

HPV VACCINATION PROGRAMME: PUBLIC CONSULTATION AND CAMPAIGN EVALUATION

The introduction of the HPV vaccination programme in England has been informed by a mix of qualitative attitudinal and awareness research, campaign effectiveness tracking studies and pre-testing of communications outputs.

In anticipation of the HPV vaccine being introduced, qualitative research was first conducted in 2005 to gauge public reaction to the vaccine's introduction into the routine school immunisation programme. The research was conducted among parents of 8-10 year old girls and boys.

In 2007, a little over a year before the vaccine introduction, a further study was carried out reflecting more up to date plans on the programme and eligibility. For this study, interviews were conducted among 11-12 year old girls and boys, their parents, girls aged 14-18 and health professionals. JCVI subsequently recommended the vaccine be given routinely to 12-13 (school year eight) girls. (*The full report including findings, methodology and topic guide accompanies this summary*).

Between 2007 and 2009 evaluation studies were undertaken which encompassed pre-testing of information materials, creative development work, attitudinal research and campaign tracking (*The full report from the second campaign tracking study accompanies this summary*). The findings from these consultations provided valuable insights, not just into the work being tested but also on prevailing attitudes towards the HPV vaccine and the supporting programme.

HPV vaccine programme research history

Subject/title	Method	Fieldwork
Gauging parents' response to an HPV vaccine	Qualitative attitudinal	22 August – 9 September 2005
Strategic research into perceptions of the HPV vaccine	Qualitative attitudinal	21 May – 22 June 2007
Pre-testing of communications materials for the HPV vaccine	Qualitative leaflet pre-testing	May – June 2007
HPV communications agency pitch	Qualitative creative pre-testing	w/c 10 December 2007
HPV campaign development; leaflet design and further insight into creative communications	Qualitative leaflet pre-testing	January – February 2008
HPV campaign evaluation	Quantitative tracking	July- September (pre), October – December (post) 2008
HPV qualitative research report	Qualitative attitudinal	November – December 2008
HPV generic leaflet	Qualitative leaflet pre-testing	February – March 2009
Creative directions for campaign	Qualitative ad and logo device pre-testing	July 2009
HPV campaign evaluation	Quantitative tracking	July-August (pre), November-December (post) 2009