



“Increasing Adolescent Immunization Coverage” CME e-Learning Module Partner Promotion Package

INTRODUCTION

Spread the word about the National HPV Vaccination Roundtable’s new CME e-learning module, “**Increasing Adolescent Immunization Coverage**,” with this Partner Promotion Package! The following materials provide a variety of resources to promote the new CME, including pre-written social media messages, drop-in newsletter language, a ready-to-use PowerPoint slide, an infocard, and a flyer.

SOCIAL MEDIA

Below are posts you can share on Facebook and Twitter. Refer to the “Flyer and Infocard” section on page 3 for a selection of images to include with your posts. When possible, incorporate **#2Shots2PreventCancer** and **@HPVRoundtable** into your HPV vaccine messages.

POSTS FOR FACEBOOK AND TWITTER

- Nurses, physicians, and pharmacists can earn FREE CME credit with a new e-learning module from @HPVRoundtable: <http://bit.ly/cmePSoc>
- What are the nation’s experts saying to their patients about #HPV vaccination? Find out (& earn a FREE CME credit!): <http://bit.ly/cmePSoc>
- Learn the link between #HPV and oropharyngeal #cancers with this free CME e-learning module: <http://bit.ly/cmePSoc> #2shots2stopcancer
- Refresh your QI efforts! Learn what tools the experts use to promote #HPVvaccine in pediatric health care: <http://bit.ly/cmePSoc>
- Have trouble answering parents’ questions about #HPV vax? Get tips from the experts in this 40-min course: <http://bit.ly/cmePSoc>
- Help your patients understand the link between #cervical cancer and #HPV with this free CME course for HCPs: <http://bit.ly/cmePSoc>
- Reduce missed clinical opportunities for giving #HPVvaccine. Learn strategies from the experts: <http://bit.ly/cmePSoc>
- HCPs: Changing the way you recommend #HPV vaccine can improve rates. Learn from the experts in this 40-min course: <http://bit.ly/cmePSoc>
- How do the experts help parents understand the benefits of HPV vaccine? Watch to find out! <http://bit.ly/cmePSoc> #2shots2stopcancer
- Preteens need the #HPV vax to help protect against cancers caused by HPV. How the experts lead the conversation: <http://bit.ly/cmePSoc>.





NEWSLETTER LANGUAGE

Use this newsletter text in your print and online newsletters to promote the CME e-learning module. Refer to the “Flyer and Infocard” section on page 3 for an accompanying image.

HEADLINE: *Select one of the headlines below.*

Option 1: Guidance from the Gurus: Free 1 Credit CME to Master Your HPV Vaccine Recommendation

Option 2: Pointers from the Pros: Free 1 Credit CME to Master Your HPV Vaccine Recommendation

Option 3: You Asked, We Answered: Free 1 Credit CME to Master Your HPV Vaccine Recommendation

Option 4: Raise Your Rates! Free 1 Credit CME to Master Your HPV Vaccine Recommendation

BODY COPY:

What are the nation’s experts saying to their patients about HPV vaccination? Three providers—a pediatrician, an OB-GYN, and a head and neck surgeon—outline the importance of vaccinating 11- and 12-year-olds against HPV cancers in a newly released e-learning module.

“**Increasing Adolescent Immunization Coverage**” is a 40-minute e-learning module for pediatric and primary care provider teams, created by members of the National HPV Vaccination Roundtable. This module provides information, guidance, and tools for quality improvement efforts to increase HPV vaccination by improving providers’ ability to:

- Describe the importance of the HPV vaccine
- Implement the “same way, same day” approach to HPV vaccination for 11- and 12-year-olds
- Answer parents’ questions accurately and succinctly
- Introduce new practice tools to support HPV vaccination in the pediatric health care setting

RNs/NPs, physicians, physician’s assistants, and pharmacists can earn a free hour/credit by viewing the CME module [here](#). Non-credit seeking audiences can view the video [here](#). Help us promote this widely with your networks and reach providers in all states.



FLYER AND INFOCARD

Share the flyer and infocard below through your newsletters, social media, and websites.

CME PROMOTIONAL FLYER



What are the nation's experts saying to their patients about HPV vaccination?

Increasing Adolescent Immunization Coverage
Free 1 Credit CME e-Learning Module



A pediatrician, an OB-GYN, and a head and neck surgeon provide strategies to:

- Describe the importance of the HPV vaccine
- Implement the "same way, same day" approach
- Answer parents' questions about the HPV vaccine
- Introduce new practice tools to support HPV vaccination in the pediatric health care setting

This 40-minute e-learning module is available for 1 free CME credit.

For credit-seeking audiences: <http://bit.ly/cmeFLYER>
For all other audiences: <http://bit.ly/ytFLYER>

CME PROMOTIONAL INFOCARD



Increasing Adolescent Immunization Coverage

Free 1 Credit CME e-Learning Module



POWERPOINT SLIDE

This drop-in PowerPoint slide and its accompanying notes can be incorporated into presentations.

DROP-IN POWERPOINT SLIDE

What are the nation's experts saying to their patients about HPV vaccination?



Increasing Adolescent Immunization Coverage

Free 1 Credit CME e-Learning Module
from the National HPV Vaccination Roundtable

For credit-seeking audiences: <http://bit.ly/cmeuPPT>
For all other audiences: <http://bit.ly/ytPPT>



Follow the National HPV Vaccination Roundtable:
[@HPVRoundtable](https://twitter.com/HPVRoundtable)

