



*healthcare*



an Open Access Journal by MDPI

## Innovative Approaches to HPV Vaccination Promotion

Guest Editor:

### **Prof. Dr. Michael L. Hecht**

1. Distinguished Professor  
Emeritus, Department of  
Communication Arts and  
Science, Penn State University,  
State College, PA 16801, USA  
2. President, REAL Prevention  
LLC, Clifton, NJ 07013, USA

Deadline for manuscript  
submissions:

**closed (31 January 2024)**

### **Message from the Guest Editor**

Dear Colleagues,

HPV is the most common sexually transmitted infection (STI) in the U.S. About 80 million people are currently infected with HPV, and approximately 14 million become infected each year. Infection with HPV is associated with virtually all cervical cancers as well as many other anogenital, penile, and oropharyngeal cancers, and has recently been linked to head and neck cancers. HPV costs the U.S. USD 13.1 billion annually, with lower SES and minority groups, including African American and Latina women, most negatively impacted by HPV-associated diseases. However, despite these clear risks for the unvaccinated, HPV vaccination rates are suboptimal.

This Special Issue will present commentaries, original research papers, and reviews of the issues surrounding HPV vaccine promotion. The articles will highlight new and emerging innovative approaches to vaccine promotion that will have relevance to other public health challenges, including topics such as innovative messaging strategies, tailoring, cultural relevance, and digital messaging.

Prof. Dr. Michael L. Hecht  
Guest Editor



[mdpi.com/si/132846](https://mdpi.com/si/132846)

# Special Issue



# healthcare



an Open Access Journal by MDPI

## Editor-in-Chief

### Dr. Rahman Shiri

Finnish Institute of Occupational  
Health, FI-00032 Työterveyslaitos,  
Finland

## Message from the Editor-in-Chief

Healthcare is an international, scientific, peer-reviewed, open access journal on health care systems, industry, technology, policy, and regulation, and is published semimonthly online by MDPI. Ocular Wellness & Nutrition Society (OWNS) is affiliated with Healthcare and its members receive discounts on article processing charges.

## Author Benefits

**Open Access:** free for readers, with [article processing charges \(APC\)](#) paid by authors or their institutions.

**High Visibility:** indexed within [Scopus](#), [SCIE](#) and [SSCI \(Web of Science\)](#), [PubMed](#), [PMC](#), and [other databases](#).

**Journal Rank:** JCR - Q2 (*Health Policy & Services*) / CiteScore - Q2 (*Leadership and Management*)

## Contact Us

Healthcare Editorial Office  
MDPI, St. Alban-Anlage 66  
4052 Basel, Switzerland

Tel: +41 61 683 77 34  
[www.mdpi.com](http://www.mdpi.com)

[mdpi.com/journal/healthcare](http://mdpi.com/journal/healthcare)  
[healthcare@mdpi.com](mailto:healthcare@mdpi.com)  
[X@HealthcareMDPI\\_](#)