# Scaling HPV vaccination through public-private collaboration: Lessons from Johor's LNOB initiative”

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## ABSTRACT

Background Cervical cancer is the sixth most common cancer among women in Malaysia and the second in Johor. Although HPV vaccination is available, access remains limited for underserved communities. **Aim:** This project showcases a dual-delivery model for HPV vaccination in Johor targeting underserved populations. **Materials and Methods:** Under the National Cancer Society Malaysia's (NCSM) Leaving-No-One-Behind (LNOB) initiative, a two-pronged strategy was employed to increase access to free HPV vaccination among underserved populations in Johor. The first arm involved a GP Clinic Network, comprising 10 private clinics strategically located in underserved urban areas, which offered a familiar and accessible healthcare setting for girls and young women to receive the vaccine while strengthening continuity of care. The second arm focused on community outreach, targeting out-of-school girls, indigenous populations, and rural communities through mobile clinics and collaborations with local leaders, where health education was also provided to address vaccine hesitancy. A qualitative component complemented this approach by conducting in-depth interviews with participating GPs and community leaders to understand logistical challenges and decision-making processes, with thematic analysis used to identify recurring patterns and insights. **Results:** Since June 2024, nearly 23,000 girls and young women have been vaccinated: 7,970 via GPs and 22,685 through outreach. Challenges included vaccine hesitancy, logistical barriers, and cultural sensitivities. Proposed solutions include better health education, GP training, and flexible mobile clinics. **Discussion:** Both delivery models proved effective and complementary. Community outreach excelled in reaching marginalized groups, while GPs ensured stability and follow-up. The LNOB model demonstrates how integrating public-private efforts can enhance equitable vaccine access. The upcoming NCSM Cancer Support Centre in Johor will further support these efforts. C**onclusion:** A dual-delivery, community-partnered HPV vaccination model is key to improving equity and coverage. Sustained partnerships, funding, and engagement are essential to ensure no one is left behind in cervical cancer prevention.

Keywords: HPV vaccination, public-private partnership, underserved communities, community outreach, health equity