



**European Cervical Cancer Prevention Week
18 – 24 January 2009
Activities – Greece**

Key objectives:

- Achieve reimbursement of HPV vaccination for women 16-26 yrs old by the largest Greek Sick Fund (IKA) – the only Sick Fund at that time not covering the cost of HPV vaccination for this age group
- Emphasize the need for HCPs to inform women / young girls on HPV vaccination and screening
- Raise public's awareness on prevention methods
- Encourage women to get vaccinated

Key activities:

- 1. Press Conference**
- 2. Events in Thessaloniki – by Th. Agorastos**
- 3. Consumer Awareness Campaign**

1. Press Conference held on January 19th 2009

- The Press Conference was organised in collaboration with Cancer Patient Group (OEKK – AGALIAZO), the sponsorship of GSK and Vianex (Merck) and endorsed by the Greek Association of Gynecological Oncology
- It was held under the auspices of the Greek Ministry of Health and under the umbrella of the ECCA initiative
- It was supported by the Municipalities Network for Health Promotion and Alpha Bank

Speakers:

- **Dimitris Avramopoulos**, Minister of Health and Social Solidarity
- **Fani Palli-Petralia**, Minister of Employment and Social Protection
- **Iosifina Skourta**, President of the Cancer Patient Group “Agaliazo”
- **Theodoros Agorastos**, ECCA Representative in Greece (Prof. of Gynecology, Thessaloniki)
- **Emmanouil Diakomanolis**, President of the European Federation for Colposcopy (Prof. of Gynecology in the university of Athens)
- **Andreas Konstantopoulos** – President of the National Immunization Committee (NIC) & President of the European Paediatric Association
- **Evaggelos Paraskevaïdis** – President of the Greek Association of Colposcopy and Cervical Pathology (Prof. of Gynecology, Ioannina)
- **Stelios Fotiou** – President of the Greek Association of Gynecological Oncology (Alternate Prof. of Gynecology in the university of Athens)



- **Hara Margari** – President of the Greek Association of Clinical Cytology, Director of Cytology Laboratory in Regional Obstetric Hospital “Elena Venizelou”
- **Georgios Patoulis** – President of the Municipalities Network for Health Promotion

KEY MESSAGES

- Emphasis on the need of IKA (the largest Greek Sick Fund) to proceed to full reimbursement of HPV vaccination for 16-26 yrs old girls
 - 300,000 women (16-26 yrs old) insured in IKA still do not have access to the vaccine for free
 - 13,000 women have already lost the right to get vaccinated since they are now older than the age limit defined by the NIC in January 2008
- Emphasis on the fact that HPV vaccination coverage in Greece remains low
 - In 2008, only 7% of 12-26 Greek females were vaccinated against HPV
 - The need for HCPs to better inform women about vaccination as well as screening programmes
- Cervical cancer can be prevented by up to 90% through mass vaccination

PRESS CONFERENCE RESULTS

- On the day of the Press Conference, IKA Sick Fund issues a circular on its decision to reimburse HPV vaccines for females aged **12-26**
- Both vaccines are offered to women
- Extensive media coverage:

Total coverage 19.01 – 09.02

- 62 articles in national and regional press – focusing on the decision of IKA of reimbursement for females aged 16-26
- 12 articles appearing in online media
- 7 prime time TV reports

Key headlines

- “Free vaccine for women up to 26 years old”
- “Prevention Week HPV – did you get vaccinated?”
- “Government is fighting cervical cancer”
- “Only 7% of women vaccinated”

TV Reports

- 20’ interview of E. Diakomanolis on the public channel on cervical cancer prevention methods
- 2 mentions on 8 o’ clock news from top tier TV channels



2. Events in Thessaloniki – by Th. Agorastos

- Event for the general public on cervical cancer, screening programmes and HPV vaccination
- Event for HCPs
 - Session on cervical screening programmes
 - Session on HPV vaccines
 - Session on Cervarix by E. Pournara – Medical Advisor GSK Greece
 - Session on Gardasil by I. Tsaousi – Medical Advisor Merck

3. Consumer Awareness Campaign

The Consumer Awareness Campaign lasted until the end of February '09. It was endorsed by Patient group, Alpha Bank, Ministry of health, Association of Gynecological Oncology and Municipalities Network for health promotion, supported by GSK and Merck

- **Leaflets** for public distribution
- **Posters** in Metro stations, Alpha Bank branches, Municipalities Network for Health Promotion, public hospitals
- **TV and radio spot**