



—
Safeguard your child's future
by protecting her against
**cervical cancer and
HPV.**

PURPOSE OF THIS JOB CARD

This tool is designed for doctors, nurses, teachers, and other professionals who counsel caregivers and parents of young girls about the HPV vaccine.

This tool helps guide informed, personalized conversations about the HPV vaccine with caregivers.

Different messages work for different people. Using psycho-behavioral segmentation, we've

identified six segments based on what matters most to them.

Use the QR code below to access the typing tool and find out which segment someone belongs to.

INTRODUCTION TO THE 6 SEGMENTS

Proactive Advocates

Trust the system and are well-informed. They seek clarity and coping for uncertainty around the vaccine.

Compliant Adopters

Take vaccines without question due to high trust but low awareness. Need messaging that builds HPV vaccine relevance and cancer prevention belief.

Rational Protectors

Largest segment in Kenya with high information-seeking, protection from cancer resonates with them strongly. Need support navigating uncertainty to encourage positive decision-making.

(This is for those counselling to understand the segments, do not share with caregivers/ parents)

Trusting Intender

Open to change with new information and display high trust in the system. Focus on strengthening intent and turning it into action through empowering messaging.

Cautiously Unacquainted

Low awareness and uptake, influenced by past COVID experiences. Need basic HPV education and trusted reassurance, especially for younger girls.

Informed Skeptics

Smallest group with high awareness but low trust. Need credible sources, greater autonomy, and reassurance to reduce vaccine doubts.

HOW TO USE THIS JOB CARD TO CONDUCT A HEALTH TALK

Step 1 - Segment Identification

Use the **typing tool** that this QR code leads you to and make a note of the segment assigned.



Step 2 - Tailored Counselling

Use this job card to counsel caregivers / parents based on their individual segment or the most common segments if in a group.

WHAT IS IN THIS TOOL?

This tool has 9 numbered parts

1. Question

2. What is HPV and Cervical Cancer?

3. About the HPV vaccine

4. About the HPV vaccine in Kenya

5. About the HPV vaccine around the world.

6. Segment Focussed Messaging

- Based on STEP 1, identify the segment of the caregiver / parent
- Then deliver the corresponding message shown in blue in this section to the caregiver/ parent.

This helps make your counselling more relevant and effective

7. Frequently Asked Questions.

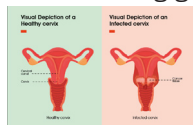
8. Call to Action

9. Plan next steps

How to use the numbered part on the counselling professional side

This tool has 9 numbered parts. Please go through them sequentially from 1 - 9, one after the other in order to use the tool effectively.

This tool has two sides. The image side is caregiver/ parent facing and the text side is for the counselling professional to use as a counselling guide.



Caregiver/ Parent Side



Counselling Professional Side

Note:

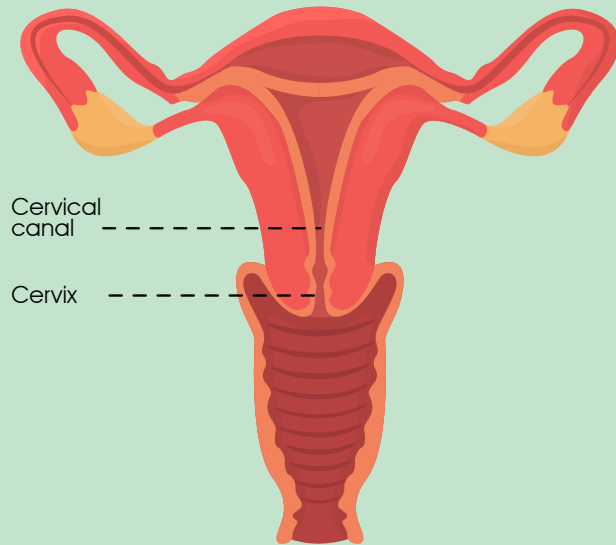
It is recommended to not reveal the segment to the caregivers/ parents. The segmentation is to support those who counsel to provide relevant impactful messaging

How to use the colored text on the counselling professional side.

The red text is just for you — it's a guide to help you understand and structure the conversation. **It's not meant to be read aloud** to caregivers or parents. Once you are comfortable with the detailed content, you can use the numbered headings as a guide to structure the conversation.

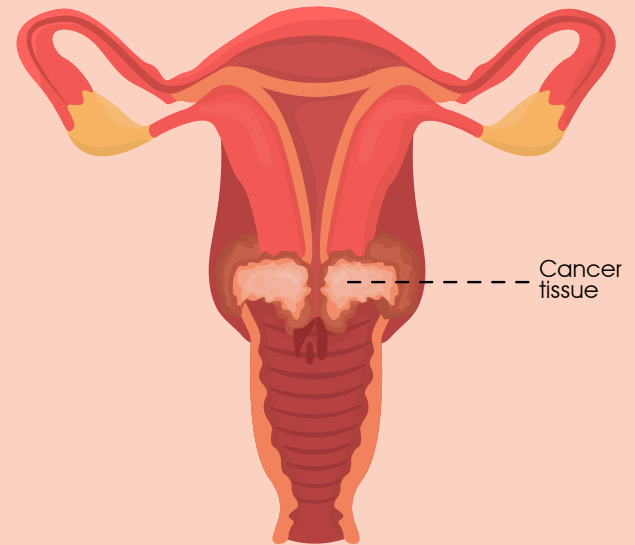
The blue text is what you can say directly when counselling. Over time, as you get more comfortable with the material, you may not need to read it out word-for-word — just use it as a guide or a quick refresher during your conversations.

Visual Depiction of a Healthy cervix



Healthy cervix

Visual Depiction of an Infected cervix



Infected cervix



1 Question

Ask caregivers/ parents this question and listen to what they have to say and then move to 2.

Have you heard of Cervical Cancer?



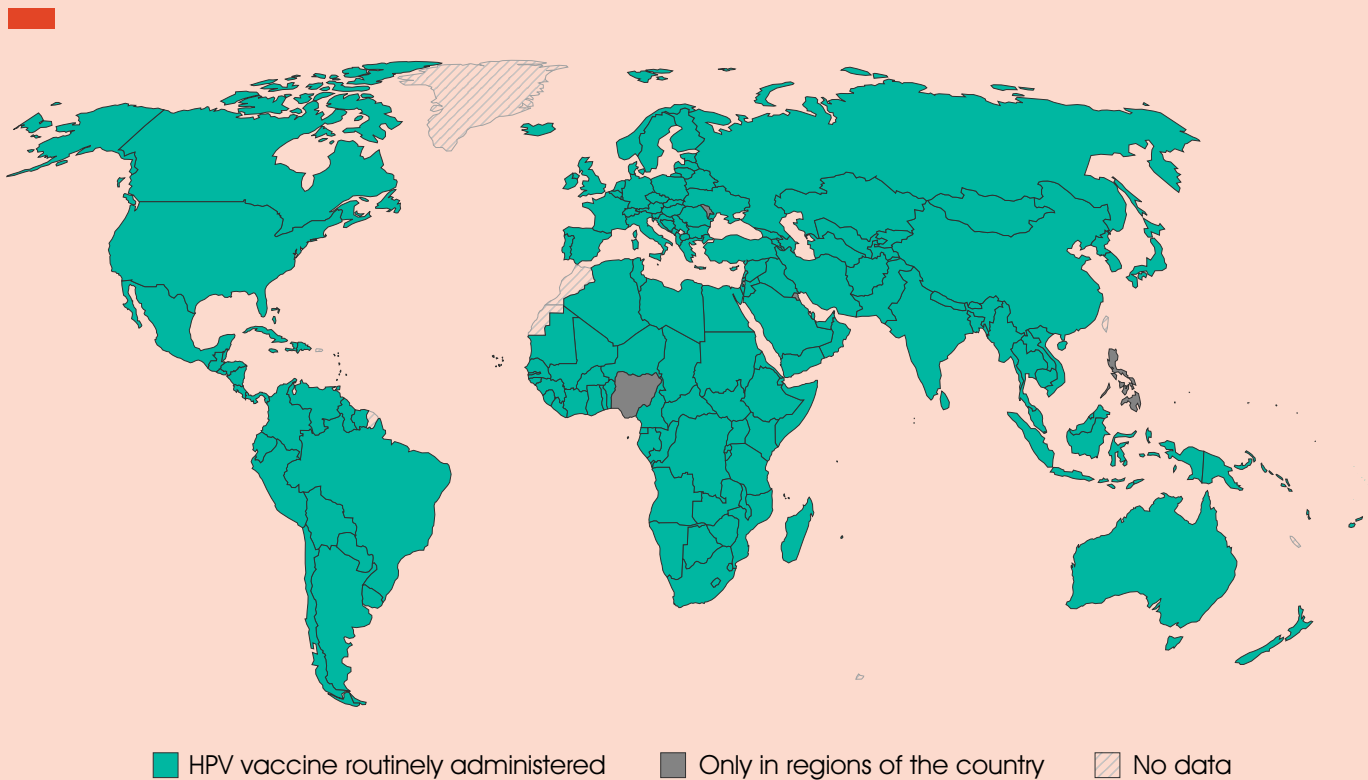
2 What is HPV and Cervical Cancer?

Cervical cancer is the **leading cause of cancer-related deaths for women in Kenya**. Everyday **9 women die from cervical cancer in Kenya**. Cervical cancer is a serious disease that **affects the opening of the womb in women**.

It is caused by the **Human Papilloma Virus** also known as **HPV**. **HPV is a common virus** that can cause six types of cancer and **99% of cervical cancer cases** are linked to HPV infections.

While all of this is scary, there is a way we can prevent it and protect our girls.

Human papilloma virus (HPV) vaccines around the world





...continued

3 About the HPV Vaccine

The HPV vaccine is another critical step to safeguard your girls from a very real and preventable threat: cervical cancer.

The vaccine is highly effective in preventing cervical cancer.

4 About HPV vaccine in Kenya

The HPV vaccine is **safe, effective, and is approved** Ministry of Health and recommended by the **National Medical Association** for girls aged 10 to 14.

5 About the HPV vaccine around the world

The HPV vaccine is not new, it has been widely used in countries like the U.S., Canada, and Japan since 2006, with over 200 million doses administered worldwide.

This vaccine has been available since 2006, and health workers vaccinate more than 6 million girls each year.



HPV Vaccine Saves Lives!

"I protected my daughter against cervical cancer by getting her the **free, safe** and **effective** HPV vaccine. Have you?"

6 Segment Focused Messaging

Based on the segment identified, deliver the corresponding message given below.



Proactive Advocates

By vaccinating your girl and encouraging other caregivers to vaccinate their girls, you're not only protecting her health but also contributing to the safety of your community.



Compliant Adopters

In the past, you have always done the right thing to protect your girl's future and health, it's time to take the next step to safeguard her health from this deadly but preventable disease.



Rational Protectors

Cervical cancer is deadly, and its treatment can be very costly. However, it can be prevented by taking the small step of vaccinating your daughter with the safe and highly effective HPV vaccine.



Trusting Intenders

Just as you've trusted vaccines before and made thoughtful decisions for your family's health, the HPV vaccine is another critical step to safeguard them from a very real and preventable threat: cervical cancer.



Cautiously Unacquainted

We understand that past experiences with vaccines, especially during the pandemic, have left many people with doubts or concerns but we are here to provide clear, honest information about the vaccine.



Informed Skeptics

We trust you will make the right decision to address this preventable risk to your girl. Ultimately, the decision is yours, and we're here to answer any questions you may have.



"I had a lot of questions about the HPV vaccine.

Initially, I was hesitant to ask them. Then I mustered up the courage to ask my questions.

They clearly and honestly answered all my questions. This helped me make the decision to vaccinate and protect my girl against cervical cancer."

- Martha Cheruyot



7 Frequently Asked Questions

 Below are a few questions that come up frequently during counselling.

What are some questions you have for me?

Vaccine Safety and Testing

? Has the HPV vaccine been tested enough, is it safe?

Yes. The HPV vaccine is tested, safe and effective in preventing cervical cancer.

Like all other vaccines used in Kenya, the HPV vaccine has been approved by the Kenya Pharmacy and Poisons Board.

The HPV vaccine is not new, it has been widely used in countries like the U.S., Canada, and Japan since 2006, with over 200 million doses administered worldwide.

? What are the possible side effects of the HPV vaccine?

All vaccines have potential side effects just like the minimal side effects babies get when they take their vaccines as infants. The reactions caused by the HPV vaccine have mostly been mild.

Common minor side effects are redness, pain and swelling at the site of injection.

If you feel like your girl is showing any symptoms beyond these, take her to the nearest facility immediately.

? Does the HPV vaccine affect fertility?

Research has shown that the HPV vaccine does not cause fertility problems in girls. In fact, the HPV vaccine protects one's ability to have children by protecting the girls from cervical cancer that could be caused by an HPV infection.

The HPV vaccine has no effect on a girl's menstrual cycle either.

The HPV vaccine is a safe way to protect a young girl's health and her ability to have healthy babies in the future.

Vaccine Effectiveness

? Why is the HPV vaccine given to girls at 14 if cervical cancer develops later in life?

The HPV vaccine is most effective when administered to girls long before they are exposed to the virus. The vaccine works best when given at a younger age for a stronger immune response.

HPV infections occur after the start of sexual activity, therefore it is important to vaccinate girls long before that.

Concerns and Misconceptions

? Does the HPV vaccine affect the menstrual cycle?

The vaccine has no effect on a girl's menses or menstrual cycle.



“Hey, My name is Teresia, I’m 14 years old and I got The HPV vaccine!”

At first, I didn’t really know much about it, and I was a little scared — you know, like, what is this even for? But when I talked to the nurse at school, she explained everything so clearly.

She told me it protects girls from cervical cancer later in life, and honestly, that made a lot of sense. The shot was quick, and I only felt a small pinch. Now, I feel proud knowing I’ve done something good for my future health.

To all my friends — don’t be afraid to ask questions,
and don’t wait. Protect yourself early.
If I can do it, so can you!





Eligibility and Target Group

? Why is the HPV vaccine recommended only for girls and not boys?

Girls are at high risk of developing cervical cancer because they have a cervix. The vaccine does not harm boys; however, boys are not vaccinated now because the vaccines are available in limited quantities and are being used to protect girls who are at higher risk of cervical cancer later in life.

? Why is the HPV vaccine given up to age 14 in Kenya but up to 18 or older in some other countries, can girls over the age of 15 get vaccinated?

The vaccine is most effective when given to girls before they are exposed to the HPV virus and when they are young. The vaccine works best when given at a younger age for a stronger immune response.

Different countries give vaccines for different age groups. In Kenya, the Ministry of Health has identified 10-14 year old girls to be vaccinated.

Girls older than 14 can be vaccinated. However, the MoH program due to limited vaccine availability is mostly for girls between the ages of 10-14.

8 Call to Action



Would you be interested in getting your girl vaccinated against the HPV infection?

9 Plan Next Steps

Support the caregiver / parent articulate clear next steps to get their girl vaccinated



When would you like to get your girl vaccinated?
Let us schedule a time and date for it.

