

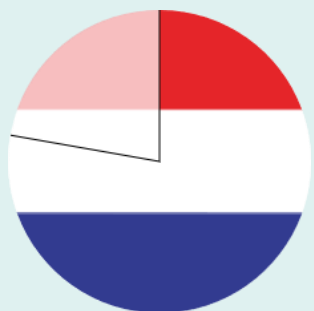
## The HPV virus and it's impact



Sexually transmitted virus causing various kinds of cancer, among others cervical cancer



75% protection against cervical cancer after vaccination of girls



Every year about 900 cases of cervical cancer and 200 deaths caused by HPV in The Netherlands



Since 2008 included in National Vaccination Programme, but vaccination rates decline



Dutch Cancer Society aims to increase vaccination coverage and decrease HPV-related cancers

## How we aim for a maximum HPV vaccination rate with a minimal budget



### Regional coordination

In the Netherlands, HPV vaccinations are part of the National Government Information Program. The vaccination program is coordinated regionally at different times.

- Status before campaign: vaccination rate is less than 48%.
- Our goal: increase of the national vaccination rate for HPV by giving parents trust and knowledge about the health benefits of the vaccine.
- Campaign period: two times 3 weeks (during vaccination).

*This visual shows the flowchart of the online campaign in 2020. Because of the coronavirus pandemic, the campaign suddenly had to be stopped in March 2020. Therefore the results of the 2019 online campaign, which had the same core message, are shown in this abstract.*



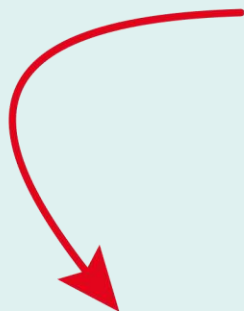
### Invitation

After girls have turned 13, they (and their parents) receive an invitation from the Ministry of Health to get vaccinated for HPV. This letter is sent out two weeks before the vaccination is due to take place at a nearby location.

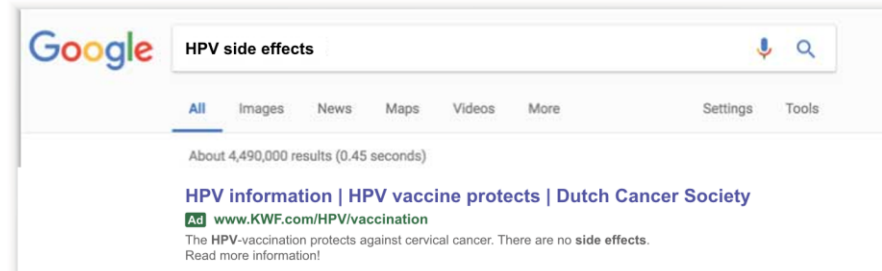


### Decision

Many parents have doubts about the HPV vaccine and search online for more answers. Unfortunately, there is a lot of misinformation and untruths in the public sphere, easily accessible through Google and social media.



**Our campaign: getting the right information  
to the right people in the right region  
at the right moment**



### SEA and SEO

Thanks to the effective use of SEA (Search Engine Advertising) and SEO (Search Engine Optimization) [our information about HPV](#) is easily found on Google. By using geotargeting, this information is only shown in those regions where HPV vaccinations are due to take place within 2 weeks.



### Geotargetting on social media

Our social media campaigns on Facebook and Instagram also use geotargetting. In addition we target our ads only to parents with children at vaccination age, maximising the use of our advertising budget. We offer phased content until the vaccination date, based on the needs of the target group.



### Results

We ended up high in searches by linking the right keywords to the google search terms.

Impressions: 196,918  
Clicks to website: 44,218  
Click-through rate: 22.46%





## Personal stories

In our campaign, several lay people and experts tell (real) stories, ranging from doubting parents, a gynaecologist, and women with cervical cancer. For example Karen (40) who has cervical cancer and did not get the HPV vaccine when she was young. [In this short video](#) she has an important message: 'Please, get your daughter vaccinated!'.



## Results

Our video's reached many people on social media in the right target group. Due to optimisations the impact was even higher in 2020.

Impressions: 3,930,401  
Reach of unique persons: 740,189



## Making use of a special canvas

The social media ads link to a special canvas with various information about HPV. By staying in the 'look and feel' of social media, attention is well maintained, better than what can be achieved on a regular website.



## Results

Due to an optimisation of the campaign in 2020, the viewing time on this canvas was almost doubled.

**2019**  
Clicks to canvas: 39,752  
Canvas viewing time: 47.6 seconds

**2020 (before corona pandemic)**  
Clicks to canvas: 10,474  
Canvas viewing time: 68.7 seconds



## Proactive webcare

Webcare is active 7 days a week. They operate on a basis of an extensive Q&A list, answer questions about HPV, refute disinformation and respond to feelings of doubt. Parents indicate that they feel heard.



## Results

During the campaign webcare provided both proactively and reactively the right information.

**Campaign 1 (first vaccination)**  
• 3,194 messages dealt with  
• 107 man-hours of work

**Campaign 2 (second vaccination)**  
• 3,675 messages dealt with  
• 123 man-hours of work



## Result

Many parents and their daughters got their questions about the vaccine answered. In this way they have the right information to make an appropriate choice about the HPV vaccine.



At first we had doubts about the side effects, but now we trust the HPV vaccine.



## Impact

With the HPV vaccine, women are 75% protected against cervical cancer. This prevents hundreds of deaths from this disease and other HPV-related cancers in the Netherlands every year.

Our campaign has made a significant contribution to the increase in HPV vaccination coverage in the Netherlands. But we are not there yet! That's why we will continue to optimize the campaign to increase the success and make even more impact.

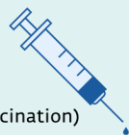
Vaccination rate

72%

(2019; first vaccination)

48%

(2018)



This is the highest rate since the introduction of the HPV vaccination. There are several things that could have contributed to this (..) such as the campaign of the Dutch Cancer Society.



Secretary of State P. Blokhuis, Ministry of Health

More information:  
[www.kwf.nl/hpv](http://www.kwf.nl/hpv)



## The team behind this campaign



Eveline Wiegerraad  
Campaign coördinator



Marloes Carlier  
Lead HPV vaccinations