Monroe County Hospital
HPV 101 & Announcement Approach for recommending HPV Vaccination

Dr. Tim McCoy, DO

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Version 2/19/20

Agenda

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

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Disclosure Slide

- Dr. McCoy has no disclosures.

THE SCIENCE

HPV Prevalence and Impact

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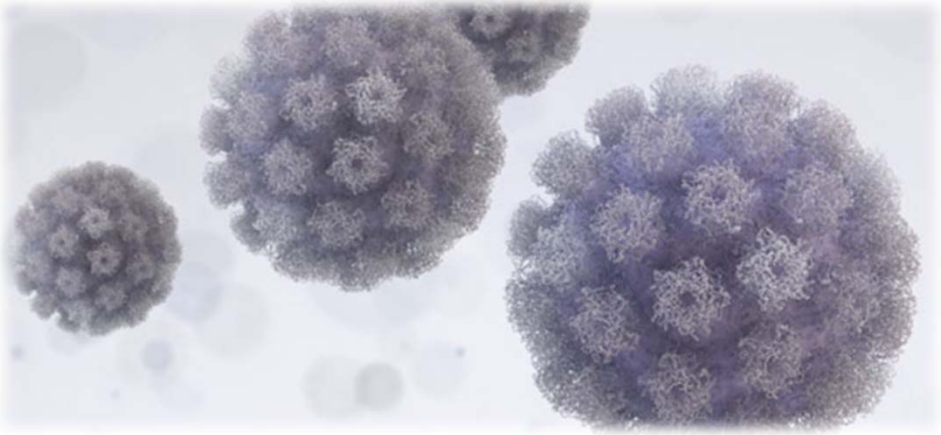
What is HPV?

Human Papilloma Virus

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



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

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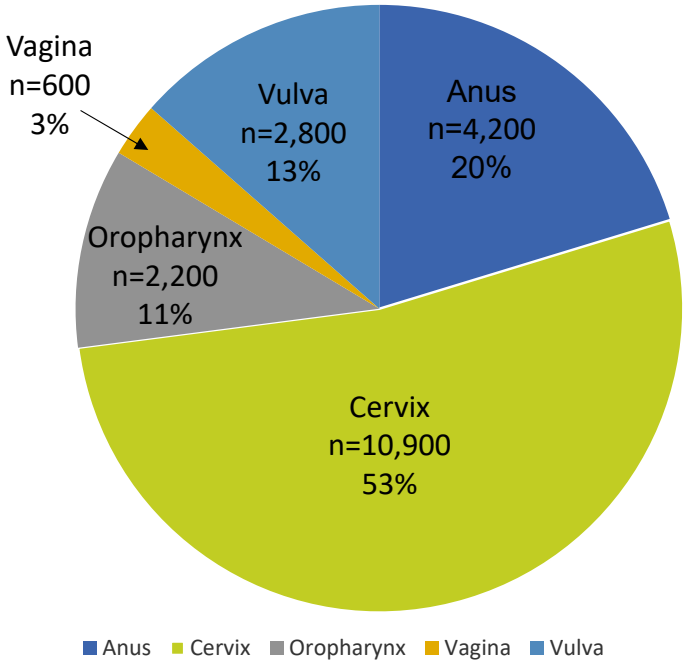
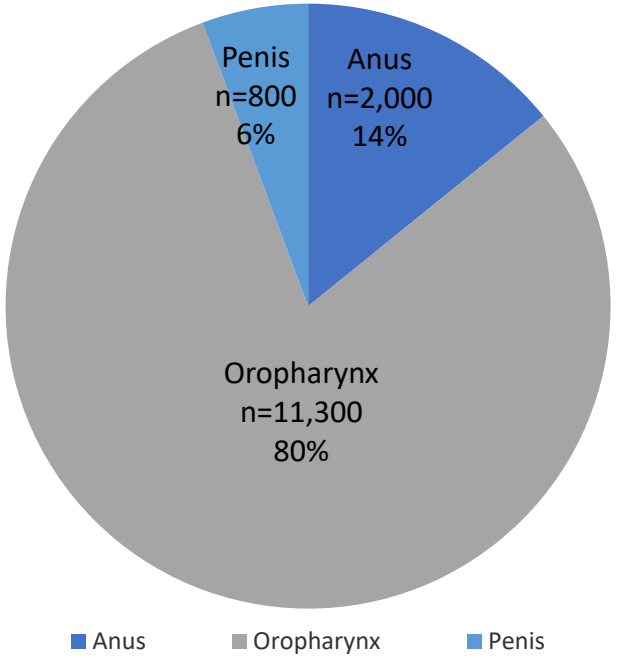
Vaccination can prevent 92% of these

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.

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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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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

THE SCIENCE

HPV Vaccine Recommendations

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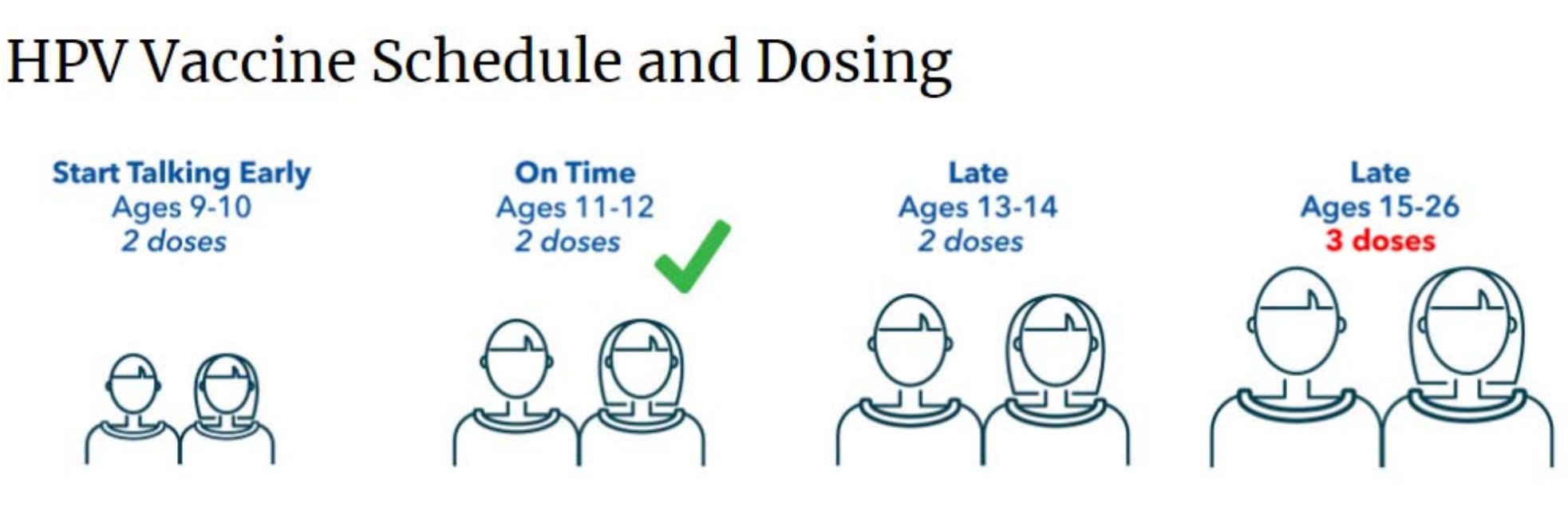
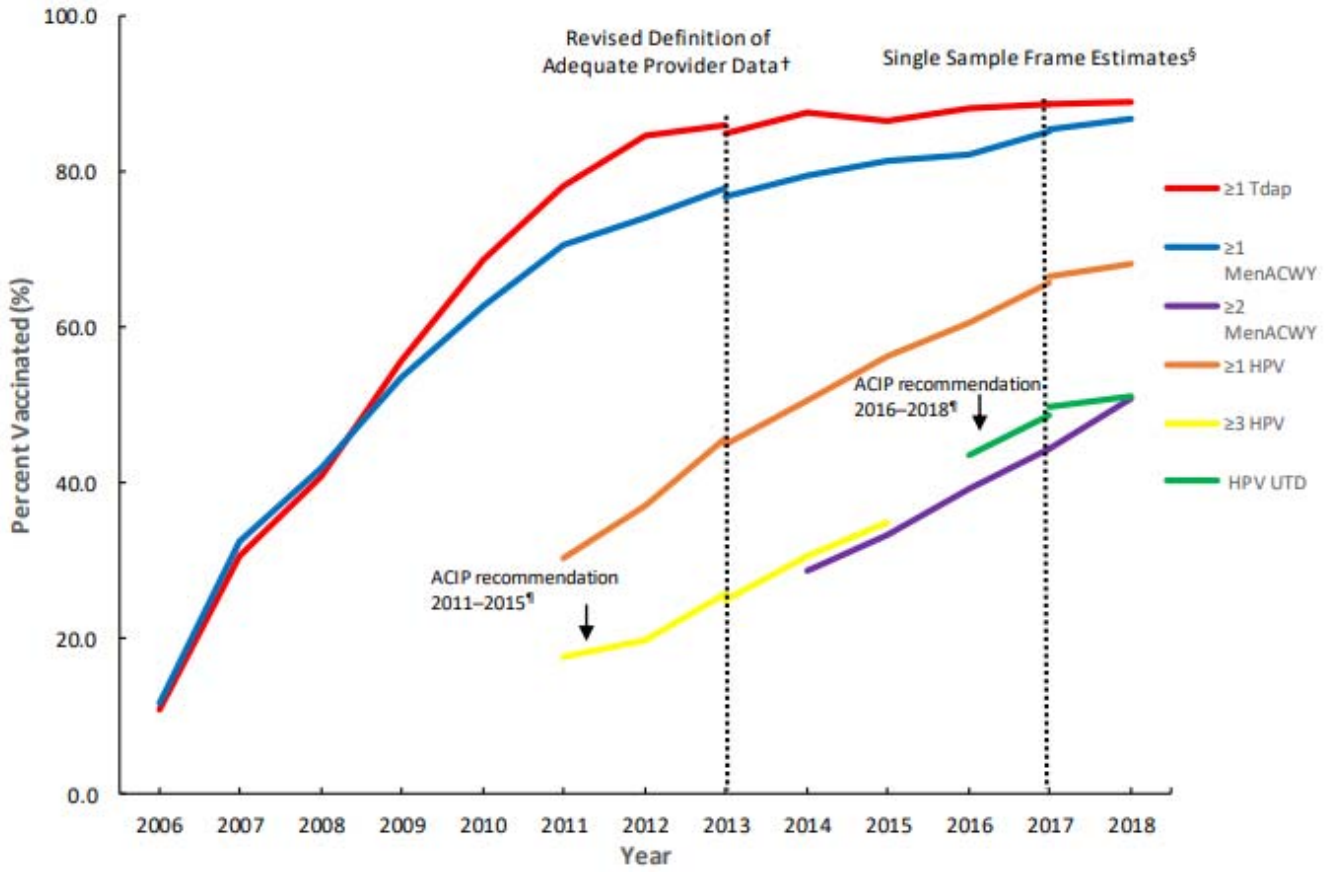
HPV Vaccination Guidelines

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.



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



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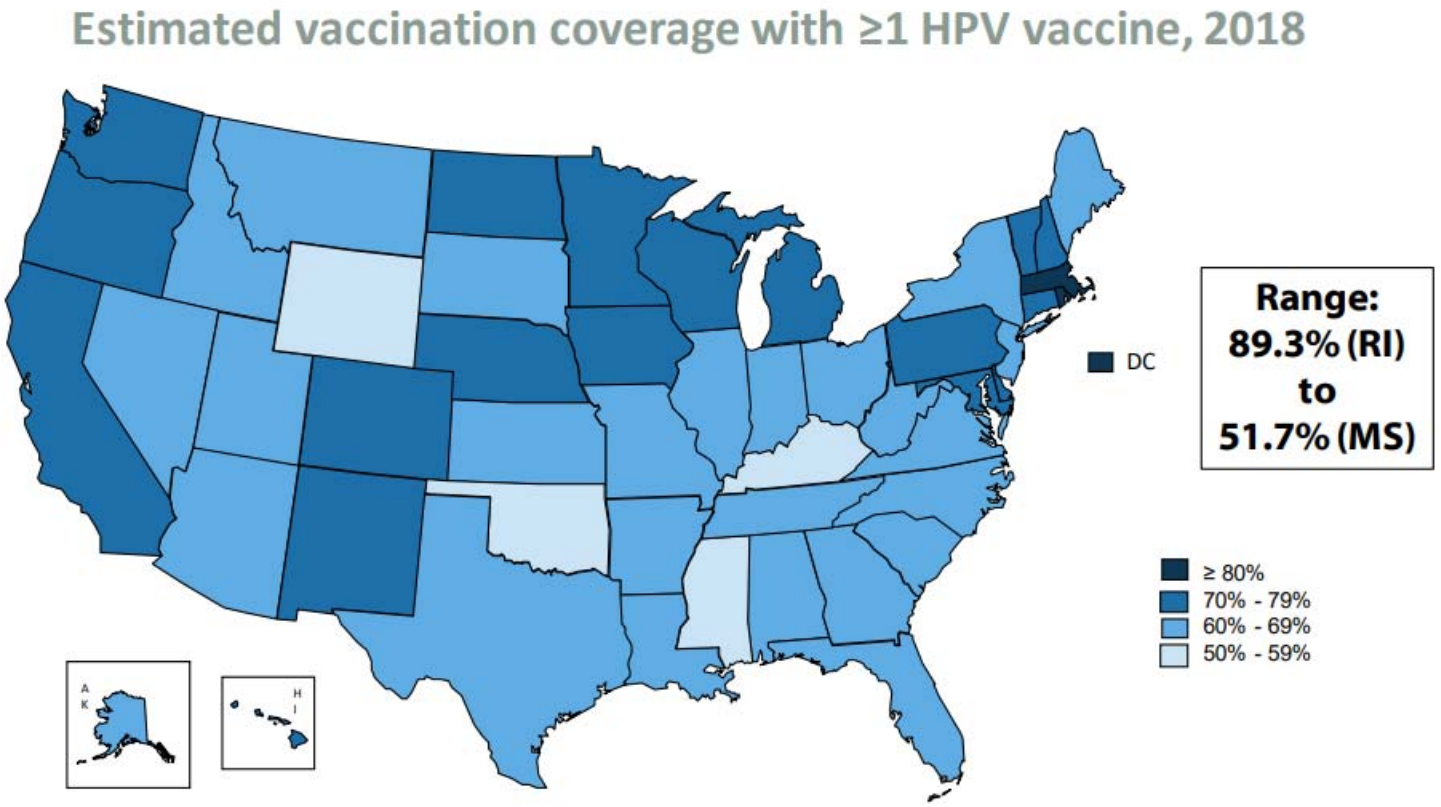
HPV Vaccination Coverage Ages 13-17, ≥1 Dose, 2018



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.

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Reasons On-Time Vaccination Is Better

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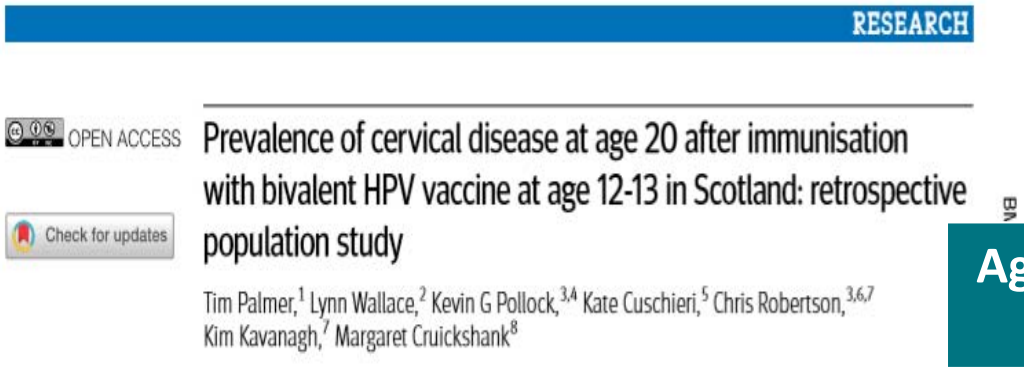
More effective!



RESEARCH

OPEN ACCESS

Check for updates

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

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

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 <u>OUR</u> 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

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

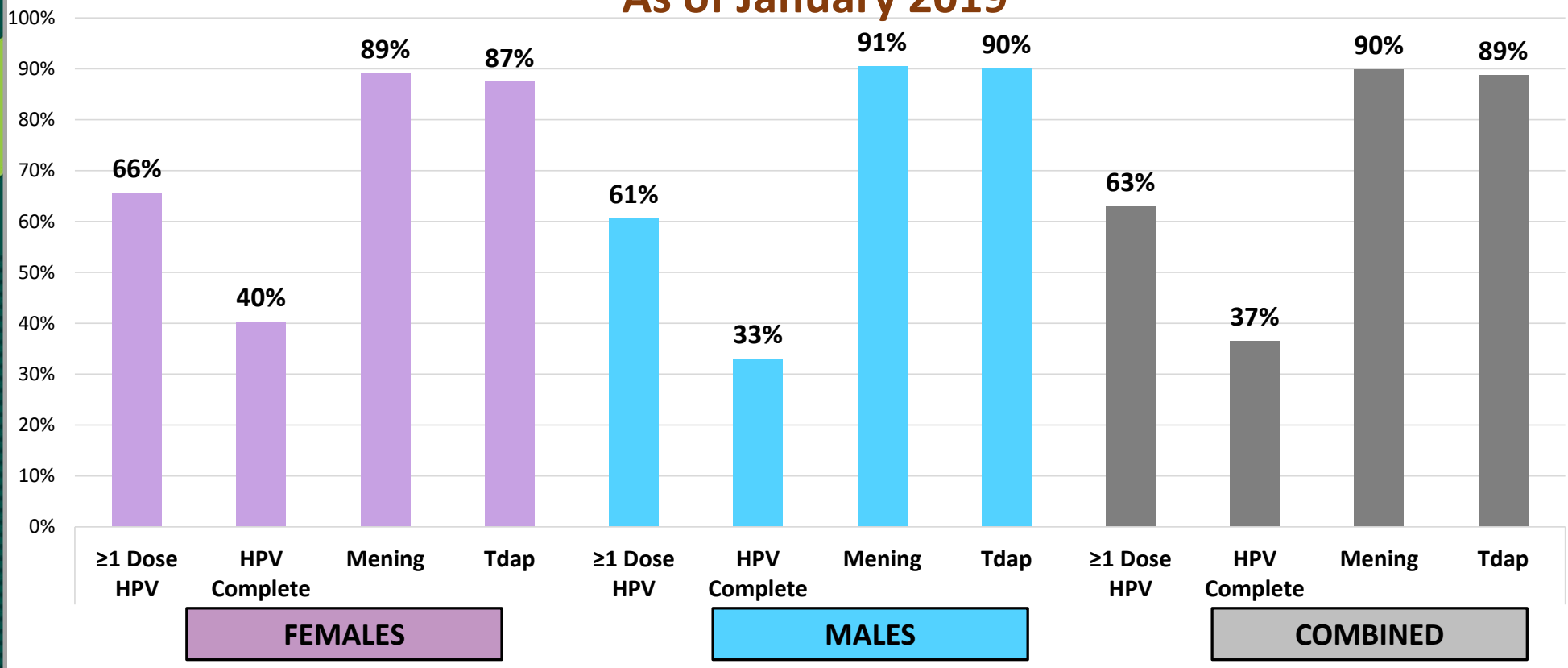
Same day:

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."

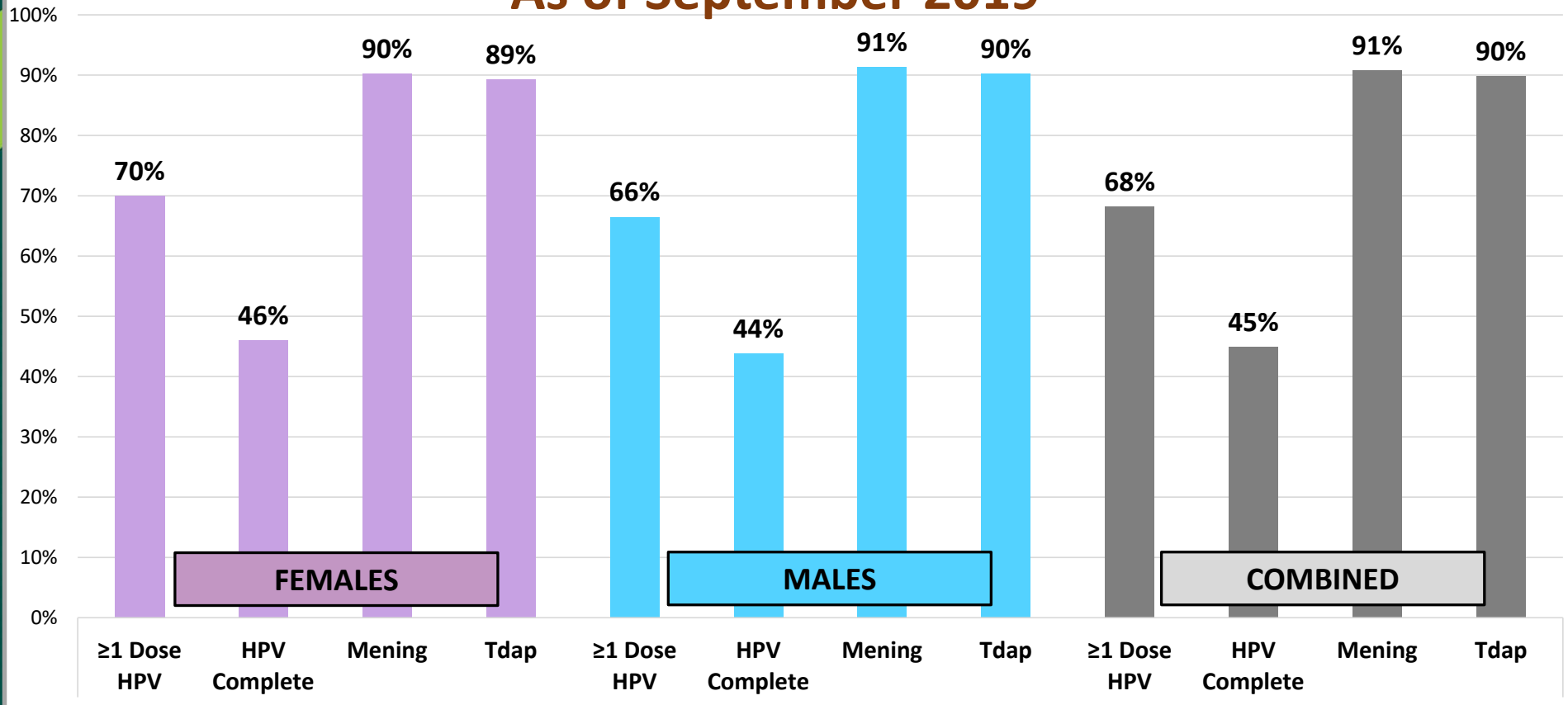
MERCYONE

Baseline HPV Vaccination Rates for MercyOne Clinics
As of January 2019



MERCYONE

Mid-year HPV Vaccination Rates MercyOne
As of September 2019



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%)

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

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?

Counsel

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

We'll use this worksheet today!

Messages for hesitant patients

Age.	Kids respond more strongly to HPV vaccine when they are younger. This may give better protection against some cancers.
Sex.	This really isn't 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.
Effective.	Over 30,000 Americans get cancer from HPV every year. Most could be prevented with the HPV vaccine.
Guidelines. or	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 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.

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Exercise

Provider

how <u>you</u> would announce HPV vaccination.

ages for hesitant parents.

es that you could use in your practice in the next 2 weeks.

one mess… 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**

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