



HPV Vaccination Program

Cross-country learning and best practices.

UNICEF work on social mobilization, demand generation and communication: Insights from the 2024 HPV U-Report Poll

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In collaboration with Charles N. Kakaire, MPH (UNICEF HQ)

Between April 24 and June 6, 2024, UNICEF conducted a U-Report global poll to **understand adolescents' and young people's awareness of Human Papillomavirus (HPV) and its vaccine.**

The poll aimed to identify key barriers and enablers to vaccination, determine trusted sources, and explore youth perspectives on their potential role in influencing government policies regarding HPV vaccines.

- ✓ U-Report is **UNICEF's digital community for young people, by young people** (13-29 years).
- ✓ U-Report works **via SMS, messaging apps, & social networks**.
- ✓ At country level, U-Report also supports **offline youth engagement**.
- ✓ U-Report **collects data and analyzes in real-time** and is **free** and **confidential**.
- ✓ U-Report has presence in more than **90 countries** with more than **35 million U-Reporters**.



U-Report data is not statistically representative of young people globally or any specific country or region. Information should be used to complement more statistically robust methods of data collection. UNICEF values the voices of young people and seeks to recognize their experiences and views.



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2024 U-Report Results

417,094 participants*

70% of participants under 24 years old.

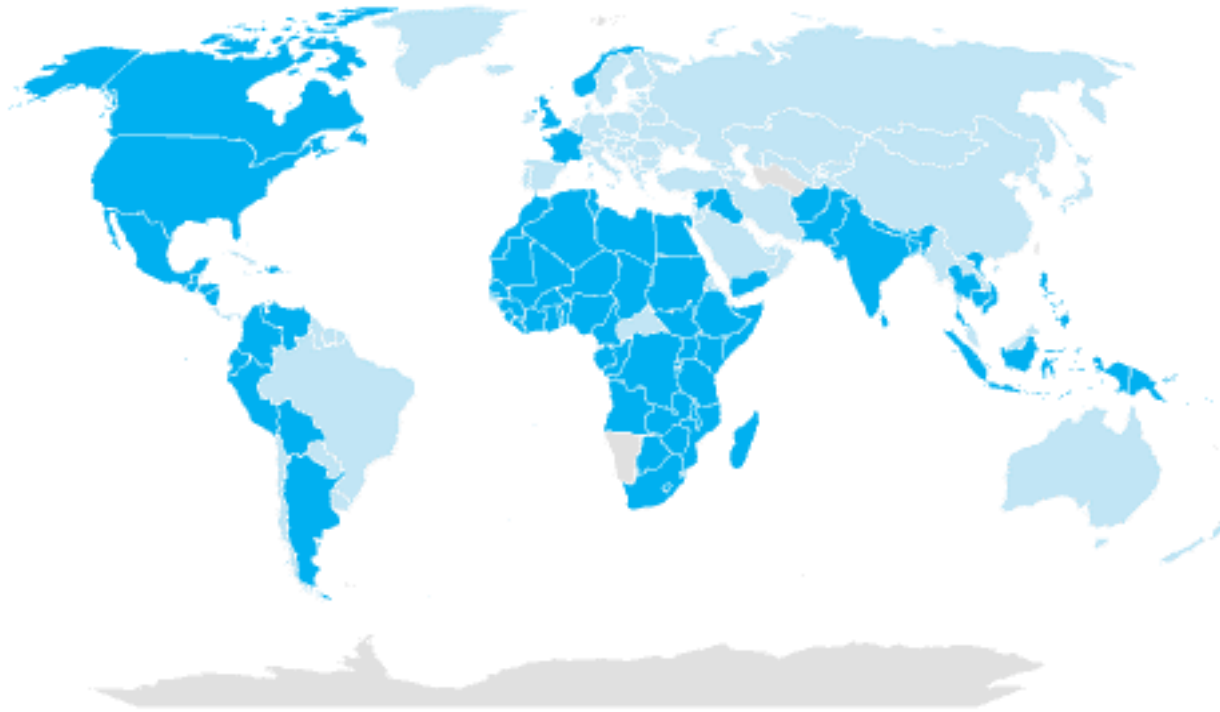
57% were male and **42%** were female.





* This total number includes data from the Tanzania U-Report platform, however results in this PPT do not reflect the additional information. Tanzania data can be found in the dashboard: <https://shorturl.at/IC3bx>

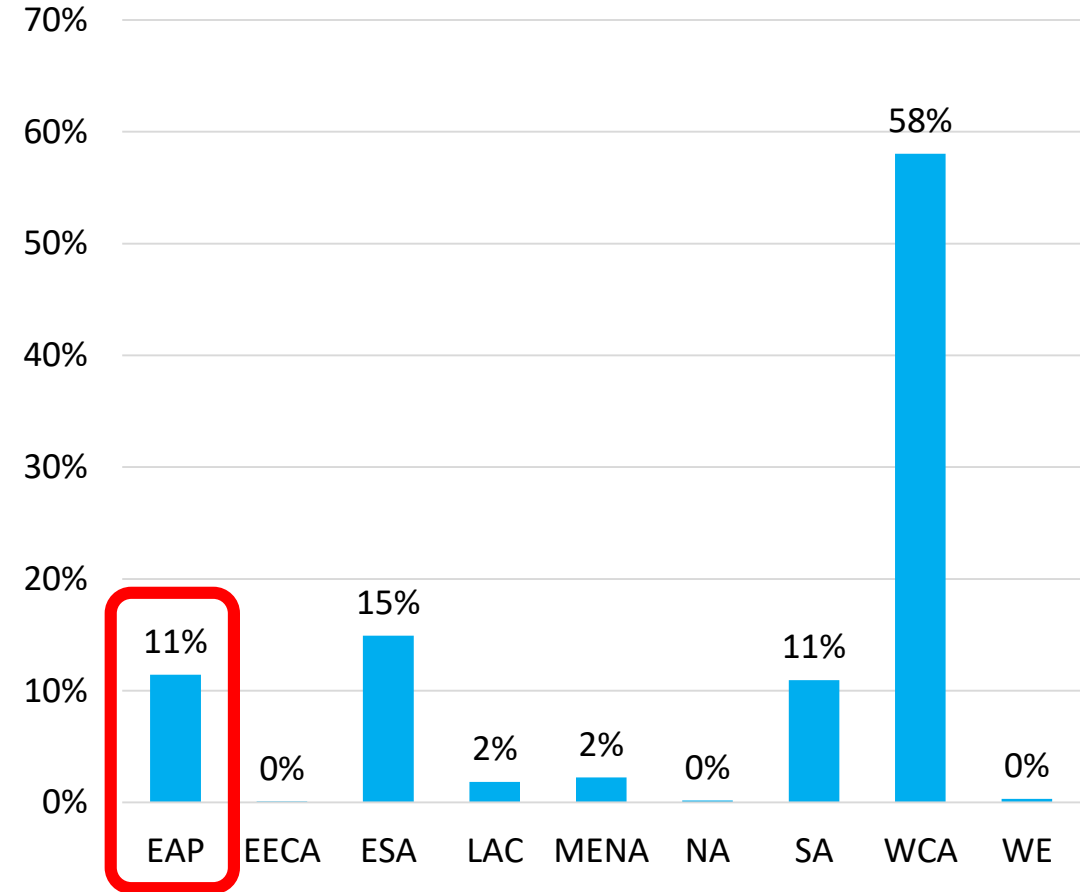
RESPONDENTS

189 countries were reached.



 Countries with > 100 respondents
 Other Countries

Distribution of respondents by UNICEF Region



UNICEF regional abbreviations & full names: East Asia and Pacific (EAP), Eastern Europe and Central Asia (EECA), Eastern and Southern Africa (ESA), Latin America and Caribbean (LAC), Middle East and North Africa (MENA), North America (NA), South Asia (SA), West and Central Africa (WCA), Western Europe (WE)



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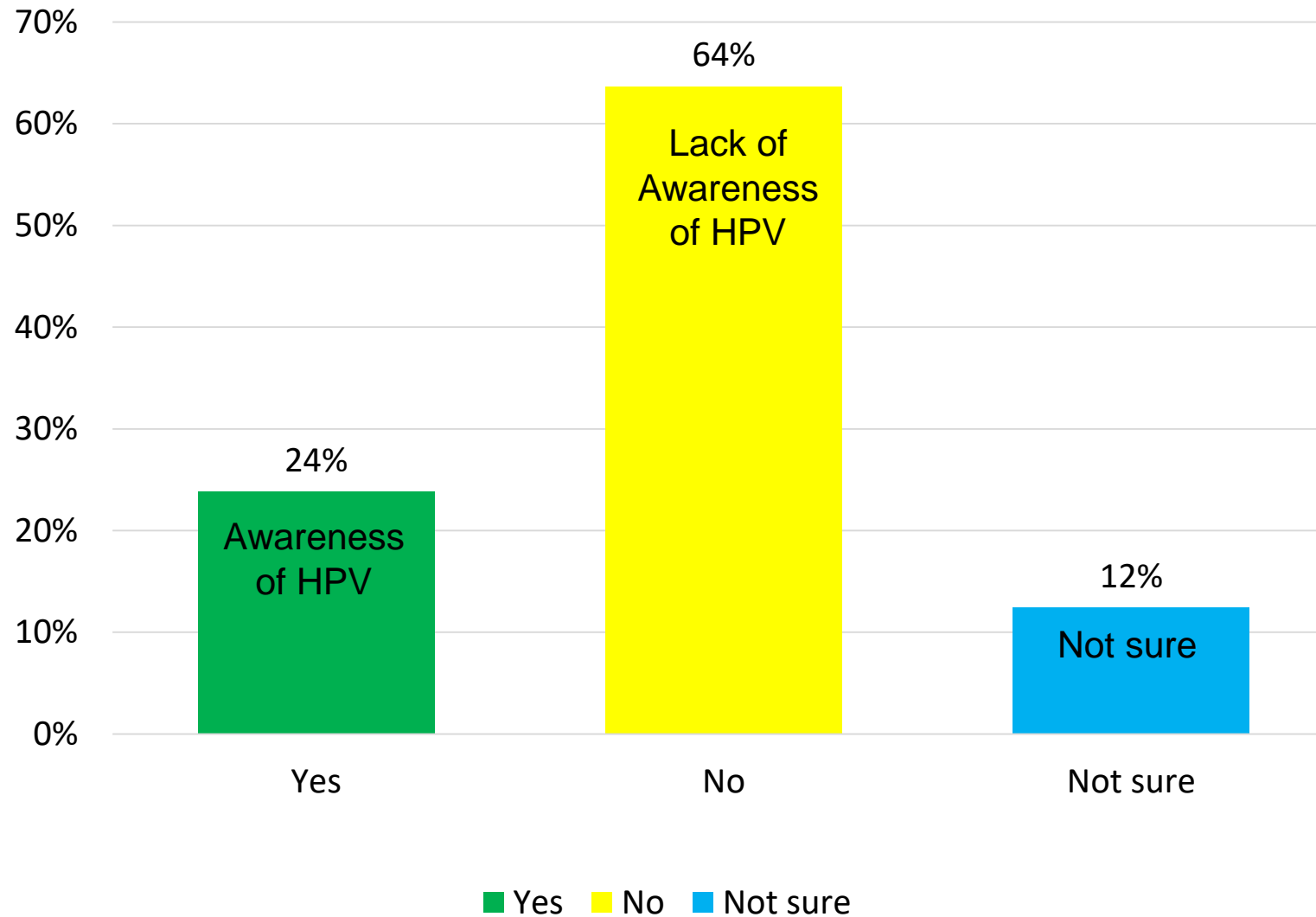
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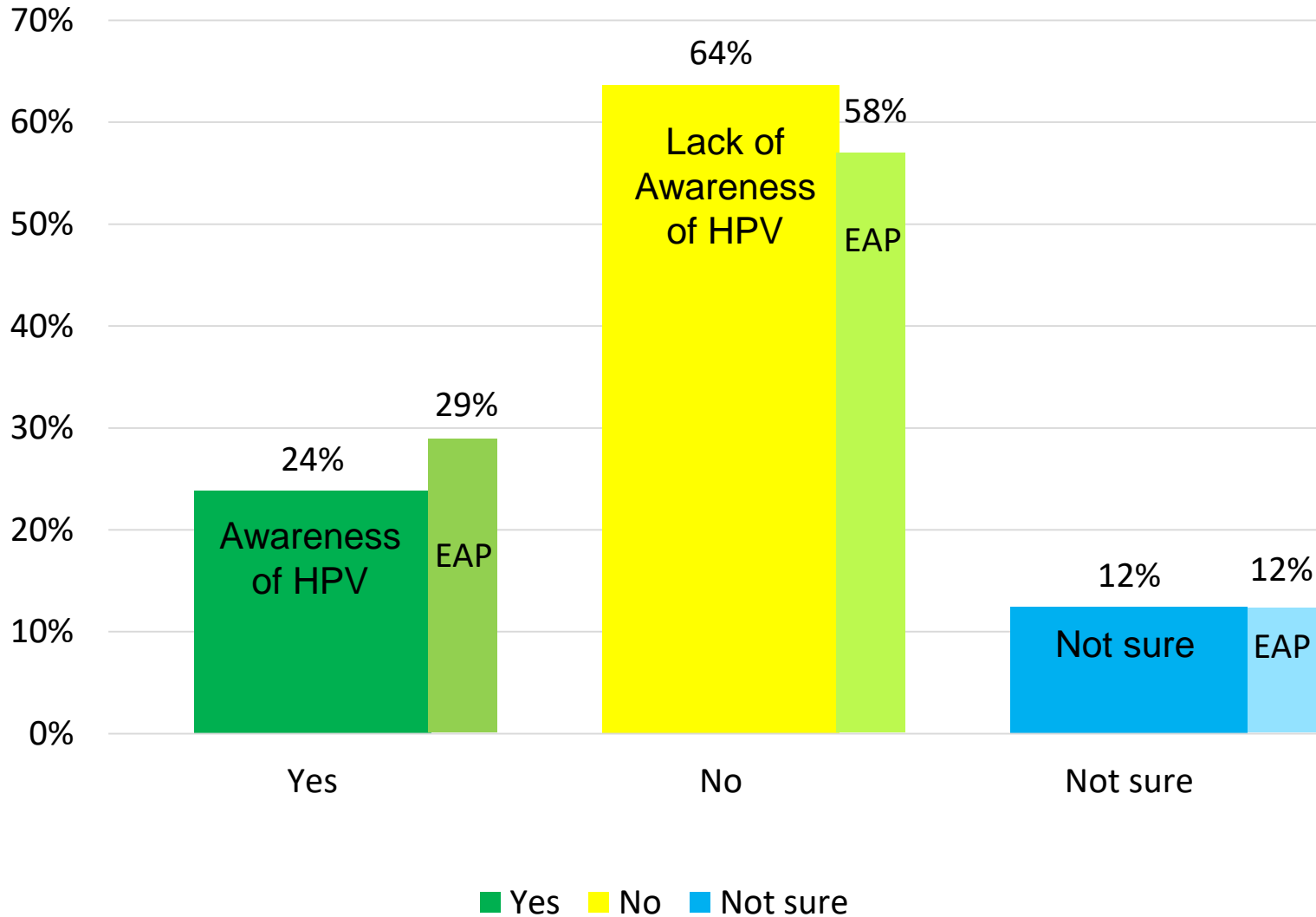
Results: Awareness of HPV

Do you know what the human papillomavirus (HPV) is? (N = 409,689)



There is a substantial knowledge gap about HPV, highlighting the need for increased educational campaigns to improve awareness & understanding of the virus.

Do you know what the human papillomavirus (HPV) is? (N = 409,689)



In East Asia and Pacific (EAP), 29% compared 24% globally reported awareness of HPV.



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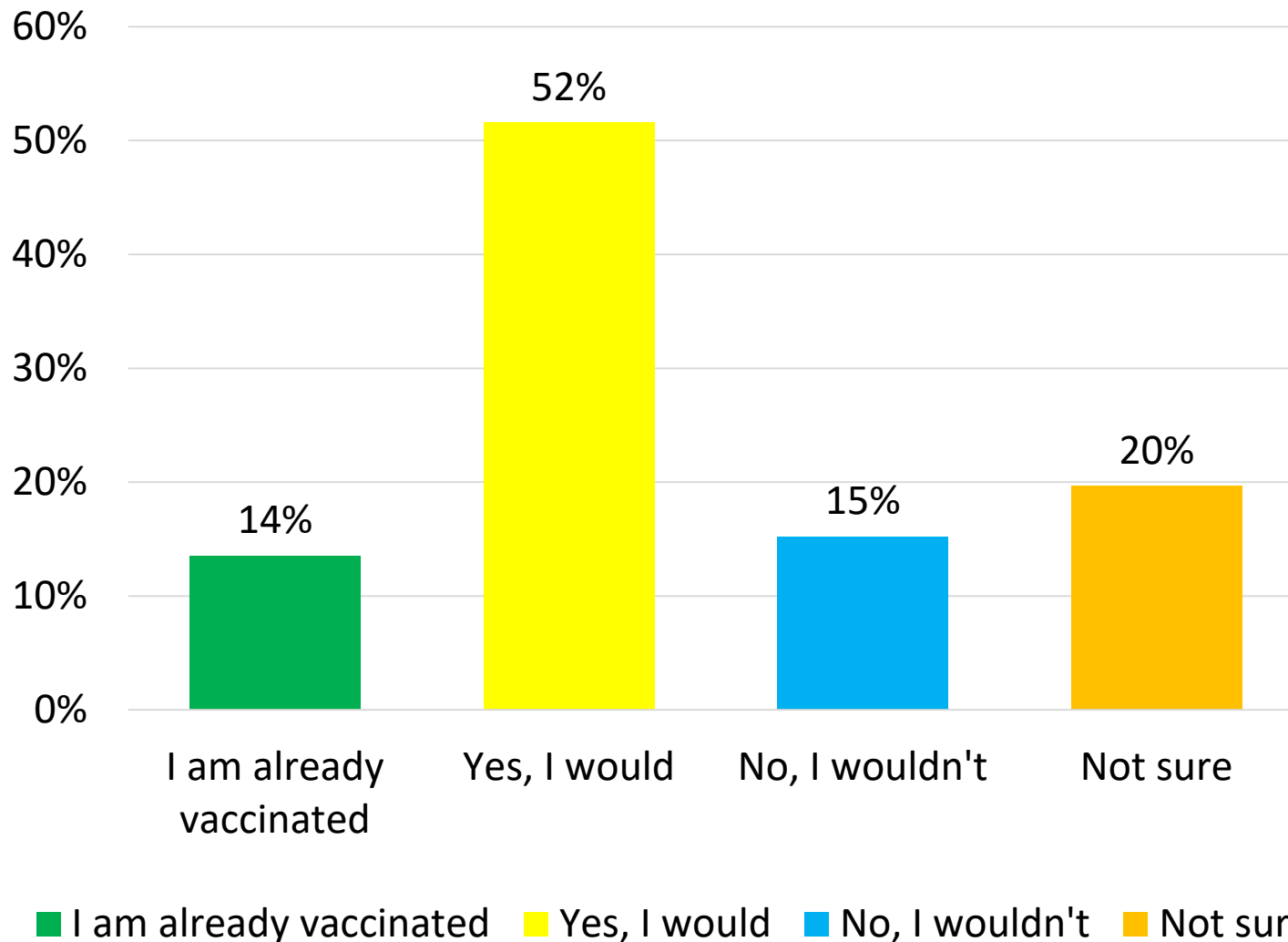
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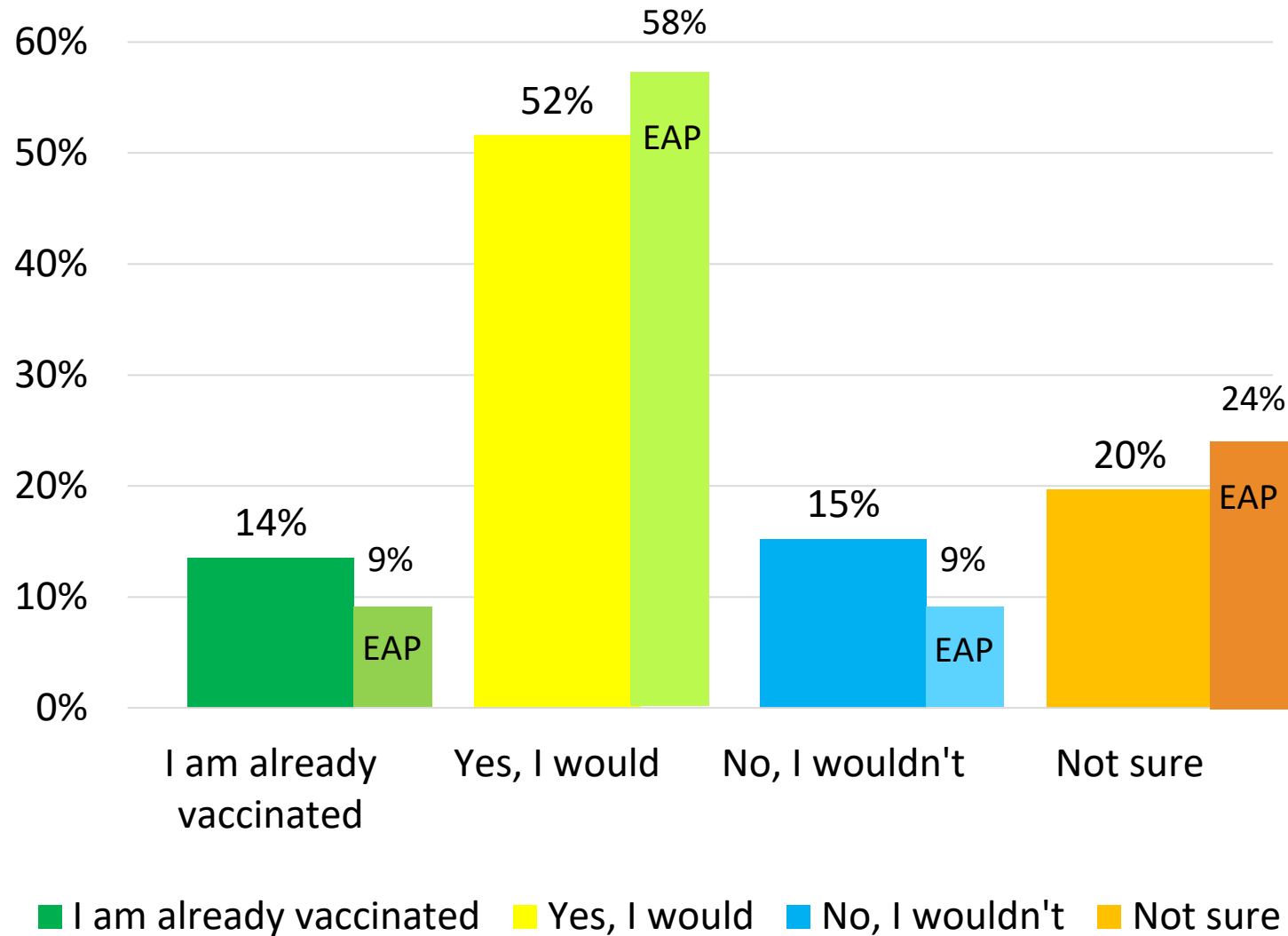
Results: Intention to get vaccinated

There is a vaccine to prevent HPV infection. Would you like to get it? (N = 373,276)



The proportion of respondents willing to get vaccinated suggests a positive reception to the HPV vaccine although efforts are needed to ensure access to the vaccine and to address the concerns of those unwilling or uncertain.

There is a vaccine to prevent HPV infection. Would you like to get it? (N = 373,276)



Among respondents from East Asia and Pacific Countries, less than 10% reported already receiving HPV vaccination, compared to 14% from the global sample. Nearly 60% of EAP respondents would like to receive it.



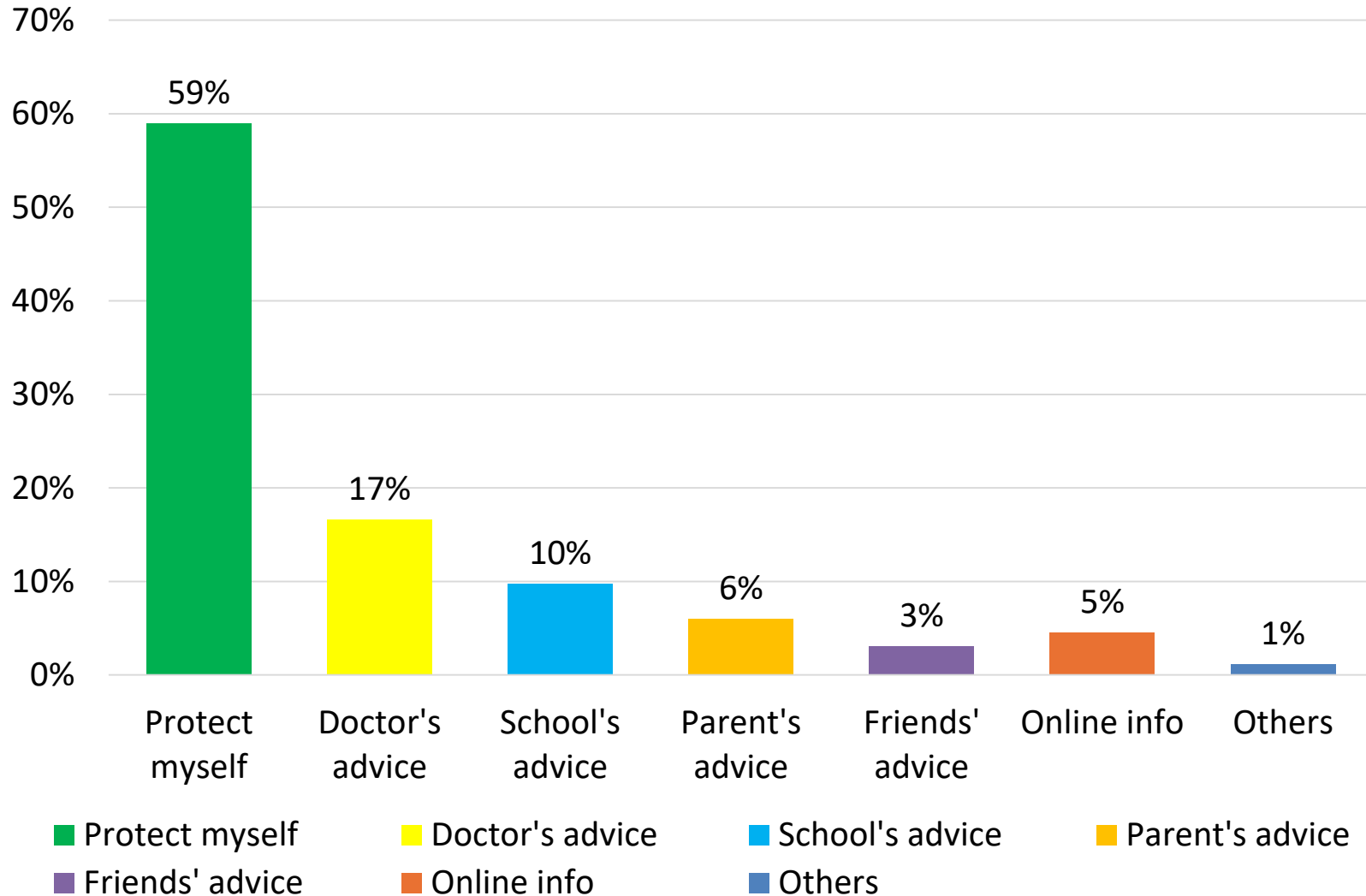
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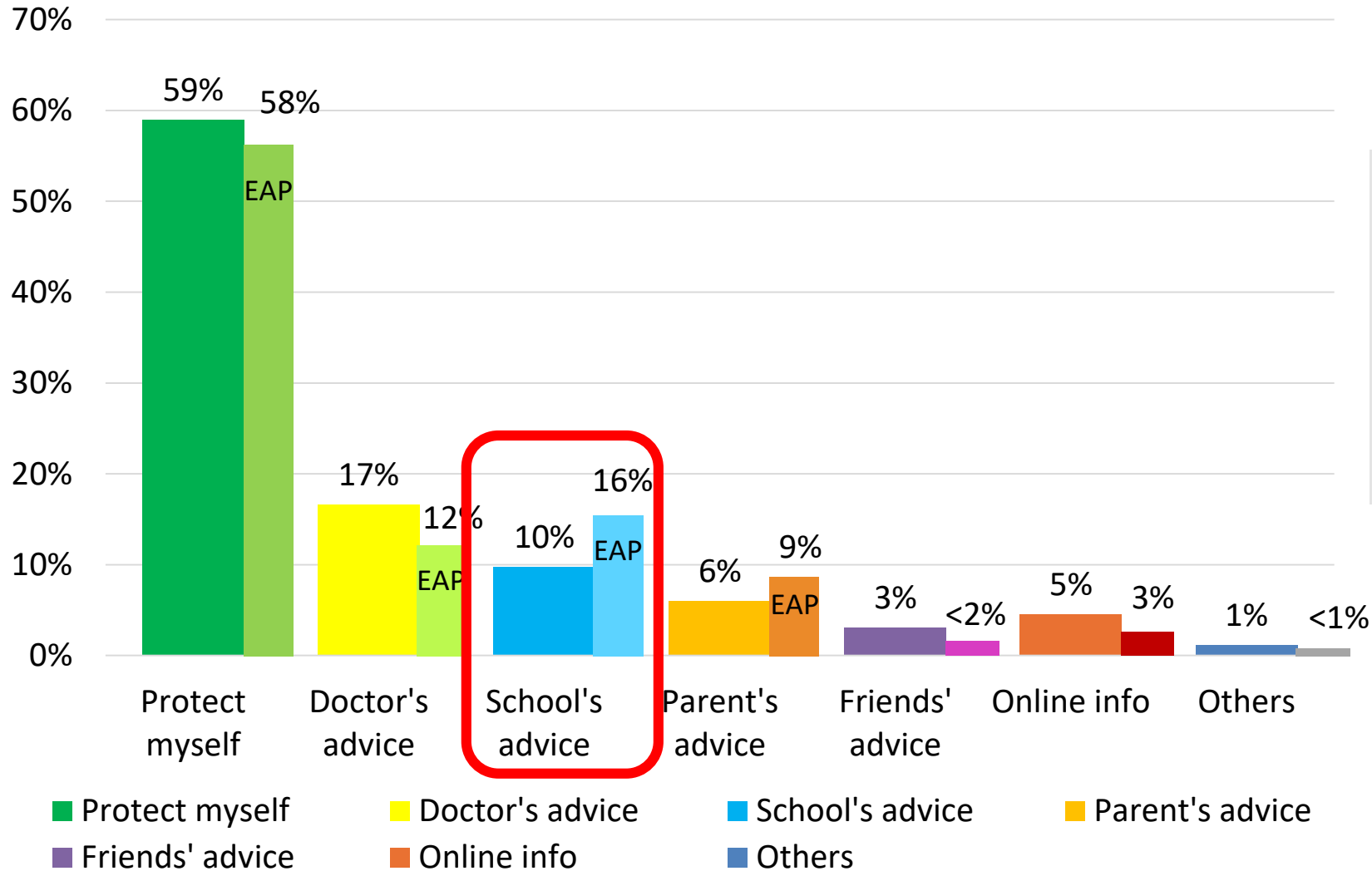
Results: Motivations and barriers

Already Vaccinated - Why did you get the HPV vaccine? (N = 42,792)



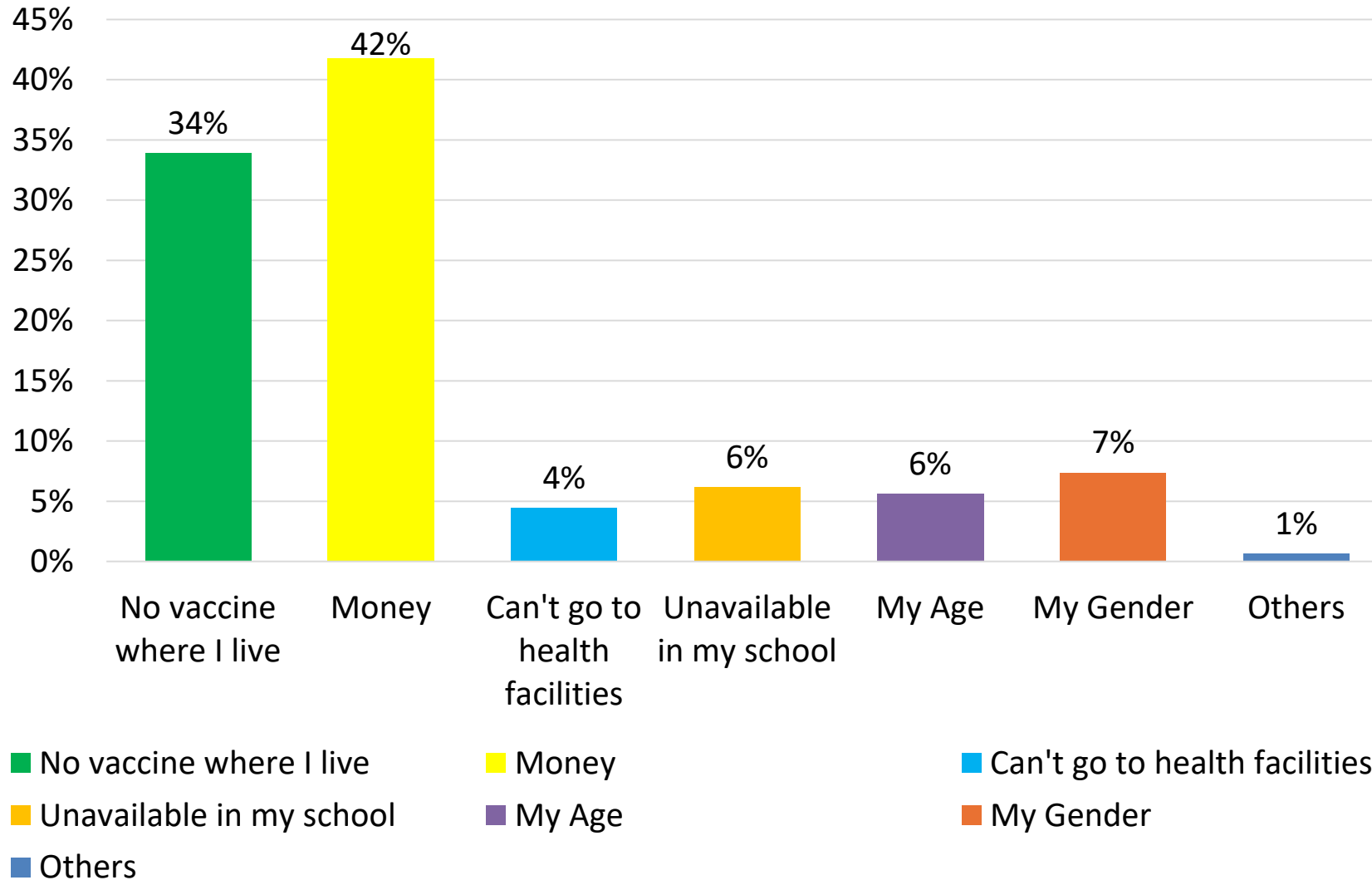
This indicates that personal health concerns and medical recommendations are primary drivers for HPV vaccination.

Already Vaccinated - Why did you get the HPV vaccine? (N = 42,792)



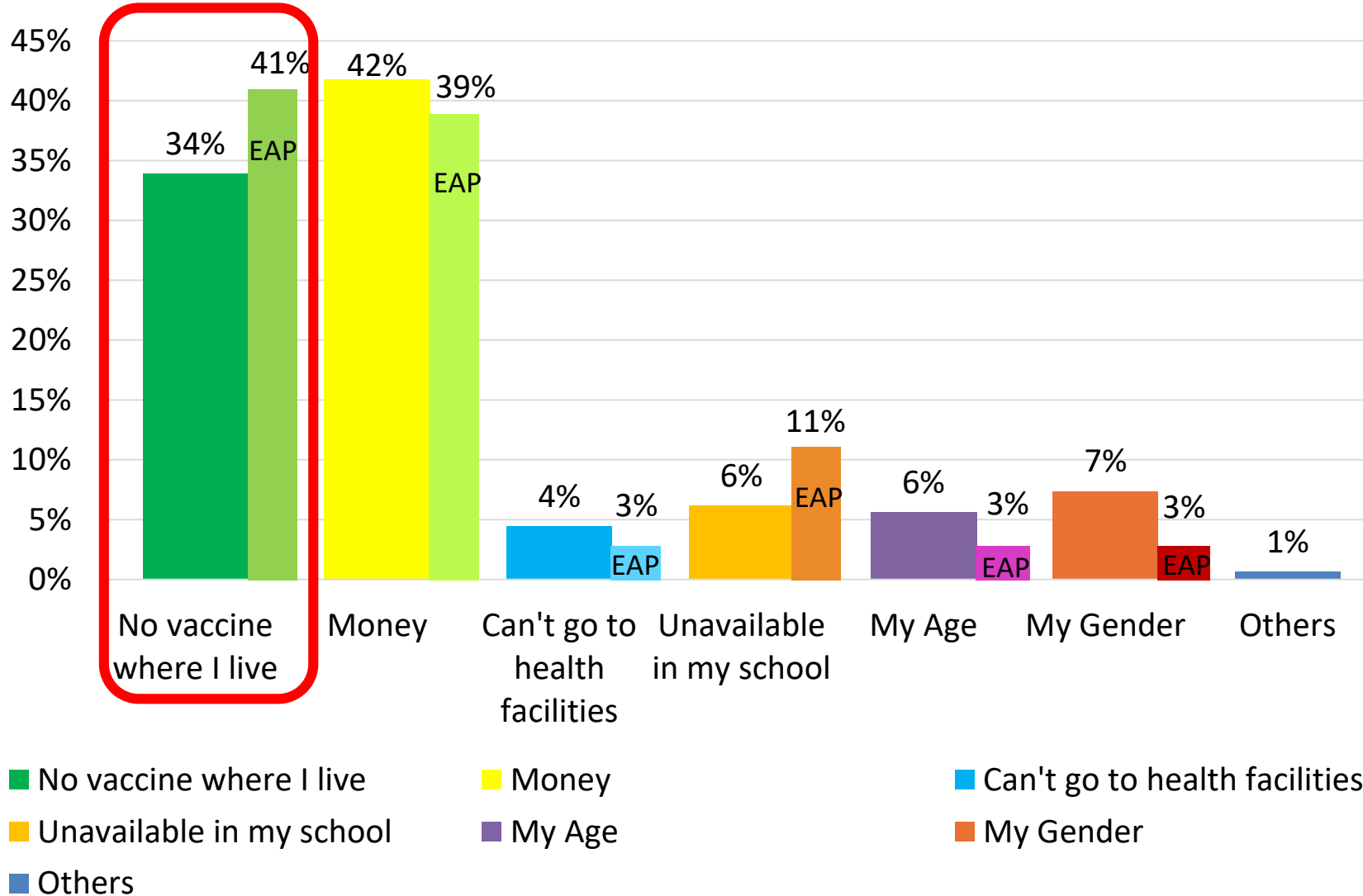
EAP respondents reported that protecting themselves was the primary reason for getting vaccinated. Advice from schools was the 2nd most common reason for getting vaccinated.

Yes, I would - What stops you? Main reason (N = 166,035)



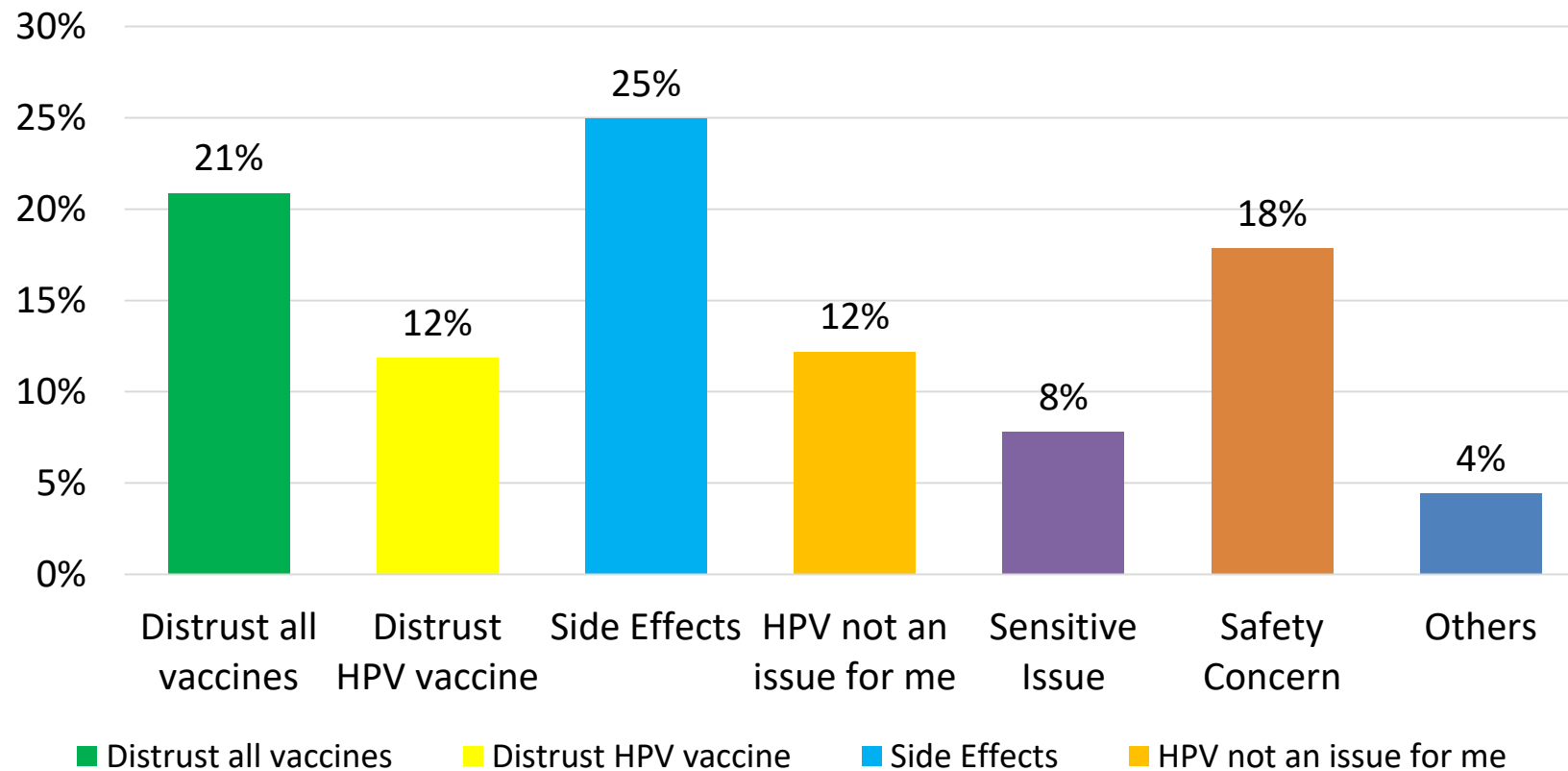
These results highlight the importance of reducing access barriers, particularly around money and geographic availability.

Yes, I would - What stops you? Main reason (N = 166,035)



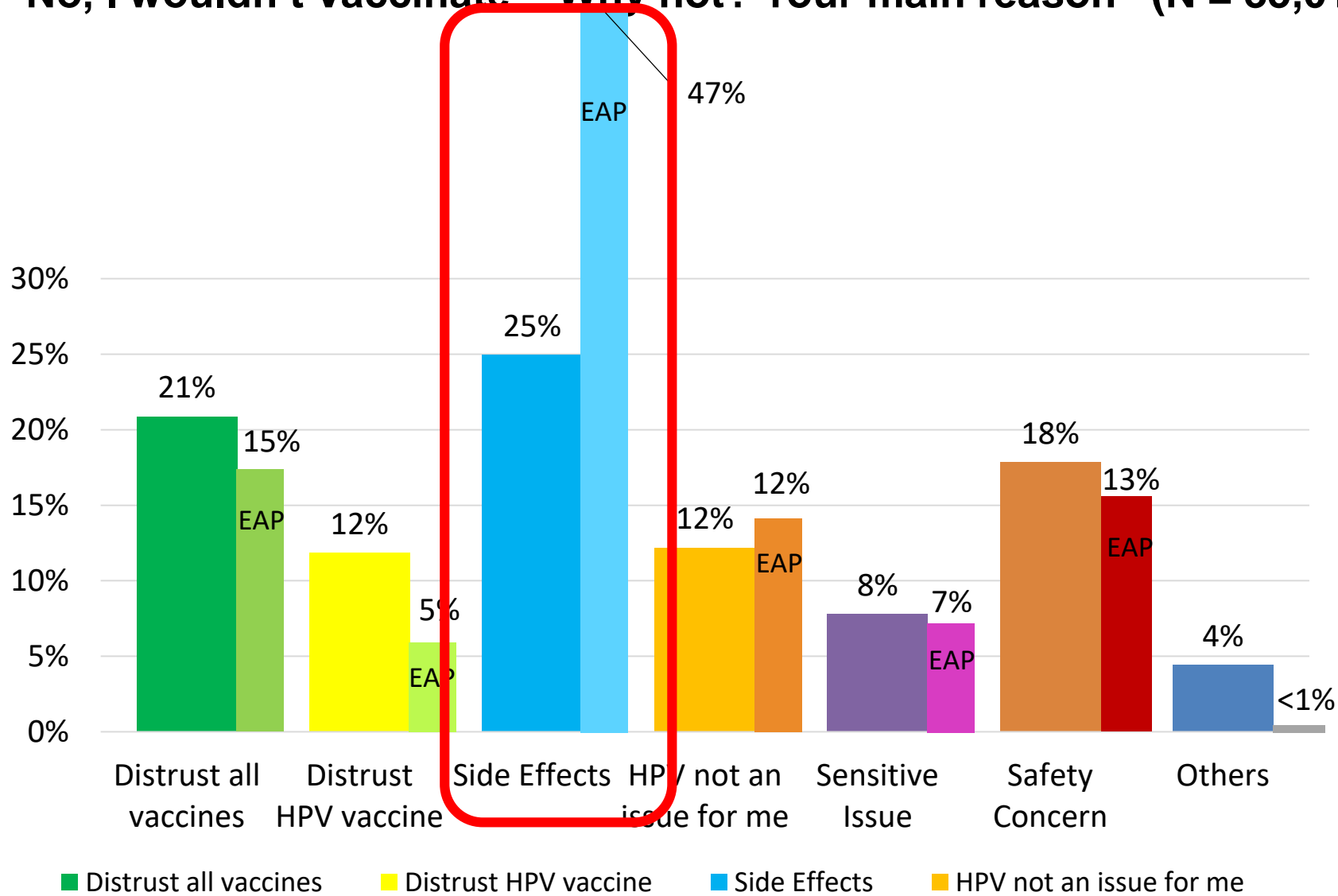
41% of East Asia and Pacific respondents reported the main barrier to HPV vaccination as not having the vaccine where they live, while money was reported among 39%.

No, I wouldn't Vaccinate – Why not? Your main reason (N = 35,019)



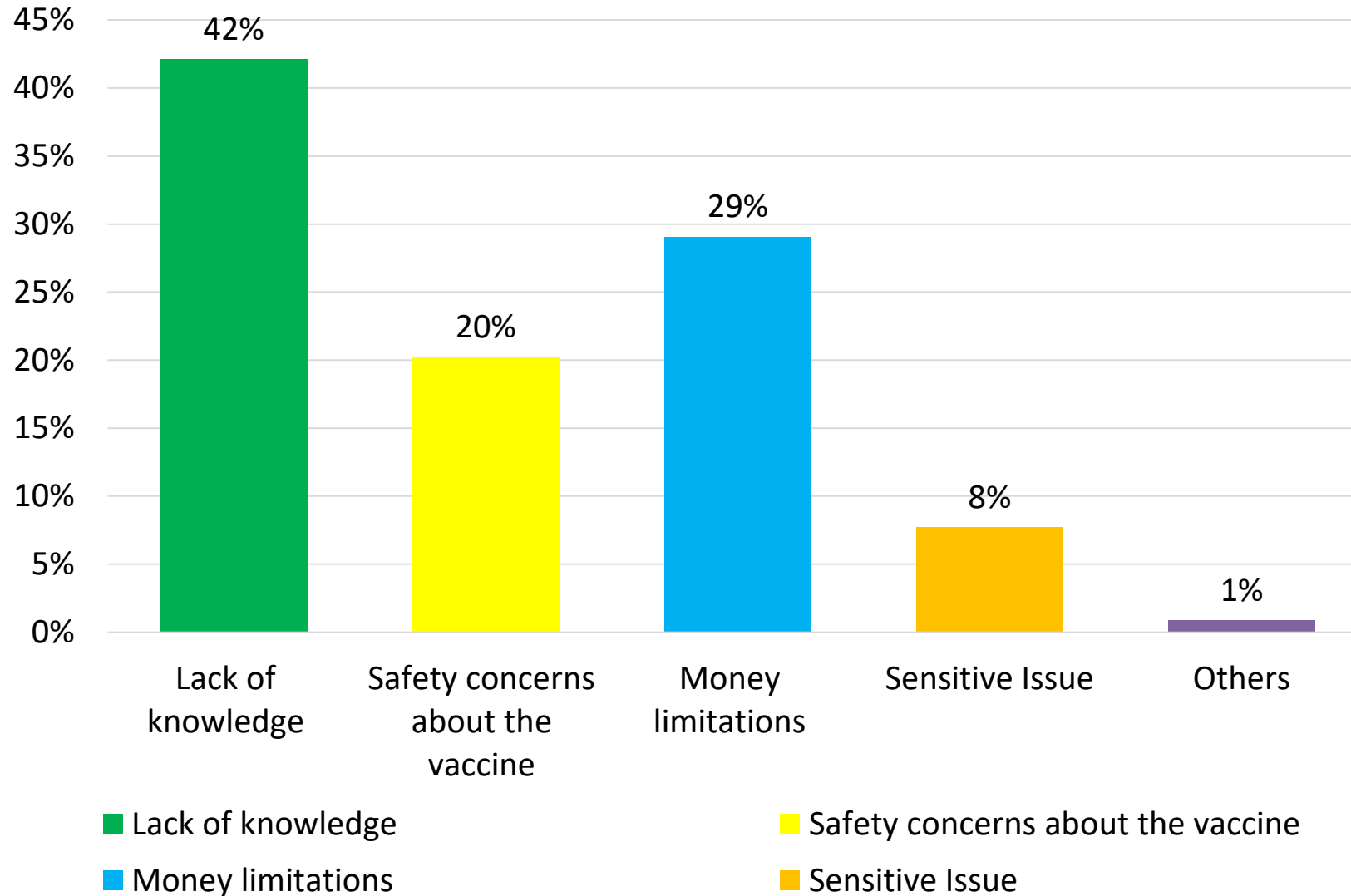
These results highlight the strong need to address issues around trust in vaccines and to communicate accurate information on side effects & vaccine safety using modalities that are preferred by this age group.

No, I wouldn't Vaccinate – Why not? Your main reason (N = 35,019)



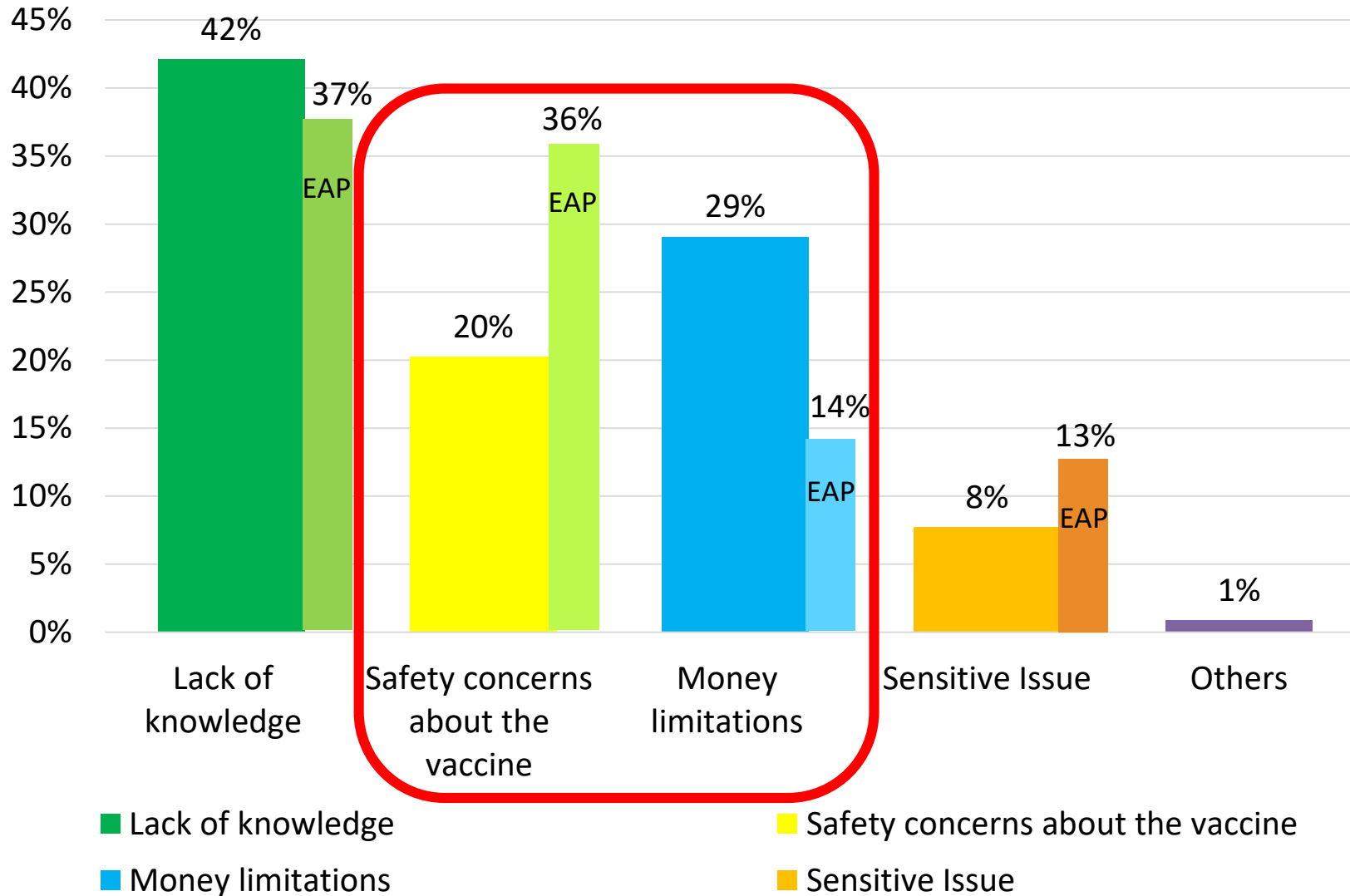
Among EAP respondents, nearly half of respondents reported side effects as the main reason they wouldn't accept HPV vaccination. This has important implications for tailoring messaging on side effects.

Not Sure, I will get Vaccinated - Why aren't you sure? (N = 60,223)



These findings underscore the critical need for educational initiatives aimed at improving knowledge about the HPV vaccine.

Not Sure, I will get Vaccinated - Why aren't you sure? (N = 60,223)



Among EAP respondents who were not sure about HPV vaccination, more than one-third reported lack of knowledge as the main concern. Safety concerns were reported among a larger proportion of respondents compared to the global sample, while money limitations was less common.



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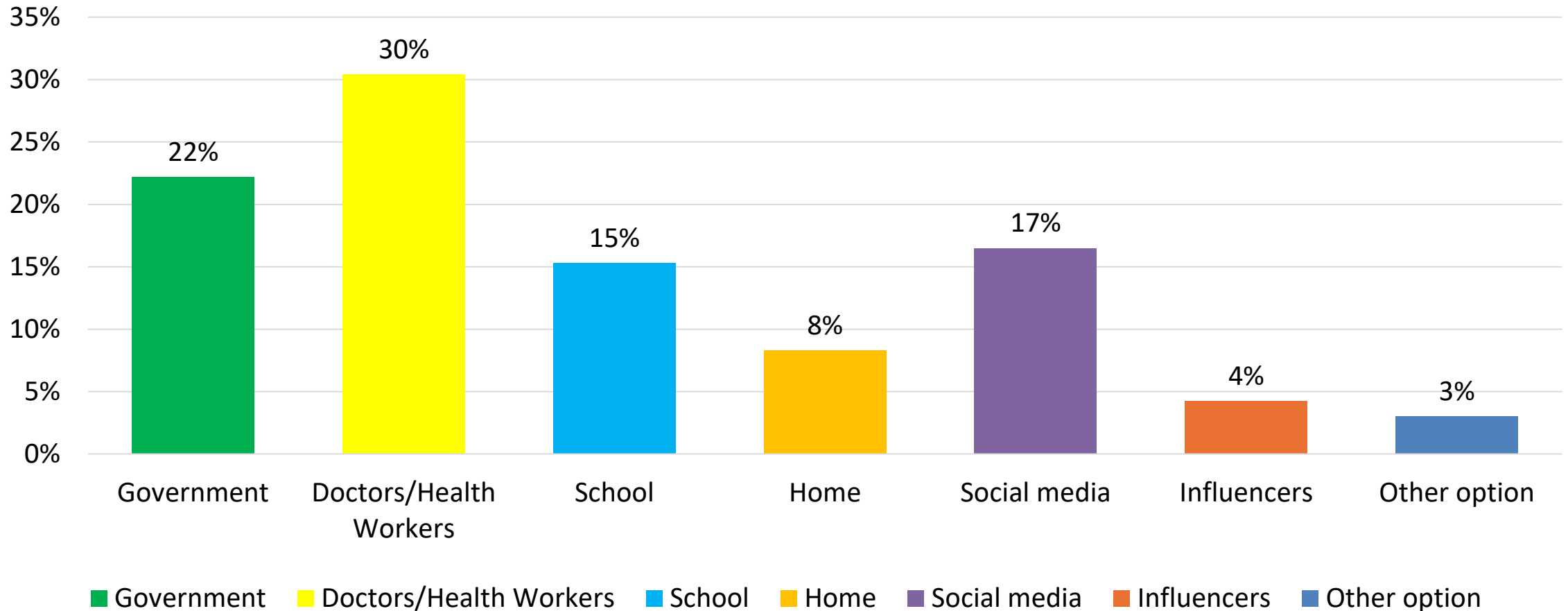
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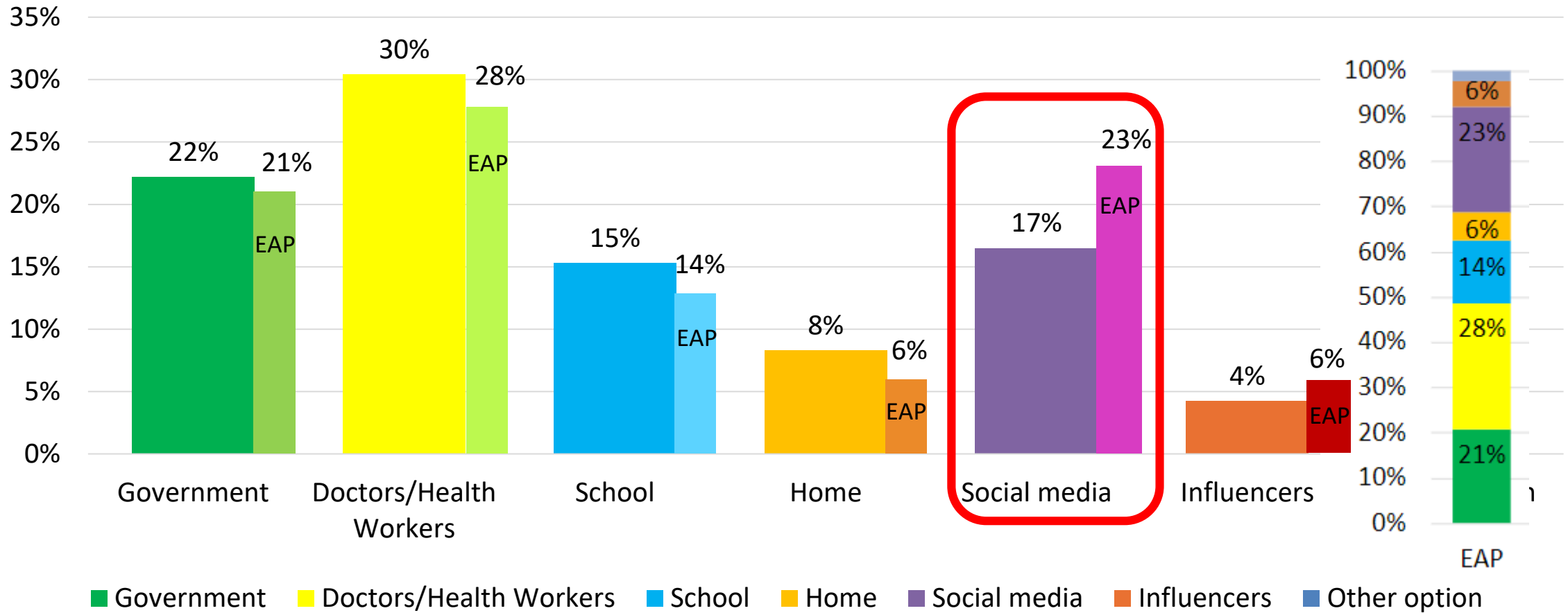
Results: Trusted sources

From where do you want to receive HPV info? Select all that apply (N = 302,561)



This indicates that healthcare professionals and official government channels are critical in disseminating HPV information effectively.

From where do you want to receive HPV info? Select all that apply (N = 302,561)



Similar patterns are noted among EAP respondents. One difference is that a higher proportion of EAP respondents reported wanting to receive HPV information on social media compared to 17% of the global sample.

GLOBAL

- **One in 7** (14%) reported they are **already vaccinated**, with their **main driver** being **self-protection** (59%).
- **52%** reported they are **willing to get vaccinated** but are unable to due to **lack of money** (41%) and **unavailability of the vaccine** where they live (34%).
- **15%** reported they **would not get vaccinated** due to concerns about **side effects** (25%) and **distrust of all vaccines or HPV vaccine** (33%).
- **One out of five** (20%) reported they are **unsure about getting vaccinated**, mainly due to a **lack of knowledge** (42%) and **money limitations** (29%).
- **30%** reported preferring HPV info to come from **doctors/health workers**; **20%** said the **government**

EAST ASIA & PACIFIC

- **One in 10** (9%) reported they are **already vaccinated**, with their **main driver** being **self-protection** (58%).
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- **9%** reported they **would not get vaccinated** due to concerns about **side effects** (47%) and **distrust of all vaccines or HPV vaccine** (20%).
- **One out of four** (24%) reported they are **unsure about getting vaccinated**, mainly due to a **lack of knowledge** (37%) and **safety concerns** (36%).
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Other UNICEF offerings

Digital Platforms & Resources for engagement of adolescents & community on HPV vaccination



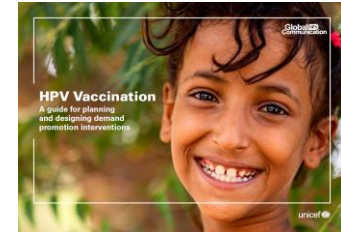
Digital online and offline community engagement platform for young people. [HPV Chatbot](#) developed for adaptation by countries to address HPV awareness challenge. **35 million U-Reporters in 90 countries** [Link:](#)



Digital life coach for young people; [7 levels of a puzzle game to learn about HPV & dispel HPV misinformation](#) through a gamified, audio-visual, multimodal and engaging learning experience. **1.2 million user in 14 countries** [Link:](#)



Free, mobile-ready web-based resources and applications; [HPV content](#) on global IoGT site for adaptation by countries. [HPV Behavioral and Social Drivers \(BeSD\) Survey tool](#) adapted for online use **40 countries** with individual IoGT sites. [Link:](#)



[HPV Vaccination](#): A guide for planning and designing demand promotion interventions, including 9 field guides. [Link:](#)

Social and community listening and engagement to identify, track and respond to HPV vaccination-related misinformation and to inform program planning

Thank you.

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for every child

