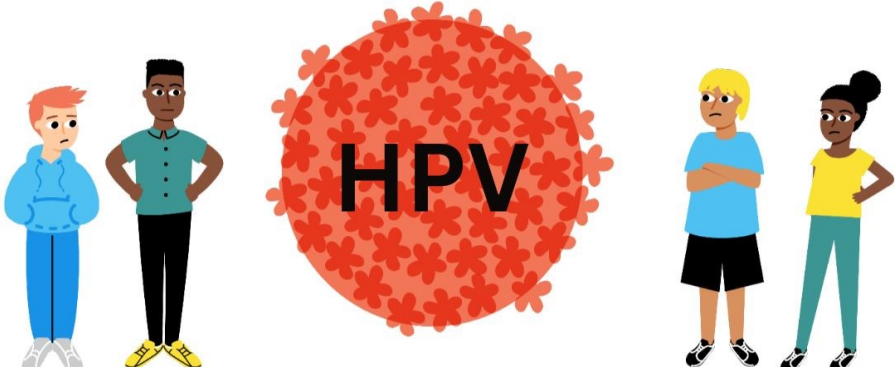




Implementation of the EDUCATE lesson to support young people to make informed decisions about the HPV vaccine



“We were really excited that the EDUCATE lesson was made available in the public domain free of charge through the PSHE Association website. This was made possible through the cumulation of support from young people and different organisations right from study inception through to our implementation project.”

Dr Harri Fisher

Research Context

Human Papillomavirus (HPV) is a common infection that is spread by skin-to-skin contact, including sexual contact. In some cases long term infection can cause cancers affecting both men and women. In England, young people aged 12-13 years are offered immunisation against HPV as part of the NHS vaccination programme. Our research identified unmet information needs about the HPV vaccine amongst young people. To address this, we worked with creative designers, young people, and key stakeholders to co-produce a lesson about the HPV vaccine called EDUCATE.

The resources include a PowerPoint presentation and five films, providing information about HPV and preparing young people to be vaccinated at school, to support decision-making about vaccination. Discussions with stakeholders suggested that one way to make the resources available to young people was to encourage teachers to deliver the lesson in schools ahead of the vaccination session. We tested this idea in an implementation study in five schools. Overall, the resource appeared well received by school staff and young people engaged well during the lesson.

Route to Impact

Following our implementation study, we explored ways to make the EDUCATE lesson more widely available in schools. We met with over 80 stakeholders (including NHS trusts, local authority public health teams, schools-based immunisation teams, cancer and HPV related charities, government departments, UKHSA and the Office for Health Improvement and Disparity, local schools, academic institutions and vaccine manufacturers) to discuss ways in which the EDUCATE lesson could be incorporated into policy and shared more widely. Through these discussions we formed a partnership with the Personal, Social, Health, and Economic (PSHE) Association, and worked with them to update the

EDUCATE lesson to meet with their Quality Assessment criteria

Impact Outcomes

In January 2023, the EDUCATE lesson was made freely available on the PSHE Association website and was publicised to their more than 30,000 members. The University of Bristol ran a news story and links were circulated via the communications channels identified during our previous discussions with stakeholders. As of November 2024, the resources have been downloaded 2,467 times. The EDUCATE lesson has also been referenced in [national guidance published by UKHSA](#) and included on the [University of Oxford Vaccine Knowledge Project website](#).

Making a Difference: Lessons for Success

A key factor in the success of this project was obtaining ESRC Impact Accelerator Account and University of Bristol Policy Support Funding, which provided time and resources for implementation and stakeholder engagement, including developing a partnership with PSHE Association. Another important factor was that the lead researcher, Dr Harri Fisher, had worked in the topic area for many years and built a wide network of contacts who were willing to support dissemination.

Access the resource and read the papers

[PSHE Association - EDUCATE resource](#)

[Fisher, H., et al](#) Research Involvement and Engagement, 2022

[Fisher, H., et al.,](#) Public Health in Practice, 2023

Find out more

To find out more about this research and the work of the HPRU in Behavioural Science and Evaluation please contact: admin-hprubse@bristol.ac.uk or visit [the HPRU BSE website](#)