



Mission:
HPV **CANCER**
FREE

CAMPAIGN PLAYBOOK

Version 1, November 2017

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Table of Contents

<i>Mission: HPV Cancer Free Overview</i>	2
Regional Team and Integrated Enterprise Model	4
Key External Audiences and Strategies	6
Campaign Timeline	8
Key Campaign Messages	8
Key Resources and Training Tools	9
Engaging Survivor Champions	10
Measuring Impact	11
<i>Mission: HPV Cancer Free Campaign Logic Model (Domestic)</i>	12

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* or 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 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 one critical next step on our journey to save lives, celebrate lives, and lead the fight for a world without cancer.



Where We Have Been

For almost three years, our Health Systems staff have engaged key stakeholders as conveners, connectors, and change-makers to prioritize HPV vaccination. **Over 85% of our Health Systems staff are already engaged in HPV vaccination efforts.** Since 2015, over \$9 million has been committed to our HPV vaccination work by the Centers for Disease Control and Prevention. In 2016, field leadership raised over \$700,000 in public and private funding for our HPV vaccination efforts. Through the work of our **Vaccinate Adolescents against Cancers (VACs) program** and our **National HPV Vaccination Roundtable**, ACS has been a lead convener and change catalyst in this area. An infographic describing the impact of our Vaccinate Adolescents against Cancers (VACs) program work is [here](#) and an executive summary of our pilot clinical interventions work is [here](#).

85% +

of our Health Systems staff are already engaged in HPV vaccination efforts.



When we add to this story our community and event staff; our creative teams; the advocacy staff at the American Cancer Society Cancer Action NetworkSM (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's visibility as a leader in HPV vaccination. (INTERNAL ONLY)

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



Regional Team and Integrated Enterprise Model

Building an Integrated Team: Global Headquarters

Since spring 2017, Global Headquarters and regional leadership have been meeting to set up an intentionally integrated foundation so our campaign launch will have comprehensive support. There are **FOUR** key leadership teams spearheading this process:

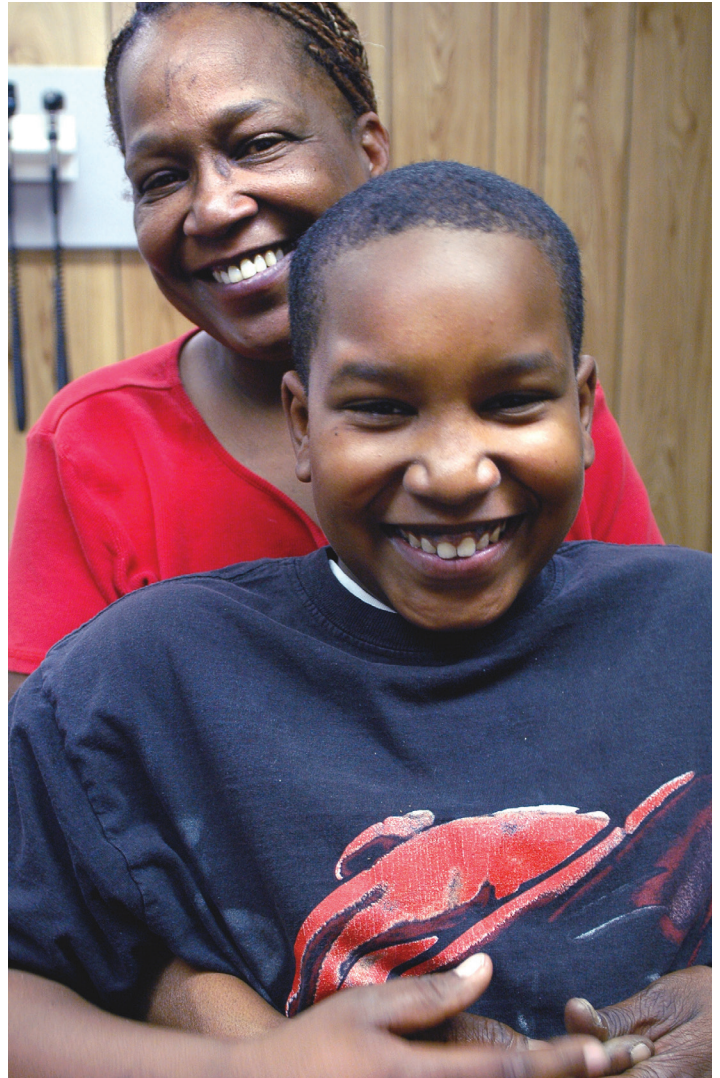
- **Enterprise HPV Campaign Leadership: Core Team** (Lead: Rosie Henson, Prevention and Early Detection)
- **HPV Experts & Interventions Team** (Leads: Debbie Saslow and Marcie Fisher-Borne, Cancer Control Interventions)
- **Regional HPV Campaign Teams**
- **National HPV Volunteer Workgroup** (To be seated in January 2018)

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

The Regional Mission: HPV Cancer Free Team

Supporting Our Campaign's Success by Integrating Our Mission Strategy

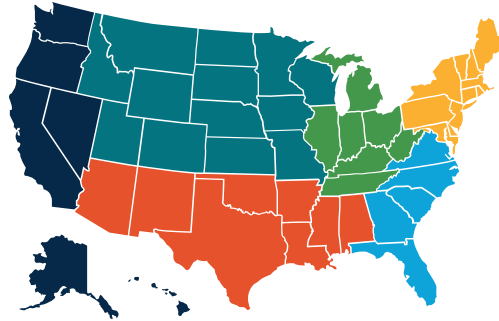
A unique feature of the *Mission: HPV Cancer Free* campaign is the regional team model. Six Regional Campaign Teams will foster innovation and help identify and drive the most impactful opportunities in each Region.



Through our regional team model, we will:

- 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.

American Cancer Society | Regional HPV Campaign Team Rosters



	West	North*	South	North Central	Northeast	Southeast
Team Lead	Joan Watson-Patko	Angie Rolle	Beth Dickson-Gavney	Deb Dillingham	April Reilly	Carol Lindhorst
Content Lead	Raquel Arias	Christy Manternach	Kaitlin Sylvester	Tom Rich	Alison Murtha	Chris Varela
Distinguished Partners Rep	Emily McNaughton	Megan Bowers	Katie VanFossen	Cheryl Donohoe	Danielle Heller	Kelly Jamerson
Community Development Rep	Julie Oshiro	April Dzubic	Jessica Duncan	Vacant	Margaret Belch	Amanda Darling-Thompson
Marketing & Comms Rep	Maria Robinson	Christine Winter	Jennifer Walker	Cindy Zinkovich	Ashley Engelman	Michelle Foley
Market Executive	Larry Andrus	Matt Martinek	Ashley DeGooyer	Vacant	Lauren McShea	Michele Couch
CAN Rep	Lynda Barbour	Brook Carlisle	Cam Scott	Lynn Williams	Shalini Vallabhan	Heather Youmans
Volunteer Champion Lead	Rita Singhal, MD, MPH *Co-Lead	Vacant	Isabel Scarinci	Vacant	Vacant	Vacant
Additional Rep	Jesse Nodora, PhD *Volunteer Co-Lead	Katie Wrenn	Janet Pulliam	Rachael King	Justin Pentenrieder	Molly Black
Additional Rep	Lani Almanza	Sara Comstock		Megan Brown	Rachel Weber	Maria Cabrera
Additional Rep		Melissa House			Kristina Thomson	Andy Cobb



Key Campaign Team Documents

- An [overview](#) of the regional campaign team structure
- An [FAQ](#) that addresses key HPV campaign questions
- A [map and roster](#) of the current regional campaign teams

Regional and Area Planning for the Mission: HPV Cancer Free Campaign

Beginning in December 2017, regional teams will develop **specific action plans** to align with national campaign goals, objectives, and strategies. While each Region will have their own unique action plan, we also know that the most effective work and planning is often done at the state and area level. We encourage state and localized planning of campaign activities that are part of area strategic plans. This planning should be in partnership with your Health Systems team members and other key internal partners who can help fulfill the regional campaign plan.



Key External Audiences and Strategies

We have 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.

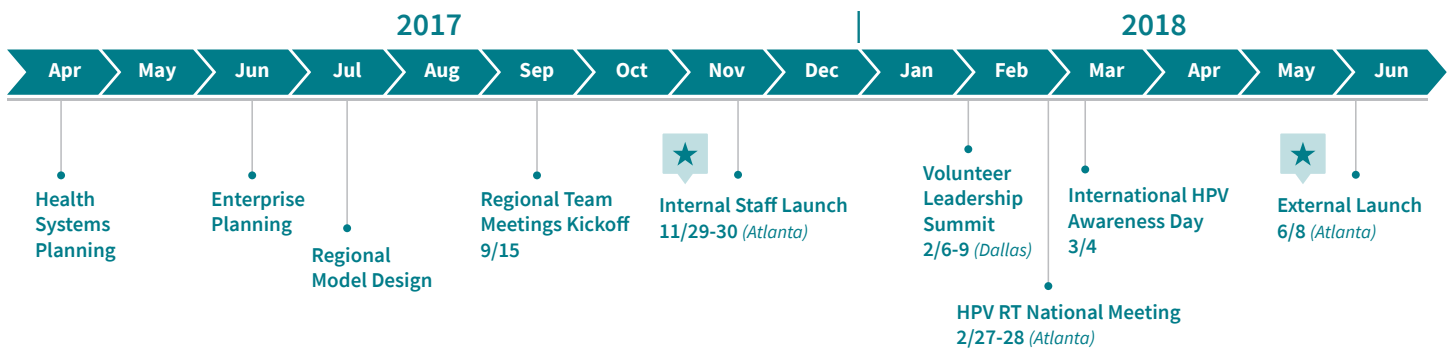
Tactics for the work will be set by the regional teams and key enterprise units.

[Call to Action tools](#), which describe key activities for business units, are available on <http://bit.ly/HPVCancerFree> for the following units:

- ACS CAN
- Community Development
- Area Executive Directors
- Corporate Relations
- Volunteers
- Communications/Marketing
- Distinguished Events
- Cancer Control
- Business Planning and Operations
- Major Gifts

Campaign Timeline

The following figure identifies key dates in the *Mission: HPV Cancer Free* campaign timeline. The remainder of 2017 focuses on building our internal capacity and resources in advance of an external launch in 2018. Our external launch may include a public event to draw attention to ACS' nationwide commitment to attack HPV cancers on all fronts.



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 will be critical to the campaign's success. For additional details on **our HPV vaccination core messaging standards**, [go here](#). See the truths that our HPV vaccination work is built on [here](#).

HPV vaccination is cancer prevention.

Each year in the US, an estimated 31,500 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.



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 90 million doses in the US. All vaccinations are continually monitored, and safety studies continue to show that HPV vaccination is extremely safe. Resource: [HPV VACs: Just the Facts](#).

The HPV vaccine is for girls and boys.

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.

The HPV vaccine series is most effective when given at ages 11 and 12.

The HPV vaccine is most effective 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. If all 11- and 12-year-olds were vaccinated, an estimated 90% of HPV cancers could be prevented, amounting to more than 29,000 cancers each year. (Resource: [Don't Wait to Vaccinate.](#))

Key Resources and Training Tools

There are numerous resources to help support your *Mission: HPV Cancer Free* efforts. You do not need to start from scratch to find the resources you and your team needs.

Where to Start:

- All Staff: For up-to-date tools and resources, visit Society Source at: <http://bit.ly/HPVCancerFree>.
- Health Systems Staff: In addition to the Society Source page, Health Systems staff will continue to find resources and planning tools through the [HPV VACs SharePoint Site](#).



- Our Partners: Direct partners to cancer.org/HPV for educational resources. The National HPV Vaccination Roundtable also has [a resource library](#) with numerous tools and resources that can be shared with your partners.

Training Tools:

- [Mission: HPV Cancer Free Overview](#)
- [HPV 101 Video](#)
- [HPV Vaccination: Just the Facts for Parents](#)
- [The State of HPV Vaccination in the US Video](#)
- All Staff HPV vaccination learning page that introduces concepts, processes, models and systems associated with ACS' HPV vaccination program
- Health Systems HPV vaccination learning page, further defining concepts, processes, models and systems associated with ACS' HPV vaccination program

National Partner Map

Want to know what other organizations and partners are doing to increase HPV vaccination in the US? 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. Access at bit.ly/HPVpartnermap.

Funding to Support HPV Vaccination Efforts

Supporting Regional HPV Vaccination Work

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

Supporting Regional HPV Vaccination Work

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

Engaging Survivor Champions

HPV cancer survivors offer a unique voice to our work. Inviting a survivor to tell their story at a meeting, grand rounds, conference, or other event can be a powerful addition to your trainings and events.

[National Survivor Organization Database](#) ▶

The National HPV Vaccination Roundtable maintains a list of organizations that can connect you to HPV cancer survivors willing to share their stories.

To access the full list, you will be asked to complete a brief survey about your needs. Please consider what resources you have available to provide travel for a volunteer speaker prior to making your request.

[Survivor Videos](#) ▶

These short videos are available when you want to include the voices of HPV cancer survivors and the providers who care for them but are not able to have a live speaker. You can embed the presentations in PowerPoints, share via social media, or post on clinical practice websites for patients to view when learning about vaccines.

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

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



Cervivor

Cervivor is a community, a learning tool, an advocacy resource, and an online retreat for survivors of HPV cancers and those who love them. Through this website, you can submit and find stories of HPV cancer survivors by state, country, ethnicity, and language. Cervivor also offers “school” to help survivors learn to share their stories in powerful and public ways.



Measuring Impact

Building a campaign structure with impact in mind is critical. We are establishing 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 [on page 12](#) outlines the core activities, strategies, and outcomes of the campaign.

HPV Landscape Dashboards

Each Region will have access to a [HPV Landscape Dashboard](#) that is searchable by state and region

and includes key data to help determine areas of high impact. Data include vaccine ordering data, National Immunization Survey-teen vaccination 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 HPV Landscape Dashboard is confidential and not to be shared outside of ACS due to the confidential vaccine ordering data that are included. For sharing with external partners, including volunteer members of regional campaign teams, we have created a public version of the HPV Landscape Dashboard without ordering data. This public version can be shared with external partners and accessed online [here](#). The guidance document specific to the public version is available [here](#).

Campaign Scorecard

A [regional campaign scorecard](#) will be available in January 2018 to track progress within and across each Region in moving regional action plans and our overall goals and objectives forward. The scorecard will be available on the campaign Society Source page.

Siebel Tracking

Guidance for tracking HPV vaccination activities in Siebel is available for Health Systems staff [here](#).

Global Headquarters Objective Tracking

The business integration unit at Global Headquarters will track progress of the strategic plan, which includes deliverables for key enterprise units, including marketing/communications, fund development, and volunteer engagement.

Mission: HPV Cancer Free Campaign Logic Model (Domestic)

