



PERCH WP2 meeting

Dates: 24. and 25. 4. 2024

Location:

- City Hotel Ljubljana, Dalmatinova 15, Ljubljana, <https://www.cityhotel.si/>
- Zoom online connection will be available on day 1 (Wednesday), but not on day 2 (Thursday)
<https://us06web.zoom.us/j/83671291439?pwd=imrdvMFa8DzBgHlqTPaqc7hLRCQKba.1>
Meeting ID: 836 7129 1439 Passcode: 240446

PROGRAMME

DAY 1 (Wednesday, April 24th 2024)

09.00 Opening

1st Session: HPV VACCINATION KEY MESSAGES FOR GUARDIANS AND ADOLESCENTS

09:15 First results of the evaluation survey of the PERCH Key Messages

Tine Jerman

10:00 Reflection and discussion

Moderator: Urška Ivanuš

- Improvement of the key messages
- Next steps

11:00 Coffee break

2nd Session: COMMUNICATING HPV VACCINATION VIA SOCIAL MEDIA

11:30 Practice examples of social media campaigns by participating countries
(5–10 min per country, PPT)

- Norway: *Torunn Gjerustad*
- Slovenia: *Elizabeta Radelj Pepevnik*
- Germany: *Miriam Gerlich*
- Estonia: *Imre Kaas, Eva Lehtla*
- Croatia: *Tatjana Nemeth-Blažić*

12:15 PERCH Social Media Strategy, presentation of the final version

Matej Černjavić, DigiTalk

12:30 PERCH Social Media Visuals, presentation of draft version

Matej Černjavić, DigiTalk

12:45 Reflection and discussion

Moderators: Elizabeta Radelj Pepevnik; Anita Daae

Group photo shooting

13:15 Lunch



3rd Session: Development of national (HPV) vaccination communication strategies with the aim to improve HPV vaccination coverage via communication to parents and adolescents in countries where HPV vaccination is already implemented – 1/2

14:15 How communication about HPV vaccination is organised in participating countries with practice examples of communication strategies and actions by participating countries

(max. 10 min per each participating country – just oral discussion, without PPT)

Moderators: *Irena Debeljak; Marianne Bergsaker*

- Norway, Slovenia, Germany, Croatia, Belgium, Spain, Czech Republic; Hungary
- Countries participating via Zoom

15:30 PERCH EU guide for development of national HPV communication strategy, presentation of the first draft

Matej Černjavić

16:00 Coffee break

16:30 Reflection and discussion

Moderators: *Matej Černjavić and Urška Ivanus*

- Feedback and suggestions for improvements of the PERCH EU guide
- National and international references and documents that could be used as good practice examples

17:30 Closure of first day

17:45 Meeting at the lobby of the hotel and stroll through Ljubljana with SOCIAL DINNER

DAY 2 (Thursday, April 25th 2024)

4th Session: Development of national HPV vaccination communication strategies – 2/2

08:00 Guided discussion: What do we think works and what doesn't work regarding HPV vaccination communication with guardians and adolescents in our countries

Moderators: *Urška Ivanuš and Lill Trogstad*

- Good practice examples
- Lessons learned
- How to measure the communication activities and results

9:00 Hands-on work in smaller groups: Improvement of draft PERCH EU guide (please bring laptops if you can)

10:00 Reporting from group work

Moderators: *Matej Černjavić, Urška Ivanuš and Lill Trogstad*

11:00 Wrap up and closure of the meeting

Urška Ivanus and Lill Trogstad

11:30 Lunch