

The topic I have chosen is Gardasil awareness. Gardasil is the only cervical cancer vaccine that helps protect against four types of human papillomavirus or HPV; two types that cause 70% of cervical cancer cases and two more types that cause 90% of genital warts cases (Kim, Ortendahl, & Goldie 2009). Gardasil can be given to young girls, starting at the age of nine through the age of 26. Gardasil may not fully protect everyone or protect against all types of cervical cancer, and it does not treat cervical cancer or genital warts. But if then a woman is vaccinated before she becomes sexually active or after it can help to prevent cervical cancer and genital warts. The vaccine is given as three injections over six months (Chao, Slezak, Coleman, & Jacobsen 2009).

HPV can cause normal cells on infected skin to turn abnormal. In most cases, the body fights off HPV naturally and the infected cells then go back to normal. In most the cases when the body does not fight off HPV, HPV can cause visible changes in the form of genital warts or cancer. Recently Merck designed the first drug to guard against the human papillomavirus (HPV) which is thought to cause about three of every four cases of cervical cancer. The HPV infection is responsible for at least 250,000 deaths of cervical cancer each year, most of these occurring in the developing countries but about 3,700 occur in the United States (Akinsanya-Beysolow & Wolfe 2009).

The goal of the interpersonal approach is to consult and provide the necessary information to the patient about the Gardasil vaccine. The receiver for this message is the patient herself and if she chooses the parent or guardian that could potentially be with her at the time of her visit. For this particular approach the nurse and the physician who are examining the patient would be the sources for the message. The message that the nurse and physician want to address is encouraging the patient to get the vaccine before she leaves the office. By providing the

information to the patient face-to-face this allows them to read about the vaccine and ask any questions or concerns she might have directly to the nurse or physician while she is in the office or before going through with the injection. Providing a pamphlet that covers all the information needed, which was provided to the office by the drug representative, is the channel that was used. As the nurse and physician attempt to have their patient receive the HPV vaccine at the time of their visit they incorporate the idea of emotional appeals by using loyalty. They find it in the best interest for the patient to receive the vaccine regardless of the views that other patients or their families may have. After attending meetings and conventions about the HPV vaccine they support and recommend it to their patients. They have enough knowledge and trust in the product to not only recommend it to the particular patient in their office but to the other patients that come into their office daily that fit the criteria nine through 26 years of age.

The goal of the Time Magazine article is to push parents to have their daughters vaccinated with Gardasil even though it goes against their religion and science beliefs. The receivers for this message are the parents who do not believe in the Gardasil vaccine because of religious beliefs. The source of this message is a mother whose daughter was eleven years old when she received her Gardasil vaccine after her pediatrician recommended and gave her the injection. The message that the mother and other organizations want to stress is that the vaccine will now sabotage a parent or guardians "abstinence only" message but it could potentially save their life, especially if they receive the vaccine before they become sexually active. Parents are concerned that by allowing their daughter(s) to have the vaccine, the vaccine could become harmful because they think their child will engage in premarital sex and go against their religion and their belief in abstinence. Publishing this article in the Time Magazine is the channel that was used to tackle the issue. When addressing the issue of religion and science one mother

demonstrates emotional appeals in the form of humor. She opens the article by saying “her daughter had her tetanus shoot and her pediatrician did not tell her that it was safe to go dance barefoot on rusty nails.” Basically the mother is saying that after her daughter had her Gardasil vaccine the pediatrician or she did not tell her that she is now protected and it is safe to have sex. She is insinuating that just because the child has the vaccine does not mean they are going to go out and have sex because they think they are safe, they also have to know that there are other sexually transmitted diseases that can contract that the Gardasil vaccine does not protect against.

The goal of the website is to educate and convince parents/guardians and their daughter(s) to get the Gardasil vaccine. For this message the receivers are the parent/guardian and/or the girls who fit the criteria. Merck & Co., who designed and put the product on the market, is the source for this particular message. Merck & Co. is trying to explain to the girls as well as their parents that the Gardasil vaccine is safe and effective. They have tested, approved and listed the side effects related to the vaccine. They are trying to reduce the chance of girls getting cervical cancer or genital warts to those who have already been sexually active or who may become sexually active one day. By creating this vaccine they want to see a decline in the number of deaths associated with cervical cancer and the number of girls who become infected with the human papillomavirus. The website along with magazine ads and television commercials are the channels that they use to communicate their message. They provide the facts about HPV, learning about Gardasil, how to make an impact, and more information for parents. Merck & Co. incorporates emotional appeals by using loyalty. Merck & Co. find their product in the best interest for girls nine through 26, even if they have already been sexually active. They stand behind their product and feel confident that it will protect against four types of HPV. Even though it is not completely effective for those who have been sexually active it

can protect them for the future and possibly the past. They also stand behind by saying that if you have not been sexually active it will increase your chances for becoming protected against the four types. They have done plenty of research and experiments before placing it on the market and feel that this is one of the best products to help save lives, reduce the number of cervical cancer and genital warts cases.

After researching these three current efforts I think they have done a good job at addressing their message. However, with these three efforts I would advise them to concentrate on the four aspects to Rodger's Protection Motivation Theory especially the concept of self-efficacy. It is very important that the receiver feels it when addressing the message. But the other three concepts are very important as well. If the receiver sees the severity of the treat, the chance that there is a greater possibility that they can contract genital warts or cervical cancer by having sex will allow the message to become clearer. Also by providing statistics on the number of women who have genital warts or cervical cancer as well as the number of women who die from cervical cancer will allow them to see how much it is increasing in women and the effect it can have. Next, by showing the receiver that they are susceptibility to the situation having them believe it can happen to them will also help increase awareness. By explaining to them if you have had only one partner, it only takes one time or for those who have not been sexually active yet it will protect you one day. Also addressing that they recommend it to be successful and show the statistics for those who have used the vaccine with a partner and those who have not had a partner yet will show them that the product does work, just look at the success stories. The most important aspect is self-efficacy. The receiver has to feel that they are confident with doing the behavior because without this then the message will not be affective. After self-efficacy has been reached and the other three aspects to the theory are applied then the message has a greater

chance of being affective and followed through. The purpose of the theory is to apply each aspect to the individual and have them apply it to their situation. By addressing this theory it will influence the girls to want to participate in the vaccine. Also by applying the four steps to Rodgers' Protection Motivation Theory it will persuade the receiver to respond to the behavior which will allow your message to be more effective.

References

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