

Utilizing Peer Teen Advocates to Increase HPV Vaccination Rates Among Adolescents

2013 Wisconsin Health Improvement and Research Partnerships Forum

Community Partners:



BOYS & GIRLS CLUBS
OF GREATER MILWAUKEE



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

Branding the Groups: Logo Development

Local Artist Dominic Heisdorf

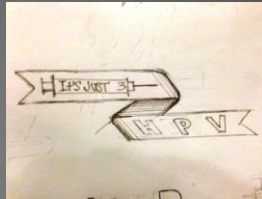
Logo & Brands

Brainstorming with youth after HPV Trainings



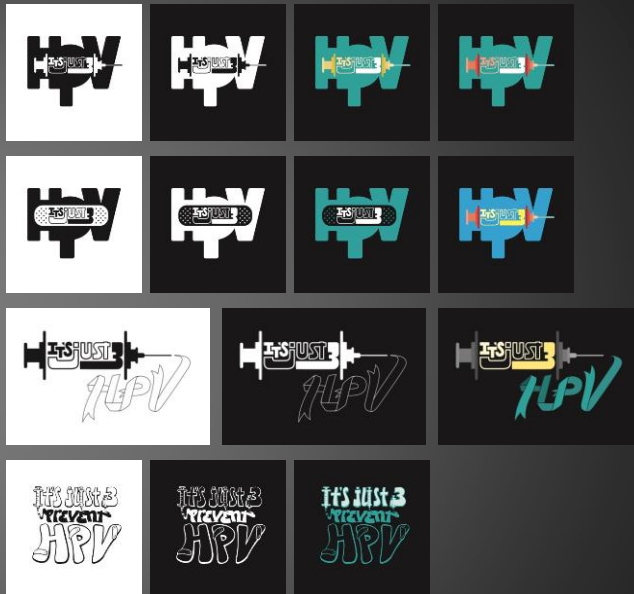
Logo & Brands

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.



HPV Campaign by Groups:

St. Joan Antida-Stein Scholars-North Division-Mary Ryan-Pieper Hillside-LaVarnway

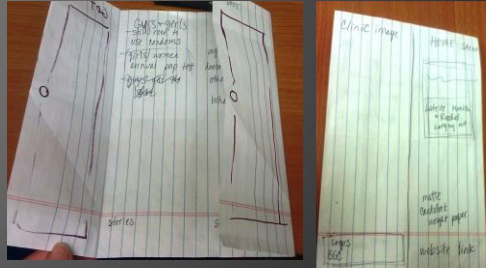
Brochures

Mentors:
Matt Larson
Bryan Padovano
Dominic Mertens-
Pellitteri

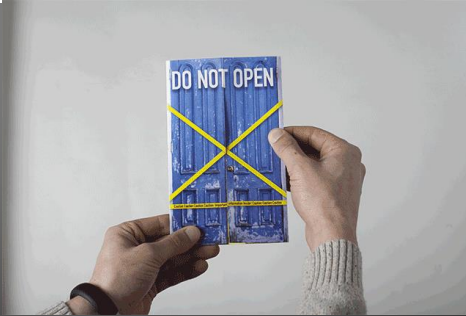
- Groups were given a sample brochure
 - Discussed likes/dislikes of sample
- Discussed what would intrigue someone to pick up a brochure
 - Non traditional folding and styling
 - Avoid too much text/info
 - Youth less likely to read through

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

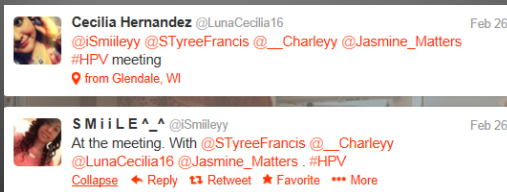


St. Joan Antida's Final Brochure

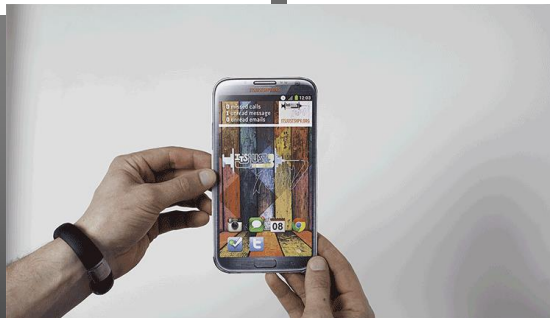


Stein Scholars Group

- 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)



Stein Scholar's Final Brochure



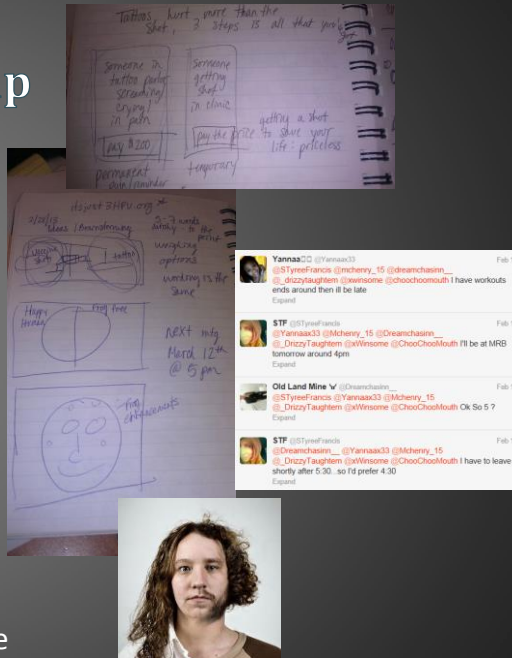
Billboards & Posters

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



North Division's Final Billboards



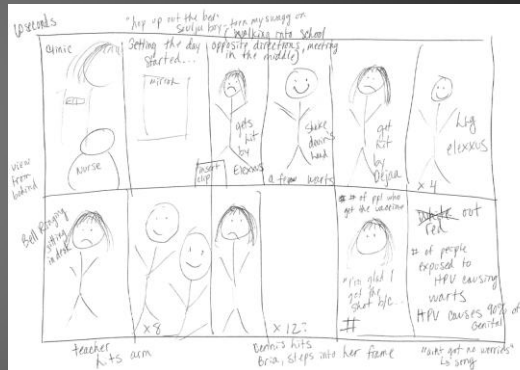
Public Service Announcements

Mentors:
 Dominic Mertens-Pellitteri
 Bryan Padovano
 Matt McNulty
 Videographer:
 Tony Cole (Park Hill Multimedia)

- 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

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

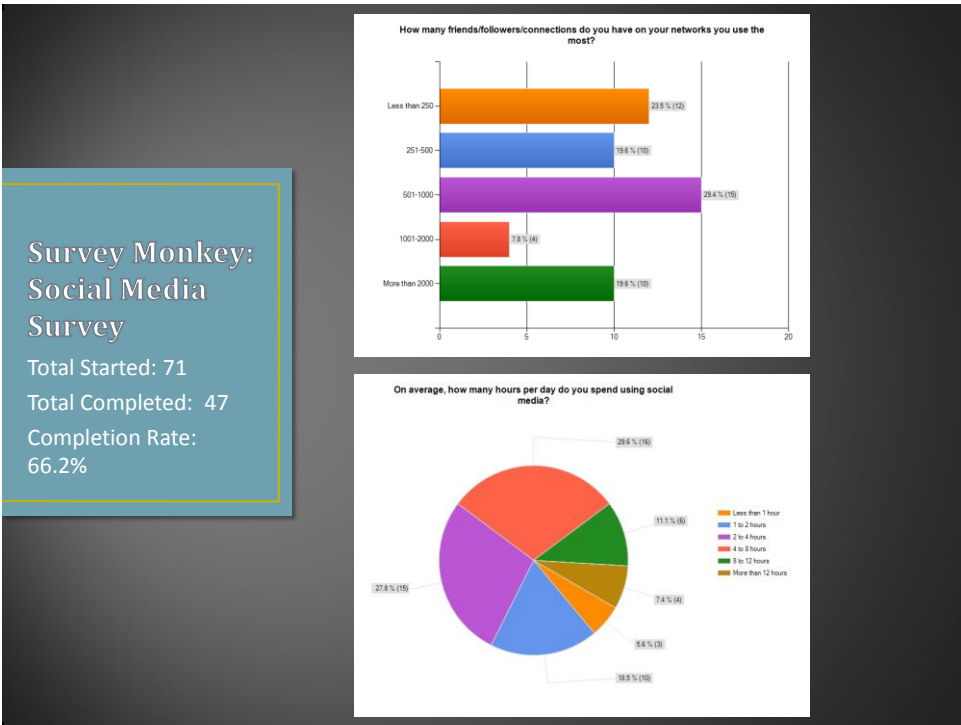
Pieper-Hillside Group

- 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

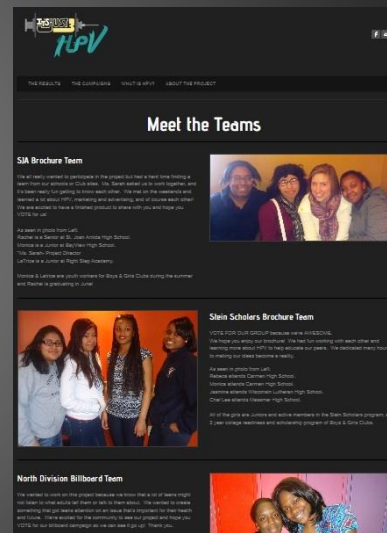
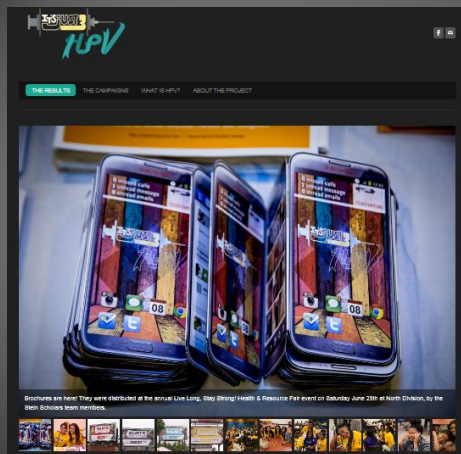


And the Winners Are...

HPV Brochure	Web-site Votes	Poll Everywhere Votes	Total
St. Joan Antida	21	19	40
Stein Scholars	64	43	107*
HPV Billboard	Web-site Votes	Poll Everywhere Votes	Total
Mary Ryan	141	31	172*
North Division	48	33	81
HPV PSA	Web-site/YouTube Votes	Poll Everywhere Votes	Total
LaVarnway	65/0	9	74
Hillside	58/5	25	83*



itsjust3HPV.org



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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