

# PREVENTION: STRATEGIES AND OPPORTUNITIES AROUND EFFECTIVE COMMUNICATION

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At least a month in advance of a vaccination clinic, All for Them coordinators deliver consent packets to schools. **Packets contain bilingual welcome letters, consent forms, and HPV fact sheets.** 

For parents of middle school students

For parents of high school students

For teens ages 18+

For all ages









Bilingual HPV vaccine fact sheets use language tailored to various populations.



All for Them works with its partnering school districts to mail out informational postcards to all families at the campuses where clinics will be conducted.







All for Them developed **bilingual posters** that schools hang in highly visible locations to promote the vaccination clinics.

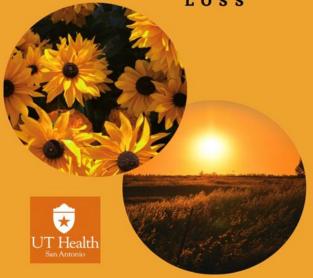
# Resources: *Puentes*

"Learn to light a candle in the darkest moments of someone's life. Be the light that helps others see; it is what gives life its deepest significance."

Roy T. Bennett



Paths BUILDING
STRENGTH IN
THE FACE OF
LOSS





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nage 2

Senderos (Paths)





### **PRIORITIES**

Setting priorities can help you achieve your goals and feel less stressed

- Lay out a weekly planner and jot down your ideas.
- · What do you need to do first?
- · Mid-week follow up on your progress.
- · Edit your plan as necessary

Choose your top two priorities for this week and write them below

How do	o you plan to focus on your top two priorities this week?

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Puentes (Bridges): Building Strength in the Face of Adversity

## CONTENT

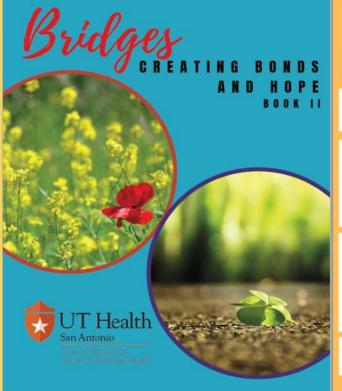
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SPEAKING TO AND UNDERSTANDING ONE

OVERLAPPING PRIORITIES







#### **SOLVING PROBLEMS**

Solving problems can be easier with the help of others.

When you have a problem, follow these 4 steps to find out how to solve it.

Step 1: Define the problem as clearly as possible.

Step 2: With the help of people you trust, write three possible solutions to the problem.

) .			
3.			

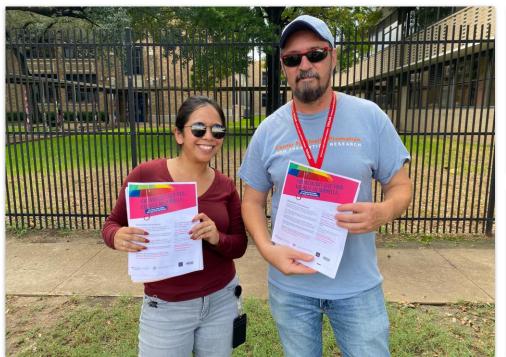
Step 3: In a team, evaluate the good and the bad of each solution. Evaluate one solution at a time

The Good	The bad			
1	1			
2.	2			
3	3			

Step 4: Choose the best solution and see if it works. If not try the next solution.

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# Puentes (Bridges): Strengthening Bonds and Hope







All for Them coordinators connect with parents as they wait to pick up their children from school to provide vaccine education and ensure parents are aware of upcoming vaccination clinics.









**Bilingual branded banners** inform families of upcoming All for Them clinic dates and ways to contact the team for more information.

#### All for Them paid ad campaigns on Facebook and Instagram.





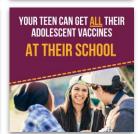


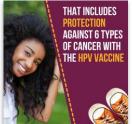




Parents of middle school students







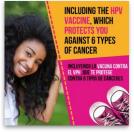




Parents of high school students







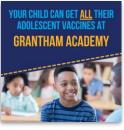




Teens ages 18+

# Geotargeted ads are designed to promote clinics in specific schools/locations.



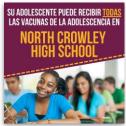






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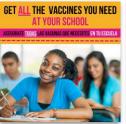






Parents of high school students









Teens ages 18+



All for Them posts organically at least five times per week on three platforms: **Facebook, Instagram, and X** (formerly Twitter). Posts range from clinic awareness and reminders to information about HPV, cancer prevention, and other health topics to information about school-related interests.







Visit us at AllForThemVaccines.com

The All for Them website includes bilingual videos about the mission of the program and testimonials from HPV-related cancer survivors, as well as a schedule of vaccination clinics. A robust section of frequently asked questions provides information about clinics and HPV, and blogs take deeper dives on relevant topics.





The All for Them team engages with students during a middle school clinic.



At vaccination clinics, the All for Them team provides HPV vaccine next-dose reminder cards to increase completion of the series. The cards are tailored to the two-dose series for ages 9-14 and three-dose series for ages 15+.









**Tailored clinic awareness flyers** promote all clinics in a school district or highlight clinics at a specific campus. They are disseminated electronically and displayed during parent- and community-focused events.





Bilingual infographic with QR codes **linking HPV vaccine-hesitant parents to reputable resources** about HPV and its connection to cancer. Diverse resources included videos, websites, articles, and podcasts.



The Work: Knowledge Gaps "Risk comes from not knowing what you are doing"
Warren Buffett



Voces (Voices) Phases I and II









Outreach events like **community health fairs** and **school open houses** are a great opportunity to engage with families to educate them about the importance of the HPV vaccine for preventing cancer and increase awareness of upcoming vaccination opportunities.







Fun stickers increase awareness of the program, provide ways to connect on social media, and include messaging consistent with the social marketing campaign. Stickers are distributed at outreach events and vaccination clinics.



Drawstring backpacks and pens are distributed at outreach events to attract interest from students and families and increase brand awareness.











The All for Them team engages with high school students to educate about the importance of the HPV vaccine, answer questions, and boost clinic participation.



# Voces (Voices) Phase III







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Articles published in a local newspaper about vaccination clinics increase awareness of All for Them's mission in the community.





School nurse trainings on HPV, including skills-building for effective communication to promote HPV vaccine as cancer prevention to parents.





Voces (Voices) Phases IV-VI

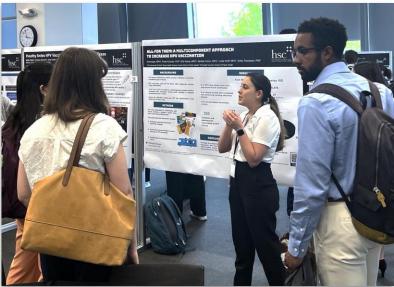












The All for Them team collaborates often with other community health and education entities. Team members are also active in the research community, sharing project progress and findings.





## **ECHAR**

Engaging Communities of Hispanics/Latinos for Aging Research

## **CONFIANZA**

Linguistic, Cognitive and Behavioral Facilitators of Trust among Latinos

