Utilizing Peer Teen Advocates to Increase HPV Vaccination Rates Among Adolescents

2013 Wisconsin Health Improvement and Research Partnerships Forum

Community Partners:

- Medical College of Wisconsin Osteopathic & Gynecology
- Boys & Girls Clubs of Greater Milwaukee
- Think Health Act Now! City of Milwaukee Health Department
Why Peer Educators?

• Research suggests that people are more likely to hear and personalize messages, and thus to change their attitudes and behaviors, if they believe the messenger is similar to them and faces the same concerns and pressures (www.advocatesforyouth.org)
• Reducing Risky Sexual Behaviors among peers
• Positive Role Modeling
• Peer Educators Benefit too!

Recruiting Peer Educators

• Youth at Boys & Girls Club who take initiative at their site or in a specific program (i.e. Stein Scholars) were invited to participate in the project
• Started with 8 Peer Leaders
  • Leaders were asked to recruit a team of up to 6 additional members (Nov-Dec)
    • Some Leaders found this to be the most challenging part.
    • Some Leaders went to friends and family to get a group together.
    • Average number of participants in a group = 5
  • Leaders were given ‘short interviews’ by BGCGM program manager
• All team members receive stipends for their participation
HPV Training

• Successes:
  • Youth ask difficult questions in a safe space
  • Youth share personal experiences with the vaccine
  • Pre/Post Surveys

• Challenges:
  • Scheduling
  • Location (Mardak vs. Club)
  • Transportation

Ideas for the Future:

Have one training per site/group
Not necessary for Peer Leaders to have training twice.
Video Recorded/On-line training
Ask questions via text or tweet.

Planning a Campaign

• Visibility on many levels
  • Brochures
  • Billboard/Poster
  • Public Service Announcements
  • www.itsjust3HPV.org

• Identifying Partners for production of materials
  • Mentor Volunteers all have media & marketing backgrounds
  • Extends learning in the project
    • Career Exploration
    • Job Skills & Readiness
    • Teamwork
Local Artist Dominic Heisdorf

Brainstorming with youth after HPV Trainings
Logo & Brands
Dominic sketches out ideas.
HPV Teams vote on their top choice, make notes of any changes desired.

Logo & Brands
After the Primary Vote: Dominic produces computerized samples of top contenders.
Groups were given a sample brochure
  • Discussed likes/dislikes of sample
  • Discussed what would intrigue someone to pick up a brochure
    • Non traditional folding and styling
    • Avoid too much text/info
      • Youth less likely to read through
St. Joan Antida Group

- Group of 3 females
  - Organized by Program Manager*
  - Sophomore-Senior
  - Meet every other Saturday in public space
  - Status Updates on social media:

- Brochure
  - Non-traditional fold
  - Real stories included.
  - Two doors as cover
    - House & Clinic

St. Joan Antida’s Final Brochure
Stein Scholars Group

- Group of 4 females
  - All juniors & participants of Stein Scholars, a college readiness program at BGCGM
  - All attend non MPS schools
  - Meetings in a public space, every other Monday with Mentors

- Brochure
  - Made to look like a smart phone
  - Fan Fold
  - 6 screens for info; 8 screens total
    - Home Screen
    - Messages between boy/girl
    - Social Media
    - Web Search (what is HPV?)
    - Event reminder (shot series)
    - Mapping locations
    - Instagram
    - Back Cover (logo)
Billboards & Posters
Mentors:
Matt Larson
Bryan Padovano

- Groups reviewed other HPV ads from Google Image search
- Brainstorming ideas based on reactions to other’s projects
  - Imagery
  - Wording/catch phrase
- Reviewed strong local Ad campaigns (i.e. BabyCanWait ads) worked on & created by Mentors
- Less is more for this category

Mary Ryan Group
- Group of 2 males & 4 females
  - Long-time members of Mary Ryan
  - Freshman-Juniors
  - Meetings at the Club
- Billboard
  - Dueling images
  - Will need photographer
  - Computer Software to change images
  - Still needs a catch phrase
Mary Ryan’s Final Billboards

North Division Group

- Group of 3 females
  - Freshmen/Sophomore
  - Meet weekly at CLC
    - Distractions during meetings slow progress
    - Had 2 weeks off due to MPS being out
- Billboard
  - Brainstorming a challenge
  - Tattoo pain vs. shot pain
  - Someone with vaccine vs. someone without
  - Call to action - go get the vaccine
  - Superhero killing off disease as vaccine
Groups watched various PSA’s either on HPV or other topics
Discussed which videos were successful
Each group completes a storyboard- mapping out their ideas
Require a #tagline for last screen image in the video
Brainstormed ideas related to
• Audience
• Messaging
• Creativity

Public Service Announcements
Mentors:
Dominic Mertens-Pellitteri
Bryan Padovano
Matt McNulty
Videographer:
Tony Cole (Park Hill Multimedia)
LaVarnway Group

- Group of 2 males & 3 females
  - Relatives of Team Leader
  - Scheduled for Bi-weekly meetings at the Club
  - Freshmen-Junior

- PSA
  - Using humor
  - Persuade people to get vaccinated
  - Intended audience - High school
    - Secondary audience - parents

#get3worryfree
Pieper-Hillside Group

- Group of 6 females & 1 male
  - Leader did 2 rounds of recruiting with assistance of mom
- Freshmen-Senior
- Meet bi-weekly at public space

- PSA
  - Spin off the ‘Shots’ song by LMFAO
  - Make a fun video to engage audience
    - Intended to appeal to high school age youth
Preliminary Results & Next Steps...
All HPV Youth, Mentors, Program Partners

Survey Monkey: Social Media Survey
Total Started: 71
Total Completed: 47
Completion Rate: 66.2%
And the Winners Are...

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<th>HPV Brochure</th>
<th>Web-site Votes</th>
<th>Poll Everywhere Votes</th>
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<td>43</td>
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<tr>
<td>Hillside</td>
<td>58/5</td>
<td>25</td>
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Visibility in the Community

Upcoming Events:

- Sept. 17th
  - Healthier Wisconsin Partnership Program
    - 7th Community Engagement in Research Conference
- Sept. 19th
  - 2013 Milwaukee Health Department Immunization Symposium (Exhibitor)
- Oct. 22-25th
  - Exhibitor at Healthy Teen Network Conference
    - Savannah, GA
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