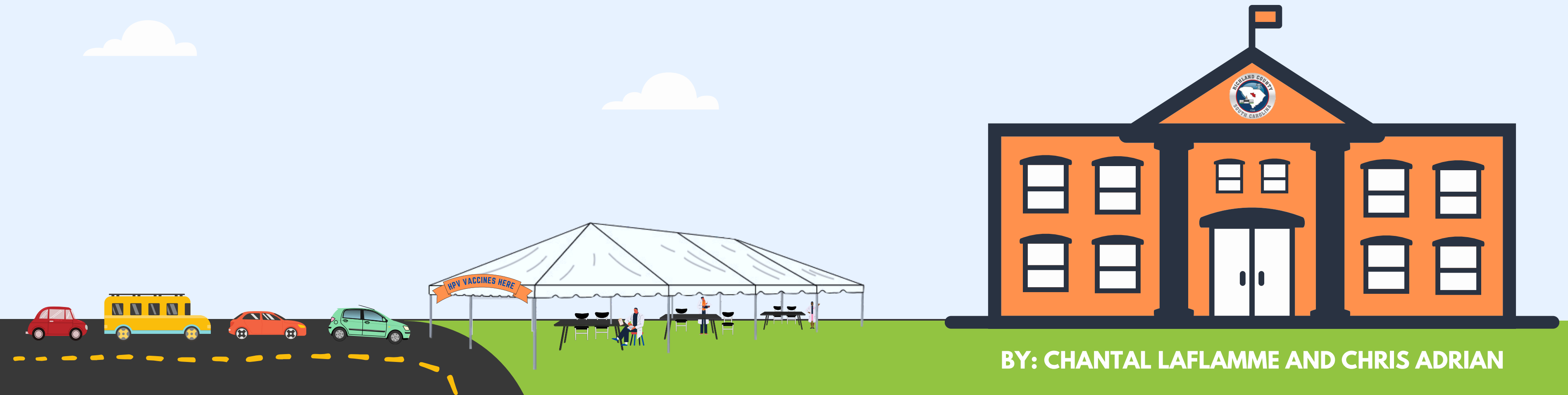


BE WISE,

IMMUNIZE!

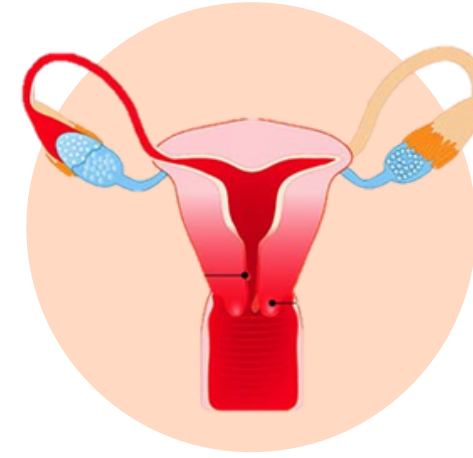


AN INITIATIVE TO INCREASE HPV VACCINATIONS
IN RICHLAND COUNTY, SOUTH CAROLINA



BY: CHANTAL LAFLAMME AND CHRIS ADRIAN

HEALTH FOCUS, POPULATION AND SETTING



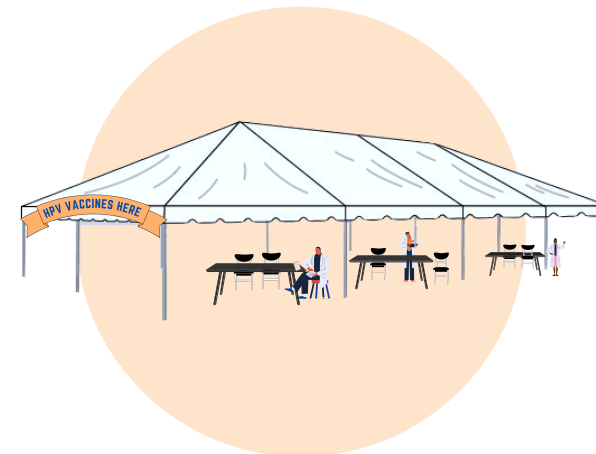
HEALTH FOCUS

Cervical cancer - which can be prevented with the HPV vaccination



POPULATION

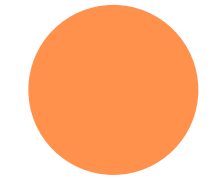
11-12 year old's attending public middle schools in Richland County, South Carolina



SETTING

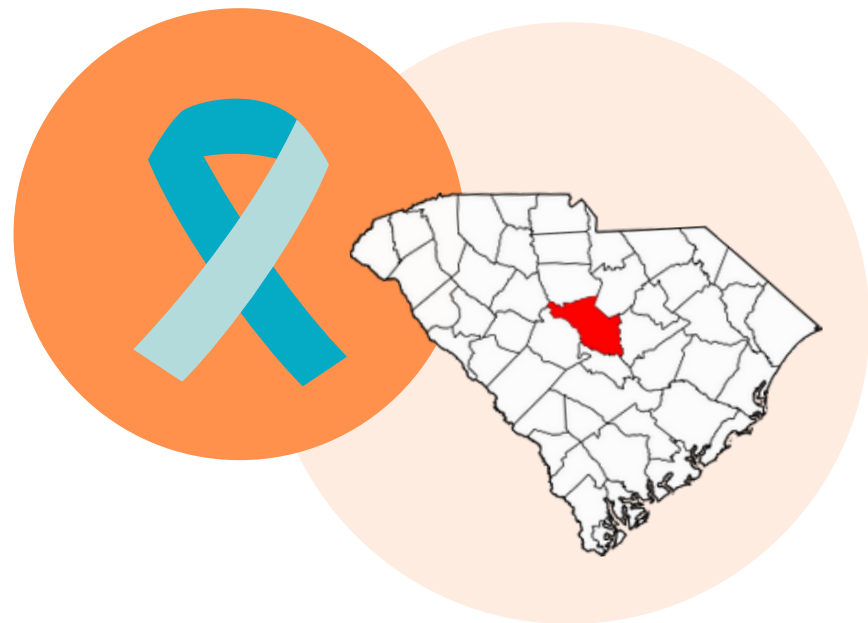
Pop-up vaccine clinics at 22 Richland County public middle schools

PROGRAM GOAL AND OBJECTIVE



PROGRAM GOAL

The health goal of this program is to reduce rates of cervical cancer in Richland County, South Carolina.



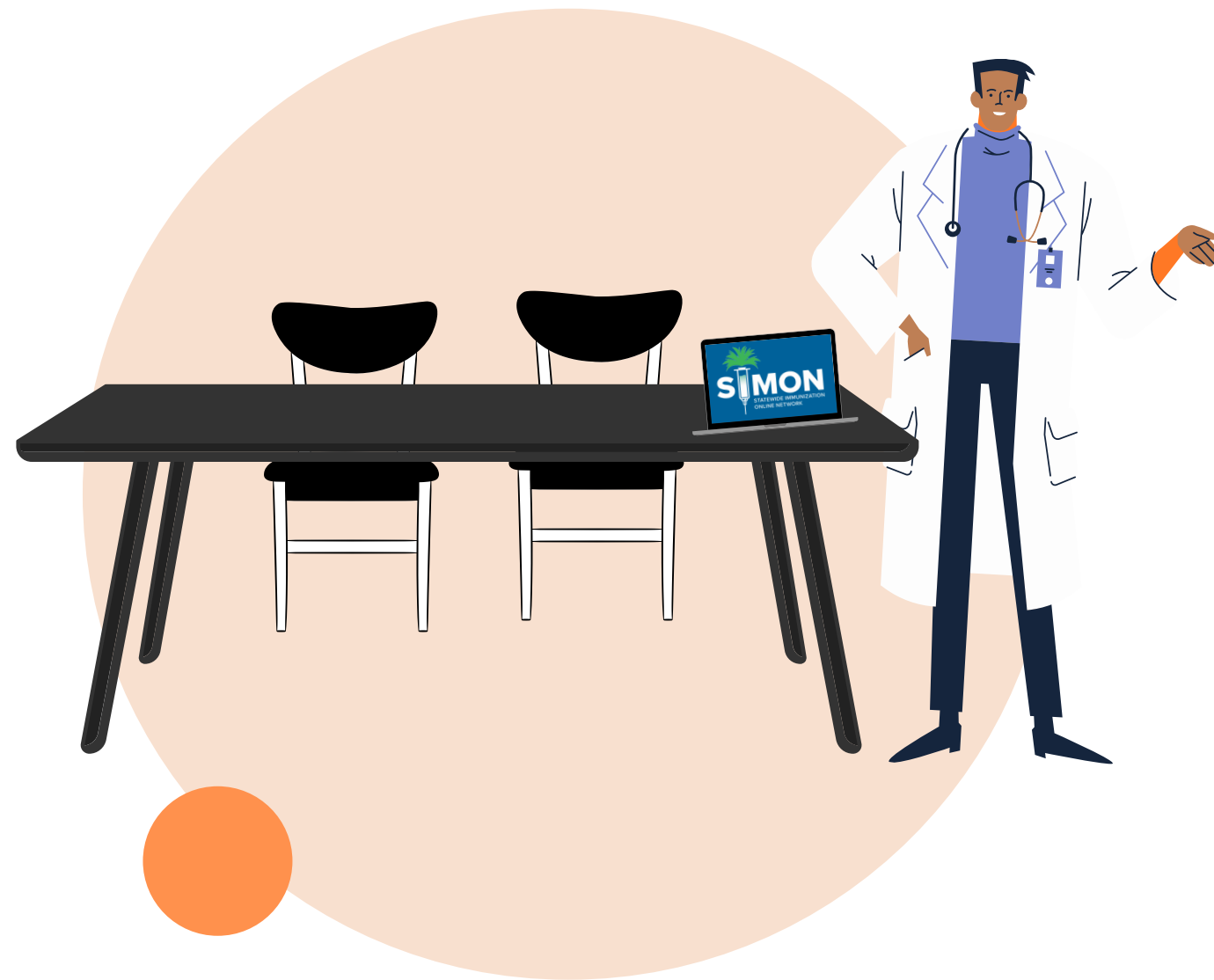
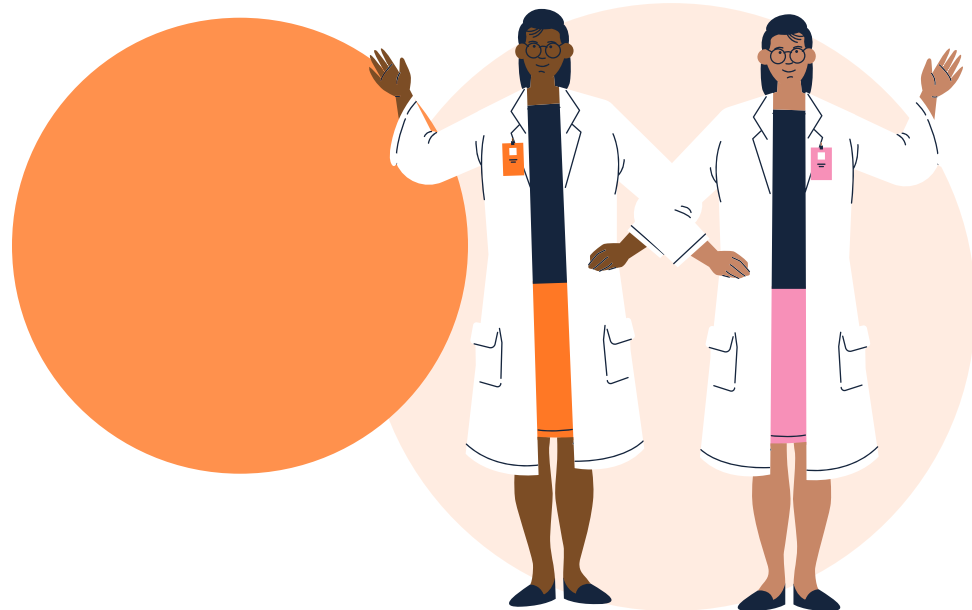
PROGRAM OBJECTIVE

The health objective of Be Wise, Immunize is to reduce rates of cervical cancer in 30-35-year-olds living in Richland county by 80% by the 25-year evaluation of the program in 2049.

BEHAVIORAL FOCUS AND OBJECTIVE

BEHAVIORAL FOCUS

This program focuses on the behavior of getting the full HPV vaccine series at ages 11-12.



BEHAVIORAL OBJECTIVE

The behavior objective of this program is that 80% of 11-12-year-olds in Richland county receive the full HPV vaccination (2 doses) by the end of the two-year program (2024).

ENVIRONMENTAL FOCUS AND OBJECTIVE

ENVIRONMENTAL FOCUS

Provide more opportunities to get the HPV vaccine for 11-12 year olds in Richland county.

School	Address	# of Students
Chapin Middle School	11661 Broad River Road Chapin, SC 29036	903
Dutch Fork Middle School	1524 Old Turnpike Road Irmo, SC 29063	1034
Chapin Intermediate	1130 Old Lexington Highway Chapin, SC 29036	861
Crossroads Intermediate	6943 St. Andrew Road Columbia, SC 29212	812
Blythewood Middle School	2311 Longgreen Road East Blythewood, SC 29016	807
Irmo Middle School	4811 Woodcroft Road Columbia, SC 29212	916
Crayton Middle School	3000 Clemson Avenue Columbia, SC 29205	1146
Muller Road Middle School	1031 Muller Road Blythewood, SC 29016	1135
Derrit Middle School	2712 Decker Boulevard Columbia, SC 29206	1273
Hard Middle School	2900 Wheat Street Columbia, SC 29205	849
E.L. Wright Middle School	2740 Alpine Road Columbia, SC 29223	1348
Longleaf Middle School	1160 Longgreen Parkway Columbia, SC 29229	844
Kelly Mill Middle School	1143 Kelly Mill Road Blythewood, SC 29016	986
Summit Parkway Middle School	200 Summit Parkway Columbia, SC 29229	1187
W.G. Sanders Middle School	3455 Pine Belt Road Columbia, SC 29204	507
W.A. Perry Middle School	2600 Barhamville Road Columbia, SC 29204	350
Alzam Middle School	5125 Fairfield Road Columbia, SC 29203	375
Southwest Middle School	5125 Fairfield Road Columbia, SC 29203	516
St. Andrew Middle School	1231 Bluefield Road Columbia, SC 29210	717
Higgins Middle School	1801 Clarkson Road Higgins, SC 29061	472
Hayward Gibbs Middle School	500 Sumneria Drive Columbia, SC 29203	384



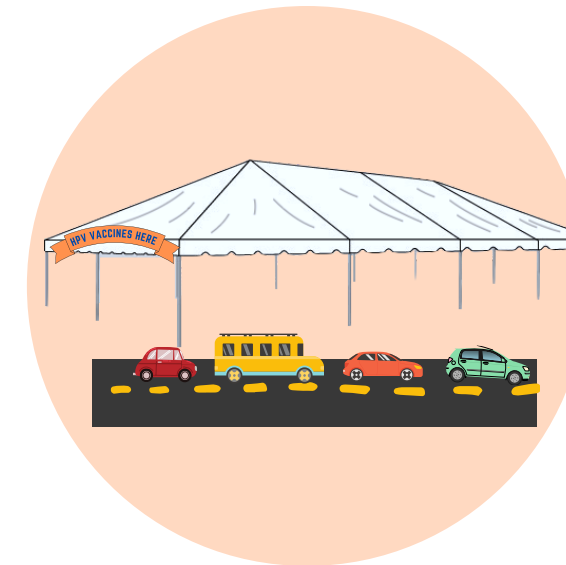
ENVIRONMENTAL OBJECTIVE

Increase vaccination sites for the HPV vaccine through the implementation of pop-up clinics in Richland county by 15% by the end of the two-year program.

PER FACTORS AND OBJECTIVES

CONCEPTUAL MODEL

MULTI-LEVEL CATEGORY PRECEDE/PROCEED	THEORY	THEORY CONSTRUCT	BEHAVIOR	HEALTH CONDITION
PREDISPOSING (knowledge about HPV vaccine)	Health Belief Model	Perceived Benefits	Completing both doses of the HPV vaccine	Reduce the prevalence of cervical cancer
ENABLING (access to the vaccine)	Social Cognitive Theory	Behavioral Capability		
REINFORCING (parental support)	Social Cognitive Theory	Positive Reinforcement		



PREDISPOSING

The predisposing objective is to increase knowledge about the HPV vaccine by 80% among recruited guardians who have children aged 11-12 attending public schools in Richland County, South Carolina by using an online knowledge quiz.

ENABLING

The accessibility objective is to provide two vaccine clinic days for doses one and two of the HPV vaccine for all students ages 11-12 at all public middle schools in Richland County from August 2022-March 2024.

REINFORCING

The reinforcing objective is to provide all children who receive both doses of the HPV vaccine through Be Wise, immunize with a t-shirt immediately after they receive the second dose of the vaccine.

PROGRAM COMPONENTS

PHASE 1: STAKEHOLDER ENGAGEMENT AND STAFFING

- Stakeholder recruitment and engagement
- Hire and train staff
- Finalize contractual services
- Ensure facility use agreements

PHASE 2: PLANNING FOR EDUCATION, RECRUITMENT, AND CLINICS

- Develop promotional materials
- Design education sessions
- Develop communication strategies
- Purchase equipment

PHASE 3: EDUCATION AND PROGRAM RECRUITMENT

- Speak and engage guardians at school events
- Paid social media advertisement
- Printed flyers and newsletter advertisements

PHASE 4: VACCINE CLINIC DAYS

- Clinic set up and break down
- Vaccinate registered participants
- Recruit and vaccinate "same day" participants
- Check-out procedures

PHASE 5: FOLLOW-UP AND LONG-TERM EVALUATION

- Impact and Outcome Evaluation
- Thank you emails/cards
- Debrief sessions and after action reports



PHASE 1:
STAKEHOLDER
ENGAGEMENT AND
STAFFING

FEBRUARY 2022

- Stakeholder recruitment and engagement
- Hire and train staff
- Finalize contractual services
- Ensure facility use agreements

**PHASE 2: PLANNING
FOR EDUCATION,
RECRUITMENT, AND
CLINICS**

APRIL 2022

- Develop promotional materials
- Design education sessions
- Develop communication strategies
- Purchase equipment

**PHASE 3: EDUCATION
AND PROGRAM
RECRUITMENT FOR
GUARDIANS**

JULY 2022

- Speak and engage guardians at school events
- Paid social media advertisement
- Printed flyers and newsletter advertisements

**PHASE 4: VACCINE
CLINIC DAYS AT
RICHLAND COUNTY
MIDDLE SCHOOLS**

SEPTEMBER 2022

- Clinic set up and break down
- Vaccinate registered participants
- Recruit and vaccinate "same day" participants
- Check-out procedures

**PHASE 5: FOLLOW-UP
AND LONG-TERM
PROGRAM
EVALUATION**

AUGUST 2024

- Impact and Outcome Evaluation
- Thank you emails/cards
- Debrief sessions and after action reports



FEBRUARY 2022

APRIL 2022

JULY 2022

SEPTEMBER 2022

AUGUST 2024



MARCH 2049

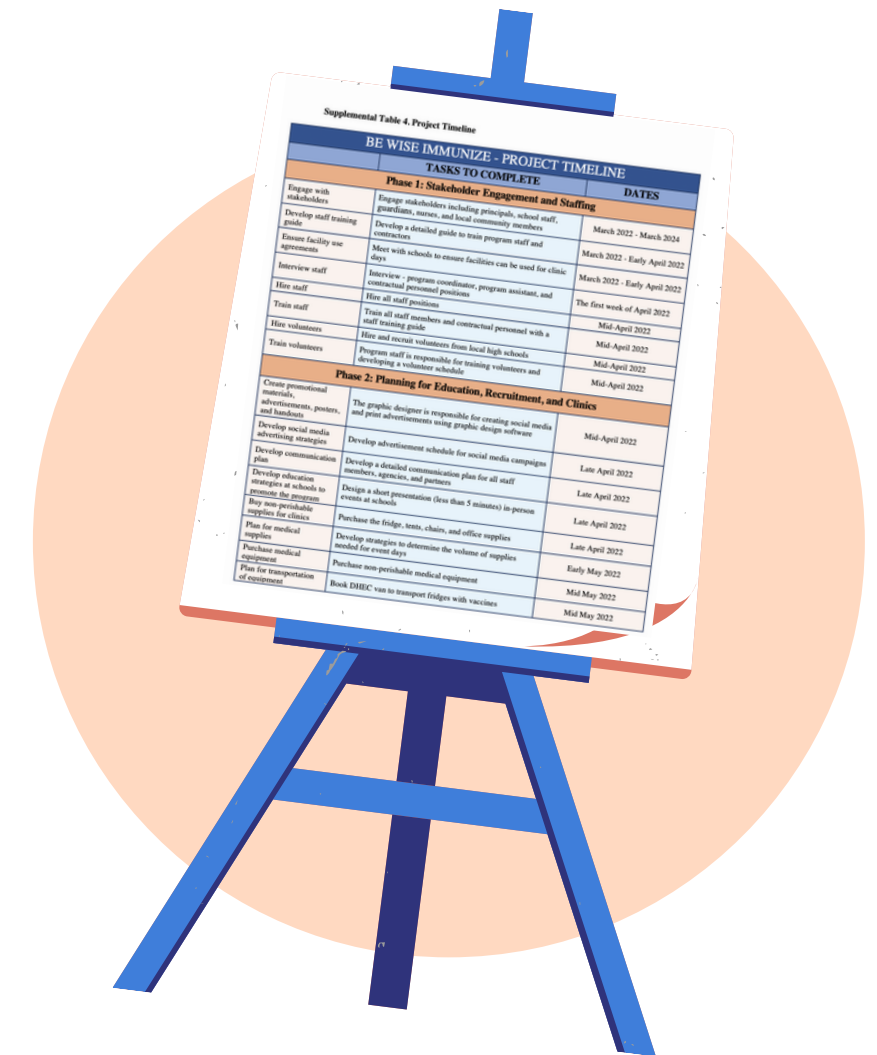
PHASE 1:
STAKEHOLDER
ENGAGEMENT AND
STAFFING

PHASE 2: PLANNING
FOR EDUCATION,
RECRUITMENT, AND
CLINICS

PHASE 3: EDUCATION
AND PROGRAM
RECRUITMENT

PHASE 4: VACCINE
CLINIC DAYS

PHASE 5: FOLLOW-UP
AND LONG-TERM
EVALUATION

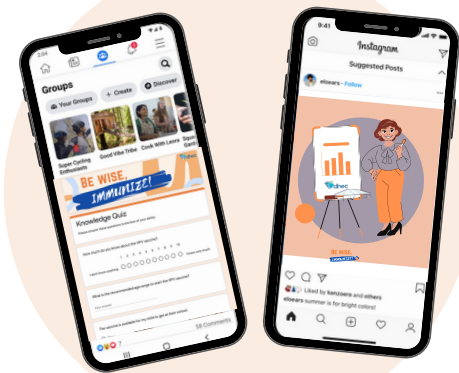


PROGRAM TIMELINE

PROGRAM STRATEGIES



MOBILE IMMUNIZATIONS TOOLKIT BY IMMUNITY COMMUNITY



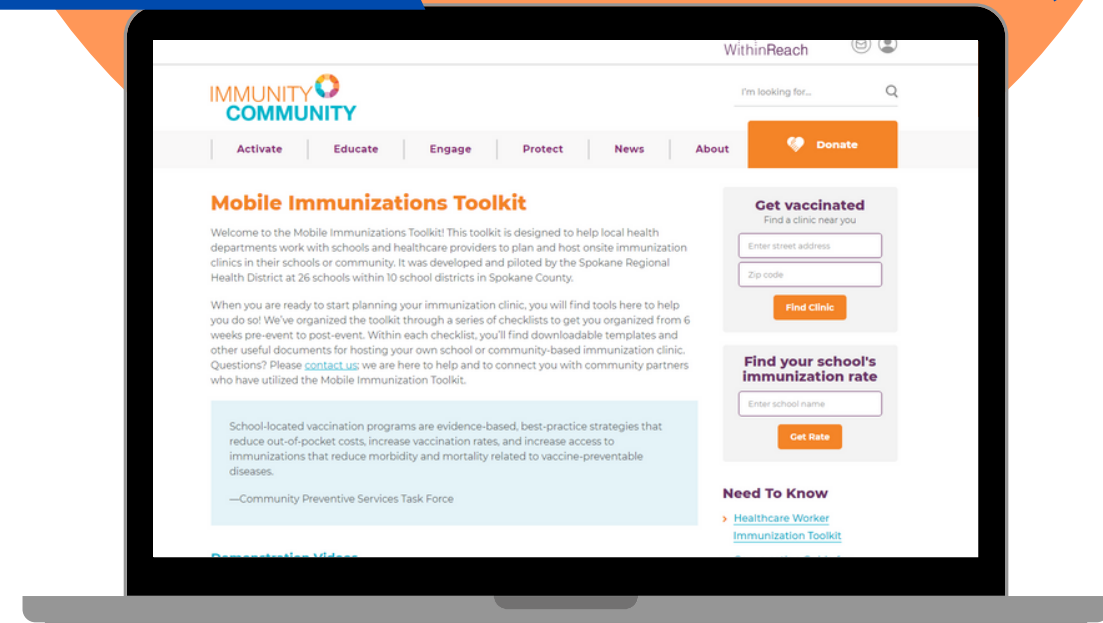
PRINT & SOCIAL MEDIA ADVERTISEMENTS



EDUCATIONAL SESSIONS WITH GUARDIANS

MOBILE IMMUNIZATION TOOLKIT

“School-located vaccination programs are evidence-based, best-practice strategies that reduce out-of-pocket costs, increase vaccination rates, and increase access to immunizations that reduce morbidity and mortality related to vaccine-preventable diseases.”



EVALUATION PLAN

PROCESS EVALUATION

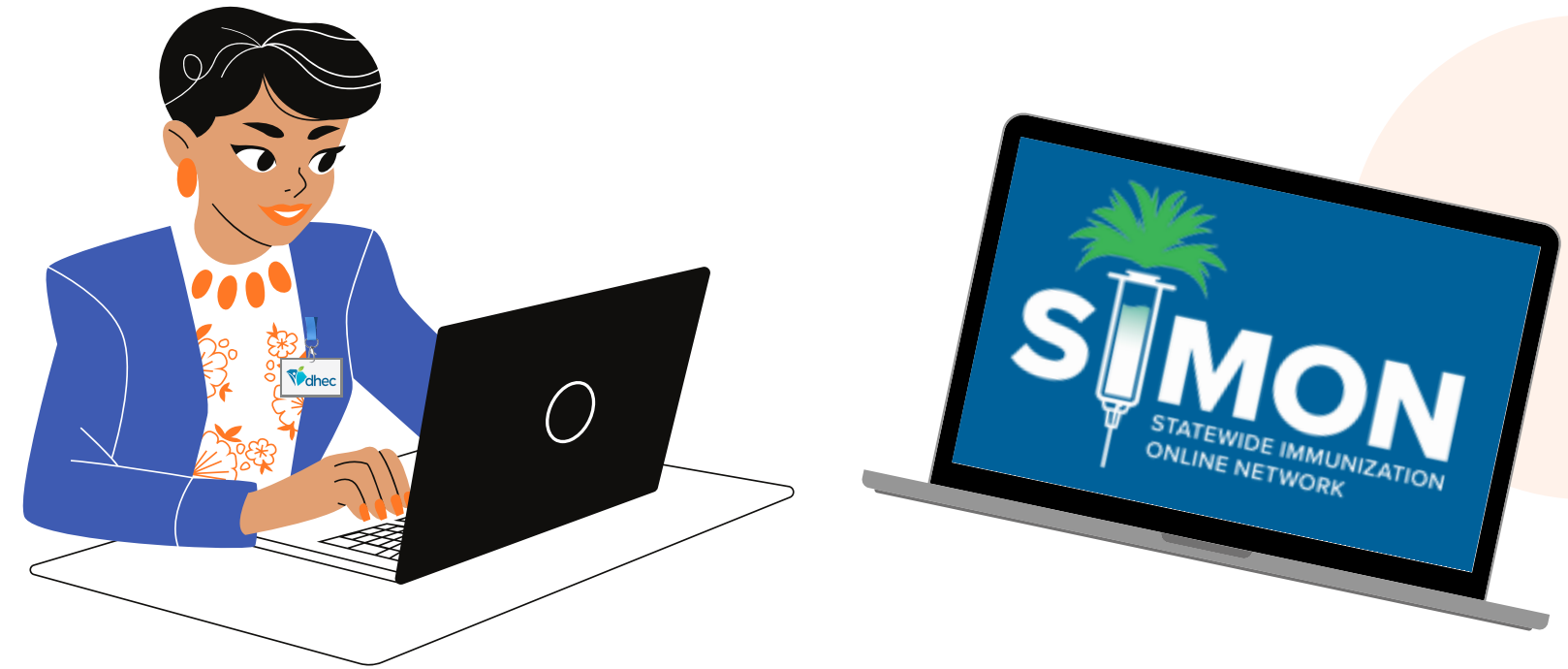
Randomly assess 30% of clinic days to ensure protocol is followed

IMPACT EVALUATION

Assess the total number of clinics through the duration of the program

OUTCOME EVALUATION

Evaluate cervical cancer incidence in among target population in 2049



COMMUNICATION PLAN

USE OF SOCIAL MEDIA

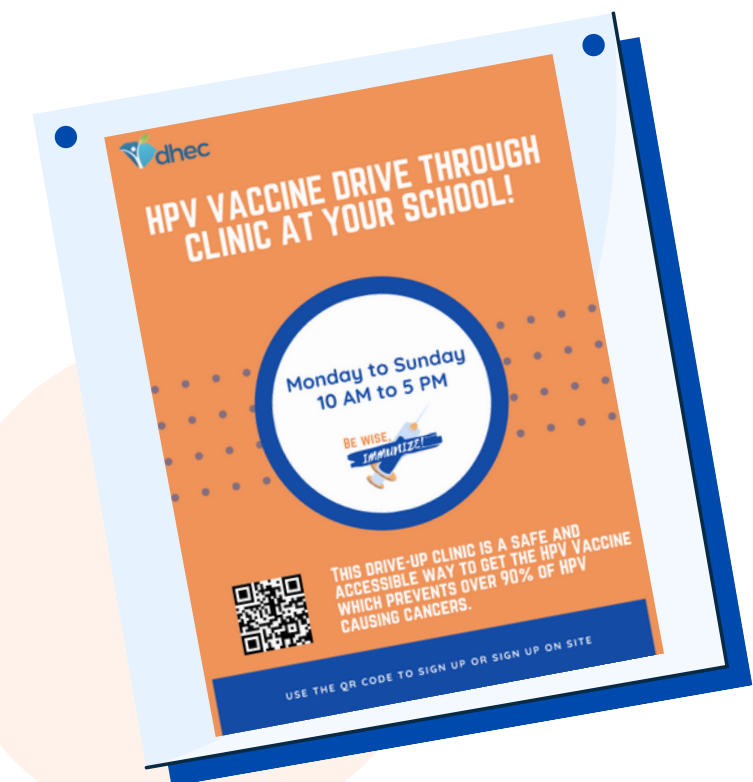
SURVEYS AND COMMUNICATING RESULTS

PARENT CONNECTIONS

REGULAR STAKEHOLDER MEETINGS

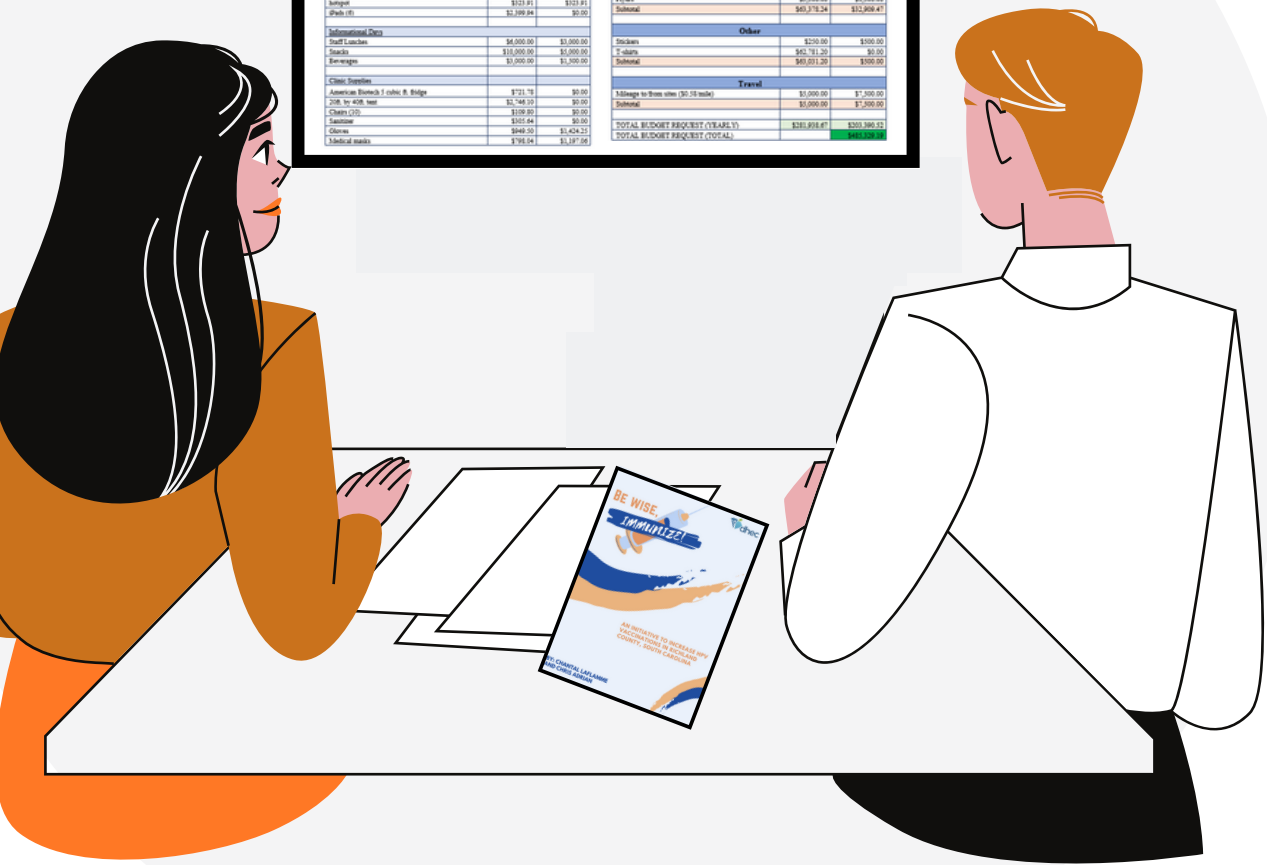
USE OF SCHOOL NEWSLETTERS

DISSEMINATION OF RESULTS



BUDGET OVERVIEW AND JUSTIFICATION

Be Wise, Immunize Operating Budget (March 2022-March 2024)			
Budget Category	Year 1	Year 2	
Be Wise, Immunize Staff			
Program Coordinator - Salary - 87% effort	\$40,000.00	\$41,000.00	
Program Coordinator - Travel	\$12,000.00	\$12,000.00	
Program Assistant - Salary - 40% effort	\$12,000.00	\$12,000.00	
Program Assistant - Travel	\$1,400.00	\$1,400.00	
Subtotal	\$127,400.00	\$127,200.00	
Contractual Services			
Contractual Services	\$11,200.00	\$11,200.00	
Travel	\$1,200.00	\$1,200.00	
Program Evaluation	\$1,000.00	\$1,000.00	
Program Design	\$7,000.00	\$7,000.00	
Graphic Design	\$1,000.00	\$1,000.00	
Subtotal	\$13,400.00	\$13,400.00	
Supplies and Equipment			
Equipment	\$7,000.00	\$7,000.00	
Travel	\$100.00	\$100.00	
Other	\$1,000.00	\$1,000.00	
Subtotal	\$8,100.00	\$8,100.00	
Advertising			
Advertising	\$10,000.00	\$10,000.00	
Travel	\$10,000.00	\$10,000.00	
Other	\$1,000.00	\$1,000.00	
Subtotal	\$21,000.00	\$21,000.00	
T-Shirts			
T-Shirts	\$45,712.20	\$45,712.20	
Subtotal	\$45,712.20	\$45,712.20	
Travel			
Travel	\$1,000.00	\$1,000.00	
Subtotal	\$1,000.00	\$1,000.00	
TOTAL BUDGET REQUEST (YEARLY)			
	\$281,938.67	\$203,390.52	
TOTAL BUDGET REQUEST (TOTAL)			
	\$485,329.19		



TOTAL REQUEST

\$485,329.19

YEAR 1 - \$281,938.67

YEAR 2 - \$203,390.52

PROGRAM STAFF

- Program coordinator
- Program assistant

CONTRACTUAL SERVICES

- Nurses, evaluator, designers

SUPPLIES:

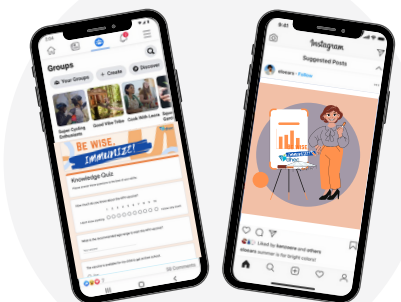
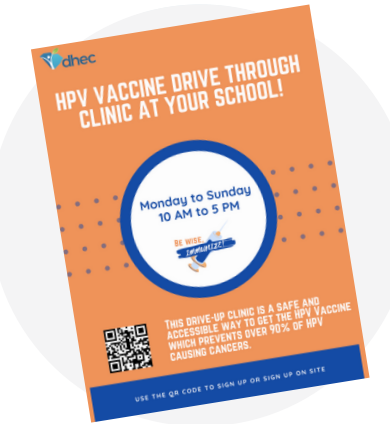
- General, electronic, and medical

ADVERTISING

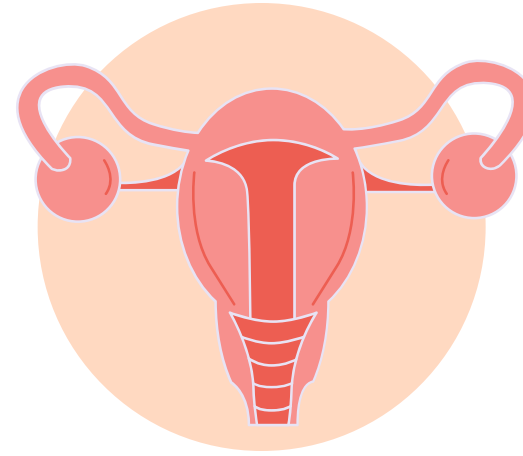
- Facebook, Instagram, Flyers

T-SHIRTS:

- 13,954 t-shirts



CONCLUSION



**IMPACT OF
CERVICAL CANCER**



**HELPING THE
FUTURE OF YOUR
COMMUNITY**



**BE WISE,
IMMUNIZE**