

## PROVIDING EDUCATION ABOUT HPV VACCINATION ON YOUR PRACTICE'S WEBSITE & SOCIAL MEDIA CHANNELS

As a dental professional, you are a trusted source for oral health information and have the opportunity to influence your patients' health with education. In addition to the education that you provide one-on-one to your patients, you can extend your message even further with messaging on your practice's website and social media channels. This resource provides you with ready-to-use web-friendly content to educate your patients, their parents, and the public about the connection between HPV and head and neck cancers and the importance of HPV vaccination.

The content provided here was developed with a few key messages in mind, including:

- HPV is a virus that can cause several cancers, including those of the head and neck.
- HPV vaccine is cancer prevention.
- Both boys and girls should get the HPV vaccine. Doctors recommend getting the vaccine at ages 11-12 years old. The vaccine is approved for males and females 9-26 years old. Adults ages 27 through 45 years can be vaccinated after a decision-making discussion with their doctor.
- Healthcare professionals (including dental professionals, like yourself) strongly recommend HPV vaccination.

Some sample messages are provided here for your use. Each message provides a link to a reputable source where your patients and followers can go to learn even more on the topic. As you use these messages on your social media channels and website, consider adding photos and videos to get more visibility and ensure that more people see your content.

### FACEBOOK

HPV is a virus that is very common. Almost everyone will have HPV at some point in their lives, and many people will have oral HPV. HPV usually goes away without any problems, but when the infection doesn't go away, it can cause cancer. Because the HPV vaccine protects against the type of HPV that causes most head and neck cancers, we recommend that you talk with your doctor about getting your pre-teens and teens vaccinated against HPV. Learn more: <https://www.cdc.gov/cancer/hpv/index.htm>

Have you heard that there's a shot that can prevent cancer? It's true! The HPV vaccine is cancer prevention. HPV is a virus that can cause several types of cancer, including cervical cancer and head and neck cancer. The vaccine is safe and is expected to prevent over 90% of all cancer cases caused by HPV. Talk with your doctor about getting your pre-teens and teens vaccinated against HPV. Learn more: <https://www.cdc.gov/cancer/hpv/index.htm>

You may know that human papillomavirus (HPV) causes cervical cancer, but did you know that it causes other cancers, too, like head and neck cancer? In fact, of all HPV-associated cancers, head and neck cancer is the most commonly diagnosed cancer in Vermont. The number of people getting HPV-associated head and neck cancer has been increasing in both men and women in Vermont (VCR, 1994-2014). As an oral health care provider, I strongly recommend talking with your doctor about the HPV vaccine to prevent cancer. Learn more: <https://www.cdc.gov/hpv/index.html>

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## TWITTER

Do you know what cancers are caused by #HPV? You might be surprised to learn HPV can cause head and neck cancers. Learn how you can protect your family from cancers caused by HPV. <http://bit.do/HPVcancers>

Every year in the U.S., over 30,000 people get cancers caused by #HPV. In women, the most common HPV cancer is cervical cancer. In men, it's oropharyngeal (head/neck) cancer. Learn more about how to protect your family from @CDCgov: <http://bit.do/HPVvaccine>

The HPV vaccine is expected to prevent most cancer cases caused by HPV. Protect your 11-12 year old children with 2 shots of HPV vaccine. Teens and young adults 15 or older need 3 shots. Learn more from @CDCgov: <http://bit.do/HPVvaccine>

### WHAT IS HPV?

- Human Papillomavirus (HPV) is a very common virus that almost everyone will have at some point in their lives.
- HPV infection can cause several types of cancer, including cancers of the head/neck and cervix. Some of these cancers can develop at the back of the mouth and throat.
- You can take steps to keep your family healthy and prevent cancers caused by HPV. Talk with your doctor about the HPV vaccine and cancer screenings.
- You can reduce your chances of getting cancer even more by not smoking, eating healthy food, exercising regularly, practicing sun safety, and by limiting alcohol.

**THE HPV VACCINE PREVENTS CANCER. AS AN ORAL HEALTH CARE PROVIDER, WE STRONGLY RECOMMEND THE HPV VACCINE. TALK WITH YOUR DOCTOR ABOUT GETTING THE VACCINE.**

## YOUR PRACTICE'S WEBSITE

### HPV VACCINE IS CANCER PREVENTION

- The HPV vaccine is safe and effective.
- The vaccine is expected to prevent over 90% of cancer cases caused by HPV.
- All 11-12 year olds should get the vaccine, as well as any teens and young adults who did not get the vaccine when they were younger.
- Children's immune response is stronger when they're younger. Before age 15, they only need two doses of the vaccine. Once they turn 15, they need three doses.
- In Vermont, the HPV vaccine is provided at no cost to all primary care providers. Simply go to your health care provider to get the vaccine.
- Learn more about the HPV vaccine by visiting the Center for Disease Control and Prevention's website: [www.cdc.gov/hpv/](http://www.cdc.gov/hpv/)