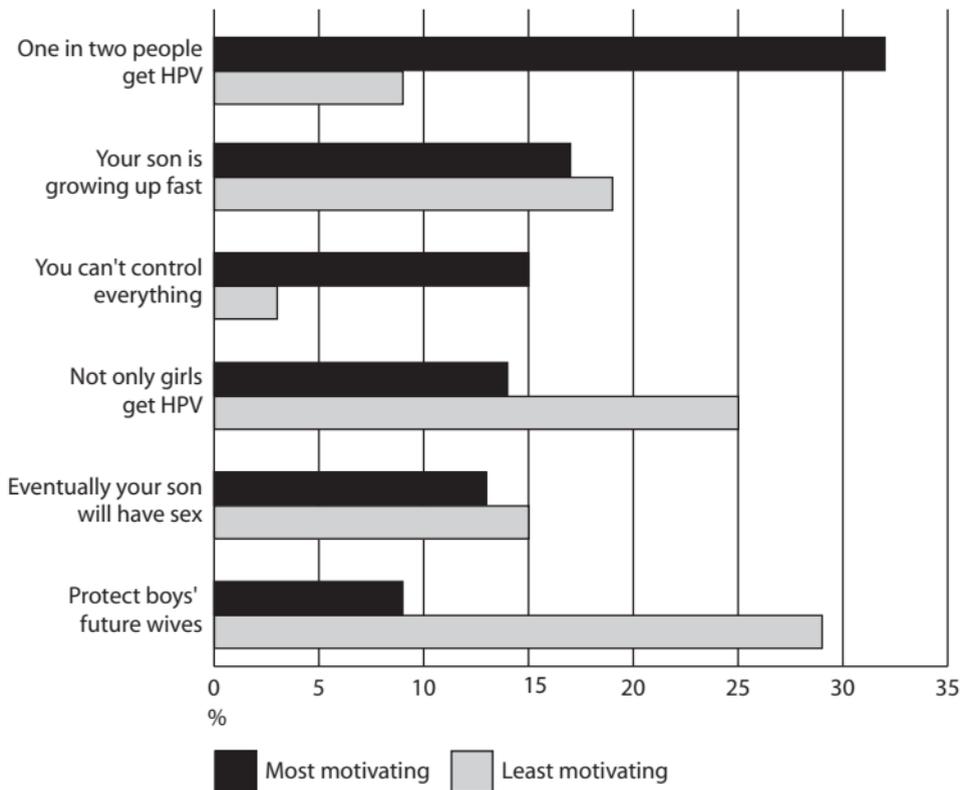


Messages about HPV vaccine developed from common themes that emerged in focus groups with parents of preteenage boys, North Carolina, 2009–2010

- He's growing up fast. You've protected him from the beginning. Don't stop now.
- Sooner or later your son is going to become sexually active. If you don't protect him now, he could be at risk for HPV and certain cancers later.
- Know the facts. HPV does not just affect girls. A new vaccine can protect your son against HPV and certain cancers.
- One in two people will get HPV, which can lead to genital warts and cancer. Learn the facts.
- Girls aren't the only ones affected by HPV.
- Six million people become newly infected with HPV each year.
- Protect their lives and future wives. [This was a direct quote from one participant.]
- There will be many things in your son's life that you can't control. But you can control whether he gets HPV.
- Genital warts are painful and gross.

FIGURE 1. Percentage of parents who considered selected messages the most and the least motivating in the decision about whether to get their preteenage sons vaccinated against HPV



Note: For exact wording of messages, see box, page 41.

FIGURE 2. Percentage of parents who considered selected designs the most and the least motivating in the decision about whether to get their preteenage sons vaccinated against HPV

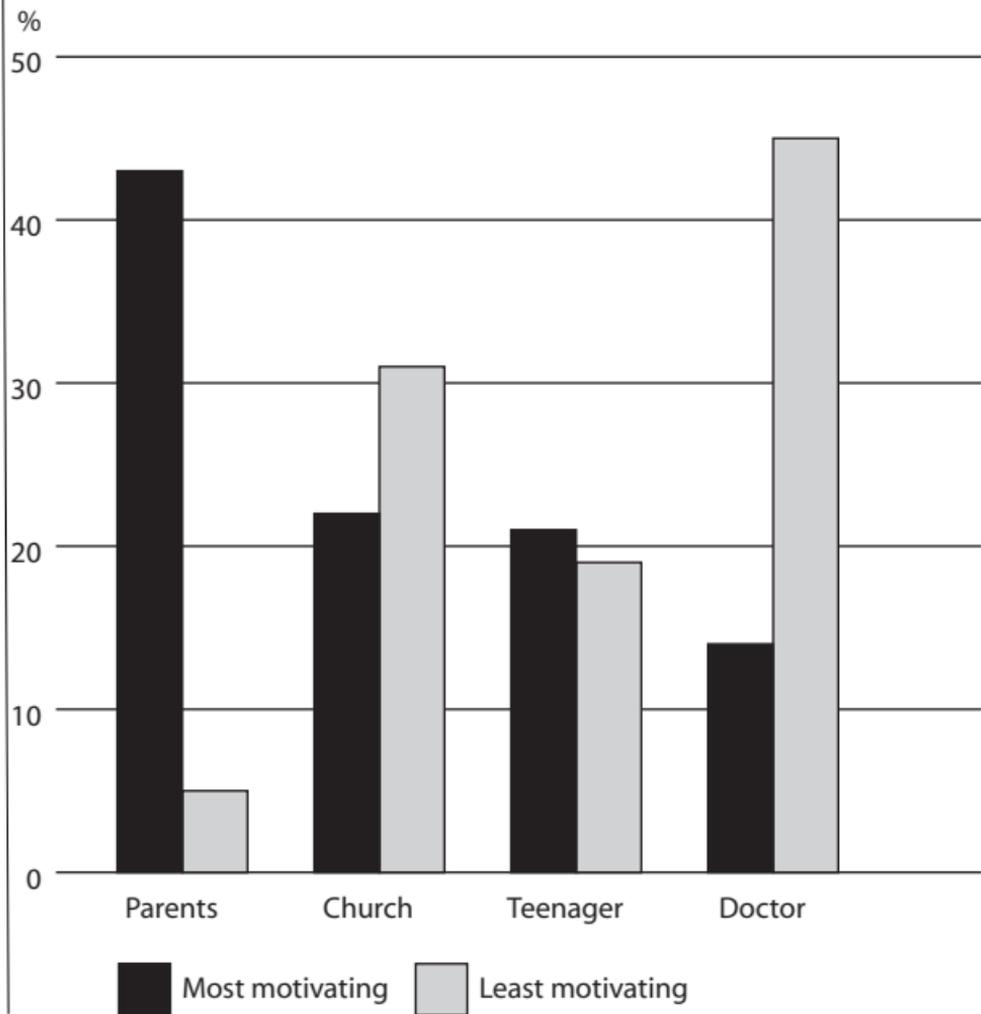
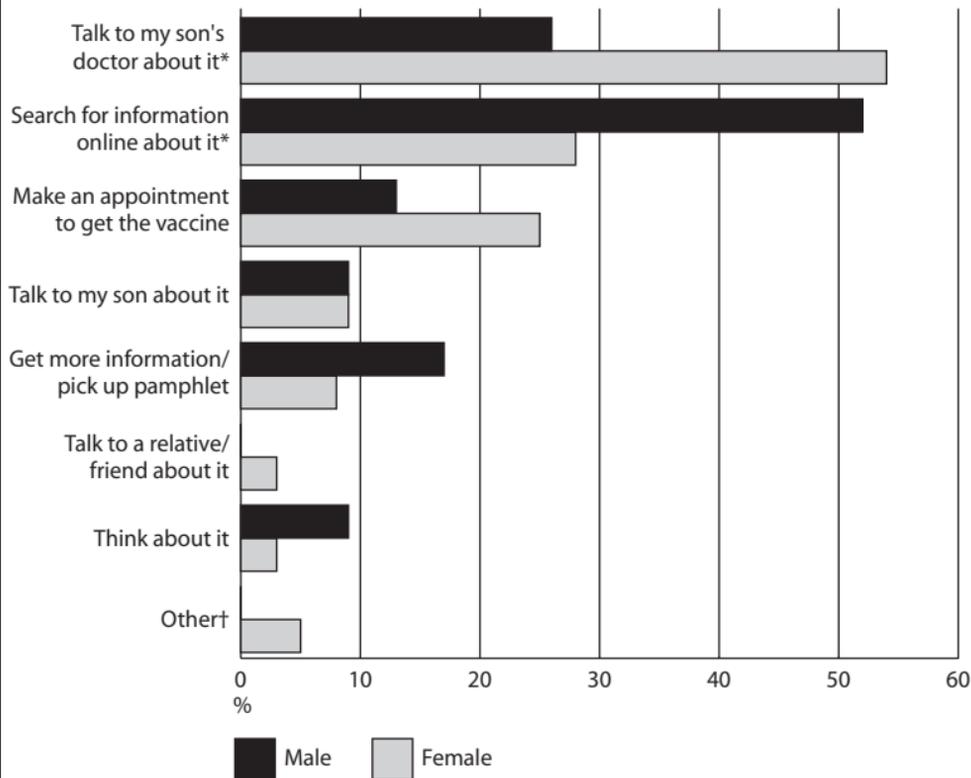


FIGURE 3. Percentage of parents who would take selected actions while determining whether to get their preteenage sons vaccinated against HPV after seeing the most motivating poster, by gender



* $p < .05$. †Other responses included "Advocate for the vaccine and about HPV," "Hang up posters and speak on it," "Say researchers are working on it" and "Spread the word."

TABLE 1. Mean scores indicating the degree to which parents felt that selected facts about HPV motivated their decision about whether to get their preteenage sons vaccinated, by how likely they were to get them vaccinated

Fact	Total (N=94)	Likely (N=61)	Not likely/ do not know (N=33)
Susceptibility			
HPV affects males and females, and it causes genital warts and penile, head, neck, cervical and anal cancers.	6.19 (1.48)	6.31 (1.27)	5.91 (1.79)
HPV is the most common STD in the United States and causes most genital warts.	6.16 (1.46)	6.42* (1.17)	5.55* (1.77)
HPV is the most common STD.	6.09 (1.42)	6.28* (1.20)	5.64* (1.69)
One in two people will get HPV.	5.83 (1.73)	5.85 (1.73)	5.58 (1.73)
Severity			
There is no cure for genital warts, which can be embarrassing and painful; the HPV vaccine is the only medical way to prevent them.	6.14 (1.51)	6.31* (1.32)	5.67* (1.74)
HPV can lead to penile, anal, head and neck cancers in males.	6.13 (1.61)	6.08 (1.67)	6.06 (1.54)
HPV can lead to genital warts and cancer.	6.04 (1.56)	6.22* (1.47)	5.55* (1.64)
HPV can lead to genital warts, which are spread through skin-to-skin contact.	5.89 (1.57)	6.00 (1.41)	5.48 (1.80)
Benefit			
Vaccinating boys against HPV is likely to result in fewer cases of cervical cancer in girls/women by preventing the spread of HPV.	6.06 (1.35)	6.07 (1.30)	5.97 (1.45)
The vaccine is nearly 90% effective in preventing the most common genital warts.	6.04 (1.37)	6.11 (1.18)	5.73 (1.64)
Vaccinating your son may save someone else's daughter from getting cervical cancer.	6.02 (1.50)	5.93 (1.57)	6.09 (1.38)
This vaccine is the first preventive therapy against genital warts; as a result, fewer men will need to undergo treatment for genital warts.	5.63 (1.69)	5.67 (1.62)	5.39 (1.84)
Some HPV disease can be prevented with a vaccine that is safe and works.	5.61 (1.70)	5.79 (1.48)	5.09 (1.97)
Barrier			
The vaccine is available at little to no cost through the Vaccines for Children program.	5.87 (1.62)	6.13* (1.37)	5.27* (1.89)
The vaccine is safe and has been tested on thousands of boys and men around the world.	5.85 (1.74)	6.03 (1.68)	5.48 (1.80)
Studies have shown no serious side effects. Common, mild side effects include pain where the shot was given, fever, headache and nausea.	5.46 (1.89)	5.44 (1.93)	5.30 (1.85)
Cue to action			
Boys should get the vaccine at an early age, before there is any chance of exposure to HPV.	5.97 (1.52)	6.28* (1.18)	5.27* (1.84)
Boys should get the vaccine at an early age, before they are sexually active.	5.94 (1.53)	6.21* (1.24)	5.24* (1.80)
The vaccine is approved and recommended for males aged 9–26.	5.93 (1.49)	6.05 (1.33)	5.52 (1.72)
Doctors recommend the vaccine for boys to protect against HPV disease.	5.90 (1.49)	6.11* (1.37)	5.30* (1.57)
The first dose of the vaccine can be given at the same time you get your son the combined tetanus, diphtheria and pertussis (Tdap) vaccine.	5.49 (1.85)	5.77* (1.63)	4.94* (2.14)

*p<.05. Notes: All scores were rated on a scale of 1–7, from “not very motivating” to “extremely motivating.” Six of the 100 interviewed parents did not complete the rating scale. Some statements have been edited for length; exact questionnaire wording is available from the authors on request. Figures in parentheses are standard deviations.