Staples Miller** on any policy proposals being considered by your partners (see ACS CAN Policy Guidance for HPV Vaccination Work for more details).
4. **Work with legislators to increase or maintain state funding** for Comprehensive Cancer Control and Breast and Cervical Cancer Early Detection Programs (BCCEDP).
5. **Work with legislators to protect eligibility for state BCCEDP** and related Medicaid treatment programs.

NOTE: Currently, ACS CAN does not proactively advocate for specific state HPV vaccination policy change. Consult with Citseko Staples Miller if your partners are considering legislative, regulatory, or administrative rule change(s). The American Cancer Society and ACS CAN do not support policy proposals that would mandate HPV vaccination for school-age children or college students.

## Area Executive Directors

1. **Review** your regional *Mission: HPV Cancer Free* plan. Plans are available from your [Regional Campaign Team](#).
2. **Integrate** *Mission: HPV Cancer Free* priorities into your area plan. Align your area work with the regional campaign plan.
3. **Set** specific HPV vaccination performance objectives for your staff.
4. **Engage and educate** your volunteer board about HPV vaccination and the *Mission: HPV Cancer Free* campaign

## Business Planning and Operations

1. **Support** regional operations' ability to plan and implement campaign activities.
2. **Champion** the campaign efforts in your office, and partner with colleagues to constantly improve staff literacy and activation.

## Cancer Control

1. **Continue to expand** HPV vaccination work in your area. For example, find ways to align community work with the work of Health Systems partners.
2. **Be a champion** for the *Mission: HPV Cancer Free* campaign by collaborating with other American Cancer Society staff in your area.
3. **Help recruit** clinicians and survivors to the *Mission: HPV Cancer Free* movement. See the Engaging Survivor and Clinical Champions section of the playbook ([page 18](#)) for specific ideas and tools.
4. **Review** the [HPV funding and grant guidance document](#), and collaborate with partners on local HPV vaccination funding opportunities, as applicable.
5. In conjunction with your regional communications staff, **connect** with NCI-designated centers to see if there are opportunities to make joint statements, hold events, or write op-eds for local newspapers.
6. **Review** your regional *Mission: HPV Cancer Free* campaign plan and discuss how you can help further the campaign with your [Regional Campaign Team](#).

## Key Resources for Cancer Control Staff

1. In addition to the Society Source page, Health Systems staff can find resources and tools through the [HPV VACs SharePoint Site](#).
2. **National Partner Map**  
The [National Partner map](#) outlines major activities and initiatives in each state and includes key contacts to help you in state- and regional-level planning.

## Community Development

1. **Talk about** HPV vaccination and the *Mission: HPV Cancer Free* campaign during Mission Moments at volunteer meetings.
2. **Distribute parent education materials** through volunteers, meetings, and events. Visit [Society Source](#) to find materials.
3. **Order** *Mission: HPV Cancer Free* buttons or print stickers and share at events.
4. Relay For Life® staff can **use the** [Relay For Life field guide](#) to plan campaign activities. For example, order additional track sign bundles that include HPV vaccination signs to supplement current Relay track signs.
5. **Create a campaign engagement poster.**
  - Have the [Mission: HPV Cancer Free campaign logo](#) printed on foam-core poster board or canvas.
  - Provide markers for signing.
6. **Show** the National HPV Vaccination Roundtable's [HPV cancer survivor videos](#) at your event.
7. Arrange for an **HPV cancer survivor to speak** at your event. See the Engaging Survivor and Clinical Champions section of the playbook ([page 18](#)) for more information.



## Communications/Marketing

1. **Integrate** the [core communication messages](#) into your regular work across communication channels. For example, include HPV vaccination messages when writing scripts or talking points for community events such as galas, etc.
2. **Include approved HPV messaging** and highlight a [selection of communication materials](#) such as web banners, social media images, posts, and the campaign radio and digital PSAs in monthly communication toolkits.
3. **Leverage May to August**, capturing summer and back-to-school seasons for increased media and marketing engagements. For example, partner with a clinical champion and a local parenting magazine to write a guest column or blog post during June-August around summer and back-to-school health.
4. **Work with local media** contacts for earned media – spot news, features, opinion, and letters to the editors – on what the *Mission: HPV Cancer Free* campaign is doing and why HPV vaccination is important.
5. **Seek placement** for HPV vaccination collateral from May through August in parent and provider publications.
6. Together with a clinical champion, **hold desk-side briefings** with local health, family, or parenting reporters about the latest research and stats on HPV vaccination rates in your area and how to close gaps in those rates. Bring or email campaign materials that would help tell your story and offer a follow-up interview with a parent and/or survivor champion.
7. Adapt this same approach to work with a local blogger or journalist who produces **podcasts**. Assess and vet the podcast with the regional vice president of communications before pitching the story.
8. Approach public service directors and/or community affairs directors at local TV and radio stations in April and May to **request donated PSA airtime** during June-August. Inquire if media outlets would post web or social banners on their digital channel, as well.
9. Complement community, partner, and traditional media relations outreach with **ACS-approved social media posts** and creative content and images available in the 2019 Social Media Guidance resource on [Society Source](#).

See **Appendix B** for communications and marketing resources including templates.

## Corporate Relations

1. **Coordinate** with your Health Systems colleagues to leverage large worksite opportunities.
2. **Sign up** partners' human resources and wellness directors for the [American Cancer Society Content Subscription Service](#) and [Workplace Solutions](#) services.

## Development/Fundraising

1. **Identify potential donors** for HPV vaccination-specific funding. Review the [funding and grants guidance document](#) for more information and reach out to the [HPV VACs](#) team if more guidance is needed.
2. **Link campaign goal** numbers to fundraising asks. Discuss opportunities and ideas with your fund development team.
3. **Meet with Cancer Control leadership** to review their health systems and foundation relationships that may be approached for tailored development asks to support the campaign.

## Distinguished Events

1. **Talk about HPV vaccination** and the *Mission: HPV Cancer Free* campaign during Mission Moments at volunteer meetings. Remember that HPV vaccination is cancer prevention.
2. **Arrange** to have an HPV survivor speaker for your event. See the Engaging Survivor and Clinical Champions section for specific ideas and tools to engage volunteers.
3. **Honor a clinician** who treats HPV cancer patients, such as an ENT or GYN oncologist.
4. **Distribute HPV vaccination information** for parents and the public through volunteers, meetings, and events. Visit [Society Source](#) for materials.

## Leadership Staff

1. **Show your support** for the *Mission: HPV Cancer Free* initiative by sharing campaign updates with your entire team.
2. **Email your staff**, reminding them about Campaign Celebration Week in June. Send it out several days before June 8, the anniversary of the FDA's approval of the first HPV vaccine in 1996, and include an overview of local campaign successes.
3. **Brainstorm media opportunities** in conjunction with your communications team. Consider an op-ed or Letter to the Editor for the local newspaper on the importance of HPV vaccination. Or partner with a health system or volunteer champion on one. See Appendix B for samples.
4. **Share a certificate of appreciation** with your key HPV champions and partners. Download the certificates from [Brand Toolkit](#).

## Volunteers

### All Volunteers

1. **Join the HPV Cancer Free Family** Facebook group. Be the engagement you want to see! If you have an active account on Facebook, search for the group name or [click here](#) to join the group.
2. **Get involved!** Ask your local staff partner about local opportunities. Help us enhance clinician education, engage community partners, and increase awareness among parents. Partner with us to help create an HPV cancer free world!

### Clinician Volunteers

1. **Work with the local HPV coalition** to hold a professional education/grand rounds-style breakfast or luncheon for all medical office staff during summer and back-to-school vaccine season.
2. **Work with your ACS communications and marketing team** to write an op-ed or Letter to the Editor for the local newspaper to be published during the summer vaccine season.
3. **Incorporate** *Mission: HPV Cancer Free* campaign [educational and promotional materials](#) into your medical practice's HPV awareness efforts, such as posting *Mission: HPV Cancer Free* posters in your medical office waiting and exam rooms, playing the campaign PSA on your office TVs, posting the campaign web banners on your medical practice's website or social media channels, or sharing the [Protecting Our Children from HPV Cancers](#) flyer with parents either during visits or with appointment email reminders.

### Survivor and Parent Volunteers

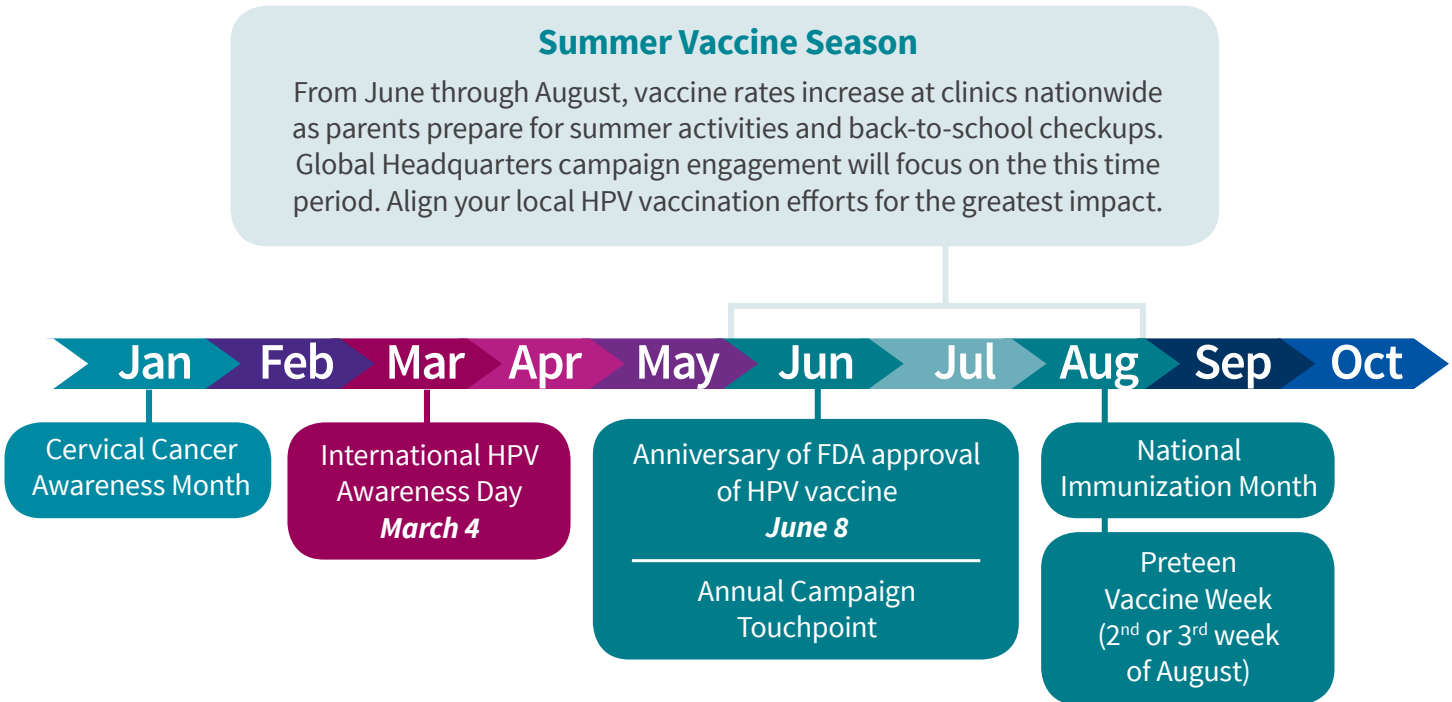
1. Consider providing campaign materials or speaking at a local event connected to National Survivorship Day, which is the first Sunday in June each year.
2. Working with your local ACS office and a clinical champion, identify active religious organization health ministries or initiatives to create a speaking opportunity at a planned program to educate members about HPV vaccination.

### ACS Area Board Members

1. Lead a thank-you letter-writing campaign to send local pediatricians notes thanking them for preventing cancer in their patients by recommending HPV vaccination. Find templates on [Brand Toolkit](#).
2. Encourage local companies to use the ACS [Content Subscription Service](#) which includes an HPV vaccination toolkit.



## Milestones and Key Moments



## Funding HPV Vaccination Efforts

### Supporting Regional HPV Vaccination Work

In addition to continued technical assistance, the HPV VACs program has provided seed funding to Regions in 2018 and 2019 to support development of internal and external prioritization of HPV vaccination work. Detailed guidelines for these funds are available to campaign teams only at this [link](#).

### Seeking Additional Funding

If you are considering applying for external funding opportunities for HPV vaccination efforts, please review our [funding and grants guidance document](#).

### Restricted Fund Code

ACS has created a restriction to capture funds broadly directed to HPV vaccination efforts, but not a specific project. The restriction can be used for gifts and event-related fundraising for the *Mission: HPV Cancer Free* campaign. All gifts coded to the ACS HPV Cancer Free fund will be treated as first dollars in and may be used for either domestic or global expenses tied to the campaign. This restriction should not be used for grants or gifts that have geographic or other restrictions that require specific financial or programmatic reporting. The [restricted fund guidance](#) provides more details.

## Engaging Survivor and Clinical Champions

Stories from well-respected medical providers and HPV cancer survivors add an important dimension of credibility and connection to most *Mission: HPV Cancer Free* campaign activities. Whether conducting an interview with a journalist, making a presentation to a local chapter of the American Nursing Association or school district PTA presidents, sharing a personal story during a gala, or hosting a Q&A with ACS colleagues, your survivor and clinical champions can help bring validity, personal perspective, and third-party credibility to the HPV vaccination story you are sharing.

Creating, expanding, and/or strengthening an active and responsive champion network of clinicians and survivors is a critical component to the success of the *Mission: HPV Cancer Free* campaign. Find guidance on incorporating champions into your activities below.

### Potential Champion Roles

- Speak at local engagements to raise awareness about HPV vaccination as cancer prevention.
- Promote *Mission: HPV Cancer Free* messages with parents and health care providers.
- Support *Mission: HPV Cancer Free* goals and activities, including opportunities to participate in local organized efforts. Some select champions may be involved in media opportunities.
- For clinicians, deliver trainings and presentations to health care providers, including grand rounds.
- For clinicians, write blogs and articles about the importance of HPV vaccination.

*Champions should choose the degree of involvement that falls within their comfort level and availability.*

### What qualities should I look for in a champion?

- Knowledgeable and passionate about HPV vaccination as cancer prevention
- Good communication and presentation skills
- Ability to convey the core messages of the *Mission: HPV Cancer Free* campaign
- Skilled at networking and making connections with others
- For clinicians, licensed health care professionals or health care researchers (PhD)

### Resources for Working with Champions

#### [HPV Speakers Bureau](#)

The HPV Speakers Bureau is a registry and referral resource that can connect you to survivor and clinical champions willing to make presentations on a variety of HPV topics. Please consider what resources you have available to cover travel expenses for a volunteer speaker before making your request.

#### [Survivor Videos](#)

These short videos are available when you want to include the voices of survivor champions and the providers who care for them but are unable to have a live speaker.

#### [How to Engage Survivors on a Speaker's Panel](#)

This “how-to” document prepares participants to engage on a survivor panel and includes tips for helping inexperienced speakers feel more comfortable sharing their stories.



## Measuring Impact

**A campaign structure with impact in mind is critical.** We have established processes to ensure our *Mission: HPV Cancer Free* campaign will have a lasting impact and help reduce HPV cancers.

### Campaign Logic Model

The Campaign Logic Model (Appendix B) outlines the core activities, strategies, and outcomes of the campaign.

### Key Impact Tools

We have two key tools to assess your impact: The HPV Landscape Dashboard and the Campaign Scorecard. The dashboard enables you to determine areas of impact on which to focus in your community and state. The scorecard shows your impact on those areas. See below for details.

#### HPV Landscape Dashboard

Each Region has access to an [HPV Landscape Dashboard](#) that is searchable by state and Region

and includes vaccine-ordering data, National Immunization Survey-Teen rate data, and HPV-associated cancer incidence data. We have also provided a [guidance document](#) to help you understand how to best use the dashboard.

The dashboard is not to be shared outside of ACS due to the confidential vaccine-ordering data included. For external partners, including volunteer members of Regional Campaign Teams, we have created a public version of the dashboard without ordering data. This public version can be accessed online [here](#). The guidance document specific to the public version is available [here](#).

#### Campaign Scorecard

A [Campaign Scorecard](#) is available to track progress within and across each Region in moving regional action plans and our overall goals and objectives forward. The scorecard is also used to determine which Region will receive the annual Uni Award for the greatest achievement in preventing HPV cancers.



# Appendix A: Campaign Celebration Week and June 8

## Mission: HPV Cancer Free Campaign Celebration Week

Each year, ACS will use the anniversary of the *Mission: HPV Cancer Free* campaign launch and the summer vaccine season as a touchpoint to update staff on the progress of the campaign and celebrate victories. Global Headquarters will create a communications program to launch Campaign Celebration Week, which is the first week of June. It will be available on the [Mission: HPV Cancer Free Society Source](#) page. Regional Campaign Teams are encouraged to think creatively about how to mark this occasion and celebrate successes and impact. Find ideas and examples below.

### Brush Up on Campaign Knowledge

- Reach out to your [Regional Campaign Team](#) for updates on the regional plan and progress and to see how you can contribute in your role.
- Practice talking about HPV vaccination as cancer prevention with your team.
- Review all HPV training and resources [here](#).
- Read the [Talking about HPV Vaccination](#) fact sheet.
- Watch the [Talking about HPV Vaccination video](#).
- Watch the 20-minute video [Let's Talk About That: A Conversation on Answering Questions about HPV Vaccination](#).

### Share with Staff

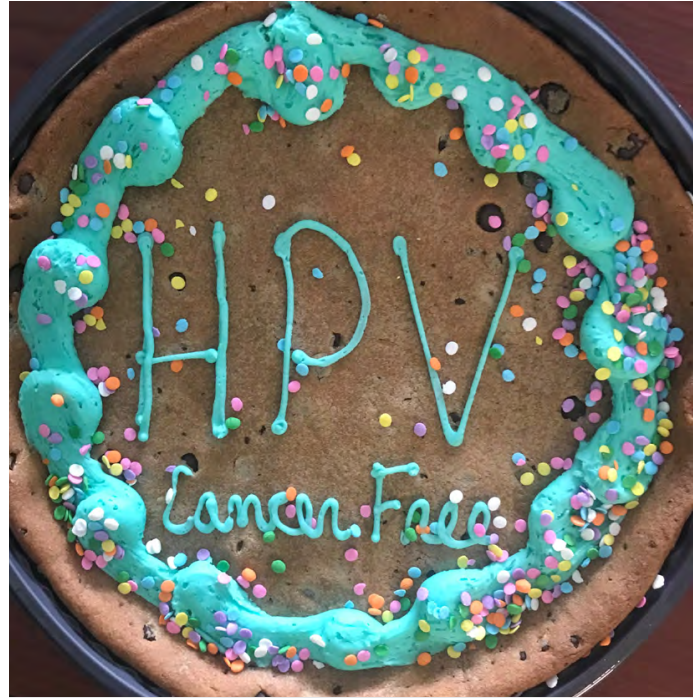
- Look for articles sharing the latest campaign metrics on Society Source and from your Regional Campaign Team; distribute them to your staff.
- Host a staff lunch/potluck, and showcase your state's/Region's HPV vaccination completion rates (and the change from last year). Find them on the [HPV Data Landscape Dashboard](#).
- Share HPV vaccination-related events with your communications lead and campaign teams so we can track and engage with the local, regional, and national work.
- Work with your communications lead to develop a video that includes media, partner, and community highlights demonstrating the awareness, reach, and engagement you have achieved during the past year.

### Celebrate with Staff

- Hold an office rally day to renew enthusiasm and share the achievements made in your Region, state, and area.
- Integrate [HPV yoga](#) stretch breaks into your meetings.
- Have leadership send communications to all regional/department staff to update them on the Region's/department's progress in the campaign and thank staff for their work.

## Celebrate with Partners

- Celebration of Partners – Champion and Partner Recognition Day. Share a certificate of appreciation with your health systems partners and volunteers for their work to support our collective mission to be HPV cancer free. The certificate is on [Brand Toolkit](#).
- Write thank-you cards to local vaccinators like doctors, nurses, and clinics. Use the thank-you card templates on [Brand Toolkit](#).
- Showcase state HPV vaccination rates on your area website and social channels, and make tangible commitments to advance vaccination with state coalition partners.
- Give HPV survivor and volunteer champions a platform on your ACS website and social channels to share their stories and educate staff, volunteers, and partners.



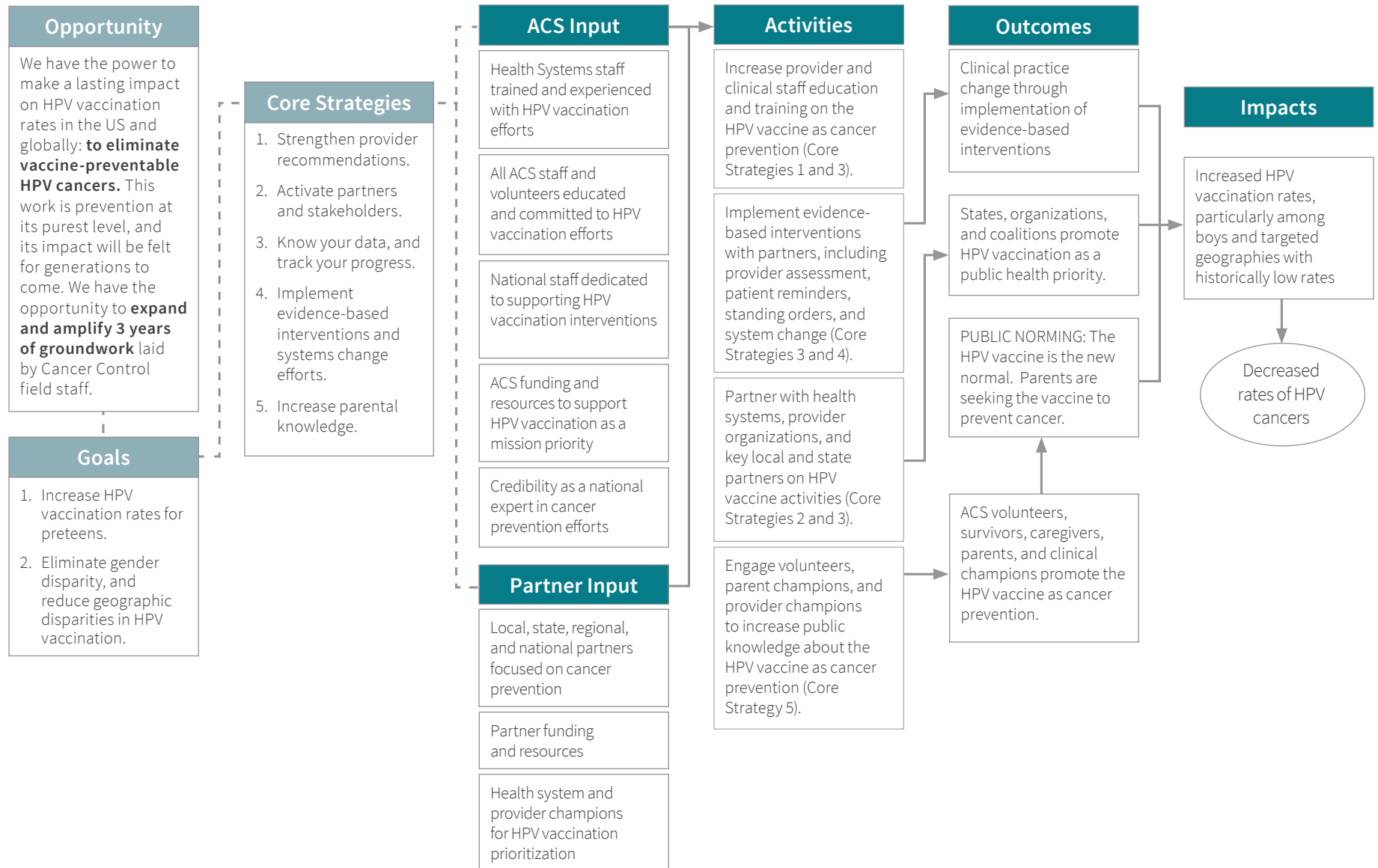
Launch pep rally cookie cake

## Engage the Public

- Develop a team of parent advocates that can help be your social media campaign champions.
- Get social! Follow ACS on [Facebook](#), [Instagram](#), and [Twitter](#). Repost campaign images and messages on social media.



# Appendix B: Campaign Logic Model (Domestic)





## Appendix C: Communications Resources and Tools

Below are the 2019 HPV Vaccination Communications and Marketing Program's overarching goals and strategies that will be used to guide the Global Headquarters marketing and communication activations beginning in June. Please keep these in mind when developing regional and field HPV communications and marketing plans for 2019.

### 2019 HPV Vaccination Communications and Marketing Program

#### 2019 Mission: HPV Cancer Free Marketing and Communications Objectives

- **Primary:**
  - » Accelerate **awareness** of the HPV vaccine among parents of children under the age of 18.
  - » Increase reported **intent** to vaccinate among those aware of the HPV vaccine by targeting parents with kids under the age of 15 in households who are unsure whether to vaccinate.
- **Secondary:**
  - » Drive **perception** of the American Cancer Society as a relevant and active participant in HPV vaccination among those who are aware of the vaccine.

#### 2019 Marketing And Communications Strategies

- **Build on the foundation.**
  - » Increase regional/field capacity to effectively use ACS and partner social media channels to disseminate core messaging.
  - » Build upon the 2018 measurement strategy with a focus on monitoring and evaluating the first two stages (awareness and consideration) so that ACS can evaluate at the regional and national level and optimize learnings in 2020.
- **Pilot regional activation strategies.**
  - » Identify two or three representative geographies to pilot and evaluate a regional HPV vaccination public health education program reflecting an integrated marketing approach that complements/supports the local HPV VACs provider education efforts.
  - » Strengthen local efforts to more effectively use champions as message disseminators and credible ACS community spokespersons.
  - » Use HPV vaccination as a proof point of how ACS is fighting cancer on all fronts.
- **Establish national relevance in the HPV vaccination conversation.**
  - » Continue to position ACS and its HPV subject matter experts (SMEs) as thought leaders in the HPV arena with its mission to lead the fight for a world without cancer.
  - » Employ a mix of earned, paid, and social media marketing to educate parents on key HPV vaccination messages, to drive parents to cancer.org, and to raise the visibility and perception of ACS and HPV SMEs as a trusted source on HPV vaccination as cancer prevention.
  - » Refocus [cancer.org/dreambig](https://www.cancer.org/dreambig) to more effectively engage customers and direct them to content and resources that reinforce the public and personal health value/benefit of HPV vaccination.

# Media Relations Tools

## Op-Ed/Letter to the Editor/Guest Blog Post

Many communications and marketing staff use Letters to the Editor or op-eds to further generate awareness of *Mission: HPV Cancer Free* key messages, often through the lens of a personal story of a survivor or clinical champion. Below you will find general guidance on developing and placing a Letter to the Editor or op-ed in your local newspaper, as well as a sample op-ed that ran in a local Illinois newspaper.

As you look for opportunities to place op-eds, also consider adapting them as guest blogger posts on partners' websites as part of your efforts to bring the fight to eliminate HPV cancers to your community.

**NOTE:** ACS staff and volunteers should work with their regional and local communications staff for assistance in crafting and publishing a Letter to the Editor, op-ed, or blog post.

### Tips to Getting Your Letter Published

- **Topic:** The letter or blog post will need to be short, personal, and to the point. Read other Letters to the Editor in your local newspaper or entries from the blog where you'd like to post to get an understanding of the format and tone preferred by your local paper or blog.
- **Length:** Most Letters to the Editor need to be very short – 200 words, and op-eds should be no more than 400 words. Check with your local paper to find out about their maximum word counts before you write your piece.
- **Fact-based:** Newspapers are about sharing facts. To be most effective, make sure your opinion is based on facts. (This does not necessarily apply to blog posts.)
- **Include YOURSELF:** Make the letter or blog post about how the news story impacted you as a person who cares so deeply about eliminating HPV cancers.
- **Sign it:** Get someone with authority or heart to sign the letter, like the director of the local ACS office or an HPV cancer survivor. Make sure to sign the letter with their name, city, and email address (only for Letters to the Editor).

### Submission Tips

Find the contact information for your local paper. This might be easier to find in the print edition than online. Online contact information for the letters to the editor section is usually buried at the very bottom of the website in the “Contact Us” or “About Us” pages.

Make sure you follow the submission requirements. If you go over the word count, or if you don't submit all the information needed, they will not publish it, no matter how brilliant your letter.

After you submit your letter, wait 72 hours to see if it is published. If not, send a follow-up email asking when they are planning to run your letter. **This step is critical because it shows how serious you are about your letter and how much you want to see it published.** They might ignore you, but most of the time they will respond with a quick yes or no.

Once your piece is published, send the editor a quick thank-you note.

## Sample Op-Ed/Letter to the Editor

*Sample courtesy of Amy Jo Steinbruecker, director, Communications, North Central Region. She collaborated with Courtney Heiser, Hospital Systems manager, and Emmanuel Zambrano, State and Primary Care Systems manager, to engage a cancer survivor to share her story. This story was sent to the largest daily paper in one of the Illinois counties targeted for HPV vaccination awareness.*

Throat cancer. At 48. Why me?

I would have never believed in a million years I would be diagnosed with a throat cancer, but I was. When it was discovered, all I knew was the cancer was already in a lymph node. After some testing we discovered it originated from the base of my tongue. I started consulting with surgeons, medical and radiation oncologists. I was not a surgical candidate, so I was offered chemotherapy and radiation. Even being a nurse, I had many questions. Above all, I was scared.

My cancer was most likely caused by a virus called human papillomavirus or HPV. HPV is a very common virus. Some doctors think it's almost as common as the cold virus. The Centers for Disease Control (CDC) estimates that about 79 million people are currently infected with HPV in the United States, and about 14 million people in the US get a new HPV infection every year.

In most people, the body clears the infection on its own. But sometimes, the infection doesn't go away. Chronic, or long-lasting infection, especially when it's caused by certain high-risk HPV types, can cause cancer over time. That was my unfortunate outcome.

Do you know what? All my pain and suffering could have been avoided if the HPV vaccine was available in my youth. Boys and Girls 11-12 years old are now offered a 2-dose vaccine that helps prevent infection with the most common types of HPV that can cause cervical, throat, vulvar, vaginal, penile and anal cancers later in life.

Two shots could have prevented me from months of radiation and chemotherapy. Countless days of pain and discomfort – not to mention mental and emotional suffering. Two doses could have saved me from that whole miserable part of my life. I'm thankful to be in my third year of remission now, but others aren't as lucky.

The American Cancer Society is engaging in *Mission: HPV Cancer Free*, a public health initiative to eliminate vaccine-preventable HPV cancers. The goal is to reach an annual vaccination rate of 80% of 13-year-olds in the U.S. by 2026. Right now, in Illinois we're at 50%.

Even before my cancer experience, I had my daughter vaccinated. I wish I had this preventive available to me. Please consider vaccinating your 11-12-year-old children.

Their future might depend on it.

## Partner Press Release

Working with partners to disseminate *Mission: HPV Cancer Free* key messages is another way many field communications and marketing staff are working to increase awareness and importance of the HPV vaccine as cancer prevention.

### Sample Press Release

*Sample press release courtesy of David Kolovson, director, Communications, South Region. The 2018 release announces the launch of the Texas HPV Coalition and incorporates key Mission: HPV Cancer Free messages. Much of the content is relevant to any HPV vaccine awareness effort.*

#### **More Than 40 Health Organizations Launch Texas HPV Coalition to Help Prevent HPV-Related Cancers**

*Texas Ranks 47th out of 50 states for HPV vaccine rates among kids ages 13-17*

AUSTIN, TEXAS — Yesterday, more than 40 health organizations including the American Cancer Society, Texas Medical Association, UT System, Texas Pediatric Society, the Texas Chapter of the American Academy of Pediatrics, and MD Anderson Cancer Center, publicly launched the Texas HPV Coalition. The Coalition aims to reduce cancer-related deaths blamed on human papillomavirus (HPV), by increasing vaccination rates statewide.

The HPV vaccine blocks the virus that causes 6 types of cancers, but Texas' vaccination rate is woefully low. June 8th marked the 12th anniversary of the U.S. Food and Drug Administration's approval of the HPV vaccine, but Texas [ranks](#) 47th out of 50 states for HPV vaccination rates among children ages 13-17, with only 33 percent of kids receiving this vaccine. Through a combination of vaccination, screening, and treatment of precancers, there is the possibility to eliminate vaccine-preventable HPV cancers in Texas. The 2-shot vaccine series achieves the most complete protection against HPV cancers when the series is completed before age 13, so physicians and other health care professionals [recommend](#) people at the ages of 11 to 12 receive the shots.

“The HPV vaccine is cancer prevention,” said Greg Parkington, Senior Manager, State Health Systems for the American Cancer Society. “Texas represents the single largest opportunity in the country to raise HPV vaccine rates and help protect children against 6 types of cancer. The vaccine is safe and highly effective. If all 11- and 12-year-olds were vaccinated, an estimated 90 percent of HPV cancers could be prevented, which would mean about 29,000 fewer cases of cancer each year. Today we are saying Texas can do better to save lives and protect more people from HPV-related cancers.”

The statewide Texas HPV coalition is dedicated to increasing HPV vaccination rates in Texas through coordinated leadership, strategic planning, education, research, and collaboration. Members include partners from diverse sectors across Texas including immunization, physicians, public health, academia, professional societies, cancer prevention and control organizations, industry, state and local agencies, and health systems.



About 14 million Americans, including teens, become infected with HPV each year. An estimated 80 percent of people will get HPV during their lives. HPV infection causes six different types of cancer: cervical, vaginal, vulvar, anal, penile, and throat cancers. Each year in the United States, more than 33,000 men and women are diagnosed with a cancer caused by HPV. There is no treatment for HPV infection, but vaccination and screening can prevent most HPV-related cancers.

*Last week, The American Cancer Society [announced](#) a national public health campaign, Mission: HPV Cancer Free, aimed at reaching an annual vaccination rate of 80 percent of 13-year-olds in the United States by 2026.*