



WHAT'S AGE GOT TO DO WITH IT?



Starting marijuana use at a young age increases the risk of problem use, such as addiction.

Source: *The Health Effects of Cannabis and Cannabinoids: The Current State of Evidence and Recommendations for Research*

ImmunizeDC: The Immunization Coalition of Washington, DC

INTRODUCTION TO HAGER SHARP

**HAGER SHARP:
A SMALL BUSINESS THAT
DOES BIG THINGS.**

We have dedicated more than 50 years to developing award-winning strategic communications, marketing, and behavior change campaigns and initiatives for mission-driven organizations working to help people live healthier, happier, and safer lives.

Hager Sharp is and always will be committed to creating and executing ideas that make a difference.

HOW WE HELP CLIENTS MAKE A DIFFERENCE

-  **Integrated Marketing and Communications Campaigns**
-  **Strategic Planning, Research, and Evaluation**
-  **Branding and Message Development**
-  **Creative and Digital Services**
-  **Website and Digital Product Development**
-  **Media Buying**
-  **Media Relations**
-  **Digital Engagement**
-  **Partnerships**
-  **Events**
-  **Thought Leadership**
-  **Meetings and Conferences**
-  **Multicultural Outreach**
-  **Technical Assistance and Training**

WORKING TOGETHER TO MAKE A DIFFERENCE IN HEALTH



CHANGE

Sexual &
reproductive
health & rights
for all.



Johns Hopkins Cochlear Center for
Hearing and Public Health



HAGER SHARP: EXPERTS IN VACCINATION MESSAGING & COMMUNICATION



HELPING PROVIDERS STRENGTHEN RECOMMENDATIONS AND INCREASE VACCINATION RATES

Hager Sharp conducts surveys, focus groups, and in-depth interviews with health care providers throughout the year to test messages, apps, and other resources to help them optimize their vaccine recommendations and have effective conversations with parents and adults about various vaccines, including pneumococcal, meningococcal, RSV, and others.

UNDERSTANDING EFFECTIVE MESSAGING AROUND COVID-19 PEDIATRIC VACCINATION

Hager Sharp completed formative research and message testing for the AAP in support of COVID-19 pediatric vaccination. We conducted a literature review to identify key themes, which were used to develop and test pairs of messages (e.g., social media; basic safety; vaccine demand; and trust messages) with parents.

We also conducted focus groups with providers to test CDC's steps to help providers talk with patients about COVID-19 vaccination, based on motivational interviewing.





PROMOTING HPV VACCINATION TO PREVENT CANCER

We created a national campaign, *HPV Vaccine Is Cancer Prevention*, that shifted the conversation about the HPV vaccine from sexual risk to cancer prevention.

HPV vaccination rates among adolescents ages 13 to 17 increased among males from 41.7% in 2014 to 62.6% in 2017 and among females from 60% in 2014 to 68.6% in 2017, during campaign implementation.

**Cancer Prevention Through
HPV Vaccination in Your
Practice:** An Action Guide for
Physicians, Physician Assistants,
and Nurse Practitioners



**Cancer Prevention
Through HPV Vaccination:**
An Action Guide for Large
Health Systems



EQUIPPING CLINICIANS WITH STRATEGIES TO IMPROVE HPV VACCINATION RATES

We worked with National HPV Vaccination Roundtable directors, leaders at medical professional associations, health care systems, and cancer institutions, and practicing clinicians to develop a suite of six action guides tailored to different medical professionals—from physicians to dental providers to office administrative staff to large health systems—to motivate and empower them to improve HPV vaccination rates in their practices in order to protect their patients against HPV cancers.

ENCOURAGING HPV VACCINE UPTAKE AMONG ADOLESCENTS

In support of Dr. Philip Massey's research at Drexel University, funded through an NIH National Cancer Institute grant, we developed narrative-based messaging for a social media intervention reaching parents of adolescents regarding HPV vaccination. Using storytelling, the episodic content we created shared common parent experiences and questions through the voices of personas with the goal of promoting HPV vaccination uptake.



Protect young adults against HPV-related cancers.



PROMOTING HPV VACCINATION AMONG YOUNG ADULTS

Young adults through age 26 who were not fully vaccinated against HPV when they were younger still have a critical opportunity to protect themselves against HPV cancers.

We developed and implemented *HPV VAX NOW* to empower young adults to seek the HPV vaccine and to motivate clinicians to recommend the vaccine to all patients through age 26. The campaign ran in MS, SC, and TX, three states that had some of the lowest HPV vaccination rates in the country when the project began.



CDC Sponsored (demo) •

CDC.GOV/CORONAVIRUS
COVID-19: Protect Others
Slow the spread.

CDC Sponsored (demo) •

CDC recommends that certain populations get a COVID-19 booster shot.

Am I eligible for a booster shot?

Who?
If you received a Pfizer or Moderna series:

- > 65 years and older
- > Age 18+ who live in long-term care settings
- > Age 18+ who have underlying medical conditions
- > Age 18+ who work or live in high-risk settings

If you received a J&J vaccine:

- > Age 18+

When?

- > At least 6 months after Pfizer or Moderna
- > At least 2 months after J&J

Which booster shot do I get?

- > You may have a preference, but you can get any booster shot.

FIND OUT MORE AT CDC.GOV & VACCINES.GOV

CDC Sponsored (demo) •

Una vez que estés completamente vacunado, toma las precauciones.

See Translation

LO QUE PUEDE COMPLETAMENTE VACUNADO

Actividad

Reunirte dentro de una casa o con otra personas completamente vacunadas.	✓
Reunirte dentro de una casa o en un entorno privado, sin mascarilla, con un grupo de personas no vacunadas que vivan juntas y que no tengan riesgo de enfermarse gravemente.	✓
Viajar dentro del país sin tener que hacerte una prueba antes o después del viaje.	✓
Viajar dentro del país sin tener que ponerte en cuarentena después del viaje.	✓
Viajar al extranjero sin tener que hacerte una prueba antes del viaje, dependiendo del lugar de destino.	✓
Viajar al extranjero sin tener que ponerte en cuarentena después del viaje.	✓
Reunirte en lugares interiores, sin mascarilla, con personas en mayor riesgo de enfermarse gravemente de COVID-19.	✗
Asistir a reuniones medianas o grandes.	✗

CDC.GOV/CORONAVIRUS

See If You're Eligible
What you need to know.

Learn more

[cdc.gov/coronavirus-es](https://CDC.GOV/CORONAVIRUS-ES)

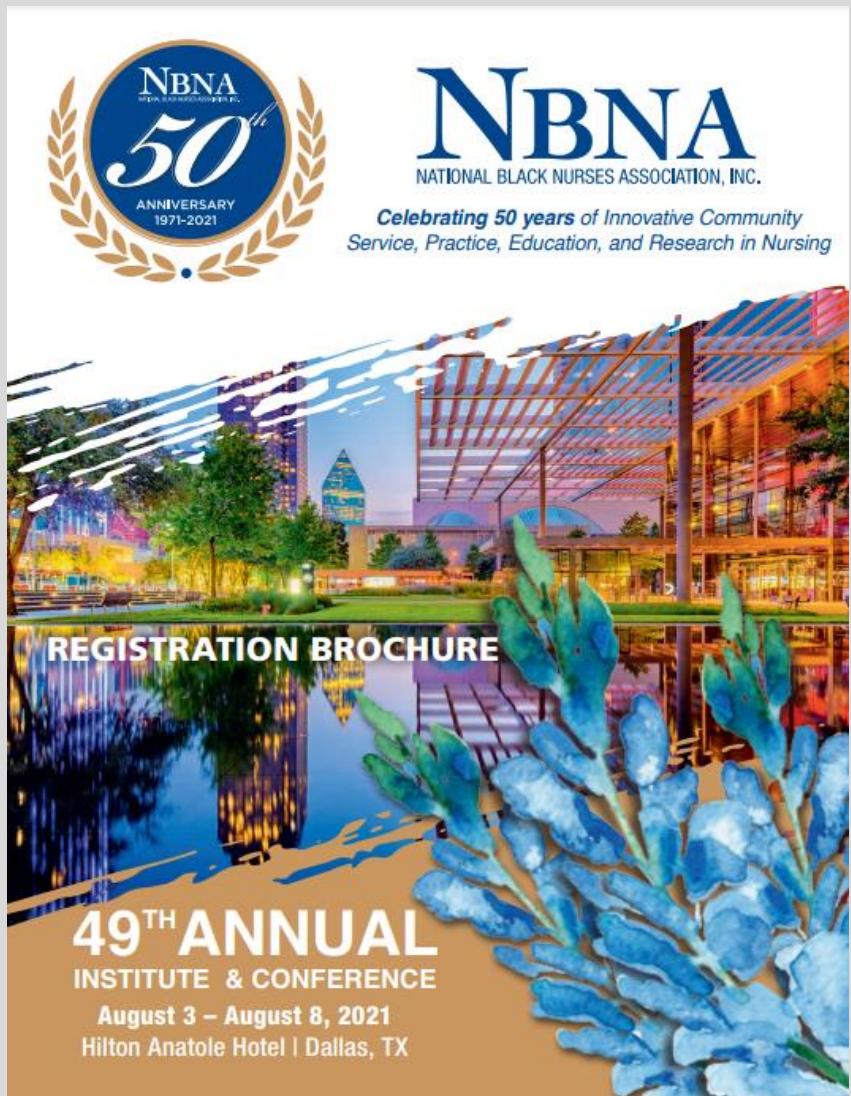
ESPAÑOL.CDC.GOV/CORONAVIRUS

Viajar cuando estés vacunado
Información para viajeros

Learn more

PROMOTING COVID-19 VACCINATION

We planned and executed paid media buys across multiple social media channels, including Facebook, Instagram, YouTube, and Pinterest, to help the CDC Office of the Associate Director for Communication promote COVID-19-related messages and reach priority audiences, including Hispanic and African American consumers, rural communities, and parents, among others, in both English and Spanish.



National Black Nurses Association

Annual Meeting

USING LESSONS LEARNED FROM HPV VACCINATION TO INCREASE UPTAKE OF COVID-19 VACCINATION

Our team was selected to present at the 2021 National Black Nurses Association annual meeting on the topic, “Increasing Clinician Confidence and Improving Vaccination Recommendations: Lessons Learned from CDC’s *HPV Vaccine Is Cancer Prevention* Campaign for COVID-19 Inoculation.”

Report: U.S. failing to protect kids from HPV

Liz Szabo USA TODAY
Published 12:04 a.m. ET Feb. 10, 2014



The New York Times

Report Says Not Enough Children Get HPV Vaccine

Share full article

By Denise Grady
Feb. 10, 2014

Not enough children in the United States are being vaccinated against the cancer-causing human papillomavirus, or HPV, according to a [report issued on Monday](#) by the President's Cancer Panel. The viruses, transmitted by intimate contact of the cervix, vagina, vulva, anus and penile throat. Vaccines can protect against two of the cancers, and a series of three injections for boys and girls starting at age 11 to 12. But just over a third of girls ages 13 to 15 and less than 7 percent of boys in the United States had received the shots. Vaccination rates are higher in Australia (71.2 percent) and Britain. Doctors and parents need better education, and pharmacists also urges that pharmacists be allowed to



HUFFPOST

Log In

Let's Make HPV Vaccination a Public Health Priority

The HPV vaccine has the potential to save lives and prevent millions of avoidable cancers and HPV-related conditions in men and women.

By Hill Harper, Contributor

Award-winning actor; Bestselling author; Member of the President's Cancer Panel

May 14, 2014, 11:34 AM EDT | Updated Jul 14, 2014

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cancer today
Practical Knowledge. Real Hope.
From the American Association for Cancer Research

in the magazine

FORWARD LOOK

Push Needed to Incentivize Rates

President's Cancer Panel stresses

by Sue Rochman

March 28, 2014



President's Cancer Panel

Accelerating HPV Vaccine Uptake

PROMOTING URGENCY FOR ACTION ON HPV VACCINATION

Hager Sharp supported the development and release of the President's Cancer Panel's report, *Accelerating HPV Vaccine Uptake: Urgency for Action to Prevent Cancer*. We contributed to this report from inception to release, and we provided strategic counsel and review for report recommendations, the executive summary, and the cover letter to the President.



Hager Sharp developed and implemented the media outreach plan for the national release of the report. Media coverage included *USA TODAY*, the *New York Times*, *HealthDay*, *Cancer Today*, CBS Radio News, and American Urban Radio Network, among others.

Scenario for Washington, DC Focus Groups

On a December morning, an unmarked truck traveling downtown releases aerosolized dry anthrax spores using a concealed spraying device. The release is scheduled for 9 a.m. to maximize the number of people affected during commuting hours. The anthrax spores spread quickly through the air, reaching every corner of the city and slowly creeping into buildings. It's a windy day, so the anthrax spores get blown around, traveling miles downwind from the initial release. Residents unknowingly breathe in the spores as they go about their daily routine. The spores attach to clothing, traveling home with commuters from work. They seep into businesses, schools, and churches in the area when residents go in and out of buildings.

At first the attack goes unnoticed: The anthrax spores are so small that they cannot be seen, smelled, or tasted. There is no way people would have known. But cases of people reporting fever and chills, cough, stomach pains, and body aches increase in the area in the following days. At first, doctors think this is a spike in flu—it is winter, after all. It's not until three full days after the attack that public health officials confirm that an anthrax attack has occurred. You find out that nearly 350,000 people—including you and your children—have been exposed to anthrax.

EXPLORING PARENTS' DECISION-MAKING TO PROTECT THEIR CHILDREN DURING A BIOTERROR EMERGENCY

The anthrax vaccine is approved by the FDA for use in adults but would be recommended and made available for children in an emergency to protect them after an anthrax exposure. We conducted immersive experience-mapping research to explore consumer and clinician perceptions about an emergency-use anthrax vaccine for children to inform communications strategies for parents and pediatricians in the event of a bioterror emergency.

QUESTIONS?



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