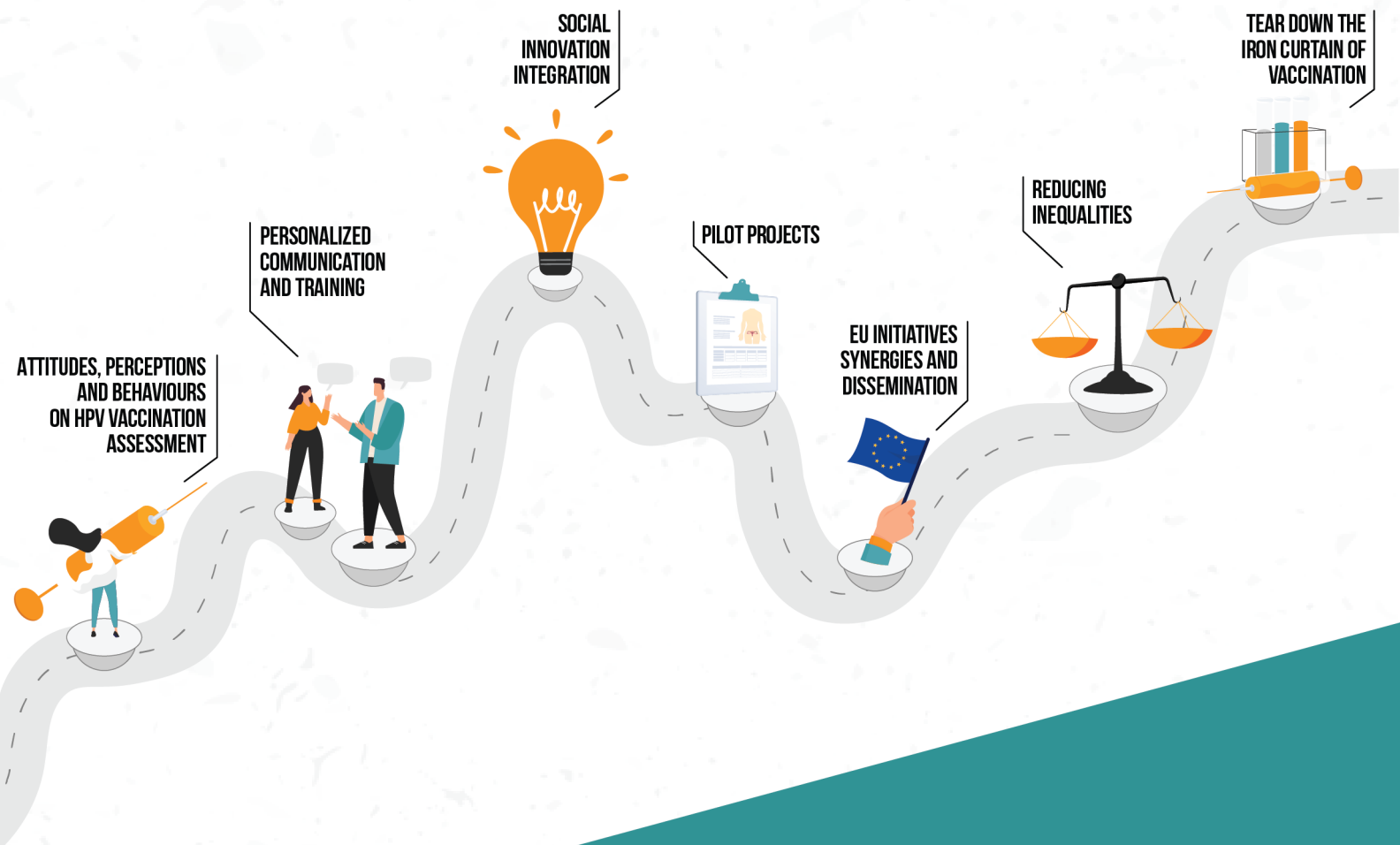


Rethink and Reduce inequalities in HPV vaccination through personalized communication and training, based on social innovation and behavioural determinants of health



D8.1 DISSEMINATION REPORT

January 31, 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

Version number	
Status	Final document
Dissemination level	Public
Due date of deliverable	31/01/2025
Actual submission date	31/01/2025
Project officer	ALIBERTI Alfonso
Work package	WP8
Lead partner	INOMED
Partner(s) contributing	ALL
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DISSEMINATION REPORT

1. Executive Summary

The *ReThink HPV Vaccination project* has been a transformative initiative aimed at tackling low HPV vaccination rates and inequalities in vaccine access across EU countries. Despite the availability of highly effective vaccines, disparities persist due to lack of awareness, misinformation, limited healthcare recommendations, and socio-economic barriers.

This project sought to redesign HPV vaccination strategies through personalized communication campaigns, healthcare training, and social innovation. The key pillars of the initiative included:

- ❖ Developing targeted awareness campaigns to combat misinformation and vaccine hesitancy
- ❖ Training healthcare professionals and community leaders on effective HPV vaccine advocacy
- ❖ Enhancing collaboration between EU health initiatives to strengthen policy impact
- ❖ Conducting research on behavioral determinants of vaccination to inform evidence-based interventions

Key Achievements

- ❖ **Extensive dissemination and stakeholder engagement** – The project was presented at multiple high-level EU health policy events, scientific conferences, and expert roundtables, including the Fighting Cervical Cancer Roundtable (March 4, 2023), European Cancer Policy Event (June 22, 2023), Aspen Healthcare Summit (October 19, 2023), and the First Summit on HPV Prevention (June 19, 2024).
- ❖ **Strategic collaboration with EU-funded health initiatives** – ReThink HPV Vaccination engaged with the PROTECT-EUROPE and PERCH projects, aligning efforts on knowledge campaigns, training, and dissemination to maximize impact.
- ❖ **Media and public awareness campaigns** – The project reached an audience of over 11.5 million people through TV interviews, radio broadcasts, online media, and symbolic awareness events, including the illumination of the Romanian Parliament in turquoise for International Day for the Elimination of Cervical Cancer (November 17, 2023).
- ❖ **Research-driven policy contributions** – A national study in Romania (2023-2024) identified critical barriers to vaccination, revealing that 67% of respondents had never received an HPV vaccination recommendation from medical personnel. These findings were used to inform EU policy discussions and support the Council Recommendation on Vaccine-Preventable Cancers.

- ❖ **Healthcare training and digital innovation** – The project developed specialized training modules and a digital knowledge platform to equip healthcare professionals, policymakers, and community leaders with the tools needed to promote HPV vaccination effectively.

2. Dissemination Activities

The project was introduced and discussed at **several high-profile meetings and roundtables** to ensure collaboration with key stakeholders:

- **PROTECT Europe Project Kick-off Meeting (January 26, 2023)**

Presentation by **Mrs. Mihaela Geoana**, President of the Renasterea Foundation. During the event, the project activities and the main objective of the ReThinkHPVaccination project were presented. Participants were informed about the main purpose of this project, which is to support EU member states and countries in the process of EU enlargement to rethink and restart their HPV vaccination campaigns, thus bringing them closer to achieving the objectives of the European Cancer Plan and the Cancer Mission regarding HPV vaccination and cancer prevention.

- **Fighting Cervical Cancer Roundtable (March 4, 2023, U.S. Embassy, Bucharest)**

A key policy discussion with **38 stakeholders** to mark **HPV Awareness Day**.

Mrs. Geoana, President of the Renasterea Foundation, presented the main elements of funding and the main objective of the project, namely to change mentalities and reduce inequalities in HPV vaccination and personalized curricula.

Participants were informed about the main purpose of this project, which is to support EU member states and countries in the process of EU enlargement to rethink and restart their HPV vaccination campaigns, thus bringing them closer to achieving the objectives of the European Cancer Plan and the Cancer Mission regarding HPV vaccination and cancer prevention.

The policy roundtable was about bringing together 38 participants, stakeholders involved in the implementation of the HPV Vaccination Program to mark the HPV Awareness Day (March 4) and to discuss the importance and key solutions to increasing HPV vaccination coverage. "Renasterea Foundation coordinates till 2025 the Rethink HPV Vaccination Project financed by the European Commission, which aims to change mentalities and reduce inequalities in HPV vaccination between EU states, through communication and personalized curricula based on innovation, evaluation of society's perception and targeted interventions on the behavioural determinants of health." (Mrs. Mihaela Geoana, President and Founder of Renasterea Foundation)

More information about this event you can be found here : <https://ro.usembassy.gov/ambassador-kathleen-kavalec-at-the-fighting-cervical-cancer-roundtable/>

- **DG SANTE workshop on the 8th of March - Consultation JA PERCH and HPV/HBV related projects on vaccine-preventable cancers**

Consultation on the **Council Recommendation** for vaccine-preventable cancers. Purpose of the meeting is to provide information on the consultation of PERCH and related projects on the Commission proposal for a Council Recommendation on vaccine-preventable cancers. The meeting was guided by the following questions:

- What action is taken or needed at national and EU level to increase the uptake of HPV vaccination among girls and boys?
- What action is taken or needed at national level to improve the monitoring of HPV vaccination coverage rates, in particular among boys? How can action at EU level support national efforts?
- What action is taken or needed at national level to increase the access to HBV vaccination for all affected population groups? How can action at EU level support national efforts?
- What action is taken or needed at national level to improve the monitoring of HBV vaccination coverage rates, in particular where there are data gaps? How can action at EU level support national efforts?

- **Meeting on Knowledge and Awareness Campaigns- PERCH-ReThinkHPV- PROTECT, May 8, 2023** - Aim: to identify overlaps between PERCH-ReThinkHPV- PROTECT projects and plan joint activities

- **Meeting on Dissemination- PERCH- ReThinkHPV- PROTECT, May 11, 2023** - Aim: to identify overlaps between PERCH-ReThinkHPV- PROTECT projects and plan joint activities

- **The Launch Event of the EPF HPV Prevention Policy Atlas event at the Romanian Parliament - June, 22, 2023**

Mrs. Geoana, President of the Renasterea Foundation, presented the main objective of the project, namely to change mentalities and reduce inequalities in HPV vaccination. 23 high level speakers and participants were informed about the main purpose of this project.

The EPF/ECO HPV Prevention Policy Atlas launched event had involved discussions on various aspects of HPV prevention policies in Romania. Key topics included the findings of the HPV Prevention Policy Atlas Europe 2023, the advantages of the EU Beating Cancer Plan for Romania, challenges and opportunities in HPV prevention policies, and strategies for moving towards HPV elimination in the country. The event fostered dialogue and collaboration among stakeholders to strengthen HPV prevention efforts in Romania.

The event was co-organized in partnership with the European Parliamentary Forum on Sexual and Reproductive Rights (EPF) and the European Cancer Organization (ECO) with the participation of Mrs. Hanna Sarkkinen, Minister of Health from Finland.

More information can be found here: <https://rohealthreview.ro/lansarea-atlasului-politicilor-de-preventie-pentru-hpv-in-romania-ratele-cancerului-de-col-uterin-o-tragedie-nationala/>

- **On 23 June 2023 - Mrs Mihaela Geoana**, the President and Founder of Renasterea Foundation gave an **interview to Maria Chiara Basili, Project Coordinator Operations for GOPA com. S.A, Brussels.**

During the event, the project activities and the main objective of the ReThinkHPVaccination project were presented.

The interview can be seen here: [https://health.ec.europa.eu/non-communicable-diseases/cancer/europes-beating-cancer-plan-eu4health-financed-projects/projects/projects/rethinkhpvaccination_en](https://health.ec.europa.eu/non-communicable-diseases/cancer/europes-beating-cancer-plan-eu4health-financed-projects/projects/rethinkhpvaccination_en)

- **The Round Table: “Policies to Accelerate Elimination of Cervical Cancer-**The need for increasing vaccination rates” September 19, 2023, US Embassy, 20 participants.

The event was organized in partnership with the United States Embassy in Romania, the Renasterea Foundation and MSD Romania.

During the event, the project activities and the main objective of the ReThinkHPVaccination project were presented.

“Starting from February 2023, the Renasterea Foundation coordinates the ReThink HPV Vaccination Project, financed by the European Commission, which will run until January 2025. The context of writing this project was one in which it was found that the population's trust in vaccination has decreased both in Europe and in Romania, and fake news and disinformation have accentuated these dangerous trends, increasing collective vulnerabilities according to a study by EuroCommunicare, from 2021. In this context, the ReThinkHPVaccination project aims to change mindsets and reduce inequalities in HPV vaccination between EU states, through communication and customized curricula, based on innovation, assessment of societal perception and targeted interventions on behavioral determinants of health. The main aim of this project is to support EU member states and enlargement countries to rethink and restart their HPV vaccination campaigns and thus take a step closer to achieving the objectives of the European Plan to combat of Cancer and the Mission Against Cancer regarding HPV.” (Mrs. Mihaela Geoana, President and Founder of Renasterea Foundation).

- **TV Media Event 1 October 2023 – Mita Biciclista** – historical building in Romanian – illuminated in Pink – as a symbol of the fight against cancer

1 October 2023, Mrs. Mihaela Geoana, President of the Renasterea Foundation, presented the main objective of the project, namely to change mentalities and reduce inequalities in HPV vaccination.

On this media Event Renasterea Foundation provide information about RethinkHPVaccination project, which is to support EU member states and countries in the

process of EU enlargement to rethink and restart their HPV vaccination campaigns, thus bringing them closer to achieving the objectives of the European Cancer Plan and the Cancer Mission regarding HPV vaccination and cancer prevention.

Since 2014, due to Renasterea Foundation initiative, the Romanian Senate declared – **October 1 – Romanian National Breast Cancer Prevention Day**

“Renasterea Foundation coordinates till 2025 the ReThink HPV Vaccination Project financed by the European Commission, which aims to change mentalities and reduce inequalities in HPV vaccination between EU states, through communication and personalized curricula based on innovation, evaluation of society’s perception and targeted interventions on the behavioural determinants of health.”

(Mrs. Mihaela Geoana’s speech regarding ReThink HPV Vaccination)

More information can be found here:

<https://www.protv.ro/articol/93838-fundatia-renasterea-a-imbracat-in-roz-monumentul-istoric-casa-mita-biciclista-de-ziua-nationala-a-luptei-impotriva-cancerului-de-san>

SUMMARY media coverage for this specific event:

134 articles/ TV news

Audience: 11.574.506 pers.

Value of media coverage: 273.352 EUR.

Reactions: 78 % positive, 18% neutral.

- **Aspen Dialogue: Vision, Innovation, and Transformation in Healthcare Systems**
October 19, 2023, InterContinental Athénée Palace Bucharest

Aspen Healthcare Summit, at the twelfth edition in 2023, is the major public event of Aspen Institute Romania’s Healthcare & Quality of Life Program, bringing together decision-makers, renowned specialists and researchers from the medical sector, European and national healthcare experts, representatives of non-governmental organizations and academia, representatives of health technology and pharmaceutical sector, as well as industry leaders engaged in developing health policies. Last years’ editions contributed to setting up a program community and an agenda of thematic priorities in convergence with national priorities and advanced technological solutions as well as the EU regulatory framework and WHO goals.

“Renasterea won a EU commission financed project: ReThink HPV - study on fake-news and ways to correctly inform the public- develop training methodology and digital platform for community leaders in Ro and the region.” (Mrs. Mihaela Geoana, President and Founder of Renasterea Foundation).

More information about the event can be found here: <https://aspeninstitute.ro/event/aspen-healthcare-summit-2023/>

- **Consortium Meeting of PROTECT-EUROPE, 27 October 2023**

Alexandra Hosszu (Monitoring and Evaluation Lead) presented the progress of the Rethink HPV vaccination project with a focus on the status of the research and the objectives of the pilot project.

- **PERCH WP4: Collaboration with ReThinkHPVaccination, 10th of November 2023**

Representatives of Rethink HPV project presented the main actions of the project: the knowledge center, the research on general perception on HPV vaccination in Romania and the objectives of the pilot project.

- **TV Event 17 November 2023 – Palace of Parliament– historical Romanian bulding – illuminated in turquoise – International Day for the Elimination of Cervical Cancer**

The media event on November 17th represents an awareness event, in a display of solidarity, aiming to draw attention to the cause and contribute to informing about the prevention and early detection of cervical cancer.

“In this context, the ReThink HPV Vaccination project, with the contribution of partners InoMed and Eurocomunicare, aims to change mindsets and reduce inequalities in HPV vaccination across EU member states through communication and personalized curricula, based on innovation, assessing societal perception, and targeted interventions on health behaviour determinants. The main goal of this project is to support EU member states and countries in the process of EU enlargement to reconsider and restart their HPV vaccination campaigns, thus taking a step closer to achieving the objectives of the European Cancer Plan and the Mission on Cancer regarding HPV vaccination and cancer prevention (Mrs. Mihaela Geoana, President and Founder of Renasterea Foundation)”.

More information about the event can be found here:

[https://www.protv.ro/articol/95463-fundatia-renasterea-marcheaza-ziua-globala-de-eliminarea-a-cancerului-de-col-uterin-iluminand-in-turcoaz-palatul-parlamentului- Platforma - przegladarka \(mediatrust.ro\)](https://www.protv.ro/articol/95463-fundatia-renasterea-marcheaza-ziua-globala-de-eliminarea-a-cancerului-de-col-uterin-iluminand-in-turcoaz-palatul-parlamentului- Platforma - przegladarka (mediatrust.ro))

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- [Platforma - przeglądarka \(mediatrust.ro\)](https://mediatrust.ro)

- **On-going #Știința360 Radio Romania Cultural Show**

Dr. Marius Geantă, President of the Centre for Innovation in Medicine, mentioned the ReThinkHPVaccination project with every occasion during the weekly Radio Romania Cultural show, where he presents the latest news and innovation regarding health subjects – the integral recording can be also found on Raportuldegarda.ro (<https://raportuldegarda.ro/despre/podcast/>)

- **May 16-17, 2023: 4P-CAN Horizon Project Launch**

The ReThinkHPVaccination Project was mentioned as an important effort in Romania in understanding the low rate of vaccination during the 4P-CAN Project Kick-off meeting (coordinated by INOMED), in the context of the 4P-CAN's aim to address cancer primary prevention implementation strategies, following the European Code Against Cancer. Synergies between the two projects were also highlighted due to the common partners – RF and EUROCC are also partners in 4P-CAN: <https://raportuldegarda.ro/proiectul-european-4p-can-lansat-bucuresti-model-preventia-primara-personalizata-cancer/> and <https://4p-can.eu/the-official-launch-of-the-new-eu-project-4p-can/>. The 4P-CAN project has a big consortium, with 17 members (including IARC) covering no less than 11 EU and non-EU countries (including Ukraine), forming a unique consortium in the Eastern European Region.

- **September 10, 2023: Workshop in Plovdiv, Bulgaria**

As part of the 4P-CAN project activities related to HPV vaccination, INOMED team went to Plovdiv, Bulgaria, meeting with Bulgarian HPV vaccination stakeholders, Montenegrin public health experts, as well as Macedonian experts to discuss, among others, the national situation of vaccination in those countries and Romania. The ReThinkHPVaccination projects was briefly presented, focusing on how it builds personalized messages after understanding the local situation to increase adherence to HPV vaccination.

- **October 12, 2023: European Conference on Tobacco Control in Florence, Italy**

The Learning Centre of Florence played host to an enlightening session dedicated to the 4P-CAN Project during the European Conference on Tobacco Control. Organized by one of 4P-CAN's project partners and Lead of Work Package 2, ENSP (European Network for Smoking and Tobacco Prevention), the conference drew leading figures from across Europe (IARC representatives, members of ECPC, Spain and Italy public health authorities and so on). The session was co-chaired by Adriana Boata, a key figure in the Centre for Innovation in Medicine Management Team, and Charis Girvalaki, a renowned policy researcher who leads Work Package 2's work on a multi-level assessment of cancer prevention policies. The discussion subjects went further than tobacco prevention and touched upon all the recommendations found in the European Code Against Cancer, including HPV vaccination. The ReThinkHPVaccination project was mentioned as an important action in Romania covering

the subject and some preliminary results and strategies were briefly presented: <https://4p-can.eu/european-conference-on-tobacco-control-spotlights-the-4p-can-project/>

- **May 2023 - INOMED and RF joined forces with other Romanian organisations in HPV Action Romania, catalyzed by European Cancer Organization:**

<https://www.frf.ro/recomandate/intalnire-pentru-promovarea-vaccinarii-anti-hpv-organizata-la-sediul-federatiei-romane-de-fotbal/>

- **February 5, 2024 - World Cancer Prevention Day**

On 05.02.2024, the ReThink HPV Vaccination project was presented by Mrs. Catalina Negara – Director of Renasterea Foundation World Cancer Prevention Day - an event organized by the Romanian Parliament - Public Health Commission

- **March 4, 2024 - Dissemination activity name* Mrs. Mihaela Geoana Media appearance on the show "Vorbeste Lumea"- channel PROTV**

On 04.03.2024, the ReThink HPV Vaccination project was presented by Mrs. Mihaela Geoana - President of Renasterea Foundation on media appearance on the show "Vorbeste Lumea"- channel PROTV

- **March 5, 2024 - Launch of the #ThankYouMom Campaign - Press Release - Information about the Rethink HPV Vaccination Project**

the ReThink HPV Vaccination project was presented by Renasterea Foundation on Press Release

- **March 5, 2024 - Mrs. Mihaela Geoana Media appearance on the show "Un doctor pentru dumneavoastra channel TVR 1**

The ReThink HPV Vaccination project was presented by Mrs. Mihaela Geoana - President of Renasterea Foundation on media appearance on the show "Un doctor pentru dumneavoastra" channel TVR 1.

- **April 11, 2024 - Press Release - Round Table: "Perceptions and Attitudes Towards HPV Vaccination – Challenges and Solutions**

		Audience
1	https://www.b1tv.ro/eveniment/primele-rezultate-ale-proiectului-rethink-hpv-vaccination-perceptiile-privind-vaccinarea-impotriva-hpv-in-romania-dezbatute-la-palatul-parlamentului-solutiile-identificate-pentru-promovarea-sanatat-1449342.html	1098
2	https://www.agerpres.ro/comunicate/2024/04/15/comunicat-de-presa-fundatia-renasterea--1281361	552
3	https://www.libnet.ro/primele-rezultate-ale-proiectului-rethink-hpv-vaccination-perceptiile-privind-vaccinarea-impotriva-romania-dezbatute-palatul-parla-8486647319	99

4	https://tvrinfo.ro/masa-rotunda-perceptii-si-atitudini-privind-vaccinarea-hpv-provocari-si-solutii/	236
5	https://www.viata-medicala.ro/primele-rezultate-ale-proiectului-rethink-hpv-vaccination-discutate-recent-37185	1129
6	https://www.medicalmanager.ro/fundatia-renasterea-a-prezentat-primele-rezultate-ale-proiectului-rethink-hpv-vaccination/	408
7	https://magnanews.ro/2024/04/masa-rotunda-perceptii-si-atitudini-privind-vaccinarea-hpv-provocari-si-solutii/	62
8	https://www.dcmedical.ro/masa-rotunda-perceptii-si-atitudini-privind-vaccinarea-hpv-provocari-si-solutii_649659.html	3529
9	https://www.farmaciata.ro/studiu-doar-7-dintre-adultii-romani-sunt-vaccinati-impotriva-hpv/	8571

- **April 11, 2024 - Mrs. Mihaela Geoana Media appearance on the radio show Serviciu de Noapte radio channel – Radio Romania Actualitati**

The ReThink HPV Vaccination project was presented by Mrs. Mihaela Geoana

- **June 19, 2024 - First Summit on HPV Prevention**

The ReThink HPV Vaccination project was presented by Mrs. Catalina Negara – Director of Renasterea Foundation World Cancer Prevention Day - an event organized by the Romanian Parliament - Public Health Commission

- **August 8, 2024 - Media appearance on the podcast DoctorMIT**

The ReThink HPV Vaccination project was presented by Mrs. Mihaela Geoana - President of Renasterea Foundation on the podcast DoctorMIT

- **November 1, 2024 - ReThink HPV Vaccination project was presented featured in the November 2024 edition of Avantaje magazine**

3. Communication activities:

- **Romania's number one healthcare communication and medical innovations platform is a partner in the #Rethink HPV Vaccination project**

The online publication Raportuldegarda.ro, Romania's number 1 platform for health communication and medical innovations, launched in 2017, is the official communication partner of the #ReThinkHPVaccination project as part of the Center for Innovation in Medicine. With the launch of #ReThinkHPVaccination, the platform analysed the most searched keywords related to HPV infection by Romanians on Google, and based on these, it structured a resource page with all the information ever published on the platform, also providing brief answers to questions such as: What is HPV? How is HPV diagnosed? What is

HPV genotyping? What are the symptoms of HPV infection? How can HPV infection be prevented?

More information can be found here: <https://raportuldegarda.ro/> and also here <https://rethink-hpv.eu/ro/accesati-resursele-raportuldegarda-ro-despre-hpv/>

- **26 April 2023 - During the European Immunization Week #EIW2023, the #ReThinkHPVaccination Consortium reaffirms its commitment to contributing to the reduction of inequalities related to HPV**

During the European Immunization Week #EIW2023, the #ReThinkHPVaccination Consortium reaffirms its commitment to contributing to the reduction of inequalities related to HPV vaccination in Europe.

The #ReThinkHPVaccination project aims to change this narrative and reduce inequalities in HPV vaccination between countries and within countries through personalized communication and training, based on social innovation and evaluation, as well as targeted interventions on health behaviour determinants.

By building a successful model, the main objective of this project is to support Romania and other countries in Central and Eastern Europe to reassess, restart, or initiate their HPV vaccination campaigns and thus take a step closer to achieving the WHO objective and the European Cancer Plan objectives and the goals of the Cancer Mission regarding HPV vaccination and cancer prevention.

More information can be found here: <https://rethink-hpv.eu/ro/saptamana-europeana-imunizare-2023/>

- **11 October 2023 – Interview with Mrs Mihaela Geoana Radio – Radio Bucharest Romanian FM.**

Through the interview the audience was informed about the main purpose of this project, which is to support EU member states and countries in the process of EU enlargement to rethink and restart their HPV vaccination campaigns, thus bringing them closer to achieving the objectives of the European Cancer Plan and the Cancer Mission regarding HPV vaccination and cancer prevention.

"The statistics related to the incidence and mortality caused by cervical cancer in Romania are alarming. In this context, the ReThinkHPVaccination project represents a necessary response to eliminating cervical cancer, in line with the objectives of the European Beating Cancer Plan. Through collaboration with partners InoMed and EuroComunicare, the project, which has received co-funding from the European Commission, is committed to changing mindsets and reducing inequalities regarding HPV vaccination in the member states of the European Union. It is essential in this endeavour that the project aims to assess societal perception and implement targeted interventions on health behavior determinants. This comprehensive approach will contribute to identifying solutions to address the specific issues that have led

to years of low HPV vaccination rates and consequently increased cervical cancer incidence," stated Mihaela Geoană, President of the Renaissance Foundation."

More information can be found here: <https://www.youtube.com/watch?v=1KZfIJeZ15E>

- **17 November 2023 -International Day for the Elimination of Cervical Cancer - The TV show is called 'Vorbeste Lumea' and it's aired by ProTV**

In the interview citizens were informed about the main purpose of RethinkVaccination project, which is to support EU member states and countries in the process of EU enlargement to rethink and restart their HPV vaccination campaigns, thus bringing them closer to achieving the objectives of the European Cancer Plan and the Cancer Mission regarding HPV vaccination and cancer prevention.

More information can be found here:

<https://www.protv.ro/emisiuni/vorbeste-lumea/articol/93848-mihaela-geoana-pacientii-oncologici>

- [Platforma - pręglądarka \(mediatrust.ro\)](#)
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- **22 January 24 - Press Release - The study "Behavior, Attitudes, and Perception Regarding HPV Vaccination in Romania - Press release**

The study "Behavior, Attitudes, and Perception Regarding HPV Vaccination in Romania," conducted within the project, highlighted the need for additional efforts to inform and raise public awareness about anti-HPV vaccination and will serve as a basis for the Foundation Renaissance's future awareness and promotion initiatives for HPV vaccination.

More information can be found here:

<https://www.b1tv.ro/eveniment/atitudinea-romanilor-privind-vaccinarea-impotriva-hpv-studiu-cu-ocazia-saptamanii-europene-de-prevenire-a-cancerului-de-col-uterin-1413744.html>

<https://www.agerpres.ro/comunicate/2024/01/22/comunicat-de-presa-fundatia-renasterea--1236237>

<https://tvrinfo.ro/studiu-7-dintre-adultii-romani-si-5-dintre-copii-sunt-vaccinati-impotriva-hpv-67-dintre-respondenti-nu-au-primit-recomandari-privind-vaccinarea-din-partea-institutiilor-medicale-sau-a-familiei/>

<https://www.protv.ro/articol/96838-proiectul-rethinkhpvaccination-analiza-perceptiilor-si-atitudinilor-privind-vaccinarea-impotriva-hpv-in-romania>

<https://www.hotnews.ro/stiri-sanatate-26852778-67-dintre-romani-declara-nu-primit-recomandari-privind-vaccinarea-impotriva-hpv-nici-din-partea-institutiilor-medicale-nici-din-partea-familiei-sau-apropiatilor.htm>

<https://rethink-hpv.eu/ro/rethinkhpvaccination-analiza-perceptii-atitudini-vaccinare-hpv-romania/>

- **29 January 2024 interview Radio Guerrilla with Mrs. Mihaela Geoana provide information about The study "Behaviour, Attitudes, and Perception Regarding HPV Vaccination in Romania"**

"Conducted within the framework of the ReThinkHPVaccination project, this initiative is essential for addressing the issues related to the incidence and mortality caused by cervical cancer in Romania and other member countries of the European Union," stated Mihaela Geoană, President of the Renaissance Foundation.

4. Other

ReThink and Reduce Inequalities in HPV Vaccination through Personalized Communication & Training (ReThinkHPV) project support to the Council Recommendation on Vaccine Preventable Cancers - <https://ec.europa.eu/newsroom/know4pol/items/838315/en>

We are aligning with the Council Recommendation on Vaccine Preventable Cancers by enhancing communication about vaccination among parents and young people, and by addressing and countering mis- and disinformation related to HPV vaccination. We created a training curriculum focused on HPV vaccination communication methods and tools, and we are implementing a pilot project aimed at improving communication of the anti-HPV Vaccination benefits, in two Romanian counties with low vaccination rates—Arges and Vrancea.



date: 17/07/2024

[The ReThink HPV project](#), co-funded by the European Union through the EU4Health Programme, aims to be a transformative initiative for improving anti-HPV Vaccination rates in Romania and EU Countries, with similar low vaccination figures. This project is implemented by a dynamic consortium based in Romania: Renasterea Foundation for Women’s Health – as leader, the Centre for Innovation in Medicine, and the Eurocomunicare Association – as partners.

Despite HPV-generated cancers being some of the most preventable, vaccine uptake remains alarmingly low in Central and Southern Europe, including Romania. HPV is responsible for 99.7% of cervical cancers, with types 16 and 18 causing the majority. Our mission is to change this narrative, bridging the gap in vaccination rates across Europe through innovative, personalized communication and training rooted in social innovation.

Our recent national study in Romania (2023) highlighted that while 79% had heard of HPV, 67% had not received vaccination recommendation from any medical personnel. A significant portion of the population believes in the safety and necessity of the vaccine, yet the primary barrier remains a lack of recommendation from the doctors.

By improving communication and training methods around HPV vaccination, we aim to increase vaccination rates, especially in regions with previous low uptake. Our goals include building confidence in the effectiveness of vaccine among parents and young people, offering healthcare professionals and key stakeholders the knowledge and communication tools to

effectively promote HPV vaccines, and empowering the local and county public health leaders, to continue the communication of the benefits of the HPV Vaccine, beyond the project's duration.

5. Connections with other projects

❖ Consortium Meeting of PROTECT-EUROPE, 27 October 2023

Alexandra Hosszu (Monitoring and Evaluation Lead) presented the progress of the Rethink HPV vaccination project with a focus on the status of the research and the objectives of the pilot project.

❖ Meetings between PROTECT-EUROPE, RETHINK and PERCH projects on 3 topics: Knowledge and awareness campaigns, Training and Dissemination

- 1) Meeting on Knowledge and Awareness Campaigns- PERCH-ReThinkHPV- PROTECT, May 8, 2023

Aim: to identify overlaps between PERCH-ReThinkHPV- PROTECT projects and plan joint activities

- 2) Meeting on Dissemination- PERCH- ReThinkHPV- PROTECT, May 11, 2023

Aim: to identify overlaps between PERCH-ReThinkHPV- PROTECT projects and plan joint activities

❖ DG SANTE workshop on the 8th of March - Consultation JA PERCH and HPV/HBV related projects on vaccine-preventable cancers

Purpose of the meeting is to provide information on the consultation of PERCH and related projects on the Commission proposal for a Council Recommendation on vaccine-preventable cancers. The meeting will be guided by the following questions:

- What action is taken or needed at national and EU level to increase the uptake of HPV vaccination among girls and boys?
- What action is taken or needed at national level to improve the monitoring of HPV vaccination coverage rates, in particular among boys? How can action at EU level support national efforts?
- What action is taken or needed at national level to increase the access to HBV vaccination for all affected population groups? How can action at EU level support national efforts?

- What action is taken or needed at national level to improve the monitoring of HPV vaccination coverage rates, in particular where there are data gaps? How can action at EU level support national efforts?

❖ **PERCH WP4: Collaboration with ReThinkHPVaccination, 10th of November 2023**

Representatives of ReThink HPV project presented the main actions of the project: the knowledge center, the research on general perception on HPV vaccination in Romania and the objectives of the pilot project.