



European
Commission

Europe's Beating Cancer Plan



Prevention

Start date – end date
01/02/2023 – 31/01/2025

Country
Romania

Overall budget
EUR 820 904

**EU contribution under
EU4Health programme**
EUR 492 542



ReThinkHPVvaccination

Too many young women loose the battle with cancer in Romania. Europe's Beating Cancer Plan is helping to improve our country's action against cancer.

Cancers caused by the human papillomavirus (HPV), such as cervical cancer, are highly preventable, but HPV vaccine uptake in central and eastern and southern Europe is low. **Romania has the highest levels of cervical cancer incidence and mortality in the EU:** 2.5 and over 4 times higher than the European average respectively.

Romania's 2008 HPV vaccination programme vaccinated less than 2% of the target population. The country is therefore implementing a new vaccination programme for girls aged 11-18 and a national cervical cancer screening programme.

ReThinkHPVvaccination aims to:

- reduce vaccination inequalities through communication and training for people involved in the vaccination process, based on assessment of behavioural determinants of health;
- support EU Member States and associated countries in rethinking HPV vaccination campaigns;
- help to achieve the HPV vaccination and cancer prevention objectives of Europe's Beating Cancer Plan and Mission on Cancer.



The specific objectives of the project are to develop:



- a virtual HPV vaccination knowledge centre for countries with low vaccination rates and synergies with the EU Knowledge Centre on Cancer;
- a communication strategy for Romania and an HPV vaccination behaviour matrix;
- international training courses for HPV vaccination communication based on the behaviour matrix;
- guidelines and a handbook for combating false and misleading information about HPV vaccination.

The project will deliver:



- continued awareness raising on HPV vaccination and enhanced media coverage of the subject;
- improved understanding of Romanians' perceptions of HPV vaccination;
- resources to enable community leaders to offer training on HPV vaccination communication;
- increased HPV vaccination knowledge in target areas;
- a good practice model demonstrating the importance of training opinion leaders at various levels.

For more info

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Project website

<https://www.rethink-hpv.eu>

Social media handles

@rethinkhpv



Europe's Beating Cancer Plan makes use of the whole range of Commission funding instruments with a total of €4 billion being earmarked for actions addressing cancer. €1.25 billion from the EU4Health programme is being used to support actions and initiatives outlined in the Cancer Plan.

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