

# Announcement Approach

## Announce

Note **child's age**

Announce children this age are **due** for vaccines that prevent several diseases, placing HPV cancers in the **middle of the list**

Say you will vaccinate **today**

You could say...

I see here that Michael just turned 11. Because he's 11, Michael is due for vaccines against meningitis, HPV cancers, and whooping cough."

We'll give those at the end of today's visit.

If parent hesitates...

## Connect

Ask parent for their **main concern**, show you're listening

## Clarify

Use an evidence-based message to address their concern

## Counsel

Make a clear **recommendation** to get HPV vaccine **today**

You could say...

So, what is your main concern?  
I hear what you're saying.

Here's the thing. Kids respond more strongly to HPV vaccine when they are younger.

I recommend your child get the HPV vaccine today.

# Messages for the Clarify Step

- Age.** Kids respond more strongly to HPV vaccine when they are younger. This may give better protection against some cancers.
- Sex.** This really isn't about sex. The HPV vaccine is about preventing cancer.
- Safety.** This vaccine is one of the most studied medications on the market. The HPV vaccine is safe, just like the other vaccines given at this age.
- Effective.** Over 30,000 Americans get cancer from HPV every year. Most could be prevented with the HPV vaccine.
- Guidelines.** Experts at the CDC agree that kids should get the HPV vaccine by age 11 or 12 to prevent several cancers.
- Boys.** HPV infections don't care if you're a boy or girl. The virus can cause cancer and many other diseases.
- Requirements.** School requirements don't always keep up with medical science. The HPV vaccine is an important vaccine that can prevent many cancers.