
Final Report
HPV Vaccine Day Event & HPV Awareness Initiative
Supported by the National Cervical Cancer Coalition (NCCC)

Event Overview

Planned Parenthood Hudson Peconic (PPHP) thanks the National Cervical Cancer Coalition's (NCCC) Rockland Roses chapter for its generous support, which allowed PPHP to host its first-ever HPV Vaccine Day Community Health and Wellness Event in Spring Valley, NY. This event was designed to promote awareness of the HPV vaccine and broader health services at PPHP, while fostering community connection and collaboration. Held on Wednesday, August 13 at the Finkelstein Memorial Library—a central hub in Rockland County that also hosts a weekly farmers' market—the event successfully brought together local residents, community-based organizations, and PPHP staff for a day of education, engagement, and wellness.

Community Engagement & Turnout

The event drew an estimated 100 community members throughout the day. The location proved ideal for foot traffic, with the farmers' market and library patrons contributing to a steady flow of attendees. Despite some challenges, including active protest activity and cultural sensitivities around vaccinations, the event created a welcoming and inclusive environment for health education.

PPHP staff hosted a variety of interactive tabling stations, including:

- Ask a Health Educator
- Build Your Own Safer Sex Kit
- Take Action Advocacy Table
- Beading Station (a popular activity for all ages)
- Mobile Health Center Appointment Table

These stations provided opportunities for meaningful engagement, even within more hesitant or underserved populations. One particularly impactful activity invited attendees to write what PPHP meant to them on sticky notes, creating a visual display of community voices and support.

While only two patients received services from the mobile health center during the event, several others engaged with staff and expressed interest in returning for care at PPHP's Spring Valley health center. Feedback from our Patient Services team indicated that the inability to offer free vaccines was a barrier for some attendees. Nonetheless, the event succeeded in

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raising awareness and building trust, especially in a community where both Planned Parenthood and vaccinations can be sensitive topics.

Outreach & Awareness

The event was supported by a robust social media campaign, which ran for 10 days and generated 178,284 impressions and 2,011 link clicks, with a cost per click of <\$0.50—a great result. This digital outreach significantly amplified our message and helped drive attendance.

On site, we distributed a wide range of materials, including a custom HPV vaccine one-pager, PPHP service guides and telehealth info cards, and promotional giveaways branded with our HPV awareness slogan (including fans, sunscreen, koozies, stress balls, and stickers).

Key Partnerships

A cornerstone of the event's success was the participation of eight community-based organizations, which tabled alongside PPHP and contributed to the event's inclusive and collaborative atmosphere:

- Family Care NY
- Rockland Coalition to End the New Jim Crow
- Center for Safety and Change
- Samaritan Daytop Village
- Bridges
- American Lung Association
- NY Blood Bank
- Catholic Charities

These partnerships not only broadened the range of resources available to attendees but also helped foster trust and credibility, particularly in a community where PPHP faces some resistance.

Organizational Collaboration

This event was a true affiliate-wide initiative, with strong participation from across PPHP departments. Staff from PPHP's Education & Training, Patient Services, Advocacy & Government Relations, and Communications teams worked together to plan and execute the event, demonstrating our capacity for cross-functional collaboration. The inclusion of a smoothie

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truck, healthy snacks, and the farmers' market helped integrate the event into the fabric of the community and reinforced our wellness messaging.

We thank the National Cervical Cancer Coalition (NCCC) for its continued support of PPHP's overall mission and of this project, and your support and partnership remain crucial as we work to improve reproductive health access and education across Rockland County and beyond.



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