B. PROJECT OVERVIEW

Project Name:
Utilizing peer teen advocates to increase Human Papillomavirus vaccination rates.

HWPP Project Number:
2011D-54

Without exceeding this one (1) page, briefly describe your project and partnership.
The overall goals of our project are to increase the awareness and literacy regarding Human Papillomavirus (HPV) among urban adolescents who are engaging in high risk behaviours and thus are at the greatest risk for HPV infection morbidity and ultimately mortality. In doing so, our long reaching goal will be to not only increase vaccination intent but to make a measurable increase in vaccination uptake. Our Milwaukee Health Department statistics regarding sexually transmitted disease in Milwaukee are our indicator that HPV infection is locally a major current issue. Our community surveys indicate a tremendous lack of education in this area of reproductive health, which mirrors national data, but again demonstrates a clear local need for the project. Our partners are The Medical College of Wisconsin, The Milwaukee Health Department and The Boys and Girls Club of Milwaukee. All three partners have individually spent many resources on the delivery of appropriate reproductive health messages but are now collectively combining resources to deliver a clearer message utilizing peer health advocates as the relevant messengers. The innovation lies within the utilization of the far reaching arm of social media. The target adolescent age group for the vaccination and the current universal use of social media within this same group indicates its huge potential as a vehicle to engage adolescents in this program. Our goal is to educate youth and stimulate their self interest in seeking the HPV vaccination in a sustainable way and communicating the significance of HPV infection to the parents of the population at risk. In addition to its benefits of a wide audience, social media allows for a trackable method of determining characteristics of the audience is and that will be the means of future sustainability of our program and a future measure of actual vaccination uptake.