

# Addressing HPV vaccine hesitancy in Denmark

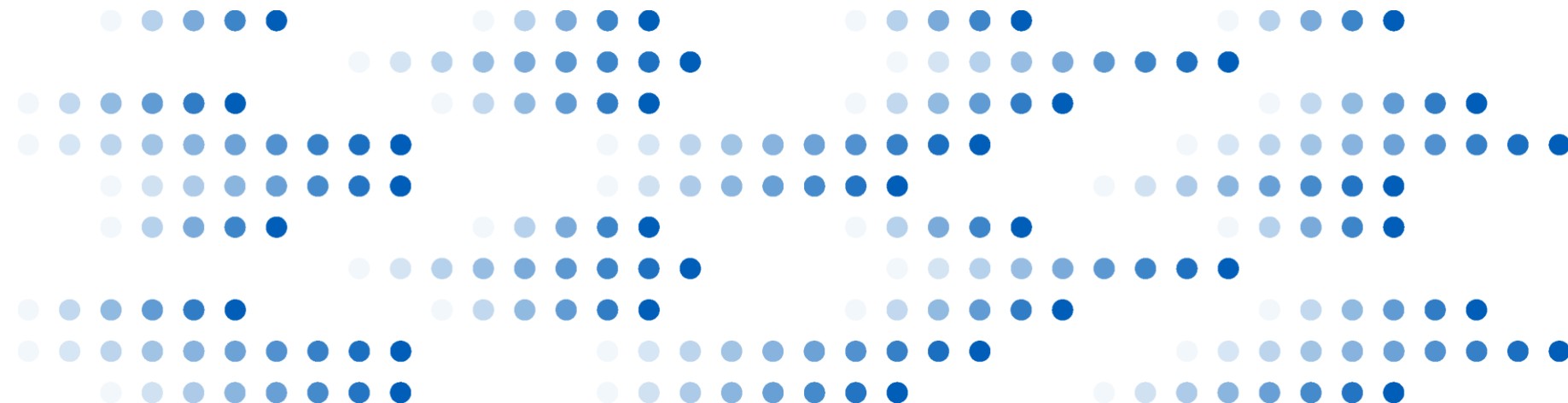
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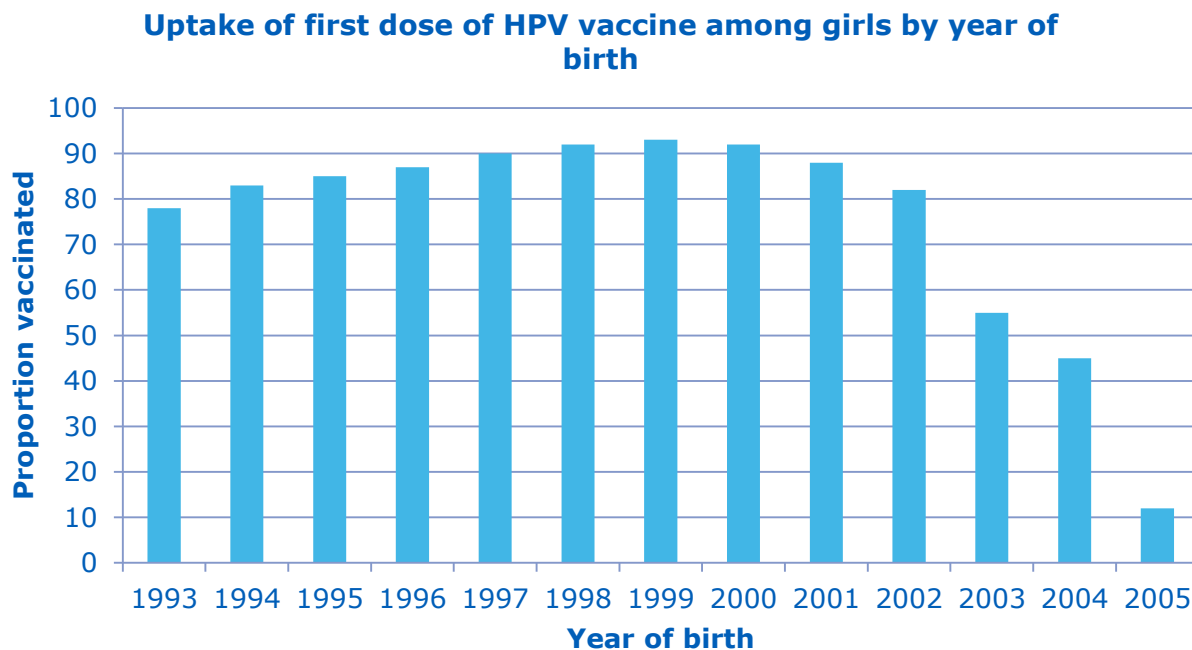


## HPV vaccination in the Danish childhood vaccination programme

- Part of the Danish childhood vaccination programme since 2009 and recommended to 12-year-old girls. Free until they turn 18.
- HPV vaccination of boys is not included in the programme.
- Four-valent vaccine used until 2016, when replaced by the two-valent vaccine due to a mandatory tender. Nine-valent will be introduced in November 2017



# Dramatic decline in uptake of HPV vaccination



Source: Statens Serum Institut

## Decline caused by...

- Increase in the number of reported suspected adverse events (reported by both health care professionals as well as patients and their relatives).
- Group of girls and women experiencing diffuse and medically unexplained symptoms – suspect HPV vaccine is the cause.
- TV-documentary "The Vaccinated Girls" linking the girls' symptoms to the vaccine.

**→ media attention and public concerns about vaccine safety**



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## Information campaign launched in May 2017

- A low intensive and ongoing information ‘campaign’ primarily on Facebook and a designated website. The style is fact-based, informative and advisory.
- The main target group is hesitant mothers.
- Partnership behind the campaign: Danish Health Authority, the Danish Cancer Society and the Danish Medical Association.
- Printed material: Leaflet and posters targeted parents and daughters and material targeted health professionals, primarily GP staff.
- Workshops on how to talk to vaccine hesitant parents targeted nurses working at schools and at GPs are coming up.
- Encouraging network partners supporting the campaign to take part in the debate on the internet
- working with the national press and with social media bloggers



Tagline: "Stop HPV – stop cervical cancer"

The image shows a screenshot of a Facebook page for the organization "Stop HPV - stop livmoderhalskræft". The page features a header with the organization's name and a search bar. A red arrow points to the profile picture, which is a logo consisting of a green hand with a speech bubble containing the text "STOP HPV" and "STOP LIVMODERHALSKRÆFT". The main content area displays a cartoon illustration of a man and a woman standing together. A speech bubble from the woman says: "Her kan vi få mere viden om HPV-vaccination og forebyggelse af livmoderhalskræft". Below the illustration, there are logos for "SUNDHEDSSTYRELSEN", "Kræftens Bekæmpelse", and "Lægeforeningen". A red oval highlights these logos. The page also shows a "Startside" menu on the left, a "Synes godt om" button, and a "Læs mere" button. At the bottom, there is a "Udvalgt til dig" section with a review snippet and a video player.



## Bringing back focus on preventing cervical cancer and dysplasia



– and putting faces on the statistics.



# Status

1. A slight increase in vaccine coverage
2. A more balanced dialog in the national media
3. The Facebook page works as a platform for dialog with hesitant parents
4. Increased engagement on the internet from civil society and the medical community





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# Thank you!





# Agenda

1. Setting: Dramatic decline in uptake of HPV vaccination among Danish girls
2. Summer 2016: Qualitative and quantitative study to inform information campaign
3. Launch of information campaign and the results up until now



## However

Several high quality studies have *not* been able to document a causal relation between HPV vaccines and a number of serious conditions, including autoimmune diseases, POTS, CRPS, and chronic fatigue syndrome.

The reported symptoms for a large part remain unexplained, *but nothing indicates that the vaccine is the cause.*

# Study to inform information campaign



Two focus groups with mothers  
hesitant to vaccinate their 10-14 year  
old daughters.



**Fase 1**  
**Overview: Media  
analysis and  
stakeholders**

**Fase 2**  
**Decision patterns**

**Fase 3**  
**Segmentation of  
target groups**

**Fase 4**  
**Development and  
testing of  
messages**



Two focus groups with mothers  
of girls between 10-14



Survey: 1000 parents of 10-18  
year old girls



8 duo-interviews with girls 11-14  
years old

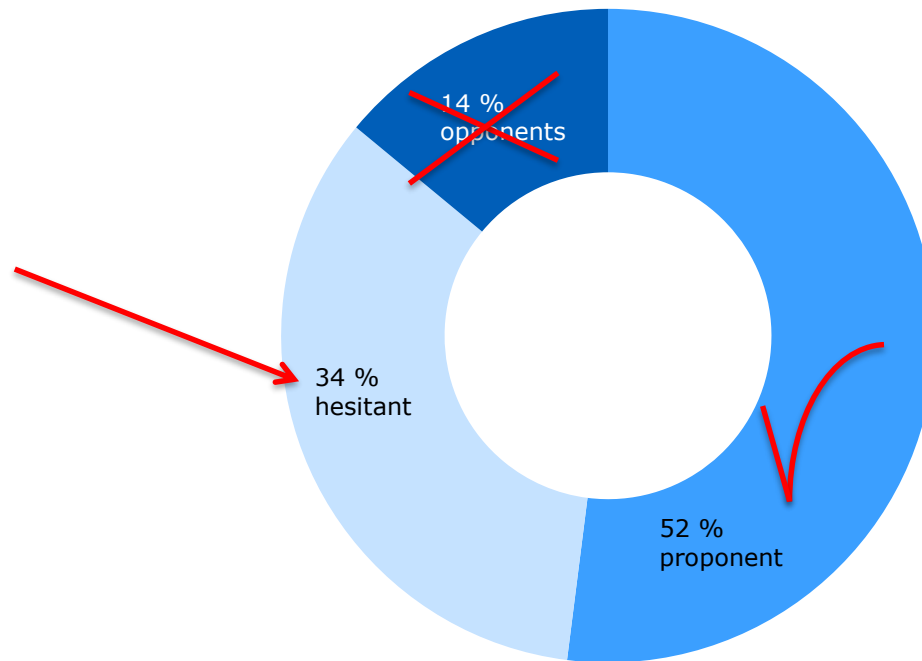
## Survey to inform the campaign, 2016

1. Media landscape: polarized, little diversity, few key players
2. Prime decision maker in the family: the mother
3. 1/3 of the parents hesitant towards the HPV vaccine
4. The hesitant parents in doubt of essential facts
5. The parents wanted fact based information, but also admitted to react to emotional information on the internet
6. Wanting one voice form the medical community



# Segmentation of the target group

(daughters between 10 and 14)





## Hesitant mothers are the primary decision makers

They...

- Are less knowledgeable and in doubt about essential facts about HPV and vaccination.
- Understands the risk about cervical cancer but not the relative risk in relation to adverse events
- Were positive to begin with but have begun doubting after media attention
- Have a high confidence in their own GPs – but less than half have discussed HPV vaccination with them.
- Are very active on social media.
- Are awaiting more information before making the decision.



## Which messages have the most positive effect?

National and international HPV researchers agree: all vaccines have side effects but there are not more documented side effects to the HPV vaccine than other vaccines.

1 in 4 women under 30 years of age are infected with HPV and therefore particularly at risk of getting cervical cancer.

1 in 100 women gets cervical cancer, while only 1 in 1000 vaccinated girls have reported severe side effects that they think are related to the vaccine.



# Ved du nok om HPV-vaccination og forebyggelse af livmoderhalskræft?

What's new compared to earlier public health campaigns?

- A section about science and documentation
- References to scientific literature
- A long list of organizations supporting
- "Have you postponed your daughter's HPV vaccination?"

## Om HPV og livmoderhalskræft

Hvad er HPV?

Hvordan smitter HPV?

Hvad er celleforandringer?

Hvad er livmoderhalskræft?

Hvor mange bliver ramt af livmoderhalskræft i Danmark?






## Traditional patient pamphlet (incl. messages shown to have an impact)

### HPV-vaccination forebygger livmoderhalskræft

Livmoderhalskræft skyldes HPV (human papilloma virus). HPV kan angribe cellerne i livmoderhalsen og give celleforandringer, som kan udvikle sig til kræft. HPV-vaccinen beskytter mod HPV-typerne 16 og 18, der tilsammen er skyld i 70 % af alle tilfælde af livmoderhalskræft.

**Din datter kan blive smittet med HPV, første gang hun har sex**




Sundhedsstyrelsen, Kræftens Bekæmpelse og Lægeforeningen anbefaler, at piger bliver vaccineret, når de er 12 år. Vaccinet er gratis, indtil de fylder 18 år.

Læs mere på [stophpv.dk](http://stophpv.dk)

Vi bakker op om HPV-vaccination:

- Statens Serum Institut
- Lægemiddelstyrelsen
- Danske Regioner
- Lægevidenskabelige Selskaber
- Dansk Selskab for Almen Medicin
- Praktiserende Lægers Organisation
- Dansk Selskab for Obstetrik og Gynækologi
- Dansk Selskab for Klinisk Onkologi
- Dansk Pædiatrisk Selskab
- Fagligt Selskab for Sundhedsplejersker
- Fagligt Selskab for Konsultations- og Infirmersygeplejersker
- Fagligt Selskab for Gynækologiske og Obstetriske Sygeplejersker
- Sex & Samfund
- Patientforeningen Kræft i Underlivet

**Ved du nok om forebyggelse af livmoderhalskræft og HPV-vaccination?**




### Tag stilling!

Har du besluttet dig om din datter skal vaccineres mod livmoderhalskræft?

Vi anbefaler HPV-vaccination, fordi...

- Omkring 4 % af 10 danskere under 30 år er smittet med HPV lige nu
- Danmark har den højeste forekomst af livmoderhalskræft i Norden
- Hver dag rammes en kvinde af livmoderhalskræft i Danmark
- Hvert år dør 100 danske kvinder af sygdommen
- HPV-vaccination kan forebygge 70 % af alle tilfælde af livmoderhalskræft
- WHO anbefaler HPV-vaccination, og vaccinen tilbydes piger i stort set alle lande i Europa

Hvis du er i tvivl, så tag snakken med din læge og læs mere på [stophpv.dk](http://stophpv.dk). Her kan du også cykke ned i tal og fakta.



### HPV overføres seksuelt

HPV smitter ved seksuel kontakt, og HPV-infektioner er meget hyppige – især hos unge under 30 år. I de fleste tilfælde bekæmper kroppen selv infektionen, men i nogle tilfælde bliver den kronisk og kan forårsage celleforandringer. Kondom beskytter ikke tilstrækkeligt mod smitte med HPV, fordi virus kan sidde på huden omkring kønsorganerne.

### Alle vacciner har bivirkninger

Ligesom alle andre vacciner kan HPV-vaccinen give bivirkninger. De fleste er milde og forbigående, f.eks. rødme og ømhed dér, hvor man er blevet stukket. Nogle oplever også kortvarige influenza lignende symptomer. Sjældne tilfælde af mere alvorlige bivirkninger kan være allergiske reaktioner med næsefeber og åndedrætsproblemer. Det er den samme type bivirkninger, som også ses ved andre vacciner.

600.000 danskere har indtil videre fået HPV-vaccinen, og 0,4 % har indberettet en formodning om en bivirkning. De fleste er milde og forbigående. Nogle har indberettet formodede bivirkninger, der ikke er kendte bivirkninger ved vaccinen, f.eks. langvarig hovedpine eller udadt træthed. Lægemiddelmyndighederne har vurderet, at der ikke kan påvises en sammenhæng mellem disse symptomer og vaccinen.

Du kan læse mere om vaccine og bivirkninger på [stophpv.dk](http://stophpv.dk).

**Vi anbefaler, at piger bliver HPV-vaccineret, når de fylder 12 år**

### Hvordan virker HPV-vaccinen?

Når man bliver vaccineret, danner kroppen et forvar mod virus. Hvis man senere bliver udsat for smitte, bekæmper kroppen virus, før man udvikler celleforandringer og i værste fald livmoderhalskræft.

**Har din datter fået den der HPV-vaccination?**

**Jal vi satte os grundigt ind i fakta, både om risikoen for livmoderhalskræft og om mulige bivirkninger ved vaccinen. Derfor var vi ikke i tvivl**

