

HPV catch up campaign 2025-26

GP / Primary Care
Communications Toolkit

July 2025





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HPV catch up campaign



Summary

HPV catch up campaign 2025-2026

- This year's GP led catch up campaign has been chosen to focus on the HPV vaccination programme for those who missed it in years 8 and 9 at school.
- As part of the GP contract, GP practices are to contact patients who have missed one specific vaccine in the vaccination schedule, which is chosen by NHS England annually. This year the chosen vaccination is the HPV vaccine.
- The cohort targeted by the catch-up campaign is those aged 14 years and over who had previously been offered the vaccine at school, missed it and remain eligible.
- The campaign will see all of those aged 16 and over who missed the vaccine be contacted by letter, email, text and app to invite them to book a vaccination at their GP practice and catch up before they reach their 25th birthday.
- This pack includes information on this years catch up campaign with communications assets and further information to support GP practices in reaching the target unvaccinated cohort.
- The catch-up campaign launched in July 2025 and GP practices have until the end of March to invite and vaccinate those with records of missed HPV vaccination on their records.
- GP confirmation letter of the HPV campaign is published [here](#)



HPV vaccination campaign

Contacting boys and girls to catch up

- This catch-up campaign solely focuses on those patients aged 14 and over who missed their HPV vaccine in school and remain under the age of 25 years old.
- The GP HPV campaign will run from Monday 21 July 2025 to Tuesday 31 March 2026.
- As part of the campaign please can GP practices invite unvaccinated individuals aged 16-24 for their HPV vaccine, this includes:
 - All females born on or before 01/09/2009 – up to their 25th birthday; and
 - Males born from 01/09/2006 to 31/08/2009 (inclusive) Please note eligibility for boys was only extended to those entering Year 8 from September 2019 as per the JCVI recommendation
 - Take a Make Every Contact Count (MECC) approach to ensure that vaccination is offered at every opportunity.
 - Continue to opportunistically vaccinate those from the age of 14 years old as per the current contractual requirements.
 - Consider other adolescent vaccination checks such as MenACWY, Td/IPV and MMR.
- This communication can be via letter, email, text or app, or a combination of all of these communication methods.
- Use the communication resources available from NHS England to support the invite process; and share information about the benefits of the HPV vaccine to all eligible cohorts using UKHSA leaflets to facilitate the informed consent process ([see slides 19 & 20](#)).



HPV vaccination campaign

GP practice engagement and record keeping

- Ensure the named Practice Immunisation Lead is engaged, plans and oversees the practice's participation in the catch-up campaign, including informing the local commissioner of the outcome of the campaign; and
- Ensure the named Practice Immunisation Lead takes responsibility for improving practice staff awareness and communication to eligible patients on the importance of the HPV vaccination for adolescents and young people in the agreed age group
- Practices should check that all patient immunisation records have been updated following notifications received from either SAIS or local Child Health Information Services (CHIS) teams, once an HPV vaccination has been given to their registered cohort in a school or a community catch up clinic setting. This will ensure HPV vaccination history is as accurate as possible.
- Practices should continue to update digital records for patients who do not respond, or who fail to attend scheduled clinics or appointments, and continue to offer HPV vaccination opportunistically.
- Consider options to offer vaccinations more flexibly to the eligible unvaccinated cohort, for example by offering a range of times across the week including enhanced hours appointments on evenings and weekends.
- Include a flag on the GP IT system where HPV vaccination status is known to raise the offer of vaccination when a young adult attends the practice for other reasons



HPV vaccination campaign

GP practice payment

- Funding for participation in the national campaign is included in global sum payments. Practices are also eligible for an item of service payment of £10.06, in accordance with the GP contracts, for each administered HPV vaccination.
- The HPV vaccine for the national programme continues to be available for practices to order through IMMFORM
- You can find further information to support general practice in the [FutureNHS Vaccinations and Screening workspace](#) (FutureNHS login required)

HPV and the HPV vaccination programme



Vaccine uptake data

The HPV vaccine coverage is in decline

- The HPV vaccine has been in decline for over 5 years for girls and boys.
- The vaccine saw higher uptake figures in pre COVID but these uptake figures of up to 90% vaccinated for girls and over 80% for boys have not been reestablished.
- The WHO advises the need for vaccine uptake to be at 90% for girls to be able to contribute to cervical cancer elimination status. This is in combination with cervical screening and cervical cancer case management figures ([see cervical cancer elimination plan for more details](#))
- The latest annual data for England for 2023-2024 for the HPV vaccine is:
 - HPV coverage for year 8 students was 72.9% for females and 67.7% for males
 - HPV coverage for year 9 students was 74.1% for females and 68.5% for males
 - HPV coverage for year 10 students was 76.7% for females and 71.2% for males
 - HPV coverage for year 9 females was 1.6 percentage points lower than for year 9 females in the 2022 to 2023 academic year
 - HPV coverage for year 9 males was 1.2 percentage points lower than for year 9 males in the 2022 to 2023 academic year
 - HPV coverage in female year 9 students by NHS commissioning region was lowest in London (60.9%) and highest in the South East (79.7%)
 - HPV coverage in male year 9 students by NHS commissioning region was lowest in London (56.5%) and highest in the South East (74.2%)
- The latest published annual data for England is [here](#)



HPV vaccine eligibility

HPV vaccination is for everyone

- The HPV vaccination programme is unisex and invites boys and girls to be vaccinated against HPV.
- The vaccination programme in schools is a one dose vaccination to be completely vaccinated.
- All adolescents in year 8 at school are invited for their HPV vaccination as part of the school aged immunisation service (SAIS). Those who are home schooled are invited to a community clinic to receive their vaccination. The SAIS team regularly conduct catch up visits and host community clinics to target those who missed the HPV vaccination the first time round.
- If the patients remains unvaccinated from year 10 (age 14 years) onwards, GP practice can offer the HPV vaccination opportunistically, to be delivered in GP practices.
- Patients remain eligible for the vaccination until their 25th birthday.
- The vaccination schedule now requires most people to require just one dose of the HPV vaccine to be completely vaccinated. This changed in 2023 from a two-dose schedule.
- For more information on HPV eligibility please see the Green Book [link](#)



Key messages

HPV vaccination

- The HPV vaccine is offered to boys and girls from year 8 in school (12-13 years) to help protect them from high-risk HPV related cancers
- HPV is linked to over 90% of all cervical cancers in England and can be prevented with one dose of the HPV vaccination and regular cervical screening
- HPV vaccination can also protect men and women against other cancers such as head and neck (mouth and throat) and penile cancers.
- HPV is a virus that is very common, anyone can get it in their lifetime. It is usually cleared by the body, but in some cases it can lead to cancer.
- The HPV virus has a number of low and high-risk strains. The high-risk strains can lead to cancer and the HPV vaccine protects against 9 of the most high-risk strains, including cervical cancer.
- HPV is not just about cervical cancer, it can cause a range of cancers such as head and neck (mouth and throat) and penile cancers.
- The HPV vaccine was first introduced into the routine vaccination schedule for girls in 2008 and has successfully reduced the number of cervical cancers of this population of girls.
- The NHS HPV vaccination programme in England has been shown to have dramatically lowered HPV infections and rates of cervical cancer in vaccine-eligible women, with the strongest effects seen in those offered vaccination at younger ages.
- There has been an 84% reduction in cervical cancers in women vaccinated age 12-13 against HPV when compared to previous generations.
- If you have missed the vaccine when offered it at school, you can still get vaccinated up until your 25th birthday. Contact your GP practice to book an appointment.



Key messages

HPV virus

- Human papillomavirus (HPV) is the name of a common group of viruses that can cause various conditions such as genital warts or cancer.
- HPV has no symptoms, so you may not know if you have it. It's very common and most people will get some type of HPV in their life.
- Most types of HPV are harmless. But some types are linked to an increased risk of certain types of cancer, including cervical, mouth and penile cancers.
- High-risk HPV DNA is found in over 99% of all cervical cancers. However, having HPV does not mean that you have or will develop cervical cancer. It's very common. Most people will get some type of HPV in their life.
- Even if you've had a HPV vaccination it's important that you attend your cervical screening appointment when invited because the HPV vaccine doesn't protect against all strains of HPV.



Key messages

Cervical cancer elimination

- Cervical cancer leads to approximately 685 deaths a year in England and most cervical cancer cases (over 99%) are caused by HPV.
- The HPV vaccination, cervical screening and treatment for cell changes can all help prevent cervical cancer.
- Eliminating cervical cancer in England is not only an important public health goal but also a crucial step toward improving women's overall health and wellbeing.
- HPV vaccination and cervical screening range from adolescence through to later years - eliminating cervical cancer is more achievable than ever before.
- By getting the HPV vaccination and attending screenings when invited, you're giving yourself the best possible protection against cervical cancer. These simple steps mean you can continue being there for the people who matter most in your life.
- Be part of something historic. Together, by 2040, we can stop cervical cancer and make it a disease of the past in England.

Communications Assets

Social Media Assets

Cervical cancer elimination

- The following assets can be used from 21st July 2025, to support the HPV catch up campaign. These assets, suggested lines and more social media assets can be found [here](#).



Suggested social media copy

NHS England has pledged to eliminate cervical cancer by 2040.

The HPV vaccination, cervical screening and treatment for cell changes can all help prevent cervical cancer.

Find out more → <https://www.nhs.uk/conditions/cervical-cancer/>

Social Media Assets

HPV vaccination is for everyone

- The following assets can be used from 21st July 2025, to support the HPV catch up campaign
- These assets in various sizes can be found on the Campaign Resource Centre [here](#)



Suggested social media copy

The HPV virus can lead to some cancers, including cervical, head and neck.

If you missed your vaccination you can catch up at your GP practice until your 25th birthday

Find out more → www.nhs.uk/vaccinations/hpv-vaccine/

Social Media Assets

HPV vaccination for boys

- The following assets can be used from 21st July 2025, to support the HPV catch up campaign
- These assets in various sizes can be found on the Campaign Resource Centre [here](#)



Suggested social media copy

The HPV vaccine is given to boys to help protect against a range of cancers, including head, neck and mouth cancers.

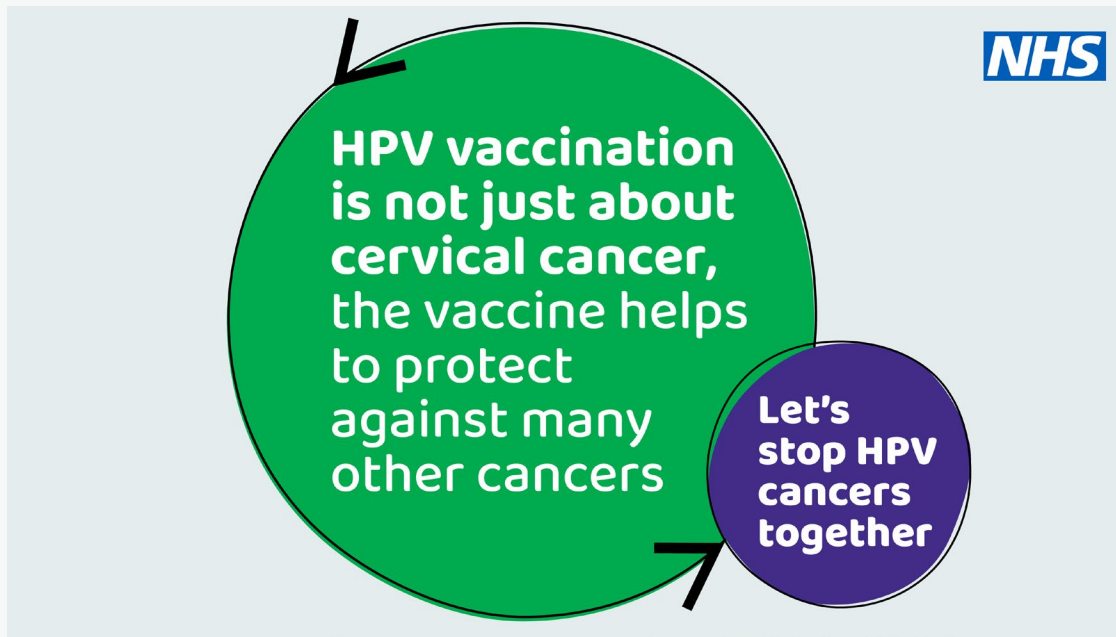
All boys born after 1st September 2009 who missed their vaccination can catch up at their GP practice until their 25th birthday

Find out more → www.nhs.uk/vaccinations/hpv-vaccine/

Digital screens

Promoting the HPV vaccination offer

- The following digital screen assets can be used to promote the HPV vaccination offer in practices and primary care settings. More available [here](#)





Published assets

Flyers, leaflets, posters and more

A range of free of charge assets are available to order, download and give to parents and young people to help educate about HPV and support the with the HPV vaccination.

- HPV vaccination guide for teenagers and young people (flyer) [link](#)
- HPV vaccination, large print (flyer) [link](#)
- HPV vaccination poster [link](#)
- HPV vaccination easy read [link](#)
- HPV vaccination audio [link](#)
- HPV vaccine British sign language [link](#)
- HPV vaccination record card [link](#)



Published assets

Translated flyers

The 'HPV vaccination for all' flyer has been translated into a number of languages. The below links will take you to the language pages to order for free or download flyers for printing in surgery.

[English](#)

[Albanian](#)

[Arabic](#)

[Bengali](#)

[Portuguese Brazilian](#)

[Bulgarian](#)

[Chinese \(simplified\)](#)

[Chinese \(traditional\)](#)

[Spanish](#)

[Estonian](#)

[Farsi](#)

[Fijian](#)

[Greek](#)

[Gujarati](#)

[Hindi](#)

[Kurdish Sorani](#)

[Latvian](#)

[Lithuanian](#)

[Nepali](#)

[Panjabi](#)

[Pashto](#)

[Polish](#)

[Romany](#)

[Romanian](#)

[Russian](#)

[Somali](#)

[Tagalog](#)

[Turkish](#)

[Twi](#)

[Tigrinya](#)

[Ukrainian](#)

[Urdu](#)

[Yiddish](#)

[Yoruba](#)



Published information for professionals

Further sources of information

- Poster for health care professionals on the HPV vaccine and common questions [link](#)
- Guidance for health care professionals on the HPV vaccination [link](#)
- HPV vaccination factsheet for health care professionals' [link](#)
- HPV vaccination and cervical cancer for health care professionals' [link](#)
- HPV vaccination changes and eligibility from September 2023 [link](#)
- The Eve Appeal, for more information on genealogical cancers linked to HPV [link](#)
- Head and Neck Cancer Alliance, for more information on head and neck cancers [link](#)

Inviting those who have missed the HPV vaccine

Letters

To assist in inviting patients into surgery who have missed the HPV vaccine in school, NHS England have drafted a template letter which can be used to write to patients.

This letter is fully customisable to add your surgery and contact details.

16 years old and over

This letter directly speaks to the patient inviting them to book an HPV vaccine at your chosen location / surgery

Click on icon below to open template for patients aged 16 – 24 years



Microsoft Word
Document

Directing to published material will also aid in educating and reassuring patients and parents around the HPV vaccine. Published material can be found [here](#)

Inviting those who have missed the HPV vaccine

Emails

If you prefer to email invitations or send these in addition to letters, NHS England have drafted a template email that can be used.

The same as the letter it is fully customisable for use with your surgery and contact details.

16 years old and over

This email directly speaks to the patient inviting them to book an HPV vaccine at your chosen location / surgery

Click on icon below to open email template for patients aged 16 – 24 years



Microsoft Word
Document



Inviting those who have missed the HPV vaccine

Texts / App

If you prefer to text patients or send via the app either as a stand alone or in addition to letters or emails, NHS England have drafted a template text / app message that can be used.

Again, fully customisable with your surgery and contact details.

16 years old and over

Short version

Our records show you may not have had your free NHS human papilloma virus (HPV) vaccination. One dose helps protect against a range of cancers. Contact us to book your appointment or confirm if you've already had it. CONTACT. More information: nhs.uk/hpv-vaccine

Longer version

Our records show you may not have had your free NHS human papilloma virus (HPV) vaccination. One dose helps protect against a range of cancers. Contact us to book your appointment or confirm if you've already had it. CONTACT. HPV is common and often clears by itself, but it can over time cause certain cancers including cervical, head and neck (mouth and throat) and penile cancers. More information: nhs.uk/hpv-vaccine



Bulletin / website copy

Suggested content for websites, bulletins and newsletters

Did you miss your HPV vaccine in school?

Everyone eligible aged between 16 years and 25 years are being invited into the surgery to catch up on their missed HPV vaccine from when they were in school.

The HPV vaccination is given to boys and girls in year 8 at school, but some people may have missed it at the time. If you were offered the vaccine in school and missed it, you can catch up anytime until your 25th birthday.

The HPV vaccine helps protect against a common infection called HPV, that in some cases can lead to some types of cancer, such as cervical, head and neck.

Speak to your GP surgery to check you have had your vaccine, and if you missed it, you can book your appointment to catch up.

For more information on HPV and the HPV vaccine see the [NHS website](#)



Confidence in communicating about vaccines

Webinar for health care professionals

Most parents are keen to engage in conversations about vaccinations and protecting their babies and children from preventable illnesses.

However, we are aware that some parents are more reluctant to engage in vaccine conversations and may have barriers in wanting their children vaccinated.

This can make starting conversations with parents daunting at times, which is why we held a series of webinars for health care professionals aimed at increasing confidence in having positive vaccine conversations.

These webinars offer hints and tips on how to navigate positive vaccine conversations, leaving parents feeling empowered to make an informed decision.

[Here is the link to pre recorded sessions for Primary Care](#)

Password - e2y4\$4V5

[Here is the link to a pre-recorded session for maternity and health visitor practitioners](#)

Password - 60?T=2BD



Useful Links

Social Media Handles

NHS UK

Facebook account: @NHSWebsite

Twitter / X account: @NHSuk

Instagram account: @NHS

NHS England

Facebook account: @NHSEngland

Twitter / X account: @nhsengland

Instagram account: @nhsengland

Department of Health and Social Care

Facebook account: @DHSCgovuk

Twitter / X account: @DHSCgovuk

UK Health Security Agency

Facebook account: @UKHealthSecurityAgency

Twitter / X account: @UKHSA

Weblinks

[Sign up to Future here for access to all materials in this pack](#)

[NHS vaccination schedule](#)

[NHS Cervical cancer elimination plan for England](#)

Thank You



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england.nhs.uk