

# A Guide to Hosting a Film Viewing

# SOMEONE YOU LOVE

## THE HPV EPIDEMIC

## A GUIDE TO HOSTING A FILM VIEWING

### Welcome!

Thank you for your interest in hosting a film viewing of the *Someone You Love: The HPV Epidemic* documentary. Narrated by Vanessa Williams, this moving documentary features the lives of five women affected by Human Papillomavirus (HPV), a virus that causes several types of cancer and genital warts. Their intimate stories shed light on the risks, myths, problems, politics, misconceptions and hard truths of this widespread epidemic.

The film also features eight scientific experts who provide clinical insight into this epidemic. By sharing this documentary, people will have a greater understanding of HPV and learn how HPV-associated cancers and genital warts can be prevented.

This guide was developed by The Ohio Partners for Cancer Control (OPCC) HPV Vaccination Sub-committee whose members include:

- The American Cancer Society
- The Appalachia Community Cancer Network
- The Crawford Crew Foundation
- The James – The Ohio State University Comprehensive Cancer Center
- The Ohio Department of Health
- Ohio Public Health Association
- Merck, Inc.

The *Someone You Love* statewide Ohio license entitles you to unlimited public viewings. This was made possible through the generosity of Ms. Carrie Mock, The Crawford Crew Foundation, The Ohio Department of Health, and The James-Ohio State University Comprehensive Cancer Center.

HPV does not discriminate; men and women alike are affected. We commend and thank you for joining our efforts to educate and raise awareness of HPV and HPV-associated cancers.

\*Please note: The film references HPV vaccine recommendations at the time of filming. For current recommendations, please visit: <https://www.cdc.gov/hpv/>

*While this guide contains web links to third-party sites, the Ohio Partners for Cancer Control (OPCC) is not responsible for the content of any linked sites.*

## HOW TO USE THE GUIDE

The guide is a step by step resource to help host a film viewing of *Someone You Love: The HPV Epidemic*. The guide provides tools and suggestions to facilitate a well-planned event. It includes timelines, sample invitations, scripts, templated promotional materials and supplemental resources. The guide will help you get started, or continue hosting, effective *Someone You Love* events throughout Ohio! <https://someoneyouloveohio.org>

After reviewing Section One, select the section that best represents your target audience(s). Once you determine your audience, turn to the color-coded section to plan and host your event. Please refer to Section Five, the appendix, for additional resources.

### Section One – Overview

### Section Two – Healthcare Providers

#### Small Group Setting

#### Large Group Setting

#### Healthcare Provider Resources

### Section Three – Parents/Guardians

### Section Four – Older Adolescents/Young Adults

### Section Five - Appendix

While the event planning and materials are described in detail, we invite you to view only the information necessary for your event. For example, the guide lays out the basic steps for choosing panel members. If you know how to do this already, or it is not relevant to your needs, feel free to skip those parts of the guide.

## TARGET AUDIENCE DESCRIPTIONS

### Healthcare Providers (those providing direct care and services)

This section is designed for an audience of healthcare professionals, administrators and executives who work across a broad spectrum of health care organizations, including medical care, mental health services, oral health care, emergency services, long-term care, public health services and more. There are two “tracks” in this section: one tailored to small group settings and one tailored to large group settings, i.e., professional conferences.

### Parents/Guardians

This section is designed for an audience of parents or guardians or anyone who touches the lives of children. This can be a pediatrician who wants to host an event for his/her patients’ parents/guardians, or a scout troop leader who is a champion of cancer prevention.

### Older Adolescents/Young Adults

This section is designed for an audience of older adolescents or young adults including students, athletes, student organizations (i.e. fraternity and sorority, professional clubs, etc.).

## OVERVIEW

The *Cancers Associated with Human Papillomavirus in Ohio* monograph is a 15-page document with information on each of the HPV-associated cancers including HPV vaccine rates, tables, charts and maps. Two sections are highlighted here:

October 2015

### Cancers Associated with Human Papillomavirus in Ohio



Human papillomavirus (HPV), a group of more than 200 related viruses, is the most common sexually transmitted disease. As of 2015, approximately 79 million Americans are currently infected with HPV and 14 million people become newly infected each year. HPV can be easily spread through direct sexual (vaginal, anal and oral) contact, from the skin and mucous membranes of infected people to the skin and mucous membranes of their partners. Some types of HPV, including high-risk HPV types 16 and 18, have been linked to cancer in both men and women. In most people, HPV infections are asymptomatic and cleared from the body within one to two years. In some cases, however, the infection persists or returns. Persistent infections with high-risk HPV types can lead to cell changes that, if untreated, may progress to cancer. Each year in the United States, an estimated 26,000 new cancers are attributed to HPV, about 17,000 in women and 9,000 in men.

HPV is associated with cancer at the following sites:

- Cervix
- Vagina
- Vulva
- Anus
- Penis
- Oropharynx

The HPV-associated cancers described in this report are all carcinomas of the cervix and squamous cell carcinomas of the vagina, vulva, anus, penis and oropharynx. HPV-associated oropharyngeal cancer includes squamous cell carcinomas of the base of tongue and lingual tonsil, tonsil and other oropharynx.

## KEY FINDINGS

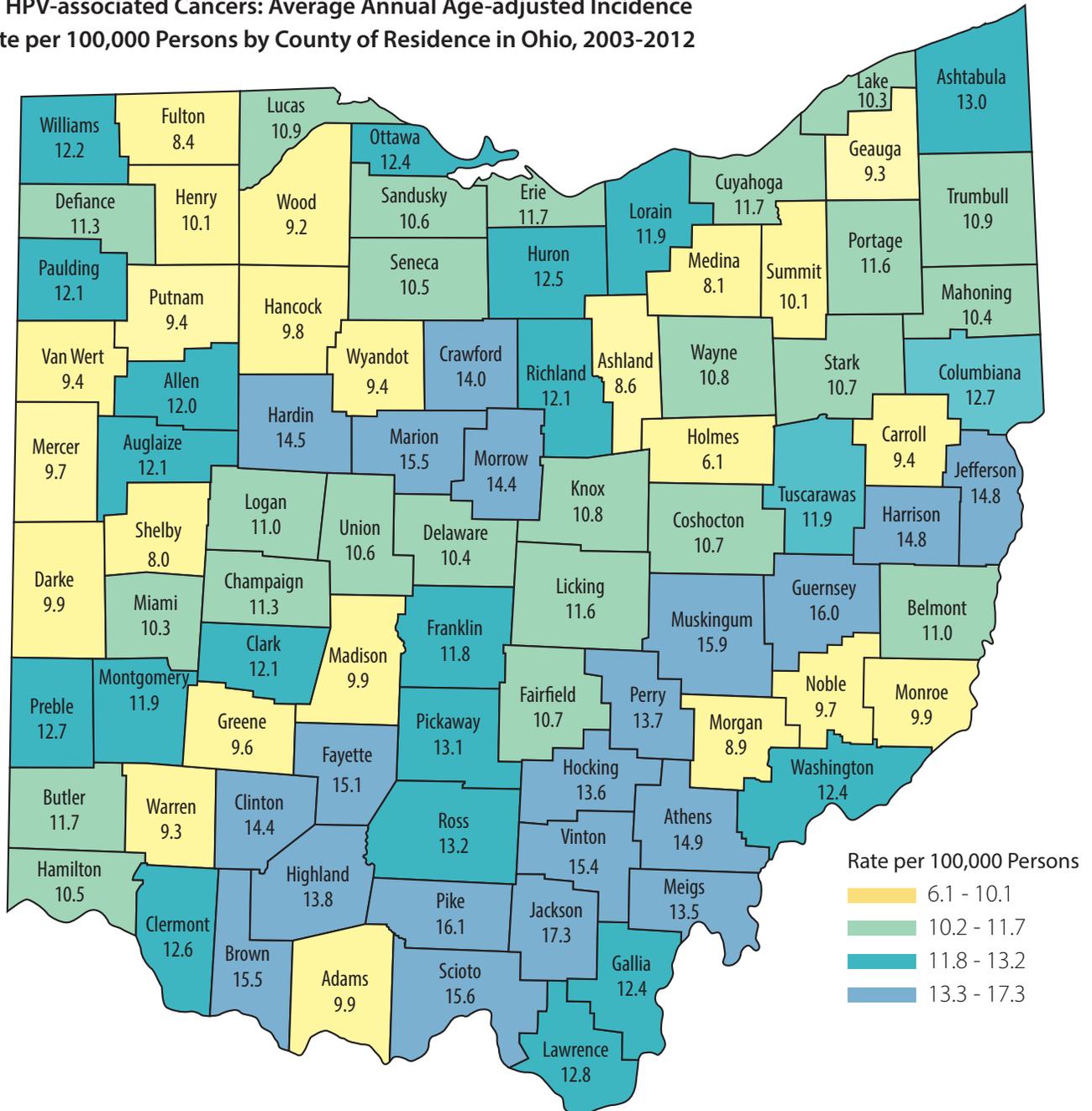
- In Ohio, in 2008-2012, approximately 1,157 cases of cancer were attributed to HPV each year.
- For all HPV-associated cancers combined, incidence rates were 48 percent higher among females compared to males and 6 percent higher among whites compared to blacks.
- Mortality rates for all HPV-associated cancers combined were two times higher among females compared to males and 32 percent higher among blacks compared to whites.
- HPV-associated cancer incidence rates increased from 1996 to 2012 for cancers of the vulva, anus and oropharynx; oropharyngeal cancer incidence rates approximately doubled in Ohio during this time period.
- The majority of counties with the highest HPV-associated cancer incidence rates were located in the Appalachian region of Ohio.
- For all HPV-associated cancers combined, females were more likely to be diagnosed early stage (*in situ* and local), whereas males were more likely to be diagnosed late stage (regional and distant).
- The 2005-2011 U.S. five-year survival probability for each HPV-associated cancer site/type was lower among blacks compared to whites, with the exception of vulvar cancer.
- In 2014, 35.2 percent of Ohio females and 23.3 percent of Ohio males 13-17 years old had completed the recommended three or more doses of HPV vaccine; the Healthy People 2020 target is 80.0 percent for both females and males

<http://bit.ly/ohioHPVreport>

## HPV-ASSOCIATED CANCER INCIDENCE BY COUNTY

The map below shows 2003-2012 average annual age-adjusted incidence rates for all HPV-associated cancers combined by county of residence. County-specific incidence rates in Ohio ranged from 6.1 to 17.3. The majority of counties with the highest incidence rates were located in the Appalachian region of Ohio.

**All HPV-associated Cancers: Average Annual Age-adjusted Incidence Rate per 100,000 Persons by County of Residence in Ohio, 2003-2012**



Source: Ohio Cancer Incidence Surveillance System, Ohio Department of Health, 2015. Each category represents approximately 25 percent of the 88 Ohio counties.

## Human Papillomavirus–Associated Cancers — United States, 2008–2012

Laura J. Viens, MD<sup>1</sup>; S. Jane Henley, MSPH<sup>1</sup>; Meg Watson, MPH<sup>1</sup>; Lauri E. Markowitz, MD<sup>2</sup>; Cheryll C. Thomas, MSPH<sup>1</sup>; Trevor D. Thompson<sup>1</sup>; Hilda Razzaghi, PhD<sup>1</sup>; Mona Saraiya, MD<sup>1</sup>

Human papillomavirus (HPV) is a known cause of cervical cancers, as well as some vulvar, vaginal, penile, oropharyngeal, anal, and rectal cancers (1,2). Although most HPV infections are asymptomatic and clear spontaneously, persistent infections with one of 13 oncogenic HPV types can progress to precancer or cancer. To assess the incidence of HPV-associated cancers, CDC analyzed 2008–2012 high-quality data from the CDC's National Program of Cancer Registries and the National Cancer Institute's Surveillance, Epidemiology, and End Results program. During 2008–2012, an average of 38,793 HPV-associated cancers were diagnosed annually, including 23,000 (59%) among females and 15,793 (41%) among males. By multiplying these counts by the percentages attributable to HPV (3), CDC estimated that approximately 30,700 new cancers were attributable to HPV, including 19,200 among females and 11,600 among males. Cervical precancers can be detected through screening, and treatment can prevent progression to cancer; HPV vaccination can prevent infection with HPV types that cause cancer at cervical and other sites (3). Vaccines are available for HPV types 16 and 18, which cause 63% of all HPV-associated cancers in the United States, and for HPV types 31, 33, 45, 52, and 58, which cause an additional 10% (3). Among the oncogenic HPV types, HPV 16 is the most likely to both persist and to progress to cancer (3). The impact of these primary and secondary prevention interventions can be monitored using surveillance data from population-based cancer registries.

CDC analyzed data from population-based cancer registries that participate in the CDC's National Program of Cancer Registries and the National Cancer Institute's Surveillance, Epidemiology, and End Results program and met the criteria for high data quality

for all years 2008–2012, covering approximately 99% of the U.S. population.\* Cases were classified by anatomic site using the *International Classification of Diseases for Oncology, 3rd Edition*<sup>†</sup> and were confirmed histologically. HPV-associated cancers were defined as invasive cancers at anatomic sites (i.e., cervix, vulva, vagina, penis, oropharynx, anus, and rectum) with cell types in which HPV DNA frequently is found (all carcinomas of the cervix, including adenocarcinomas and squamous cell cancers [SCC]; SCCs only for the other anatomic sites). Oropharyngeal cancers included cancers of the base of tongue; pharyngeal tonsils, anterior and posterior tonsillar pillars, and glossotonsillar sulci; anterior surface of soft palate and uvula; and lateral and posterior pharyngeal walls.<sup>§</sup> Age-adjusted incidence rates were calculated per 100,000 persons and standardized to the 2000 U.S. standard population. Rates were considered significantly different from the referent category at a p-value of <0.05.

\*<http://www.cdc.gov/uscs>.

† <http://codes.iarc.fr/>.

§ American Joint Committee on Cancer (AJCC). AJCC Cancer Staging Manual.

7th ed. Chicago, IL: Springer; 2010.

### Highlights From Article...

#1 HPV-Associated Cancer: Cervical Cancer in Women  
11,771 annually—91% attributable to HPV

#2 HPV-Associated Cancer: Oropharynx Cancer in Men  
12,638 annually—72% attributable to HPV

### Continuing Education article:

<http://www.cdc.gov/mmwr/volumes/65/wr/pdfs/mm6526.pdf>



U.S. Department of Health and Human Services  
Center for Disease Control and Prevention



# HEALTHCARE PROVIDERS



**HEALTHCARE PROVIDERS**  

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**SMALL GROUP SETTING**

# HEALTHCARE PROVIDERS

## SMALL GROUP SETTING



Every year 14 million people in the United States become infected with HPV, causing 9,000 HPV-associated cancers in men and 17,000 HPV-associated cancers in women. As of 2015, 37.8 percent of Ohio females and 21 percent of Ohio males 13-17 years old had completed the recommended three dose HPV vaccine; the Healthy People 2020 target is 80 percent for both females and males. Most of these cancers can be prevented by routine vaccination of boys and girls age 11–12.

The documentary, *Someone You Love: The HPV Epidemic*, along with this guide, can be powerful tools to help your staff and the parents/guardians of your patients understand the human cost of this preventable disease.

### **KNOW THE FACTS**

- Get information on the burden of HPV-associated cancers, the importance of HPV vaccination and how to help parents/guardians overcome hesitancy about HPV vaccine.

### **COMMIT TO THE CAUSE**

- Find ways to improve HPV vaccination rates by promoting vaccination in your office. Get CDC resources to help raise awareness among parents/guardians about the importance of HPV vaccine for preventing cancer.

### **LEAD THE CONVERSATION**

- Learn how to successfully communicate about HPV vaccine with parents/guardians of your preteen patients, as well as how to become an HPV vaccination champion with your colleagues and in your community.
- Provide a strong recommendation for HPV vaccination.

## PLANNING A SUCCESSFUL FILM VIEWING

The following section includes planning steps, promotional items, program materials, educational resources and feedback forms to assist in hosting a film viewing in a Small Group Setting—for providers at one office or agency. For a large group setting—for professional conferences and healthcare providers from various offices and agencies—refer to the “Large Group Setting” of the guide.

## STEPS TO HOST A SUCCESSFUL FILM VIEWING

1. Obtain approval from physician/director to have the film viewing.
2. Determine the best method for staff and healthcare providers to view the documentary.
  - a. A copy of the *Someone You Love* DVD can be provided at no charge.
  - b. Additional copies of *Someone You Love* for staff can be purchased for under \$10 at <http://bit.ly/SYLOHDVD>
  - c. Direct staff can view the film for continuing education (CME, CNE, and Pharmacy CE credit) at <http://bit.ly/SYLOHCEU>
3. Establish a date and time for a post viewing discussion, allowing enough time for all staff to complete the viewing.
4. Customize the promotional event flyer template included in this guide and post throughout the office.
5. Make sure to distribute pre survey before the viewing and the post survey after the viewing.
6. Facilitate the post viewing discussion using the discussion guide provided.
7. Return the completed *Small Group Host Feedback* form and pre/post surveys to:  
E-mail: [info@someoneyouloveohio.org](mailto:info@someoneyouloveohio.org) Fax: (614) 293-6667

## OPTIONAL ACTIVITIES

- Provide incentives for staff to complete the viewing and participate in discussion (healthy snacks, extra break time, lunch and learn, etc.)
- Use the *Someone You Love* event as a Continuous Quality Improvement (CQI) project
- Complete an AFIX\* or internally analyze HPV immunization rates
- Schedule an HPV cancer survivor to attend your discussion session
- Provide multiple DVDs to staff

# HEALTHCARE PROVIDERS

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## SMALL GROUP SETTING

*\*AFIX is a quality improvement program used by awardees to raise immunization coverage levels, reduce missed opportunities to vaccinate, and improve standards of practices at the provider level. The acronym for this four-part dynamic strategy stands for*



1. **Assessment** of the healthcare provider's vaccination coverage levels and immunization practices.
2. **Feedback** of results to the provider along with recommended quality improvement strategies to improve processes, immunization practices, and coverage levels.
3. **Incentives** to recognize and reward improved performance.
4. **eXchange** of information with providers to follow up on their progress towards quality improvement in immunization services and improvement in immunization coverage levels.





# PROMOTIONAL TOOLS HEALTHCARE PROVIDERS

## SMALL GROUP SETTING

This section includes promotional tools to communicate about your upcoming film viewing for healthcare providers. For film viewings within a small group setting, the flier or poster in the office may be sufficient (for additional resources, see *Healthcare Provider Resources* section).

### FLIER (template)

## SOMEONE YOU LOVE

### THE HPV EPIDEMIC

#### FILM VIEWING



Every year in Ohio, 1,157 people get cancer caused by Human Papillomavirus (HPV), that's 3.2 people every day.

**YOU**  
**are the Key to**  
**Cancer**  
**Prevention**

Help your patients lower their risk for HPV-associated cancers.

[Day, Date]  
[Times of Program]  
[Location/Building]  
[Address/More Details]

All Providers including Doctors, Nurses, Physician Assistants and other clinic staff are welcome to attend!

FREE Film Screening,  
Panel of Local Experts, Q&A Session  
and Refreshments!

[Attach logos or Names of Sponsors]  
[Add contact person for questions.]



# SOMEONE YOU LOVE

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## THE HPV EPIDEMIC

FREE FILM VIEWING



Susie



Kelly



Kristen



Christine



Tamika

Every year in Ohio,  
1,157 people get  
cancer caused by  
Human Papillomavirus  
(HPV), that's 3.2 people  
every day.

**YOU**  
**are the Key to**  
**Cancer**  
**Prevention**

Help your patients  
lower their risk for  
HPV-associated cancers.

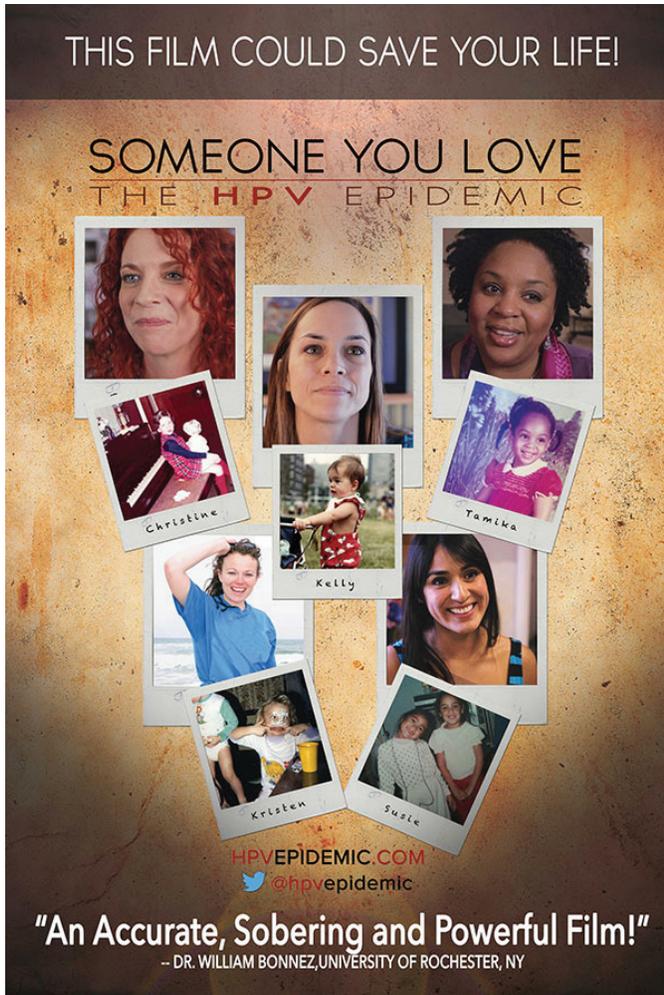
All Providers including  
Doctors, Nurses, Physician Assistants  
and other clinic staff  
are welcome to attend!

FREE Film Screening,  
Panel of Local Experts, Q&A Session  
and Refreshments!



PROMOTIONAL TOOLS HEALTHCARE PROVIDERS  
SMALL GROUP SETTING

POSTER (template)



This documentary follows the lives of five women affected by HPV, the virus that causes several types of cancer. Their intimate stories shed light on the risks, myths, problems, politics, misconceptions and hard truths of the widespread epidemic.

Come to this **FREE** Film Viewing!

[Day of Week, Date]

[Times of Program]

Location/Building and Address]

[Attach logos or Names of Sponsors]  
[Add contact person for questions.]



THIS FILM COULD SAVE YOUR LIFE!

SOMEONE YOU LOVE  
THE HPV EPIDEMIC



HPV EPIDEMIC.COM  
@hpvepidemic

**"An Accurate, Sobering and Powerful Film!"**

-- DR. WILLIAM BONNEZ, UNIVERSITY OF ROCHESTER, NY

This documentary follows the lives of five women affected by HPV, the virus that causes several types of cancer. Their intimate stories shed light on the risks, myths, problems, politics, misconceptions and hard truths of the widespread epidemic.

**Come to this FREE Film Viewing!**



# SOMEONE YOU LOVE

## THE HPV EPIDEMIC

### NEWSLETTER ARTICLE (template)

\_\_\_\_\_ are invited to attend the ***Someone You Love: The HPV Epidemic*** film viewing on [Day of Week, Date] from [Times] at the [Location]

Narrated by Vanessa Williams, this poignant documentary takes a look into the lives of five women affected by the Human Papillomavirus (HPV), the virus that causes several types of cancer. Their intimate stories shed light on the risks, myths, problems, politics, misconceptions and hard truths of the widespread epidemic.

Approximately 79 million Americans are currently infected with HPV and 14 million people become newly infected each year (2015). Come and learn about HPV-associated cancer and HPV vaccines to protect our boys and girls against diseases, including cancer caused by HPV.

If you have any questions, please e-mail \_\_\_\_\_. [Add Logos]

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### E-MAIL INVITATION (template)

Dear Friends,

I'm writing to invite you to join me {AND SPECIAL GUEST NAME, AFFILIATION} for a viewing of the documentary film *Someone You Love: The HPV Epidemic* at {LOCATION}.

The documentary takes on an emotional and challenging topic—HPV-associated cancers and HPV vaccination—and is dedicated to helping foster an informed dialogue on the issue. You are receiving this invitation because you are a provider who works with adolescents and parents. I am really excited to share this film with you and other healthcare providers.

Please join me on {DATE} at {TIME} at {LOCATION}. {FOOD & BEVERAGE TYPE will be served and directions and parking instructions are below.}

Please **email me your RSVP** by {DATE} or register on {LINK OF ELECTRONIC RSVP SERVICE} to secure your spot for this event. You can learn more here: {URL FOR FACEBOOK EVENT PAGE} OR {YOUR WEBSITE} OR <https://someoneyouloveohio.org>.

Best wishes,

{YOUR NAME}

{PHONE}

{EMAIL}



**SOMEONE YOU LOVE**  
THE **HPV** EPIDEMIC

**MAKE A PLEDGE**

On this day \_\_\_\_\_, I, \_\_\_\_\_,

commit to host at least one film viewing of

*Someone You Love: The HPV Epidemic* in the state of Ohio.

Which target audience(s) do you intend to reach with the *Someone You Love* film?

- Healthcare Providers       Young Adults/Older Adolescents  
 Parents/Guardians       General Audience

- I agree that I am responsible for safe keeping and tracking my copy(ies) of the DVD.  
 I agree to complete and return the *Host Feedback Form and Pre/Post Surveys*.  
These materials can be found in *A Guide to Hosting a Film Viewing*.

*In return for your commitment, you are provided a complimentary copy of the DVD  
and A Guide to Hosting a Film Viewing.*

\_\_\_\_\_  
*Your Signature*

Printed Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Phone: \_\_\_\_\_

County: \_\_\_\_\_

Thank you for being part of the *Someone You Love HPV* initiative in Ohio!

**Please e-mail or fax completed form to:**

E-mail: [info@someoneyouloveohio.org](mailto:info@someoneyouloveohio.org) Fax: (614) 293-6667

Darla Fickle, The OSU Comprehensive Cancer Center  
1590 N. High St., Suite 525  
Columbus, OH 43201



# PRE SURVEY

## SOMEONE YOU LOVE FILM VIEWING

Please answer the following questions PRIOR to viewing the film.

**Current Gender:**  Male  Female **Age:** \_\_\_\_\_

**I am a:**  Student  Parent/Guardian  Healthcare Provider  Other

**Race:**  White  Black or African-American  Asian  Native Hawaiian or Other Pacific Islander  
 American Indian or Alaska Native

**Ethnicity:**  Hispanic or Latino  Not Hispanic or Latino

Check your answer(s) to each question.

**1. HPV is a rare, sexually transmitted disease.**

True  False  Don't Know

**2. You will know you have HPV because you will have immediate symptoms.**

True  False  Don't Know

**3. You can only get HPV through vaginal sex.**

True  False  Don't Know

**4. How can you protect yourself against HPV?**

Condoms  Abstinence (not having sex)  HPV Vaccine  All of the previous  Don't Know

**5. What type(s) of cancer can be caused by HPV?**

Cervical  Penile  Oral  All of the previous  Don't know

**6. If you have HPV, but don't have symptoms, you cannot spread the virus.**

True  False  Don't Know

**7. The HPV vaccine prevents HPV; it does not cure HPV.**

True  False  Don't Know

**8. How safe do you think the vaccine is that prevents HPV?**

Circle the number below on the scale 1-5. (Not safe at all) 1 2 3 4 5 (Very safe)

**9. How important do you think it is for people between the ages of 9 and 26 to be vaccinated to prevent HPV?**

Circle the number below on the scale 1-5. (Not important) 1 2 3 4 5 (Very important)

**10. If you are a healthcare provider, please answer the following question:**

**How likely are you to talk to your patients about HPV?**

Circle the number below on the scale 1-5. (Not very likely) 1 2 3 4 5 (Very likely)

**If you are NOT a healthcare provider, please answer the following question:**

**How likely are you to talk to your/your child's doctor about HPV?**

Circle the number below on the scale 1-5. (Not very likely) 1 2 3 4 5 (Very likely)



# POST SURVEY

## SOMEONE YOU LOVE FILM VIEWING

Please answer the following questions AFTER viewing the film.

**Current Gender:**  Male  Female **Age:** \_\_\_\_\_

**I am a:**  Student  Parent/Guardian  Healthcare Provider  Other

**Race:**  White  Black or African-American  Asian  Native Hawaiian or Other Pacific Islander  
 American Indian or Alaska Native

**Ethnicity:**  Hispanic or Latino  Not Hispanic or Latino

Check your answer(s) to each question.

**1. HPV is a rare, sexually transmitted disease.**

True  False  Don't Know

**2. You will know you have HPV because you will have immediate symptoms.**

True  False  Don't Know

**3. You can only get HPV through vaginal sex.**

True  False  Don't Know

**4. How can you protect yourself against HPV?**

Condoms  Abstinence (not having sex)  HPV Vaccine  All of the previous  Don't Know

**5. What type(s) of cancer can be caused by HPV?**

Cervical  Penile  Oral  All of the previous  Don't know

**6. If you have HPV, but don't have symptoms, you cannot spread the virus.**

True  False  Don't Know

**7. The HPV vaccine prevents HPV; it does not cure HPV.**

True  False  Don't Know

**8. How safe do you think the vaccine is that prevents HPV?**

Circle the number below on the scale 1-5. (Not safe at all) 1 2 3 4 5 (Very safe)

**9. How important do you think it is for people between the ages of 9 and 26 to be vaccinated to prevent HPV?**

Circle the number below on the scale 1-5. (Not important) 1 2 3 4 5 (Very important)

**10. If you are a healthcare provider, please answer the following question:**

**How likely are you to talk to your patients about HPV?**

Circle the number below on the scale 1-5. (Not very likely) 1 2 3 4 5 (Very likely)

**If you are NOT a healthcare provider, please answer the following question:**

**How likely are you to talk to your/your child's doctor about HPV?**

Circle the number below on the scale 1-5. (Not very likely) 1 2 3 4 5 (Very likely)

# ANSWER KEY – PRE/POST SURVEY

## 1. HPV is a rare, sexually transmitted disease.

**Correct Answer: FALSE**

The human papillomavirus (HPV) is the most common sexually transmitted infection in the United States. About 79 million Americans are infected with HPV, and approximately 14 million become infected each year. There are more than 200 types of HPV. More than 40 of them can be passed on through sexual contact. Some types of HPV, primarily HPV 16 and HPV 18, can cause cervical cancer, while other types can cause genital warts or warts on other parts of the body, such as the hands. HPV can also lead to cancers of the vagina, vulva, anus, penis, rectum, and oropharynx (mouth/throat).

## 2. You will know you have HPV because you will have immediate symptoms.

**Correct Answer: FALSE**

Most people never know they have HPV. However, if you see small, fleshy, cauliflower-like bumps around your genitals, you may have one type of HPV that causes warts. Genital warts can be confused with other skin problems that are not sexually transmitted. Genital warts do not cause cancer. Pap tests and HPV testing can help determine whether you have HPV and if it is the type that puts you at risk for cancer.

## 3. You can only get HPV through vaginal sex.

**Correct Answer: FALSE**

HPV is spread through some kinds of genital or skin-to-skin contact. This includes vaginal sex, oral sex, anal sex, or genital-on-genital touching. HPV can be spread through opposite-sex or same-sex partners.

## 4. How can you protect yourself against HPV?

**Correct Answer: ALL THE ABOVE**

Latex condoms may lower your chances of getting or spreading HPV if you use them correctly during every sex act from beginning to end. But HPV can infect areas that aren't covered by a condom. If you or your partner has genital warts, you should not have sex until they're treated. Skin-on-skin contact is how the virus is spread. You also can protect yourself by limiting the number of sex partners you have. And the HPV vaccine can help prevent some types of HPV that lead to cervical and other cancers, and genital warts. The vaccine is recommended for males and females between the ages of 9 and 26.

## 5. What type(s) of cancer can be caused by HPV?

**Correct Answer: ALL THE ABOVE**

Cervical cancer is the most common cancer caused by an HPV virus. Each year, about 12,000 women in the U.S. get cervical cancer. Nearly all those cases are associated with HPV. Beyond cervical cancer, HPV also causes 7,000 cases of cancer each year in men. HPV is also the most common cause of genital warts. About 1 in 100 sexually active adults has genital warts at any one time. If you're a woman, it's important to have regular Pap tests to detect abnormal cells in your cervix. The HPV vaccine, if given correctly, can prevent some types of HPV that lead to cervical, anal, vulvar, and vaginal cancers. Other types of HPV virus can lead to less common cancers, including oral cancer and cancer of the penis or rectum.

## 6. If you have HPV, but no symptoms, you cannot spread the virus.

**Correct Answer: FALSE**

You can spread HPV even if you have no symptoms. Most people don't have symptoms of HPV infection and can pass it to someone else.

## 7. The HPV vaccine prevents HPV; it does not cure HPV.

**Correct Answer: TRUE**

The HPV vaccine prevents HPV which prevents associated cancers and genital warts. The vaccine cannot treat these conditions once they are contracted.

## 8. How safe do you think the vaccine is that prevents HPV?

(Not safe at all) 1 2 3 4 5 (Very safe)

HPV vaccine has been carefully studied by medical and scientific experts. HPV vaccine has been shown to be very effective and very safe. Like other shots, most side effects are mild, primarily pain or redness in the arm, and should go away quickly. HPV vaccine has not been associated with any long-term side effects. Since 2006, about 80 million doses of HPV vaccine have been distributed in the U.S., and in the years of HPV vaccine safety studies and monitoring, no serious safety concerns have been identified.

## 9. How important do you think it is for people between the ages of 9-26 to be vaccinated to prevent HPV?

(Not important) 1 2 3 4 5 (Very important)

Vaccinating early, long before exposure, provides the best protection possible, as is the case with measles and other recommended childhood vaccines. Similarly, medical professionals want to vaccinate children well before they get exposed to HPV. However, HPV vaccine is recommended for young women and men through age 26.

## 10. How likely are you to talk to your patients about HPV?

(Not very likely) 1 2 3 4 5 (Very likely)

## How likely are you to talk to your/your child's doctor about HPV?

(Not very likely) 1 2 3 4 5 (Very likely)

If your office protocol does not include HPV vaccine during routine childhood vaccination schedules, it may be prudent to adjust your office systems to include it.

If you do not know if you have had any or a complete dosage of HPV vaccine, please check with your doctor or your childhood immunization records.

If your doctor has never mentioned that your child should receive the HPV vaccination, it may be prudent to discuss it.

\*Questions and answers taken from [cdc.gov/hpv](http://cdc.gov/hpv) and [webmd.com](http://webmd.com).

## FILM VIEWING DISCUSSION GUIDE

1. What did you learn about HPV?
2. What are some of the misconceptions surrounding HPV-associated cancers?
3. What are some of the consequences of HPV-associated cancers that you were unaware of prior to this film viewing?
4. Based on what you have learned or seen in this film viewing, what can you as a healthcare professional do to educate parents/patients regarding prevention of HPV-associated cancers?
5. How can you use what you have learned to improve HPV vaccination rates in your practice?



## SMALL GROUP HOST FEEDBACK FORM

Practice/Clinic Name: \_\_\_\_\_ County: \_\_\_\_\_

Date/Time Period of Film Viewing: \_\_\_\_\_

Total Attended: \_\_\_\_\_, including \_\_\_\_\_ Doctors, \_\_\_\_\_ Nurses, \_\_\_\_\_ Office Staff

Provide up to 3 strategies that you will implement in your practice to increase HPV vaccination uptake

1.

2.

3.

Would you like assistance in hosting a group or public viewing of the *Someone You Love* film?

Yes  No

Date Completed \_\_\_\_\_

Your Name/ Organization \_\_\_\_\_

Your Contact Information \_\_\_\_\_

Please return completed form, along with Pre/Post Surveys to:

**Please e-mail or mail completed forms to:**

E-mail: [info@someoneyouloveohio.org](mailto:info@someoneyouloveohio.org)

Darla Fickle, The OSU Comprehensive Cancer Center  
1590 N. High St., Suite 525  
Columbus, OH 43201



# SOMEONE YOU LOVE

THE HPV EPIDEMIC

## CONTINUING EDUCATION CREDITS

**FREE! Continuing Education Credits** when you watch *Someone You Love* **online**.

This activity has been approved for:

**1.50 AMA PRA Category 1 Credits™** by Indiana University School of Medicine

**1.5 CE credit hours** (0.15 CEU) for pharmacists and pharmacy technicians by IU Health

**1.3 Contact Hours** for nurses by the Ohio Nurses Association (OBN-001-91), an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. Approval valid through 12/5/18. ONA# 18889.

**The film can be viewed online and CME, CNE, or Pharmacy CE credits can be obtained by visiting the following link: <http://bit.ly/SYLOHCEU>**



HEALTHCARE PROVIDERS  
LARGE GROUP SETTING

# HEALTHCARE PROVIDERS

## LARGE GROUP SETTING



Every year 14 million people in the United States become infected with HPV, causing 9,000 HPV-associated cancers in men and 17,000 HPV-associated cancers in women. As of 2015, 37.8 percent of Ohio females and 21 percent of Ohio males 13-17 years old had completed the recommended three dose HPV vaccine; the Healthy People 2020 target is 80 percent for both females and males. Most of these cancers can be prevented by routine vaccination of boys and girls age 11-12.

The documentary, *Someone You Love: The HPV Epidemic*, along with this guide, can be powerful tools to help your staff and the parents/guardians of your patients understand the human cost of this preventable disease.

### KNOW THE FACTS

- Get information on the burden of HPV-associated cancers, the importance of HPV vaccination and how to help parents/guardians overcome hesitancy about HPV vaccine.

### COMMIT TO THE CAUSE

- Find ways to improve HPV vaccination rates by promoting vaccination in your office. Get CDC resources to help raise awareness among parents/guardians about the importance of HPV vaccine for preventing cancer.

### LEAD THE CONVERSATION

- Learn how to successfully communicate about HPV vaccine with parents/guardians of your preteen patients, as well as how to become an HPV vaccination champion with your colleagues and in your community.
- Provide a strong recommendation for HPV vaccination.

# HEALTHCARE PROVIDERS

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## LARGE GROUP SETTING

### PLANNING A SUCCESSFUL FILM VIEWING

The following section includes planning steps, promotional items, program materials, educational resources, and feedback forms to assist in hosting a film viewing in a Large Group Setting—for professional conferences and healthcare providers from various offices and agencies. For a Small Group Setting—for providers at one office or agency—refer to the “Small Group Setting” of the guide.

### STEPS TO HOST A SUCCESSFUL FILM VIEWING

#### **POSSIBLE AGENDA/PROGRAM**

Arrival, sign in—20 minutes

Pre Survey

Welcome, Introductions—5 minutes

Show film—80 minutes (or as much as your agenda would allow)

Post Survey

Discussion or Panel for Questions & Answer—20 minutes

Call to Action—5 minutes

Wrap up—5 minutes

#### **LOCAL SPEAKER(S) AND/OR PANEL MEMBERS**

If you'd like, you can arrange for a local guest speaker(s) to introduce the film and panel members for the post-film discussion. At least one member of the panel should serve as an expert on current HPV information and vaccine recommendations. We suggest that the person serving as an expert on your panel contact the Ohio Department of Health, Immunization Program and/or visit the CDC's website for the most current information. Even if you don't have a local guest speaker on hand, or members for a panel, you may want to host a dialogue yourself after the film.

Panel member suggestions:

- HPV cancer survivor
- Parent of HPV cancer survivor
- Pediatrician
- Oral health professional
- Researcher
- Community leader





# PROGRAM TOOLS—HEALTHCARE PROVIDERS

## LARGE GROUP SETTING

### INTRODUCTORY REMARKS

Good (evening), and welcome to the (add city or town) viewing of *Someone You Love: The HPV Epidemic*. My name is \_\_\_\_\_ and I am with (name of your organization if you belong to one).

You're in for a treat (tonight). The *Someone You Love* documentary is an incredible movie that is traveling all over the world right now. It's been seen in hundreds of theaters like this one and by tens of thousands of people so far!

*Someone You Love* is about the HPV epidemic—showing how HPV and HPV-associated cancers affect people's lives and confirming the importance of vaccination against it.

The Human Papillomavirus (HPV) is a widespread, misunderstood and potentially dangerous epidemic.

HPV is a common infection and is highly transmissible. HPV can be spread from one person to another through skin-to-skin contact.

Getting youth vaccinated can lower their chance of getting HPV when they are older.

***Someone You Love: The HPV Epidemic*** is a poignant documentary that takes a look into the lives of five women affected by HPV and cervical cancer. Each of these women has an intimate story to tell. Their stories shed light on the risks, myths, problems, politics, misconceptions, and hard truths about this widespread epidemic.

I chose to captain this viewing because \_\_\_\_\_ (you're in remission, your family was impacted, you want to be a part of the change, etc.). If you didn't add your name and contact information to the sign-in sheet as you came in, I encourage you to do that before you leave. We'd like to stay in touch as we build a local and statewide HPV vaccination movement.

Please take a minute or two to complete the **pre survey**.

Finally, when the ending credits roll, we'll turn up the house lights and have a conversation about the movie and answer any questions you have. Be sure to stick around! And now, let's watch *Someone You Love!*

## POST FILM VIEWING REMARKS

I would like to introduce the panel members who will be joining me in responding to your questions.

(Provide names, titles and organizations for each)

*(It is a good idea to have a moderator for the panel. The moderator can keep an eye on time, point out audience members who want to speak, or to encourage specific panelists to address a question or comment. For the panel, you can have participants ask questions for panel members to answer and/or facilitate a discussion with the participants attending.)*

## CLOSING REMARKS

Thank you for joining us to address this important health issue!

A special thanks to (names of panel members) for participating in the panel. We want to also thank everyone on the planning committee including: (list names).

Please take a minute or two to complete the **post survey**.

We will now have a table in the (\_\_\_\_\_) with additional resources.

A panel discussion will immediately follow the film.

# SOMEONE YOU LOVE

THE HPV EPIDEMIC

Please write your questions for the panel.  
Someone will come around to collect them.



My question is ...

---

---

---

My question is for ...

---

---

A panel discussion will immediately follow the film.

# SOMEONE YOU LOVE

THE HPV EPIDEMIC

Please write your questions for the panel.  
Someone will come around to collect them.



My question is ...

---

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My question is for ...

---

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# PROGRAM TOOLS—HEALTHCARE PROVIDERS

## LARGE GROUP SETTING

This section includes promotional tools to communicate about your upcoming film viewing for healthcare providers (for additional resources see *Healthcare Provider Resources* section).

### FLIER (template)

## SOMEONE YOU LOVE

### THE HPV EPIDEMIC

#### FILM VIEWING



[Day, Date]  
[Times of Program]  
[Location/Building]  
[Address/More Details]

All Providers including Doctors, Nurses, Physician Assistants and other clinic staff are welcome to attend!

FREE Film Screening,  
Panel of Local Experts, Q&A Session  
and Refreshments!

[Attach logos or Names of Sponsors]  
[Add contact person for questions.]

Every year in Ohio, 1,157 people get cancer caused by Human Papillomavirus (HPV), that's 3.2 people every day.

**YOU**  
are the Key to  
Cancer  
Prevention

Help your patients lower their risk for HPV-associated cancers.

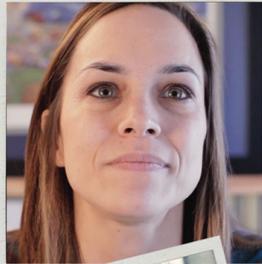


# SOMEONE YOU LOVE

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## THE HPV EPIDEMIC

### FILM VIEWING



Every year in Ohio,  
1,157 people get  
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Human Papillomavirus  
(HPV), that's 3.2 people  
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**YOU**  
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Help your patients  
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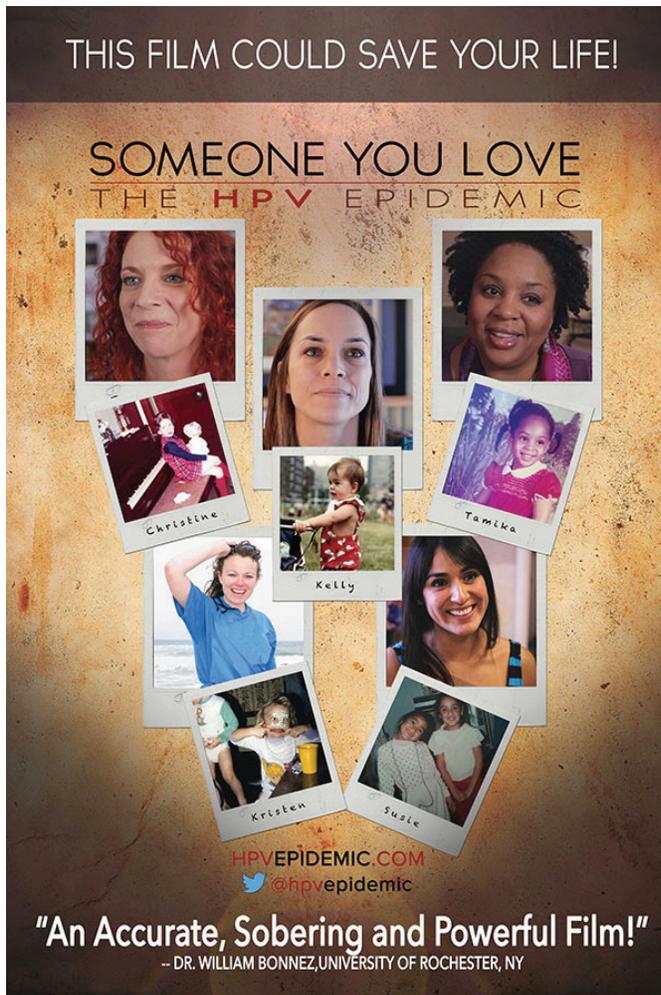
All Providers including Doctors, Nurses,  
Physician Assistants and other clinic  
staff are welcome to attend!

FREE Film Screening,  
Panel of Local Experts, Q&A Session  
and Refreshments!



PROGRAM TOOLS—HEALTHCARE PROVIDERS  
LARGE GROUP SETTING

POSTER (template)



This documentary follows the lives of five women affected by HPV, the virus that causes several types of cancer. Their intimate stories shed light on the risks, myths, problems, politics, misconceptions and hard truths of the widespread epidemic.

## Come to this FREE Film Viewing!

[Day of Week, Date]

[Times of Program]

Location/Building and Address]

[Attach logos or Names of Sponsors]  
[Add contact person for questions.]



THIS FILM COULD SAVE YOUR LIFE!

SOMEONE YOU LOVE  
THE HPV EPIDEMIC



HPV EPIDEMIC.COM  
@hpvepidemic

**"An Accurate, Sobering and Powerful Film!"**

-- DR. WILLIAM BONNEZ, UNIVERSITY OF ROCHESTER, NY

This documentary follows the lives of five women affected by HPV, the virus that causes several types of cancer. Their intimate stories shed light on the risks, myths, problems, politics, misconceptions and hard truths of the widespread epidemic.

**Come to this FREE Film Viewing!**



# SOMEONE YOU LOVE

## THE HPV EPIDEMIC

### NEWSLETTER ARTICLE (template)

\_\_\_\_\_ are invited to attend the *Someone You Love: The HPV Epidemic* film viewing on [Day of Week, Date ] from [ Times ] at the [ Location ]

Narrated by Vanessa Williams, this poignant documentary takes a look into the lives of five women affected by the Human Papillomavirus (HPV), the virus that causes several types of cancer. Their intimate stories shed light on the risks, myths, problems, politics, misconceptions and hard truths of the widespread epidemic.

Approximately 79 million Americans are currently infected with HPV and 14 million people become newly infected each year (2015). Come and learn about HPV-associated cancer and HPV vaccines to protect our boys and girls against diseases, including cancer caused by HPV.

If you have any questions, please e-mail \_\_\_\_\_. [Add Logos]

### E-MAIL INVITATION (template)

Dear Friends,

I'm writing to invite you to join me {AND SPECIAL GUEST NAME, AFFILIATION} for a viewing of the documentary film *Someone You Love: The HPV Epidemic* at {LOCATION}.

*Someone You Love* takes on an emotional and challenging topic—HPV-associated cancers and HPV vaccination—and fosters an informed dialogue on the issue. You are receiving this invitation because you are a provider who works with adolescents and parents. I am really excited to share this film with you and other healthcare providers.

Please join me on {DATE} at {TIME} at {LOCATION}. {FOOD & BEVERAGE TYPE will be served and directions and parking instructions are below.}

Please **email me your RSVP** by {DATE} or register on {LINK OF ELECTRONIC RSVP SERVICE} to secure your spot for this event. You can learn more here: {URL FOR FACEBOOK EVENT PAGE} OR {YOUR WEBSITE} OR <https://someoneyouloveohio.org>.

Best wishes,

{YOUR NAME}

{PHONE}

{EMAIL}



**SOMEONE YOU LOVE**  
THE **HPV** EPIDEMIC

## MAKE A PLEDGE

On this day \_\_\_\_\_, I, \_\_\_\_\_,

commit to host at least one film viewing of

*Someone You Love: The HPV Epidemic* in the state of Ohio.

Which target audience(s) do you intend to reach with the *Someone You Love* film?

- Healthcare Providers       Young Adults/Older Adolescents  
 Parents/Guardians       General Audience

- I agree that I am responsible for safe keeping and tracking my copy(ies) of the DVD.
- I agree to complete and return the *Host Feedback Form and Pre/Post Surveys* within 14 days of hosting the event(s). These materials can be found in *A Guide to Hosting a Film Viewing*.

*In return for your commitment, you are provided a complimentary copy of the DVD and A Guide to Hosting a Film Viewing.*

\_\_\_\_\_  
Your Signature

Printed Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Phone: \_\_\_\_\_

County: \_\_\_\_\_

Thank you for being part of the *Someone You Love HPV* initiative in Ohio!

**Please e-mail or fax completed form to:**

E-mail: [info@someoneyouloveohio.org](mailto:info@someoneyouloveohio.org) Fax: (614) 293-6667

Darla Fickle, The OSU Comprehensive Cancer Center  
1590 N. High St., Suite 525  
Columbus, OH 43201



# PRE SURVEY

## SOMEONE YOU LOVE FILM VIEWING

Please answer the following questions PRIOR to viewing the film.

**Current Gender:**  Male  Female **Age:** \_\_\_\_\_

**I am a:**  Student  Parent/Guardian  Healthcare Provider  Other

**Race:**  White  Black or African-American  Asian  Native Hawaiian or Other Pacific Islander  
 American Indian or Alaska Native

**Ethnicity:**  Hispanic or Latino  Not Hispanic or Latino

Check your answer(s) to each question.

**1. HPV is a rare, sexually transmitted disease.**

True  False  Don't Know

**2. You will know you have HPV because you will have immediate symptoms.**

True  False  Don't Know

**3. You can only get HPV through vaginal sex.**

True  False  Don't Know

**4. How can you protect yourself against HPV?**

Condoms  Abstinence (not having sex)  HPV Vaccine  All of the previous  Don't Know

**5. What type(s) of cancer can be caused by HPV?**

Cervical  Penile  Oral  All of the previous  Don't know

**6. If you have HPV, but don't have symptoms, you cannot spread the virus.**

True  False  Don't Know

**7. The HPV vaccine prevents HPV; it does not cure HPV.**

True  False  Don't Know

**8. How safe do you think the vaccine is that prevents HPV?**

Circle the number below on the scale 1-5. (Not safe at all) 1 2 3 4 5 (Very safe)

**9. How important do you think it is for people between the ages of 9 and 26 to be vaccinated to prevent HPV?**

Circle the number below on the scale 1-5. (Not important) 1 2 3 4 5 (Very important)

**10. If you are a healthcare provider, please answer the following question:**

**How likely are you to talk to your patients about HPV?**

Circle the number below on the scale 1-5. (Not very likely) 1 2 3 4 5 (Very likely)

**If you are NOT a healthcare provider, please answer the following question:**

**How likely are you to talk to your/your child's doctor about HPV?**

Circle the number below on the scale 1-5. (Not very likely) 1 2 3 4 5 (Very likely)



# POST SURVEY

## SOMEONE YOU LOVE FILM VIEWING

Please answer the following questions **AFTER** viewing the film.

**Current Gender:**  Male  Female **Age:** \_\_\_\_\_

**I am a:**  Student  Parent/Guardian  Healthcare Provider  Other

**Race:**  White  Black or African-American  Asian  Native Hawaiian or Other Pacific Islander  
 American Indian or Alaska Native

**Ethnicity:**  Hispanic or Latino  Not Hispanic or Latino

Check your answer(s) to each question.

**1. HPV is a rare, sexually transmitted disease.**

True  False  Don't Know

**2. You will know you have HPV because you will have immediate symptoms.**

True  False  Don't Know

**3. You can only get HPV through vaginal sex.**

True  False  Don't Know

**4. How can you protect yourself against HPV?**

Condoms  Abstinence (not having sex)  HPV Vaccine  All of the previous  Don't Know

**5. What type(s) of cancer can be caused by HPV?**

Cervical  Penile  Oral  All of the previous  Don't know

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**How likely are you to talk to your patients about HPV?**

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**If you are NOT a healthcare provider, please answer the following question:**

**How likely are you to talk to your/your child's doctor about HPV?**

Circle the number below on the scale 1-5. (Not very likely) 1 2 3 4 5 (Very likely)

# ANSWER KEY – PRE/POST SURVEY

## 1. HPV is a rare, sexually transmitted disease.

**Correct Answer: FALSE**

The human papillomavirus (HPV) is the most common sexually transmitted infection in the United States. About 79 million Americans are infected with HPV, and approximately 14 million become infected each year. There are more than 200 types of HPV. More than 40 of them can be passed on through sexual contact. Some types of HPV, primarily HPV 16 and HPV 18, can cause cervical cancer, while other types can cause genital warts or warts on other parts of the body, such as the hands. HPV can also lead to cancers of the vagina, vulva, anus, penis, rectum, and oropharynx (mouth/throat).

## 2. You will know you have HPV because you will have immediate symptoms.

**Correct Answer: FALSE**

Most people never know they have HPV. However, if you see small, fleshy, cauliflower-like bumps around your genitals, you may have one type of HPV that causes warts. Genital warts can be confused with other skin problems that are not sexually transmitted. Genital warts do not cause cancer. Pap tests and HPV testing can help determine whether you have HPV and if it is the type that puts you at risk for cancer.

## 3. You can only get HPV through vaginal sex.

**Correct Answer: FALSE**

HPV is spread through some kinds of genital or skin-to-skin contact. This includes vaginal sex, oral sex, anal sex, or genital-on-genital touching. HPV can be spread through opposite-sex or same-sex partners.

## 4. How can you protect yourself against HPV?

**Correct Answer: ALL THE ABOVE**

Latex condoms may lower your chances of getting or spreading HPV if you use them correctly during every sex act from beginning to end. But HPV can infect areas that aren't covered by a condom. If you or your partner has genital warts, you should not have sex until they're treated. Skin-on-skin contact is how the virus is spread. You also can protect yourself by limiting the number of sex partners you have. And the HPV vaccine can help prevent some types of HPV that lead to cervical and other cancers, and genital warts. The vaccine is recommended for males and females between the ages of 9 and 26.

## 5. What type(s) of cancer can be caused by HPV?

**Correct Answer: ALL THE ABOVE**

Cervical cancer is the most common cancer caused by an HPV virus. Each year, about 12,000 women in the U.S. get cervical cancer. Nearly all those cases are associated with HPV. Beyond cervical cancer, HPV also causes 7,000 cases of cancer each year in men. HPV is also the most common cause of genital warts. About 1 in 100 sexually active adults has genital warts at any one time. If you're a woman, it's important to have regular Pap tests to detect abnormal cells in your cervix. The HPV vaccine, if given correctly, can prevent some types of HPV that lead to cervical, anal, vulvar, and vaginal cancers. Other types of HPV virus can lead to less common cancers, including oral cancer and cancer of the penis or rectum.

## 6. If you have HPV, but no symptoms, you cannot spread the virus.

**Correct Answer: FALSE**

You can spread HPV even if you have no symptoms. Most people don't have symptoms of HPV infection and can pass it to someone else.

## 7. The HPV vaccine prevents HPV; it does not cure HPV.

**Correct Answer: TRUE**

The HPV vaccine prevents HPV which prevents associated cancers and genital warts. The vaccine cannot treat these conditions once they are contracted.

## 8. How safe do you think the vaccine is that prevents HPV?

(Not safe at all) 1 2 3 4 5 (Very safe)

HPV vaccine has been carefully studied by medical and scientific experts. HPV vaccine has been shown to be very effective and very safe. Like other shots, most side effects are mild, primarily pain or redness in the arm, and should go away quickly. HPV vaccine has not been associated with any long-term side effects. Since 2006, about 80 million doses of HPV vaccine have been distributed in the U.S., and in the years of HPV vaccine safety studies and monitoring, no serious safety concerns have been identified.

## 9. How important do you think it is for people between the ages of 9-26 to be vaccinated to prevent HPV?

(Not important) 1 2 3 4 5 (Very important)

Vaccinating early, long before exposure, provides the best protection possible, as is the case with measles and other recommended childhood vaccines. Similarly, medical professionals want to vaccinate children well before they get exposed to HPV. However, HPV vaccine is recommended for young women and men through age 26.

## 10. How likely are you to talk to your patients about HPV?

(Not very likely) 1 2 3 4 5 (Very likely)

## How likely are you to talk to your/your child's doctor about HPV?

(Not very likely) 1 2 3 4 5 (Very likely)

If your office protocol does not include HPV vaccine during routine childhood vaccination schedules, it may be prudent to adjust your office systems to include it.

If you do not know if you have had any or a complete dosage of HPV vaccine, please check with your doctor or your childhood immunization records.

If your doctor has never mentioned that your child should receive the HPV vaccination, it may be prudent to discuss it.

\*Questions and answers taken from [cdc.gov/hpv](http://cdc.gov/hpv) and [webmd.com](http://webmd.com).

## FILM VIEWING DISCUSSION GUIDE

1. What did you learn about HPV?
2. What are some of the misconceptions surrounding HPV-associated cancers?
3. What are some of the consequences of HPV-associated cancers that you were unaware of prior to this film viewing?
4. Based on what you have learned or seen in this film viewing, what can you as a healthcare professional do to educate parents/patients regarding prevention of HPV-associated cancers?
5. How can you use what you have learned to improve HPV vaccination rates in your practice?



## LARGE GROUP HOST FEEDBACK FORM

Host's Name: \_\_\_\_\_ Organization: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Date of event: \_\_\_\_\_ Time of day: \_\_\_\_\_

Where did you host the film? County \_\_\_\_\_

### Type of Facility

Physician's office     Classroom     Auditorium

Conference room     Gymnasium     Theater

Other \_\_\_\_\_

How many attended? (refer to sign-in sheet) \_\_\_\_\_

How did you promote the event? (check all that apply)

Word of mouth

Electronic:     Text     E-newsletter     Listserv     Other \_\_\_\_\_

Social Media:  Facebook     Twitter     Instagram     LinkedIn     Other \_\_\_\_\_

Print:     Posters     Flyers     Palm cards     Other \_\_\_\_\_

PSAs (if so, what station?) \_\_\_\_\_

PR (if so, what paper?) \_\_\_\_\_

Other \_\_\_\_\_

Who was your target audience for the *Someone You Love* film viewing?

Healthcare Providers     Young Adults/Older Adolescents

Parents/Guardians     General Audience

Did you have a panel?  Yes  No

If yes, how many were on your panel? \_\_\_\_\_

\_\_\_\_\_

Panelist Name Title/Survivor

What suggestions would you have to improve your *Someone You Love* experience?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Do you intend to host another viewing of *Someone You Love*?

Yes

No

Not sure

Thank You!

Within 14 days of hosting your event, please return completed form, along with Pre/Post Surveys, to:

**Please e-mail or mail completed forms to:**

E-mail: [info@someoneyouloveohio.org](mailto:info@someoneyouloveohio.org)

Darla Fickle, The OSU Comprehensive Cancer Center  
1590 N. High St., Suite 525  
Columbus, OH 43201

# SOMEONE YOU LOVE

## THE HPV EPIDEMIC

### CONTINUING EDUCATION CREDITS

**FREE! Continuing Education Credits** when you watch *Someone You Love* **online**.

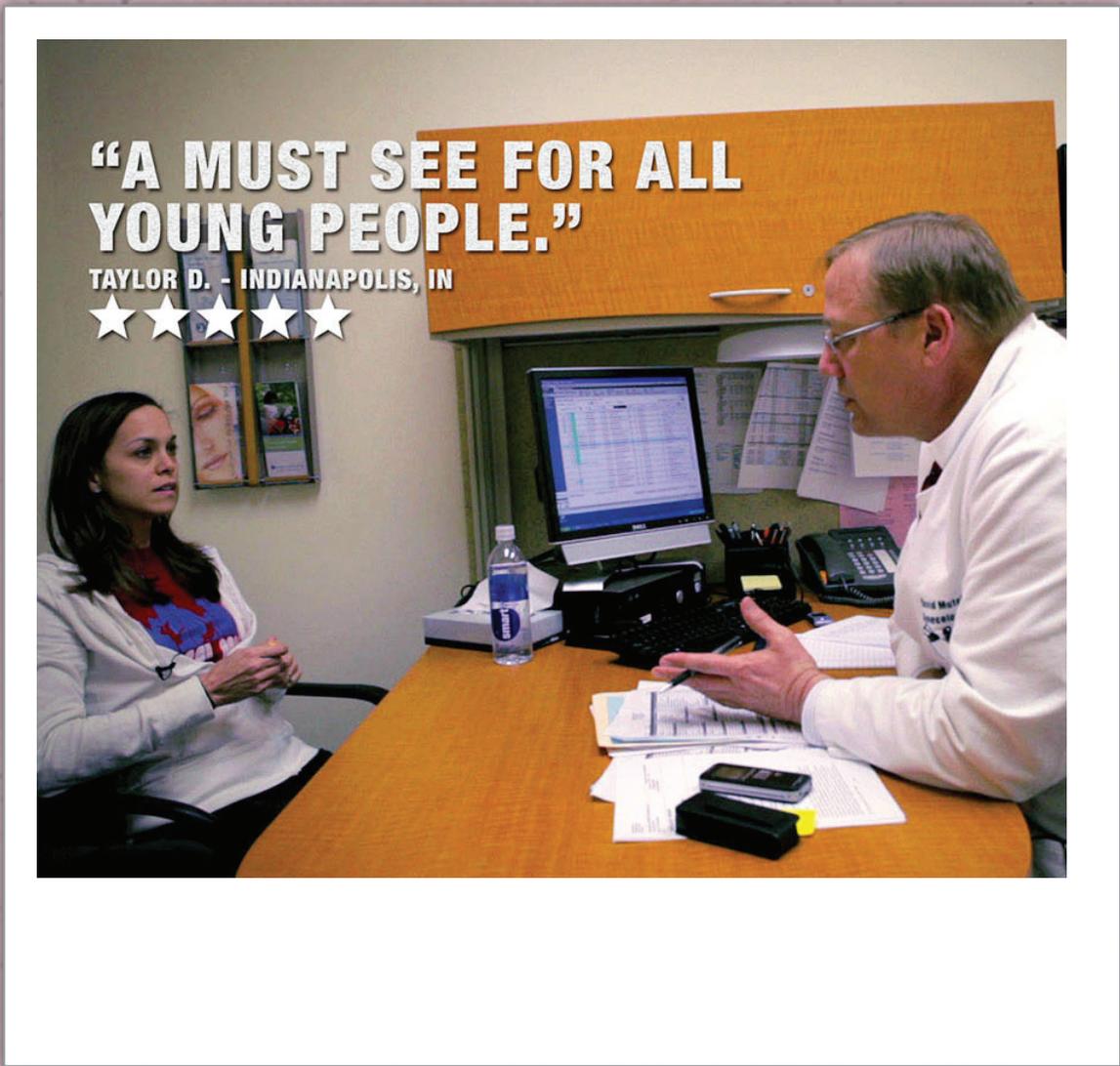
This activity has been approved for:

**1.50 AMA PRA Category 1 Credits™** by Indiana University School of Medicine

**1.5 CE credit hours** (0.15 CEU) for pharmacists and pharmacy technicians by IU Health

**1.3 Contact Hours** for nurses by the Ohio Nurses Association (OBN-001-91), an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. Approval valid through 12/5/18. ONA# 18889.

**The film can be viewed online and CME, CNE, or Pharmacy CE credits can be obtained by visiting the following link: <http://bit.ly/SYLOHCEU>**



**HEALTHCARE PROVIDER**  
RESOURCES

## FACEBOOK POSTS (samples)

HPV Champion Toolkit

facebook

| HPV VACCINE IS CANCER PREVENTION |  
RESOURCES FOR HPV CHAMPIONS

## Facebook Posts for Healthcare Professionals

### HPV Vaccine

HPV vaccination rates remain low and lag behind those of Tdap and meningococcal conjugate vaccines. Don't miss an opportunity to prevent cancer in your patients. Vaccinate at ages 11–12.

Recommending HPV vaccine the same way and same day you recommend Tdap and meningococcal conjugate shots can raise HPV vaccination rates in your practice and protect a generation of preteens from HPV cancers.

In [INSERT STATE], only XX percent of adolescent girls have received one or more doses of HPV vaccine, according to the CDC. Your strong recommendation for HPV vaccine could protect a generation of [INSERT STATE] adolescents from cancers caused by HPV.

(State coverage levels can be found here:

<http://www.cdc.gov/vaccines/imz-managers/coverage/nis/teen/data/tables-2014.html#overall>)

If it's easier to prevent cervical cancer than to treat it, why have only XX percent of [INSERT STATE] adolescents received the first dose of HPV vaccine? Your strong recommendation can protect a generation of [INSERT STATE] preteens and teens from cancers caused by HPV. (State coverage levels can be found here:

<http://www.cdc.gov/vaccines/imz-managers/coverage/nis/teen/data/tables-2014.html#overall>)

### Vaccine Safety

Approximately 85 million doses of HPV vaccine have been distributed since the vaccine was introduced, and no serious safety concerns linked to HPV vaccination.

CDC & FDA have found HPV vaccines are safe & effective. Get vaccinated. Protect against cancers caused by HPV.

While no vaccine or medicine is completely without risk, CDC & FDA review all safety info on HPV vaccines. Most reported adverse events following HPV vaccination are considered minor. Pain at injection site, headache, nausea, fever & fainting are the most common adverse events after HPV vaccination.

### Paying for HPV Vaccine

Need help paying for #HPV vaccine? Girls and boys 9–18 without insurance coverage qualify for Vaccines for Children program.

Girls and boys 9–18 without insurance coverage for the #HPV vaccine may qualify for Vaccines for Children program.

[https://www.aap.org/en-us/Documents/hpvtoolkit\\_professionalFB\\_hpv\\_2015\\_August\\_2015.pdf](https://www.aap.org/en-us/Documents/hpvtoolkit_professionalFB_hpv_2015_August_2015.pdf)

# HEALTHCARE PROVIDERS

## SOCIAL MEDIA RESOURCES

### FACEBOOK POSTS (samples)

#### HPV Champion Toolkit

#### facebook

| HPV VACCINE IS CANCER PREVENTION |  
RESOURCES FOR HPV CHAMPIONS

#### Facebook Posts for Healthcare Professionals *continued*

### Seasonal & Health Observances

#### ***Cervical Cancer Awareness Month (January)***

Protect your preteen patients from #CervicalCancer this month, and recommend HPV vaccine for them. Cervical cancer kills 4,000 women every year—even with screening and treatment. HPV vaccine could prevent most of those cancers from ever developing.

HPV protects against cancers including #CervicalCancer. Make an appointment to get your girls and boys the HPV vaccine today.

#### ***Cancer Prevention Month (February)***

Do parents often ask you why their preteens need HPV vaccine? The number one reason is HPV vaccine is #CancerPrevention. Learn more about why 11–12 is the best age to administer HPV vaccine:

February is #CancerPrevention month. CDC recommends HPV vaccine at ages 11-12 to protect against cancers and other diseases caused by HPV.

#### ***National Cancer Control Month (April)***

One of the simplest ways to keep cancer in check this month is to recommend and administer HPV vaccine during the same visit you administer the Tdap and meningococcal conjugate vaccines. #CancerControl

It's National #CancerControl month! What is your practice doing to keep cancer in check this month? One of the simplest things you can do is to recommend HPV vaccine the same way and same day you recommend the Tdap and meningococcal conjugate vaccines.

#### ***National Oral, Head, and Neck Cancer Awareness Week (April)***

It's Oral, Head, and Neck Cancer Awareness Week. Among the many cancers caused by HPV is oropharyngeal cancer, or cancer of the back of the throat, base of the tongue, or tonsils. Recommend HPV vaccine for your preteen patients to protect against cancers caused by HPV.

#### ***National Women's Health Week (May)***

It's National #WomensHealthWeek! You can protect a generation of young girls from cancers and other diseases caused by HPV by recommending the HPV vaccine the same way and same day you recommend the Tdap and meningococcal conjugate vaccines.

Cervical cancer affects over 17,000 women every year, but most of these cases could be prevented by HPV vaccine. It's #WomensHealthWeek. Protect your patients from devastating cancers caused by HPV and administer the HPV vaccine series before your patients turn 13.

#### ***Back to School (June–August)***

As your patients come in for the back-to-school appointments, make sure all preteens get three vaccines: Tdap, HPV, and meningococcal conjugate.

As you get ready for the rush of back-to-school vaccination appointments, CDC has materials you can give to parents that want more information. You can also find tips to help you communicate with parents about HPV vaccine.

Back-to-school appointments are here, and your strong recommendation for HPV vaccine can protect a generation of young people from devastating cancers caused by HPV. Check out CDC's Tips and Time-savers factsheet for some straightforward messages to assist you in your vaccine discussion with parents.

[https://www.aap.org/en-us/Documents/hpvtoolkit\\_professionalFB\\_hpv\\_2015\\_August\\_2015.pdf](https://www.aap.org/en-us/Documents/hpvtoolkit_professionalFB_hpv_2015_August_2015.pdf)

<https://someoneyouloveohio.org////68>

# HEALTHCARE PROVIDERS

## SOCIAL MEDIA RESOURCES

### FACEBOOK POSTS (samples)

#### HPV Champion Toolkit

facebook

| HPV VACCINE IS CANCER PREVENTION |  
RESOURCES FOR HPV CHAMPIONS

#### Facebook Posts for Healthcare Professionals *continued*

##### ***National Men's Health Week (June)***

Boys need HPV vaccine too. Recommend HPV vaccine for boys and girls during the same visit you recommend Tdap and meningococcal conjugate shots. #MensHealthWeek

It's #MensHealthWeek. Don't miss an opportunity to protect your male and female patients from cancers and other diseases caused by HPV. Recommend HPV vaccine the same way and same day you recommend the Tdap and meningococcal conjugate vaccines.

##### ***National Immunization Awareness Month (August)***

It's National Immunization Awareness Month! Send your patients back to school with the best protection possible. All preteens need Tdap, meningococcal conjugate, and HPV shots to be protected from serious, sometimes deadly, diseases.

Take every opportunity to protect your preteen patients from HPV cancers. Back-to-school appointments are a perfect time to make sure your patients are up-to-date on the vaccines recommended for them

American Academy  
of Pediatrics



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# HEALTHCARE PROVIDERS

## SOCIAL MEDIA RESOURCES

### TWITTER-TWEETS (samples)

HPV Champion Toolkit



| HPV VACCINE IS CANCER PREVENTION |  
RESOURCES FOR HPV CHAMPIONS

## Tweets for Healthcare Professionals

### HPV Vaccine

**Clinicians:** Did you know a strong recommendation for #HPV vax is the most powerful predictor of vaccination for parents?

Why is HPV vax recommended at ages 11–12? Vax must be given before exposure to be effective and highest immune response occurs at 11–12.

**Clinicians:** You can raise HPV vax rates by recommending #HPV vaccine the same way and same day you recommend Tdap and mening. Don't miss an opportunity to prevent cancer. Recommend #HPVvaccine to all of 11–12-year-old patients.

### Gardasil 9

Gardasil 9 is recommended for girls and boys at ages 11–12 to protect against cancers caused by #HPV.

### Vaccine Safety

Approx 79M doses of #HPV vax have been distributed since vax introduced, and no serious safety concerns linked to #HPV vaccination.

Adolescent patients should be seated or lying down during vaccination and stay that way for 15 minutes after to avoid fainting.

Most reported adverse events following #HPV vaccination are considered minor.

Pain at injection site, headache, nausea, fever & fainting are the most common adverse events after #HPV vaccination.

### Paying for HPV Vaccine

For parents that need help paying for vaccines, direct them to VFC. Girls and boys 9-18 w/o insurance coverage qualify for VFC program.

Are the parents of your patients concerned about the cost of #HPV vaccine? The VFC program may be able to assist them.

### Seasonal & Health Observances

#### *Cervical Cancer Awareness Month (January)*

January is #CervicalCancer Awareness Month! Are your preteen patients protected from #HPVcancers?

Most #cervicalcancer cases could be prevented by HPV vaccination at ages 11-12. Vaccinate your preteen patients.

Every year HPV vax 3-dose rates stay at 30% instead of 80%, 4,400 future cases & 1,400 deaths from #cervicalcancer will occur each year.

Protect your patients from #cervicalcancer by recommending HPV vax the same way & same day you recommend Tdap and mening.

**Clinicians:** If you could prevent a cancer that affects over 17,000 women every year, would you? #CervicalCancer

# HEALTHCARE PROVIDERS

## SOCIAL MEDIA RESOURCES

### TWITTER-TWEETS (samples)

#### HPV Champion Toolkit



| HPV VACCINE IS CANCER PREVENTION |  
RESOURCES FOR HPV CHAMPIONS

#### Tweets for Healthcare Professionals *continued*

##### ***Cancer Prevention Month (February)***

If parents ask why their kids need HPV vaccine, tell them that HPV vaccine is #CancerPrevention

February is #CancerPrevention month. Protect your preteen patients from HPV cancers with HPV vaccination before they turn 13.

##### ***National Cancer Control Month (April)***

Keep cancer in check this month by giving HPV vaccine to all your preteen patients. #CancerControl

What are you doing to keep HPV cancer in check this month? Recommend HPV vax to all your preteen patients. #CancerControl

##### ***National Women's Health Week (May)***

If you could prevent a cancer that affects over 17,000 women a year, would you? HPV vax could prevent most of these.

#WomensHealthWeek

Make women's health a priority this week. Recommend HPV vaccine for all of your preteen patients to protect against HPV cancers.

#WomensHealthWeek

It's #WomensHealthWeek. Your strong recommendation for HPV vax can protect a generation of women from cervical cancer.

##### ***Back to School (June–August)***

During your #BackToSchool appointments make sure all preteen patients get Tdap, meningococcal conjugate, and HPV shots.

It's #BackToSchool time! Giving HPV vaccine during the same visit you give Tdap and mening can significantly raise HPV vax rates in your practice.

#BackToSchool season is crucial to ensuring preteens are protected from serious diseases like pertussis, meningitis, and HPV cancers.

##### ***National Men's Health Week (June)***

It's #MensHealthWeek. HPV vaccine is recommended for boys to protect against cancer later in life. #UCanStopHPV

It's #MensHealthWeek! HPV vaccine can protect men from anal cancer & genital warts.

##### ***National Immunization Awareness Month (August)***

(Note: Add # for current years NIAM campaign)

NIAM is a great chance to educate parents on the importance of vaccinating their preteens

Celebrate NIAM by recommending HPV vax the same way and same day you recommend Tdap and mening.

##### ***Gynecologic Cancer Awareness Month (September)***

Pediatricians: Protect your preteen patients from future #GynecologicCancer like #cervicalcancer

#HPVvaccination today can protect your preteen patients from #GynecologicCancer in the future.

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EDUCATIONAL MATERIALS

HPV Cancer Prevention info graphic (ODH)

<https://bit.ly/HPVCancerPrevention>

# HPV CANCER PREVENTION

**1 HPV VACCINE IS CANCER PREVENTION**  
HPV vaccine protects against HPV types that most commonly cause anal, cervical, oropharyngeal, penile, vaginal, and vulvar cancers.

Every year in the U.S., 27,000 people get cancer caused by HPV. That's 1 person every 20 minutes of every day, all year long.

Most of these cancers can be prevented by HPV vaccine.

**2 HPV VACCINE IS RECOMMENDED AT THE SAME TIME AS OTHER TEEN VACCINES**

Preteens need three vaccines at 11 or 12. They protect against whooping cough, cancers caused by HPV, and meningitis.

Vaccines for your 11-12 year old:  
✓ Tdap  
✓ HPV  
✓ Meningococcal

**3 HPV VACCINE IS BEST AT 11-12 YEARS**

Preteens have a higher immune response to HPV vaccine than older teens.

While there is very little risk of exposure to HPV before age 13, the risk of exposure increases thereafter.

Parents and healthcare professionals are the key to protecting adolescents from HPV cancers.

**VACCINATE YOUR 11-12 YEAR OLDS.**

[www.cdc.gov/vaccines/teens](http://www.cdc.gov/vaccines/teens)



## EDUCATIONAL MATERIALS

### HPV Fact Sheet

<https://bit.ly/ODHQA>

## HPV: Common Questions and Answers



### What is HPV?

- HPV is short for human papilloma virus. HPVs are a group of more than 150 related viruses. Some types of HPV are known for causing cancer, especially of the cervix (the base of the womb at the top of the vagina).

### How common is HPV?

- HPV is the most common sexually-transmitted infection in the US. *HPV is so common that nearly all sexually active men and women will get at least one type of HPV at some point in their lives.* Most people never know that they have been infected and may give HPV to a partner without knowing it. About **79 million** Americans are currently infected with HPV. About **14 million people** become newly infected each year.

### HPV and Cancer

- Though most HPV infections go away on their own, some HPV infections persist. HPV infections that don't go away can cause changes in the cells in the infected area, which can lead to genital warts or cancer. There is no way to know which people will develop cancer or other health problems.
- **Cervical cancer** usually does not have symptoms until it is quite advanced and hard to treat. For this reason, it is important for women to get regular screening for cervical cancer. Screening tests can find early signs of disease so that problems can be treated before they ever turn into cancer.
- Other cancers caused by HPV might not have signs or symptoms until they are advanced and hard to treat. These include cancers of the **vulva, vagina, penis, anus, and cancers of the back of the throat**, including the base of the tongue and tonsils (**oropharynx**).

# HEALTHCARE PROVIDERS

## SOCIAL MEDIA RESOURCES

### EDUCATIONAL MATERIALS

*Addressing Parents' Top Questions about HPV Vaccine* (CDC)

<https://www.cdc.gov/hpv/parents/vaccine.html>

*Tips and Time-savers for Talking with Parents about HPV Vaccine* (CDC)

<http://www.cdc.gov/vaccines/who/teens/for-hcp-tipsheet-hpv.pdf>

*Tools and Materials for Your Office* (CDC) – includes patient videos, posters, flyers and PSAs in your waiting room or on your website, prepared script for appointment reminders, and link to Preteen Vax newsletter and webinars.

<http://www.cdc.gov/hpv/hcp/tools-materials.html>

Steps for Increasing HPV Vaccination in Practice – An Action Guide to Implement Evidence-Based Strategies for Clinicians

<https://www.mysocietysource.org/sites/HPV/ResourcesandEducation/Lists/Clearinghouse/Attachments/217/Steps%20for%20Increasing%20HPV%20Vaccination%20in%20Practice.pdf>

HPV Vaccine Myth Busting for Health Care Providers Social Media Toolkit – September 2015

<https://smhs.gwu.edu/cancercontroltap/sites/cancercontroltap/files/HPV%20Vaccine%20Social%20Media%20Toolkit%20FINAL.pdf>

*Recommending HPV Vaccine and Answering Questions* – 5 Videos (Minnesota Dept of Health)

<http://www.health.state.mn.us/divs/idepc/immunize/hcp/adol/hpvideos.html>

#### **Additional Resources - National Organizations**

American Cancer Society

<http://www.cancer.org/cancer/cancercauses/othercarcinogens/infectiousagents/hpv/index>

Centers for Disease Control and Prevention

<https://www.cdc.gov/hpv>

National Cancer Institute

<https://www.cancer.gov/about-cancer/causes-prevention/risk/infectious-agents/hpv-fact-sheet>



PARENTS/GUARDIANS

## KNOW THE FACTS & TAKE ACTION



### KNOW THE FACTS

- Educate yourself about HPV and HPV vaccination.

### TALK TO YOUR CHILD'S PHYSICIAN ABOUT HPV VACCINATION

- Recall if your child received the series of recommended HPV vaccines.
- If not, address any concerns and get him or her vaccinated against HPV.

Current Dosing  
Schedule  
<http://bit.ly/HPVdose>

## PLANNING A SUCCESSFUL FILM VIEWING

### WHO SHOULD SERVE ON THE PLANNING COMMITTEE?

You might consider the following as potential partners:

- Parent/guardian groups
- Community groups
- Faith based groups
- PTO/PTAs
- Scout troop leaders

### WHAT YOU'LL NEED

- A copy of the *Someone You Love: the HPV Epidemic DVD*
- A venue equipped with a screen and a way to play the DVD
- *Someone You Love: The HPV Epidemic – A Guide to Hosting a Film Viewing*
- A facilitator to moderate the discussion
- A panel comprised of experts and community members
- Registration table
- Information table for educational materials
- Snacks (optional)
- A copy of the **pre/post surveys** for each attendee
- A copy of the **Host Feedback Form**

### WHO TO INVITE TO THE FILM VIEWING?

- People you already know, people you don't
- Community members
- Educators
- Neighbors who are parents/guardians and their relatives
- Faith leaders
- Newspaper reporter, bloggers

# PARENTS/GUARDIANS P L A N N I N G

## TIMELINE AND TASKS LIST

### One Month Before Event

- Sign and return the *Make A Pledge* commitment form
- Secure a copy of the *Someone You Love: The HPV Epidemic DVD*
- Watch the DVD
- Choose a date and time for the event (film runs 80 minutes)
- Reserve event venue and equipment for film viewing
- Confirm facilitator and panel members
- Confirm post-event discussion panel members
- Create an event flyer (*see guide for template*)
- Plan for how you will promote your event (Facebook, Twitter, radio ads, flyers, posters, invitations)

### Three Weeks Before Event

- Find volunteers
- Customize promotional pieces (*see guide for templates*)
- Create an event program (*see guide for template*)
- Promote your event using press release, radio ad, websites, Facebook, Twitter, posters, flyers (*see guide for templates*)
- Invite family and friends

### Two Weeks Before Event

- Check-in with facilitator and panel members
- Prepare materials for information table and print handouts
- Secure snacks and beverages (*optional*)

### One Week Before Event

- Email reminder to volunteers
- Promote event one last time
- Print sign-in sheet
- Print pre/post surveys (one each per attendee)
- Print Host Feedback Form
- Print question cards for panel
- Practice opening and closing remarks
- Check in with venue to assure proper setup

### Day of the Event

- Arrive early at venue
- Bring handouts for informational table
- Check A/V equipment – familiarize yourself with the equipment and room lighting controls
- Enjoy the film and have a great discussion!

### After the Event

- Fill out the Host Feedback Form
- Mail pre/post surveys and Host Feedback Form
- Send thank you notes to guest speakers, committee members and partners
- Using the sign-in sheet, consider sending guests emails within 2-3 days of your event, remind them of calls to action and to sign-up for our email list at <https://someoneyouloveohio.org>
- Send photos from the viewing along with testimonials, noteworthy moments and feedback from the *Someone You Love* event to <https://someoneyouloveohio.org>

# PARENTS/GUARDIANS PROMOTIONAL TOOLS

This section includes promotional tools to communicate about your upcoming film viewing.

## FLIER (template)

**SOMEONE YOU LOVE**  
**THE HPV EPIDEMIC**  
**FILM VIEWING**

Susie  
Kelly  
Kristen  
Christine  
Tamika

Human Papillomavirus (HPV) is a common virus that can cause cancer among both males and females. Every year in Ohio, 1,157 people get cancer caused by Human Papillomavirus (HPV), that's 3.2 people every day.

**Learn how YOU can protect your children's health for now and the future!**

[Day, Date]  
[Times of Program]  
[Location/Building]  
[Address/More Details]

All Parent, Guardians and Caregivers are welcome to attend!  
FREE Film Screening,  
Panel of Local Experts, Q&A Session  
and Refreshments!

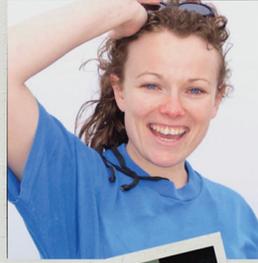
[Attach logos or Names of Sponsors]  
[Add contact person for questions.]



# SOMEONE YOU LOVE

## THE HPV EPIDEMIC

FREE FILM VIEWING



Human Papillomavirus (HPV) is a common virus that can cause cancer among both males and females. Every year in Ohio, 1,157 people get cancer caused by Human Papillomavirus (HPV), that's 3.2 people every day.

Learn how  
**YOU**  
can protect  
your children's  
health for now  
and the future!

All Parent, Guardians and Caregivers  
are welcome to attend!

FREE Film Screening,  
Panel of Local Experts, Q&A Session  
and Refreshments!



PARENTS/GUARDIANS  
PROMOTIONAL TOOLS

POSTER (template)

SOMEONE YOU LOVE  
THE HPV EPIDEMIC

FILM SCREENING



Learn how **You** can protect your children's health  
for now and the future!

Attend this **FREE** Film Screening,  
Including a Panel of Local Experts,  
Door Prizes and Refreshments

[Day of Week, Date]

[Times of Program]

Location/Building and Address]

[Attach logos or Names of Sponsors]

[Add contact person for questions.]



# SOMEONE YOU LOVE

THE HPV EPIDEMIC

## FILM SCREENING



Learn how **You** can protect your children's health  
for now and the future!

Attend this **FREE** Film Screening,  
Including a Panel of Local Experts,  
Door Prizes and Refreshments



# SOMEONE YOU LOVE

## THE HPV EPIDEMIC

### NEWSLETTER ARTICLE (template)

\_\_\_\_\_ are invited to attend the ***Someone You Love: The HPV Epidemic*** film viewing on [Day of Week, Date ] from [ Times ] at the [ Location ]

Narrated by Vanessa Williams, this moving documentary takes a look into the lives of five women affected by the Human Papillomavirus (HPV), the virus that causes several types of cancer. Their important stories shed light on the risks, myths, problems, politics, misconceptions and hard truths of the widespread epidemic.

Approximately 79 million Americans are currently infected with HPV and 14 million people become newly infected each year (2015). Come and learn about HPV-associated cancer and how HPV vaccines can protect boys and girls against HPV.

If you have any questions, please e-mail \_\_\_\_\_. [Add Logos]

### PRINT MEDIA RELEASE (template)

#### FOR IMMEDIATE RELEASE

Powerful documentary “*Someone You Love: The HPV Epidemic*” Makes {Your Town}  
Premiere with Special Viewing at (Venue)

Your Town (Today’s Date) Filmmakers Frederic Lumiere and Mark Hefti have announced the (Your Town) premiere of their new film *Someone You Love: The HPV Epidemic*, with a special viewing, on {Date} at the {Venue}.

The Human Papillomavirus (HPV) is a widespread, misunderstood and potentially dangerous epidemic. *Someone You Love* reveals just how dangerous the virus can be, causing six different types of cancers in both men and women.

The film follows the stories of five brave women who are affected by HPV and cervical cancer, and interviews eight of the world’s top experts on the most common sexually transmitted infection in humans: HPV.

Viewing: {Date and Venue}

Showtime: X: XXpm

For info and tickets, visit {Your Event Link}

# SOMEONE YOU LOVE

## THE HPV EPIDEMIC

### RADIO PSA (template)

Are you concerned about your child's future health? Do you have enough information about how the Human Papillomavirus or HPV vaccine can prevent cancer?

If you would like to know more, we invite you to attend this powerful and informative film viewing on [Day of Week, Date] from \_\_\_\_ to \_\_\_\_ at [Location].

*The Someone You Love: The HPV Epidemic* film takes a look into the lives of five women affected by HPV, the virus that causes several types of cancer, including cervical cancer.

HPV is a widespread, misunderstood and potentially dangerous epidemic. Eighty percent of all people under 50 years of age will have a strain of the virus at some point in their lives and most will not even realize they have it.

Grab a friend and join us to see this film on [Day of Week, Date] from \_\_\_\_ to \_\_\_\_ at [Location].

### E-MAIL INVITATION (template)

Dear Friends,

I'm writing to invite you to join me {AND SPECIAL GUEST NAME, AFFILIATION} for a viewing of the documentary film *Someone You Love: The HPV Epidemic* at {LOCATION}.

*Someone You Love* takes on an emotional and challenging topic, HPV-associated cancers and HPV vaccination, and fosters an informed dialogue on the issue. You are receiving this invitation because you are a parent/guardian, or a person who is involved with parents/guardians. I am really excited to share this film with you and our community.

Please join me on {DATE} at {TIME} at {LOCATION}. {FOOD & BEVERAGE TYPE} will be served and directions and parking instructions are below.}

Please **email me your RSVP** by {DATE} or register on {LINK OF ELECTRONIC RSVP SERVICE} to secure your spot for this event. You can learn more here: {URL FOR FACEBOOK EVENT PAGE} OR {YOUR WEBSITE} OR <https://someoneyouloveohio.org>.

Best wishes,  
{YOUR NAME}  
{PHONE}  
{EMAIL}

# PARENTS/GUARDIANS PROMOTIONAL TOOLS

Social media, including posts on Facebook and tweets on Twitter, are a great way to get the word out about HPV..

## FACEBOOK POSTS (samples)

HPV Champion Toolkit

facebook

| HPV VACCINE IS CANCER PREVENTION |  
RESOURCES FOR HPV CHAMPIONS

## Facebook Posts for Parents and Caregivers

### HPV Vaccine

Did you know HPV vaccine prevents cancer? Learn more about getting this life-saving vaccine for your child.

Cancer and other diseases caused by HPV (human papillomavirus) can be prevented with HPV vaccine. 27,000 men and women get HPV cancers every year in the U.S. Get your kids this life-saving vaccine when they are 11 or 12 years old to prevent cancer.

Do you have preteen or teen kids in your home? Are they up to date on their vaccinations? Preteens and teens need 4 vaccines to protect them from serious, and sometimes deadly, diseases. Any visit to the doctor—when they are sick, getting a physical for sports, camp or school—can be a good time for preteens and teens to get the recommended vaccines.

If you could protect your child from cancer, would you? HPV vaccine protects against cancers in boys and girls, and you can get the vaccine for your child during the same visit you get their tetanus and meningitis shots.

Don't miss an opportunity to protect your child from cancer. HPV vaccine is recommended for girls and boys at ages 11–12 to protect against cancers and other diseases caused by HPV.

### Vaccine Safety

Approximately 79 million doses of HPV vaccine have been distributed since the vaccine was introduced, and no serious side effects have been linked to HPV vaccination. The most common side effects after HPV vaccine are mild and include pain in the arm where the shot was given, fever, dizziness, and nausea.

### Paying for HPV Vaccine

Are you interested in getting HPV vaccine for your child but concerned about the cost? The Vaccines for Children (VFC) Program may be able to help. VFC provides vaccines for children ages 18 years and younger, who are uninsured, Medicaid-eligible, American Indian or Alaska Native. Learn more: <https://www.cdc.gov/vaccines/programs/vfc/parents/qa-detailed.html>

### Seasonal & Health Observances

#### *Cervical Cancer Awareness Month (January)*

Cervical cancer used to be the most deadly cancer among women. Now, thanks to the HPV vaccine, it is the most preventable cancer among women. Protect your sons and daughters from cancers caused by HPV by getting the HPV vaccine for them before they turn 13.

#CervicalCancer

Did you know that 4,000 women die of cervical cancer every year, even with screening and treatment? HPV vaccination at ages 11–12 could prevent most of these cancers from ever developing. #CervicalCancer

#### *Cancer Prevention Month (February)*

Are you still unsure why your son or daughter needs the HPV vaccine? Reason number one: #CancerPrevention. HPV vaccine protects against the cancers caused by HPV in boys and girls, so make sure to get this life-saving vaccine for your kids.

February is #CancerPrevention Month. You can protect your children from cancer this month by getting the HPV vaccine for them before they turn 13.

[https://www.aap.org/en-us/Documents/hpvtoolkit\\_parentFB\\_hpv\\_2015\\_August.pdf](https://www.aap.org/en-us/Documents/hpvtoolkit_parentFB_hpv_2015_August.pdf)

# PARENTS/GUARDIANS PROMOTIONAL TOOLS

## FACEBOOK POSTS (samples)

HPV Champion Toolkit

facebook

| HPV VACCINE IS CANCER PREVENTION |  
RESOURCES FOR HPV CHAMPIONS

## Facebook Posts for Parents and Caregivers

### *National Cancer Control Month (April)*

April is #CancerControl month. Keep cancer in check this month by getting the HPV vaccine for your kids at ages 11–12.

### *National Women's Health Week (May)*

Let's make women's health a priority this week. Cervical cancer kills over 4,000 women every year, but HPV vaccine can prevent the majority of those cancers from ever developing. Get the HPV shots for your daughter before she turns 13. #WomensHealthWeek

Cervical cancer used to be the deadliest cancer among women. Now, thanks to HPV vaccine, it is the most preventable cancer among women. Make women's health a priority this week and get HPV vaccine for your daughters. #WomensHealthWeek

Beat the rush and make an appointment for your girls and boys to get HPV vaccine before they go back to school. HPV vaccine is cancer prevention.

Remember to put HPV vaccine on your back-to-school checklist. Preteens need Tdap, meningococcal, & HPV vaccines to get the best protection from serious, sometimes deadly, diseases.

It's back-to-school time again. Are your preteens protected from cancers caused by HPV?

### *National Men's Health Week (June)*

This week is Men's Health Week. Let's protect the futures of our young men by making sure they are protected against the cancers caused by HPV. Boys should get HPV vaccine when they are 11 or 12 years old. Teen boys and young men through age 21 should also be vaccinated if they haven't started or finished the HPV vaccine series. Young men ages 22 through 26 can ask their doctor if HPV vaccine is right for them. #MensHealthWeek

Let's make men's health a priority this week. HPV causes cancers of the penis in men and cancers of the anus and oropharynx (back of the throat and tonsils) in men and women. HPV vaccination during the preteen years could prevent many of these cancers from ever developing. Make an appointment to vaccinate your preteen boys and girls this week. #MensHealthWeek

### *National Immunization Awareness Month (August)*

It's National Immunization Awareness Month! Protect your girls and boys from meningitis, HPV cancers, and pertussis, or whooping cough by getting the vaccines recommended for them before they go back to school.

Don't miss out on the chance to protect your kids from cancer. HPV vaccine is recommended at ages 11–12 to protect against cancers and other diseases caused by HPV. Make an appointment for your preteen to get the vaccines recommended for them before they go back to school.

Are your preteens up-to-date on all their shots? All preteens need the Tdap, meningococcal conjugate, and HPV vaccines to be protected from serious, sometimes deadly, diseases.

[https://www.aap.org/en-us/Documents/hpvtoolkit\\_parentFB\\_hpv\\_2015\\_August.pdf](https://www.aap.org/en-us/Documents/hpvtoolkit_parentFB_hpv_2015_August.pdf)

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# PARENTS/GUARDIANS PROMOTIONAL TOOLS

## TWITTER-TWEETS (samples)

HPV Champion Toolkit



| HPV VACCINE IS CANCER PREVENTION |  
RESOURCES FOR HPV CHAMPIONS

## Tweets for Healthcare Professionals

### HPV Vaccine

If you could protect your child from cancer, would you? Get #HPV vaccine for your child today.

Girls AND boys need 2 doses of #HPV vaccine at 11 or 12-years-old to protect them in the future.

#HPV vaccine is recommended for boys at age 11 or 12 to prevent anal cancer, penile cancer, and genital warts.

#HPV vaccine protects against the HPV types that cause **most** cervical cancers & precancers.

#HPV vaccine is most effective in the preteen years. Get your children vaccinated at age 11 or 12.

#HPV vaccination is recommended for preteen girls and boys at ages 11 or 12 to prevent HPV infection & cancer in the future.

Teens and young adults should get the #HPV vaccine if series not started or finished already

Protect kids from HPV cancers by getting them #HPV vaccine when 11 or 12.

All preteens need three vaccines to protect against serious diseases: #HPV vax, Tdap vax, and meningococcal conjugate vax.

### Vaccine Safety

Approx 79M doses of #HPV vax have been distributed since vax introduced, and no serious safety concerns linked to HPV vaccination.

CDC & FDA have found #HPV vaccines are safe & effective. Get vaccinated. Protect against #HPV cancers including cervical cancer.

### Paying for HPV Vaccine

Need help paying for #HPV vaccine? Girls and boys 9-18 w/o insurance coverage qualify for Vaccines for Children program.

Girls and boys 9-18 without insurance coverage for the #HPV vaccine may qualify for Vaccines for Children program.

### Seasonal & Health Observances

#### *Cervical Cancer Awareness Month (January)*

Protect your daughters from #cervicalcancer this month, and get the #HPV vaccine for her

#HPV vaccine protects against HPV cancers including #cervicalcancer. Make an appointment to get your girls and boys the HPV vaccine today.

#CervicalCancer kills 4,000 women every year—even with screening & treatment. #HPV vaccine could prevent most of those cancers

#CervicalCancer used to be deadliest cancer among women. Bc of #HPV vax, now the most preventable cancer among women.

#### *Cervical Cancer Awareness Month (February)*

Wondering why your child needs #HPV vaccine? Reason 1: #CancerPrevention

#HPV vaccine is #CancerPrevention. Learn more about this life-saving vaccine

It's #CancerPreventionMonth. You can protect your children from cancer by getting the #HPV vaccine for them at ages 11–12.

# PARENTS/GUARDIANS PROMOTIONAL TOOLS

## TWITTER-TWEETS (samples)

### HPV Champion Toolkit



| HPV VACCINE IS CANCER PREVENTION |  
RESOURCES FOR HPV CHAMPIONS

#### Tweets for Healthcare Professionals *continued*

##### **National Cancer Control Month (April)**

Keep cancer in check this month by getting the #HPV vaccine for your sons and daughters. #CancerControl

It's #CancerControl Month! You can keep cancer in check this month by getting #HPV vaccine for your kids at ages 11–12.

##### **National Women's Health Week (May)**

HPV vax can protect against cancers of the cervix, vagina, & vulva in women. Get #HPV shots for your girls at ages 11–12.

#WomensHealthWeek

It's #WomensHealthWeek. You can protect the health of your daughters by ensuring they're protected from #HPVcancers.

#HPVvaccine

##### **Back to School (June–August)**

Remember to put #HPVvaccine on your #BackToSchool checklist. Preteens need Tdap, meningococcal, & HPV vaccines.

It's #BackToSchool time again. Are your preteens protected from cancers caused by HPV? #HPVvaccine #ProtectYourPreteens

Remember to get #HPV vaccine for your boys and girls before they go #BackToSchool this fall.

##### **National Men's Health Week (June)**

It's #MensHealthWeek. #HPV vaccine is recommended for boys to protect against cancer later in life.

A moment in men's health: Every year, there are over 9,000 cancers caused by #HPV in men. Many could be prevented with HPV vaccine.

##### **National Immunization Awareness Month (August)**

Beat the rush and get #HPVvaccine for your preteen before they go #BackToSchool.

Are vaccines on your #BackToSchool checklist? Preteens need 3 shots to protect against serious diseases.

##### **Gynecologic Cancer Awareness Month (September)**

Are your daughters protected against #GynecologicCancer like #cervicalcancer. Get HPV vaccine for your preteen today.

Types of #GynecologicCancer like #CervicalCancer can be prevented by HPV vaccination at ages 11–12. Vax your preteens.

American Academy  
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™

[https://www.aap.org/en-us/Documents/hpvtoolkit\\_parentTweets\\_hpv\\_2015\\_August.pdf](https://www.aap.org/en-us/Documents/hpvtoolkit_parentTweets_hpv_2015_August.pdf)

# PARENTS/GUARDIANS PROMOTIONAL TOOLS

## POSSIBLE AGENDA/PROGRAM (brochure template)

**SOMEONE YOU LOVE**  
THE **HPV** EPIDEMIC



[Day of Week & Date]

[Time]

[Building]

[Room]

THIS FILM COULD SAVE YOUR LIFE!

**SOMEONE YOU LOVE**  
THE **HPV** EPIDEMIC



HPVEPIDEMIC.COM  
@hpvepidemic

**"An Accurate, Sobering and Powerful Film!"**  
— DR. WILLIAM BONNEZ, UNIVERSITY OF ROCHESTER, NY

THANK YOU FOR JOINING US!

## AGENDA

6:00 Registration & Light Refreshments  
*Complete Pre-Survey*

6:20 Opening Remarks  
[Name & Credentials]  
[Organization]

6:30 Film Screening  
*"Someone You Love: The HPV Epidemic"*

7:50 Question and Answer Session  
Panel Members:  
*[List Names, Credentials & Organizations]*  
  
*Complete Post-Survey*

8:10 Concluding Remarks & Door Prizes  
Sign-Up for HPV Vaccination Appt.

8:15  
[List Clinic/Health Department]

## EVENT PARTNERS

**Ohio's Someone You Love website**  
<http://www.someoneyouloveohio.org>

**American Cancer Society**  
<http://www.cancer.org/cancer/cancercauses/othercarcinogens/infectiousagents/hpv/hpv-and-cancer-info>

**Centers for Disease Control and Prevention**  
<https://www.cdc.gov/hpv/parents/index.html>

**National Cancer Institute**  
<https://www.cancer.gov/about-cancer/causes-prevention/risk/infectious-agents/hpv-fact-sheet>

**Ohio Department of Health, Immunization Program**  
<https://www.odh.ohio.gov/odhprograms/bid/immunization/immindex1.aspx>

*Thank you  
to all of our event partners  
[Add List or Logos]*



# SOMEONE YOU LOVE THE HPV EPIDEMIC



EVENT PARTNERS

*Thank you  
to all of our event partners*







## LOCAL SPEAKER(S) AND/OR PANEL MEMBERS

You can invite a local guest speaker(s) to introduce the film and panelists for the post-film discussion. If applicable, be sure to send relevant materials to panel members so they can prepare ahead of time for the post-film discussion. At least one member of your panel should serve as an expert on current HPV information and vaccine recommendations. We suggest that the person serving as an expert on your panel contact the Ohio Department of Health, Immunization Program and/or visit the CDC's website for the most current information.

Panel member suggestions:

- HPV cancer survivor
- Parent of HPV cancer survivor
- Other caregiver
- Pediatrician
- Oral health professional
- Researcher
- Community leader

<https://www.cdc.gov/hpv>

<http://bit.ly/AmCancerHPV>

<http://bit.ly/ohioHPVreport>

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## INTRODUCTORY REMARKS

Good (evening), and welcome to the (add city or town) viewing of ***Someone You Love: The HPV Epidemic***. My name is \_\_\_\_\_ and I am with (name of your organization if you belong to one).

You're in for a treat (tonight). The *Someone You Love* documentary is an incredible movie that is traveling all over the world right now. It's been seen in hundreds of theaters like this one and by tens of thousands of people so far!

*Someone You Love* is about the HPV epidemic— showing how HPV and HPV-associated cancers affect people's lives and confirming the importance of vaccination against it.

The Human Papillomavirus (HPV) is a widespread, misunderstood and potentially dangerous epidemic.

HPV is a common infection and is highly transmissible. HPV can be spread from one person to another through skin-to-skin contact. HPV infection can cause cervical, vaginal, and vulvar cancers in women, and penile cancers in men. It can also cause oropharyngeal and anal cancers, as well as genital warts in both men and women.

Getting youth vaccinated can lower their chance of getting HPV when they are older.

***Someone You Love: The HPV Epidemic*** is a poignant documentary that takes a look into the lives of five women affected by HPV and cervical cancer. Each of these women has an intimate story to tell. Their stories shed light on the risks, myths, problems, politics, misconceptions, and hard truths about this widespread epidemic.

I chose to captain this viewing because \_\_\_\_\_ (you're in remission, your family was impacted, you want to be a part of the change, etc.). If you didn't add your name and contact information to the sign-in sheet as you came in, I encourage you to do that before you leave. We'd like to stay in touch as we build a local and statewide HPV vaccination movement.

Please take a minute or two to complete the **pre survey**.

Finally, when the ending credits roll, we'll turn up the house lights and have a conversation about the movie and answer any questions you have. Be sure to stick around! And now, let's watch *Someone You Love!*

## POST FILM VIEWING – REMARKS

I would like to introduce the panel members who will be joining me in responding to your questions.

(Provide names, titles and organizations for each)

*(It is a good idea to have a moderator for the panel. The moderator can keep an eye on time, point out audience members who want to speak, or to encourage specific panelists to address a question or comment. For the panel, you can have parents ask questions for panel members to answer and/or facilitate a discussion with the parents attending.)*

### FACILITATED OPEN DISCUSSION

Use some or all of these questions to engage your group in a deeper discussion.

1. What touched you personally about the film?
2. Who in the film did you relate to the most? Why?
3. Did any moment or scene jump out at you in particular? What was it? And why?
4. What questions did the film raise for you personally?
5. Has this film made you think differently? How?
6. Has this film changed your preconceived ideas about the topic?
7. What difference, if any, can a film like *Someone You Love: The HPV Epidemic*, make to the ongoing HPV epidemic?
8. How can you make a difference?

### CLOSING REMARKS

Thank you for joining us to address this important health issue!

A special thanks to (names of panel members) for participating in the panel. We want to also thank everyone on the planning committee including: (list names).

Please take a minute or two to complete the **post survey**.

We will now have table in the (\_\_\_\_\_) with additional resources:

- Staff from (\_\_\_\_\_) to schedule an appointment for your child to receive the HPV vaccination.
- Handout of local clinics that provide HPV vaccinations.
- Educational materials on HPV vaccinations

If you have more questions about HPV and/or the HPV vaccine, be sure to talk to your child's doctor or nurse.



A panel discussion will immediately follow the film.

# SOMEONE YOU LOVE THE HPV EPIDEMIC

Please write your questions for the panel.  
Someone will come around to collect them.



My question is ...

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---

---

My question is for ...

---

---

A panel discussion will immediately follow the film.

# SOMEONE YOU LOVE THE HPV EPIDEMIC

Please write your questions for the panel.  
Someone will come around to collect them.



My question is ...

---

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---

My question is for ...

---

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# SOMEONE YOU LOVE

THE HPV EPIDEMIC

## MAKE A PLEDGE

On this day \_\_\_\_\_, I, \_\_\_\_\_,

commit to host at least one film viewing of

*Someone You Love: The HPV Epidemic* in the state of Ohio.

Which target audience(s) do you intend to reach with the *Someone You Love* film?

- Healthcare Providers       Young Adults/Older Adolescents  
 Parents/Guardians       General Audience

- I agree that I am responsible for safe keeping and tracking my copy(ies) of the DVD.
- I agree to complete and return the *Host Feedback Form and Pre/Post Surveys* within 14 days of hosting the event(s). These materials can be found in *A Guide to Hosting a Film Viewing*.

*In return for your commitment, you are provided a complimentary copy of the DVD and A Guide to Hosting a Film Viewing.*

\_\_\_\_\_  
Your Signature

Printed Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Phone: \_\_\_\_\_

County: \_\_\_\_\_

Thank you for being part of the *Someone You Love HPV* initiative in Ohio!

**Please e-mail or fax completed form to:**

E-mail: [info@someoneyouloveohio.org](mailto:info@someoneyouloveohio.org) Fax: (614) 293-6667

Darla Fickle, The OSU Comprehensive Cancer Center  
1590 N. High St., Suite 525  
Columbus, OH 43201



# PRE SURVEY

## SOMEONE YOU LOVE FILM VIEWING

Please answer the following questions PRIOR to viewing the film.

**Current Gender:**  Male  Female **Age:** \_\_\_\_\_

**I am a:**  Student  Parent/Guardian  Healthcare Provider  Other

**Race:**  White  Black or African-American  Asian  Native Hawaiian or Other Pacific Islander  
 American Indian or Alaska Native

**Ethnicity:**  Hispanic or Latino  Not Hispanic or Latino

Check your answer(s) to each question.

**1. HPV is a rare, sexually transmitted disease.**

True  False  Don't Know

**2. You will know you have HPV because you will have immediate symptoms.**

True  False  Don't Know

**3. You can only get HPV through vaginal sex.**

True  False  Don't Know

**4. How can you protect yourself against HPV?**

Condoms  Abstinence (not having sex)  HPV Vaccine  All of the previous  Don't Know

**5. What type(s) of cancer can be caused by HPV?**

Cervical  Penile  Oral  All of the previous  Don't know

**6. If you have HPV, but don't have symptoms, you cannot spread the virus.**

True  False  Don't Know

**7. The HPV vaccine prevents HPV; it does not cure HPV.**

True  False  Don't Know

**8. How safe do you think the vaccine is that prevents HPV?**

Circle the number below on the scale 1-5. (Not safe at all) 1 2 3 4 5 (Very safe)

**9. How important do you think it is for people between the ages of 9 and 26 to be vaccinated to prevent HPV?**

Circle the number below on the scale 1-5. (Not important) 1 2 3 4 5 (Very important)

**10. If you are a healthcare provider, please answer the following question:**

**How likely are you to talk to your patients about HPV?**

Circle the number below on the scale 1-5. (Not very likely) 1 2 3 4 5 (Very likely)

**If you are NOT a healthcare provider, please answer the following question:**

**How likely are you to talk to your/your child's doctor about HPV?**

Circle the number below on the scale 1-5. (Not very likely) 1 2 3 4 5 (Very likely)



# POST SURVEY

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## SOMEONE YOU LOVE FILM VIEWING

Please answer the following questions **AFTER** viewing the film.

**Current Gender:**  Male  Female **Age:** \_\_\_\_\_

**I am a:**  Student  Parent/Guardian  Healthcare Provider  Other

**Race:**  White  Black or African-American  Asian  Native Hawaiian or Other Pacific Islander  
 American Indian or Alaska Native

**Ethnicity:**  Hispanic or Latino  Not Hispanic or Latino

Check your answer(s) to each question.

**1. HPV is a rare, sexually transmitted disease.**

True  False  Don't Know

**2. You will know you have HPV because you will have immediate symptoms.**

True  False  Don't Know

**3. You can only get HPV through vaginal sex.**

True  False  Don't Know

**4. How can you protect yourself against HPV?**

Condoms  Abstinence (not having sex)  HPV Vaccine  All of the previous  Don't Know

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True  False  Don't Know

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**How likely are you to talk to your patients about HPV?**

Circle the number below on the scale 1-5. (Not very likely) 1 2 3 4 5 (Very likely)

**If you are NOT a healthcare provider, please answer the following question:**

**How likely are you to talk to your/your child's doctor about HPV?**

Circle the number below on the scale 1-5. (Not very likely) 1 2 3 4 5 (Very likely)

# ANSWER KEY – PRE/POST SURVEY

## 1. HPV is a rare, sexually transmitted disease.

**Correct Answer: FALSE**

The human papillomavirus (HPV) is the most common sexually transmitted infection in the United States. About 79 million Americans are infected with HPV, and approximately 14 million become infected each year. There are more than 200 types of HPV. More than 40 of them can be passed on through sexual contact. Some types of HPV, primarily HPV 16 and HPV 18, can cause cervical cancer, while other types can cause genital warts or warts on other parts of the body, such as the hands. HPV can also lead to cancers of the vagina, vulva, anus, penis, rectum, and oropharynx (mouth/throat).

## 2. You will know you have HPV because you will have immediate symptoms.

**Correct Answer: FALSE**

Most people never know they have HPV. However, if you see small, fleshy, cauliflower-like bumps around your genitals, you may have one type of HPV that causes warts. Genital warts can be confused with other skin problems that are not sexually transmitted. Genital warts do not cause cancer. Pap tests and HPV testing can help determine whether you have HPV and if it is the type that puts you at risk for cancer.

## 3. You can only get HPV through vaginal sex.

**Correct Answer: FALSE**

HPV is spread through some kinds of genital or skin-to-skin contact. This includes vaginal sex, oral sex, anal sex, or genital-on-genital touching. HPV can be spread through opposite-sex or same-sex partners.

## 4. How can you protect yourself against HPV?

**Correct Answer: ALL THE ABOVE**

Latex condoms may lower your chances of getting or spreading HPV if you use them correctly during every sex act from beginning to end. But HPV can infect areas that aren't covered by a condom. If you or your partner has genital warts, you should not have sex until they're treated. Skin-on-skin contact is how the virus is spread. You also can protect yourself by limiting the number of sex partners you have. And the HPV vaccine can help prevent some types of HPV that lead to cervical and other cancers, and genital warts. The vaccine is recommended for males and females between the ages of 9 and 26.

## 5. What type(s) of cancer can be caused by HPV?

**Correct Answer: ALL THE ABOVE**

Cervical cancer is the most common cancer caused by an HPV virus. Each year, about 12,000 women in the U.S. get cervical cancer. Nearly all those cases are associated with HPV. Beyond cervical cancer, HPV also causes 7,000 cases of cancer each year in men. HPV is also the most common cause of genital warts. About 1 in 100 sexually active adults has genital warts at any one time. If you're a woman, it's important to have regular Pap tests to detect abnormal cells in your cervix. The HPV vaccine, if given correctly, can prevent some types of HPV that lead to cervical, anal, vulvar, and vaginal cancers. Other types of HPV virus can lead to less common cancers, including oral cancer and cancer of the penis or rectum.

## 6. If you have HPV, but no symptoms, you cannot spread the virus.

**Correct Answer: FALSE**

You can spread HPV even if you have no symptoms. Most people don't have symptoms of HPV infection and can pass it to someone else.

## 7. The HPV vaccine prevents HPV; it does not cure HPV.

**Correct Answer: TRUE**

The HPV vaccine prevents HPV which prevents associated cancers and genital warts. The vaccine cannot treat these conditions once they are contracted.

## 8. How safe do you think the vaccine is that prevents HPV?

(Not safe at all) 1 2 3 4 5 (Very safe)

HPV vaccine has been carefully studied by medical and scientific experts. HPV vaccine has been shown to be very effective and very safe. Like other shots, most side effects are mild, primarily pain or redness in the arm, and should go away quickly. HPV vaccine has not been associated with any long-term side effects. Since 2006, about 80 million doses of HPV vaccine have been distributed in the U.S., and in the years of HPV vaccine safety studies and monitoring, no serious safety concerns have been identified.

## 9. How important do you think it is for people between the ages of 9-26 to be vaccinated to prevent HPV?

(Not important) 1 2 3 4 5 (Very important)

Vaccinating early, long before exposure, provides the best protection possible, as is the case with measles and other recommended childhood vaccines. Similarly, medical professionals want to vaccinate children well before they get exposed to HPV. However, HPV vaccine is recommended for young women and men through age 26.

## 10. How likely are you to talk to your patients about HPV?

(Not very likely) 1 2 3 4 5 (Very likely)

**How likely are you to talk to your/your child's doctor about HPV?**  
(Not very likely) 1 2 3 4 5 (Very likely)

If your office protocol does not include HPV vaccine during routine childhood vaccination schedules, it may be prudent to adjust your office systems to include it.

If you do not know if you have had any or a complete dosage of HPV vaccine, please check with your doctor or your childhood immunization records.

If your doctor has never mentioned that your child should receive the HPV vaccination, it may be prudent to discuss it.

\*Questions and answers taken from [cdc.gov/hpv](http://cdc.gov/hpv) and [webmd.com](http://webmd.com).

# SOMEONE YOU LOVE

THE HPV EPIDEMIC

## HOST FEEDBACK FORM

Host's Name: \_\_\_\_\_ Organization: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Date of event: \_\_\_\_\_ Time of day: \_\_\_\_\_

Where did you host the film? County \_\_\_\_\_

### Type of Facility

- Physician's office     Classroom     Auditorium  
 Conference room     Gymnasium     Theater  
 Other \_\_\_\_\_

How many attended? (refer to sign-in sheet) \_\_\_\_\_

### How did you promote the event? (check all that apply)

- Word of mouth  
Electronic:     Text     E-newsletter     Listserv     Other \_\_\_\_\_  
Social Media:  Facebook     Twitter     Instagram     LinkedIn     Other \_\_\_\_\_  
Print:     Posters     Flyers     Palm cards     Other \_\_\_\_\_
- PSAs (if so, what station?) \_\_\_\_\_  
 PR (if so, what paper?) \_\_\_\_\_  
 Other \_\_\_\_\_

### Who was your target audience for the *Someone You Love* film viewing?

- Healthcare Providers     Young Adults/Older Adolescents  
 Parents/Guardians     General Audience

Did you have a panel?  Yes  No

If yes, how many were on your panel? \_\_\_\_\_

\_\_\_\_\_

Panelist Name Title/Survivor

What suggestions would you have to improve your *Someone You Love* experience?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you intend to host another viewing of *Someone You Love*?

Yes

No

Not sure

Thank You!

Within 14 days of hosting your event, please return completed form, along with Pre/Post Surveys, to:

**Please e-mail or mail completed forms to:**

E-mail: [info@someoneyouloveohio.org](mailto:info@someoneyouloveohio.org)

Darla Fickle, The OSU Comprehensive Cancer Center  
1590 N. High St., Suite 525  
Columbus, OH 43201

## CONTINUING EDUCATION CREDITS

**FREE! Continuing Education Credits** when you watch *Someone You Love* **online**.

This activity has been approved for:

**1.50 AMA PRA Category 1 Credits™** by Indiana University School of Medicine

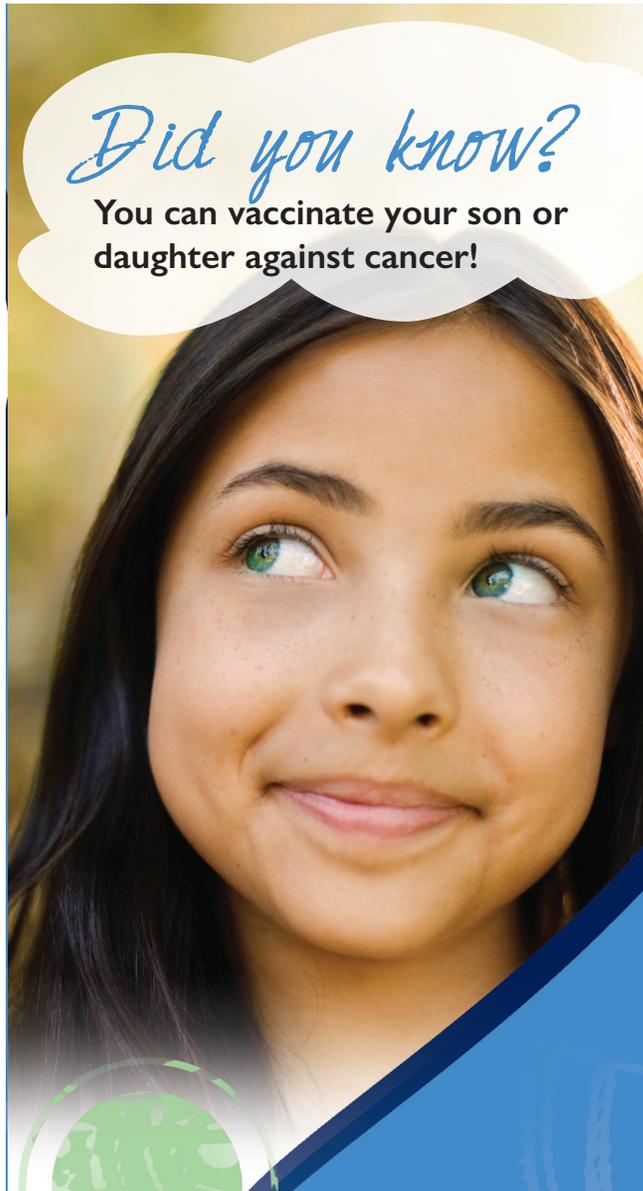
**1.5 CE credit hours** (0.15 CEU) for pharmacists and pharmacy technicians by IU Health

**1.3 Contact Hours** for nurses by the Ohio Nurses Association (OBN-001-91), an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. Approval valid through 12/5/18. ONA# 18889.

**The film can be viewed online and CME, CNE, or Pharmacy CE credits can be obtained by visiting the following link: <http://bit.ly/SYLOHCEU>**

# PARENTS/GUARDIANS HANDOUTS

These are optional handouts that you can print and have on your sign-in table for your audience to take.



HPV also known as Human  
Papillomavirus

<http://bit.ly/CDCTeen>

Did you know? You can vaccinate  
your son or daughter against cancer!

<http://www.ohioaap.org>

**As parents, you do everything you can to protect your children's health for now and for the future. Today, there is a strong weapon to prevent several types of cancer in our kids: the HPV vaccine.**

### HPV and Cancer

HPV is short for Human Papillomavirus, a common virus. In the United States each year, there are about 17,500 women and 9,300 men affected by HPV-related cancers. Many of these cancers **could be prevented with vaccination.** In both women and men, HPV can cause anal cancer and mouth/throat (oropharyngeal) cancer. It can also cause cancers of the cervix, vulva and vagina in women; and cancer of the penis in men.

For women, screening is available to detect most cases of cervical cancer with a Pap smear. Unfortunately, there is no routine screening for other HPV-related cancers for women or men, and these cancers can cause pain, suffering, or even death. **That is why a vaccine that prevents most of these types of cancers is so important.**

### More about HPV

HPV is a virus passed from one person to another during skin-to-skin sexual contact, including vaginal, oral, and anal sex. HPV is most common in people in their late teens and early 20s. Almost all sexually active people will get HPV at some time in their lives, though most will never even know it.

Most of the time, the body naturally fights off HPV, before HPV causes any health problems. But in some cases, the body does not fight off HPV, and HPV can cause health problems, like cancer and genital warts. Genital warts are not a life-threatening disease, but they can cause emotional stress, and their treatment can be very uncomfortable. About 1 in 100 sexually active adults in the United States have genital warts at any given time.

### HPV vaccination is recommended for preteen girls and boys at age 11 or 12 years

All preteens need HPV vaccination so they can be protected from HPV infections that cause cancer. Teens and young adults who didn't start or finish the HPV vaccine series also need HPV vaccination. Young women can get HPV vaccine until they are 27 years old and young men can get HPV vaccine until they are 22 years old. Young men who have sex with other men or who have weakened immune systems can also get HPV vaccine until they are 27.

HPV vaccination is a series of shots given over several months. The best way to remember to get your child all of the shots they need is to make an appointment for the remaining shots before you leave the doctor's office or clinic.

### Is the HPV vaccine safe?

Yes. HPV vaccination has been studied very carefully and continues to be monitored by CDC and the Food and Drug Administration (FDA). No serious safety concerns have been linked to HPV vaccination. **These studies continue to show that HPV vaccines are safe.**

The most common side effects reported after HPV vaccination are mild. They include pain and redness in the area of the arm where the shot was given, fever, dizziness, and nausea. Some preteens and teens may faint after getting a shot or any other medical procedure. Sitting or lying down for about 15 minutes after getting shots can help prevent injuries that could happen if your child were to fall while fainting. ▶



### Why does my child need this now?

HPV vaccines offer the best protection to girls and boys who complete the series and have time to develop an immune response **before** they begin sexual activity with another person. This is not to say that your preteen is ready to have sex. In fact, it's just the opposite—it's important to get your child protected before you or your child have to think about this issue. The immune response to this vaccine is better in preteens, and this could mean better protection for your child. ❖

DISTRIBUTED BY:



Serious side effects from HPV vaccination are rare. Children with severe allergies to yeast or latex shouldn't get certain HPV vaccines. Be sure to tell the doctor or nurse if your child has any severe allergies.

### Help paying for vaccines

The Vaccines for Children (VFC) program provides vaccines for children ages 18 years and younger who are uninsured, Medicaid-eligible, or American Indian/Alaska Native. Learn more about the VFC program at [www.cdc.gov/Features/VFCprogram/](http://www.cdc.gov/Features/VFCprogram/)

Whether you have insurance, or your child is VFC-eligible, some doctors' offices may also charge a fee to give the vaccines. ■

### Jacquelyn's story: "I was healthy—and got cervical cancer."

When I was in my late 20's and early 30's, in the years before my daughter was born, I had some abnormal Pap smears and had to have further testing. I was told I had the kind of HPV that can cause cancer and mild dysplasia.

For three more years, I had normal tests. But when I got my first Pap test after my son was born, they told me I needed a biopsy. The results came back as cancer, and my doctor sent me to an oncologist. Fortunately, the cancer was at an early stage. My lymph nodes were clear, and I didn't need radiation. But I did need to have a total hysterectomy.

My husband and I have been together for 15 years, and we were planning to have more children. We are so grateful for our two wonderful children, but we were hoping for more—which is not going to happen now.

The bottom line is they caught the cancer early, but the complications continue to impact my life and my family. For the next few years, I have to get pelvic exams and Pap smears every few months, the doctors measure tumor markers, and I have to have regular x-rays and ultrasounds, just in case. I have so many medical appointments that are taking time away from my family, my friends, and my job.

**Worse, every time the phone rings, and I know it's my oncologist calling, I hold my breath until I get the results. I'm hopeful I can live a full and healthy life, but cancer is always in the back of my mind.**

In a short period of time, I went from being healthy and planning more children to all of a sudden having a radical hysterectomy and trying to make sure I don't have cancer again. It's kind of overwhelming. And I am one of the lucky ones!

Ultimately I need to make sure I'm healthy and there for my children. I want to be around to see their children grow up.

I will do everything to keep my son and daughter from going through this. I will get them both the HPV vaccine as soon as they turn 11. I tell everyone—my friends, my family—to get their children the HPV vaccine series to protect them from this kind of cancer. ❖



### What about boys?

HPV vaccine is for boys too! This vaccine can help prevent boys from getting infected with the types of HPV that can cause cancers of the mouth/throat, penis and anus. The vaccine can also help prevent genital warts. HPV vaccination of males is also likely to benefit females by reducing the spread of HPV viruses.

Learn more about HPV and HPV vaccine at [www.cdc.gov/hpv](http://www.cdc.gov/hpv)

For more information about the vaccines recommended for preteens and teens:

**800-CDC-INFO** (800-232-4636)  
[www.cdc.gov/vaccines/teens](http://www.cdc.gov/vaccines/teens)

## HAVE MORE QUESTIONS?

For more trusted information about the HPV immunization and other immunizations, check out **FAST VAX FACTS:**

- Immunization schedules
- Information on each immunization recommended for your child
- Frequently asked questions
- Videos from pediatricians on immunization safety, effectiveness and Ohio disease rates

**Download FAST VAX FACTS** now in the App Store or on Google Play or get a link to download at **OhioAAP.org/FVF.**



## MISSION STATEMENT

The Ohio Chapter of the American Academy of Pediatrics (Ohio AAP) promotes the health, safety and well-being of children and adolescents so they may reach their full potential. The Ohio AAP accomplishes this by addressing the needs of children, their families, and their communities, and by supporting Chapter members through advocacy, education, research, service, and improving the systems through which they deliver pediatric care.

  
American Academy of Pediatrics  
DEDICATED TO THE HEALTH OF ALL CHILDREN™  
Ohio Chapter

94-A Northwoods Blvd., Columbus, OH 43235  
(614) 846-6258  
chapter@ohioaap.org  
[www.ohioaap.org](http://www.ohioaap.org)

*This work is funded by a grant awarded by the Ohio Department of Health and as a grant by the Centers for Disease Control and Prevention.*

*Did you know?*

**You can vaccinate your son or daughter against cancer!**

  
American Academy of Pediatrics  
DEDICATED TO THE HEALTH OF ALL CHILDREN™

Ohio Chapter

Image courtesy CDC

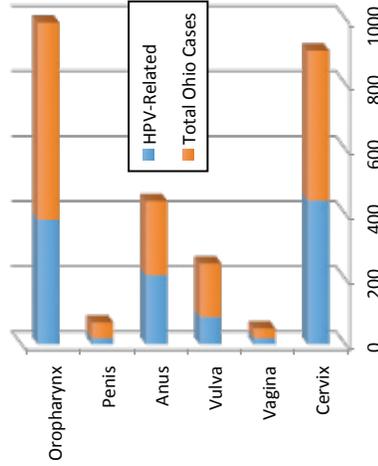


## THE HPV IMMUNIZATION IS CANCER PREVENTION

The human papillomavirus (HPV) can cause many different types of cancer in both boys and girls. Each year, 27,000 men and women are affected by a HPV-related cancer.

It is estimated that the average number of men and women in Ohio diagnosed with a HPV-related cancer each year is more than 1,100. HPV immunization can prevent the majority of cervical cancers as well protect against the virus types that cause head and neck cancers in both **males and females**.

### Annual HPV-Associated Cancers in Ohio (2008-2012)

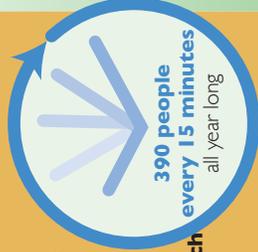


Source: Ohio Cancer Incidence Surveillance System, Ohio Department of Health, 2015

### WHAT IS HPV?

HPV (human papillomavirus) is a group of more than **150 viruses** that are spread through sexual contact and impact both boys and girls. **About**

**14 million people in the US** become infected with HPV each year and some infections can lead to cancer in both **men and woman**.



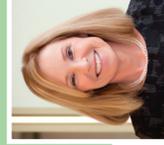
**390 people every 15 minutes** all year long

### WHY AGE 11-12?

The HPV immunization is a series of three vaccines that is best administered to **boys and girls at 11-12 years old**. The HPV immunization is most effective when administered prior to exposure and produces a higher immune response in preteens than it does in older teens and young men and women.



*“As a pediatrician, I recommend the HPV vaccine to all boys and girls because I believe in the importance of this cancer-preventing vaccine. The AAP, CDC, and many other organizations agree that getting the HPV is safe and very important to protect your child from the devastating effects of cancer. My grandchildren have received this immunization and your children should, too. Talk to your child’s doctor about this important immunization.”*



**Judith T. Romano, MD, FAAP**  
Pediatrician, Martins Ferry, Ohio

The **American Academy of Pediatrics (AAP)**, **American Association of Family Physicians (AAFP)** and **Centers for Disease Control and Prevention (CDC)** recommend the HPV immunization

to protect adolescents against HPV-related cancers, along with immunizations against whooping cough and meningococcal disease. All three immunizations are safe to be given at the 11-12 year-old well child visit.





OLDER ADOLESCENTS/YOUNG ADULTS

# OLDER ADOLESCENTS/YOUNG ADULTS P L A N N I N G

## KNOW THE FACTS AND TAKE ACTION

**HPV VACCINE IS CANCER PREVENTION**  
HPV vaccine protects against HPV types that most commonly cause anal, cervical, oropharyngeal, penile, vaginal, and vulvar cancers.

Every year in the U.S., 27,000 people get cancer caused by HPV.

That's 1 person every 20 minutes of every day, all year long.

Most of these cancers can be prevented by HPV vaccine.

The infographic features a central clock face with a blue segment labeled '20 min.' and a yellow arrow pointing to it from the text 'That's 1 person every 20 minutes of every day, all year long.' The entire graphic is framed in a red border with green decorative flourishes.

81% of new HPV-associated cancer cases diagnosed each year could be prevented by HPV vaccination.

HPV causes nearly all cervical cancers and many cancers of the vagina, vulva, penis, anus, rectum and oropharynx.

### Know the Facts

- Educate yourself about HPV and HPV vaccination

### Talk to your parents and doctor about HPV Vaccination

- Find out if you received the series of recommended HPV vaccines
- If not, address any concerns and get vaccinated against HPV

## PLANNING A SUCCESSFUL FILM VIEWING

### Who should serve on the planning committee?

You might consider the following as potential partners:

- Local cancer control agencies and groups
- Local hospital(s) and cancer center(s)
- Local health departments and clinics that provide the HPV vaccines
- Representative(s) from schools (teachers/professors, school nurse, student clinics, etc.)
- Representative(s) from student organizations or clubs

### What you'll need

- A copy of the *Someone You Love: the HPV Epidemic DVD*
- A venue equipped with audio visual capabilities
- *Someone You Love: The HPV Epidemic – A Guide to Hosting a Film Viewing*
- A facilitator to moderate the discussion
- A panel comprised of experts and community members
- Registration table to sign in and pick up program or agenda
- Information table for educational materials
- Snacks (optional)
- A copy of the **pre/post surveys** for each attendee
- A copy of the **Host Feedback Form**

### Who to invite to the film viewing?

- High Schools-Work with school administrators to get the word out to as many students as possible, utilizing school newsletters, the school website, and bulletin boards. Utilize social media sites, through leaders of clubs, athletic teams, and other groups.
- Colleges or Universities- staff, church groups, sororities, fraternities, clubs, athletic teams, and other groups.

# OLDER ADOLESCENTS/YOUNG ADULTS P L A N N I N G

## TIMELINE AND TASKS LIST

### Two –Three Months Before Event

- Form a committee of those interested/involved in cancer prevention or adolescent health
- Secure a copy of *Someone You Love: The HPV Epidemic* and watch DVD
- Choose a date and time for the event (the film runs approximately 80 minutes)
- Reserve event venue and equipment for film viewing
- Confirm facilitator and panel members
- Confirm post-viewing discussion and share DVD with moderator and panel members
- Create an event flyer (*see guide for template*)
- Plan for how you will promote your event (Facebook, Twitter, radio ads, flyers, posters, invitations)

### Six Weeks Before Event

- Find volunteers
- Customize promotional pieces (*see guide for templates*)
- Create an event program (*see guide for template*)
- Promote your event using press release, radio ad, websites, Facebook, Twitter, posters, flyers (*see guide for templates*)
- Invite groups to attend

### Two Weeks Before Event

- Check in with committee members, moderator and panel members
- Prepare materials for information table and print handouts
- Secure snacks and beverages (*optional*)

### One Week Before Event

- Email reminder to volunteers
- Promote event one last time
- Print sign-in sheet
- Print pre/post surveys (one each per attendee)
- Print Host Feedback Form
- Print question cards for panel
- Practice opening and closing remarks
- Check in with venue to assure proper setup

### Day of the Event

- Arrive early at venue
- Bring handouts for informational table
- Check A/V equipment – familiarize yourself with the equipment and room lighting controls
- Enjoy the film and have a great discussion!

### After the Event

- Fill out Host Feedback Form and mail along with pre/post surveys
- Send thank you notes to guest speakers, committee members and partners
- Consider sending guests emails within 2-3 days of your film viewing event, remind them of local facilities and available resources to get HPV vaccination, if needed.
- Consider sending photos along with testimonials, noteworthy moments, and feedback from <https://someoneyouloveohio.org>
- Send photos along with testimonials, noteworthy moments, and feedback from the Someone You Love event to <https://someoneyouloveohio.org>

# OLDER ADOLESCENTS/YOUNG ADULTS PROMOTIONAL TOOLS

This section includes promotional tools to communicate about your upcoming film viewing.

## FLIER (template)

### SOMEONE YOU LOVE THE HPV EPIDEMIC

FILM SCREENING



Human Papillomavirus (HPV) is a common virus that can cause cancer among both males and females. Every year in Ohio, 1,157 people get cancer caused by Human Papillomavirus (HPV), that's 3.2 people every day.

## Are You at Risk?

Learn how to lower your risk for HPV and HPV-associated cancers.

[Day, Date]  
[Times of Program]  
[Location/Building]  
[Address/More Details]

---

are welcome to attend!  
FREE Film Screening,  
Panel of Local Experts, Q&A Session  
and Refreshments!

[Attach logos or Names of Sponsors]  
[Add contact person for questions.]



# SOMEONE YOU LOVE

## THE HPV EPIDEMIC

FREE FILM SCREENING



Human Papillomavirus (HPV) is a common virus that can cause cancer among both males and females. Every year in Ohio, 1,157 people get cancer caused by Human Papillomavirus (HPV), that's 3.2 people every day.

## Are You at Risk?

Learn how to lower your risk for HPV and HPV-associated cancers.

are welcome to attend!  
FREE Film Screening,  
Panel of Local Experts,  
Q&A Session  
and Refreshments!



OLDER ADOLESCENTS/YOUNG ADULTS  
PROMOTIONAL TOOLS

POSTER (template)

**SOMEONE YOU LOVE**  
THE **HPV** EPIDEMIC

FILM SCREENING



All \_\_\_\_\_ are invited to learn  
about HPV and Cancer Prevention!

**FREE Film Screening,**  
**Panel of Local Experts,**  
**Door Prizes and Refreshments**

[Day of Week, Date]  
[Times of Program]  
Location/Building and Address]

[Attach logos or Names of Sponsors]  
[Add contact person for questions.]



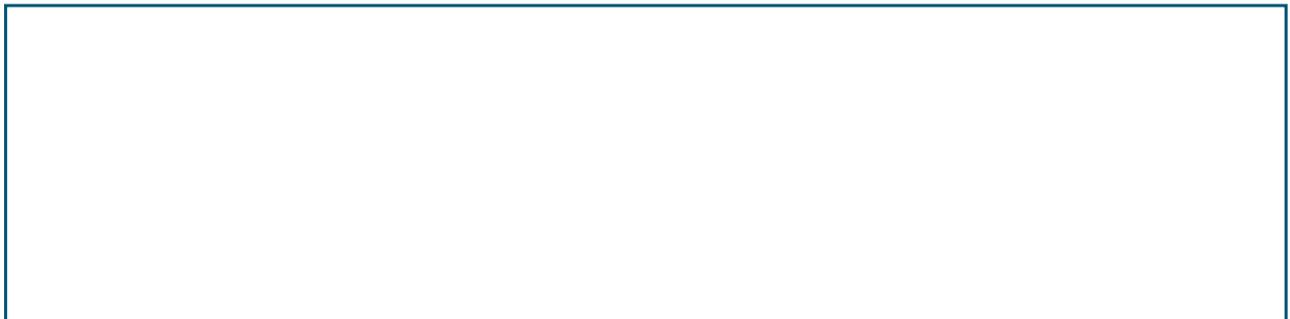
# SOMEONE YOU LOVE

## THE HPV EPIDEMIC

### FILM SCREENING



All \_\_\_\_\_ are invited  
to learn about HPV and  
Cancer Prevention!  
**FREE Film Screening,**  
**Panel of Local Experts,**  
**Door Prizes and Refreshments**





# SOMEONE YOU LOVE

## THE HPV EPIDEMIC

### NEWSLETTER ARTICLE (template)

\_\_\_\_\_ are invited to attend the ***Someone You Love: The HPV Epidemic*** film viewing on [Day of Week, Date ] from [ Times ] at the [ Location ]

Narrated by Vanessa Williams, this moving documentary takes a look into the lives of five women affected by the Human Papillomavirus (HPV), the virus that causes several types of cancer. Their important stories shed light on the risks, myths, problems, politics, misconceptions and hard truths of the widespread epidemic.

Approximately 79 million Americans are currently infected with HPV and 14 million people become newly infected each year (2015). Come and learn about HPV-associated cancer and how HPV vaccines can protect boys and girls against HPV.

If you have any questions, please e-mail \_\_\_\_\_. [Add Logos]

### PRINT MEDIA RELEASE (template)

FOR IMMEDIATE RELEASE

Powerful documentary “*Someone You Love: The HPV Epidemic*” Makes {Your Town}  
Premiere with Special Viewing at (Venue)

Your Town (Today’s Date) Filmmakers Frederic Lumiere and Mark Hefti have announced the (Your Town) premiere of their new film *Someone You Love: The HPV Epidemic*, with a special viewing, on {Date} at the {Venue}.

The Human Papillomavirus (HPV) is a widespread, misunderstood and potentially dangerous epidemic. *Someone You Love* reveals just how dangerous the virus can be, causing six different types of cancers in both men and women.

The film follows the stories of five brave women who are affected by HPV and cervical cancer, and interviews eight of the world’s top experts on the most common sexually transmitted infection in humans: HPV.

Viewing: {Date and Venue}

Showtime: X: XXpm

For info and tickets, visit {Your Event Link}

# SOMEONE YOU LOVE

## THE HPV EPIDEMIC

### RADIO PSA (template)

Are you concerned about your child's future health? Do you have enough information about how the Human Papillomavirus or HPV vaccine can prevent cancer?

If you would like to know more, we invite you to attend this powerful and informative film viewing on [Day of Week, Date] from \_\_\_\_ to \_\_\_\_ at [Location].

The ***Someone You Love: The HPV Epidemic*** film takes a look into the lives of five women affected by HPV, the virus that causes several types of cancer, including cervical cancer.

HPV is a widespread, misunderstood and potentially dangerous epidemic. Eighty percent of all people under 50 years of age will have a strain of the virus at some point in their lives and most will not even realize they have it.

Grab a friend and join us to see this film on [Day of Week, Date] from \_\_\_\_ to \_\_\_\_ at [Location].

### E-MAIL INVITATION (template)

Dear Friends,

I'm writing to invite you to join me {AND SPECIAL GUEST NAME, AFFILIATION} for a viewing of the documentary film *Someone You Love: The HPV Epidemic* at {LOCATION}.

*Someone You Love* takes on an emotional and challenging topic, HPV-associated cancers and HPV vaccination, and fosters an informed dialogue on the issue. You are receiving this invitation because you are a parent/guardian, or a person who is involved with parents/guardians. I am really excited to share this film with you and our community.

Please join me on {DATE} at {TIME} at {LOCATION}. {FOOD & BEVERAGE TYPE} will be served and directions and parking instructions are below.}

Please email me your RSVP by {DATE} or register on {LINK OF ELECTRONIC RSVP SERVICE} to secure your spot for this event. You can learn more here: {URL FOR FACEBOOK EVENT PAGE} OR {YOUR WEBSITE} OR <https://someoneyouloveohio.org>.

Best wishes,

{YOUR NAME}

{PHONE}

{EMAIL}

# OLDER ADOLESCENTS/YOUNG ADULTS

## PROMOTIONAL TOOLS

Social media, including posts on Facebook and tweets on Twitter, are a great way to get the word out about HPV.

### **FACEBOOK POSTS (samples)\***

The HPV vaccine prevents genital warts, but it also prevents cervical cancer, anal cancers, penile cancers, and cancers of the head and throat. To read more about this life-saving vaccine, see this CDC resource page...

Link: <https://www.cdc.gov/hpv/>

Have questions about the HPV vaccine? This excellent page from the CDC has lots of answers.

Link: [http://www.cdc.gov/vaccinesafety/Vaccines/HPV/hpv\\_faqs.html](http://www.cdc.gov/vaccinesafety/Vaccines/HPV/hpv_faqs.html)

In just seven years, the HPV vaccine reduced HPV infection rates in 14-19 year-old girls by 56 percent. Read more about the tremendous success of the vaccine on the CDC's HPV website...

Link: <http://www.cdc.gov/HPV/>

\*Source: American Academy of Pediatrics, District of Columbia Chapter

Additional sample HPV Facebook posts:

<http://aapdc.org/member-resources/resources-by-topic/hpv-vaccine/sample-hpv-facebook-posts/>

### **TWITTER-TWEETS (samples)**

Did you know that Human Papillomavirus (HPV) is the most common sexually transmitted virus in the U.S. and that there is a vaccine for it?

# OLDER ADOLESCENTS/YOUNG ADULTS

## PROMOTIONAL TOOLS

### POSSIBLE AGENDA/PROGRAM (brochure template)

**SOMEONE YOU LOVE**  
THE **HPV** EPIDEMIC

[Day of Week & Date]

[Time]

[Building]

[Room]

THIS FILM COULD SAVE YOUR LIFE!

**SOMEONE YOU LOVE**  
THE **HPV** EPIDEMIC

HPV EPIDEMIC.COM  
@hpvepidemic

**"An Accurate, Sobering and Powerful Film!"**  
--DR. WILLIAM BONNEZ, UNIVERSITY OF ROCHESTER, NY

THANK YOU FOR JOINING US THIS!

## AGENDA

6:00 Registration & Light Refreshments  
*Complete Pre-Survey*

6:20 Opening Remarks  
[Name & Credentials]  
[Organization]

6:30 Film Screening  
*"Someone You Love: The HPV Epidemic."*

7:50 Question and Answer Session  
Panel Members:  
*[List Names, Credentials & Organizations]*  
  
*Complete Post-Survey*

8:10 Concluding Remarks & Door Prizes

8:15 Sign-Up for HPV Vaccination Appt.  
[List Clinic/Health Department]

## EVENT PARTNERS

**Ohio's Someone You Love website**  
<http://www.someoneyouloveohio.org>

**American Cancer Society**  
<http://www.cancer.org/cancer/cancercauses/othercarcinogens/infectiousagents/hpv/hpv-and-cancer-info>

**Centers for Disease Control and Prevention**  
<https://www.cdc.gov/hpv/parents/index.html>

**National Cancer Institute**  
<https://www.cancer.gov/about-cancer/causes-prevention/risk/infectious-agents/hpv-fact-sheet>

**Ohio Department of Health, Immunization Program**  
<https://www.odh.ohio.gov/odhprograms/bid/immunization/imindex1.aspx>

*Thank you  
to all of our event partners  
[Add List or Logos]*

# SOMEONE YOU LOVE THE HPV EPIDEMIC



EVENT PARTNERS

*Thank you  
to all of our event partners*

THIS FILM COULD SAVE YOUR LIFE!

# SOMEONE YOU LOVE THE HPV EPIDEMIC



HPV EPIDEMIC.COM  
@hpvepidemic

**"An Accurate, Sobering and Powerful Film!"**  
- DR. WILLIAM BONNEZ, UNIVERSITY OF ROCHESTER, NY

THANK YOU FOR JOINING US THIS!

AGENDA





# OLDER ADOLESCENTS/YOUNG ADULTS

## PROGRAM MATERIALS

### LOCAL SPEAKER(S) AND/OR PANEL MEMBERS

If you'd like you can arrange for a local guest speaker(s) to introduce the film and panel members for the post-film discussion. At least one member of your panel should serve as an expert on current HPV information and vaccine recommendations. We suggest that the person serving as an expert on your panel contact the Ohio Department of Health, Immunization Program and/or visit the CDC's website for the most current information. Even if you don't have a local guest speaker on hand, or members for a panel, you may want to host a dialogue yourself after the film.

Panel member suggestions:

- HPV cancer survivor
- Pediatrician
- Oral health professional
- Parent of HPV cancer survivor
- Researcher
- Community leader

### INTRODUCTORY REMARKS

Good evening, and welcome to the (add city or town) viewing of *Someone You Love*. My name is \_\_\_\_\_ and I am with (name of your organization if you belong to one).

You're in for a treat tonight. The *Someone You Love* documentary is an incredible movie that is traveling all over the world right now. It's been seen in hundreds of locations and by tens of thousands of people so far!

*Someone You Love* is about the HPV epidemic— showing how HPV and HPV-associated cancers affect people's lives and confirming the importance of vaccination against it.

The Human Papillomavirus (HPV) is a widespread, misunderstood and potentially dangerous epidemic.

HPV is a common infection and is highly transmissible. HPV can be spread from one person to another through skin-to-skin contact.

Getting vaccinated can protect you against HPV, genital warts and lower your chance of getting HPV associated cancers.

***Someone You Love: The HPV Epidemic*** is moving documentary that takes a look into the lives of five women affected by HPV and cervical cancer. Each of these women has an important story to tell. Their stories shed light on the risks, myths, problems, politics, misconceptions, and hard truths about this widespread epidemic.

I chose to captain this viewing because \_\_\_\_\_ (*you're in remission, your family was impacted, you want to be a part of the change, etc.*). If you didn't add your name and contact information to the sign-in sheet as you came in, I encourage you to do that before you leave. We'd like to stay in touch as we build a local and statewide HPV vaccination movement.

Finally, when the ending credits roll, we'll turn up the house lights and have a conversation about the movie and answer any questions you have. Be sure to stick around! And now, let's watch *Someone You Love!* Please take a minute or two to complete the **pre survey**.

# OLDER ADOLESCENTS/YOUNG ADULTS

## PROGRAM MATERIALS

### POST FILM VIEWING – REMARKS

I would like to introduce the panel members who will be joining me in responding to your questions.

(Provide names, titles and organizations for each)

*(It is a good idea to have a moderator for the panel. The moderator can keep an eye on time, point out audience members who want to speak, or to encourage specific panelists to address a question or comment. For the panel, you can have participants ask questions for panel members to answer and/or facilitate a discussion with the participants attending.)*

### FACILITATED OPEN DISCUSSION

Use some or all of these questions to engage your group in a deeper discussion.

1. What touched you personally about the film?
2. Who in the film did you relate to the most? Why?
3. Did any moment or scene jump out at you in particular? What was it? And why?
4. What questions did the film raise for you personally?
5. Has this film made you think differently? How?
6. Has this film changed your preconceived ideas about the topic?
7. What difference, if any, can a film like Someone You Love: The HPV Epidemic, make to the ongoing HPV epidemic?
8. How can you make a difference?

### CLOSING REMARKS

Thank you for joining us to address this important health issue!

A special thanks to (names of panel members) for participating in the panel. We want to also thank everyone on the planning committee including: (list names).

Please complete the **Post Survey**.

We will now have table in the (\_\_\_\_\_) with additional resources:

- Staff from (\_\_\_\_\_) to schedule an appointment for your child to receive the HPV vaccination.
- Handout of local clinics that provide HPV vaccinations.

If you have more questions about HPV and/or the HPV vaccine, be sure to talk to your parents or your doctor.

A panel discussion will immediately follow the film.

# SOMEONE YOU LOVE THE HPV EPIDEMIC

Please write your questions for the panel.  
Someone will come around to collect them.



My question is ...

---

---

---

My question is for ...

---

---

A panel discussion will immediately follow the film.

# SOMEONE YOU LOVE THE HPV EPIDEMIC

Please write your questions for the panel.  
Someone will come around to collect them.



My question is ...

---

---

---

My question is for ...

---

---



# SOMEONE YOU LOVE

## THE HPV EPIDEMIC

### MAKE A PLEDGE

On this day \_\_\_\_\_, I, \_\_\_\_\_,

commit to host at least one film viewing of

*Someone You Love: The HPV Epidemic* in the state of Ohio.

Which target audience(s) do you intend to reach with the *Someone You Love* film?

- Healthcare Providers       Young Adults/Older Adolescents  
 Parents/Guardians       General Audience

I agree that I am responsible for safe keeping and tracking my copy(ies) of the DVD.

I agree to complete and return the *Host Feedback Form and Pre/Post Surveys* within 14 days of hosting the event(s). These materials can be found in *A Guide to Hosting a Film Viewing*.

*In return for your commitment, you are provided a complimentary copy of the DVD and A Guide to Hosting a Film Viewing.*

\_\_\_\_\_  
*Your Signature*

Printed Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Phone: \_\_\_\_\_

County: \_\_\_\_\_

Thank you for being part of the *Someone You Love HPV* initiative in Ohio!

**Please e-mail or fax completed form to:**

E-mail: [info@someoneyouloveohio.org](mailto:info@someoneyouloveohio.org) Fax: (614) 293-6667

Darla Fickle, The OSU Comprehensive Cancer Center  
1590 N. High St., Suite 525  
Columbus, OH 43201



# PRE SURVEY

## SOMEONE YOU LOVE FILM VIEWING

Please answer the following questions PRIOR to viewing the film.

**Current Gender:**  Male  Female **Age:** \_\_\_\_\_

**I am a:**  Student  Parent/Guardian  Healthcare Provider  Other

**Race:**  White  Black or African-American  Asian  Native Hawaiian or Other Pacific Islander  
 American Indian or Alaska Native

**Ethnicity:**  Hispanic or Latino  Not Hispanic or Latino

Check your answer(s) to each question.

**1. HPV is a rare, sexually transmitted disease.**

True  False  Don't Know

**2. You will know you have HPV because you will have immediate symptoms.**

True  False  Don't Know

**3. You can only get HPV through vaginal sex.**

True  False  Don't Know

**4. How can you protect yourself against HPV?**

Condoms  Abstinence (not having sex)  HPV Vaccine  All of the previous  Don't Know

**5. What type(s) of cancer can be caused by HPV?**

Cervical  Penile  Oral  All of the previous  Don't know

**6. If you have HPV, but don't have symptoms, you cannot spread the virus.**

True  False  Don't Know

**7. The HPV vaccine prevents HPV; it does not cure HPV.**

True  False  Don't Know

**8. How safe do you think the vaccine is that prevents HPV?**

Circle the number below on the scale 1-5. (Not safe at all) 1 2 3 4 5 (Very safe)

**9. How important do you think it is for people between the ages of 9 and 26 to be vaccinated to prevent HPV?**

Circle the number below on the scale 1-5. (Not important) 1 2 3 4 5 (Very important)

**10. If you are a healthcare provider, please answer the following question:**

**How likely are you to talk to your patients about HPV?**

Circle the number below on the scale 1-5. (Not very likely) 1 2 3 4 5 (Very likely)

**If you are NOT a healthcare provider, please answer the following question:**

**How likely are you to talk to your/your child's doctor about HPV?**

Circle the number below on the scale 1-5. (Not very likely) 1 2 3 4 5 (Very likely)



# POST SURVEY

## SOMEONE YOU LOVE FILM VIEWING

Please answer the following questions **AFTER** viewing the film.

**Current Gender:**  Male  Female **Age:** \_\_\_\_\_

**I am a:**  Student  Parent/Guardian  Healthcare Provider  Other

**Race:**  White  Black or African-American  Asian  Native Hawaiian or Other Pacific Islander  
 American Indian or Alaska Native

**Ethnicity:**  Hispanic or Latino  Not Hispanic or Latino

Check your answer(s) to each question.

**1. HPV is a rare, sexually transmitted disease.**

True  False  Don't Know

**2. You will know you have HPV because you will have immediate symptoms.**

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Condoms  Abstinence (not having sex)  HPV Vaccine  All of the previous  Don't Know

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**How likely are you to talk to your/your child's doctor about HPV?**

Circle the number below on the scale 1-5. (Not very likely) 1 2 3 4 5 (Very likely)

# ANSWER KEY – PRE/POST SURVEY

## 1. HPV is a rare, sexually transmitted disease.

**Correct Answer: FALSE**

The human papillomavirus (HPV) is the most common sexually transmitted infection in the United States. About 79 million Americans are infected with HPV, and approximately 14 million become infected each year. There are more than 200 types of HPV. More than 40 of them can be passed on through sexual contact. Some types of HPV, primarily HPV 16 and HPV 18, can cause cervical cancer, while other types can cause genital warts or warts on other parts of the body, such as the hands. HPV can also lead to cancers of the vagina, vulva, anus, penis, rectum, and oropharynx (mouth/throat).

## 2. You will know you have HPV because you will have immediate symptoms.

**Correct Answer: FALSE**

Most people never know they have HPV. However, if you see small, fleshy, cauliflower-like bumps around your genitals, you may have one type of HPV that causes warts. Genital warts can be confused with other skin problems that are not sexually transmitted. Genital warts do not cause cancer. Pap tests and HPV testing can help determine whether you have HPV and if it is the type that puts you at risk for cancer.

## 3. You can only get HPV through vaginal sex.

**Correct Answer: FALSE**

HPV is spread through some kinds of genital or skin-to-skin contact. This includes vaginal sex, oral sex, anal sex, or genital-on-genital touching. HPV can be spread through opposite-sex or same-sex partners.

## 4. How can you protect yourself against HPV?

**Correct Answer: ALL THE ABOVE**

Latex condoms may lower your chances of getting or spreading HPV if you use them correctly during every sex act from beginning to end. But HPV can infect areas that aren't covered by a condom. If you or your partner has genital warts, you should not have sex until they're treated. Skin-on-skin contact is how the virus is spread. You also can protect yourself by limiting the number of sex partners you have. And the HPV vaccine can help prevent some types of HPV that lead to cervical and other cancers, and genital warts. The vaccine is recommended for males and females between the ages of 9 and 26.

## 5. What type(s) of cancer can be caused by HPV?

**Correct Answer: ALL THE ABOVE**

Cervical cancer is the most common cancer caused by an HPV virus. Each year, about 12,000 women in the U.S. get cervical cancer. Nearly all those cases are associated with HPV. Beyond cervical cancer, HPV also causes 7,000 cases of cancer each year in men. HPV is also the most common cause of genital warts. About 1 in 100 sexually active adults has genital warts at any one time. If you're a woman, it's important to have regular Pap tests to detect abnormal cells in your cervix. The HPV vaccine, if given correctly, can prevent some types of HPV that lead to cervical, anal, vulvar, and vaginal cancers. Other types of HPV virus can lead to less common cancers, including oral cancer and cancer of the penis or rectum.

## 6. If you have HPV, but no symptoms, you cannot spread the virus.

**Correct Answer: FALSE**

You can spread HPV even if you have no symptoms. Most people don't have symptoms of HPV infection and can pass it to someone else.

## 7. The HPV vaccine prevents HPV; it does not cure HPV.

**Correct Answer: TRUE**

The HPV vaccine prevents HPV which prevents associated cancers and genital warts. The vaccine cannot treat these conditions once they are contracted.

## 8. How safe do you think the vaccine is that prevents HPV?

(Not safe at all) 1 2 3 4 5 (Very safe)

HPV vaccine has been carefully studied by medical and scientific experts. HPV vaccine has been shown to be very effective and very safe. Like other shots, most side effects are mild, primarily pain or redness in the arm, and should go away quickly. HPV vaccine has not been associated with any long-term side effects. Since 2006, about 80 million doses of HPV vaccine have been distributed in the U.S., and in the years of HPV vaccine safety studies and monitoring, no serious safety concerns have been identified.

## 9. How important do you think it is for people between the ages of 9-26 to be vaccinated to prevent HPV?

(Not important) 1 2 3 4 5 (Very important)

Vaccinating early, long before exposure, provides the best protection possible, as is the case with measles and other recommended childhood vaccines. Similarly, medical professionals want to vaccinate children well before they get exposed to HPV. However, HPV vaccine is recommended for young women and men through age 26.

## 10. How likely are you to talk to your patients about HPV?

(Not very likely) 1 2 3 4 5 (Very likely)

**How likely are you to talk to your/your child's doctor about HPV?**  
(Not very likely) 1 2 3 4 5 (Very likely)

If your office protocol does not include HPV vaccine during routine childhood vaccination schedules, it may be prudent to adjust your office systems to include it.

If you do not know if you have had any or a complete dosage of HPV vaccine, please check with your doctor or your childhood immunization records.

If your doctor has never mentioned that your child should receive the HPV vaccination, it may be prudent to discuss it.

\*Questions and answers taken from [cdc.gov/hpv](http://cdc.gov/hpv) and [webmd.com](http://webmd.com).

# SOMEONE YOU LOVE

THE HPV EPIDEMIC

## HOST FEEDBACK FORM

**Host's Name:** \_\_\_\_\_ **Organization:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Date of event:** \_\_\_\_\_ **Time of day:** \_\_\_\_\_

**Where did you host the film?** County \_\_\_\_\_

### Type of Facility

Physician's office       Classroom       Auditorium

Conference room       Gymnasium       Theater

Other \_\_\_\_\_

**How many attended?** (refer to sign-in sheet) \_\_\_\_\_

**How did you promote the event?** (check all that apply)

Word of mouth

Electronic:     Text     E-newsletter     Listserv     Other \_\_\_\_\_

Social Media:  Facebook     Twitter     Instagram     LinkedIn     Other \_\_\_\_\_

Print:             Posters     Flyers     Palm cards     Other \_\_\_\_\_

PSAs (if so, what station?) \_\_\_\_\_

PR (if so, what paper?) \_\_\_\_\_

Other \_\_\_\_\_

**Who was your target audience for the *Someone You Love* film viewing?**

Healthcare Providers       Young Adults/Older Adolescents

Parents/Guardians       General Audience

Did you have a panel?  Yes  No

If yes, how many were on your panel? \_\_\_\_\_

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Panelist Name Title/Survivor

What suggestions would you have to improve your *Someone You Love* experience?

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Do you intend to host another viewing of *Someone You Love*?

Yes  No  Not sure

Thank You!

Within 14 days of hosting your event, please return completed form, along with Pre/Post Surveys, to:

**Please e-mail or mail completed forms to:**

E-mail: [info@someoneyouloveohio.org](mailto:info@someoneyouloveohio.org)

Darla Fickle, The OSU Comprehensive Cancer Center  
1590 N. High St., Suite 525  
Columbus, OH 43201

# SOMEONE YOU LOVE

## THE HPV EPIDEMIC

### CONTINUING EDUCATION CREDITS

**FREE! Continuing Education Credits** when you watch *Someone You Love* **online**.

This activity has been approved for:

**1.50 AMA PRA Category 1 Credits™** by Indiana University School of Medicine

**1.5 CE credit hours** (0.15 CEU) for pharmacists and pharmacy technicians by IU Health

**1.3 Contact Hours** for nurses by the Ohio Nurses Association (OBN-001-91), an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. Approval valid through 12/5/18. ONA# 18889.

The film can be viewed online and CME, CNE, or Pharmacy CE credits can be obtained by visiting the following link: <http://bit.ly/SYLOHCEU>

# OLDER ADOLESCENTS/YOUNG ADULTS

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## H A N D O U T S

The following list includes some possible educational handouts to provide at your film viewing event:

**HPV: Common Questions and Answers – Ohio Department of Health**

<http://bit.ly/ODHQA>

**Genital HPV Infection- CDC Fact Sheet**

<http://www.cdc.gov/std/hpv/hpv-factsheet-march-2014.pdf>

**Genital HPV Infection- CDC brochure**

[http://www.cdc.gov/std/hpv/the-facts/genital\\_hpv\\_bro\\_508.pdf](http://www.cdc.gov/std/hpv/the-facts/genital_hpv_bro_508.pdf)

**HPV and Men – CDC Fact Sheet**

<http://www.cdc.gov/std/hpv/hpv-and-men-factsheet-feb-2015.pdf>

**HPV Vaccine Information for Young Women- CDC**

<http://www.cdc.gov/std/hpv/stdfact-hpv-vaccine-young-women.htm>

**HPV and Oropharyngeal Cancer**

<https://www.cdc.gov/std/hpv/stdfact-hpvandoropharyngealcancer.htm>

## HPV: Common Questions and Answers



### What is HPV?

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- HPV is short for human papilloma virus. HPVs are a group of more than 150 related viruses. Some types of HPV are known for causing cancer, especially of the cervix (the base of the womb at the top of the vagina).

### How common is HPV?

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- HPV is the most common sexually-transmitted infection in the US. *HPV is so common that nearly all sexually active men and women will get at least one type of HPV at some point in their lives.* Most people never know that they have been infected and may give HPV to a partner without knowing it. About **79 million** Americans are currently infected with HPV. About **14 million people** become newly infected each year.

### HPV and Cancer

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- Though most HPV infections go away on their own, some HPV infections persist. HPV infections that don't go away can cause changes in the cells in the infected area, which can lead to genital warts or cancer. There is no way to know which people will develop cancer or other health problems.
- **Cervical cancer** usually does not have symptoms until it is quite advanced and hard to treat. For this reason, it is important for women to get regular screening for cervical cancer. Screening tests can find early signs of disease so that problems can be treated before they ever turn into cancer.
- Other cancers caused by HPV might not have signs or symptoms until they are advanced and hard to treat. These include cancers of the **vulva, vagina, penis, anus, and cancers of the back of the throat**, including the base of the tongue and tonsils (**oropharynx**).

# OLDER ADOLESCENTS/YOUNG ADULTS

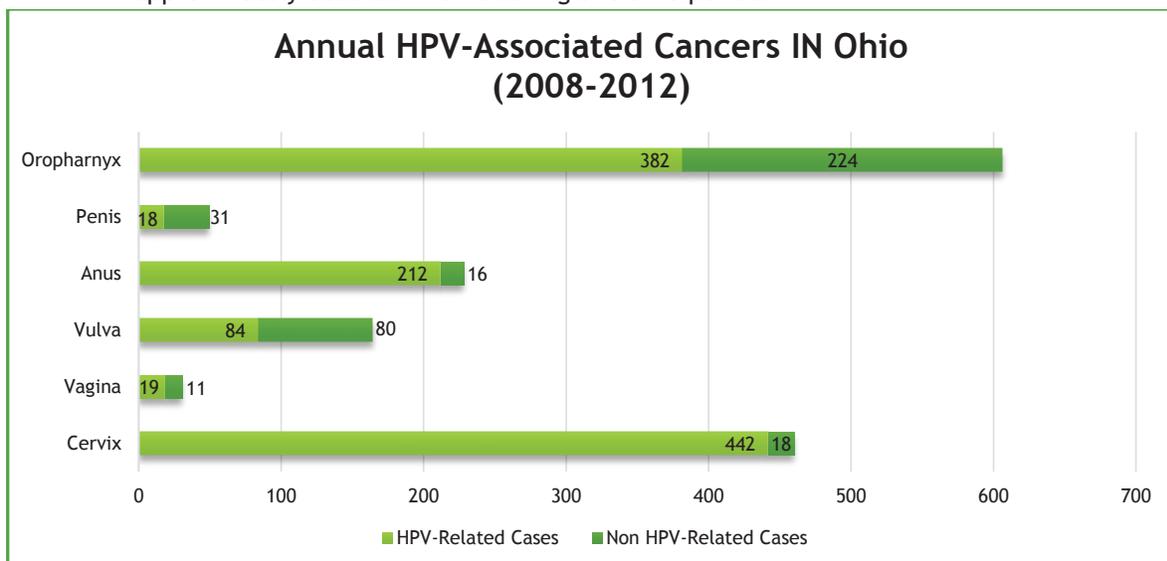
## HANDOUTS

### How common is HPV Cancer?

- Every year, over **27,000 women and men** are affected by a cancer caused by HPV— **that's a new case every 20 minutes**.
- Persistent HPV infection can cause cervical and other cancers including:
  - **Cervical cancer:** The most common HPV cancer. Almost all cervical cancer is caused by HPV
  - **Vulvar cancer:** About 69% are linked to HPV
  - **Vaginal cancer:** About 75% are linked to HPV
  - **Penile cancer:** About 63% are linked to HPV
  - **Anal cancer:** About 91% are linked to HPV
  - **Cancer of the back of the throat:** About 72% are linked to HPV

### HPV Cancer in Ohio

- In Ohio, in 2008-2012, approximately **1,157 cases** of cancer were attributed to HPV each year.
- HPV-associated cancer incidence rates increased from 1996 to 2012 for cancers of the vulva, anus and oropharynx; oropharyngeal cancer incidence rates approximately doubled in Ohio during this time period.



Source: Ohio Cancer Incidence Surveillance System, Ohio Department of Health, 2015.

\* Gillison ML, Chaturvedi AK, Lowy DR. HPV prophylactic vaccines and the potential prevention of noncervical cancers in both men and women. *Cancer*. 2008; 113:3036-3046.



**“REAL SCIENCE.  
REAL FACTS.  
EYE OPENING  
AND IN YOUR FACE.  
GREAT FILM.”**

**JIM G. - INDIANAPOLIS, IN**



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THE **HPV** EPIDEMIC

# APPENDIX

## RESOURCES - GENERAL AUDIENCE

### HPV Vaccine Coverage Maps

<https://www.cdc.gov/hpv/infographics/vacc-coverage.html>

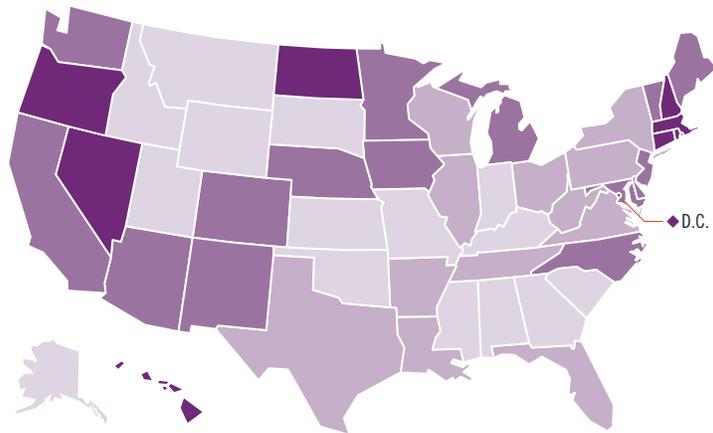
# HPV VACCINATION IS THE BEST WAY TO PREVENT MANY TYPES OF CANCER

**NATIONWIDE**  
**6 OUT OF 10**  
GIRLS HAVE STARTED THE HPV VACCINE SERIES

National coverage is 63%  
Coverage by state:

- 59% or less
- 60-64%
- 65-69%
- 70% or greater

Percentage of adolescent girls who have received one or more doses of HPV vaccine\*

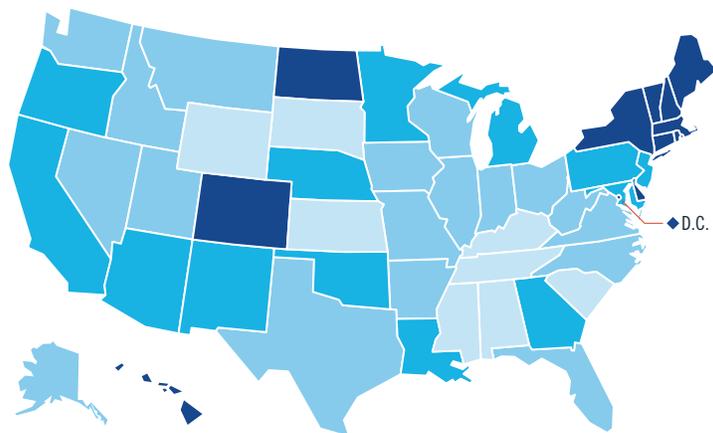


**NATIONWIDE**  
**5 OUT OF 10**  
BOYS HAVE STARTED THE HPV VACCINE SERIES

National coverage is 50%  
Coverage by state:

- 39% or less
- 40-49%
- 50-59%
- 60% or greater

Percentage of adolescent boys who have received one or more doses of HPV vaccine\*



**IMPROVING HPV VACCINATION RATES WILL HELP SAVE LIVES.**  
A high national Tdap vaccination rate of 86% shows that it is possible to achieve high HPV vaccination coverage.

\*Estimated coverage with  $\geq 1$  dose of human papillomavirus (HPV) vaccine among adolescents aged 13-17 years, National Immunization Survey-Teen (NIS-Teen), United States, 2015  
Source: MMWR August 26, 2016

[www.cdc.gov/hpv](http://www.cdc.gov/hpv)

NCIRDig604 | August 26, 2016



U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention

# APPENDIX

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## RESOURCES - GENERAL AUDIENCE

Cancers Associated with Human Papillomavirus in Ohio

[http://www.odh.ohio.gov/-/media/ODH/ASSETS/Files/health/OCISS/HPVProfile0812\\_Oct2015.pdf?la=en](http://www.odh.ohio.gov/-/media/ODH/ASSETS/Files/health/OCISS/HPVProfile0812_Oct2015.pdf?la=en)

HPV: Common Questions and Answers

<http://www.odh.ohio.gov/-/media/ODH/ASSETS/Files/bid/immunizations/HPV-FAQ-11-28-2016.pdf?la=en>

2017 Vaccine Schedule

<https://www.cdc.gov/vaccines/who/teens/downloads/parent-version-schedule-7-18yrs.pdf>

Diseases and the Vaccines that Prevent Them: HPV

<https://www.cdc.gov/vaccines/parents/diseases/teen/hpv-indepth-color.pdf>

### **NATIONAL ORGANIZATIONS**

American Cancer Society

<http://www.cancer.org/cancer/cancercauses/othercarcinogens/infectiousagents/hpv/index>

Centers for Disease Control

<https://www.cdc.gov/hpv>

National Cancer Institute

<https://www.cancer.gov/about-cancer/causes-prevention/risk/infectious-agents/hpv-fact-sheet>

# APPENDIX

## RESOURCES - HEALTH PROVIDERS

HPV Cancer Prevention info graphic  
<https://bit.ly/HPVCancerPrevention>

HPV Fact Sheet (ODH)  
<http://www.odh.ohio.gov/-/media/ODH/ASSETS/Files/bid/immunizations/HPV-FAQ-11-28-2016.pdf?la=en>

Addressing Parents' Top Questions about HPV Vaccine (CDC)  
<http://www.cdc.gov/vaccines/parents/vacc-coverage-teens.html>

Clinician FAQ: CDC Recommendations for HPV Vaccine 2-Dose Schedules (CDC)  
<https://www.cdc.gov/hpv/downloads/hcvg15-ptt-hpv-2dose.pdf>

Top 10 List for HPV #Vax Success (CDC)  
<https://www.cdc.gov/hpv/downloads/top10-improving-practice.pdf>

### TOOLS AND MATERIALS FOR YOUR OFFICE –

includes patient videos, posters, flyers and PSAs in your waiting room or on your website, prepared script for appointment reminders, and link to Preteen Vax newsletter and webinars.  
<http://www.cdc.gov/hpv/hcp/tools-materials.html>

Human Papillomavirus Vaccination 2016 –  
The American College of Obstetricians and Gynecologist (ACOG) toolkit for providers  
[http://immunizationforwomen.org/uploads/HPVToolkit2016/HPV\\_Toolkit\\_2016.pdf](http://immunizationforwomen.org/uploads/HPVToolkit2016/HPV_Toolkit_2016.pdf)

Steps for Increasing HPV Vaccination in Practice – An Action Guide to Implement Evidence-Based Strategies for Clinicians  
<https://www.mysocietysource.org/sites/HPV/ResourcesandEducation/Lists/Clearinghouse/Attachments/217/Steps%20for%20Increasing%20HPV%20Vaccination%20in%20Practice.pdf>

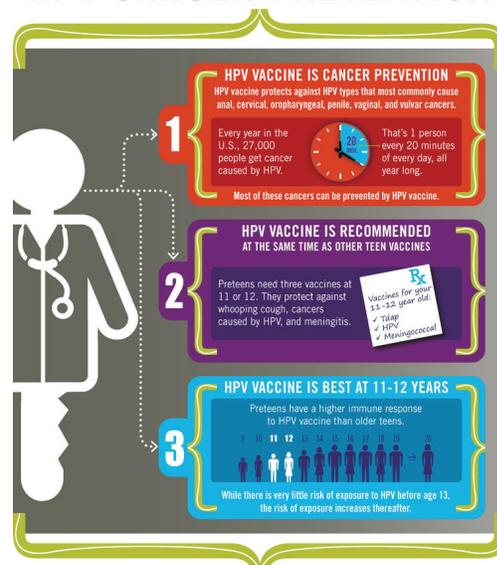
HPV Vaccine Myth Busting for Health Care Providers Social Media Toolkit – September 2015  
<https://smhs.gwu.edu/cancercontroldtap/sites/cancercontroldtap/files/HPV%20Vaccine%20Social%20Media%20Toolkit%20FINAL.pdf>

Recommending HPV Vaccine and Answering Questions – 5 Videos (Minnesota Department of Health)  
<http://www.health.state.mn.us/divs/idepc/immunize/hcp/adol/hpvvideos.html>

CDC Expert Commentary by Tom Frieden, MD, MPH (2 ½ minutes)  
<http://www.medscape.com/viewarticle/829938>

<https://someoneyouloveohio.org/////158>

## HPV CANCER PREVENTION



Parents and healthcare professionals are the key to protecting adolescents from HPV cancers.

**VACCINATE YOUR 11-12 YEAR OLDS.**

[www.cdc.gov/vaccines/teens](http://www.cdc.gov/vaccines/teens)



# APPENDIX

## RESOURCES - PARENTS / GUARDIANS

Diseases and the Vaccines that Prevent Them: HPV

<https://www.cdc.gov/vaccines/parents/diseases/teen/hpv-indepth-color.pdf>

CDC Now recommends 11 to 12 year olds get two doses of HPV vaccine (CDC)

<https://www.cdc.gov/media/releases/2016/p1020-hpv-shots.html>

What Parents Should Know About HPV Vaccine Safety and Effectiveness (CDC)

<http://www.cdc.gov/vaccines/who/teens/vaccines/vaccine-safety.pdf>

HPV Vaccines are Safe for Your Child (CDC)

<https://www.cdc.gov/vaccinesafety/pdf/parents-hpv-vaccine-is-safe.pdf>

HPV Vaccine for Preteens and Teens (CDC)

<http://www.cdc.gov/vaccines/parents/diseases/teen/hpv-basics-color.pdf>

HPV Vaccines for Boys and Girls (CDC)

<http://www.cdc.gov/vaccines/parents/diseases/teen/hpv-indepth-color.pdf>

HPV Vaccine is Recommended for Boys (CDC)

<http://www.cdc.gov/vaccines/who/teens/products/downloads/print-materials/vaccine-cancer-boy-lake-f.pdf>

2017 Vaccine Schedule (CDC)

<https://www.cdc.gov/vaccines/who/teens/downloads/parent-version-schedule-7-18yrs.pdf>

Oropharynx cancers on the rise (CDC)

<https://www.cdc.gov/std/hpv/stdfact-hpvandoropharyngealcancer.htm>

HPV Cancer and Prevention Profiles for 2017

<http://smhs.gwu.edu/cancercontroltap/resources/hpv-cancer-and-prevention-profiles>

Download the App

<https://www.cdc.gov/vaccines/schedules/hcp/schedule-app.html>

### POSTERS

If there were a vaccine against cancer, wouldn't you get it for your kids?

(Picture of boy)

<http://www.cdc.gov/vaccines/who/teens/products/downloads/print-materials/vaccine-cancer-boy-lake-f.pdf>

(Picture of girl)

<http://www.cdc.gov/vaccines/who/teens/products/downloads/print-materials/vaccine-for-cancer-f.pdf>

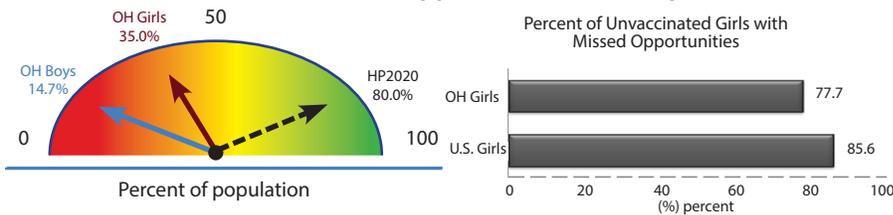
# APPENDIX

## RESOURCES - PARENTS / GUARDIAN

Ohio: Human Papillomavirus Cancer & Prevention Profile  
<https://smhs.gwu.edu/cancercontroptap/sites/cancercontroptap/files/Ohio.pdf>

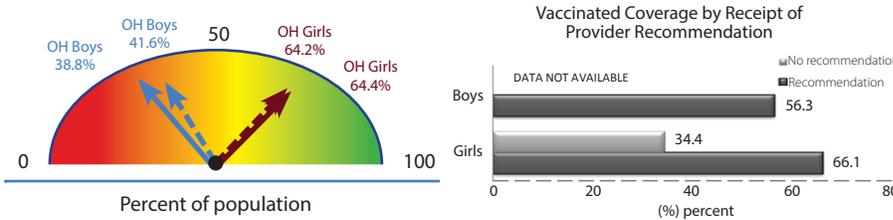
### Ohio: Human Papillomavirus Cancer & Prevention Profile

#### HPV Vaccination Rates & Missed Opportunities (13-17 yrs; NIS-Teen 2013)



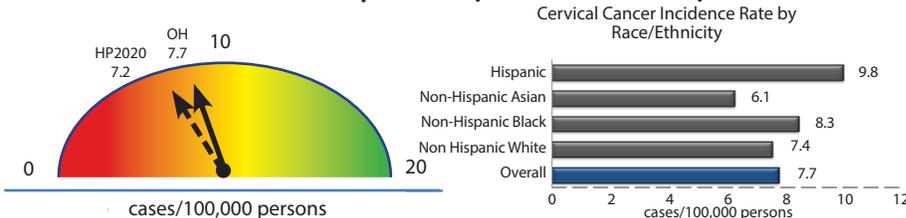
**Healthy People 2020:**  
 Goal is 80% HPV vaccine (3 shots) coverage for boys and girls by age 13-15 years

#### Prevalence of Provider Recommendations (13-17 yrs; NIS-Teen 2013)



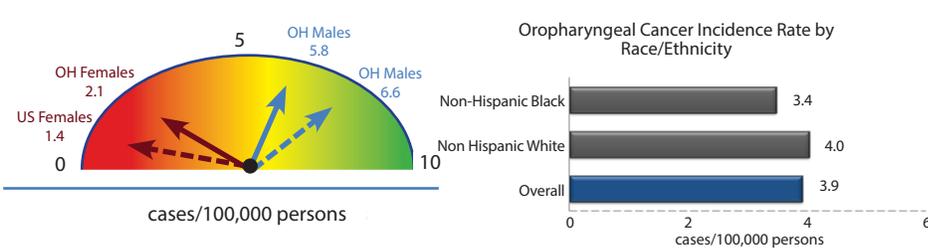
A strong provider recommendation is the most effective method for encouraging HPV vaccinations

#### Cervical Cancer – New Cases per Year (USCS 2007 - 2011)



81% of new cases of cervical cancer could be prevented by HPV vaccination

#### Oropharyngeal Cancer – New Cases per Year (USCS 2007 - 2011)



Racial/Ethnic minorities and low-income individuals suffer poorer HPV cancer outcomes

Contact your Area Health Education Center HPV Ambassador for information on professional education opportunities about HPV Vaccination.

Kathy Trace

Consortium for Health Education in Appalachian Ohio (CHEAO)

(740) 593-9364

tracek@ohio.edu

This work was supported by Cooperative Agreement #1H23IP000960 from the Centers for Disease Control and Prevention.



*Human Papillomavirus Vaccination is Cancer Prevention.*

# APPENDIX

## RESOURCES - PARENTS / GUARDIAN

### HOW TO READ THIS DOCUMENT



#### HPV Vaccination Rates & Missed Opportunities

- Human papillomavirus (HPV) vaccination rates presented on the dashboard are state data for adolescents aged 13-17 years who have received all three doses in the HPV series according to the National Immunization Survey-Teen (NIS-Teen) from 2013.
- The bar chart data indicate the percent of unvaccinated state and national girls who had a missed opportunity. According to the CDC, a missed opportunity includes a health care encounter on or after 11th birthday, and on or after the publication of the ACIP recommendation for HPV vaccine (March 23, 2007 for girls; December 23, 2011 for boys) during which  $\geq 1$  vaccine was administered but not the 1st dose of the HPV vaccine series.
- Healthy People 2020 includes objectives for both male and females which read: "Increase the vaccination coverage level of 3 doses of human papillomavirus (HPV) vaccine for [females/males] by age 13 to 15 years." For US girls, the 2008 baseline was 16.6% and for US boys the 2012 baseline was 6.9%. The target for both boys and girls is 80% and data are from the NIS-Teen.

#### Prevalence of Provider Recommendations

- Data on the dashboard represent the percent of state (solid line) and US (dashed line) boys (in blue) and girls (in red) who received a provider recommendation. According to the CDC, a provider recommendation is when a parent/guardian reported receiving recommendation for HPV vaccine from their teen's clinician according to the NIS-Teen from 2013.
- The bar chart shows vaccine coverage by receipt of provider recommendation for boys and girls 13-17 years old, when data was available from the NIS-Teen, 2013. For those who did not have a provider recommendation, light gray bars show the percent of boys and girls who received  $\geq 1$  dose of the HPV vaccine. For those who did receive a provider recommendation, dark gray bars show the percent of boys and girls who received  $\geq 1$  dose of the HPV vaccine. In most states, the bar graph shows that provider recommendation results in a greater percent of boys and girls vaccinated than when a provider does not recommend the vaccine.
- A strong provider recommendation is the most effective method for encouraging HPV vaccination – See references 4-6 below.

#### Cervical Cancer – New Cases per Year

- Data on the dashboard represents the state cervical cancer incidence rate (solid line), or number of new cases per year per 100,000 persons according to the 2007-2011 data in the US Cancer Statistics (USCS) database. For comparison, the Healthy People 2020 goal of 7.2 cases/100,000 females is also shown (dashed line). The baseline for the U.S. from 2007 was 8.0/100,000 (USCS).
- The bar chart comes from the same source but breaks the cervical cancer incidence down by race and ethnicity. Subgroups shown vary by state based on the data available. Hispanic ethnicity includes all races.
- 81% of new cases of cervical cancer could be prevented by HPV vaccination. This statement is based on very recent research on the new 9-valent HPV vaccine (Gardasil®9) – See Saraiya et al. reference below for more information.

#### Oropharyngeal Cancer – New Cases per Year

- Data on the dashboard represents the state (solid line) and national (dashed line) oropharyngeal cancer incidence rates, or number of new cases per year per 100,000 persons according to the 2007-2011 data in the USCS database. When available, data for both men (blue) and women (red) are shown.
- The bar chart comes from the same source but breaks the oropharyngeal cancer incidence down by race and ethnicity. Subgroups shown vary by state based on the data available. All bars include male and female data. Hispanic ethnicity includes all races.
- Racial/ethnic minorities and low-income individuals suffer poorer HPV cancer outcomes. There are a number of factors that impact this statistic, but the data are clear that racial/ethnic minority women and women living below the poverty line are more likely to become infected with HPV and get cervical cancer compared to Whites and higher income individuals. – See Hariri et al. reference and USCS below for more information.

#### References

1. National Immunization Survey-Teen [http://www.cdc.gov/nchs/nis/data\\_files\\_teen.htm](http://www.cdc.gov/nchs/nis/data_files_teen.htm)
2. United States Cancer Statistics <http://wonder.cdc.gov/cancer-v2011.html>
3. Healthy People 2020. <http://www.healthypeople.gov>
4. Lau M, Lin H, Flores G. Factors associated with human papillomavirus vaccine-series initiation and healthcare provider recommendation in US adolescent females: 2007 National Survey of Children's Health. *Vaccine*. 2012 Apr 26;30(20):3112-8.
5. Vadaparampil S, Malo T, Kahn J, et al. Physicians' Human Papillomavirus Vaccine Recommendations, 2009 and 2011. *American Journal of Preventive Medicine*. 2014;46(1):90-84.
6. Saraiya M, Unger E, Thompson T, Lynch C et al. US Assessment of HPV Types in Cancers: Implications for Current and 9-Valent HPV Vaccines. *Journal of National Cancer Institute*. 2015; 107(6):1-12.
7. Hariri S, Unger E, Sternberg M, Dunne E, Swan D, Patel S, et al. Prevalence of genital human papillomavirus among females in the United States, the National Health And Nutrition Examination Survey, 2003-2006. *J Infect Dis* 2011; 204:566-73

*Human Papillomavirus Vaccination is Cancer Prevention.*

# APPENDIX

## RESOURCES - OLDER ADOLESCENTS/YOUNG ADULTS

HPV: Common Questions and Answers – Ohio Department of Health

<http://www.odh.ohio.gov/-/media/ODH/ASSETS/Files/bid/immunizations/HPV-FAQ-11-28-2016.pdf?la=en>

Genital HPV Infection- CDC Fact Sheet

<https://www.cdc.gov/vaccines/parents/diseases/teen/hpv-indepth-color.pdf>

Genital HPV Infection- CDC brochure

<https://www.cdc.gov/std/hpv/the-facts/>

HPV and Men – CDC Fact Sheet

<http://www.cdc.gov/std/hpv/hpv-and-men-factsheet-feb-2015.pdf>

HPV Vaccine Information for Young Women

<http://www.cdc.gov/std/hpv/stdfact-hpv-vaccine-young-women.htm>

Human Papillomavirus (HPV) and Oropharyngeal Cancer

<https://www.cdc.gov/std/hpv/stdfact-hpvandoropharyngealcancer.htm>

### VIDEO LINK

Teen awareness video by an Eagle Scout teen boy

<https://www.youtube.com/watch?v=49WNqGXdAqI> (3.5 minutes)



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