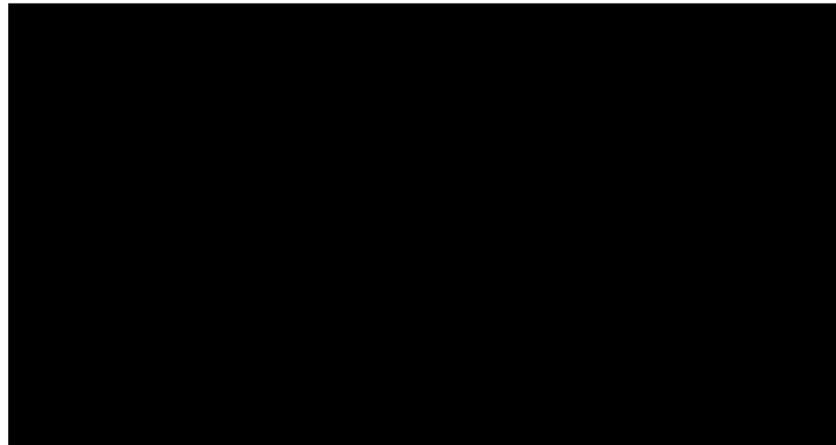




Mission:  
**HPV** **CANCER**  
**FREE**

---

## HPV Cancer Survivor Stories - Jon



<https://www.youtube.com/watch?v=UskIETAMfXM>



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**FREE**

## HPV 101 & Announcement Approach for recommending HPV Vaccination

Dr. Tim McCoy, DO  
August 27, 2021



## Agenda

- Introductions
- HPV 101
- Announcement  
Approach Training
- HPV Resources
- Q & A
- Next Steps



Mission:  
**HPV** CANCER  
FREE

Version 2/19/20

# Disclosure Slide

- Dr. McCoy has no disclosures.





## THE SCIENCE

# HPV Prevalence and Impact



Mission:  
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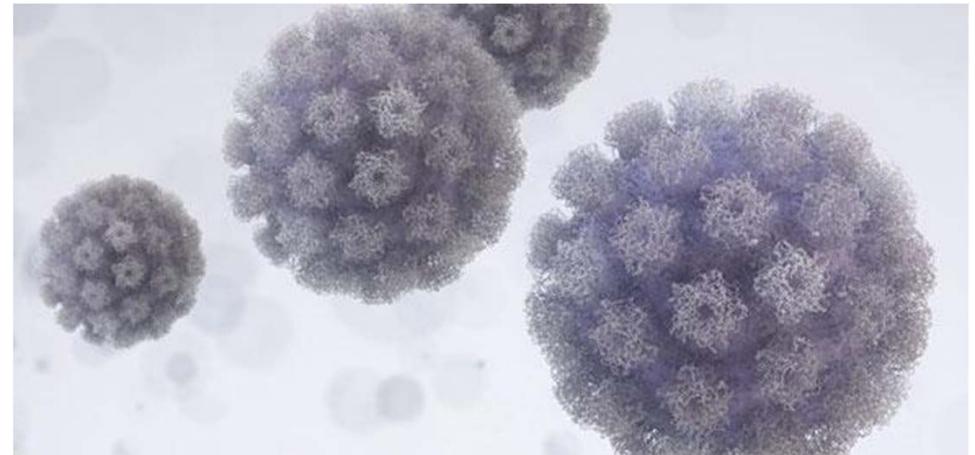
Mission:  
**HPV** **CANCER**  
**FREE**

# What is HPV?

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## Human Papilloma Virus

- >150 types
- About 15 types cause cancer
- VERY common





Mission:  
**HPV** **CANCER**  
**FREE**

## Why Focus on HPV?

---

- We have a vaccine that prevents cancers
- We need to vaccinate more kids
- Success is achievable

Cancer

Screening Test

Cervical

YES

Vulvar

NO

Vaginal

NO

Anal

NO

Penile

NO

Throat

NO



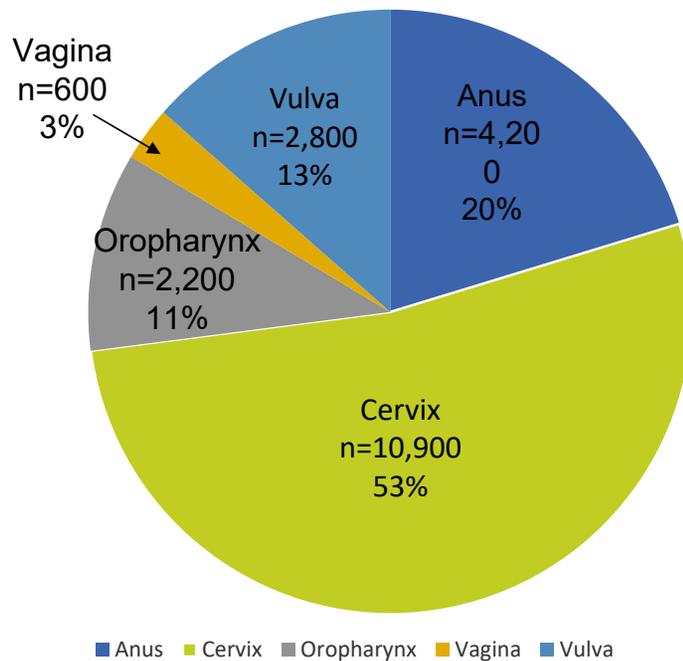
Mission:  
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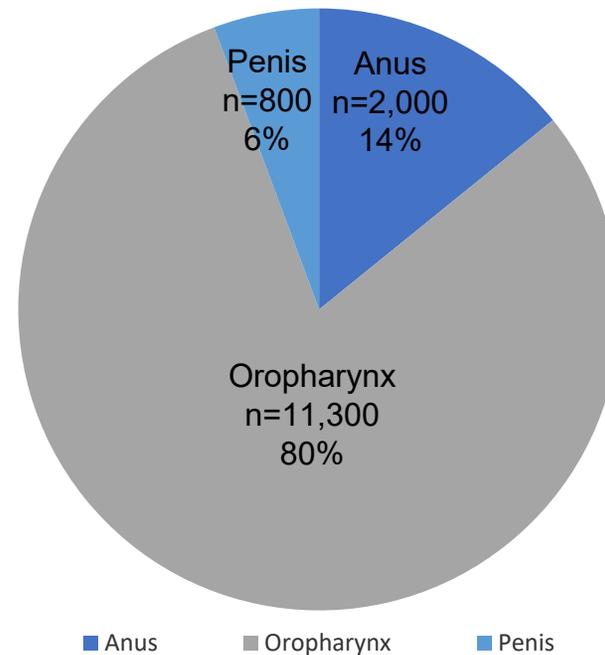
Mission:  
**HPV** **CANCER**  
**FREE**

**Vaccination can prevent 92% of these**

## Average Number of New Cancers Probably Caused by HPV, by Sex, United States 2012–2016



**Women (n = 20,700)**



**Men (n = 14,100)**

Source: Senkomago V, Henley SJ, Thomas CC, Mix JM, Markowitz LE, Saraiya M. Human Papillomavirus-Attributable Cancers - United States, 2012-2016. MMWR Morb Mortal Wkly Rep. 2019 Aug 23;68(33):724–8.



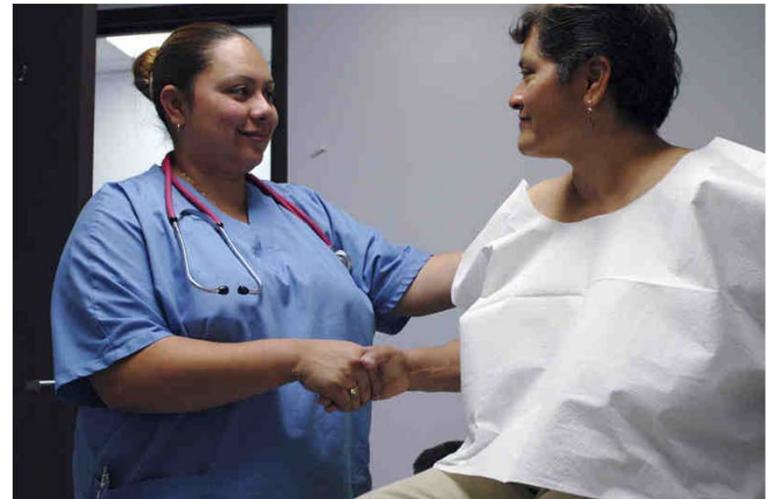
Mission:  
**HPV** **CANCER**  
**FREE**

**>1 Million Women Affected Each Year**

---

**> 1 million** new cases of low grade cervical dysplasia

**> 200,000** new cases of high grade cervical dysplasia (also known as “pre-cancer”)





THE SCIENCE

# HPV Vaccination is Safe



Mission:  
**HPV** CANCER  
FREE



Mission:  
**HPV** **CANCER**  
**FREE**

## Is the HPV vaccine safe?

---

109 studies of 2.5 million people in 6 countries have shown: NO serious side effects other than what's typical for all vaccines (i.e. allergic reactions, fainting).



THE SCIENCE

# HPV Vaccine Recommendations



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# HPV Vaccination Guidelines

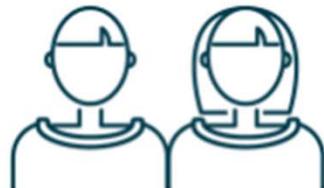
The American Cancer Society recommends that boys and girls get the HPV vaccine between the ages of 9 and 12. Teens and young adults through age 26 who are not already vaccinated should get the HPV vaccine as soon as possible. Teens who start the series late may need 3 shots instead of 2.

## HPV Vaccine Schedule and Dosing

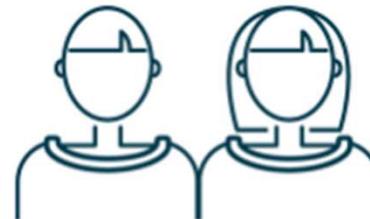
**Start Talking Early**  
Ages 9-10  
2 doses



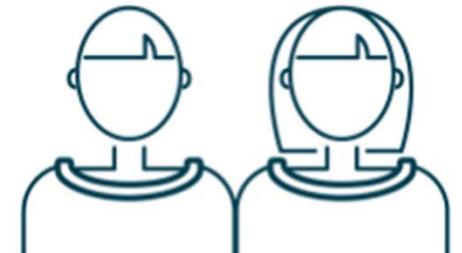
**On Time**  
Ages 11-12  
2 doses



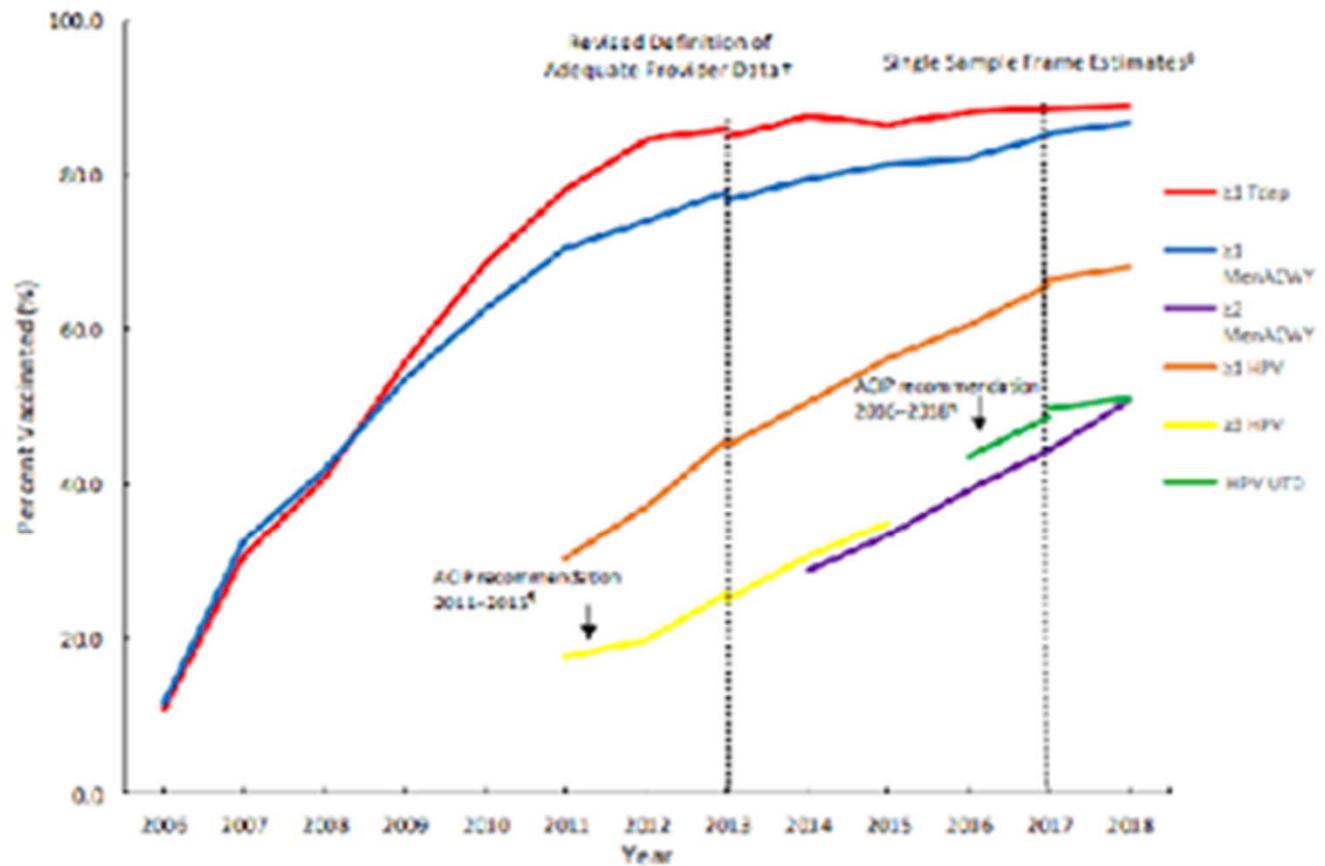
**Late**  
Ages 13-14  
2 doses



**Late**  
Ages 15-26  
**3 doses**



## Estimated vaccination coverage among adolescents Aged 13-17 years, NIS-Teen, United States, 2006–2018

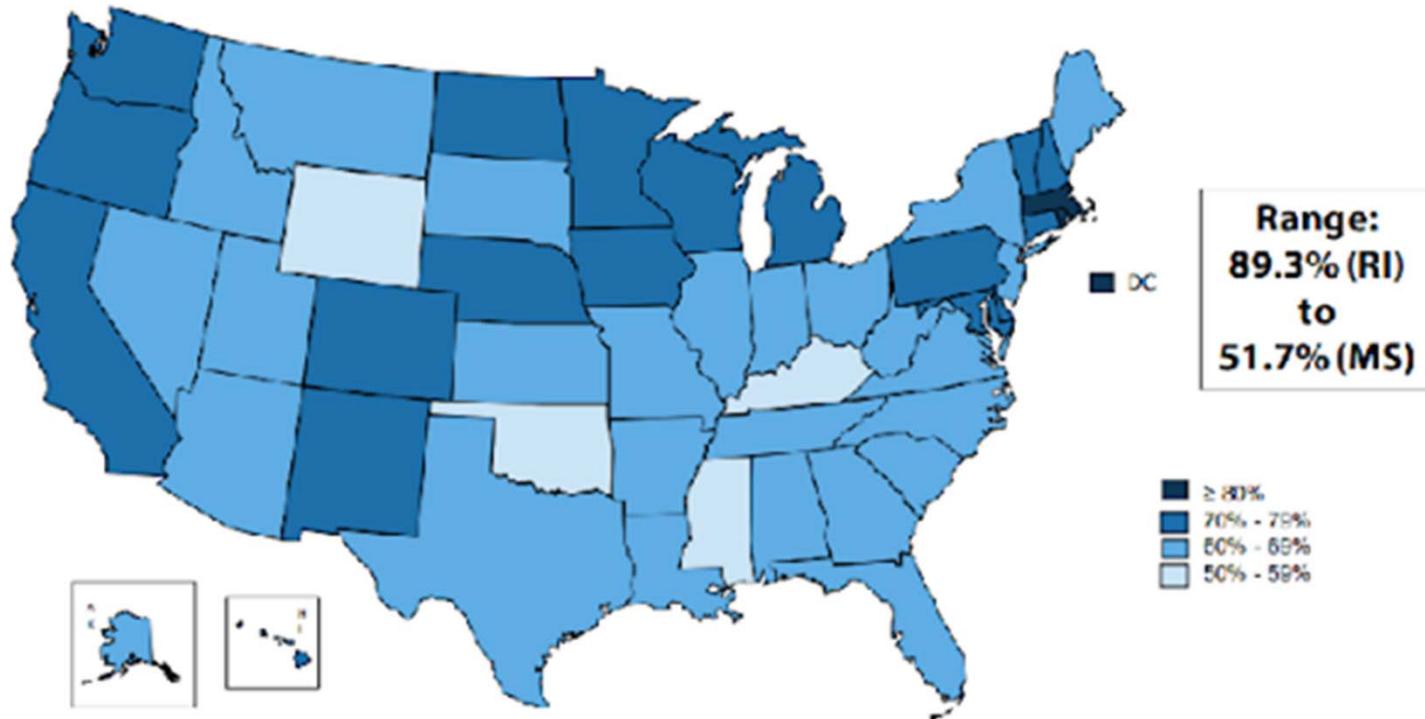




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**FREE**

## HPV Vaccination Coverage Ages 13-17, $\geq 1$ Dose, 2018

Estimated vaccination coverage with  $\geq 1$  HPV vaccine, 2018





## HPV vaccination is finally the new normal in the US

- 68% of US adolescents started the HPV vaccine series
- 51% fully vaccinated
- Don't leave your patients unprotected!

Source: Walker TY, Elam-Evans LD, Yankey D, Markowitz LE, Williams CL, Fredua B, et al. National, Regional, State, and Selected Local Area Vaccination Coverage Among Adolescents Aged 13-17 Years - United States, 2018. MMWR Morb Mortal Wkly Rep. 2019 Aug 23;68(33):718–23.



Mission:  
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## THE SCIENCE

# Reasons On-Time Vaccination Is Better



Mission:  
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FREE



Mission:  
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**FREE**

# More effective!

## RESEARCH



Prevalence of cervical disease at age 20 after immunisation with bivalent HPV vaccine at age 12-13 in Scotland: retrospective population study

Tim Palmer,<sup>1</sup> Lynn Wallace,<sup>2</sup> Kevin G Pollock,<sup>3,4</sup> Kate Cuschieri,<sup>5</sup> Chris Robertson,<sup>3,6,7</sup> Kim Kavanagh,<sup>2</sup> Margaret Cruickshank<sup>8</sup>

Age at Vaccination	Effectiveness (against CIN3+)
12-13	86%
17	51%
≥18	15%

## What else?

- Less exposure
- More chances to vaccinate
- Fewer doses



## What We Know:

- HPV exposure is ubiquitous
- HPV causes 6 types of cancers
- HPV vaccine is safe
- HPV vaccine is effective
- Not enough kids are being protected

*How can we increase the number of OUR patients who are protected on time?*



Mission:  
**HPV** CANCER  
FREE

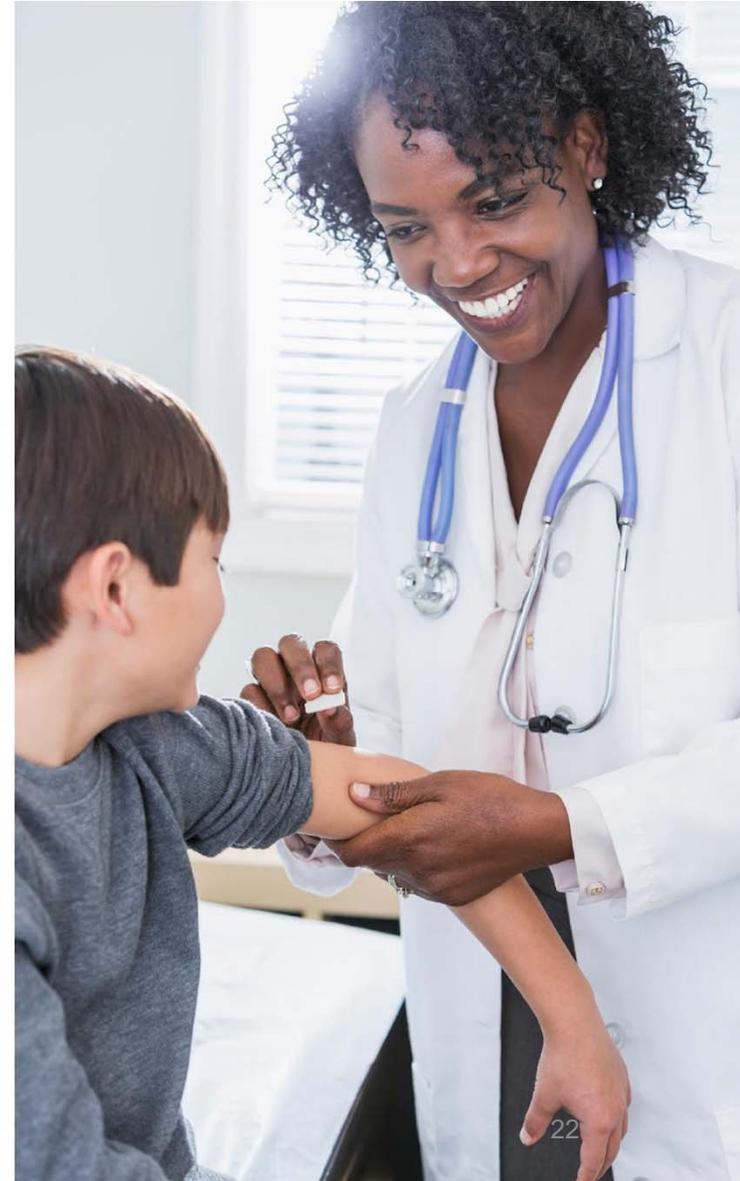


# Provider Recommendations Matter

The **best predictor** of vaccination uptake for both hesitant and non-hesitant parents **was how the provider started the conversation.**



Fenton et al, HV&I, 2018





Mission:  
**HPV** **CANCER**  
**FREE**

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## Make an Effective Recommendation

### HPV vaccine initiation rates

- 23%, if no recommendation
- 53%, if low-quality recommendation
- 73%, if high-quality recommendation

### Same way:

Effective recommendations group all of the adolescent vaccines

### Same day:

Recommend HPV vaccine *today*

**2** sentences:

“Molly needs three vaccines today to protect against meningitis, HPV cancers, and whooping cough. She will get those at the end of the visit.”



## Overcoming Barriers for Parents

- Change systems and processes first
- Make an effective, presumptive recommendation
- Recommend the same way, same day as other teen vaccines
- Talk about HPV vaccination as cancer prevention
- Offer empathy, advice, and real stories about the risks of not vaccinating



## The Announcement Approach

to recommending adolescent vaccines

### Announce

- Note **child's age**
- Announce children this age are **due** for vaccines that prevent several diseases, placing HPV cancers in the **middle of the list**
- Say you will vaccinate **today**

If parent hesitates...

### Connect

- Ask parent for their **main concern**
- Show you are **listening**

### Counsel

- Addresses parent's **concern** using a research-tested message

Because Michael just turned 11, he is due for vaccines against meningitis, HPV cancers, and whooping cough.

So, what's your main concern?

We'll use this worksheet today!

## Messages for hesitant patients

<b>Age.</b>	Kids respond more strongly to HPV vaccine when they are younger. This may give better protection against some cancers.
<b>Sex.</b>	This really isn't about sex. The HPV vaccine is about preventing cancer.
<b>Safety.</b>	This vaccine is one of the most studied medications on the market. The HPV vaccine is safe, just like the other vaccines given at this age.
<b>Effective.</b>	Over 30,000 Americans get cancer from HPV every year. Most could be prevented with the HPV vaccine.
<b>Guidelines.</b> or	Experts at the CDC agree that kids should get the HPV vaccine by age 11 to 12 to prevent several cancers.
<b>Boys.</b>	HPV infections don't care if you're a boy or girl. The virus can cause cancer and many other diseases.
<b>Requirements.</b>	School requirements don't always keep up with medical science.  The HPV vaccine is an important vaccine that can prevent many cancers.

© 2020 hpvIQ.org

## Exercise

### Provider

how you would announce HPV vaccination.

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### Messages for hesitant parents.

Messages that you could use in your practice in the next 2 weeks. Write one message to practice using now.

### 3. Recommendation practice.

Try the Announcement Approach with you as the provider and another person as the parent.

### Parent

#### 1. Respond as the child's parent.

The child is 11 years old. Routine well visit with no serious health concerns. Child has not had meningitis, HPV, or Tdap vaccines.

#### 2. Voice a concern.

Ask your partner for message they want to practice, and voice a relevant concern. Whatever you do, be tough on the provider!

#### 3. Evaluate the provider's recommendation and share feedback.

##### Announce

- Noted child's age
- Said due for vax against 3 diseases
- Placed HPV cancers in middle of list
- Said they will vaccinate today

##### Connect and Counsel

- Asked for main concern
- Made a personal connection with parent
- Used a research-tested message
- Used the words **recommend** and **today**

© 2018 hpvIQ.org



Disclaimer: This version of the official Announcement Approach (HPVIQ.org) is exclusive to this ACS program and done in conjunction with other 2 sessions. Please do not use as a stand-alone presentation.

# Making Effective HPV Vaccine Recommendations

Adapted from 2020 training  
developed by Dr. Noel Brewer  
University of North Carolina

**Reminder**  
Take the pre-training survey  
[bit.ly/AATpre](https://bit.ly/AATpre)



# Objective

Learn the Announcement Approach for effectively recommending HPV vaccine

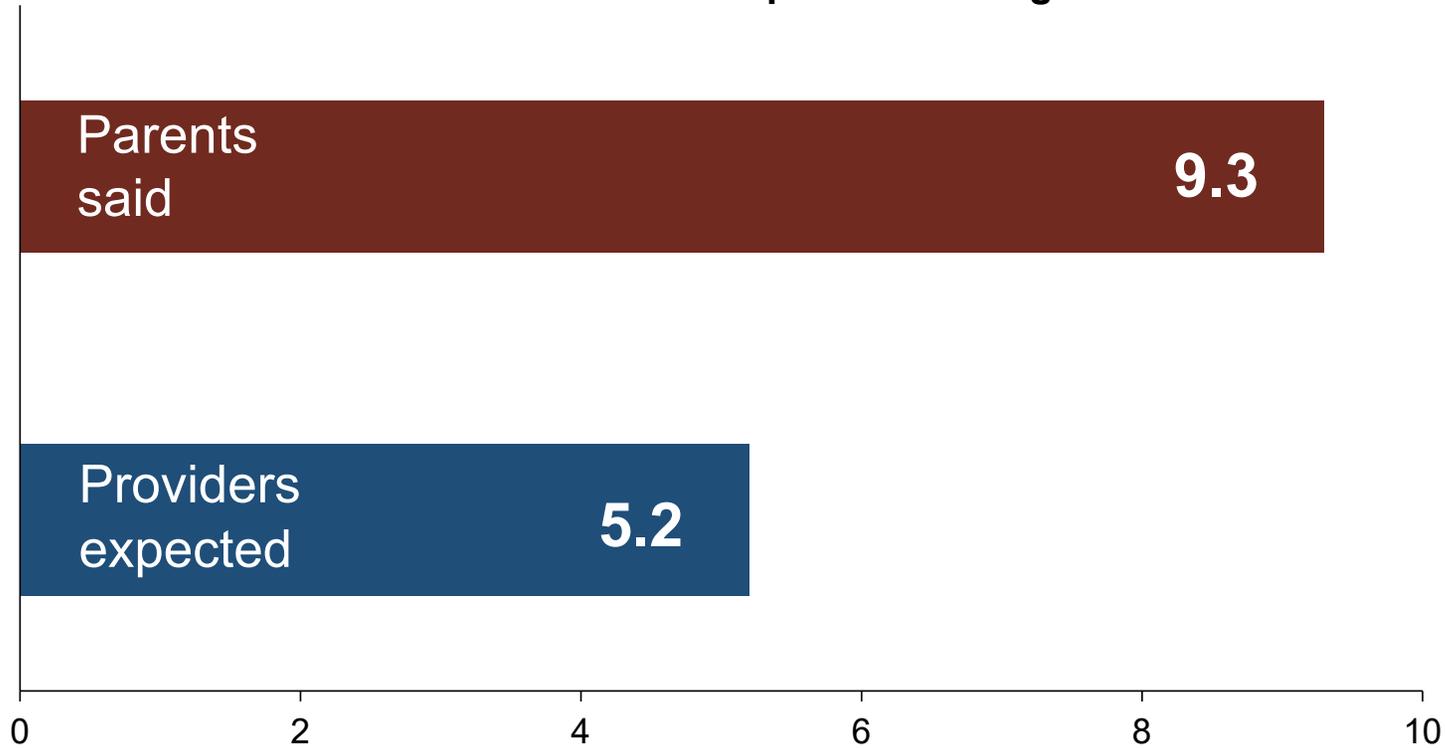
# Activities

- Review evidence on why the approach works
- Build skills: make announcements and address hesitant parents
- Practice the approach

# Review evidence

# Parents' perceived "importance" of HPV vaccine

HPV vaccine importance rating

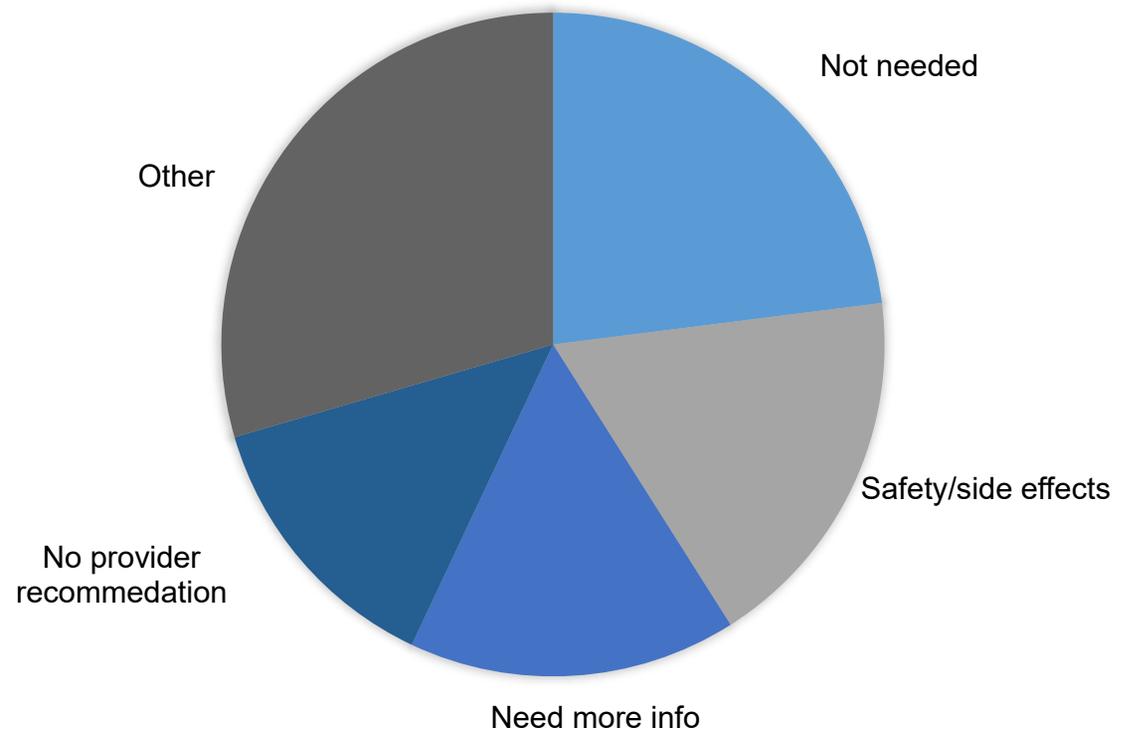


*\*Scale from 0 (very low) to 10 (very high)*

Healy et al., 2014, *Vaccine*

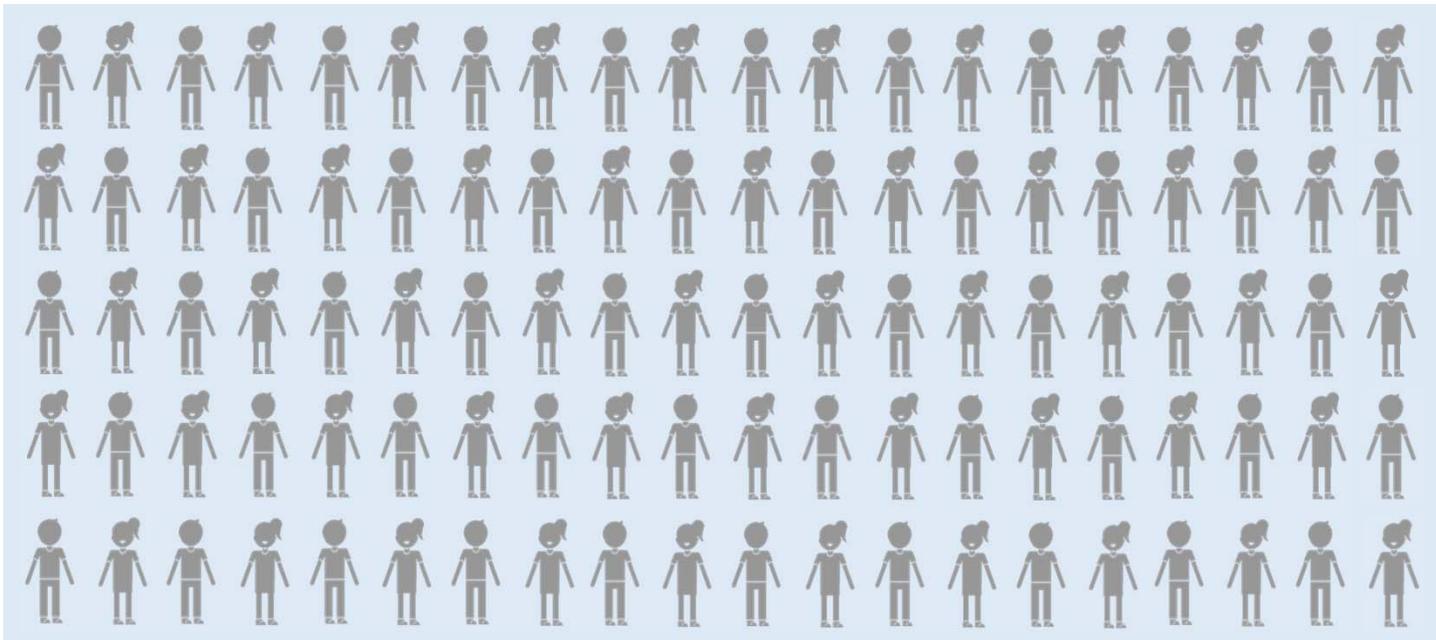
# Parents' reasons for not getting HPV vaccine

- There are multiple reasons why parents aren't getting their children vaccinated
- Each reason can be addressed by talking with a provider



National Immunization Survey – Teen, 2017. Beavis et al., 2018, *Jo Adol Health*

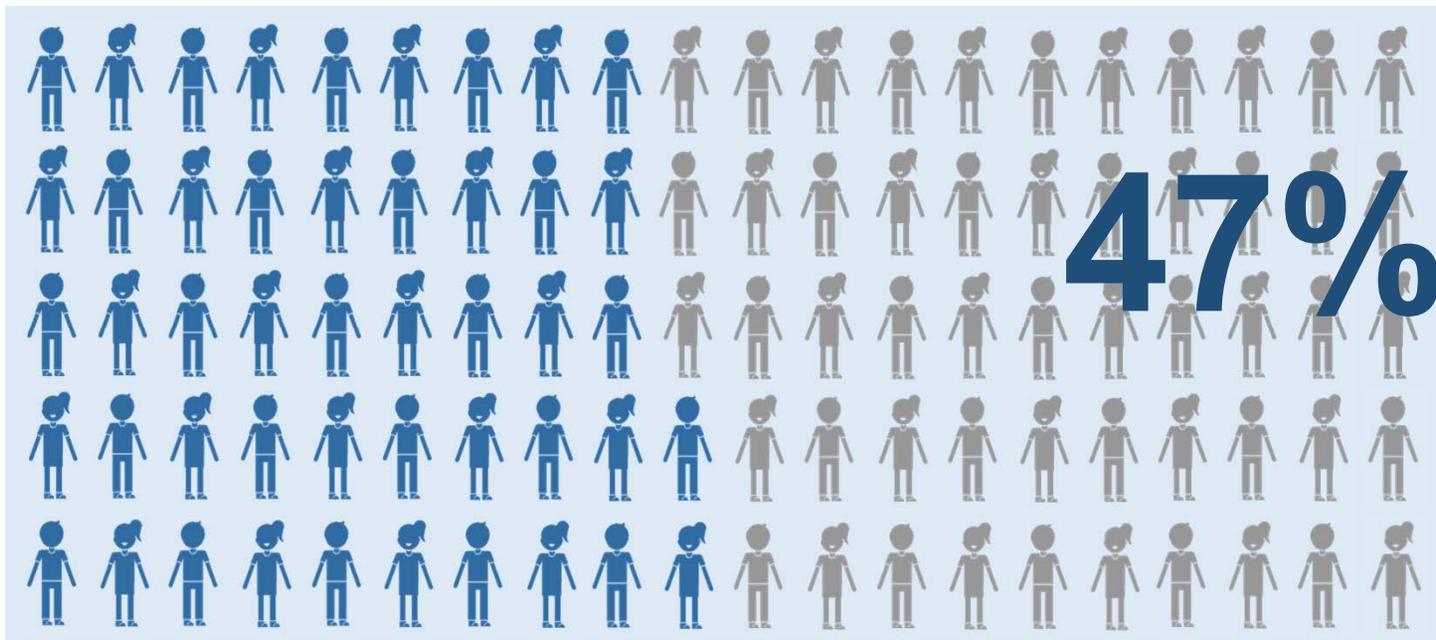
# Provider recommendations are powerful



National Immunization Survey – Teen, 2018. Walker, et al., 2019, *MMWR*

# Provider recommendations are powerful

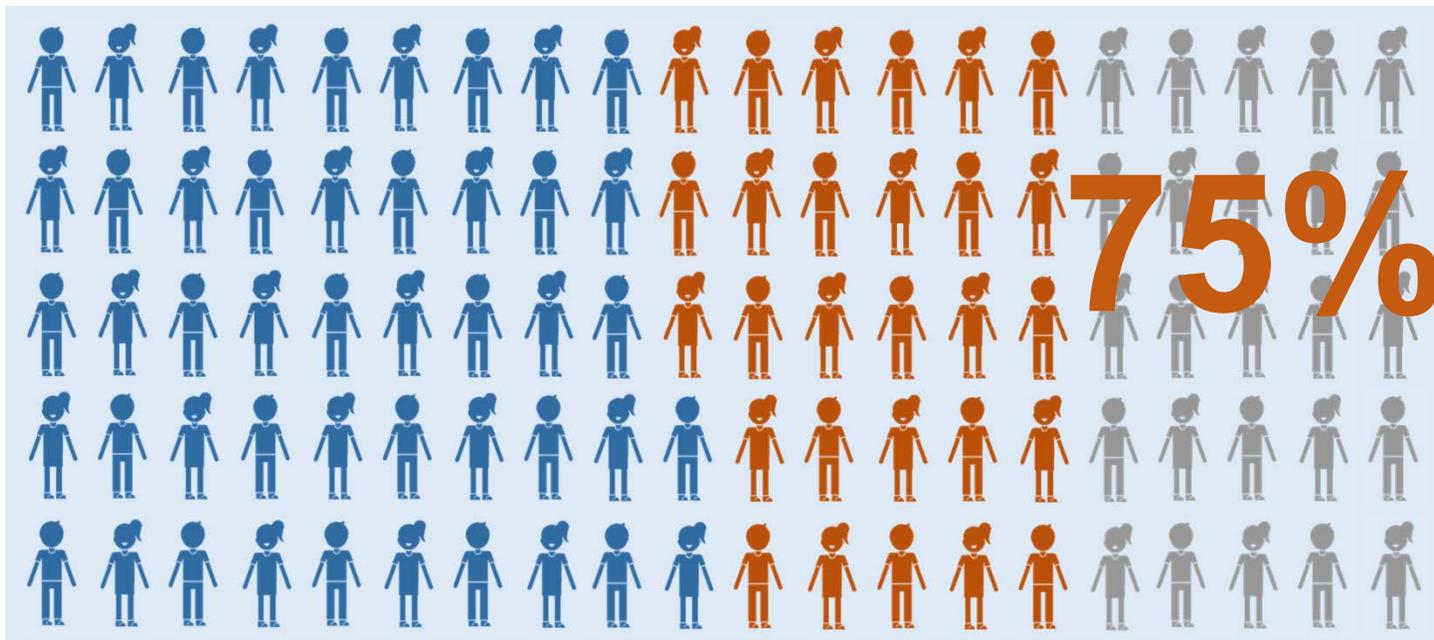
No recommendation



National Immunization Survey – Teen, 2018. Walker, et al., 2019, *MMWR*

# Provider recommendations are powerful

With recommendation



National Immunization Survey – Teen, 2018. Walker, et al., 2019, *MMWR*

# Announcements work

## Presumptive announcements

- Set a norm
- Are easier
- Save time

## Announcement approach training

- **5.4% increase** in HPV vaccine initiation

Brewer, et al., 2017, *Pediatrics*



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## Kris's Message – Caregiver/Parent Advocate

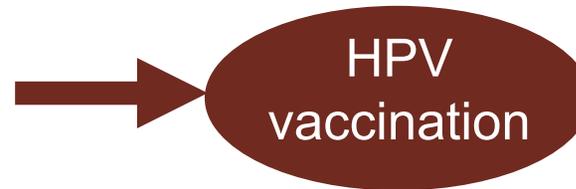


<https://www.youtube.com/watch?v=aPkiKTBHKHo>

# Build skills

## Announce

The child is due for 3 vaccines against several diseases



If parent hesitates...

## Connect and Counsel

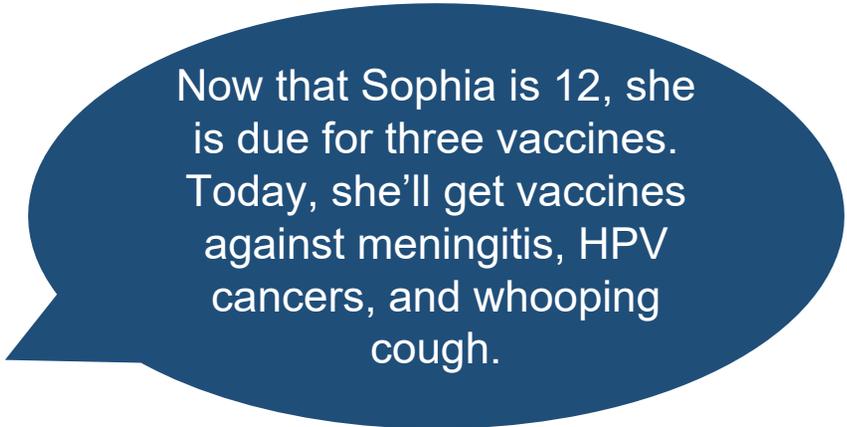
# Announce

Note **child's age**.

Announce children this age are **due** for vaccines that prevent several diseases, placing HPV cancers in **middle of list**.

Say you will vaccinate **today**.

Move on with the visit.



Now that Sophia is 12, she is due for three vaccines. Today, she'll get vaccines against meningitis, HPV cancers, and whooping cough.

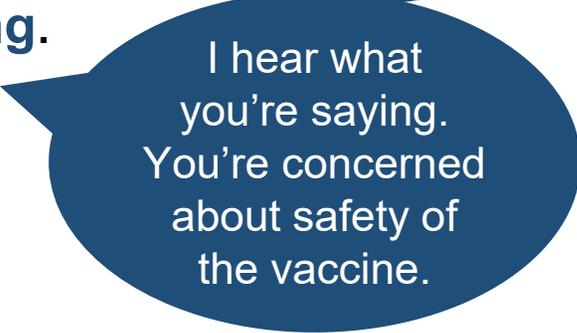
# Connect

Ask the parent for their **main concern**.

Show the parent you are **listening**.



What would you say is your main concern?



I hear what you're saying. You're concerned about safety of the vaccine.

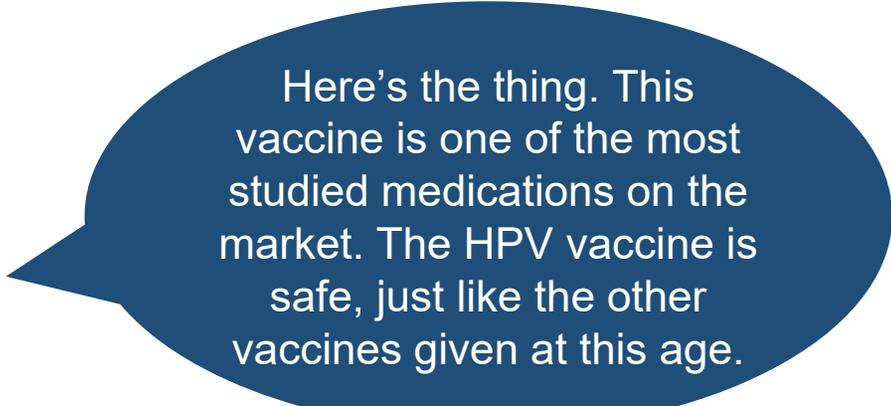


It just doesn't seem safe.

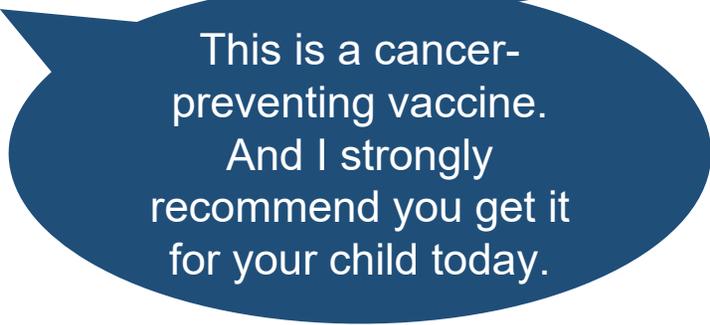
# Counsel

Address parent's concern using a **research-tested** message.

Clearly recommend getting HPV vaccine **today** and give a reason.



Here's the thing. This vaccine is one of the most studied medications on the market. The HPV vaccine is safe, just like the other vaccines given at this age.



This is a cancer-preventing vaccine.  
And I strongly recommend you get it for your child today.

# Research-tested messages

The top 7 reasons for parent hesitancy

Use the messages as a starting point  
but talk a little longer

## The Announcement Approach to recommending adolescent vaccines

### Announce

- Note **child's age**
- Announce children this age are **due** for vaccines that prevent several diseases, placing HPV cancers in the **middle of the list**
- Say you will vaccinate **today**

Because Michael just turned 11, he is due for vaccines against meningitis, HPV cancers, and whooping cough.

If parent hesitates...

### Connect

- Ask parent for their **main concern**
- Show you are **listening**

So, what's your main concern?

I hear what you're saying...

### Counsel

- Address parent's concern using a **research-tested** message
- Recommend getting HPV vaccine **today**

## Messages for counselling hesitant parents

<b>Age.</b>	Kids respond more strongly to HPV vaccine when they are younger. This may give better protection against some cancers.
<b>Sex.</b>	This really isn't about sex. The HPV vaccine is about preventing cancer.
<b>Safety.</b>	This vaccine is one of the most studied medications on the market. The HPV vaccine is safe, just like the other vaccines given at this age.
<b>Effective.</b>	Over 30,000 Americans get cancer from HPV every year. Most could be prevented with the HPV vaccine.
<b>Guidelines.</b>	Experts at the CDC agree that kids should get the HPV vaccine by age 11 or 12 to prevent several cancers.
<b>Boys.</b>	HPV infections don't care if you're a boy or girl. The virus can cause cancer and many other diseases.
<b>Requirements.</b>	School requirements don't always keep up with medical science. The HPV vaccine is an important vaccine that can prevent many cancers.

# **Demonstration**

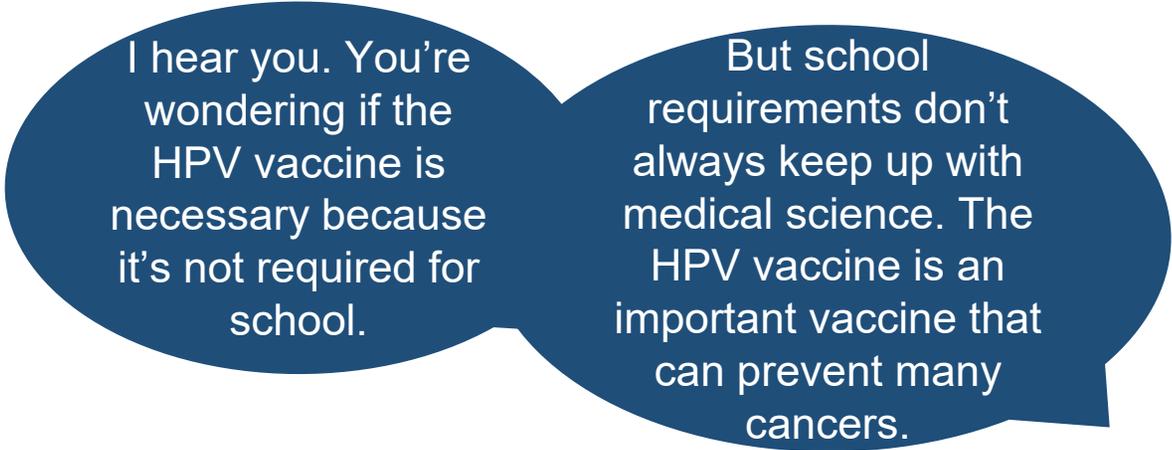
**The Announcement Approach**

## Tip 1. Treat HPV vaccine like other vaccines

Bundle adolescent vaccine recommendations.

If a parent only wants “required” vaccines, redirect them by saying that all 3 are equally important.

Or you could say:



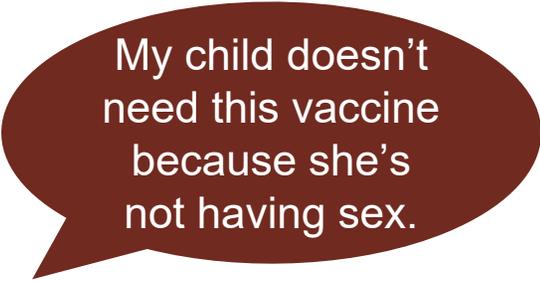
I hear you. You're wondering if the HPV vaccine is necessary because it's not required for school.

But school requirements don't always keep up with medical science. The HPV vaccine is an important vaccine that can prevent many cancers.

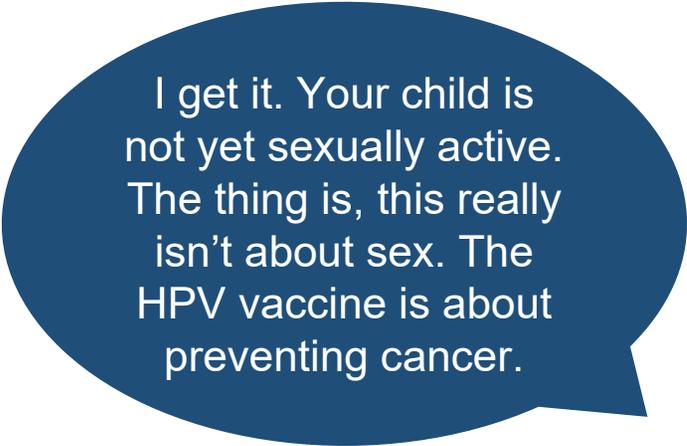
## Tip 2. Focus on cancer prevention

HPV vaccine prevents 6 cancers.

If sex comes up, redirect the discussion to cancer.



My child doesn't need this vaccine because she's not having sex.



I get it. Your child is not yet sexually active. The thing is, this really isn't about sex. The HPV vaccine is about preventing cancer.

## Tip 3. Follow-up with parents who say “no”

Most parents get to yes.

Some parents will decline HPV vaccine, but

~**Half get it later**

~Another quarter plan to

If a parent declines...

bring it up at the next visit.

Kornides, et al., 2018, *Academic Pediatrics*



# Practice

# Exercise

## 1. Create an announcement

Note **child's age**.

Announce children this age are **due** for vaccines that prevent several diseases, placing HPV cancers in **middle of list**.

Say you will vaccinate **today**.

## 2. Pick a message you can use with your patients.

# Exercise

## 3. Use the Announcement Approach

### Provider

- Recommend HPV vaccination
- Go through all the steps beginning with the announcement you just created

### Vaccine-hesitant parent

- Be tough! And don't quickly say yes
- Evaluate the recommendation

### Child

- 11 years old
- Routine well visit  
No serious health issues
- Has not had meningitis, HPV, or Tdap vaccines

How'd it go?

# Next steps

Use the Announcement Approach

- 5 patients in next 2 weeks.

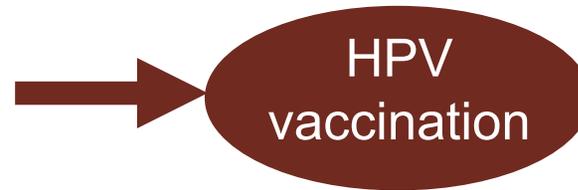
Build communication into clinic flow

- Announcements
- Hesitant parents
- Parents who decline



## Announce

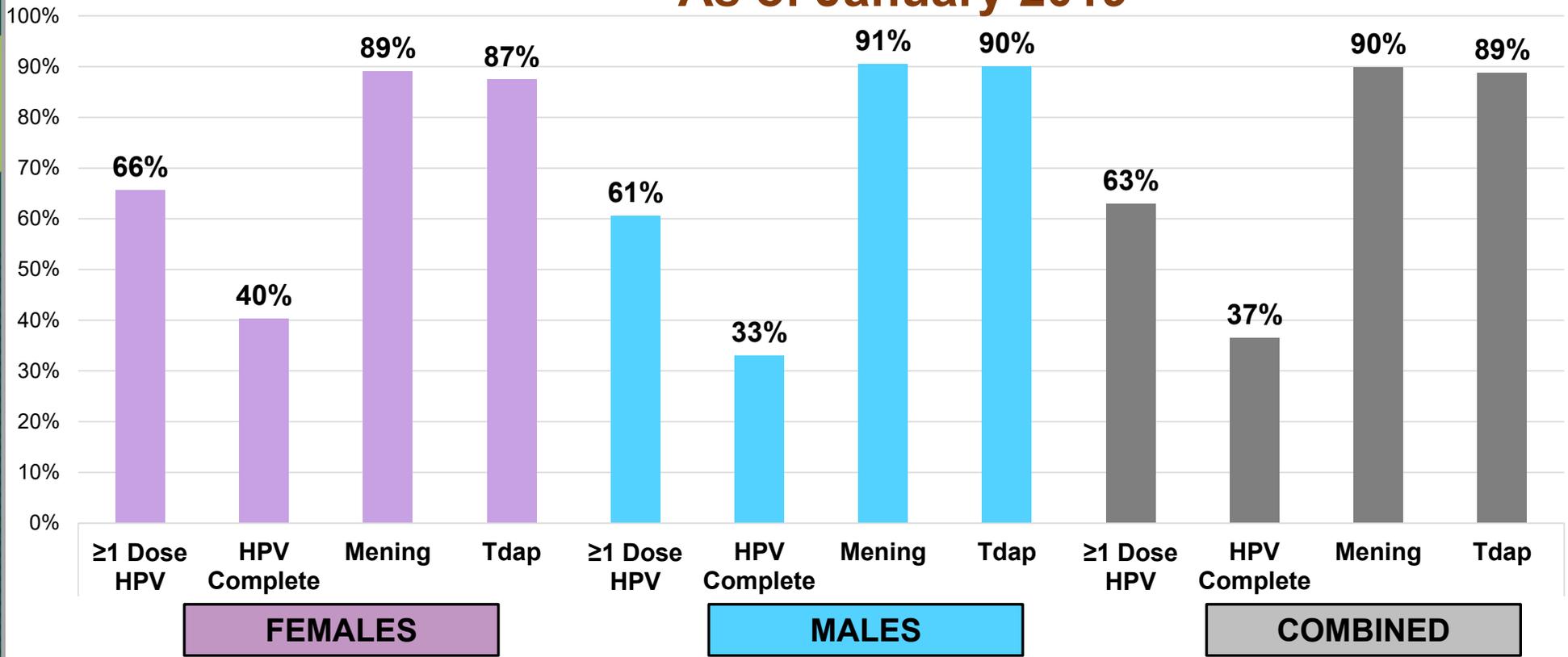
The child is due for 3 vaccines against several diseases



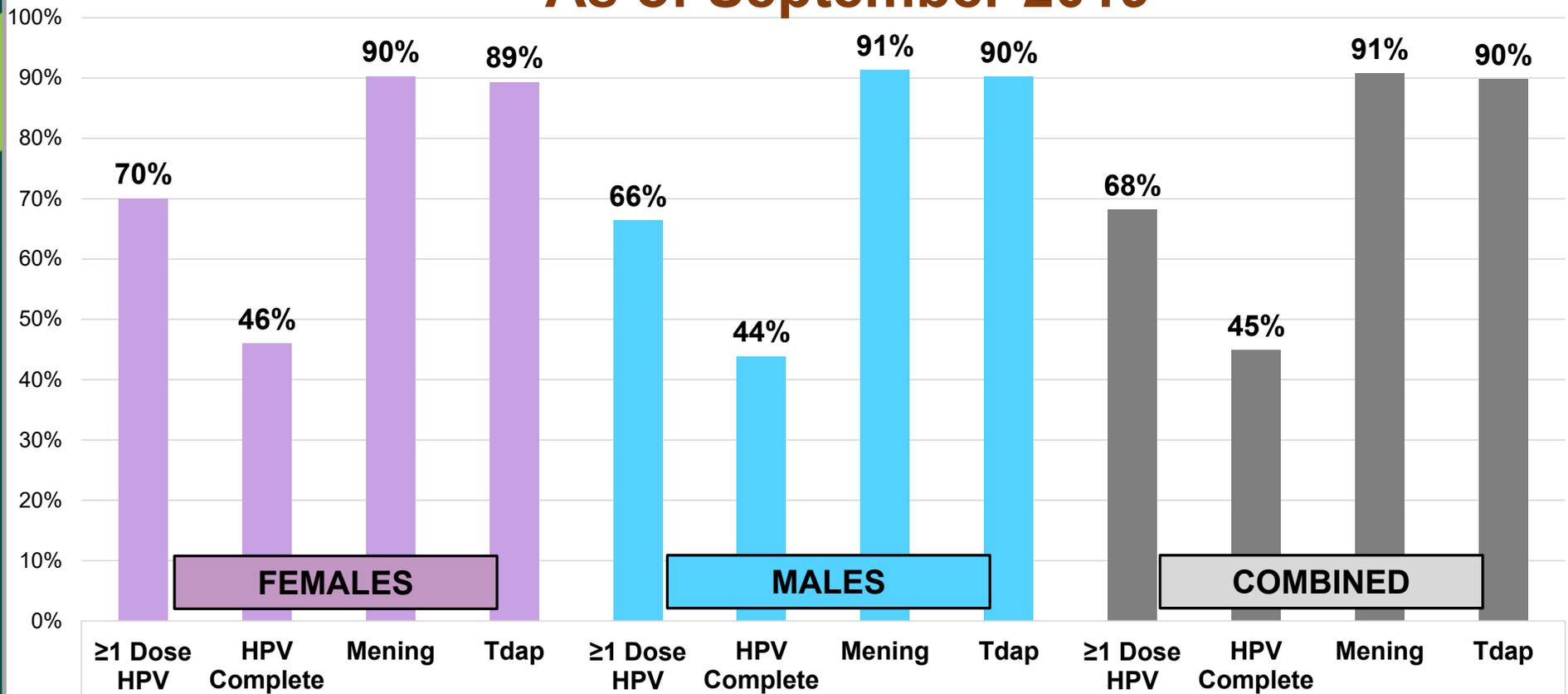
If parent hesitates...

## Connect and Counsel

## Baseline HPV Vaccination Rates for MercyOne Clinics As of January 2019



## Mid-year HPV Vaccination Rates MercyOne As of September 2019



# MercyOne Clinics HPV Vaccination Rate Increases ( from Jan. 2019- Sept. 2019)

## FEMALE

- 1 Dose HPV → **4% Increase** (70%)
- HPV Completed Series → **6% Increase** (46%)

## MALE

- 1 Dose HPV → **5% Increase** (66%)
- HPV Completed Series → **10% Increase** (44%)

## COMBINED

- 1 Dose HPV → **5% Increase** (68%)
- HPV Completed Series → **8% Increase** (45%)

# Announcement Approach

**Follow the Path to Increasing HPV Vaccination**

Take these steps for effectively recommending HPV vaccination. They will save you time and improve patient satisfaction.

**1 USE A PRESUMPTIVE ANNOUNCEMENT**

A presumptive announcement assumes parents are ready to vaccinate. This is an effective way to recommend adolescent vaccines, including HPV vaccine.<sup>1</sup>

KEY ELEMENTS OF AN ANNOUNCEMENT:

- Note child's age to cue that this is part of routine care.
- Assure children this age is due for vaccines that prevent several diseases, including HPV cancers in warts of the...
- Say you will vaccinate today.

ANNOUNCEMENT EXAMPLE  
 "Now that Sophia is 12, she is due for three vaccines. Today, you'll get vaccines against meningitis, HPV cancers and whooping cough."

**2 ASK FOR THEIR MAIN CONCERN AND ADDRESS IT**

Connect with parents by showing you heard them. Consider using a research-tested message. Examples are available on the other side of this flyer or at [hpviq.org](http://hpviq.org)<sup>2</sup>

**3 TRY AGAIN ANOTHER DAY**

Almost 70% of parents who initially declined later agree to HPV vaccine or plan to soon.<sup>3</sup>

**HPV IQ**  
 HPV INQUIRY CENTER

1. Brewer et al., 2013, Pediatrics. 2. Cook et al., 2016, Pediatrics. 3. Hamilton et al., 2016, Academic Pediatrics. hpviq.org

# Announcement Approach

## Effective Responses to HPV Vaccine Concerns

1,200 parents told us these were the best messages to use when addressing their concerns.<sup>4</sup>

**AGE**  
"Kids respond more strongly to HPV vaccine when they are younger. This may give better protection against some cancers."

**SEX**  
"This isn't just about sex. The HPV vaccine is about preventing cancer."

**SAFETY**  
"This vaccine is one of the most studied medications on the market. The HPV vaccine is safe, just like the other vaccines given at this age."

**EFFECTIVENESS**  
"Over 20,000 Americans get cancer from HPV every year. Most could be prevented with the HPV vaccine."

**GUIDELINES**  
"Experts at the CDC agree that kids should get the HPV vaccine by age 11 or 12 to prevent several cancers."

**BOYS**  
"HPV infections don't care if you're a boy or girl. The virus can cause cancer and many other diseases."

**REQUIREMENTS**  
"School requirements don't always keep up with medical science. The HPV vaccine is an important vaccine that can prevent many cancers."

© 2020, hpv.org  
hpv.org  
Developed with funding from the Centers for Disease Control and Prevention, cooperative agreement U59 CE00075-01-04

**HPV**  
Prevention is possible.

Post-training survey will be sent out  
by DMU – please complete!

# Data & Clinic Goal Review

What does your clinic HPV data show?  
What are your clinic goals for improving  
HPV vaccination rates?



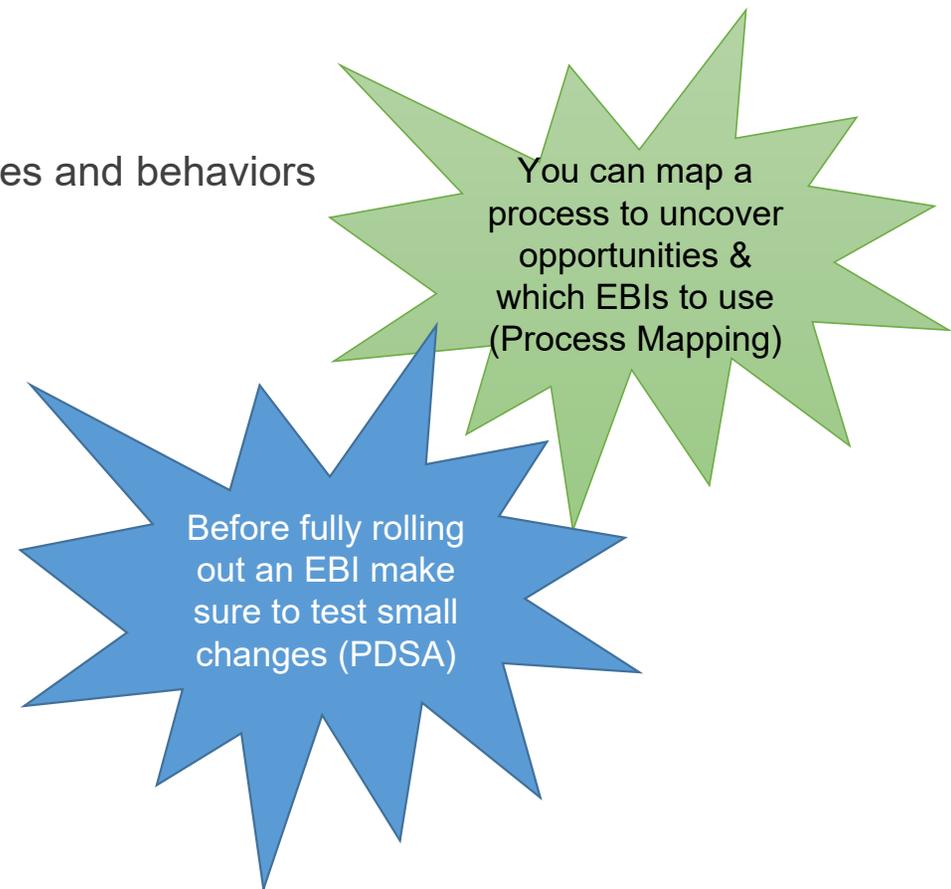
Mission:  
**HPV** **CANCER**  
**FREE**

## Evidence-based Interventions: Best when done in combination!

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- **Professional Education**
  - Effective, bundled recommendation
  - Leverage clinical champion to change attitudes and behaviors
- **Provider Assessment and Feedback**
- **Standing Orders**
- **Provider Reminders**
- **Reduce Barriers**
  - Modify hours of service
  - Nurse only visits
  - Schedule 2<sup>nd</sup> dose at visit
  - Start at 9 years of age
- **Client Reminders and Recall**
  - Notably for series completion
- **Patient Education**

List of options—you choose if, how, & when you use





# Key Resources

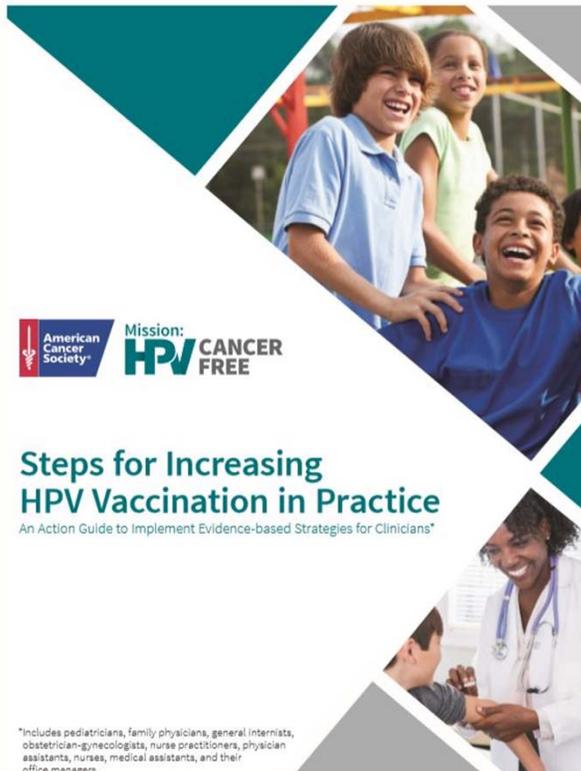


Mission:  
**HPV** CANCER  
FREE





Mission:  
**HPV** **CANCER**  
**FREE**



# Steps for Increasing HPV Vaccination in Practice

An Action Guide to Implement **Evidence-based Interventions** in Clinical Practice

## [Steps Guide Link](#)

- Toolkit+
- Road map
- Portal to resources
- Launched June 2015
- Tested and improved by over 80 FQHC clinic-level intervention projects



Mission:  
**HPV** **CANCER**  
**FREE**



[HPV Vaccine Information](#)

---

The Iowa Department of Public Health Immunization Program created a series of videos showing the impact of HPV-associated cancer on Iowans. Their stories put faces to HPV-associated cancers, while their struggles reinforce the importance of prevention.

Survivors share a common theme of never wanting another person to experience what they have gone through and their struggles emphasize the importance of receiving HPV vaccine. Hear the stories of four Iowa HPV cancer survivors whose lives were changed forever. The HPV vaccine is the Key to Cancer Prevention.

- [Full HPV Video](#)
- [Emily](#)
- [Shawna](#)
- [Jon](#)
- [Steve](#)
- [Kris's Message - Caregiver/Parent Advocate](#)



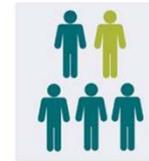
Mission:  
**HPV** **CANCER**  
**FREE**

# Provider Education Resources

## CDC

## ACS

Download the materials below for more detailed information about the HPV vaccine and how it can help protect your kids.



Take a shot at cancer! [PDF]



Protecting Our Children From HPV Cancer [PDF]



Don't Wait to Vaccinate [PDF]



HPV Vaccination: Just the Facts [PDF]



HPV (Human Papillomavirus)



What Parents Should Know About the HPV Vaccine



HPV Vaccines



Mission:  
**HPV** **CANCER**  
**FREE**

# HPV Vaccination Roundtable

## Resource Library

The screenshot shows the website's navigation bar with social media icons and a search bar. The main heading is "Resource Library" above a large image of a family. Below the image is a search bar with the text "Search:" and "Start typing to begin". To the right of the search bar, it says "Showing Results: 38 of 217". On the left side, there is a "Filter & Sort" section with options to sort by "Alphabetically" or "Newest Added". Below that is a "View Only" section with a checked box for "HPV Roundtable Product". At the bottom left, there is an "Audience" section.

The resource card features a thumbnail image of a powerpoint slide. The title is "Powerpoint: Training for Physicians, Physician Assistants & Nurse Practitioners on the Action Guide". The description reads: "This is a powerpoint developed to train audiences on the Physician Assistants & Nurse Practitioners. Speaker note combination with the action guide. Released Nov. 2018." The organization is listed as "National HPV Vaccination Roundtable" and there is a "View This Resource" button.

## Action Guides

The screenshot displays a grid of action guide covers. The categories are "Clinician & Support Staff Guides", "Health System Guides", and "Training Resources". Each cover has a title and a small image of healthcare professionals. The titles include "Cancer Prevention Through HPV Vaccination in Your Practice: An Action Guide for Physicians, Physician Assistants, and Nurse Practitioners", "Cancer Prevention Through HPV Vaccination in Your Practice: An Action Guide for Nurses and Medical Assistants", "Cancer Prevention Through HPV Vaccination in Your Practice: An Action Guide for Dental Health Care Providers", "Cancer Prevention Through HPV Vaccination in Your Practice: An Action Guide for Office Administrative Staff", "Cancer Prevention Through HPV Vaccination: An Action Guide for Small Private Practices", and "Cancer Prevention Through HPV Vaccination: An Action Guide for Large Health Systems".

# More HPV Resources

## •Getting Back on Track HPV Resources:

- HPV Vaccination Roundtable's [Back on Track webpage](#)
- YouTube Playlists of video resources for [Health Systems](#) and [Parents](#)
- Documents for [health systems](#) and [parents](#) in the Resource Library on Roundtable's website

## •HPV Resources/Social Media/Key Messages

- [cancer.org/hpv](http://cancer.org/hpv)
- [Protecting Our Children from HPV Cancers](#) (illustrates key messages about HPV vaccination)
- [Social Media Fun Facts Graphics](#)
- [AAP social media resources](#)



# Questions?

- What are your action items from today?



**EXPLORING MARS  
IS ON HER TO-DO LIST.  
IS PROTECTING  
HER FROM CANCER  
ON YOURS?**

Learn how at [cancer.org/dreambig](https://cancer.org/dreambig)



**DESIGNING SKYSCRAPERS  
IS ON HIS TO-DO LIST.  
IS PROTECTING  
HIM FROM CANCER  
ON YOURS?**

Learn how at [cancer.org/dreambig](https://cancer.org/dreambig)



# THANK YOU!

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