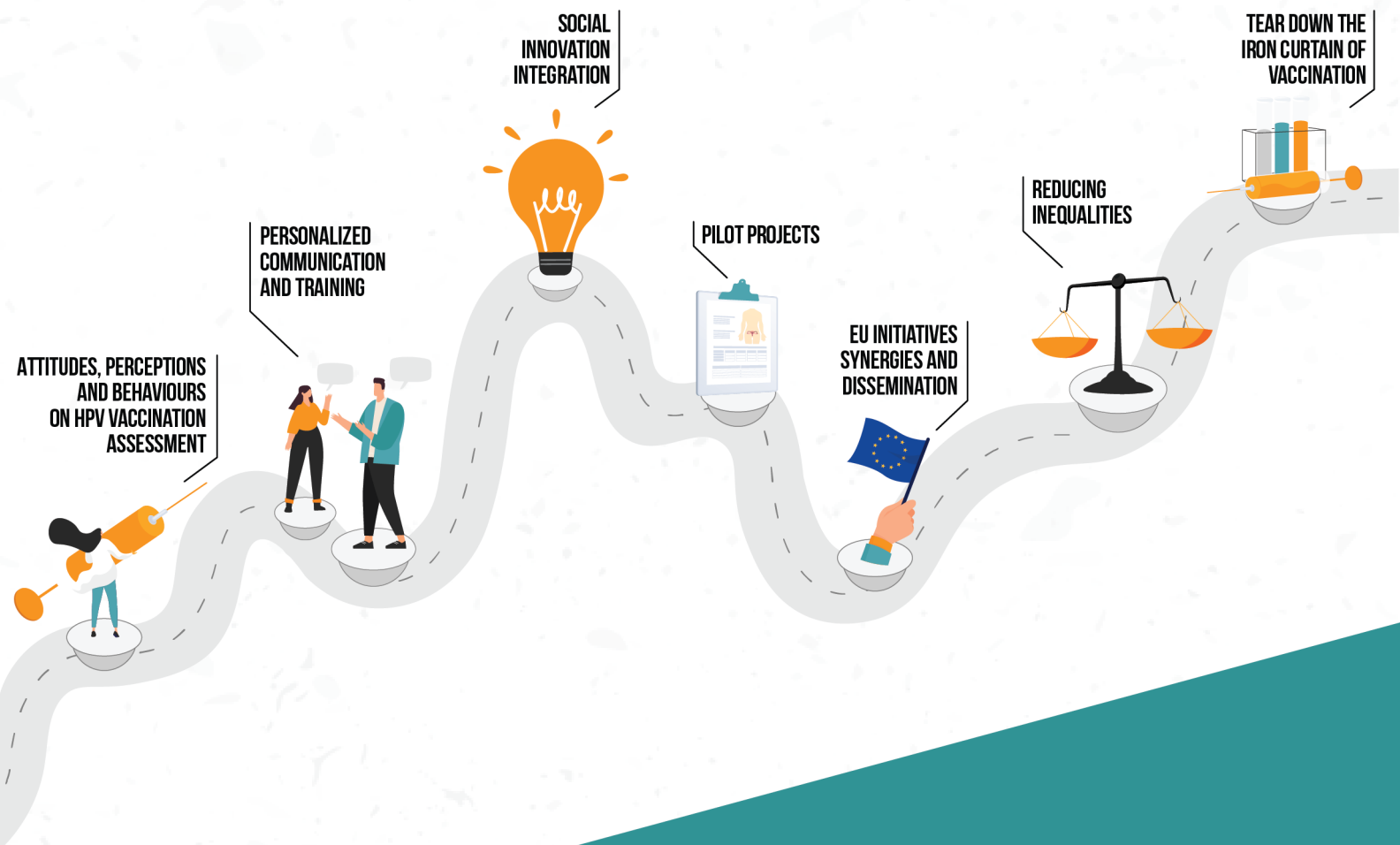


Rethink and Reduce inequalities in HPV vaccination through personalized communication and training, based on social innovation and behavioural determinants of health



# D7.3. final evaluation report

January, 2025



**Project number:** 101080000

**Project name:** Rethink and Reduce inequalities in HPV vaccination through personalized communication and training, based on social innovation and behavioural determinants of health

**Project acronym:** ReThinkHPVaccination

**Call:** EU4Health

<b>Version number</b>	
<b>Status</b>	Final version
<b>Dissemination level</b>	Public
<b>Due date of deliverable</b>	31.01.2025
<b>Actual submission date</b>	31.01.2025
<b>Project officer</b>	ALIBERTI Alfonso
<b>Work package</b>	Work Package 7: Monitoring and evaluation
<b>Lead partner</b>	Renasterea Foundation
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## Executive Summary

The ReThinkHPVaccination Project was launched to improve HPV vaccination rates across EU Member States and enlargement countries by addressing misinformation, enhancing communication strategies, and implementing targeted training programs. The project aimed to support national and regional health authorities in restarting and strengthening HPV vaccination campaigns, contributing to the goals of Europe's Beating Cancer Plan. Through extensive dissemination efforts, policy engagement, and training initiatives, the project exceeded many of its initial targets. This evaluation assesses the project's implementation, impact, challenges, and key lessons learned to provide recommendations for future HPV vaccination advocacy and education initiatives.

## Introduction

### Background and Context

Despite the availability of HPV vaccines, uptake rates in many European countries remain low due to misinformation, vaccine hesitancy, and inadequate communication strategies. The ReThinkHPVaccination Project sought to counter these barriers by leveraging social innovation, behavioral insights, and personalized communication techniques.

### Objectives and Expected Outcomes

The project aimed to:

- Develop and disseminate evidence-based materials on HPV vaccination.
- Conduct training programs for healthcare professionals and key stakeholders.
- Engage regional and national authorities in HPV vaccination promotion.
- Counter misinformation through targeted media campaigns.
- Support policy recommendations to integrate best practices into national vaccination strategies.

## Project Implementation

The project was executed through a multi-faceted approach, including:

- Training 403 individuals, surpassing the original target of 300, through Train-the-Trainer programs and regional sessions in Vrancea and Argeş counties.
- Establishing partnerships with 15 NGOs, media agencies, and public institutions to maximize outreach.
- Conducting high-profile media campaigns, including TV and online engagement, reaching over 11.5 million people.
- Signing agreements with key national authorities, such as the National Administration of Penitentiaries, to extend HPV vaccination awareness efforts.

## Key Achievements

### Training and Capacity Building

- 64 trainers were trained at the national level, and 339 participants attended regional training sessions.
- Collaboration with the National Administration of Penitentiaries enabled 90 additional personnel to receive training.

### Communication and Public Awareness

- 134 media articles and TV news segments covered the project, with a total estimated media coverage value of €273,352.
- The project's online and social media campaigns reached over 11.5 million individuals.
- Digital resources were prioritized over printed materials, aligning with environmental sustainability goals.

### Policy Engagement and Institutional Adoption

- The project contributed to national vaccination policies through structured partnerships with County Health Inspectorates.
- Formal agreements with regional health authorities institutionalized HPV vaccination communication strategies within local public health programs.

## Challenges and Solutions

### Data Collection and Monitoring

Limited availability of HPV vaccination data made tracking progress difficult. Strengthening partnerships with health authorities helped overcome this issue by improving data-sharing mechanisms.

### Stakeholder Coordination

Engaging multiple stakeholders required strong communication strategies. Regular follow-ups and structured agreements facilitated better collaboration.

### Behavioral and Perception-Based Impact Measurement

Shifting public attitudes toward vaccination is a long-term challenge. Pre- and post-training assessments provided insights into knowledge improvements, but continuous engagement is needed for lasting behavioral change.

## Lessons Learned

1. **Strong partnerships enhance data collection and project impact.** Agreements with health authorities and NGOs facilitated structured engagement and information-sharing.
2. **Flexibility and adaptability improve effectiveness.** Adjusting communication strategies based on emerging trends ensured relevant and impactful messaging.

3. **Digital dissemination is a sustainable and efficient approach.** Prioritizing online materials increased accessibility and allowed for real-time updates.
4. **Media engagement plays a critical role in vaccine advocacy.** Collaborating with national press agencies significantly expanded the project's reach and visibility.
5. **Long-term behavioral change requires continuous engagement.** Institutionalizing training programs within national health structures can ensure sustainable impact.

## Impact Assessment

### Quantitative Impact

- **403 people trained**, exceeding the target of 300.
- **Eight countries reached** through international NGO partnerships (target: five).
- **15 institutional partnerships** signed, ensuring sustained collaboration beyond the project's duration.
- **134 media articles and news segments**, with an audience reach of over **11.5 million people**.

### Qualitative Impact

- Increased awareness and acceptance of HPV vaccination among healthcare professionals and the general public.
- Strengthened policy commitments at the national and regional levels.
- Improved coordination between governmental and non-governmental stakeholders in HPV vaccination advocacy.

## Sustainability and Long-Term Impact

The project established a solid foundation for long-term sustainability through several key actions:

- The **Knowledge Center on HPV vaccination** (<https://rethink-hpv.eu/en/>) was launched, serving as a comprehensive platform for educational materials and resources on HPV vaccination, accessible in both Romanian and English.
- Partnerships with **international organizations from Latvia, Estonia, Belgium, Bosnia-Herzegovina, and the Republic of Moldova** will continue fostering collaboration on HPV vaccination advocacy and best practices.
- The **integration of training programs and materials** into national and regional health policies ensures that healthcare professionals remain equipped with the necessary skills and knowledge to promote HPV vaccination beyond the project's duration.
- Continuous **media engagement and awareness campaigns** have created a strong public discourse around HPV vaccination, with over **1 million people reached** through various media channels.

- The project's alignment with the **European Beating Cancer Plan and national health strategies** enhances its sustainability, making it easier for policymakers to incorporate its outcomes into future health policies.

## Conclusion and Recommendations

The ReThinkHPVaccination Project successfully achieved its objectives, surpassing key targets and demonstrating the effectiveness of a **multi-level communication and training approach**. Moving forward, continued investment in **training programs, digital outreach, and policy integration** will be essential for sustaining progress.

### Recommendations:

- Expand **national-level HPV vaccination training programs** to maintain momentum.
- Strengthen **regional and national data collection efforts** to improve monitoring.
- Foster **long-term partnerships** with policy institutions to ensure sustainability.
- Increase engagement with **trusted local influencers** (e.g., community doctors, educators, and faith leaders) to address vaccine hesitancy more effectively.
- Leverage **social media and digital campaigns** to further amplify HPV vaccination awareness.