



**PERCH**  
PartnERship to  
Contrast HPV

**#EUHPP LIVE WEBINAR**  
**Health and medical students**  
**as HPV vaccination ambassadors**  
**25 JANUARY 2024**

**Joining forces for advocacy and campaigning**  
**Joint Action on PartnERship to Contrast HPV (PERCH)**

**PERCH coordinator - (Istituto Superiore di Sanità, Italy)**



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# Project Information



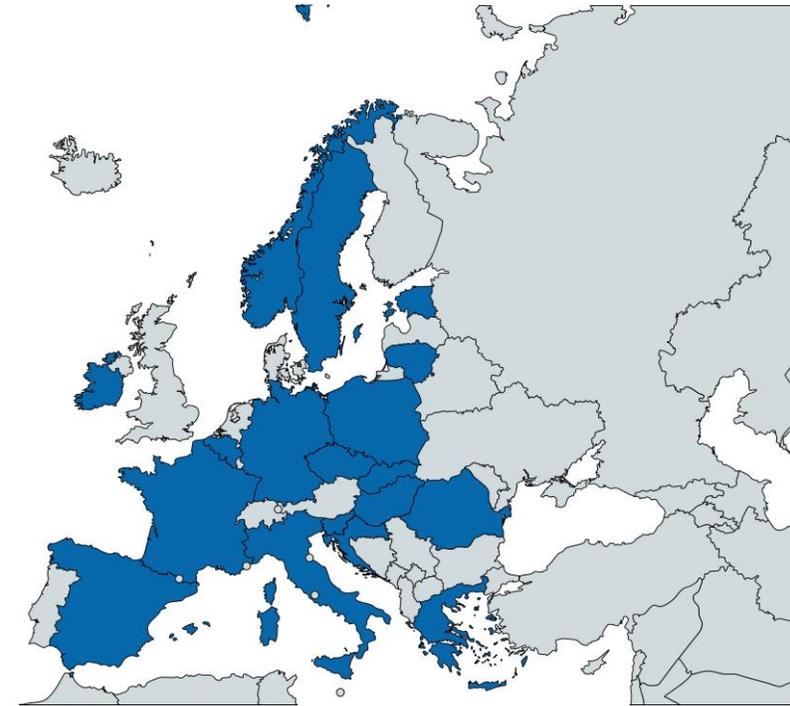
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**Duration: 01/11/2022 – 30/04/2025**

**Project Lead: Istituto Superiore di Sanità, Italy**

**Number of countries: 18**

*Belgium, Czech Republic, Croatia, Estonia, France, Germany, Greece, Hungary, Italy, Lithuania, Norway, Poland, Romania, Slovak Republic, Slovenia, Spain, Sweden  
Ireland (as associated partner)*

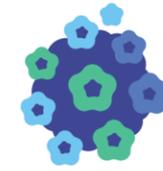


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# Context and Objectives



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**The General Objective of PERCH is to support Member States' efforts to extend the roll-out of routine HPV vaccination of girls and boys.**

**Specifically, PERCH will contribute to achieve the first objective of the "90-70-90" WHO cervical cancer elimination strategy, of reaching at least 90% of HPV vaccine coverage among girls by the age of 15 years.**

## PERCH specific objectives:

- **Improve capacities of Member States to plan and implement HPV vaccination campaigns by sharing knowledge and experience.**
- **Improve data and monitoring system on HPV vaccination and HPV screening.**
- **Improve knowledge and awareness on HPV-related disease and prevention in specific target groups (young teenagers and adolescent girls and boys).**
- **Improve knowledge and abilities for healthcare professionals in HPV vaccine communication.**



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# Main Activities



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## “90-70-90” WHO cervical cancer elimination strategy

PERCH will contribute to achieve the first objective of the “90-70-90” WHO cervical cancer elimination strategy, of reaching at least 90% of HPV vaccine coverage among girls by the age of 15 years.

**90%**

of girls fully vaccinated with HPV vaccine by age 15 years.

**70%**

of women are screened with a high-performance test by 35 years of age and again by 45 years of age.

**90%**

of women identified with cervical disease receive treatment (90% of women with precancer treated, and 90% of women with invasive cancer managed).

1. Analysis of the context with respect to how HPV vaccination is implemented and monitored in all participating countries and how it articulates with cervical cancer screening in order to allow for a more detailed needs analysis.
2. Analysis of determinants of HPV vaccination hesitancy in order to provide tools aimed at increasing knowledge and awareness of the target population.
3. Training activities for healthcare personnel on HPV vaccination communication.
4. Transferability of good practices among participant countries.
5. Activation of a strong stakeholder network that includes national public health institutions, European health networks, policy decision-makers, professional societies, media and civil society who influence national immunization policy and practice.
6. Launch of small and large-scale human papillomavirus vaccination and awareness campaigns.



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# Expected Results and Benefits to the Patients and Society



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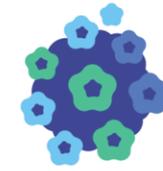
## **Short-term outcomes (during the Joint Action):**

- Improve information on how HPV vaccination is implemented and monitored in all participating and preferentially also other EU countries and how HPV vaccination articulates with CC screening.
- Strengthen the awareness of political authorities on the main gaps in planning and monitoring HPV vaccination and screening.
- Strengthen the awareness on benefits of HPV vaccination by target groups.
- Improve knowledge of health professionals on the vaccine benefits and ability to communicate with parents, adolescents, patients and health professionals.
- Strengthen the awareness among Member States on the added value of developing a cooperative approach.
- Strengthen national and international stakeholder networks.
- Share experience and knowledge on HPV vaccine procurement to empower countries to obtain vaccines at the cheapest possible price.
- Increase HPV vaccine coverage in a number of targeted European countries.



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# Expected Results and Benefits to the Patients and Society



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## Medium-term outcomes:

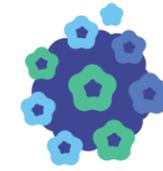
- Increase HPV vaccine coverage in all European countries (or most of them).
- Improve data and monitoring in all European countries (or most of them).
- Put in place population-based registries to track HPV vaccination, cervical cancer screening and cancer incidence and mortality data in all European countries (or most of them).
- Reach 90% HPV vaccination among girls before they reach the age of 15 year by 2030 in all Member States (same outcome for boys in those countries targeting also males in their HPV vaccination programme).

## Long-term outcomes:

- Reduce the incidence of cervical cancer at European level to  $<4/100,000/\text{year}$ .
- Reduce the incidence of all HPV-related cancers and associated mortality at European level.



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- **The activation of a strong stakeholder network that includes national public health institutions, European health networks, policy decision-makers, professional societies, media and civil society who influence national immunization policy and practice has begun.**
- **Planning of training activities for healthcare personnel regarding:**
  - *clinical and epidemiological basics of HPV and HPV vaccination (It also includes basic aspects on HPV/cervical cancer screening and treatment of HPV associated (pre)cancer)*
  - *communication about HPV vaccine in medical practice/healthcare.*
- **Building of new tools aimed at increasing knowledge and awareness of the target groups (students, family, teachers), based on report on main determinants of HPV vaccine hesitancy at national level.**
- **Preparation for the launch of small and large-scale human papillomavirus vaccination campaigns, based on implementation of HPV vaccination services.**





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**Thank you!**

**For information visit:**

**PERCH website:** <https://www.projectperch.eu>

**PERCH Twitter:** <https://twitter.com/HPVProjectPERCH>

**PERCH e-newsletter subscription form on the website:**

[https://www.projectperch.eu/newsletter\\_subscription/](https://www.projectperch.eu/newsletter_subscription/)



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