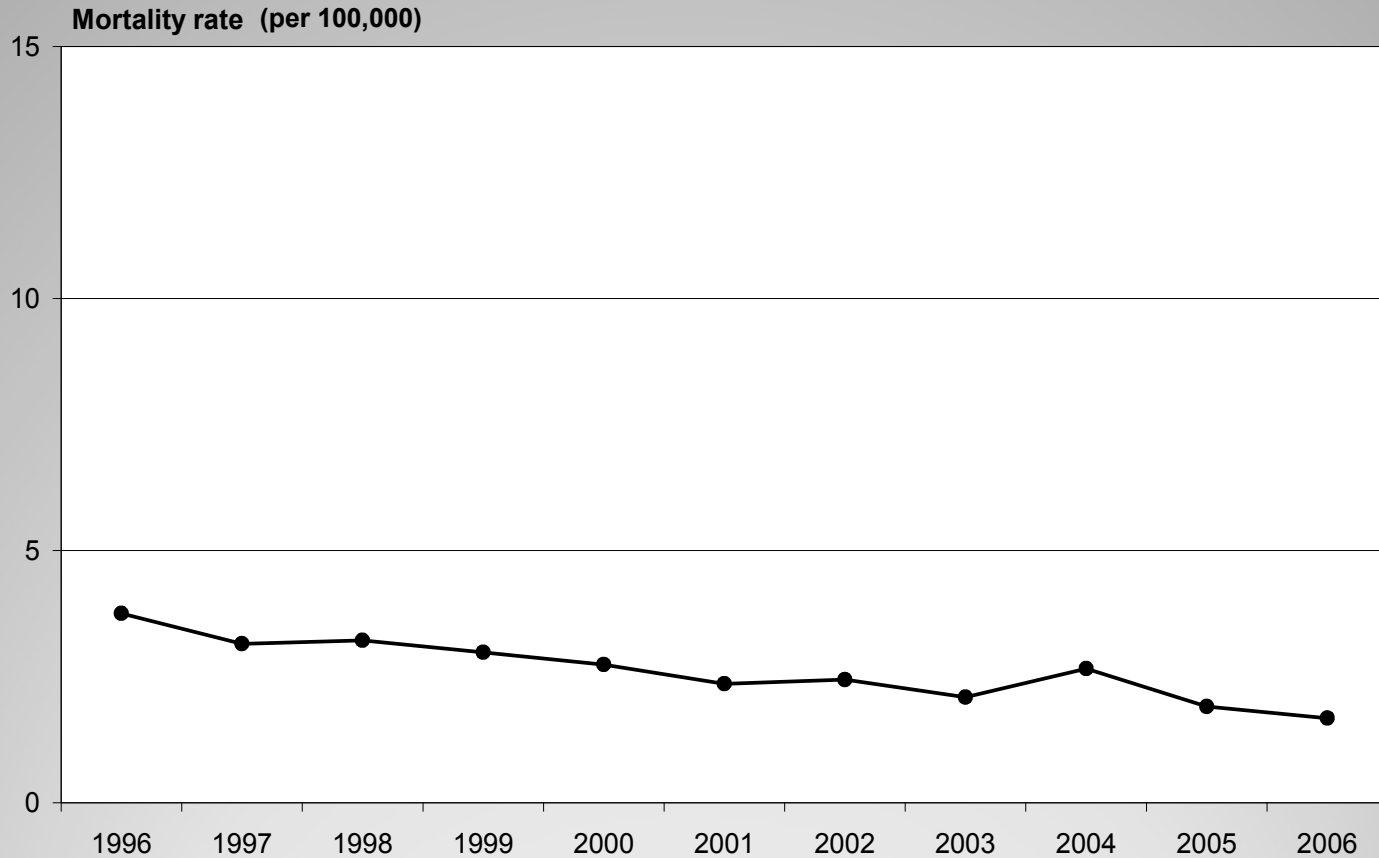




# **Sex, lies and public policy**

**Cervical Cancer Prevention and the  
Introduction of the HPV vaccine in  
Aotearoa New Zealand**

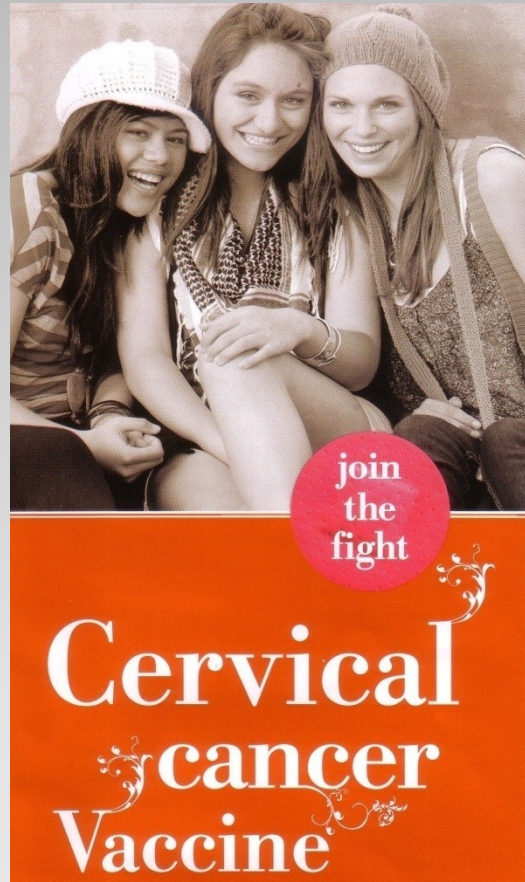
**Christy Parker  
Women's Health Action Trust**



**Cervical cancer mortality rates,  
1996-2006**



# HPV vaccines / Gardasil



# **NZ's HPV Immunisation Programme**

- Undue haste in the programme development and delivery
- Targeting the vaccine only at women
- The marketing approach to delivering the vaccine
- The lack of an integrated approach to cervical cancer prevention
- The role of the pharmaceutical company in delivering aspects of the programme

## **Areas of concern**



**Undue haste in the programme development and delivery**

*Given the complex interconnections between giant pharmaceutical companies and the government, women simply cannot rely solely on the information they receive from any of these sources. The issue is complex.*

(Caseldine-Bracht, 2010)



**Targeting the vaccine only at young women**





**The marketing approach to delivering the programme**

- Obscured the relationship between HPV and cervical cancer
- Overemphasised the individual risk of developing cervical cancer
- Failed to adequately communicate the risks, limitation and uncertainties about the vaccine
- Overstated what is known about the benefits

## **The marketing strategy**



join  
the  
fight

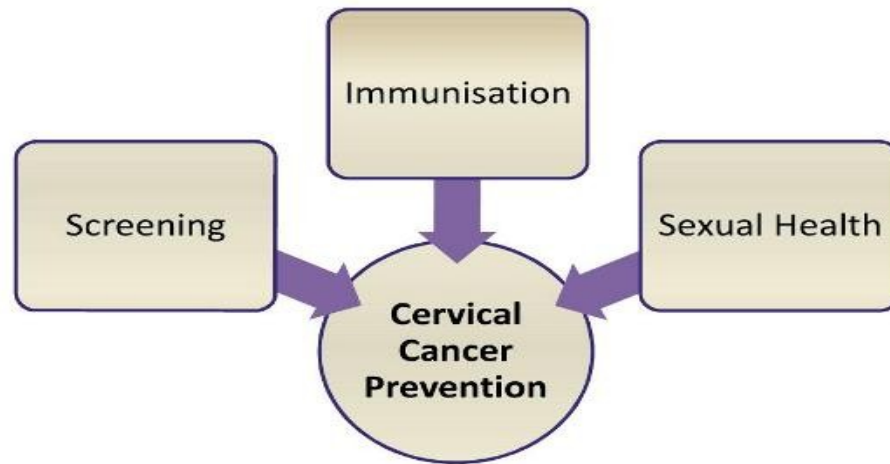
# Cervical cancer Vaccine



## Key points - delivery



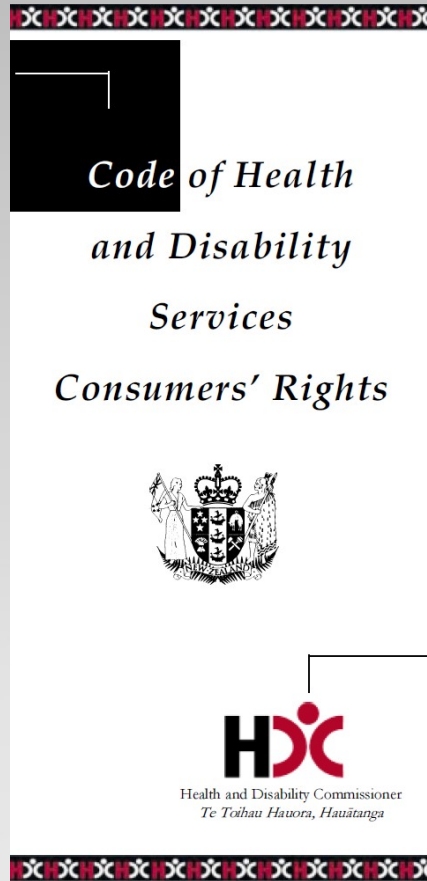
- Immunisation is part of a three pronged approach to cervical cancer prevention:



**Failure to integrate prevention strategies**

- Ethical responsibilities and health consumer rights
- Not knowing can be bad for women's health

**Implications**



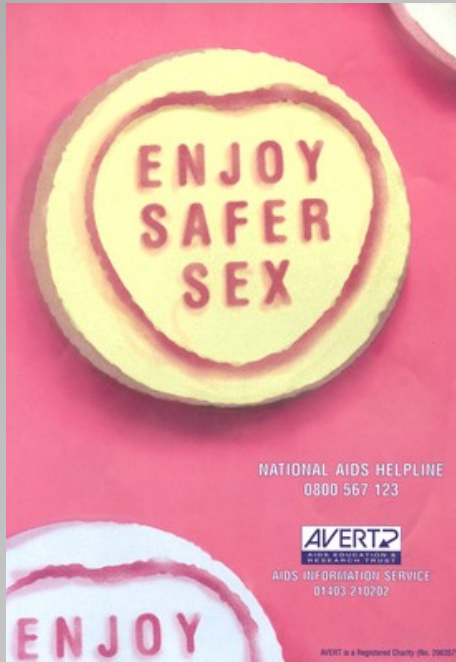
# Code of Health and Disability Services Consumer Rights

- Right 6

Right to be fully informed

- Right 7

Right to make an informed choice and give informed consent



**Making informed decisions about future health practices**

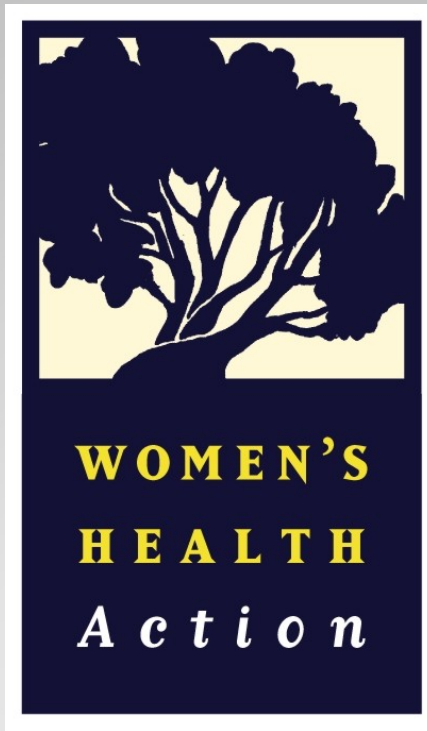


*By far the greatest risk for women is that those who have been vaccinated, and even those who have not, may mistakenly believe that cervical cancer is no longer a problem and will be less conscientious about turning up for regular smears*

*(Lewis, 2007)*

- Gender neutral policies for sexual health interventions
- Careful attention to the role of the pharmaceutical industry in programme development
- Balanced and accurate information
- Cautious and integrated introduction of new interventions

**Back to the future...**



**Thank you**