

Vaccinating Dorset

The logo for 'Vaccinating Dorset' features a white circle with a gap on the left side, partially enclosing the word 'Vaccinating'.

AGAINST HPV

Campaign toolkit

www.staywelldorset.nhs.uk/vaccinations

Background



About the
HPV vaccine
campaign

100

AGAINST HPV



Aims

Increase vaccination uptake: The aim is to increase uptake in the HPV vaccination between ages 16-24 for those who missed the opportunity to take up the vaccine the first time. This will be done within general practice.

Audience

Those who didn't get there HPV vaccine at school: Females born on or after 1 September 1991 and males born on or after 1 September 2006 and are less than 25 years old.

www.staywelldorset.nhs.uk/vaccinations

Key messages

Age 16 – 24? You may be able to have a FREE HPV vaccination at your GP surgery.


HPV vaccinations help to protect all genders from genital warts and HPV-related cancers such as cervical, penile, anal, vaginal and throat cancer.

You should have received a dose at school, however if you missed your HPV vaccination at school, it's not too late to catch up.

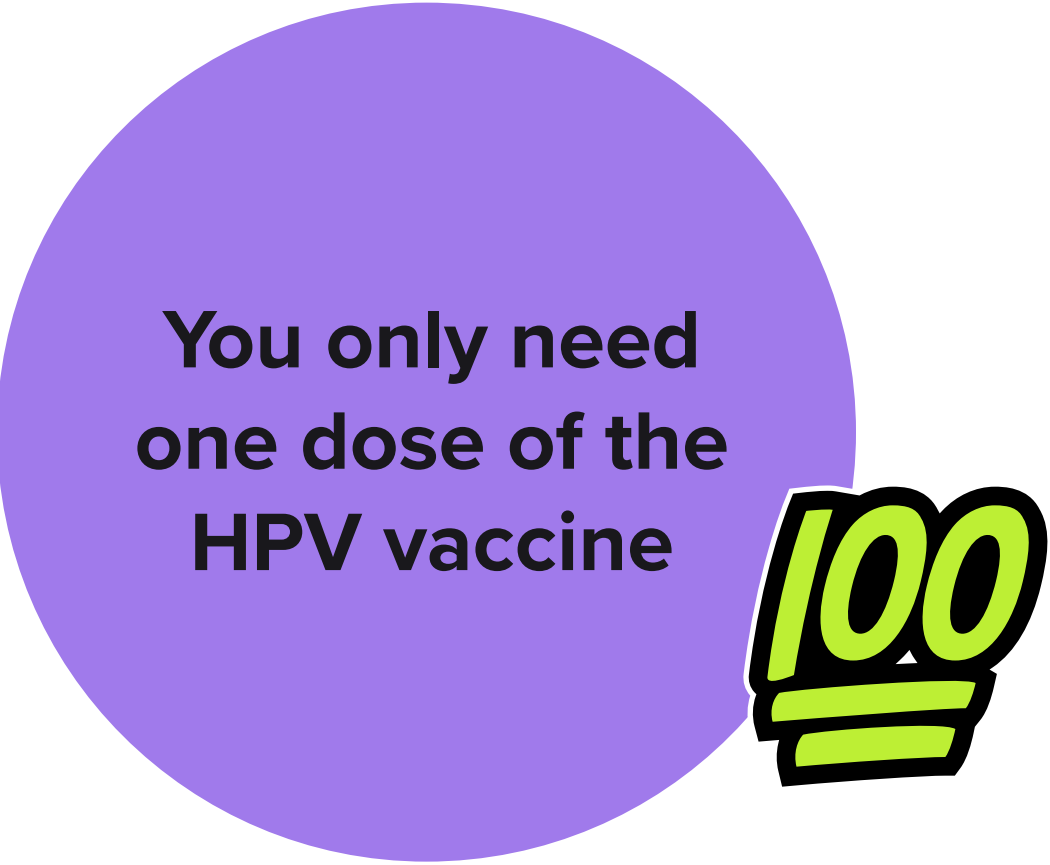
This free vaccination is for young people:

- Females born on or after 1 September 1991 (up to a maximum age 24)
- Males born on or after 1 September 2006

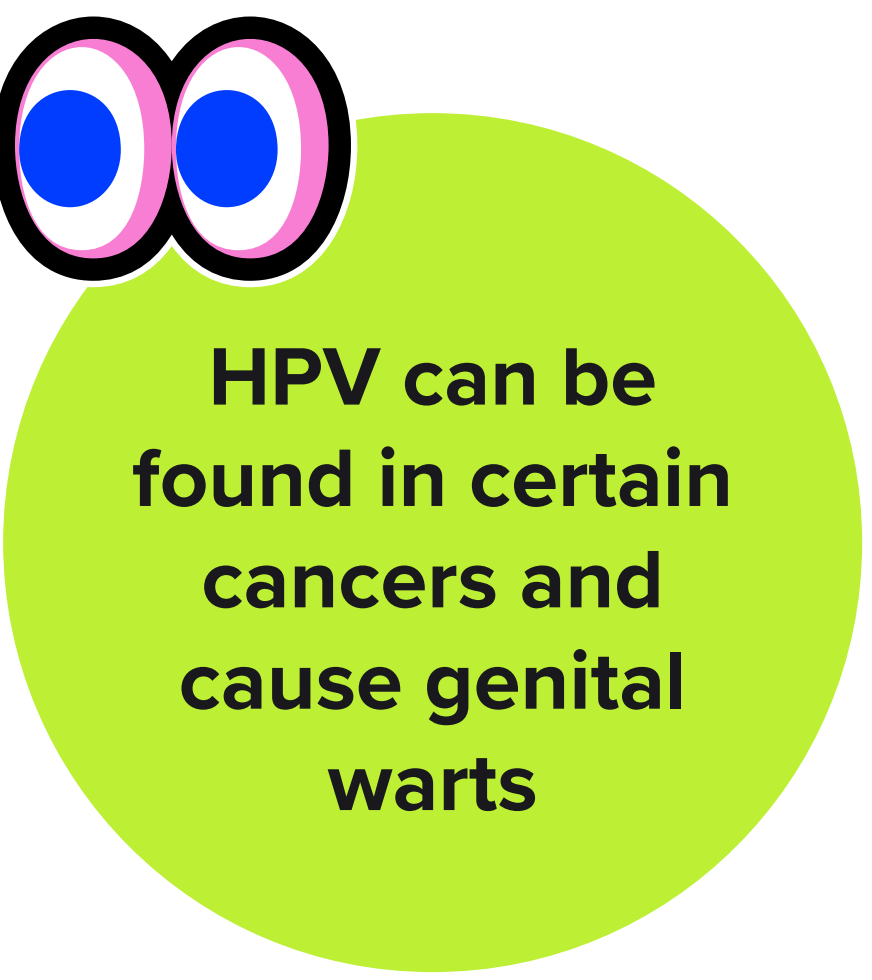
Missed it or not sure? Contact your GP surgery via their online form or over the phone.



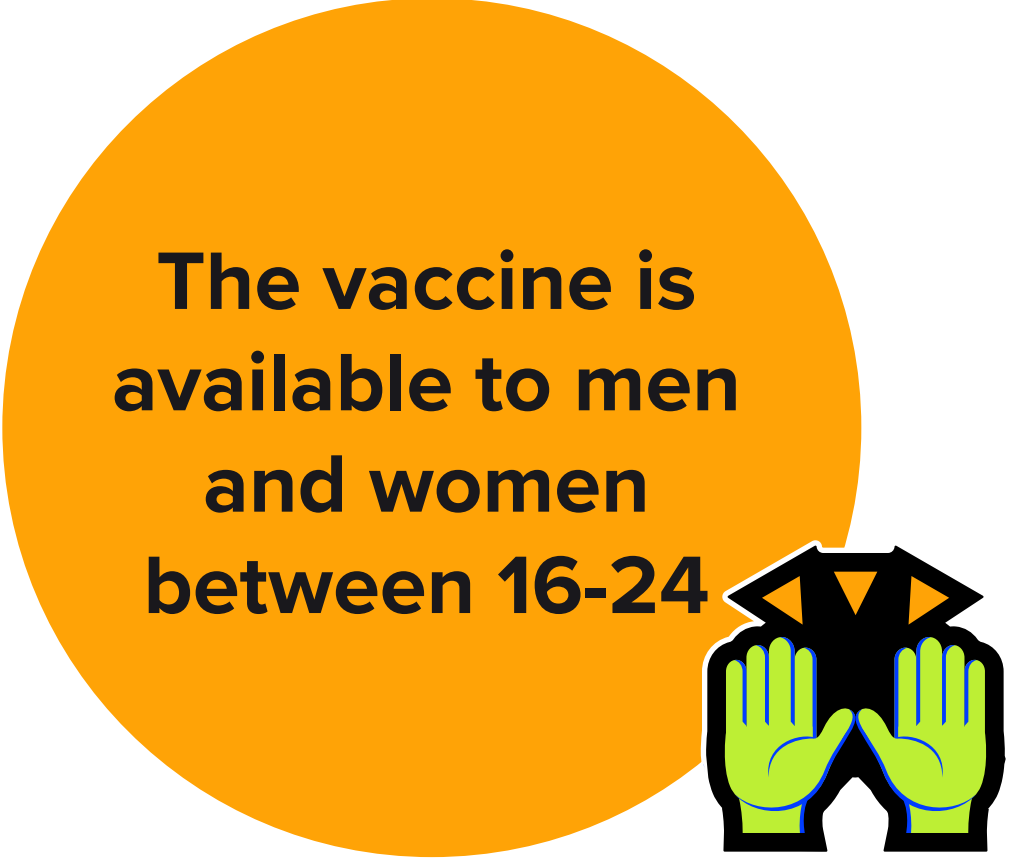
If you missed your vaccine, you can get it at your GP surgery



You only need one dose of the HPV vaccine



HPV can be found in certain cancers and cause genital warts



The vaccine is available to men and women between 16-24

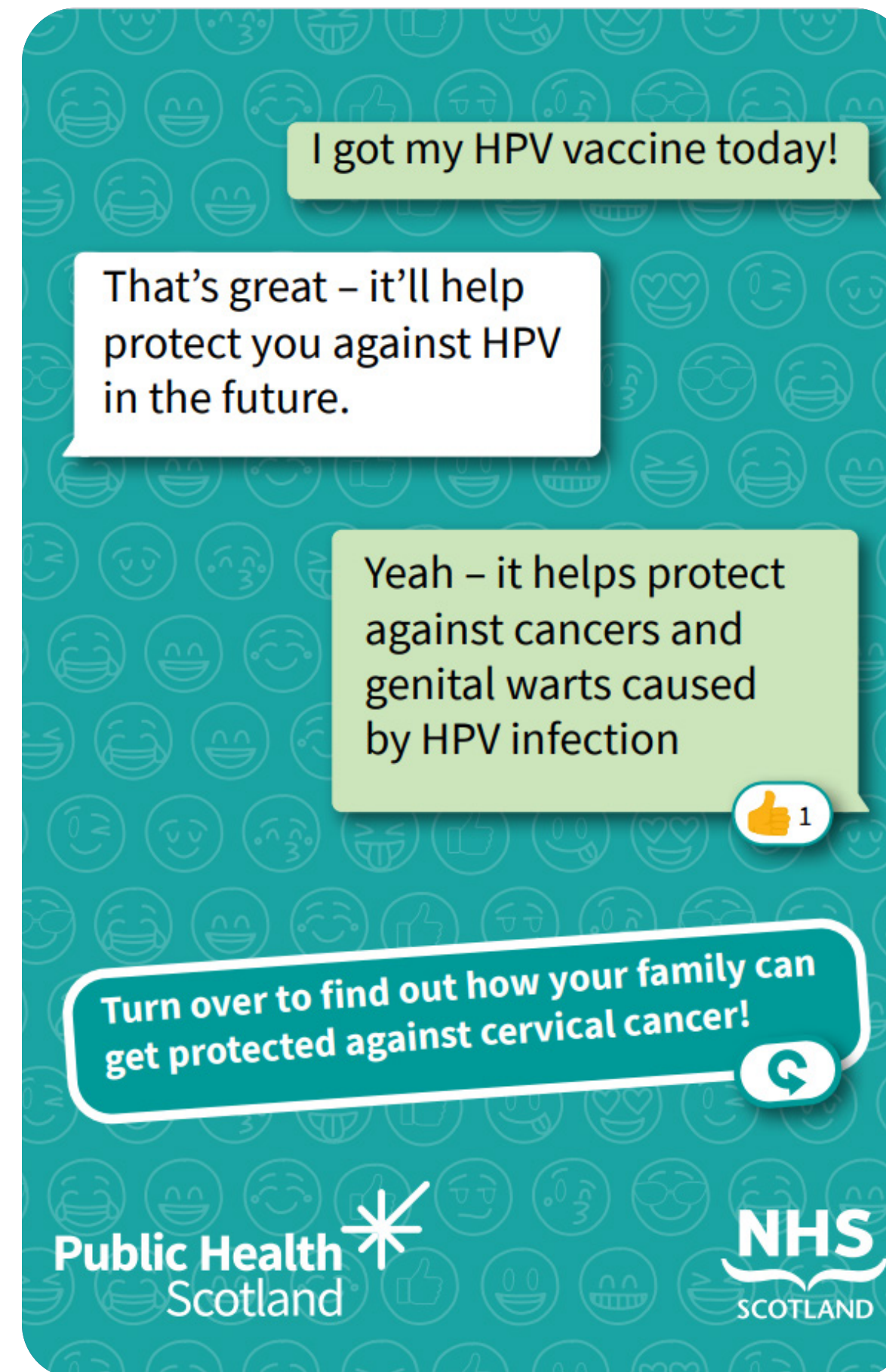
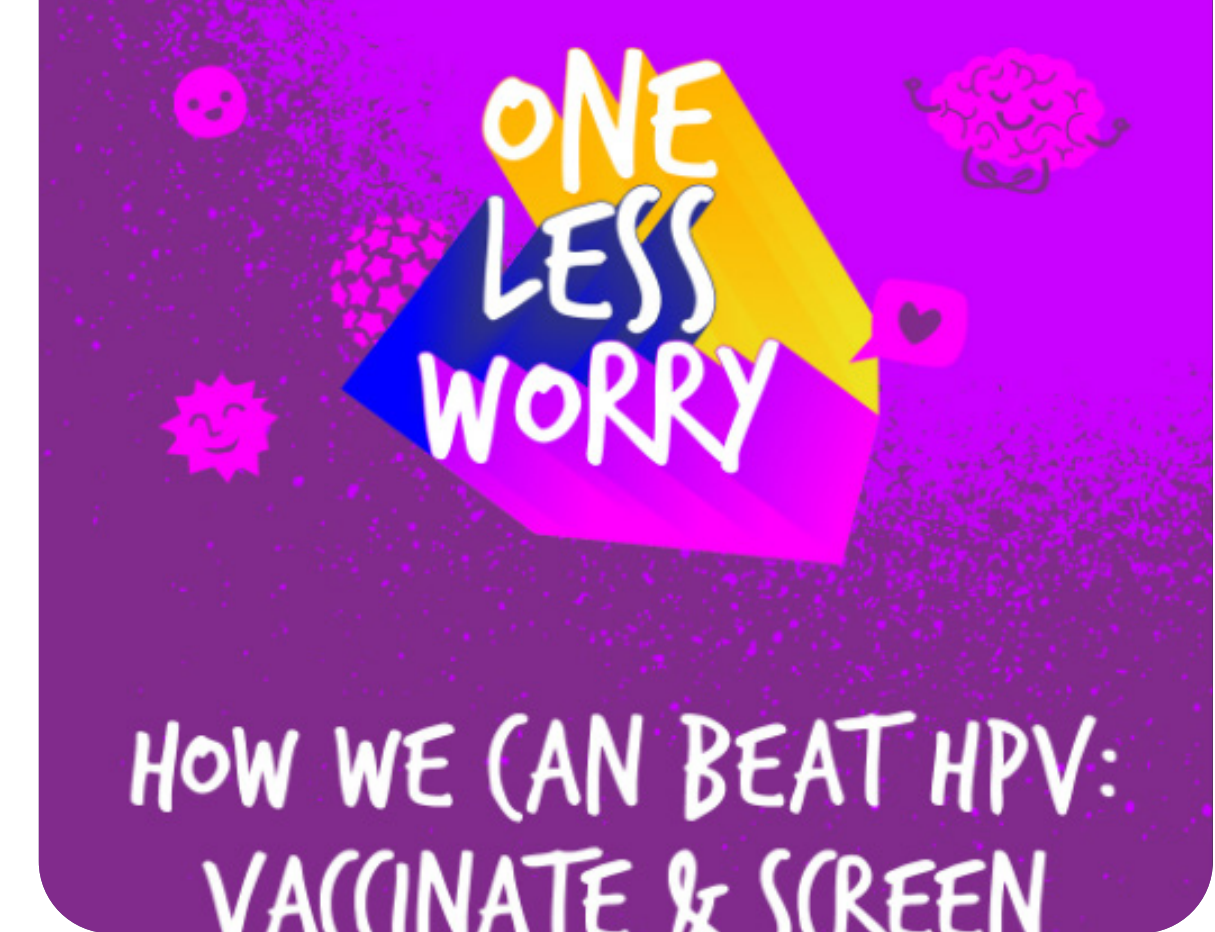
Campaign design

The campaign design builds on the 24-25 Vaccinating Dorset visuals and puts a younger spin on it. Taking the original format and spinning it towards our target audience.

For this concept, we add in some accessible brights, still have prevalent blue and bring in a sticker and emoji concept.

The idea plays on social media and the digital age. And, uses designs and emoji's Gen-Z are familiar with already tweaked to match our creative.

We have previously co-designed campaigns with younger audiences and the feedback has always been to go brighter. We are combining this with visual research for campaigns in this demographic.



Colour accessibility

Here we have a list of colours that work together within our colour palette. WCAG guidance says: AA = 4.5:1 for normal text and AA = 3.0:1 for large text. AAA = 7.1:1 for normal text AAA = 4.5:1 for large text. NHS have a duty to reach AA accessibility.


<div>Electric Green #BDEF34 ★ ★ ★ 5.0:1</div>	<div>White #FFFFFF ★ ★ ★ ★ 6.75:1</div>	<div>Electric Green #BDEF34 ★ ★ ★ ★ 12.08:1</div>	<div>NHS Black #19181C ★ ★ ★ ★ ★ 12.08:1</div>	<div>Electric Blue #013DFF ★ ★ ★ ★ 5.0:1</div>
<div>Purple #A07AEB ★ ★ ★ 5.03:1</div>	<div>Orange #FFA306 ★ ★ ★ ★ 8.15:1</div>	<div>NHS Black #19181C ★ ★ ★ 5.03:1</div>	<div>White #FFFFFF ★ ★ 3.24:1</div>	<div>Pink #F87ED3 ★ ★ ★ ★ 6.92:1</div>
<div>NHS Black #19181C ★ ★ ★ ★ 8.15:1</div>	<div>Electric Blue #013DFF ★ ★ 3.37:1</div>	<div>NHS Black #19181C ★ ★ ★ ★ ★ 16.3:1</div>	<div>White #FFFFFF ★ ★ ★ ★ ★ 6.75:1</div>	<div>NHS Black #19181C ★ ★ ★ ★ 6.92:1</div>
			<div>Electric Blue #013DFF ★ ★ ★ ★ ★ 6.75:1</div>	<div>Purple #A07AEB ★ ★ ★ ★ 3.24:1</div>

Generic social



Vaccinating Dorset


NHS




Visit our webpage if you are transgender and under 25?

You are eligible for the free HPV vaccination.

AGAINST HPV





staywelldorset.nhs.uk/vaccinations

Vaccinating Dorset

NHS

Click here if you missed your free HPV vaccination during school and are age 16-24

AGAINST HPV



Available at your GP surgery



Vaccination is free



Check our web page for eligibility




staywelldorset.nhs.uk/vaccinations

Vaccinating Dorset

NHS

Click here if your teenager missed their HPV vaccine at school.



Get them protected from HPV-related cancers now

AGAINST HPV





staywelldorset.nhs.uk/vaccinations

Vaccinating Dorset

NHS



AGAINST HPV



staywelldorset.nhs.uk/vaccinations

www.staywelldorset.nhs.uk/vaccinations

Posters



Vaccinating Dorset

Have you heard about the HPV vaccination catch up clinic?

No?! 🧐

What's it for? 🤔

HPV is linked to several types of cancer and genital warts! It protects! 🧐

Send me the details. I'm in! 🙌

Age 16–24?
You may be able to get your free HPV vaccination at your GP surgery.

Protect yourself from cancers and genital warts.

AGAINST HPV



scan me

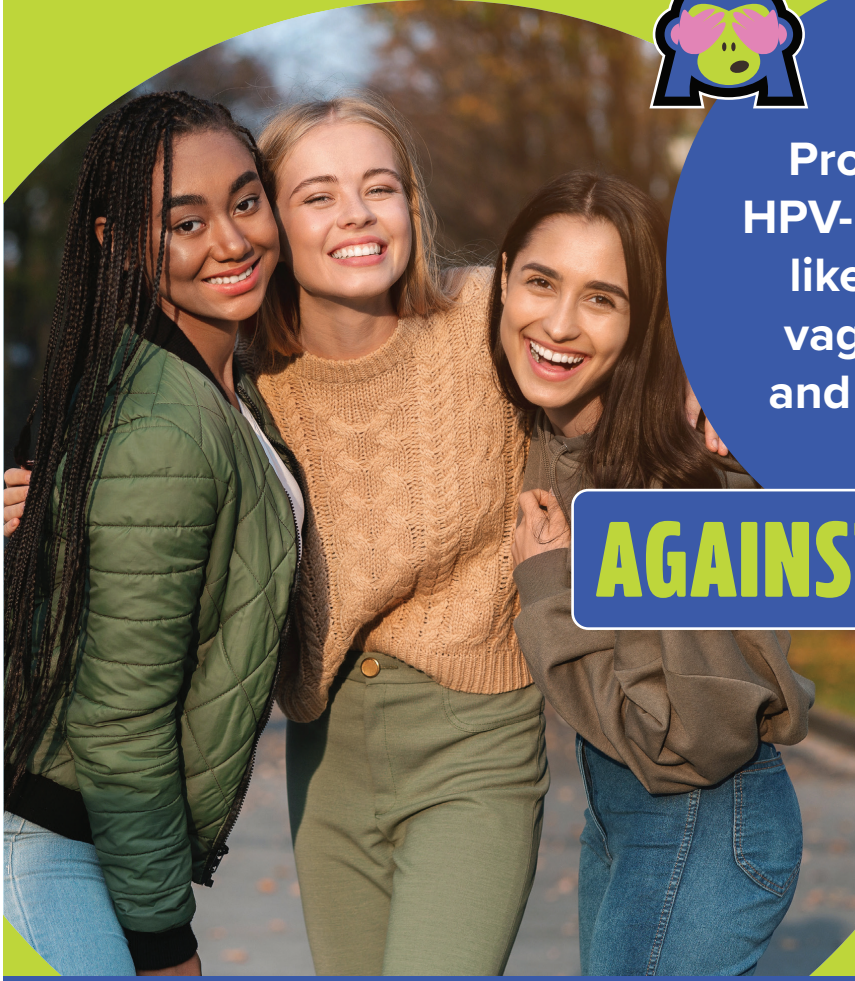


staywelldorset.nhs.uk/vaccinations

Vaccinating Dorset


Age 16–24? Not had an HPV vaccination?

NHS in Dorset is offering you a FREE HPV vaccination at your GP surgery if you missed it in school.




Protects against HPV-related cancers like penile, anal, vaginal, cervical, and throat cancer.

AGAINST HPV



scan me



Find out more at:
staywelldorset.nhs.uk/vaccinations

Vaccinating Dorset

Age 16–24? Not had an HPV vaccination?

NHS in Dorset is offering you a FREE HPV vaccination at your GP surgery if you missed it in school.



Protects against HPV-related cancers like penile, anal, vaginal, cervical, and throat cancer.

AGAINST HPV

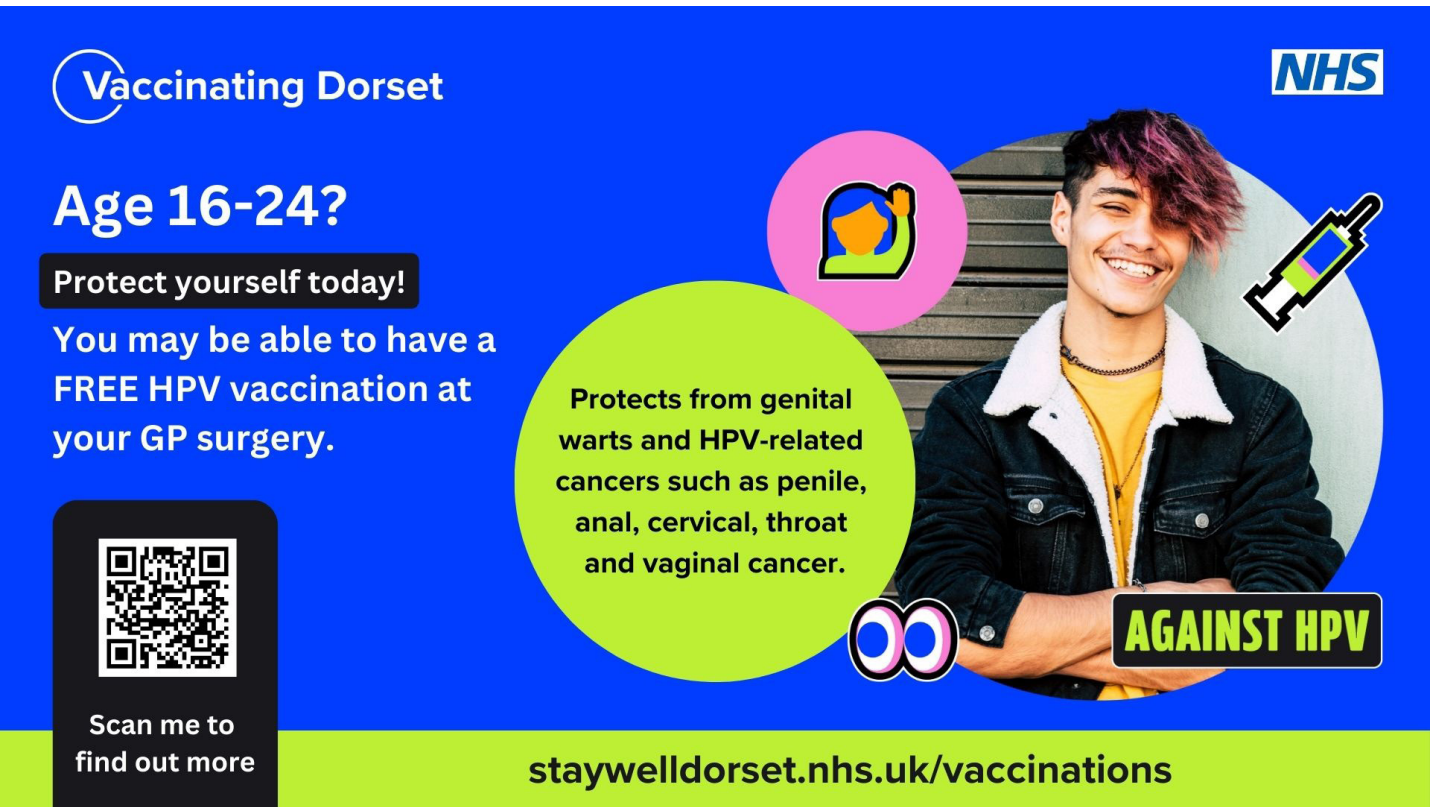
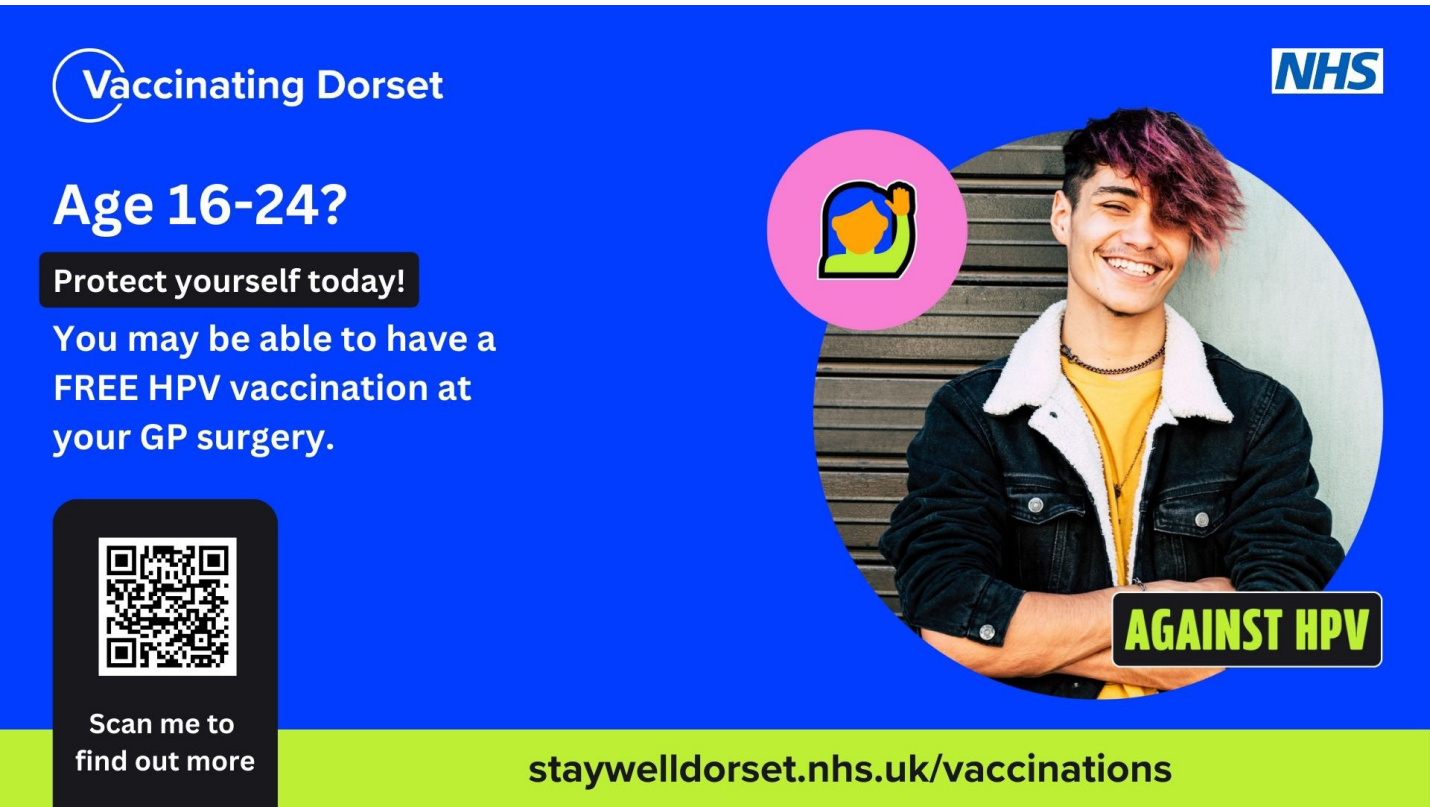


scan me

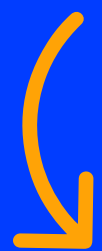


Find out more at:
staywelldorset.nhs.uk/vaccinations

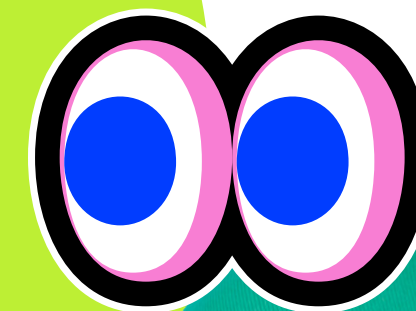
Digital screens



Scan to find
out more



**Stay protected,
stay informed.**
Check out our
vaccination
webpage.



AGAINST HPV

For more information contact: communication@nhsdorset.nhs.uk