

## HPV Vaccine Campaign – Filming Day

Thank you for taking part in this film. We really appreciate you giving your time and voice to help other parents feel more informed and confident.

### What is this project?

We're creating a short film focused on parents talking honestly with other parents about HPV vaccination.

Rather than experts talking at people, this is about real conversations — the questions you had, what you learned, and how you felt making decisions for your child.

### What will the day look like?

- **Arrival: Please arrive at 11:00am on Tuesday 17<sup>th</sup> February 2026.**  
This allows time for a relaxed welcome and a short briefing from the crew.
- **Filming:** Filming will begin around midday.
- **Duration:** The day will take approximately 3–4 hours in total.
- **Refreshments:** Food and drinks will be provided throughout the day.

### What will you be asked to do?

You'll take part in a group conversation with other parents. There's no script, no pressure to perform, and no right or wrong answers.

The discussion will be:

- Conversational and informal
- Led gently by prompts rather than fixed questions
- Focused on sharing experiences, thoughts, and feelings

We'll share talking points in advance, so you can have a think about the topics beforehand. You don't need to prepare answers, just come as yourself and be open-minded.

### Do I need to be an expert?

Not at all. We're not looking for perfect knowledge, we're interested in honest perspectives.

Many parents have had doubts, questions, or hesitations, and that's completely okay.

**What's filming actually like?**

Filming is usually much more relaxed than people expect. The setup is designed to feel calm and natural, and most people quickly forget the cameras are even there.

The crew will guide you through everything, and you can always ask questions or take a break if needed.

**The most important thing**

We want this to feel like a safe, respectful space. There's no judgement, just parents listening to parents.

If you have any questions before the day, please don't hesitate to get in touch. We're really glad you're taking part.

**Email:** [rmpartners.pcie@nhs.net](mailto:rmpartners.pcie@nhs.net)