



# NCBCH

NC BUSINESS COALITION ON HEALTH

## ***HPV Vaccination*** ***Implementation Guide for Employers***

Step  
by  
Step  
Process



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# Execution Plan: Creating an HPV Vaccine Campaign

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- 1 **Clear Objectives:** Goals (HPV awareness, increase vaccine rates, accurate information)

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- 2 **Target Audience:** 9-45 years old (and those beyond 45 that are influencers)

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- 3 **Educational Materials:** [See Page 8-9 >](#)

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- 4 **Expert Input:** Consult health organizations; county health department and/or the American Cancer Society

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- 5 **Compelling Messages:** Cancer protection

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- 6 **Employee Testimonials:** Real-life stories

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- 7 **Vaccination Information:** Safety, effectiveness, benefit reducing cancer

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- 8 **Health Resources:** Info on clinics, providers, or public health organizations

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- 9 **Social Media Campaign:** [See Page 10 >](#)

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- 10 **Emails:** [See Page 11 >](#)

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- 11 **In-Person Events:** Health fairs, L&L

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- 12 **Incentives**

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- 13 **Metrics:** Key performance indicators

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- 14 **Follow-Up:** Continue sharing updates, news, and resources



# Collaborative Involvement

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## Benefit Leader Involvement

- ✓ Review insurance plans for coverage and outreach support
- ✓ Request vaccination data



## HR Coordination

- ✓ Communicate HPV awareness, cancer protection, HPV Awareness Day
- ✓ Emphasize insurance coverage and discussions with healthcare providers
- ✓ Encourage on-site events, voucher program with pharmacy
- ✓ Create new messages and integrate HPV vaccination into wellness incentives



## Representation Involvement

- ✓ Seek volunteers for HPV education leadership
- ✓ Utilize social media
- ✓ Set up education tables in common areas



# On Site Vaccine Clinic

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## Step 1:

### Reach out to a vaccine provider

- ✓ Vaccine providers: pharmacy, carrier, health department, health system, health center, or medical provider.
- ✓ Outreach email template:

Dear [Vaccine Provider Name],

On behalf of [Organization], I am reaching out to request support for a pop-up vaccination clinic at my worksite [City, State]. The purpose of this vaccination clinic would be to vaccinate our employees against HPV cancer vaccine, flu, COVID, etc.].

We hope to host a [walk-in / hybrid walk-in and pre-registration] clinic. Our preferred clinic date and location would be on [Date] at [Address or Neighborhood if location has not been selected yet].

Would it be possible for [Vaccine Provider Name] to support this clinic? I am happy to provide additional information as needed or further discuss how this clinic can best work for you and our company. I can be reached by this email or [Phone Number].

Thanks,

[Signature]



# On Site Vaccine Clinic

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## Step 2:

### Date/Location/Roles & Responsibilities

- ✓ Secure a date with provider; select location and consider pairing with other company event.
- ✓ Providers are typically responsible for all clinical operations and reporting. The employer is generally responsible for engaging their population.

### Host Organization

- ✓ Leads employee engagement
- ✓ Finalize the scheduling and paperwork with provider
- ✓ Provides clinic location and set-up

### Vaccine Provider

- ✓ Manages all aspects of vaccine administration—including set-up, scheduling, and clinical staff, reporting, and other standard requirements

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## Step 3:

### Outreach

- ✓ Employer will share information about the upcoming clinic through communication that work best for your workforce.—include vaccines insurance coverage.
- ✓ If providing teen vaccines, share if parental presence/consent is required (according to state law).
- ✓ To amplify engagement, post on social media, use signage, and trusted messengers.



## On Site Vaccine Clinic

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### Step 4:

#### Hosting your Clinic

- ✔ Work with the vaccine provider to finalize details of your event.
- ✔ Continue to engage your employees, include day-of reminders.
- ✔ Identify someone to act as a lead to coordinate with vaccine provider on-site.
- ✔ Make this a fun event! Consider offering coloring pages to children while they wait, provide snacks, stickers, and swag for those vaccinated.



## Occupational Health Clinic

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- ✔ Identify an immunization champion at your location.
- ✔ Offer off site vaccination options which are easy for the employee to navigate.
- ✔ Offer vaccination programs at the occupational health clinic on a walk-in basis using standing orders found at Vaccine Standing Orders for Healthcare Providers (<https://www.immunize.org/standing-orders/>).
- ✔ Leverage local pharmacies to administer vaccinations if you are not able to stock vaccine. Always e-prescribe/prescribe to the pharmacy. The prescription will activate pharmacy reminder systems which will improve compliance. Notify local pharmacies of your campaign so they are prepared.
- ✔ Set EMR to trigger the question of HPV vaccine compliance at each visit



# Handouts & Educational Materials

## Dedicated to Young Adults

HPV Vaccine a Guide for Adults

**HPV\* Vaccine**  
A Guide for Adults Ages 18-26 Years  
\* human papillomavirus

HPV is a very common virus that can lead to:

- Cancers of the back of the throat, including the base of the tongue and tonsils
- Cancer of the cervix
- Cancer of the penis, vagina, vulva, or anus
- Genital warts

HPV vaccine can prevent these!

**Do I really need HPV vaccine? Yes!**  
You should get HPV vaccine because it can prevent some types of cancer and genital warts.

**Why do I need more than 1 shot?**  
You need a series of HPV shots to be fully protected.

**I didn't get the vaccine at age 11 or 12. Should I get it now? Yes!**

[Download now](#)

HPV, the Vaccine for HPV, and Cancers Caused by HPV

[Go to website now](#)

Protect Your Family with The HPV Vaccine

[Go to website now](#)

Protect Yourself with The HPV Vaccine

[Go to website now](#)

## Dedicated to Women Only

The HPV Vaccine is a Lifesaver

[Go to website now](#)

HPV FAQs

[Go to website now](#)

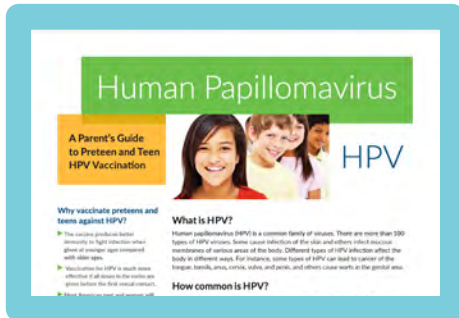




# Handouts & Educational Materials

## Dedicated to Families

### A Parent's Guide to Preteen and Teen HPV Vaccination



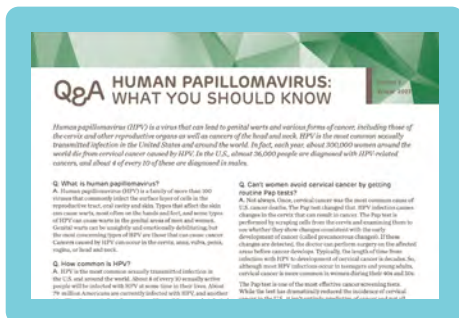
[Download now](#)

### Human Papilloma Virus Infographic



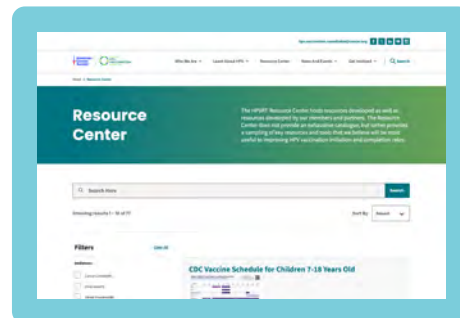
[Download now](#)

### Vaccine Education Center HPV FAQs



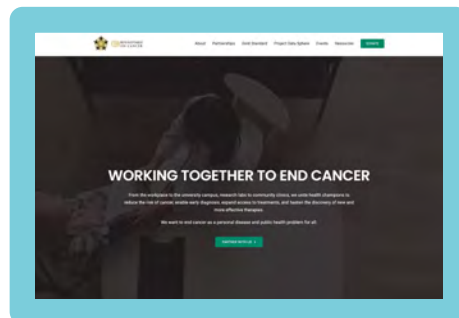
[Download now](#)

### The HPVRT Resource Center



[Go to website now](#)

### Working Together to End Cancer



[Go to website now](#)



# Social Media Toolkits

## Dedicated to Young Adults

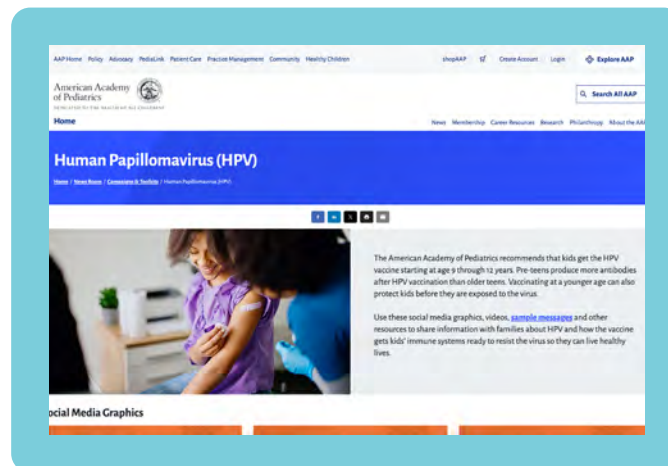
HPV VAX NOW Young Adult Outreach Toolkit



[Go to website now](#)

## Dedicated to Families

HPV, the Vaccine for HPV, and Cancers Caused by HPV



[Go to website now](#)



# Human Resources: Emails

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## Email #1:

Dear Employee,

Our company values your health and wants you to consider cancer protection through vaccination. The HPV cancer vaccine can help prevent 36,000 cancers per year that include cancer of the mouth, throat, and cervix.

This protection is offered to you and your family at no cost if enrolled in our company medical plan. The HPV cancer vaccine is approved for ages 9-45 in men and women. We encourage you to get educated about this vaccine for you and your family.

Please speak to your pharmacist or healthcare provider to see if this vaccine is the right choice for you. Our medical plan's pharmacy benefit covers this vaccine so you may go to the following pharmacy which include XXXX.

Please review the attached information and share with others. We want you to make the most educated decision for you and your family.

## Email #2:

Dear Employee,

Our company values your health and wants you to consider cancer protection through vaccination. If you are enrolled in our medical plan, you will see that we offer multiple cancer screenings at no cost. This includes cervical cancer screen and breast cancer screening for women at certain ages. Colon cancer screening for men and women after age 45.

In addition, we offer cancer prevention through the HPV cancer vaccine. This vaccine can prevent 36,000 cancers per year to include cancer of the mouth, throat, and cervix. The HPV cancer vaccine is approved for ages 9-45 in men and women. We encourage you to get educated about this vaccine for you and your family.

Please speak to your pharmacist or healthcare provider to see if this vaccine is the right choice for you. Our medical plan's pharmacy benefit covers this vaccine so you may go to the following pharmacy which include XXXX. Review the attached information and share with others. We want you to make the most educated decision for you and your family.



# Reference Credible Organizations

## Many organizations publicly support vaccinations and help to counter vaccine hesitancy

### Centers for Disease Control and Prevention

Produces information sheets that explain the benefits and risks of a vaccine. Federal law requires that health care staff provide these to a patient, parent, or legal representative before each dose of certain vaccines<sup>1</sup>

### American Academy of Pediatrics

Offers a robust set of tools and resources to help HCPs efficiently vaccinate patients and communicate effectively with families<sup>2</sup>

### Children's Hospital of Philadelphia Vaccine Education Center

Provides complete, up-to-date and reliable information about vaccines<sup>3</sup>

### Immunization Action Coalition

Creates and distributes educational materials for HCPs and the public that enhance the delivery of safe and effective vaccination services<sup>4</sup>

### Infectious Diseases Society of America

Provides resources to emphasize the importance of and support for vaccination to help protect the individual, their family, and their community from infectious diseases<sup>5</sup>

**HCP, health care provider.**

**1.** Centers for Disease Control and Prevention. Last Reviewed June 30, 2022. Accessed August 17, 2022. [cdc.gov/vaccines/hcp/vis/index.html](https://www.cdc.gov/vaccines/hcp/vis/index.html). **Centers for Disease Control:** <https://www.cdc.gov/>

**2.** American Academy of Pediatrics, Last updated July 27, 2021. Accessed July 21, 2022. [aap.org/en/patient-care/immunizations/](https://www.aap.org/en/patient-care/immunizations/) **American Academy of Pediatrics:** <https://www.aap.org/>

**3.** Children's Hospital of Philadelphia. Updated July 13, 2012. Accessed July 21, 2022. [Chop.edu/centers-programs/vaccine-education-center](https://www.chop.edu/centers-programs/vaccine-education-center). **Children's Hospital of Philadelphia Vaccine Ed Center:** <https://www.chop.edu/centers-programs/vaccine-education-center>

**4.** Immunization Action Coalition. Last Review January 1, 2020. Accessed July 21, 2022. [Immunize.org/aboutus/](https://www.immunize.org/aboutus/) **Immunization Action Coalition:** <https://www.immunize.org/>

**5.** Infectious Diseases Society of America. Accessed July 21, 2022. [idsociety.org/public-health/immunization/immunization](https://www.idsociety.org/public-health/immunization/immunization). **Infectious Diseases Society of America:** <https://www.idsociety.org/>



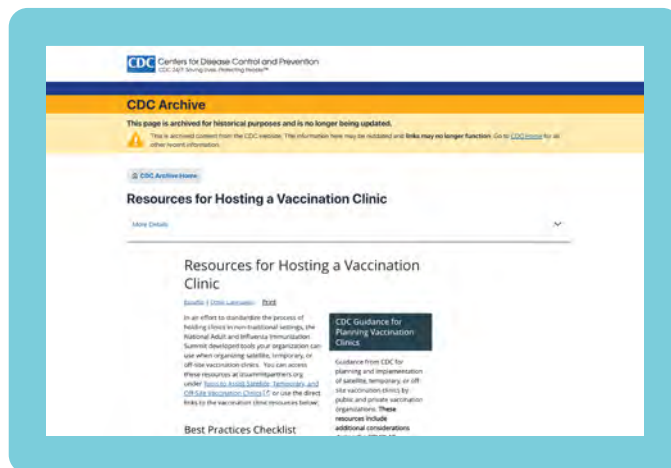
# References

## On-Site Vaccination Clinic Toolkit



[Go to website now](#)

## Resources for Hosting a Vaccination Clinic



[Go to website now](#)

- ✔ An on-site vaccination clinic is a vital tool for making vaccinations as accessible as possible. These clinics have been very successful for vaccines like flu and COVID.

NCBCH would like to acknowledge and thank  
the Pittsburgh Business Group on Health  
for this resource



# NCBCH

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NC BUSINESS COALITION ON HEALTH

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