

HPV Vaccine Social Media Toolkit

Created by the Society for Women's Health Research

According to the Centers for Disease Control and Prevention (CDC), **85% of people in the United States will get a [human papillomavirus \(HPV\) infection](#) in their lifetime.**

The body's immune system will often clear most HPV infections; however, persistent infections caused by certain types of HPV can lead to serious diseases, such as cervical, vaginal, and vulvar cancers in women; penile cancer in men; and genital warts and anal and oropharyngeal (throat) cancers in both men and women. The HPV vaccine is highly effective in preventing many of these HPV-related cancers and reducing the overall spread of the virus.

According to the CDC, in 2021 **76.9% of adolescents ages 13–17 years old had received at least one HPV vaccine dose.** While this is an increase of 1.8% from 2020, the HPV vaccine series must be completed to achieve maximum immunization protection. As such, this number can—and should—be higher; there are **13 million new cases of HPV and 48,000 new cases of HPV-associated cancers** in the United States each year.

Each of us can play a role in increasing uptake of the HPV vaccine. The conversations parents and guardians – especially **women, who make up to 80% of health care decisions for their households** – have within their families can have a significant effect on health. Conversations with health care providers and community leaders also have a lasting impact on health outcomes. For instance, **adolescents are five times more likely to receive the HPV vaccine with a provider recommendation.**

As part of Sexually Transmitted Infections (STI) Awareness Month this April, SWHR invites you to share the following materials to improve education around the HPV vaccine and its crucial role in public health.

Join SWHR in building HPV vaccine awareness!

Social Media and Communications Posts

Optional Social Media Posts:

- **[General Awareness]**
#HPV infections are common. While most infections clear naturally, some can lead to serious diseases like #GenitalWarts and #cancer. The #HPVvaccine is highly effective in preventing HPV infection and related cancers. Learn about your #vaccination options today. #SWHRTalksHPV

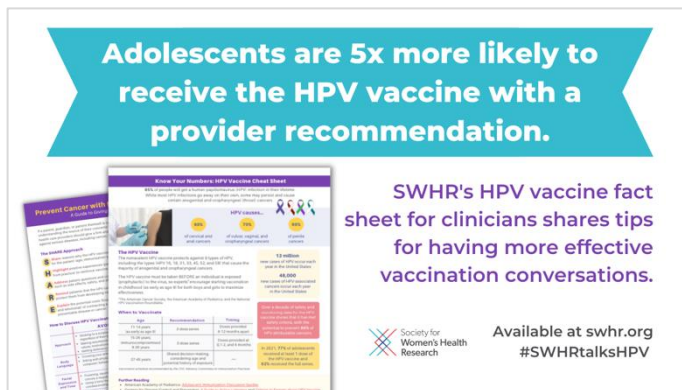
- **[STI Awareness Month]**
#HPV is the most common #STI. According to the CDC, 85% of people in the United States will get an #HPV infection. Many clear up on their own, but some infections can lead to diseases like genital warts and #cancer. Protect yourself from HPV this #STIAwarenessMonth. #SWHRtalksHPV
- **[HPV Clinician Conversation Fact Sheet]**
Health care providers play a crucial role in #HPVvaccine uptake: Adolescents are 5x more likely to receive the #vaccine with a provider recommendation. Learn how to discuss #HPV vaccines effectively with quick tips in this fact sheet:
<http://ow.ly/mo8U50N67yK> #SWHRtalksHPV
- **[HPV Q&A Video Series]**
The #HPV vaccine is highly effective in preventing HPV-related cancers and reducing virus spread. Do you have questions about the #HPVvaccine? Check out the #SWHRtalksHPV Video Series, addressing key HPV topics and featuring insights directly from #immunization experts: <http://ow.ly/GuI250N9Ycg>
- **[HPV Video Series: How safe is the HPV vaccine?]**
How safe is the HPV vaccine? The #HPVvaccine is very safe and effective against 90% of HPV-related #cancers. Do you have more #HPV questions? Check out the #SWHRtalksHPV Video Series to hear directly from #immunization experts:
<http://ow.ly/7uFM50NeaHi>
- **[HPV Video Series: Why is the HPV vaccine recommended for pre-teens?]**
Why is the #HPVvaccine recommended for pre-teens? #Immunization experts say that vaccinating children between the ages of 9-12 results in a better immune response to the #HPV virus. Explore more questions & answers in the #SWHRtalksHPV Video Series:
<http://ow.ly/g6XX50NeaXP>
- **[HPV Video Series: Why should my son get the HPV vaccine?]**
Why should my son get the #HPVvaccine? HPV infection can lead to #analcancer, #penilecancer, and #oropharyngeal (throat) cancers in men. The CDC recommends that both boys and girls receive the vaccine to protect against HPV-related diseases. Find more answers to your HPV questions in the #SWHRtalksHPV Video Series:
<http://ow.ly/JnVI50Neb88>
- **[HPV Video Series: Should my child get the HPV vaccine if their school doesn't require it?]**
Should my child get the #HPVvaccine if their school doesn't require it? Yes! The CDC and many health experts recommend the #HPV vaccine. It is a cancer-preventing #vaccine. Learn more in the #SWHRtalksHPV Video Series: <http://ow.ly/ZITN50Nebck>

Optional Newsletter Posts:

- Newsletter paragraph for STI Awareness Month:** Human papillomavirus, also known as HPV, is the most common sexually transmitted infection (STI). According to the Centers for Disease Control and Prevention, 85% of people in the United States will get an HPV infection in their lifetime. While HPV infections are common, some persistent infections may lead to serious diseases like genital warts and cancer, including cervical, vaginal, vulvar, penile, anal, and oropharyngeal (throat) cancers. Know your vaccination status and options, and protect yourself from HPV this #STIAwarnessMonth. Visit swhr.org to learn more about the HPV vaccine. #SWHRtalksHPV
- Newsletter paragraph for Clinician Conversation Fact Sheet:** Health care providers play a crucial role in HPV vaccine uptake. Adolescents are 5x more likely to receive the vaccine with a provider recommendation. Prepare for a conversation with your patients about why the HPV vaccine may be right for their family by exploring this HPV Vaccine Recommendation Fact Sheet from the Society for Women's Health Research: <http://ow.ly/mo8U50N67yK>
- Newsletter paragraph for Q&A Video Series:** Eighty-five percent of people in the United States will get an HPV infection in their lifetime. Your body will clear most HPV infections, but some can lead to diseases like genital warts and cancers, including cervical, vaginal, vulvar, penile, anal, and oropharyngeal (throat) cancers. The HPV vaccine is highly effective in preventing many of these cancers and reducing the overall spread of the virus. The Society for Women's Health Research's #SWHRtalksHPV Video Series explores questions and answers about why this vaccine is safe for you and your family. Check it out today! <http://ow.ly/Ak2W50N9Ycj>

Social Media and Communications Graphics

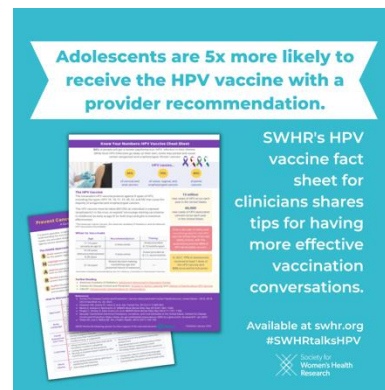
Optional Graphics: [Download graphics from SWHR's Google Drive](#)



Adolescents are 5x more likely to receive the HPV vaccine with a provider recommendation.

SWHR's HPV vaccine fact sheet for clinicians shares tips for having more effective vaccination conversations.

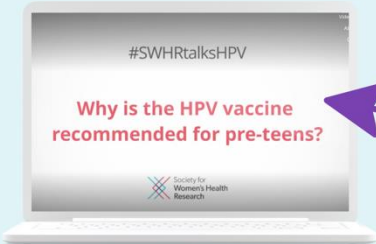
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Why is the HPV vaccine recommended for pre-teens?

Society for Women's Health Research

The #SWHRtalksHPV Video Series answers your HPV vaccine questions!

Available at swhr.org and youtube.com/womenshealth



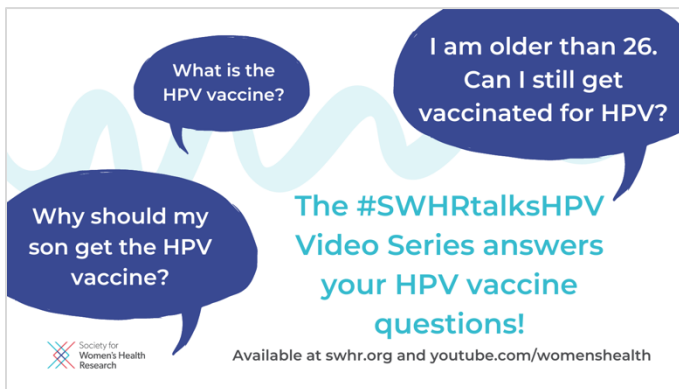
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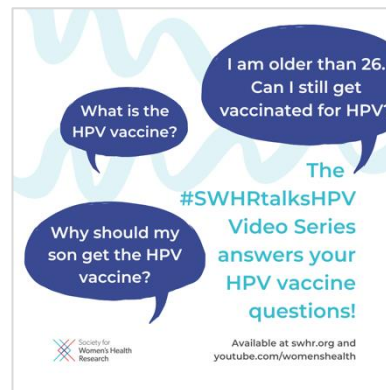
What is the HPV vaccine?

I am older than 26. Can I still get vaccinated for HPV?

Why should my son get the HPV vaccine?

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HPV Vaccine Resources

SWHR Resources:

- **Fact Sheet:** [Prevent Cancer with the HPV Vaccine Fact Sheet](#)
- **Video Series:** [#SWHRtalksHPV Video Series](#)
 - [What is the HPV vaccine?](#)
 - [How safe is the HPV vaccine?](#)
 - [Why is the HPV vaccine recommended for pre-teens?](#)
 - [If my child is 15-26 years old, can they start or complete the HPV vaccine series?](#)
 - [I am older than 26. Can I still get vaccinated for HPV?](#)
 - [Why should my son get the HPV vaccine?](#)
 - [Should my child get the HPV vaccine if their school doesn't require it?](#)
 - [Where and how can I get the HPV vaccine?](#)
 - [How do I discuss the HPV vaccine with my son or daughter?](#)
 - [How can I have productive conversations about the HPV vaccine?](#)
 - **Video Summary Fact Sheet:** [#SWHRtalksHPV Questions & Answers](#)

- **Blog:** [Exploring Avenues and Opportunities to Address HPV Vaccine Education to Improve Women's Health](#)
- **Webinar:** [How Vaccines and Screening Can Prevent Cervical Cancer](#)

Additional Resources:

- American Cancer Society: [Prevent 6 Cancers with the HPV Vaccine](#)
- American Sexual Health Association: [HPV Fast Facts](#)
- Association of Immunization Managers: [HPV Resources](#)
- Immunize.org: [Human Papillomavirus \(HPV\) Information](#)
- Institute for Vaccine Safety: [Let's Talk Shots](#)
- National Association of School Nurses: [FAQs on HPV Vaccination](#)
- National Foundation for Infectious Diseases: [HPV \(Human Papillomavirus\) Webpage](#)
- National HPV Vaccination Roundtable: [Resource Library](#)
- Vaccinate Your Family: [Preteens & Teens](#)

If you have questions, contact the SWHR Communications Team at communications@swhr.org.

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