



San Mateo County Health System

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PUBLIC HEALTH ALERT– August 17, 2016

HELP SPREAD THE WORD ABOUT THE BENEFITS OF HPV VACCINATION

Sadly, we're not doing a good job protecting our county against human papillomavirus (HPV) and the cancers it causes. Our county-wide vaccination rate is below 50%, putting many of our kids at risk of being infected by HPV—as one in four people in the United States are.

San Mateo County Health System is launching a campaign to encourage parents to vaccinate their preteens and teens against HPV.

We're reaching out to parents of preteens through targeted advertising, local schools, and hopefully, you.

Actions requested of clinicians:

We have developed new materials, including a poster, flyer, social media posts, sample patient letters and emails, web content, and talking points, all available at bit.ly/smchpv.

We encourage you to put up the posters in your practice, email or mail the information to your patients, especially those who may have already had 1-2 doses of the HPV vaccine, and post it on your website and social media profiles. If you'd printed copies of the poster or flyer please email abrooks@smcgov.org.

You can also use this tool to remind patients who have had 1-2 doses of the vaccine to finish the series via email or text message: bit.ly/hpv-vax-reminder.

The talking points are designed to help address parents' most common concerns with the HPV vaccine. If you're getting asked a tough question that's not included, please let us know and we'll help you answer it. We can be reached at 650.573.2346.

Thanks for your help in vaccinating our adolescents with this cancer-preventing vaccine.

Best,

Dr. Vivian Levy

STD Control Officer, San Mateo County

Dr. Scott Morrow

San Mateo County Health Officer