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THE SCIENCE
HPV Prevalence and Impact

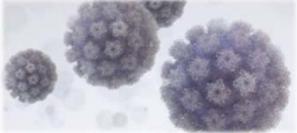
American Cancer Society **Mission: HPV CANCER FREE**

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American Cancer Society **Mission: HPV CANCER FREE** **What is HPV?**

Human Papilloma Virus

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



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American Cancer Society **Mission: HPV CANCER FREE** **Why Focus on HPV?**

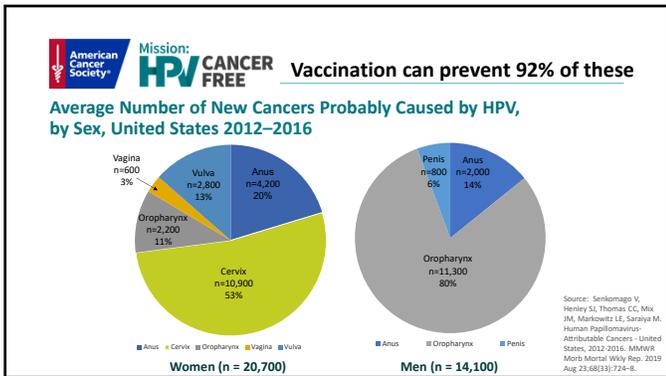
- We have a vaccine that prevents cancers
- We need to vaccinate more kids
- Success is achievable

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<u>Cancer</u>	<u>Screening Test</u>
Cervical	YES
Vulvar	NO
Vaginal	NO
Anal	NO
Penile	NO
Throat	NO


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>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”)



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THE SCIENCE

HPV Vaccination is Safe



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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).

Adapted from slide by Dr. Noel Brewer. Data from Phillips, et al., 2017

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THE SCIENCE

HPV Vaccine Recommendations



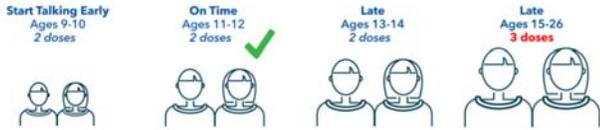
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HPV Vaccination Guidelines

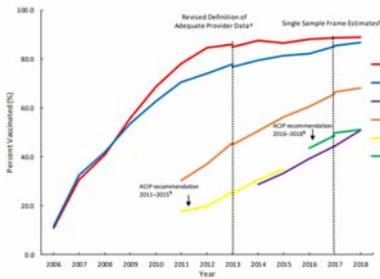
The American Cancer Society recommends that boys and girls get the HPV vaccine between the ages of 9 and 12. Teens and young adults through age 26 who are not already vaccinated should get the HPV vaccine as soon as possible. Teens who start the series late may need 3 shots instead of 2.

HPV Vaccine Schedule and Dosing



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



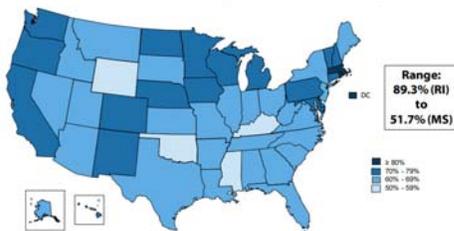
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HPV Vaccination Coverage Ages 13-17, ≥1 Dose, 2018

Estimated vaccination coverage with ≥1 HPV vaccine, 2018



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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, Elm-Evans LD, Yankey D, Markowitz LE, Williams CL, Frodua 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.

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THE SCIENCE

Reasons On-Time Vaccination Is Better

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American Cancer Society Mission: **HPV CANCER FREE** **More effective!**

RESEARCH

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

Tom Palmer,¹ Lynn Wallace,¹ Karen G Pollock,^{1,2} Kate Cochran,¹ Chris Robertson,^{1,3,4} Kim Kavanagh,¹ Margaret Cookson¹

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

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What else?

- Less exposure
- More chances to vaccinate
- Fewer doses





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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?*





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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

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Make an Effective Recommendation

HPV vaccine initiation rates

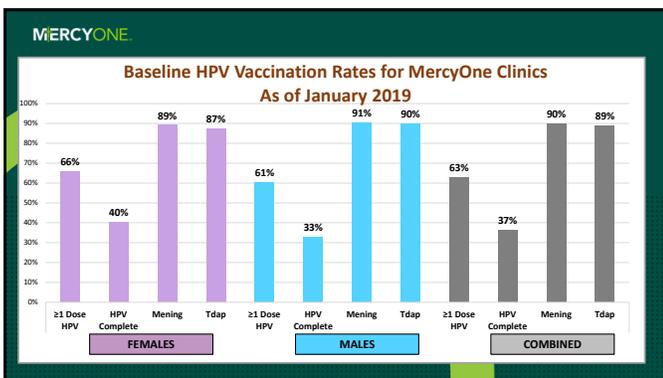
- 23%, if no recommendation
- 53%, if low-quality recommendation
- 73%, if high-quality recommendation

Same way:
Effective recommendations group all of the adolescent vaccines

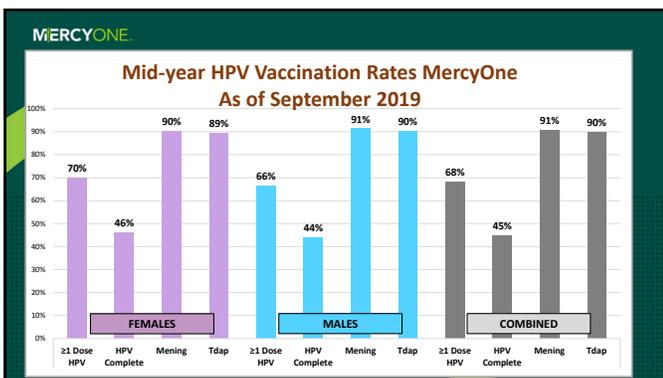
Same day:
Recommend HPV vaccine today

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.”

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MERCYONE
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%)**

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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

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The Announcement Approach
 for recommending adolescent vaccines.

Exercise

Announce

- **Announce children this age are due for vaccines** and prevent preventable diseases.
- **Announce children this age are due for vaccines** and prevent preventable diseases.
- **Announce children this age are due for vaccines** and prevent preventable diseases.

Connect

- **Help parent do their main concern**
- **Show you are listening**

Counsel

- **Address parent's concern using a research-based message**

Messages for hesitant patients

Age: Kids respond more strongly to HPV vaccine when they are younger. The more you talk, the better protection against some cancers.

Sex: The "healy" isn't about sex. The HPV vaccine is about preventing cancer.

Safety: The 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.

Effective: Over 30,000 Americans get cancer from HPV every year. Most could be prevented with the HPV vaccine.

Cost/Insurance: Experts at the CDC agree that kids should get the HPV vaccine by age 11-12 to prevent several cancers.

Boys: HPV infections don't cause cancer if you're a boy or girl. The virus can cause cancer and most 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.

Provider

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

- Used child's age
- Said due for you against 3 diseases
- Phrased 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-based message
- Used the words **recommend** and **today**

We'll use this worksheet today!

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