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ENGAGING DIVERSE PATIENT GROUPS IN HPV VACCINATION

ADAPTING STRATEGIES FOR VARIOUS PATIENT DEMOGRAPHICS

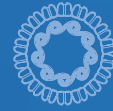
To engage effectively with diverse patient groups, it's important to use communication strategies that are tailored to their specific concerns and motivations. For example, adolescent patients might respond best to conversations about their future health and cancer prevention, while parents typically look for information on the safety and benefits of vaccines. **Adjusting your approach to connect meaningfully with each demographic can lead to better outcomes.**



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STRATEGIES FOR VARIOUS PATIENT GROUPS



ADOLESCENTS

Emphasise the importance of early vaccination as a preventive measure. Use age-appropriate language and engaging visuals To explain how the HPV vaccination protects against certain cancers, such as cervical and penile cancers.



PARENTS AND GUARDIANS

Address common concerns, including vaccine safety, side effects, and long-term benefits. Use clear, factual language to reassure and inform parents about the protective benefits for their children, regardless of gender.



YOUNG ADULTS

Highlight catch-up vaccination options and provide resources on where and how to receive the HPV vaccine. This group may benefit from information on the vaccine's effectiveness and the importance of completing the vaccination series.



VULNERABLE OR UNDERSERVED GROUPS

Ensure access to information and services by collaborating with community organizations and providing resources in multiple languages, if necessary. Build trust by emphasizing the vaccine's role in cancer prevention for all genders.



MORE INFORMATION:
www.protect-europe.org



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