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Winning Entry:

Reaching further: big collaboration overcomes the challenges of accessing hard to reach populations

Philippa Hammerton
Red Leaf Research

Jane Egberts
Red Leaf Research

Steve Lowery
Red Leaf Research

Ben Greener
Sanofi Pasteur MSD

Entrants' short summary

Several UK studies have identified an association between certain socio-economic and ethnic groups and lower levels of uptake of the HPV vaccine amongst young girls. To address this issue, Sanofi Pasteur MSD wished to understand the current barriers to uptake in specific groups and understand how they could best be overcome, in order to reduce inequalities in vaccine provision.

To provide the insights needed into these hard to reach populations, Red Leaf collaborated with consumer researchers and specialist partners, with both client and agency working closely and flexibly alongside each other to secure a successful outcome.

What the Judges said:

"This entry very clearly demonstrated an **innovative, complex recruitment process** which showed the **value of thinking outside of the box** for challenging, hard-to-reach and vulnerable respondents. It led to insights from both the target audience and key stakeholders that **enabled the client to achieve some challenging objectives**."