

# IMPLEMENTATION GUIDE

## Promoting HPV Vaccination Among American Indian Girls

*Using an Evidence-Based Program to develop  
a process model for program delivery in the practice setting*

**Note:** Refer to “Putting Public Health Evidence in Action”. Review the appropriate Modules and the handouts provided in each, in order to modify and evaluate this program to meet the needs of your organization and audience.

“Putting Public Health Evidence in Action” is available online at:  
<http://cpcrn.org/pub/evidence-in-action/>

### I. Program Administration (Type of Staffing and Functions Needed)

#### Project Coordinator

- Recruit the health educator and participants
- Coordinate mother–daughter dinner events with HPV vaccine education

#### Health Educator

- Deliver the HPV vaccine education presentation to mothers

### II. Program Delivery

For additional information on modifying program materials, refer to the appropriate Module(s) for program adaptation from “Putting Public Health Evidence in Action”.

#### A. Program Materials (*All listed materials can be viewed and/or downloaded from the RTIPs Products Page*):

- **Educational Pamphlet:** This colorful, 8-page bifold educational pamphlet on the HPV vaccine defines and discusses HPV and provides resources on HPV vaccination, including local contact information.
- **Educational PowerPoint Presentation:** This educational presentation on HPV vaccination is composed of 16 slides and includes vivid images of Hopi girls, HPV statistics, and vaccine guidelines.
- **Recruitment Flyer:** This 1-page recruitment flyer invites Hopi mothers and their daughters to attend an event with dinner, entertainment, and a health presentation.

- **PSA Radio Recruitment Script:** This 1-page radio public service announcement (PSA) script for recruitment invites Hopi mothers and their daughters to an event with dinner, entertainment, and a health presentation. The script highlights the importance of keeping Hopi daughters healthy.
- **Flow Chart:** This 1-page intervention flow diagram describes how the original intervention was implemented.

## **B. Program Implementation:**

The steps used to implement this program are as follows:

Step 1: The project coordinator recruits the health educator.

Step 2: The project coordinator recruits mothers with 9- to 12-year-old daughters to attend educational dinner events with their daughters. Recruitment methods may include notices posted in community centers, post offices, local stores and businesses, and other public locations; face-to-face distribution of flyers at community events; public service announcements on local radio stations; notices in local newsletters; and in-person presentations at community meetings.

Step 3: The project coordinator arranges dinner events for mothers and their 9- to 12-year-old daughters. Events begin with social activities involving mothers and daughters together (e.g., dinner and entertainment). After dinner, mothers and daughters go into separate rooms. Mothers receive the HPV vaccination education presentation delivered by the health educator. The presentation may last 30 to 40 minutes and include time for questions. Activities for daughters are optional but could include a health-related activity.

## **III. Program Evaluation**

**For additional information on planning and adapting an evaluation, review the appropriate Modules for program implementation and evaluation from “Putting Public Health Evidence in Action”.**

<http://cpcrn.org/pub/evidence-in-action/>