

**PERCH | PROJECT**

# **COMMUNICATION AND DISSEMINATION PLAN**



**PERCH**  
PartnERship to  
Contrast HPV



Co-funded by  
the European Union



# Work Package 2 – Dissemination

## Deliverable 2.2 Communication and Dissemination Plan

### Milestone MS7 Communication and Dissemination Plan\_updated

#### Document Information

|                      |                                                                                                                                                                                                         |
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#### Project Information

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## 1. Background and PERCH introduction

Cervical cancer is the most preventable cancer, we are aiming towards its elimination through HPV vaccination (primary prevention), cervical cancer screening (secondary prevention) and treatment. Despite that, in 2020 cervical cancer was still the 4th most common cancer among women worldwide according to data from the Global Cancer Observatory, representing an important public health problem in Europe and worldwide, including several Eastern Europe countries, where access to public health services is limited and HPV vaccination, cervical cancer screening and treatment for the disease have not been successfully implemented.

Although vaccines have been available since 2006 and have been progressively introduced into national immunization plans, both introduction and coverage still do not reach optimal levels in Europe and globally. In 2020 the European Region reported an HPV vaccination coverage of 27% according to the WHO/UNICEF Joint Reporting Form on Immunization, with wide variations among countries from 5% to more than 90%. In order to achieve the 90% HPV vaccination coverage goal, set up by the WHO, many countries require actions to improve their HPV vaccination coverage. Moreover, the variation observed in the vaccination coverage between and within countries indicates the presence of inequalities in access to and information on vaccines.

In the PERCH (PartnERship to Contrast HPV) Joint Action 18 European countries (34 partner organisations) are working together to increase HPV vaccination coverage, especially in regions with low coverage, and to optimize data collection to monitor HPV vaccination coverage and the impact of vaccination. The general objective of PERCH is to contribute to the implementation of Europe's Beating Cancer Plan, which aims to support Member States' efforts to extend the roll-out of routine HPV vaccination to eliminate cervical cancer and other cancers caused by HPV in the coming decade. PERCH will also contribute to achieve the first objective of the "90-70-90" WHO cervical cancer elimination strategy, of reaching at least 90% of HPV vaccine coverage among girls by the age of 15 years.

The PERCH specific objectives are to:

- Improve capacities of Member States to plan and implement HPV vaccination campaigns by sharing knowledge and experience.
- Improve data and monitoring system on HPV vaccination and HPV screening.
- Improve knowledge and awareness on HPV-related disease and prevention in specific target groups (adolescent girls and boys).
- Improve knowledge and abilities for healthcare professionals in HPV vaccine communication.

## 2. The specific objectives of PERCH communication and dissemination activities

To support the project to reach its objectives and aims, a comprehensive PERCH Communication and Dissemination (CD) plan is being developed by the Work Package (WPs) coordinating team in collaboration with the PERCH Steering Committee and WP2 working group (WG) members from all participating countries. WP2 WG members are responsible for delivering WP2 related tasks for their country and for dissemination of the WP2 related information among other partners in their country. Currently, there are 61 members in WP2 working group, representing all 18 countries (including Ireland

as an associated partner) that participate in the project. WP2 members meet regularly online to discuss open tasks and to monitor the progress.

This is the final version at the end of the project (M34).

WP2 is a dedicated PERCH WP for planning and delivering the project's CD activities and supporting project partners in their CD activities. As required by the Grant Agreement, all PERCH partners will participate in the development of this plan and to contribute to the dissemination and communication of the project.

The specific objectives of WP2 CD activities:

- **To communicate and disseminate** PERCH key messages, objectives, efforts, progress and results among the HPV vaccination stakeholders at the national and European level.
- **To engage** key national and European stakeholders in the activities that can contribute to the increased HPV vaccination coverage. Stakeholder engagement is crucial to reaching high HPV vaccination coverage.
- **To support** PERCH partners and other European countries to share their good practices and lessons learned among the consortium members for inspiration and learning purposes.
- **To build the capacity** of PERCH partners and other European countries in building capacity for effective communication aimed at engaging stakeholders and increasing HPV vaccine uptake; to support sustainable, multidisciplinary networking of HPV vaccination supporters on a national and international level.
- **Horizontal specific objective is to support the sustainability** of changes in national and European environments with the aim to improve the implementation success of HPV vaccination and HPV vaccination coverage.
- **To develop a communication and dissemination plan** that defines the key messages to be delivered (taking into account the best practices and lessons learned) and the optimal strategy to achieve the above-mentioned objectives.

Target groups:

- PERCH consortium members
- Key national and international stakeholders (including healthcare professionals targeted by WP7 and schools targeted by WP6)
- Target population for HPV vaccination (adolescents and young adults (AYA) and their families targeted by WP6)

During the project's lifetime the following methods were used to ensure high quality activities; *WP2 WG expertise*: each country was asked to nominate at least 2 experts, one with expertise in HPV and one in expertise in communication, or in combination of expertise. Both expertise is needed for effective PERCH CD activities.

- *Testing phase with feedback*: when developing new deliverables or tools, project partners will be asked to revise the tool or read the deliverable and give their feedback, which will be gathered by the WP2 team, discussed back with project partners and where relevant used for the improvement of the tool or deliverable. So far PERCH stakeholder mapping guide, PERCH stakeholder mapping tool and PERCH CD reporting tool went through the testing phase and were improved with the feedback of the project partners.



- *Preferred communication channels and tools:* each country will identify the preferred communication channels and tools for each identified stakeholder during the stakeholder mapping process by expert opinion. Results will inform the use of communication channels and tools in the PERCH project on an international as well as national level.
- *Categorisation and quantification:* wherever reasonable and possible, we will use categorisations (e.g. stakeholder categorisation) to contribute to the most uniform understanding of the requirements, which improves the comparability of results and quantitative analysis. So far, the categories of stakeholders were aligned and used for the PERCH stakeholder mapping.
- *Acceptability by consortium members and tailoring activities to the local contexts:* WP2 activities will be mostly performed with and via the WP2 WG and other consortium members, which have a free choice to decide how specific WP2-related activity will be carried on in their country. Key messages for stakeholders and end-users will be aligned between the WP2 WG members in the English language to be used at international activities. However, tailoring the messages to the national context will be encouraged during the translation to national languages and national CD activities.
- *Alignment with other PERCH WPs:* leaders of other WPs are members of WP2 WG and WP2 leader is a member of PERCH Steering Committee. Alignment between the WP2 and other WPs activities will be done on regular virtual Steering Committee meetings, WP2 WG meetings as well as in face-to-face meetings. Collaboration between all the WPs is necessary for reaching PERCH objectives and it goes in both directions. For example, infographics and key messages developed within WP2 will be available to WP6 WG members to tailor them to the national context and include them in the national toolboxes. Also, tools and best practices gathered in other WPs will be included in the PERCH repository, public or sensitive.
- *Alignment with similar EU projects and initiatives:* extensive mapping of similar EU and national projects including (HPV) vaccination and cervical cancer screening was performed at the beginning of the project in the support to the meaningful collaboration of PERCH project with similar relevant projects. Project coordinator and WP2 coordinator have joined the *EU Vaccination Projects collaboration (EU-VAX) Working group on communication and engagement*, which currently connects eight EU projects in the field of vaccination. In the first year, we also established cooperation with projects PROTECT-EUROPE, RIVER-EU and ReThinkHPVvaccination.

### 3. Internal communication

To achieve the project goals and aims, the communication between the project's partners must be well-planned, coordinated and supported by technology that is accessible to all. Internal communication is described in detail in the *JA Management Plan* (milestone 3), prepared by the WP1. Communication within the individual WPs is the responsibility of each particular WP leader. All WP leaders meet monthly at virtual Steering Committee meetings led by the project coordinator.

The main communication channels used by partners for the internal communication are:

- E-mail for direct communication, sharing files
- MS Teams for sharing working documents, drafts

MS Teams was selected as a general technological platform for sharing files and is provided by the coordination team (WP 1). WP leaders and partners use MS Teams for sharing working and running documents between partners, both within and between individual WPs and also for providing

resources for communication and dissemination activities, i.e. reports, photos, presentations and other outputs from events and other activities related to the PERCH project.

- Online meetings, teleconferences
- Face-to-face meetings

**PERCH WP2 working group** has more than 80 members representing all 18 countries (including Ireland as an associated partner) that participate in the project. At least 2 members from each country are included, one HPV expert and one communication expert. WP2 WG members are responsible for delivering WP2 related tasks in their countries and for dissemination of the WP2 related information among other partners in their country. WP2 members meet regularly online to discuss open tasks about communication and to monitor the progress.

## 4. PERCH key messaging

PERCH partners are encouraged to promote the PERCH project, engage HPV vaccination stakeholders and target population towards HPV vaccination within their country and beyond, during the project specific activities as well as during their other activities.

### 4. 1 Key messages for project PERCH positioning and visibility

The following messages and infographics are used for positioning the PERCH project in national and international environment and to increase the visibility of the project:

1. 18 European countries and 34 partner organisations working together to increase HPV vaccination coverage, especially in regions with low coverage and to optimize data collection to monitor HPV vaccination coverage and the impact of vaccination.



2. The objective of PERCH is to contribute to the implementation of Europe's Beating Cancer Plan, which aims to support Member States' efforts to extend the roll-out of routine HPV vaccination of girls and boys to eliminate cervical cancer and other cancers caused by HPV in the coming decade.

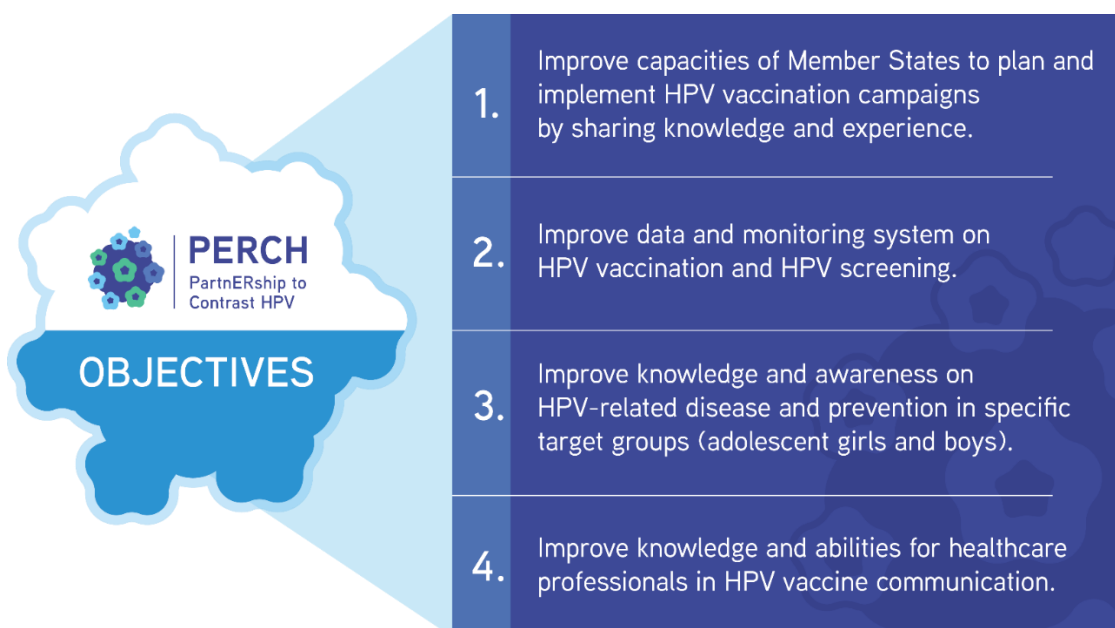
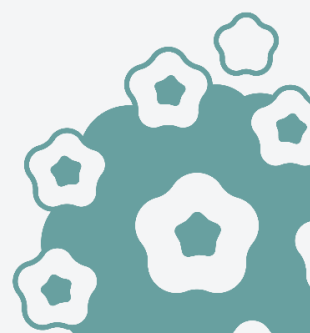


## PERCH

PartnERship to  
Contrast HPV

### PERCH objectives:

1. Improve capacities of Member States to plan and implement HPV vaccination campaigns by sharing knowledge and experience.
2. Improve data and monitoring system on HPV vaccination and HPV screening.
3. Improve knowledge and awareness on HPV-related disease and prevention in specific target groups (adolescent girls and boys).
4. Improve knowledge and abilities for healthcare professionals in HPV vaccine communication.



3. PERCH will contribute to achieving the first objective of the “90-70-90” WHO cervical cancer elimination strategy, of reaching at least 90% of HPV vaccine coverage among girls by the age of 15 years.



## “90-70-90” WHO cervical cancer elimination strategy

PERCH will contribute to achieve the first objective of the “90-70-90” WHO cervical cancer elimination strategy, of reaching at least 90% of HPV vaccine coverage among girls by the age of 15 years.

**90%**

of girls  
fully vaccinated with  
HPV vaccine by age  
15 years.

**70%**

of women  
are screened with a  
high-performance  
test by 35 years of  
age and again by 45  
years of age.

**90%**

of women  
identified with  
cervical disease  
receive treatment  
(90% of women  
with precancer  
treated, and 90%  
of women with  
invasive cancer  
managed).



“90-70-90”  
WHO cervical cancer  
elimination strategy  
of reaching at least  
90% of HPV vaccine  
coverage among girls  
by the age of  
15 years.

**90%**

of girls  
fully vaccinated with  
HPV vaccine by age  
15 years.

**70%**

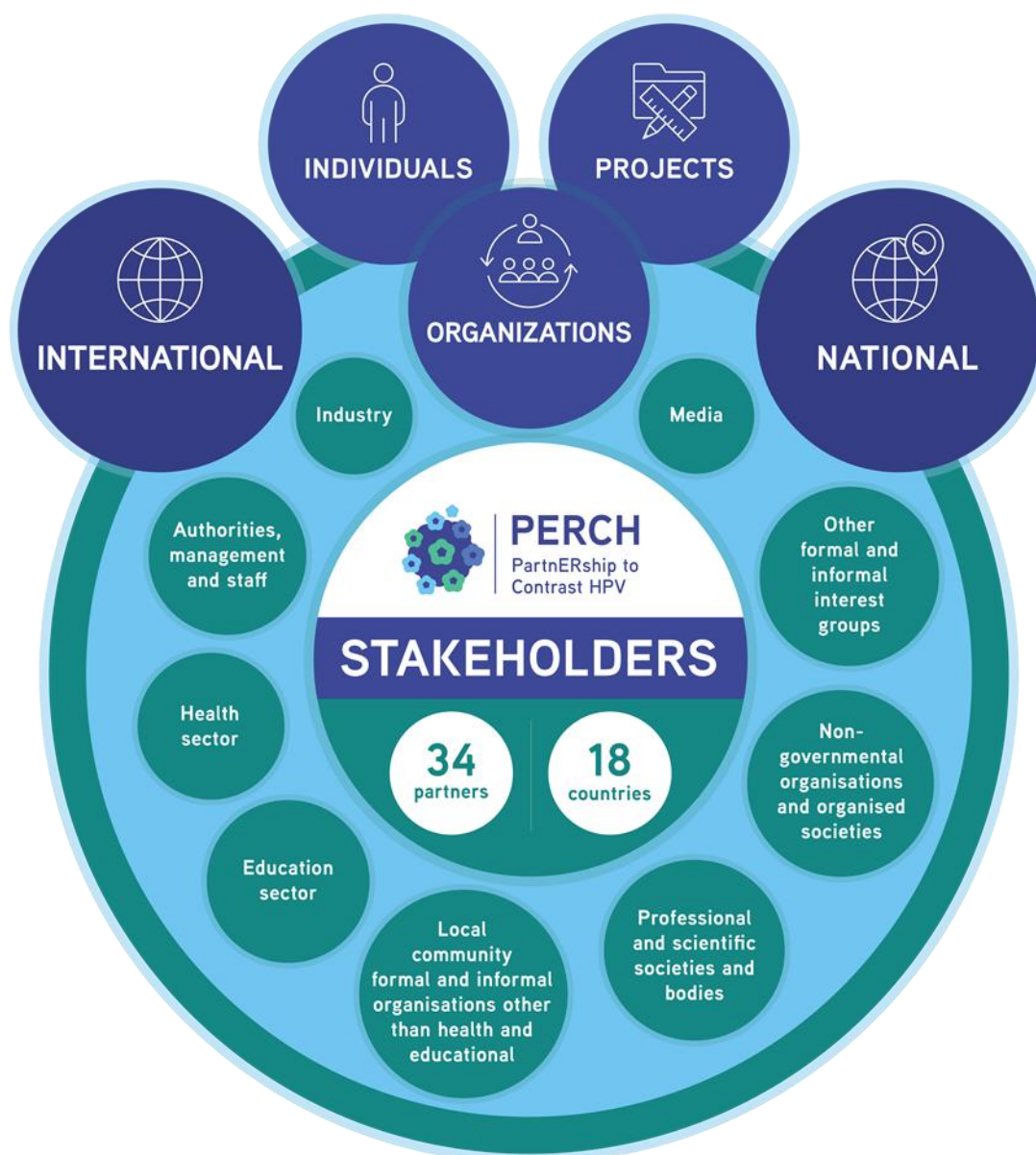
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**90%**

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(90% of women  
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treated, and 90%  
of women with  
invasive cancer  
managed).

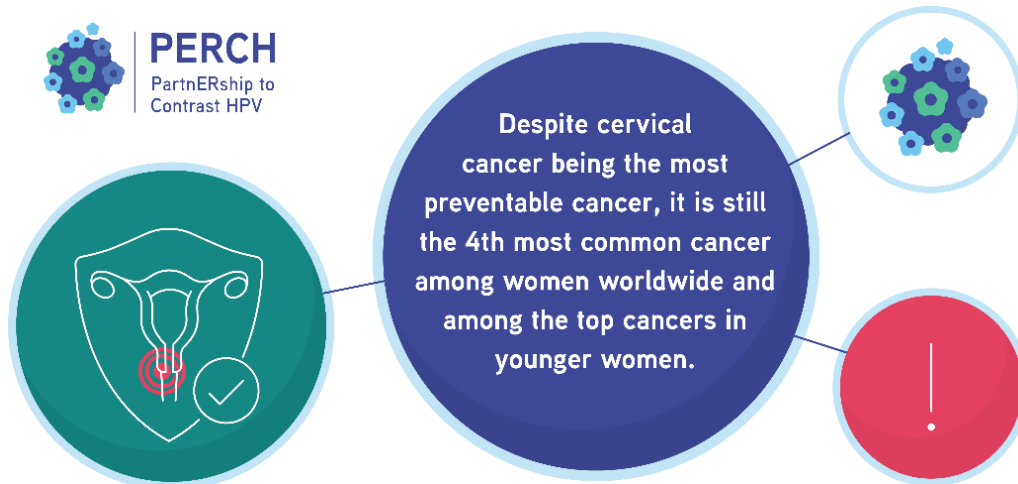
### 4.2 Key messages to PERCH stakeholders

**The definition of a PERCH stakeholder** was agreed upon among the WP2 working group: “Any individual or organisation at EU, national or local level that can with their action or inaction influence the increase or decrease in HPV vaccination coverage in person or via media, including social media.”

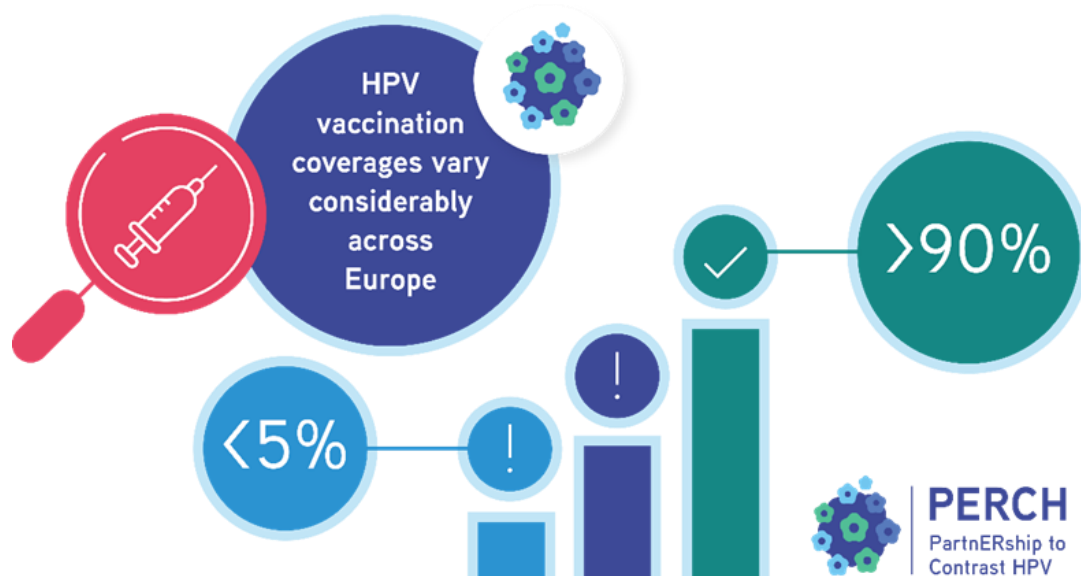


The following messages and infographics could be used in the communication with HPV vaccination stakeholders in national or international environment:

1. Despite cervical cancer being the most preventable among cancers, it is still the 4<sup>th</sup> most common cancer among women worldwide and among the top cancers in younger women. In 2020, in Europe, there were 58,169 cervical cancer cases and 25,989 deaths.



2. Incidence and mortality rates vary widely across Europe, with age-standardized incidence rates ranging from less than 5 cases per 100,000 women to above 25 cases per 100,000 women and age-standardised mortality rates from 1 death per 100,000 women to 10 deaths per 100,000 women.
3. Cervical cancer can be prevented by HPV vaccination; however, HPV vaccination coverages vary considerably across Europe from less than 5% to more than 90% of the targeted population vaccinated.



4. Closing the gap in HPV vaccination coverage across Europe today means closing the gap in unacceptable differences in the cervical cancer burden across Europe tomorrow.

Key messages to HPV vaccination stakeholders were aligned between the project partners.



## HPV - VACCINATION - PROTECTION



### 4.3 Key messages about HPV for the target population for vaccination (AYAs and parents)

Key messages for HPV vaccination target groups — adolescents and young adults (AYAs) and their parents or guardians — have been developed and validated based on input from medical and communication experts across PERCH partner countries. These messages were identified through a structured evaluation process, using the REAS index (Relevance, Evidence-based/Scientific acceptability, Appeal, and Suitability to cultural context), and are detailed in Annex 14: *The best-rated HPV-related key messages for parents and adolescents*.

The final set includes:

- **10 top-rated educational and emotional messages for parents/guardians**, emphasizing HPV vaccine safety, effectiveness, and its critical role in preventing various HPV-related cancers.
- **10 best-rated messages for adolescents and young adults**, designed to be relatable, culturally adaptable, and informative, encouraging timely vaccination and personal responsibility for health.

An **interactive tool** within WP2 was developed to support the evaluation and revision process of these messages, incorporating expert suggestions to enhance clarity, emotional appeal, and cultural fit.

The key messages were:

- **Further refined** where needed and adapted to national contexts by project partners;
- **Integrated** into each country's national HPV communication strategy;

- **Disseminated** through the PERCH social media strategy and toolkit to ensure broad outreach and harmonized communication across partner countries;

The structured, expert-informed approach ensures that the messages are credible, effective, and aligned with both scientific evidence and communication best practices across Europe.

## 5. PERCH stakeholder mapping analysis

- Stakeholder identification and engagement is crucial to reaching high HPV vaccination coverage. Aim of the PERCH stakeholder mapping and analysis was to identify all relevant stakeholders that make or could make impact at the national and European level and to gather basic information about them, including their preferred communication channels and tools.
- The **WP2 stakeholders' mapping tool** was created in 1KA, which is an online survey tool that allows respondents to participate in surveys created by researchers or organizations. The surveys can be accessed through a unique link prepared by WP2 coordinating team and can be completed on any device with internet access.
- **WP2 stakeholder mapping guide** was prepared for consortium members with description of the mapping tool, the contents and the process of mapping with aim to guide them through the mapping process.
- Dissemination level: Country mapping results were shared within PERCH consortium only (sensitive). All personal information gathered by the tool are handled as sensitive information and kept within the PERCH consortium. Only results from which it is not possible to identify stakeholders' identity is used in PERCH public documents such as PERCH communication and dissemination plan (public).

### 5.1 Results of WP2 stakeholder mapping

Results of the WP2 stakeholder mapping are presented in the **Stakeholder mapping analysis (Annex 1)**. Summary of results:

- 14 countries responded, 1–2 persons from each country: Belgium, Croatia, Czech Republic, Estonia, France, Germany, Hungary, Italy, Lithuania, Romania, Slovakia, Slovenia, Spain, Sweden. Greece responded with delay and was for that reason not included in the analysis.
- All together 281 stakeholders were mapped.
- Table 1 presents the preferred communication channels of the stakeholders.
- Table 2 presents the preferred communication tools.
- Table 3 presents the preferred messenger.
- 2 countries did not respond: Norway and Poland. For those countries three stakeholders were mapped via the WP6 stakeholder mapping process and via an internet search.

**Table 1.** Preferred stakeholders' communication channels (inbound)

| Preferred communication channels                    | Selected | Not selected | % selected  |
|-----------------------------------------------------|----------|--------------|-------------|
| <b>PERCH periodic e-mails (e-newsletter)</b>        | 177      | 7            | <b>96,2</b> |
| <b>PERCH webpage</b>                                | 164      | 20           | <b>89,1</b> |
| <b>Invite him/her to live events – national</b>     | 122      | 62           | <b>66,3</b> |
| <b>Invite him/her to virtual workshops/webinars</b> | 113      | 71           | <b>61,4</b> |



|                                                                                                                                |    |     |      |
|--------------------------------------------------------------------------------------------------------------------------------|----|-----|------|
| Video Conference Meeting                                                                                                       | 91 | 93  | 49,5 |
| Invite him/her to live events – international                                                                                  | 82 | 102 | 44,6 |
| Via national media, press release                                                                                              | 77 | 107 | 41,8 |
| Invite him/her in a virtual, multidisciplinary, interactive group of people with common interest in increasing HPV vaccination | 76 | 108 | 41,3 |
| Face-to-face meetings                                                                                                          | 71 | 113 | 38,6 |
| PERCH Twitter account                                                                                                          | 52 | 132 | 28,3 |
| Via international media, press release                                                                                         | 48 | 136 | 26,1 |
| PERCH FB account                                                                                                               | 39 | 145 | 21,2 |
| PERCH Instagram account                                                                                                        | 30 | 154 | 16,3 |
| PERCH YouTube channel                                                                                                          | 28 | 156 | 15,2 |
| PERCH LinkedIn account                                                                                                         | 27 | 157 | 14,7 |
| Relevant contents at Wikipedia                                                                                                 | 16 | 168 | 8,7  |
| PERCH TikTok account                                                                                                           | 5  | 179 | 2,7  |
| Other – please explain                                                                                                         | 2  | 182 | 1,1  |

**Table 2.** Preferred stakeholders' communication tools (inbound)

| Preferred communication channels                                            | Selected | Not selected | % selected  |
|-----------------------------------------------------------------------------|----------|--------------|-------------|
| <b>Short reads (1-3 minutes)</b>                                            | 156      | 17           | <b>90,2</b> |
| <b>Link to detailed information included in short written communication</b> | 120      | 53           | <b>69,4</b> |
| <b>Short reads (3-5 minutes)</b>                                            | 117      | 56           | <b>67,6</b> |
| <b>Longer reads (+5 minutes)</b>                                            | 111      | 62           | <b>64,2</b> |
| <b>Infographics</b>                                                         | 107      | 66           | <b>61,8</b> |
| <b>Pictures (photos, diagrams) included in written communication</b>        | 104      | 69           | <b>60,1</b> |
| <b>Scientific information translated in lay language</b>                    | 98       | 75           | <b>56,6</b> |
| Short videos with people talking                                            | 60       | 113          | 34,7        |
| Short animation videos                                                      | 59       | 114          | 34,1        |
| Animated GIFs                                                               | 31       | 142          | 17,9        |
| Podcasts                                                                    | 20       | 153          | 11,6        |
| Blogs                                                                       | 15       | 158          | 8,7         |
| Vlogs                                                                       | 10       | 163          | 5,8         |
| Other                                                                       | 1        | 172          | 0,6         |

**Table 3.** Preferred messenger for the stakeholder (inbound)

| Preferred messengers                                                                                          | Selected | Not selected | % selected  |
|---------------------------------------------------------------------------------------------------------------|----------|--------------|-------------|
| <b>Messages from national experts/stakeholders</b>                                                            | 162      | 11           | <b>93,6</b> |
| <b>Messages from international experts/stakeholders</b>                                                       | 160      | 13           | <b>92,5</b> |
| <b>Messages from international peers</b>                                                                      | 102      | 71           | <b>59,0</b> |
| <b>Messages from national peers</b>                                                                           | 93       | 80           | <b>53,8</b> |
| Personal stories                                                                                              | 54       | 119          | 31,2        |
| Messages from celebrity, influencer                                                                           | 44       | 129          | 25,4        |
| Messages from other people or groups – please explain, please include also good practices and lessons learned | 2        | 171          | 1,2         |
| Other – please explain                                                                                        | 1        | 172          | 0,6         |

- *Annex 1: Stakeholder mapping analysis*

## 6. Communication channels and tools

Different communication channels and tools were used in the PERCH project. Preferred communication channels of the stakeholders have been identified via WP2 stakeholder mapping process.

### 6.1 PERCH website

- The website serves as the first point of contact with the project for a wide audience, presenting its scope, activities and progress. At the same time, it represents the main communication and dissemination channel ensuring visibility and outreach, regularly updating the audience on activities within the project but also relevant news, documents and activities related to the topics relevant to PERCH. Work on the website continues throughout the project, incorporating sections and content.
- All public PERCH documents are added to the [website Repository](#) once confirmed by EC (see 6.8.)
- PERCH webpage enables:
  - Free and easy sign-up to a PERCH e-newsletter
  - Sharing PERCH webpage contents to PERCH social media accounts - Links to social media channels (X, YT)
  - Free access to PERCH public repository
  - News and events section, Videos
  - Optimised for all types of mobile devices (phones, tablets for both iOS and Android operating systems)
  - GDPR compliant, including all GDPR-related features (privacy consent for all forms, consent for cookies on a first visit, etc.)
- Level of dissemination: public
- [www.projectperch.eu](http://www.projectperch.eu)

### 6.2 PERCH leaflet

- PERCH leaflet is a flyer, that provides a short summary of a PERCH project's goals, objectives, activities and outcomes and will be used for a variety of purposes, including public awareness, and stakeholder engagement.
- Two versions: long and short
- Each partner decides, which version (long or short) is translated into their national language
- Level of dissemination: public
- Access: [PERCH Repository \(e-version\)](#), printed version
- CD channels: PERCH e-newsletter, via consortium partners electronically or printed version at events

*Annex 2; Annex 2bis*

### 6.3 PERCH e-newsletter

- Summary of recent news and information related to the PERCH project is provided in an online newsletter, which is released, when at least 4 relevant news or information are gathered and published on the PERCH webpage.
- Contents for the e-newsletter is provided by WP2 coordinating team, WP leaders and all PERCH partners.
- The newsletter is distributed to all PERCH partners and further to all entities (institutions or persons) who subscribe to the newsletter on the PERCH website or/and are included in the project by the coordinator.
  - Initial list of subscribers is generated from the list of PERCH partners and only those stakeholders who were listed for direct contact in the PERCH WP2 stakeholder mapping and analysis report according to the PERCH stakeholder guide.
  - Registration for the e-newsletter is freely available via the PERCH webpage and all partners are encouraged to disseminate this information via their communication channels. GDPR compliant, including all GDPR-related features (privacy consent for all forms, consent for cookies on a first visit to the PERCH webpage, etc.) are included.

### 6.4 PERCH communication and dissemination kit (CD kit)

A communication and dissemination kit is a collection of tools and materials that partners can use to disseminate information and promote messages to their target audience. The goal of a communication and dissemination kit is to support the effective communication of the project's message by the consortium members and to ensure that it reaches the intended audience in a clear, consistent, and impactful way.

#### *Annex 3*

#### **The PERCH CD KIT includes:**

##### 6.4.1 PERCH Brand Guidelines

PERCH Brand Guidelines are a set of rules and standards that define how a brand (Project PERCH) should be represented visually. They help ensure consistency in all aspects of a brand, including its logo, typography, colour palette, and imagery. Brand guidelines include logo specifications: detailed instructions on how to use the logo, including size, placement, and minimum clear space; typography, colour palette (a defined set of colours that should be used consistently across all materials; imagery: guidelines on the use of photography and illustrations, including style, subject matter, and colour usage.

##### 6.4.2 PERCH Logo

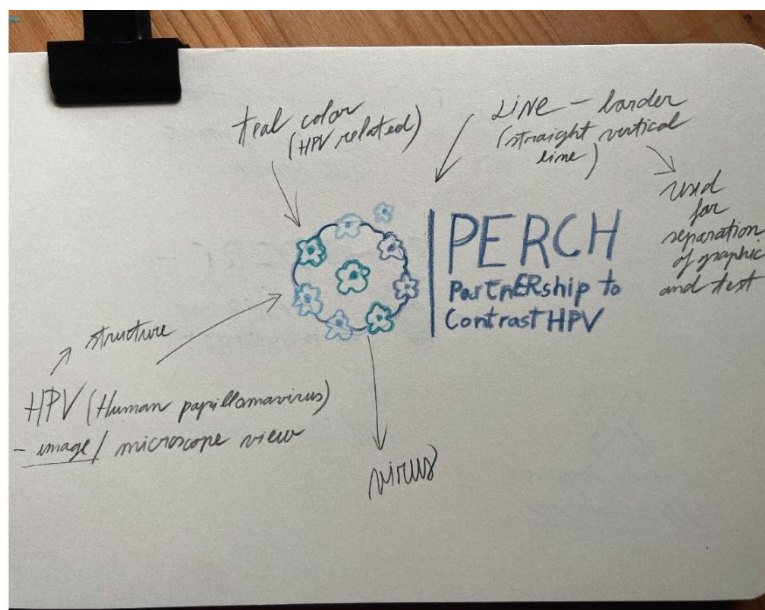




## STORY BEHIND THE LOGO



**PERCH**  
PartnERship to  
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- WP2 have developed three »look and feel« PERCH logos and asked all partners (all together 99 persons) to vote for their favourite (e-survey) and thus contribute to the creation of the visual identity of the JA. E-voting was anonymous and 66% voted for the chosen logo.
- Two versions: optimised version and small version for e-mail signature
- Delivery date: 26. 11. 2022

### 6.4.3 PERCH posters

- *Kick-off PERCH poster* (two printed posters for the Kick-off meeting (05.12.2022))
- Printed poster for PERCH General Assembly (11. 12. 2023)
- Printed poster for PERCH General Assembly (9.12.2024)
- Printed poster for PERCH Final General Assembly (13.06.2025)

### 6.4.4 PERCH templates

- *For documents and reports (Word, PPT, front page, sub-pages)*
- *For reports*
  - Delivery date: 25. 11. 2022, 28.2.2023

## 6.5 Social media

Social media plays an important role in health information-seeking and decision-making. Individuals use social media to obtain such information and engage with peers. However, there are several challenges for health-related communications on social media due to the diverse nature of online communities, the rapid spread of information, and the potential for misinformation and disinformation. Especially, if communication is related to vaccination as a prevention strategy. Overview of existing literature on communicating HPV (vaccination) on social media suggests that social media can increase awareness and knowledge but has only limited effects on health behaviours related to HPV vaccination (vaccination uptake). Still, social media health interventions can cost-

effectively provide education about HPV infection, related diseases, and prevention strategies (including vaccination), offer interactive environments to alleviate parental vaccine hesitancy, and ultimately help adolescents engage in HPV vaccine uptake. HPV, and especially HPV vaccination, is a popular topic on social media. Whereas pro-vaccine messages report factual information and appeal to logic, antivaccine messages appeal to emotion and may overrule the logical reasons a person would choose to vaccinate against HPV and thus depress vaccine uptake. These data have important implications for social media message framing and strategies to encourage HPV vaccination. And it also informed our approach and strategy. Social media communication needs to be seen as an integral part of a broader communication strategy encompassing various and diverse communication channels and tools.

### 6.5.1. Social Media Strategy

The Detailed Social Media strategy on EU level was developed in collaboration with external social media expert and discussed at WG2 working group at the end of January 2024, feedback was gathered on two virtual meetings and via email. It was further co-created by the WP2 WG members and the external social media expert. Table 4 presents the communication/messaging matrix that was used by the PERCH Social Media Strategy. Final version in Annex 12.

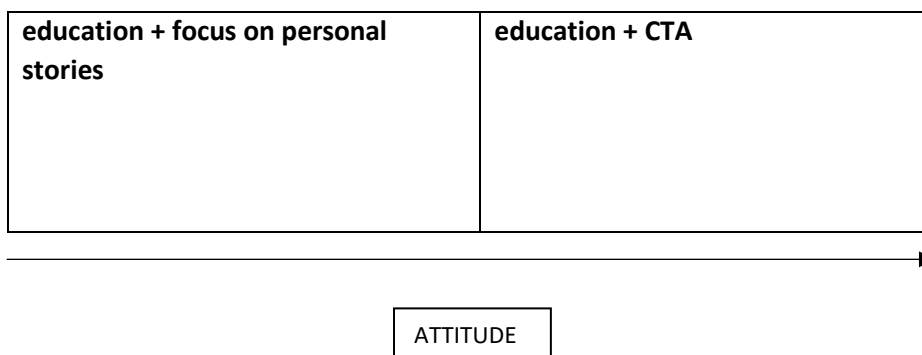
Key messages for parents and adolescents/youth were being developed as a part of a Social Media Strategy. Draft in Annex 7. They were further improved by consortium members within WP2 WG. It was collectively agreed that the draft messages would be tested through an online survey conducted among WP2 stakeholders. Following this, each country had the opportunity to adapt the final messages to their local languages and cultural contexts as needed and integrate them into their national HPV communication strategies. A summary of the highest-rated key messages is included in Annex 14.

A Social Media toolkit was developed to assist the PERCH project and partners in effectively disseminate HPV related content on different social media platforms. Annex 13

PERCH partner countries were encouraged to adjust social media strategy, key messages and toolkit to their national context and include them within their *National HPV communication strategy/plan* and their HPV vaccination campaigns.

**Table 4.** Communication/messaging matrix.

|                                                                                                                                                                            |                                  |                             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|-----------------------------|
| <div style="border: 1px solid black; padding: 5px; text-align: center;">AWARENESS</div> <div style="border-left: 1px solid black; height: 100px; margin-left: 5px;"></div> | <b>focus on personal stories</b> | <b>call to action (CTA)</b> |
|                                                                                                                                                                            |                                  |                             |



### 6.5.2. PERCH X (Twitter) account

- X account was launched during the PERC kick-off meeting on 5. 12. 2022.
- X account name: **@HPVprojectPERCH**
- An X network is used as a central social medium to spread short news and information related to the PERCH project and HPV vaccination related news in the EU Member States among PERCH consortium members and key national and international stakeholders.
- Three types of contributions are published on the PERCH X profile:
  - Announcements of news from the PERCH website (tweets related to WP work and deliveries, related to the CD list of WP deliveries (WP leaders with the help of national WP2 WG contacts)
  - Short online messages from events
  - Re-tweeted contributions from other profiles.
- WP2 WG and consortium member's engagement was anticipated.
- 

Other social media and platforms will be used on national levels since the target population for HPV vaccination are AYA and their families.

*Annex 4:* Relevant X (Twitter) profiles for communication about the project PERCH

## 6.6 Events and publications

Partners are encouraged to organise and attend events and publish content related to the PERCH project and HPV vaccination within their country and beyond. International events and publications were discussed in the Steering Committee. Partners report CD activities in CD reporting tool.

### 6.6.1. Guidelines for publishing PERCH content and organising events

- It is in project's interest to publish contents that add to PERCH project visibility, increases HPV vaccination coverage across Europe and lowering of gaps in HPV vaccination coverage between the countries.
- PERCH members and WP group leaders are encouraged to engage in national and WP-related communication and dissemination activities, including publishing and organising events. They do not need to announce their activities to the PERCH steering committee. They will report their activities periodically on their WP2 request via the PERCH CD reporting tool.
- All suggestions that exceed the work of one WP or country should be first discussed with the relevant WP leader, who presents the suggestion to the PERCH Steering Committee. The



suggestion should include the proposed journal, title, authors, contents, deadline, and pros and cons.

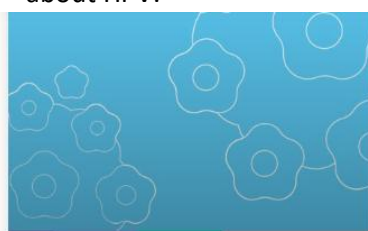
- PERCH Steering Committee will discuss such proposals at the regular meetings to coordinate suggestions in a meaningful way.
- Same guidelines apply for organising an event related to PERCH or presenting PERCH at the event.

## 6.7 Press releases, interviews

If the activities are directly linked to the project, or if the project is mentioned at an event of wider interest to the general public, then it makes sense to write a press release and send it to the media. Partners are also encouraged to respond to media invitations for interviews or statements. Partners report these activities in the CD reporting tool.

## 6.8 Repository of best practices and tools

- PERCH repository represents a source of best practices and tools in the field of communication about HPV.



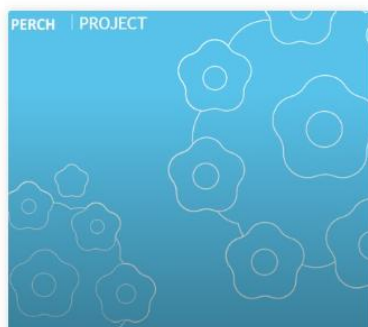
Communication and  
Dissemination plan



Download Infographics



Evaluation Plan



GUILD



Newsletters



Promotion Materials

- All public PERCH documents are added to the [website Repository](#) once confirmed by EC. Communication and dissemination plan and Evaluation plan are already published. In the first year, we also added infographics, a leaflet in 16 languages, a newsletter and the HPV Vaccination Guild section with informative materials from the first webinar. We collaborate with related projects to share materials.
- *Level of sensitivity:* public repository is accessible via the PERCH website, WP-related repositories are sensitive and are accessible by consortium member via Teams channel.

## 6.9 HPV vaccination guild

The HPV Vaccination Guild aims to share knowledge, experience, best practices, and lessons learned among HPV vaccination supporters through workshops and webinars. Participation is voluntary and all project partners are invited, as well as other national and international experts, European and international projects, organisations, and initiatives working in this field.

The first HPV Guild meeting was held in October 2023, attracting 146 participants from 23 countries. The evaluation survey was completed by 51% of participants from 16 countries, representing diverse professional backgrounds: health sector (59%), professional and scientific societies (11%), authorities and public administration (9%), NGOs (9%), industry (8%), and the education sector (4%). Among them, 62% were directly or indirectly involved in planning or implementing HPV vaccination communication at the national level. The event received an average rating of 4.4 on a scale of 1 (unsatisfactory) to 5 (excellent). 97% of participants found the webinar relevant to their work, and 95% agreed it was presented in an understandable manner. Notably, 78% expressed interest in attending such meetings at least quarterly, and 56% indicated that it would be valuable and feasible to participate in a closed, online network of HPV vaccination supporters to share information, experiences, and expert lectures. Participants were also invited to propose future presenters for upcoming webinars.

The second HPV Guild meeting was held in November 2024 (Communication strategies for HPV vaccinations in Sweden). In addition to the official HPV Guild events, it became evident throughout the project that **the regular WP2 Working Group meetings** themselves served as a continuous platform for peer-to-peer knowledge exchange among partners. These online meetings, held almost monthly, were a core element of the collaborative learning environment within PERCH. Video recordings of these sessions are available on the project's MS Teams platform. Furthermore, **the final in-person exchange of national HPV communication strategies, good practices and lessons learned during the events within General Assembly in Rome (11 – 13 June 2025)** exemplified the spirit of the Guild—an active stakeholder network exchanging experiences, showcasing national achievements, and supporting each other. Altogether, the HPV Guild within PERCH evolved into a living network of stakeholders jointly committed to improving HPV vaccination communication across Europe.

## 6.10 National HPV communication strategies

The first specific objective of the Joint Action PERCH is to improve capacities of members states (MSs) to plan and implement HPV vaccination campaign by sharing knowledge and experience. Some countries, especially those with high HPV vaccination coverage and/or already high capacities, expressed the concern that it is not relevant for them to increase their capacity or perform a campaign, but they are willing to share their experience and knowledge within the PERCH consortium and beyond. This concern very likely also reflect in the evaluation of relevance of WP2 tasks, performed in WP3. The WP2 leader suggested to Steering Committee to address this request. As decided at PERCH Steering Committee, 11.12.2023 GA in Rome, by the end of the JA, each country, based on its capacities, will at least perform one of the following activities:

- **Launch a National HPV Vaccination Action (T4.6)**
- **Pilot an HPV Vaccination Action (T4.6)**
- **Develop a National HPV Communication Strategy (T2.4)**
- **Share their Experience (T2.4)**

Country can opt-in for more than one activity on voluntary basis.

#### Definitions in the framework of the JA PERCH

- A **National HPV Vaccination Action** is any intervention carried out by a PERCH partner aimed at increasing the HPV vaccination coverage at national level. The action itself can be conducted at local, regional, or national level depending on the needs and available resources of each country.
- An **HPV Vaccination Pilot Action** is a small-scale intervention, either at the subnational level or targeting a specific at-risk population.
- A **National HPV Communication Strategy** aims to improve communication about HPV vaccination in order to increase HPV vaccination coverage.
- For the MSs that already have a good HPV communication strategy, this task will be an opportunity to **share their experience** with other MSs.

If a country has chosen to launch a National HPV Vaccination Action or to pilot an HPV Vaccination Action, that was done in collaboration with WP4. If the country has chosen to develop a National HPV Communication Strategy or share their experience, that was done in collaboration with WP2.

Partners that have received a budget for actions/campaigns (T4.6) are Estonia, Greece, Hungary, Italy, Poland, Slovakia and Slovenia; they had to choose at least the National HPV Vaccination Action or an HPV Vaccination Pilot Action.

Countries' decisions regarding participation in Task 2.4 by 2.2.2024:

- Countries that develop the National HPV communication Strategy: Croatia, Czech Republic, Estonia, Hungary, Lithuania, Romania, Slovenia.
- Countries that shared their experiences: Norway, Sweden, Estonia and Slovenia.

## 7. Internal evaluation of WP2

The evaluation of the WP2 includes the accomplishment of the following two key indicators associated to the PERCH specific objective #1 – *To improve the capacities of MSs to plan and implement HPV vaccination campaigns by sharing knowledge and experience*:

- Process indicator: Number of stakeholders from different policy sectors identified at the country level to facilitate dissemination and communication activities.
  - Target: At least 3 stakeholders identified for each country by month 4.
- Outcome/Impact indicator: Number of countries developing a National HPV Communication Strategy.
  - Target: 100% of PERCH participating countries that do not launch or pilot a national HPV vaccination campaign will develop a National HPV Communication Strategy by the end of JA. According to the decision at the PERCH GA in December 2023, this indicator was amended in a way, that countries can either develop National HPV Communication Strategy (T2.4) or Share their Experience (T2.4) or perform National HPV Vaccination Action (T4.6) or HPV Vaccination Pilot Action (T4.6).

- Output indicator: Percentage of stakeholders identified to facilitate dissemination and communication activities that improve their knowledge on how to promote HPV vaccination.
  - Target: At least 80% of the stakeholders identified improve their knowledge on how to promote HPV vaccination.

A stakeholder survey was conducted in June 2025 to assess the extent to which participants improved their knowledge on communication and promotion of HPV vaccination. The results show that **97% of respondents reported either a strong or moderate improvement in their knowledge**, with 52% stating their knowledge “strongly improved” and 45% indicating it “rather improved.” Only one respondent (3%) reported minimal improvement, and none reported no improvement. These findings demonstrate that the target—at least 80% of identified stakeholders improving their knowledge—has been successfully achieved. As of 30 June 2025, a total of 29 responses have been collected.

The evaluation of the WP2 is guided by WP3 according to the Project Evaluation Plan (D3.1). List of Key Process Indicators (KPI) was developed in collaboration with WP3 to evaluate dissemination and communication activities and use of tool in WP2 (Table 5).

A reporting tool for Communication and dissemination activities was developed in collaboration with the participating partners of the project. It consists on an Excel table with predefined columns to be filled by each partner and by WP leaders reported back to WP2 (Annex 8). Detailed final list of reported activities (1.11.2023–30.6.2025) is in Annex 15.

### Internal WP2 evaluation results

- a) Results of internal evaluation of WP2 activities and use of tools is presented in Table 5. Results are preliminary, since the project will end at the end of August 2025. For example, at least one more newsletter will be sent.

**Table 5.** Internal evaluation of WP2 activities and tools.

Legend: \*Nr of people reached was reported in 230 out of total 336 activities.

| Communication and dissemination activities and tools                                                                                                 | KPI                                                                                                                 | Results in the reporting period (1.11.2023-30.6.2025) |
|------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|
| Communication activities as reported in the periodic/final report, gathered by the PERCH CD reporting tool<br><br><i>Reference: Annexes 8 and 15</i> | Nr of all activities                                                                                                | 336                                                   |
|                                                                                                                                                      | Nr of dissemination activities<br>(e.g. presentations, conferences, meetings, workshops, lectures, trainings)       | 142                                                   |
|                                                                                                                                                      | Nr of communication activities<br>(e.g. website news, interviews, media articles, social media, radio, newsletters) | 152                                                   |
|                                                                                                                                                      | Nr of CD activities at international and European level                                                             | 54                                                    |
|                                                                                                                                                      | Nr of CD activities at national, regional and local level                                                           | 319                                                   |



|                     |                                                                                               |           |
|---------------------|-----------------------------------------------------------------------------------------------|-----------|
|                     | Nr of people reached*                                                                         | 1,457,403 |
| Project leaflet     | Nr of languages the leaflet is translated into                                                | 17        |
|                     | Nr of leaflet variants available in PERCH repository (long, short, language)                  | 26        |
|                     | Nr of leaflets printed in English language                                                    | 500       |
|                     | Nr of leaflets delivered in meetings or events                                                | 600       |
| Project website     | Nr of unique users                                                                            | 8.816     |
|                     | Rate of new visitors (%)                                                                      | 105%      |
|                     | Bounce rate (%)                                                                               | 45%       |
|                     | Engagement rate (%)                                                                           | 48%       |
|                     | Nr of pages visited per session                                                               | 2         |
|                     | Nr of news and events                                                                         | 28        |
| Repository, public  | Nr of categories in the repository                                                            | 10        |
|                     | Nr of the items in the repository                                                             | 61        |
|                     | Nr of views or downloads                                                                      | 624       |
| Infographics        | Nr of infographics developed                                                                  | 32        |
| Key messages        | Nr of key messages developed for increasing project visibility and positioning                | 3         |
|                     | Nr of key messages developed for engaging the stakeholders                                    | 4         |
|                     | Nr of key messages developed for raising awareness among parents and adolescents/young adults | 20        |
| Stakeholder mapping | Nr of countries that mapped stakeholders (of all participating countries)                     | 17/17     |
|                     | Nr of countries that performed in-depth stakeholder mapping (using the online tool and guide) | 15/17     |
|                     | Nr of stakeholders mapped                                                                     | 281       |
| Newsletter          | Nr of newsletter produced                                                                     | 4         |
|                     | Nr of recipients                                                                              | 308       |
|                     | Open rate                                                                                     | 35%       |

|                                 |                                                                                               |        |
|---------------------------------|-----------------------------------------------------------------------------------------------|--------|
| PERCH X/Twitter                 | Nr of followers                                                                               | 91     |
|                                 | Nr of posts/tweets                                                                            | 45     |
|                                 | Nr of total views                                                                             | 11,937 |
|                                 | Nr of impressions                                                                             | 4,317  |
|                                 | Nr of mentions                                                                                | 72     |
|                                 | Nr of engagement                                                                              | 209    |
| Vaccination Guild               | Nr of guild meetings                                                                          | 17     |
|                                 | Total number of speakers                                                                      | 46     |
|                                 | Total number of participants                                                                  | 400    |
|                                 | Nr of countries per webinar (average)                                                         | 15     |
| National communication Strategy | Nr of National communication plans produced                                                   | 6      |
|                                 | Nr of countries sharing the experience regarding national communication about HPV vaccination | 18     |

## b) WP2 evaluation survey

The survey was conducted in June 2025 as part of the evaluation framework for Project PERCH. The primary objective was to assess progress on a key output indicator related to improved stakeholder knowledge in the communication and promotion of HPV vaccination:

- Output Indicator: Percentage of stakeholders identified to facilitate dissemination and communication activities who improve their knowledge on how to promote HPV vaccination.
- Target: At least 80% of the identified stakeholders show improvement in their knowledge.

In addition to knowledge improvement, the survey explored enhancements in communication-related skills. It also aimed to identify which PERCH project activities, resources, and tools were perceived as most useful by stakeholders.

To achieve this, a targeted survey was administered to members of Project PERCH Work Package 2 (WP2), specifically the HPV Vaccination Guild, on June 17, 2025. This analysis includes responses received up to 30 June 2025.

### **Summary of findings**

- The survey assessed the extent to which participants of the WP2 PERCH improved their knowledge and skills related to the communication and promotion of HPV vaccination, and captured their feedback on the utility of the project's interventions and materials.



- 97% of responders indicated meaningful **improvement in knowledge** on communication and promotion of HPV vaccination.
- More than 50% of responders indicated they will leverage PERCH WP2 **improvement in the following skills**: Creating/adapting communication materials and messages (75%), Responding to public concerns about HPV vaccination (71%), Designing/updating national strategy documents (57%), Using peer country experiences to guide strategy decisions (54%), Monitoring and evaluating communication efforts (54%), Coordinating multi-stakeholder input into communication plans (50%).
- 75% of responders indicated that peer support (presentations and exchanges with other countries – learning and sharing) was the **most useful activity** in PERCH WP2 supporting their national HPV communication.
- More than 50% of responders indicated the following PERCH WP2 **tools or resources being most useful**: PERCH Guide to HPV Communication Strategies (79%) and the PERCH WP2 Network (HPV vaccination guild) (64%).

### **Description of responders to the survey**

#### *Number of respondents and countries*

The survey was sent to 80 WP2 participants. As of 30 June 2025, **29 responses** (36%) had been collected. Stakeholders from the following countries (16) participated in the survey:

Belgium, Croatia, Czech Republic, Estonia, France, Germany, Greece, Hungary, Italy, Lithuania, Norway, Poland, Slovakia, Slovenia, Spain, and Sweden. No responses were received from Ireland or Romania.

#### *Professional groups*

- Public health authority (55%)
- Medical/clinical/public health (expertise/doctor/nurse) (22%)
- Education/communication expert (14%)
- NGO or civil society organization (0%)
- Other (3%)

#### *Level of engagement in WP2 working group*

**How would you describe your level of engagement in WP2 activities of the PERCH project?**

*(single-choice question)*

- I participated in meetings, workshops, or peer exchanges (45%)
- I was actively involved in developing or reviewing the national HPV communication strategy (31%)
- I followed updates and read materials, but did not actively contribute (10%)
- I had limited or no engagement with WP2 activities (7%)

### **Key Findings by Question**

#### *Knowledge Improvement*

**To what extent has your knowledge on communication and promotion of HPV vaccination improved due to your participation in PERCH WP2 activities? (single-choice question)**

- **52%** reported *strong improvement*.
- **45%** indicated *moderate improvement*.
- **1 respondent (3%)** indicated **minimal improvement**



- **0%** reported **no improvement**

**97% of stakeholders** indicated meaningful (strong or moderate) improvement in knowledge.

#### *Skills Strengthened*

**Which skills or approaches from PERCH WP2 joint action will you leverage in your ongoing or future HPV communication efforts?** (multiple-choice question)

- Most common areas of improved capacity:
  - Creating/adapting communication materials and messages (75%)
  - Responding to public concerns about HPV vaccination (71%)
  - Designing/updating national strategy documents (57%)
  - Using peer country experiences to guide strategy decisions (54%)
  - Monitoring and evaluating communication efforts (54%)
  - Coordinating multi-stakeholder input into communication plans (50%)
  - Planning outreach through media or social platforms (46%)

#### *Usefulness of the WP2 activities*

**Which WP2 activities did you find most useful in supporting your national HPV communication?**  
(up to 2 choices)

- Peer support: presentations and exchanges with other countries – learning and sharing (75%)
- Online meetings/webinars/workshops (43%)
- Drafting support and templates for national communication strategies (32%)
- Engagement of national stakeholders in the field of HPV vaccination and elimination of HPV-related cancers (18%)
- In-person WP2 meeting in Ljubljana, 2024 (18%)

#### *Usefulness of the WP2 tools or resources*

**Which of the following WP2 tools or resources did you find most useful?**  
(up to 3 choices)

- PERCH Guide to HPV Communication Strategies (79%)
- The PERCH WP2 Network (HPV vaccination guild) (64%)
- National HPV communication strategy (43%)
- PERCH Social Media Guide (29%)
- PERCH Key Messages, with selection of top 10 (18%)
- PERCH CANVA tool with templates for adaptation of PARCH infographics and other promotional visuals to different languages and contexts (18%)
- PERCH Key Messages Evaluation tool and methodology (14%)
- PERCH Infographics and visuals (7%)
- Other (4%)

## 8. ANNEX

Annex 1: Stakeholder mapping analysis

Annex 2: PERCH leaflet; Annex 2 bis: PERCH leaflet short version

Annex 3: PERCH communication and dissemination kit (C&D KIT)

Annex 4: Relevant Twitter profiles for communication about the project PERCH

Annex 5: PERCH communication and dissemination Grant Agreement obligatory guidelines

### **Changes to the Annexes:**

Annex 5: PERCH communication and dissemination Grant Agreement obligatory guidelines – link to the website with more official EC emblems added

### **Annexes added in the updated CD plan (29.02.2024):**

Annex 6: PERCH Social Media Strategy Outline

Annex 7: Key messages for parents and adolescents on social media (draft)

Annex 8: PERCH Communication and Dissemination reporting Tool

Annex 9: Communication and dissemination activities as reported by the countries via the CD Reporting Tool, First periodic report

### **Annexes added in the final CD plan (20.06.2025):**

Annex 10: PERCH Guide for National HPV Communication Strategy

Annex 11: PERCH Short Communication Strategy Guide

Annex 12: PERCH Social Media Strategy

Annex 13: PERCH Social Media Toolkit

Annex 14: The best-rated HPV-related key messages for parents and adolescents by medical and communication experts in the field of HPV vaccination

Annex 15: Communication and dissemination activities as reported by the countries via the CD Reporting Tool, Final report