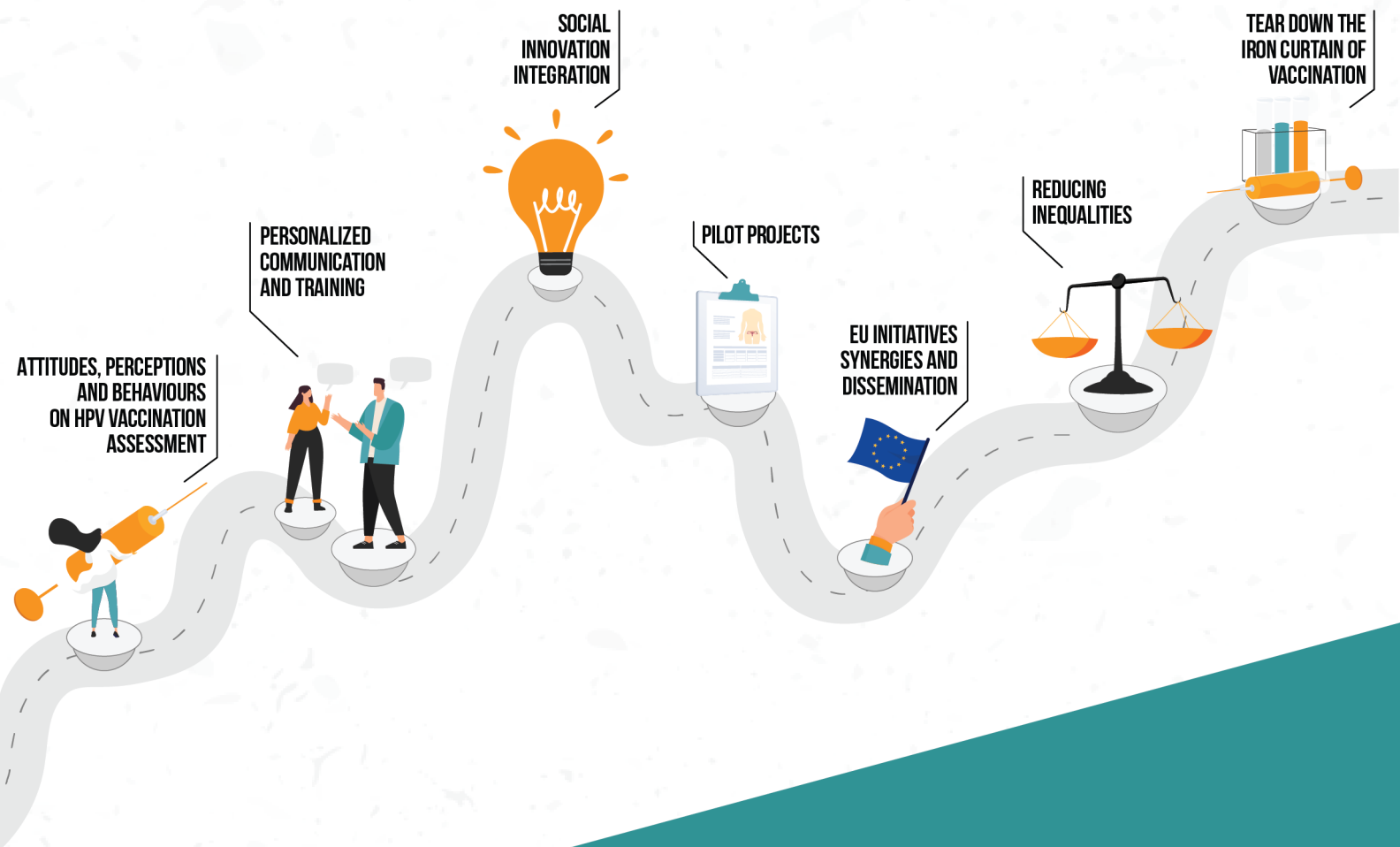




D7.2. Impact and monitoring indicators January, 2025



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Project acronym: ReThinkHPVaccination

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PROJECT DESCRIPTION

The **ReThinkHPV Vaccination Project** successfully addressed inequalities in HPV vaccination across and within European countries by implementing personalized communication strategies and training programs. The project aimed to support EU Member States and widening countries in rethinking and restarting their HPV vaccination campaigns, bringing them closer to achieving **Europe's Beating Cancer Plan** and the **Cancer Mission objectives** related to HPV vaccination and cancer prevention.

One of the primary challenges the project tackled was the **lack of proper communication and training** for HPV vaccination in countries with low vaccination rates. By analyzing citizens' perceptions and attitudes towards HPV infections, the project demonstrated that vaccination rates could be significantly improved through **personalized knowledge-sharing, social innovation, and targeted behavioral interventions**.

Implementation Approach

The project utilized a **three-dimensional HPV vaccination behavior matrix** to guide interventions at multiple levels:

- **Micro-dimension:** Engaging family members and close friends who influence vaccination decisions.
- **Meso-dimension:** Mobilizing community influencers, such as religious leaders, family doctors, and local officials, particularly in rural areas.
- **Macro-dimension:** Leveraging traditional and social media to amplify pro-vaccination messages at national and international levels.

Achieved Objectives

The **ReThinkHPV Vaccination Project** successfully achieved its specific objectives, exceeding several of its original targets. By combining **personalized communication strategies, training programs, and international knowledge-sharing**, the project **contributed to increasing HPV vaccination awareness and uptake across multiple countries**.

Achieved general objectives

- 1) Providing Evidence-Based Knowledge**
 - Developed and shared tailored communication strategies for countries with low HPV vaccination rates.
 - Engaged with national and international stakeholders to improve campaign effectiveness.
- 2) Combating Misinformation & the Infodemic**
 - Published and disseminated guidelines on tackling vaccine misinformation.
 - Reached a wide audience through TV, radio, and online media (e.g., X media outlets covered the initiative).
- 3) Training of Key Actors**

- Conducted 1 national training sessions and 12 county workshops for vaccination advocates.
- Trained 403 key stakeholders, including healthcare professionals, community leaders, and policymakers.

4) Implementation of Pilot Project in Romania

- Increased HPV vaccination literacy in two disadvantaged regions.
- Measured and documented improvements in public awareness and acceptance.

5) International Knowledge Dissemination

- Shared findings and best practices with 8 European and non-EU countries.
- Organized 3 international knowledge-sharing events.

6) Engagement with European Institutions

- Collaborated with the Joint Research Centre and contributed to the Knowledge Centre on Cancer.
- Strengthened Europe-wide efforts to improve HPV vaccination rates.

Achieved specific objectives

1) Development of a Virtual Knowledge Centre on HPV Vaccination

- A virtual Knowledge Centre was successfully developed to provide accessible, evidence-based resources on HPV vaccination, specifically targeting countries with low vaccination rates.
- The platform was designed in synergy with the Knowledge Centre on Cancer, ensuring alignment with EU-wide initiatives.

2) Creation of a Personalized Communication Strategy for Romania

- A personalized communication strategy was developed, tailored to the specific challenges and needs of Romania.
- The HPV vaccination behavior matrix was created, mapping micro, meso, and macro influences on vaccination decisions.
- Feedback from national and regional authorities confirmed the strategy's effectiveness in shaping HPV vaccination campaigns.

3) Combating Fake News & the Infodemic Around HPV Vaccination

- A comprehensive guideline on combating HPV vaccine misinformation was developed and widely disseminated.
- A handbook on tackling vaccine disinformation was launched via an online media event.
- The campaign successfully gained coverage in 4 national TV stations, 3 radio broadcast, and over 30 online articles, reaching an audience of over 1,000,000 people through traditional and social media channels.

4) Development and Delivery of Training Courses on Personalized HPV Vaccination Communication

- Training courses were designed and implemented, based on the HPV vaccination behavior matrix.

- Feedback from national and international NGO representatives indicated a high satisfaction rate with the training content and delivery.

5) Selection and Training of Romanian-Speaking Trainers

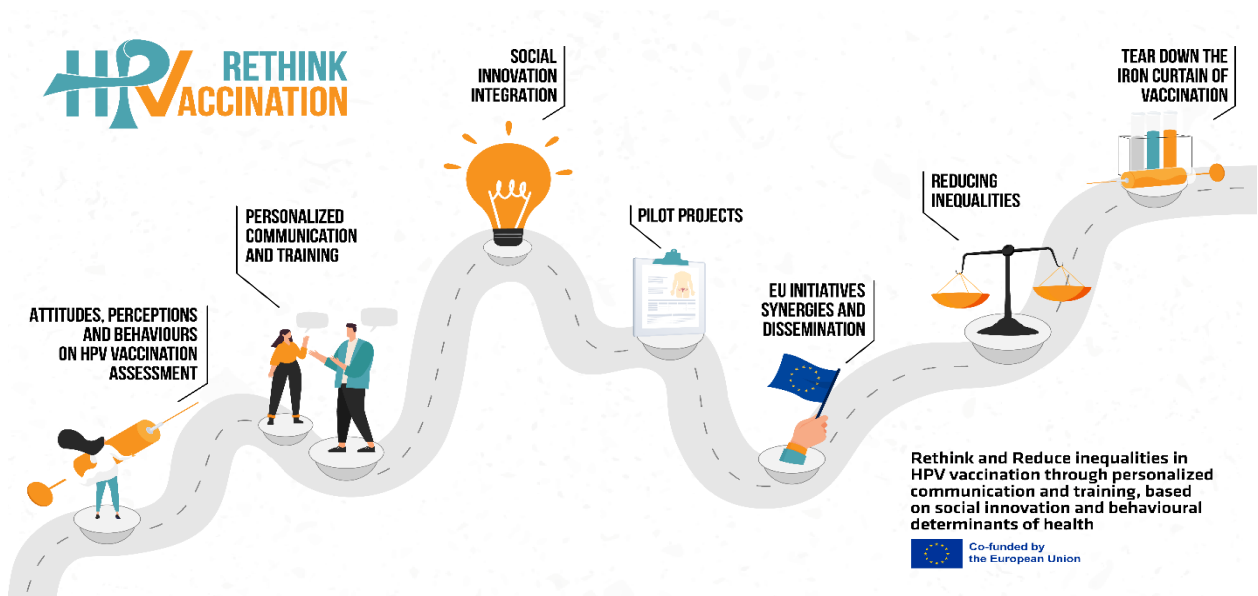
- A structured training-of-trainers (ToT) program was implemented, equipping vaccination advocates with the necessary skills and knowledge.
- A total of 64 county representatives from Romania and representatives from Moldova were successfully trained, achieving the project's target.
- Training sessions focused on effective communication strategies, addressing vaccine hesitancy, and engaging with key community stakeholders.

6) Training of Vaccination Leaders in the Pilot Project

- The pilot initiative was launched in two disadvantaged regions of Romania to assess the impact of training interventions – Vrancea and Argeş counties
- A total of 12 training courses were conducted, reaching 339 vaccination leaders, including healthcare workers, educators, and community leaders.
- Pre- and post-training assessments demonstrated a significant increase in HPV vaccination literacy and a higher willingness to recommend vaccination.

7) Engagement with NGOs & Online Knowledge Dissemination

- Three international knowledge-sharing events were organized, bringing together NGOs and representatives from countries with low HPV vaccination rates.
- The events facilitated the exchange of best practices, challenges, and strategies for improving HPV vaccination uptake.



INDICATORS

Number of training courses organized

Baseline	Target	Achieved	Means of verification
0	12	12	D5.1. Report on the trainings held

The training sessions were designed to equip healthcare and social practitioners, including health assistants, physicians, health mediators, and social assistants, with the knowledge and tools to effectively discuss HPV vaccination and address related challenges. The objectives of the training were:

- To enhance understanding of HPV, its associated health risks, and the benefits of HPV vaccination.
- To strengthen communication skills for discussing HPV vaccination with patients and the general public.
- To provide strategies for debunking myths and misinformation about HPV vaccination.
- To foster collaboration among healthcare and social practitioners in promoting public health initiatives.

The training sessions, conducted between September and October 2024, included a total of 12 workshops aimed at enhancing the knowledge and skills of healthcare and social practitioners. The workshops focused on key topics related to HPV vaccination, such as understanding the burden of HPV-related infections, effective communication strategies, and dispelling myths surrounding vaccination. Participants were predominantly women, reflecting the gender distribution commonly seen in the medical and social care fields. These workshops were held in collaboration with regional health inspectorates and other institutional partners, ensuring broad reach and impact.

The sessions unfolded as follows:

1. **Introduction and Context Setting:** Participants were introduced to the trainers, each other, and the objectives of the session. The Rethink HPV project was briefly presented to provide an overview of its goals and relevance.
2. **Scientific and Medical Insights:** Dr. Gindrovel Dumitra delivered a detailed session on HPV, the HPV vaccine, and the pivotal role of physicians and other healthcare workers in raising awareness and preventing HPV-related diseases.
3. **HPV Burden Awareness:** Victoria Asanache discussed the significant public health impact of HPV infections and the diseases they cause, highlighting the necessity of vaccination in reducing this burden.
4. **Communication and Myth-Busting:** Associate Professor Dr. Alina Duduciuc led an engaging session on techniques for addressing common concerns and misconceptions about HPV vaccination. Practical methods for effective communication with diverse audiences were emphasized.

Date	No. of participants	County
06.09.2024	30	Vrancea
13.09.2024	20	Vrancea
16.09.2024	21	Vrancea
20.09.2024	22	Arges
23.09.2024	21	Arges
27.09.2024	18	Arges
30.09.2024	19	Arges
04.10.2024	19	Vrancea
07.10.2024	16	Vrancea
14.10.2024	28	Vrancea
21.10.2024	20	Arges
25.10.2024	105	Arges and national
TOTAL	339	

Number of training of trainers organised

Baseline	Target	Achieved	Means of verification
0	1	1	D4.2. Report on the knowledge of the training for counties vaccination representatives

On **June 10, 2024**, the **ReThinkHPVaccination Project** conducted an online training session aimed at enhancing healthcare professionals' knowledge and communication skills regarding HPV vaccination. The training focused on increasing participants' competence in explaining the benefits and safety of the HPV vaccine, addressing vaccine hesitancy, and effectively countering misinformation.

The session covered key topics, including the **scientific background of HPV and its vaccine, the burden of HPV-related diseases, and the critical role of healthcare providers in vaccination advocacy**. Additionally, participants learned evidence-based communication techniques to engage with patients and communities, emphasizing culturally sensitive approaches to dispel myths and misinformation.

The training was attended by **64 participants**, including representatives from **26 counties in Romania and one participant from the Republic of Moldova**. Invitations were extended to all 42 County Health Inspectorates, encouraging institutions to nominate representatives for participation.

Number of people trained

Baseline	Target	Achieved	Means of verification
0	300	403	D4.2. Report on the knowledge of the training for counties vaccination representatives D5.1. Report on the trainings held

The **ReThinkHPVaccination Project** successfully exceeded its initial target of training **300 participants**, achieving a total of **403 trained individuals** across various training initiatives. This overachievement

was made possible through strategic partnerships, expanded outreach, and a strong collaboration with key institutions.

At the **national level**, the **Train the Trainers** program engaged **64 participants**, equipping healthcare professionals and key stakeholders with the knowledge and skills to effectively communicate about HPV vaccination. These trained individuals played a crucial role in disseminating accurate information and promoting vaccine acceptance within their respective regions.

In the **pilot project**, conducted in **Vrancea and Argeş**, a total of **339 participants** attended **12 training sessions**, surpassing expectations due to strong local engagement and the support of the **County Health Inspectorates**. The success of these sessions was reinforced by formal agreements with both organizations, ensuring broad participation and institutional backing.

An unexpected but significant contribution to the expanded reach of the training came from the **Renasterea Foundation’s partnership with the National Administration of Penitentiaries**, which facilitated the training of **90 employees** within the penitentiary system. This additional engagement further broadened the impact of the project, reaching a previously unplanned audience and emphasizing the adaptability of the training model.

Through these strategic collaborations and an increased interest in HPV vaccination training, the project successfully trained **103 more participants than initially planned**, marking a **34% overachievement** of the original target.

Satisfaction rate / feedback of trainees

Baseline	Target	Achieved	Means of verification
0	Medium satisfaction rate	High satisfaction rate	D4.2. Report on the knowledge of the training for counties vaccination representatives

At the end of the course, the participants of the training received a feedback form, 25 participants filled in the form.

The participants were very satisfied with all 3 dimensions included in the final questionnaire: (1) communication with the project team, (2) trainers and the interaction during the course and (3) the general organization of the training.

How much do you agree with...?	Strong and very strong agreement
Communication with the organising team was effective	96%
I received clear information about the event	96%
I received a clear answer to any question addressed to the organising team	96%
The organisers were attentive and offered me support when I needed it	96%
The trainers stimulated thought and discussion	96%
The trainers provided clear information on the subject of the course	96%
The trainers clearly answered the participants' questions	96%
Overall, I am satisfied with the trainers	96%
The workshop programme was well organised	96%

The workshop was of an appropriate length for a good understanding of the information presented	96%
The content of the training session was organised in a logical way	96%
Overall, I am satisfied with this training session	96%

What did you learn from this training?

- ❖ “The importance of early detection of cervical cancer; the importance of prevention”
- ❖ “Cervical cancer patient pathway”
- ❖ “We learned more about how the body's immune response to the HPV vaccine”
- ❖ “Clarified certain aspects of vaccine administration / Certain information related to communication”
- ❖ “Effectiveness of the vaccine for boys and the possibility to vaccinate with Gardasil 9 people who received the previous version of the vaccine”
- ❖ “Patient navigator information, particular aspects of vaccine communication and detailed aspects of HPV infection and HPV vaccination”.

What were the strong points of the training?

- ❖ “The scientific evidence on which the material presented was based, the professional way in which the presentations were made”.
- ❖ “Very good content of the sessions”.
- ❖ “Openness of the organisers to participants and well-structured information”.
- ❖ “Quality of lecturers and materials presented”
- ❖ “The existence of the patient navigator of which I was not aware until now.”
- ❖ “The trainers were real professionals with a lot of case studies”.

Satisfaction rate / feedback of national/regional authorities responsible for human papillomavirus vaccination programmes

Baseline	Target	Achieved	Means of verification
0	Medium satisfaction rate	High satisfaction rate	DD5.1. Report on the trainings held

The feedback from participants demonstrates an overwhelmingly positive evaluation of the training program, with strong and very strong agreement on all aspects assessed. Communication with the organizing team was rated highly, with 98% of respondents indicating that it was efficient, and 99% affirming that their questions were answered clearly. Additionally, participants praised the attentiveness and support provided by the organizers, reflecting a well-coordinated and participant-focused approach. These results indicate that the organizational aspects of the training were handled with exceptional professionalism, contributing significantly to the overall participant satisfaction.

The quality of the training itself received similarly high ratings. Participants expressed strong satisfaction with the trainers, with 98% agreeing that they stimulated discussion, provided clear

information, and answered questions effectively. The course schedule, duration, and logical structure of the content were also rated highly, with 98% agreement in each category. Overall satisfaction with the training session stood at an impressive 98%, highlighting the success of the program in meeting participant expectations. This feedback underscores the effectiveness of both the content delivery and the organizational efforts in creating a positive learning experience.

Table 1. Participants' feedback (final questionnaire)

Feedback	Share of strong and very strong agreement (n=260)
Communication with the organizing team was efficient	98%
I received clear information about the course	98%
I received clear answers to any questions I had for the organizing team	99%
The organizers were attentive and offered support when I needed it	98%
The trainers stimulated thinking and discussion	98%
The trainers gave clear information	98%
The trainers answered participants' questions clearly	98%
Overall, I am satisfied with the trainers.	98%
The course schedule was well organized	98%
The course was of an appropriate duration	98%
The content of the training session was organized in a logical way	98%
Overall, I am satisfied with this training session.	98%

Number of practices taken up by national authorities to complement the national human papillomavirus vaccination programmes

Baseline	Target	Achieved	Means of verification
0	1	1	

The indicator measuring the **number of practices adopted by national authorities** to enhance **human papillomavirus (HPV) vaccination programs** was achieved through a formal **collaboration protocol** signed between the **Renașterea Foundation and the National Administration of Penitentiaries (A.N.P.)**. This agreement institutionalized a **national-level commitment** to integrating **health education and HPV vaccination awareness** into the penitentiary system, contributing to broader public health efforts.

The integration of HPV vaccination awareness into national penitentiary health programs represents a major step in expanding public health outreach to underserved populations. By formalizing this collaboration, the project successfully extended its influence beyond traditional healthcare settings, ensuring that national authorities actively contribute to education, prevention, and vaccine promotion efforts.

Number of practices taken up by regional authorities to complement the regional human papillomavirus vaccination programmes

Baseline	Target	Achieved	Means of verification
0	2	2	Partnership agreements with Vrancea and Argeş County Health Inspectorate

The indicator measuring the number of practices adopted by regional authorities to support human papillomavirus (HPV) vaccination programs was successfully achieved through two formal partnership agreements signed with the Vrancea and Argeş County Health Inspectorates. These agreements institutionalized commitments to enhance regional HPV vaccination efforts by incorporating structured communication, advocacy, and training activities into local public health strategies.

Through these agreements, the regional authorities formally committed to six key actions that directly contributed to strengthening HPV vaccination programs at the county and regional levels:

- Designation of a Responsible Contact Person: Each County Health Inspectorate appointed a dedicated representative to coordinate communication and collaboration within the partnership, ensuring smooth implementation of HPV vaccination advocacy efforts.
- Support for HPV Vaccination Promotion: The County Health Inspectorates actively assisted the Renaşterea Foundation in promoting HPV vaccination and other health-related topics at the local, county, and regional levels, thereby integrating vaccine awareness into broader public health campaigns.
- Dissemination of Project Results: As part of the agreement, the regional authorities endorsed and shared key messages and findings from the project, ensuring that evidence-based communication materials reached relevant local stakeholders.
- Facilitation of Local Partnerships: The regional authorities committed to identifying and engaging additional partners at the local, county, or regional levels to further amplify the impact of the vaccination campaign.
- Support for Targeted Social Media Campaigns: The agreements included provisions for regional authorities to promote geographically targeted HPV vaccination awareness campaigns on their official social media platforms, helping to increase community engagement and visibility.
- Organizing and Recruiting Participants for Training Sessions: The County Health Inspectorates actively supported the organization of six training sessions, ensuring the participation of at healthcare, social, and educational representatives in online courses focused on HPV vaccination promotion.

Number of types of material produced for disseminating expertise, best practices, and guidelines (e.g., studies, reports, handbooks, brochures)

Baseline	Target	Achieved	Means of verification
0	Printed materials: 50 handbooks, 240 brochures Electronic: 1 curriculum, 1 guideline, 1 infographic, 3 handbooks, 3 reports	Electronic materials: 1 guideline, 1 training curriculum, 3 reports,	All deliverables were posted at: https://rethink-hpv.eu/en/resources/

		brochures and flyers	
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All the materials were made available online as the project prioritized environmental sustainability and digital accessibility over traditional print distribution. Instead of producing physical copies of studies, reports, handbooks, and brochures, all materials were developed, published, and disseminated exclusively in digital format. Digital materials allowed for **faster and broader distribution** across multiple stakeholders, including **healthcare professionals, policymakers, and NGOs**, without the logistical challenges of printing and shipping. This ensured that resources were **easily accessible** across different regions and countries. Moreover, by opting for digital materials, the project **eliminated printing and distribution costs**, allowing resources to be reallocated to **training programs, research, and other impactful activities**.

The following materials were produced during the project:

- Guideline - [D3.1 Combating Fake News and the Infodemic around HPV Vaccination Guideline](#)
- Training curriculum - [D4.1. Training curriculum](#)
- Report - [D2.2. Attitudes, perceptions, and behaviours toward HPV Vaccination in the Romanian population](#)
- Report - [D5.2. Report on attitudes, perceptions, and behaviours towards HPV vaccination in the community - Arges](#)
- Report - [D5.2. Report on attitudes, perceptions, and behaviours towards HPV vaccination in the community - Vrancea](#)
- Brochures and flyers - [D2.4. HPV vaccination messages leaflets and flyers for adolescents and teachers](#)

Number of countries outreached by actions

Baseline	Target	Achieved	Means of verification
0	5	8	Partnership agreements

The indicator measuring the **number of countries outreached by actions** was successfully achieved and exceeded, with **eight partnership agreements signed with international NGOs**, surpassing the initial target of **five countries**. These agreements expanded the project's reach beyond Romania, fostering **cross-border collaboration** on HPV vaccination advocacy, knowledge-sharing, and best practices.

Through these **formalized partnerships**, the project extended its impact to multiple countries, strengthening international cooperation on HPV vaccination awareness and public health strategies. Each agreement established commitments for:

- **Knowledge exchange and best practice sharing** between organizations working on HPV vaccination campaigns.

- **Collaborative efforts to combat misinformation** and promote evidence-based communication strategies across borders.
- **Joint training initiatives** to enhance the capacity of healthcare professionals and stakeholders in multiple countries.
- **Dissemination of project results** to international audiences, ensuring wider adoption of effective HPV vaccination strategies.

The expansion of outreach across multiple countries ensures that the project's **resources, expertise, and strategies continue to have a lasting impact beyond Romania**, influencing HPV vaccination policies and advocacy at a broader **European and global level**.

8 partnerships signed with:

- 1) Cancer Patients Support Society, Latvia
- 2) Estonian Cancer Society, Estonia
- 3) Run Pink Moldova, Republic of Moldova
- 4) Think Pink Europe, Belgium
- 5) Think Pink Bosnia-Herzegovina
- 6) The Bulgarian Cancer Joint Network and National Patient Organization in Bulgaria
- 7) National Association of Medical Oncologists in Montenegro
- 8) Association for Help and Support of Patients with Gynecological Diseases FEMINA (Macedonia)

Number of organisations outreached by the actions

Baseline	Target	Achieved	Means of verification
0	15	8	Partnership agreements

A total of 15 partnerships were established with both international and national NGOs, national press agencies, and television stations, reinforcing the project's commitment to expanding HPV vaccination awareness and advocacy. These collaborations were designed to amplify the project's impact through strategic engagement with key stakeholders in public health, media, and civil society.

The primary objectives of these partnerships were to:

- **Enhance Public Awareness** – By leveraging media partnerships, including major press agencies and TV stations, the project aimed to disseminate accurate, evidence-based information about HPV vaccination to a broad audience. This ensured that crucial messages reached diverse demographics, including healthcare professionals, parents, and young individuals.
- **Strengthen Cross-Sector Collaboration** – Partnering with both NGOs and media organizations facilitated the exchange of expertise and best practices, ensuring a coordinated approach to addressing HPV vaccination challenges.
- **Combat Misinformation and Vaccine Hesitancy** – The partnerships focused on tackling vaccine-related misinformation and disinformation, equipping stakeholders with the tools to effectively communicate and counter myths about HPV vaccination.
- **Support Regional and National HPV Vaccination Campaigns** – Through collaboration with national NGOs, the project reinforced local advocacy efforts, supporting regional HPV vaccination programs and ensuring that strategies were adapted to specific community needs.

- Ensure Sustainable Impact – By working with established organizations, media outlets, and advocacy groups, the project aimed to create a long-lasting influence on HPV vaccination policies and public health communication strategies, ensuring that efforts continued beyond the project's formal timeline.

The 15 organizations are:

- 1) Cancer Patients Support Society, Latvia
- 2) Estonian Cancer Society, Estonia
- 3) Run Pink Moldova, Republic of Moldova
- 4) Think Pink Europe, Belgium
- 5) Think Pink Bosnia-Herzegovina
- 6) The Bulgarian Cancer Joint Network and National Patient Organization in Bulgaria
- 7) National Association of Medical Oncologists in Montenegro
- 8) Association for Help and Support of Patients with Gynecological Diseases FEMINA (Macedonia)
- 9) General Directorate of Medical and Social Assistance Moldova
- 10) Universitatea Babes-Bolyai - Cluj Napoca
- 11) Societatea de Educatie Contraceptiva si Sexuala
- 12) Biblioteca Judeteana Arges - Dinicu Golescu
- 13) MSD Romania
- 14) Pro TV Romania
- 15) Agerpres (National Press Agency)

Number of engagement events organised

Baseline	Target	Achieved	Means of verification
0	3	3	D3.2. Report on the launching event D6.1. Report on the synergy with JRC on Knowledge Centre on Cancer D6.2. Report on the NGOs engagement

Event 1 – April 11, 2024 - "PERCEPTIONS AND ATTITUDES ON HPV VACCINATION - CHALLENGES AND SOLUTIONS"

- The event aimed at bringing together national and international public policy leaders on vaccination and cancer prevention, experts in combating misinformation and fake news, national and international public figures to present and discuss the results of the sociological study on behaviour, perceptions and attitudes towards HPV vaccination in Romania, conducted in November 2023 as part of the ReThink HPV Vaccination project, as well as the communication guide for the general public, health professionals and authorities, developed as part of the same project.

Event 2 - November 7, 2024 - online event "Rethink and Reduce Inequalities in HPV Vaccination through Personalized Communication & Training"

- The online event "Rethink and Reduce Inequalities in HPV Vaccination through Personalized Communication & Training" convened key stakeholders to discuss progress, challenges, and future directions of the ReThink HPV Vaccination Project. Organized by the Renasterea Foundation and supported by partners including InoMed and Eurocomunicare, this event aimed to address the low HPV vaccination rates in Central and Eastern European (CEE) countries. It highlighted strategies to overcome barriers, leveraging personalized communication and innovative behavioral approaches.

Event 3 – January 21, 2025 – "Innovation and Data: Tackling East-West Inequalities in HPV Vaccination"

- The webinar "Innovation and Data: Tackling East-West Inequalities in HPV Vaccination", hosted on January 21st, 2025, brought together leading experts from the European Commission Joint Research Centre (JRC) to discuss the transformative potential of data-driven strategies in addressing disparities in HPV vaccination rates across Europe. The event provided a platform for dialogue on the insights gathered during the ReThink HPV vaccination project and the critical role of the JRC in advancing evidence-based policy and public health innovation.

Number of Romanians reached by the awareness campaigns (TV, Radio, Websites, social media)

Baseline	Target	Achieved	Means of verification
0	50.000 (internet and social media) 50.000 (TV and Radio appearances)	Over 1,000,000 people audience through traditional and social media channels.	D8.1. Dissemination report

The **ReThinkHPV vaccination Project** implemented an extensive dissemination and communication strategy to raise awareness, engage key stakeholders, and share expertise on **HPV vaccination** at national and international levels. The project leveraged **media, partnerships, policy discussions, and digital platforms** to ensure maximum outreach and impact.

Participation in High-Level Meetings and Policy Discussions - The project was presented at major **policy roundtables, international workshops, and European Commission events** to align with public health priorities. Notable engagements included:

- **PROTECT Europe Project Kick-Off Meeting (January 2023)** – Introduced the project’s objectives to EU-wide stakeholders.
- **Fighting Cervical Cancer Roundtable (March 2023)** – Hosted by the U.S. Embassy in Romania, focusing on increasing HPV vaccination coverage.
- **DG SANTE Workshop (March 2023)** – Contributed to EU-level discussions on vaccine-preventable cancers and policy recommendations.
- **Launch of the EPF HPV Prevention Policy Atlas at the Romanian Parliament (June 2023)** – A high-level discussion on HPV prevention strategies with participation from **Romanian and European policymakers**.

- **Aspen Healthcare Summit (October 2023)** – Showcased the project as a key initiative in tackling vaccine hesitancy and misinformation.
- **First Summit on HPV Prevention at the Romanian Parliament (June 2024)** – Focused on policy advancements and increasing vaccination rates.

International and Regional Collaboration - The project **built partnerships** with **eight international NGOs** (exceeding the initial target of five), strengthening global HPV vaccination advocacy. Additionally, **15 partnership agreements** were signed with national and international **NGOs, press agencies, and TV stations**, facilitating broader dissemination and engagement.

Media and Public Awareness Campaigns - The project was extensively covered across **television, radio, and online platforms**, reaching millions of people:

- **TV Media Events:**
 - **October 1, 2023** – "Mita Biciclista" historical building illuminated in pink for **Breast Cancer Awareness Month**, featuring discussions on HPV vaccination.
 - **November 17, 2023** – Palace of Parliament illuminated in turquoise for the **International Day for the Elimination of Cervical Cancer**.
- **Television and Radio Appearances:**
 - Featured on major Romanian TV networks, including **PROTV, TVR1, B1TV, and Radio Romania Cultural**.
 - Mrs. Mihaela Geoana, President of the Renasterea Foundation, appeared on programs such as **"Vorbete Lumea" (PROTV)** and **"Un doctor pentru dumneavoastră" (TVR1)** to discuss HPV vaccination awareness.
- **Press Coverage and Online Publications:**
 - **134 media articles and TV news segments** generated from the campaign.
 - Estimated audience reach of **11.5 million people**.
 - Media coverage value of **€273,352**
- **Partnership with Raportuldegarda.ro**, Romania's leading health communication platform, to provide comprehensive HPV-related resources.

Challenges and lessons learned

The **ReThinkHPV Vaccination Project** faced several challenges in monitoring and evaluation, particularly in tracking behavioral changes and ensuring long-term impact. One of the key difficulties was data collection and availability, as accessing reliable vaccination rate statistics proved challenging, especially in regions with limited reporting mechanisms. Engaging local health authorities required additional efforts to obtain timely and consistent data.

Another challenge was measuring the effectiveness of communication and training activities on vaccine perceptions. While numerical outputs, such as the number of trained individuals, were easy to track, assessing shifts in public attitudes toward HPV vaccination was more complex. The influence of external factors, such as misinformation trends and shifting political landscapes, also impacted public perception, making it difficult to isolate the project's direct effects. Ensuring sustainability beyond the project's duration posed another obstacle, as long-term institutional commitment was necessary to maintain the impact of training programs and advocacy efforts.

Despite these challenges, several lessons emerged from the project. Strong partnerships with national and regional health authorities significantly improved data collection and impact measurement. Formal agreements with institutions such as the County Health Inspectorates and the National Administration of Penitentiaries ensured structured collaboration, allowing the project to reach more diverse audiences. A key takeaway was the importance of combining quantitative data—such as media reach and training participation—with qualitative feedback from healthcare professionals and communities to gain a more comprehensive understanding of the project's influence.

Adaptability proved to be a crucial factor in the project's success. The ability to adjust strategies in response to real-time feedback, emerging challenges, and misinformation trends enhanced overall effectiveness. Shifting to digital materials instead of printed resources not only supported sustainability but also allowed for easier updates and wider accessibility. The role of media and digital outreach was another significant lesson, as mass media coverage and online campaigns extended the project's visibility far beyond its original target audience.

One of the most important findings was that behavioral change requires continuous engagement. While training healthcare professionals and key stakeholders provided immediate benefits, long-term shifts in vaccine acceptance necessitate sustained efforts. Building trust through local influencers, such as doctors, teachers, and religious leaders, proved to be an effective way to counter vaccine hesitancy.