



# Mission: HPV CANCER FREE



## CALL TO ACTION



### THINGS TO LEARN

#### Start Here



#### Dig Deeper

- [Mission: HPV Cancer Free Overview](#)
- [HPV 101 Video](#)
- [HPV Vaccination: Just the Facts for Parents](#)
- [The State of HPV Vaccination in the US Video](#)
- Visit <http://bit.ly/HPVCancerFree> for more tools and resources!
- [HPV Vaccination: Just the Facts for Providers](#)
- [Core Communication Messages for Mission: HPV Cancer Free](#)
- Parent education tools on [cancer.org/hpv](http://cancer.org/hpv)



### THINGS TO DO

#### 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. **Increase or maintain state funding** for Comprehensive Cancer Control and Breast and Cervical Cancer Early Detection Programs (BCCEDP).
5. **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). ACS and ACS CAN do not support policy proposals that would mandate HPV vaccination for school-age children or college students.

## Community Development

1. **Talk about HPV** vaccination and the *Mission: HPV Cancer Free* campaign during Mission Moments at volunteer meetings.
2. **Distribute parental education materials** through volunteers, meetings, and events. Visit [cancer.org/hpv](https://cancer.org/hpv) to find materials.
3. **Take action!** Be a champion for *Mission: HPV Cancer Free* by making sure the preteens in your life are fully vaccinated.
4. **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, share your story.
5. **Share the message!** Tell the people in your life that HPV vaccination is cancer prevention.

## 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.

## Corporate Relations

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, share your story.
3. **Coordinate** with your Health Systems colleagues to leverage large worksite opportunities.
4. **Sign up** partner Human Resources and Wellness directors for the ACS Content Subscription and Workplace Solutions services.

## Volunteers

1. **Take action!** Be a champion for the *Mission: HPV Cancer Free* campaign by making sure the preteens in your life are fully vaccinated. Remember that HPV vaccination is cancer prevention.
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, share your story.
3. Join the **HPV Cancer Free Family Facebook Group!** Be the engagement you want to see! If you have an active account on Facebook, visit <https://www.facebook.com/groups/HPVCancerFreeFamily/> to join our group.
4. **Get involved!** Find out about local ACS 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!

## Communications/Marketing

1. **Work with local media** contacts for earned media on what the *Mission: HPV Cancer Free* campaign is doing and why HPV vaccination is important.
2. **Include HPV messaging** and communication tools in monthly communications toolkits. Focus on HPV vaccination during spring before the heavy summer vaccine season.
3. **Integrate** the Core Communication Messages into your regular work. Example: Include HPV vaccination messages when writing scripts or talking points for community events such as galas, etc.
4. **Champion HPV vaccination** during internal staff meetings. Share HPV cancer prevention work as a way to highlight local mission activities.
5. **Seek placement** for HPV vaccination collateral during May through August in parent and provider publications.

## 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 [Mission: HPV Cancer Free Campaign Playbook](#) for specific ideas and tools to engage volunteers.
3. **Consider honoring** 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 [cancer.org/HPV](http://cancer.org/HPV) for materials.

## Cancer Control

1. **Continue to expand** HPV vaccination work in your area. 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 ACS staff in your area.
3. **Help recruit** clinicians and survivors to the *Mission: HPV Cancer Free* movement. See the [Campaign Playbook](#) for specific ideas and tools to engage volunteers.
4. **Review** the [HPV Grant Guidance documents](#) and collaborate with partners on local HPV vaccination funding opportunities, as applicable.
5. **Review** your regional *Mission: HPV Cancer Free* campaign plan and discuss how you can help further the campaign with your [Regional Campaign Team](#).

## Business Planning and Operations

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, share your story.
3. **Share the message!** Tell the people in your life that HPV vaccination is cancer prevention.

## Major Gifts

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, share your story.
3. **Identify potential donors** for HPV vaccination-specific funding. Reach out to the HPV VACs team for guidance on funding opportunities.

## Other ACS Staff

- **Get educated!** Educate yourself about preventing HPV cancers (go to <http://bit.ly/HPVCancerFree> to learn more).
- **Be a champion!** Make sure that all preteens in your life have been fully vaccinated.
- **Share the message!** Tell the people in your life that HPV vaccination is cancer prevention.