



## The decline in HPV vaccine uptake in Ireland – reversing the trend

# The decline in HPV vaccine uptake

HPV vaccine uptake rates in Ireland had fallen from an all time high of 87% to approximately 50% in a short space of time



Emergence of anti HPV vaccine groups



Significant fall off in HPV vaccine uptake in 2016



Negative mainstream and social media coverage around the safety of the vaccine

## Initial response

- Plan agreed for September 2016 to provide additional promotion of information about the vaccine safety and effectiveness
- Public relations and media launch
- Use of social media



## 2017 - 2018 campaign

- Empowering social media voices
- Working with others
- Reviewing and revising public materials
- Government stakeholders
- Empowering the vaccinators
- Working with international experts



## 2017-2018 campaign

- Re-building hpv.ie
- Developing a peer led campaign
- Radio advertising
- Empowering staff
- Educating media on the facts
- Working with trusted advisors in the community – GPs and pharmacists
- Major media launch
- Major social media promotion

<https://www.hse.ie/eng/health/immunisation/pubinfo/schoolprog/hpv/>



You can protect  
her from cancer.

**Get the facts  
at hpv.ie**



## Results

Initial indicators show that uptake of the HPV vaccine in Ireland for the first dose of the vaccine for 2017/2018 has reached approximately

# 70%

An increase of around 20% on the 50% uptake rate from the previous year

