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# HPV Immunisation DVD Pre-test Debrief

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# Aim of the research

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- ◆ To pre-test a DVD for use in secondary schools by health professionals and teachers to support the introduction in Scotland of the new Human Papilloma Virus (HPV) Immunisation Programme.

# Communications objectives

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1. To announce the new HPV immunisation programme that helps protect against cervical cancer and raise awareness among the target audiences (girls in the routine and catch-up cohorts).
2. To convey clearly that the HPV immunisation will protect against cervical cancer and saves lives.
3. To normalise the new vaccine programme as a routine childhood immunisation programme, and normalise HPV as a common virus.
4. To create confidence about the vaccine amongst the target audiences.
5. To communicate in a tone and manner that is positive, optimistic and engaging, and encourages a sense of 'belonging' within the target groups and willingness to participate.
6. To clearly convey the detail of the programme: who, how and when.
7. To support the provision of clear, easily understood information that will enable informed consent.

# Research objectives

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- ◆ To assess the ease of use of the DVD among those potentially delivering the programme i.e. school nurses and teachers.
- ◆ To assess whether the DVD adequately supports professionals in the delivery of consistent, accurate information.
- ◆ To identify and provide details of any information gaps for deliverers or the target girls.
- ◆ To assess with target girls whether the DVD design and execution is appropriate, accessible in terms of information and tone.
- ◆ To test the DVD for understanding of the key messages.
- ◆ To identify any facilitators or barriers - to use; to comprehension; to acceptability; and seek suggestions as to how barriers might be overcome.
- ◆ To assess whether the DVD builds on the rest of the campaign, which aims to be accessible, inclusive and representative, acknowledging diversity and at the same time that it is “for me”.

# Research objectives

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- ◆ To evaluate the suitability of the DVD as part of the integrated communications campaign to support the delivery of the programme.
- ◆ To identify, explore and provide details on any suggested improvements to the DVD.
- ◆ To identify issues around 'marketing' the DVD such that its use is made as easy and consistent as possible in order to enhance effectiveness.
- ◆ To provide recommendations on the extent to which, and in what manner, the DVD in any aspect can be optimised.

# Method and sample

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- ◆ Group 1 Girls, S2, ABC1, Stirlingshire
- ◆ Group 4 Young women, S5/6, ABC1, East Renfrewshire.
- ◆ Teachers:
  - group of 3 teachers in Stirlingshire;
  - group of 4 teachers in East Renfrewshire;
  - paired depth of 2 teachers from Roman Catholic schools in Greater Glasgow.
- ◆ Nurses
  - group of 4 Nurses (and 3 support workers) in Greater Glasgow;
  - group of 4 Nurses in Lothians.
- ◆ Fieldwork took place in June 2008.
- ◆ Group 2 Girls, S2, C2DE – rescheduled for w/c 30<sup>th</sup> June 2008.
- ◆ Group 3 Girls, S3-4, C2DE – rescheduled for w/c 30<sup>th</sup> June 2008.

# Pre-test materials

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- ◆ HPV Immunisation DVD.

# Overall response

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- ◆ Very positive response from across sample – all find it valuable.
- ◆ All recommend producing and distributing it for use.

## Girls

- ◆ Acquire a great deal of information about previously unheard of, or little known, concepts.
- ◆ Confident that they now understand a great deal about the immunisation they will be offered.

## Teachers

- ◆ Also, agree they are significantly better informed about the HPV Immunisation Programme having watched the DVD.
- ◆ Convinced their pupils will benefit from seeing the DVD.
- ◆ All keen to use it as preparation or additional opportunity for pupils to learn about the immunisation.

# Overall response

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## Nurses

- ◆ Considered very valuable resource in delivering HPV Programme.
- ◆ Some differences in who will use it in first year, based on available School Nurse capacity at a local level:
- ◆ Nurses in one area insist they should deliver it – most qualified e.g. to answer questions from the pupils.
- ◆ Nurses in another area agree they are best qualified to deliver but:
  - practically cannot deliver until dealing exclusively with core S2 – catch-up will take up all available resources.
  - satisfied that (PSE) Teachers will adequately deliver the DVD and signpost to accurate additional information as required by pupils e.g. website; local health professionals, including themselves.

# Message recall

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- ◆ Message recall is strong and detailed by all groups interviewed.
- ◆ Key message agreed:
  - Girls from 12 years/S2 to 17 years 'are getting' an immunisation to prevent (most/70% of) Cervical Cancer; starting in September.
  - Cervical Cancer kills 1,000/hundreds of women each year.
- ◆ Additionally, and consistently mentioned in each group:
  - Cervical Cancer is caused by HPV.
  - HPV is spread by being sexually active.
  - More protected if have immunisation early/before sexually active.
  - Vaccine is safe and recommended by health professionals.
  - 3 injections over 6 months.
  - Some of the details of HPV e.g. two types cause 70% of Cervical Cancers.
  - Still need screening for other HPVs from age 20.

# Message recall

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## Plus, from Nurses

- ◆ Not detailed enough for parents e.g. on safety.
- ◆ But recognise DVD is aimed at girls and believe sufficiently detailed for most of them.

# Comprehension

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- ◆ Very few comprehension problems/barriers from concept or execution.
- ◆ Sometimes not clear who the adults are in the film:
  - Mother and School Nurse are clear – they introduce themselves.
  - Others are usually assumed to be health professionals.
  - But older man is never recognised as a Cancer Specialist – Head Teacher; MP?
  - Younger man assumed to be a GP but some younger girls thought he might be a PSE teacher.
  - Woman in lab coat – some type of research scientist who works with the virus or the vaccine e.g. developed it for the pharmaceutical company.
- ◆ Role of the health professionals is readily seen by all as offering reassurance that health professionals with authority and expertise are recommending immunisation as effective and safe – achieves this.
- ◆ **Role would be enhanced by making it clear who the different adults are e.g. by labelling on screen. NB - names are not needed.**

# Comprehension

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## Plus, from Girls

- ◆ A few missed on first viewing the specific reference to 1,000 deaths a year.

Embarrassed laughs at diagram seemed to obscure cancer specialists opening comments at this point.

**Suggest a pause during/after showing the diagram.**

## Plus, from Teachers

- ◆ Positive comment on the DVD as providing information in a different format to written materials:
  - Another opportunity to learn about the programme;
  - Especially valuable to those who learn best through aural and visual media.
- ◆ Request by a few teachers to write key terms and concepts on screen to enhance absorption and memorability e.g. HPV; Cervical Cancer.
- ◆ However, others were concerned this would detract from the successful DVD as executed.

# Comprehension

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- ◆ Plus, from Nurses
- ◆ One group of Nurses concerned that suggestion to “ask your doctor or nurse for more information” was not sufficiently specific e.g. should say school nurse.
- ◆ Concern not shared by others in sample – interpreted as GP or School Nurse or Practice Nurse.

# Information gaps

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- ◆ Voiced by all but S2 girls: How effective is the vaccine if a girl has been sexually active?
  - Older girls want to know this.
  - Teachers and Nurses expect to be asked this.
  - Showed the Fact Sheet to older girls – adequately answered this.

## Plus, for S5/S6 Girls

- ◆ Clear that S2 girls will be immunised at school – but it does not state this definitively for older girls. (Other communication materials will clarify this.)
- ◆ One S5/S6 girl – How safe is the vaccine? Details required on trials mentioned.
- ◆ Showing the Fact Sheet answered safety issue for most i.e. in use in USA and Australia.
- ◆ But reading the Sheet introduced issue of “protection for at least 6 years” – interpreted as requiring a booster; then questioned need to give it to 12 year olds...

# Information gaps

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## Plus, for S2 Girls

- ◆ Risk of allergic reaction. (Fact Sheet covers this.)
- ◆ What does the HPV virus look like or do to you? (A visual of the virus might cover this and add interest.)
- ◆ More on what Cervical Cancer does to you... 'for other girls who might not be convinced they need the immunisation'.

## Teachers

- ◆ On consent – still not entirely clear on policy here...
- ◆ Suggest including guidelines on this in packs to enable schools to field questions from parents/carers and girls.
- ◆ What happens if a girl misses one of the 3 injections? Expect to be asked this and need to be able to answer/reassure.

# Information gaps

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## Nurses

- ◆ A few expect clarification on consent – will it be identical to guidance on other school delivered immunisations?
- ◆ Girls will ask about effectiveness/ability to catch up if injections are missed.

# Use of language

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- ◆ General agreement that language is appropriate and accessible.

## Girls

- ◆ Easily understood language.
- ◆ Sorts of questions we would ask...
- ◆ And the way we would ask them – S5/S6 cohort
- ◆ Girls don't always sound 'natural' – two S2 girls (commenting on the acting?)

## Teachers

- ◆ Agreed that language would be readily understood by their pupils e.g. no medical jargon.

# Appeal

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- ◆ Q&A format - with girls and adults involved in the immunisation programme - was very well received by all interviewed.
- ◆ A single health professional talking to screen would be “boring”.

## Girls

- ◆ Different girls – age range and different ‘types’ was also appealing to the girls interviewed:
  - Less boring than featuring just one girl i.e. adds interest
  - Everyone will find a girl they can relate to – all are ‘acceptable’.
- ◆ Girls also found appeal in the reassurance that
  - Reinforces the message that girls of different ages, including us, will be getting the immunisation.
  - “Shows that everyone has questions.” (S5/S6 girl)
- ◆ Website (and phone line) for more information – important to oldest girls with important outstanding issues to resolve.
- ◆ Oldest girls, on probing, began to question whether any girls featured were as old as them. Ultimately did not detract from acceptability.

# Appeal

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## Teachers and Nurses

- ◆ Anticipate and concur with the girls' responses.
- ◆ Additionally, comment very positively on:
  - Focus on Cervical Cancer rather than sexual health.
  - Sensitive and realistic treatment of references to sexual health and sexual activity.
  - Reference to cervical screenings and safer sex.
- ◆ Welcome reference to website - for additional insight.
- ◆ Request to have DVD on website:
  - To allow young people to view again
  - For parents to view – for info; to see what child sees.
- ◆ Teachers in one groups liked how it had avoided obvious elements that would date it quickly e.g. specs, mobile phones.
- ◆ One Nurse commented that the range of girls could have been even broader i.e. with a girl from a more obviously socially deprived background. Others found the range realistic and acceptable.

# Role of website

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## Girls

- ◆ S5/S6 girls expected/hoped it would answer outstanding issues e.g. impact of sexual activity on efficacy of HPV immunisation.
- ◆ S2 girls expected it to answer/show more details about Cervical Cancer e.g. what it does to you – ‘for those who would be interested’ (not necessarily those interviewed).

## Teachers

- ◆ To equip them further to answer questions.
- ◆ Easy, legitimate route to accurate information that teachers can direct pupils and parents towards.
- ◆ Flexible, effective and efficient method of sharing the DVD with parents. (More so than calling a parents’ evening to view it.)

## Nurses

- ◆ Welcomed as additional insight, especially for older girls and parents.

# Tone

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## Girls

- ◆ Informative – lots of information about the cancer, HPV, the injections.
- ◆ Informal.
- ◆ Reassuring – safe, recommended by health professionals.
- ◆ Positive; “feel positive because it [cancer] is curable” (i.e. preventable) – S2 girl.
- ◆ Aimed at us. Though a few S5/S6 girls claimed it was aimed younger than them, necessarily – “a bit too simplistic just for us”.

## Teachers and Nurses

- ◆ Informative.
- ◆ Approachable.
- ◆ Sensitive.
- ◆ Reassuring.
- ◆ Appropriately focused on Cervical Cancer vs. sexual health.

# Perceived role of the DVD

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- ◆ Agreement that it is to ensure girls have insight into the immunisation before asked for consent e.g.
- ◆ To familiarise them with key concepts – Cervical Cancer, HPV;
- ◆ To provide details of practical aspects of having the immunisation – in school, 3 injections, girls, etc.
- ◆ To bring questions or concerns front of mind and be answered appropriately and accurately.
- ◆ Several suggestions as to best/appropriate time to show DVD – to suit local action plan e.g. along with distribution of consent forms; after sending home leaflets, to offer different method of absorbing information and opportunity to ask questions arising from leaflets.
- ◆ RC teachers interviewed responded very similarly to others.
- ◆ Claimed would find the DVD valuable and would use it if their school management decided it did not contravene Catholic teaching on sex and relationships. Certain phrases/concepts might prove problematic:
  - “Safer sex”; “have sexual relationships until they’re much older”.

# Delivery of the DVD

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## Girls

- ◆ S2 girls claim a strong relationship with PSE teachers and believe best delivered by them – to facilitate asking questions.
- ◆ S5/S6 girls - best delivered in special PSE talk by Nurses with specific knowledge and expertise – again to facilitate asking questions.
- ◆ In girls only classes – to facilitate questions.
- ◆ Boys should be shown it:
  - So they won't be inclined to say it is for girls with STIs.
  - To prevent it from being a 'big secret'
  - HPV affects them – so they need to know.

## Nurses and Teachers

- ◆ PSE teachers keen to show it in PSE classes for reasons outlined earlier – must be sure they can signpost to accurate additional info e.g. website, Fact Sheet.
- ◆ Split view among Nurses – some keen to deliver DVD and accompanying talk themselves as health experts; others suggest only PSE Teachers have capacity to deliver it in initial catch-up years.

# Marketing the DVD

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## To Teachers

- ◆ Must come in a full pack with info leaflets, consent forms, Fact Sheets and any additional guidance available e.g. on consent.
- ◆ Highlight role of DVD.
- ◆ Provide sufficient numbers to use in PSE classes.
- ◆ Suggest liaising with local immunisation team Nurses to discuss best joint use of time and expertise in delivering DVD.
- ◆ Highlight flexibility of application/delivery.

# Summary and recommendations

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- ◆ In some ways, DVD communicates more effectively than leaflet as tested:
  - Information seems more easily absorbed
  - More involving as a medium
  - Conveys the additional concept that HPV immunisation is for many different 'types' and ages of girls; inclusive
  - For girls especially, DVD brings to life the idea that the immunisation is recommended by trusted authorities i.e. different health experts.
- ◆ Demand for additional insight into the key issue of effectiveness for the sexually active remains. Fact Sheet provides this.
- ◆ Web based additional information is particularly welcomed – including suggestion to include the DVD on the web.
- ◆ Suggested improvements – recommended for implementation:
  - Label the adults with their professional roles
  - Pause at/after the diagram.

# Summary and recommendations

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- ◆ Market the DVD to Nurses and schools in packs of all appropriate materials (vs. in isolation) highlighting its role as understood by respondents.
- ◆ Encourage flexibility of use by local teams of PSE teachers and health professionals encouraging prior discussions and shared agreement on best delivery method.