

# Leveraging social media to address HPV vaccine hesitancy: experience from Guyana

October 22nd 2024

Dr. Oneka Scott,  
Maternal and Child Officer, Guyana



# HPV vaccine delivery

---

## History

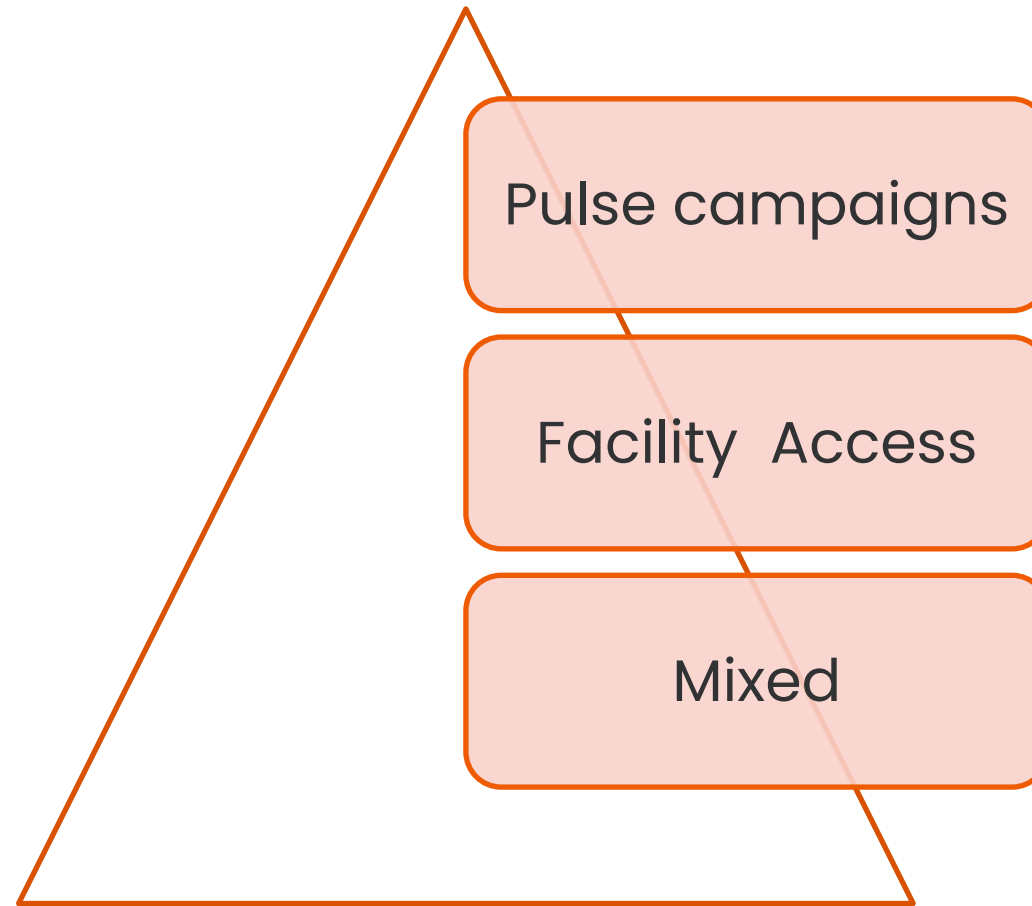
Intro 2012 ,girls only  
,dual modality, 9-13

Re-intro 2017 ,girls only,  
dual modality ,9-13

2019- boys targeted ,  
age extended 9-15

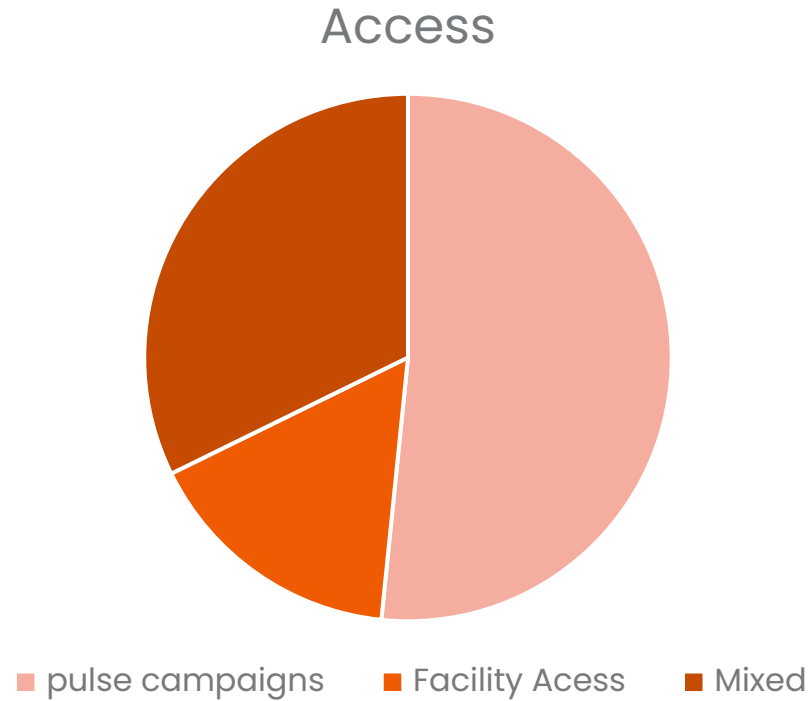
# Delivery Methods

---

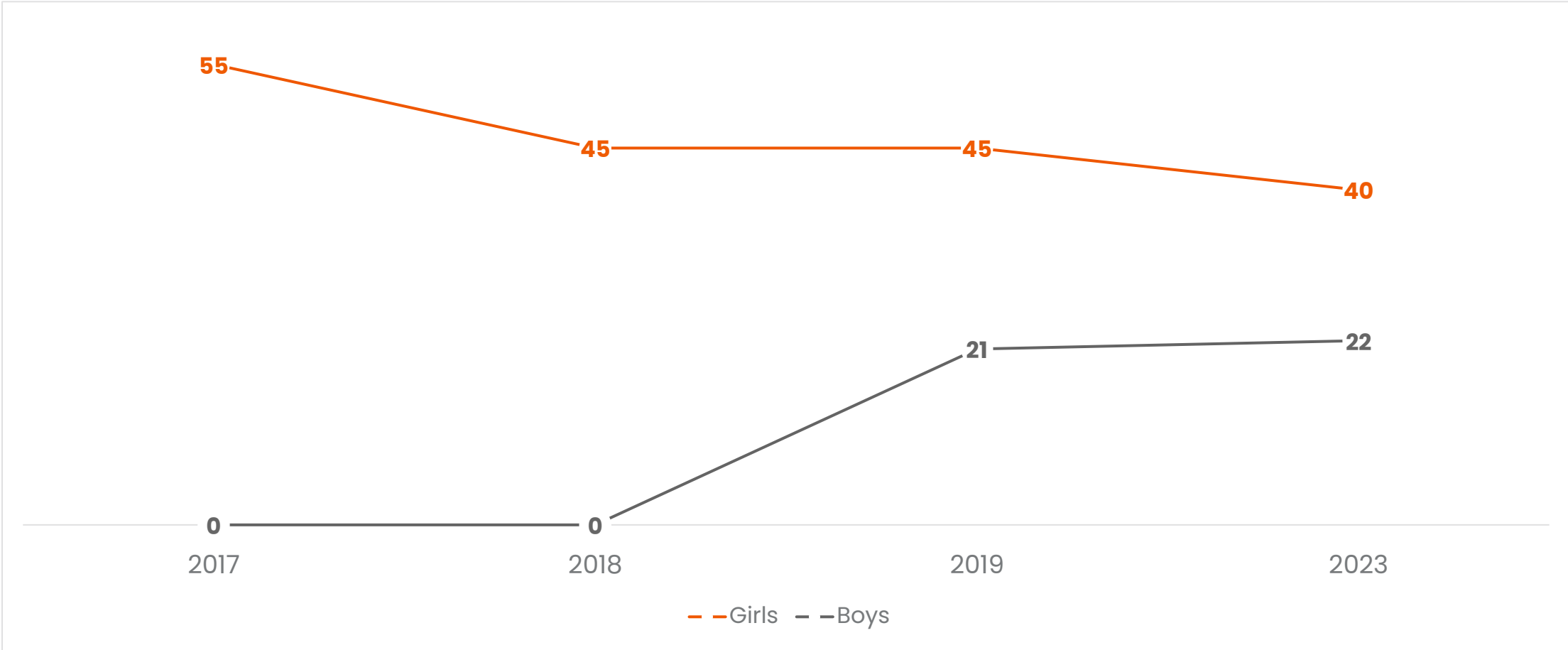


# Access to HPV vaccines

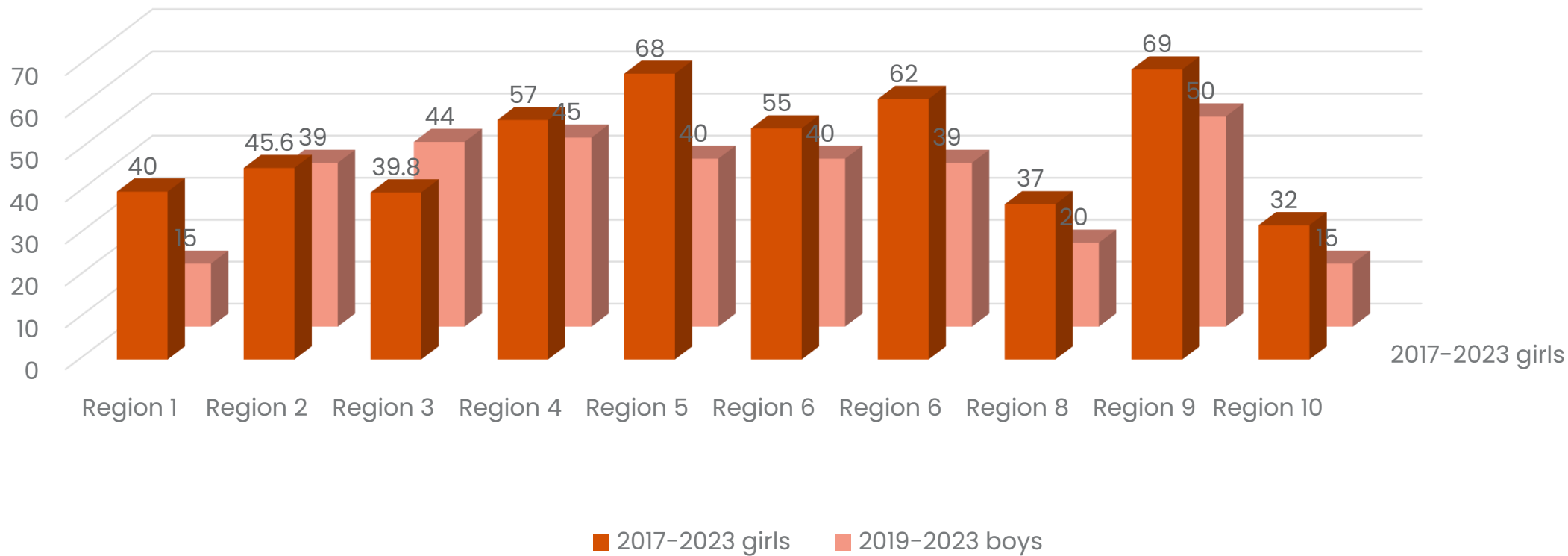
---



# National coverage 9-13 boys /girls



# Accumulative regional coverage boys /girls



# Context: HPV vaccine hesitancy in Guyana

---

## Hesitancy to accept vaccination:

### Causes:

- Misinformation
- Lack of information

### Major sources of misinformation:

- Social medial- 90 %
- Community personnel – 10%

### Major themes relating to hesitancy :

1. Population control | infertility
2. Promotes promiscuity
3. Belief that the HPV vaccine is unnecessary for those who are not sexually active

# Context: HPV vaccine hesitancy in Guyana

---

## Hesitancy to promote vaccination

### Groups:

- Parents – 30%
- Teachers-60%
- Health workers- 10%

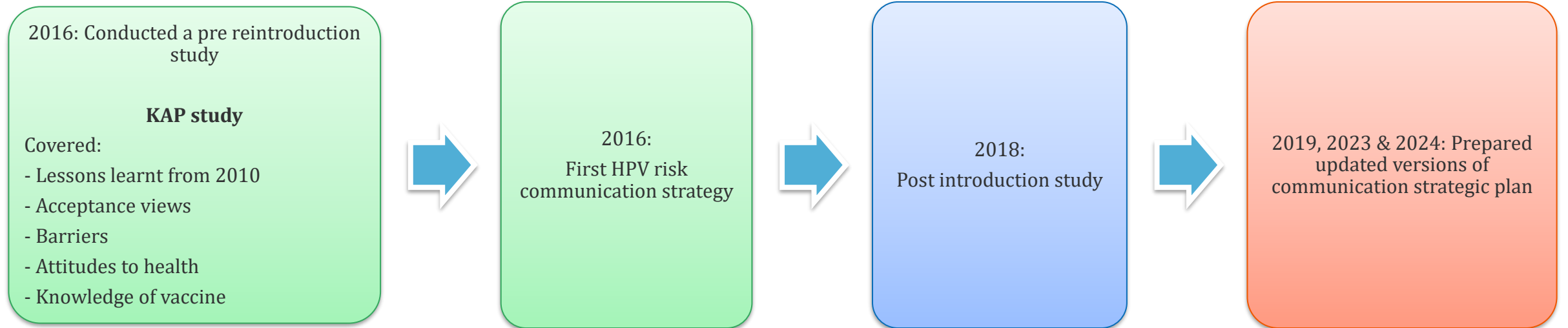
### Reasons:

- **Parents:** Lack of correct information
- **Teachers:** fear of making decisions
- **Health care workers:** lack of correct information



# Approach: leveraging social media to address HPV vaccine hesitancy

---



# Approach: leveraging social media to address HPV vaccine hesitancy

---

Sources of Misinformation	Methods
General Public	<ul style="list-style-type: none"><li>▪ Social media advertising</li><li>▪ Newspapers advertising</li><li>▪ Billboards advertising<ul style="list-style-type: none"><li>▪ Radio advertising</li></ul></li><li>▪ Television advertising</li></ul>

# Approach: leveraging social media to address HPV vaccine hesitancy

Target Group	Methods
Girls and Boys	<ul style="list-style-type: none"><li>▪ Young people talk back</li><li>▪ School health clubs</li><li>▪ Infomercials</li><li>▪ Social media reels</li><li>▪ Tik Tok</li></ul>
Parents, teacher and religious leaders	<ul style="list-style-type: none"><li>▪ Collaboration with the Ministry of Education and Ministry of Health</li><li>▪ Lecture series</li><li>▪ Group engagements</li><li>▪ Targeted educational outreach</li><li>▪ Testimonials</li><li>▪ HPV ambassadors</li><li>▪ Timely risk response communication</li></ul>

# Approach: leveraging social media to address HPV vaccine hesitancy

---

## Leveraging social media

- PR department conduct social monitoring
- Partner funding -multi stakeholder support

## Communication campaign

2019-present; occurs 1 month before Administration campaign

# Challenges & Lessons learned

---

## Challenges


- Voluntary facility access (stunted health seeking behavior)
- Completing health agenda

## Lessons learnt:

- The voice of health needs to be as loud as those anti-vaxers.

# 2024 Campaign Material [ samples]

# Approach: leveraging social media to address HPV vaccine hesitancy [ 2024 promotion ]



**A SHOT AT PREVENTION!**



It's more than a vaccine; it's a health assurance.

Protect today for a healthier tomorrow.

**GET VACCINATED AGAINST THE HUMAN PAPILLOMAVIRUS.**

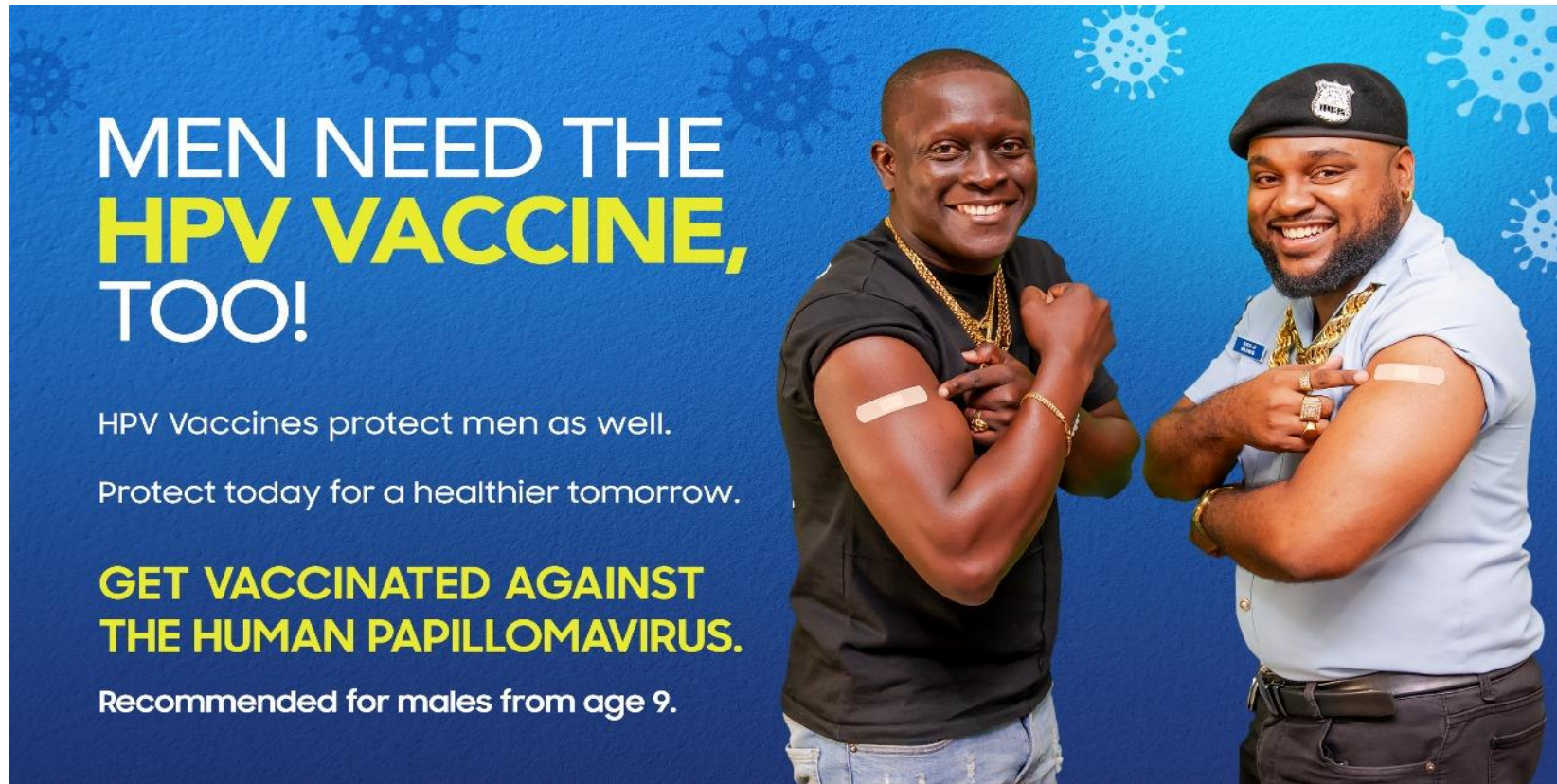
Recommended for males and females from age 9.

A message from the



**#VaccinesSaveLives! #GetVaxx!**

# Approach: leveraging social media to address HPV vaccine hesitancy [ 2024 promotion ]



**MEN NEED THE HPV VACCINE, TOO!**

HPV Vaccines protect men as well.  
Protect today for a healthier tomorrow.

**GET VACCINATED AGAINST THE HUMAN PAPILLOMAVIRUS.**

Recommended for males from age 9.



A message from the



[#VaccinesSaveLives!](#) [#GetVaxx!](#)



# Approach: leveraging social media to address HPV vaccine hesitancy [ 2024 promotion ]

**BACK TO SCHOOL**

Protect today for a healthier tomorrow.

**GET VACCINATED AGAINST THE HUMAN PAPILLOMAVIRUS.**

Recommended for males and females from age 9.

A message from the

MINISTRY OF HEALTH GUYANA

National & Child Health

unicef

**#VaccinesSaveLives! #GetVaxx!**

# Approach: leveraging social media to address HPV vaccine hesitancy [ 2024 promotion ]

**PROTECT YOUR CHILD FROM CERVICAL CANCER AND GENITAL WARTS**

**GET VACCINATED AGAINST THE HUMAN PAPILLOMAVIRUS.**

Recommended for males and females from age 9.

A message from the



**#VaccinesSaveLives! #GetVaxx!**

# Questions ?