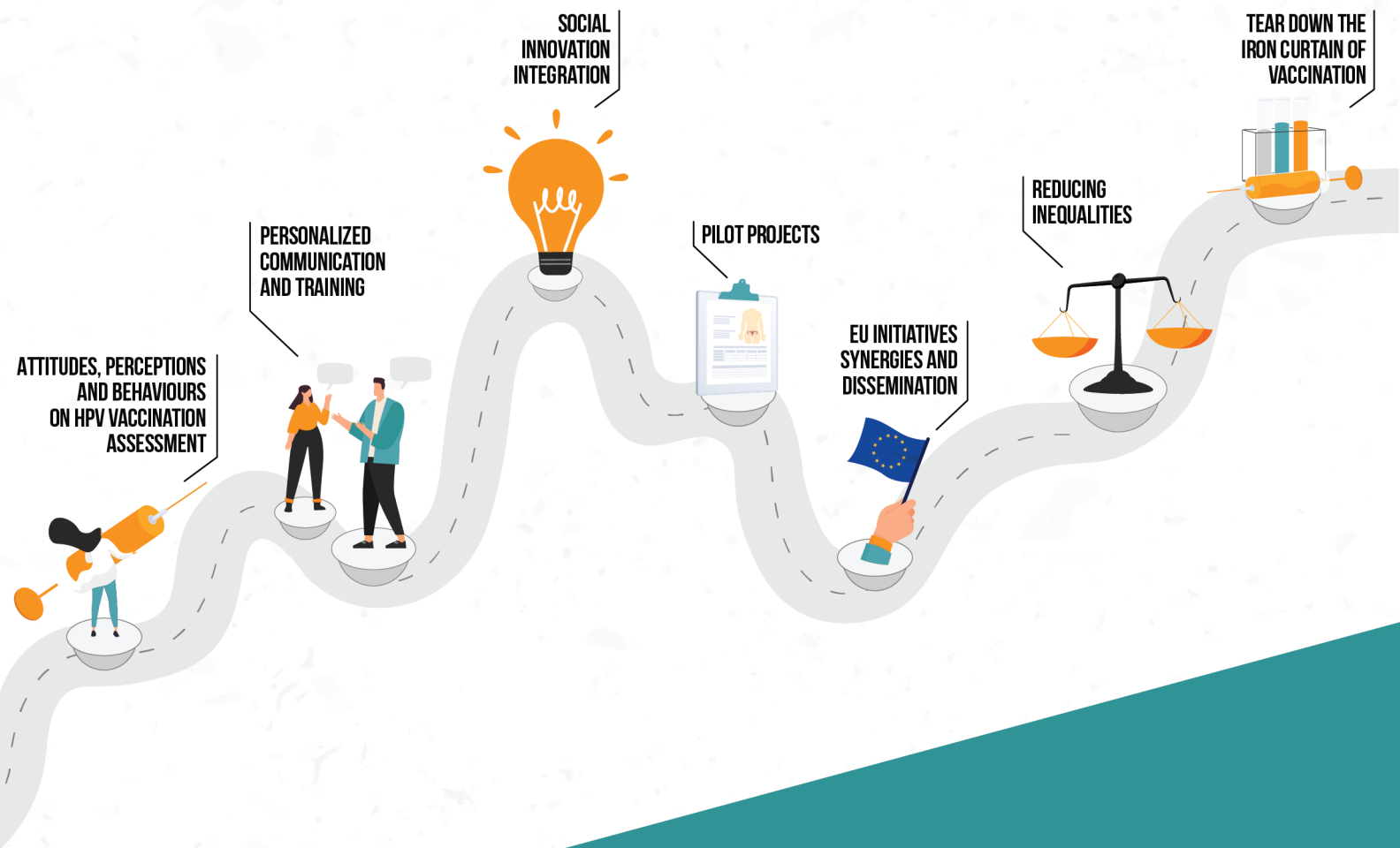




D1.2. Quality assurance and new opportunities identified

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Quality Assurance and New Opportunities Identified

1. Introduction

The *ReThinkHPVaccination* project aims to reduce inequalities in HPV vaccination rates through personalized communication, training, and social innovation. By leveraging insights into behavioral health determinants, the project ensures targeted interventions that resonate with diverse populations. This report outlines the quality assurance measures implemented throughout the project and explores new opportunities for utilizing project results while engaging external experts to achieve sustainable outcomes.

2. Quality Assurance Strategy

2.1 Overview of Quality Assurance Measures

Quality assurance plays a pivotal role in ensuring the project achieves its objectives effectively. The strategy is built around evidence-based communication, structured training, and collaborative stakeholder engagement. The *HPV Vaccination Behavior Matrix* serves as a core tool, categorizing influencers at micro, meso, and macro levels, including family members, friends, community leaders, educators, healthcare providers, media, and policymakers. Cultural and behavioral aspects specific to Central and Eastern Europe have been integrated to enhance message acceptance. Regular stakeholder reviews ensure that communication strategies remain aligned with real-world needs and feedback.

The training component includes a modular curriculum tailored for healthcare workers, teachers, and community influencers. The program was piloted in Argeş and Vrancea counties, regions with historically low HPV vaccine uptake. Training content is continuously refined based on participant feedback and pre- and post-training assessments, ensuring that it remains relevant and effective. Stakeholder collaboration has been instrumental in streamlining message delivery. The project has partnered with national and regional health authorities, NGOs, and civil society organizations to enhance outreach and credibility, while also aligning with European-level health policy objectives.

2.2 Monitoring and Evaluation (M&E)

Monitoring and evaluation tools ensure that the project delivers high-quality outcomes. Key performance indicators, such as vaccination literacy rates, stakeholder engagement numbers, and participant satisfaction from training events, provide measurable benchmarks. Structured interviews, surveys, and focus groups conducted at critical milestones help gather insights to refine the approach. Quantitative and qualitative data collected before and after interventions offer a clear picture of the project's impact, guiding future refinements.

2.3 Risk Management

The project incorporates risk identification and mitigation strategies to address potential challenges. A key concern is misinformation and vaccine-related fake news, which are countered through targeted messaging and trusted sources. Cultural resistance to vaccination is another hurdle, managed through tailored communication that resonates with local beliefs and attitudes. Ensuring logistical support for training and the distribution of communication materials is also a priority, requiring proactive coordination with relevant stakeholders.

3. New Opportunities for Project Results Exploitation

3.1 Knowledge Centre on HPV Vaccination

The project's virtual Knowledge Centre serves as a central repository for training materials, communication strategies, and best practices. Future opportunities include expanding accessibility to international NGOs, governments, and healthcare professionals in regions with low HPV vaccination rates. Formal collaborations with institutions such as the Joint Research Centre's *Knowledge Centre on Cancer* could enhance resource sharing and impact. Long-term sustainability of the Knowledge Centre will be ensured by securing external funding and institutional support.

3.2 HPV Vaccination Behavior Matrix

The structured approach of the behavior matrix presents opportunities for replication in other health campaigns. The framework can be adapted for vaccination efforts targeting diseases such as influenza or COVID-19. Its cross-border application can extend to countries like Bulgaria, Poland, and Greece, where cultural and behavioral determinants share similarities, allowing for regionally adapted interventions.

3.3 Social Media Campaign Templates

The social media campaigns developed for HPV awareness have the potential to be tailored for broader public health communication. They can be customized to address other vaccination campaigns, ensuring culturally relevant messaging. Further geotargeting can enhance reach and engagement, allowing messages to resonate with specific demographics and regions.

3.4 Combating Misinformation Resources

The guidelines developed for addressing vaccine-related misinformation have applications beyond the project's initial scope. Their integration into national and regional health communication strategies can strengthen public trust in vaccination. Training programs for media professionals and community leaders will equip them with the skills to identify and counter fake news effectively. Beyond vaccinations, these resources can be adapted to address misinformation in other critical health contexts.

4. Engagement of New External Experts

4.1 Identification of Expertise Gaps

To enhance project impact, additional experts are required in specialized fields. Behavioral science specialists with expertise in vaccine uptake determinants can provide deeper insights into influencing public perception. Regional trainers with HPV vaccination advocacy experience are essential for ensuring localized and culturally sensitive training. Digital strategists skilled in designing and implementing effective social media campaigns tailored to specific audiences will further strengthen outreach efforts.

4.2 Strategy for Engaging Experts

The project plans to expand expert involvement through strategic collaborations with European institutions. Engagement with the Joint Research Centre (JRC) will foster integration with broader EU health initiatives. Participation in *Europe's Beating Cancer Plan* implementation activities will provide a platform for scaling best practices. Expanding partnerships with NGOs such as *Europa Donna*, *Think Pink Europe*, and Romanian diaspora groups will strengthen transnational cooperation. Formalizing expert roles through advisory boards and task forces will provide ongoing guidance and ensure sustained project development.

4.3 Current and New Expert Roles

The project currently benefits from national trainers, healthcare professionals, and NGO involvement. To build on this foundation, additional roles will be introduced, including data analysts to evaluate project outcomes and refine strategies based on evidence. Policy advocates will play a crucial role in promoting the adoption of project results at national and EU levels. Communication coaches will be instrumental in training local influencers and leaders to deliver impactful messages effectively.

5. Recommendations and Next Steps

5.1 Enhancing Partnerships

Further strengthening collaboration with EU and international health organizations will facilitate knowledge exchange and the sharing of best practices through joint events, publications, and shared resources. Securing additional funding through EU grants and private sector investments will support the expansion and scalability of the project's initiatives.

5.2 Scaling Training Modules

Expanding the reach of training curricula requires translation and localization efforts to ensure accessibility for diverse linguistic and cultural groups. Training trainers in new target countries will enable the replication of the pilot project's success and ensure sustained impact.

5.3 Combatting Misinformation

Enhancing media partnerships will be critical to amplifying anti-misinformation campaigns. Expanding outreach through diverse media channels will strengthen public confidence in HPV vaccination. Equipping local community leaders with evidence-based tools and

communication strategies will enable them to address misinformation effectively at the grassroots level.

5.4 Sustaining Impact

Ensuring the long-term viability of the Knowledge Centre and other project resources will require establishing funding strategies through partnerships with public and private entities. Developing mentorship initiatives will support NGOs and civil society organizations in independently implementing project strategies, fostering long-term sustainability.

6. Conclusion

The *ReThinkHPVaccination* project has established strong quality assurance measures, laying a robust foundation for impactful and sustainable outcomes. By leveraging new opportunities for utilizing project results and engaging external experts, the project is poised to make significant strides in eliminating HPV-related cancers across Europe. Continued efforts in collaboration, innovation, and outreach will ensure the long-term success and scalability of this initiative.