

Promoting HPV vaccination in Estonia with targeted video lectures

Limited awareness and knowledge of HPV vaccination among the population continue to hinder coverage among 14-year-olds in Estonia. To address this challenge, Estonian health authorities have developed an innovative approach: leveraging the fact that most school-age children are vaccinated at school, they created an educational video lecture on HPV vaccination for distribution to students, parents, and teachers.

Since the vaccine was added to the national immunisation programme, HPV coverage has steadily increased - but it remains below the World Health Organization (WHO) target of 90% by 2030. In 2023, only 62.7% of 14-year-olds had received the vaccine.

This pilot initiative, funded by the European Union through the 'Overcoming Obstacles to Vaccination' project, was rolled out in phases. It began with a needs assessment of the school vaccination context in Estonia, followed by the design of the pilot. The health authority then collaborated with key health experts and the education authority to develop a video lecture tailored to students, parents, and teachers. Once deployed through classrooms, emails, and dedicated information sessions led by school nurses, the video lecture increased knowledge and awareness of HPV vaccination among its target audiences. By delivering clear, science-based information in an accessible format, the pilot introduced a new communication tool that differed from previous outreach strategies in Estonia and helped ensure that students, parents, and teachers were better informed and more confident in their vaccination decisions. The video was delivered to 1,022 students across eight schools and encouraged active engagement among students and parents, increased awareness, and created more opportunities for information exchange between nurses and the target population.

Learning from best practices to strengthen school vaccination

A critical element of the project was mutual learning. Through five on-site visits to countries with best practices in overcoming vaccination obstacles, Estonian health authorities gained insights into how school vaccination is organised elsewhere, learned about different vaccination systems, and adapted successful strategies. This cross-country exchange allowed them to refine their approach and implement proven solutions.

The HPV video lecture, tailored for the school vaccination context, holds great potential for replication in other Estonian schools and for other vaccines. Its digital format makes it a reusable, accessible resource that can easily be adapted to support broader vaccination efforts.

Overcoming Obstacles to Vaccination across the EU



Overcoming Obstacles to Vaccination



**Funded by
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"Overcoming Obstacles to Vaccination" is a three-year EU-funded project that aims to boost vaccination coverage by tackling physical, practical, and administrative barriers to seven key vaccines, including COVID-19, HPV (Human Papillomavirus), and MMR (Measles, Mumps, and Rubella). The project identified effective practices across EU Member States, piloted them in countries facing similar challenges, and developed tailored recommendations for policymakers, health authorities, professionals, and citizens.