



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



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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

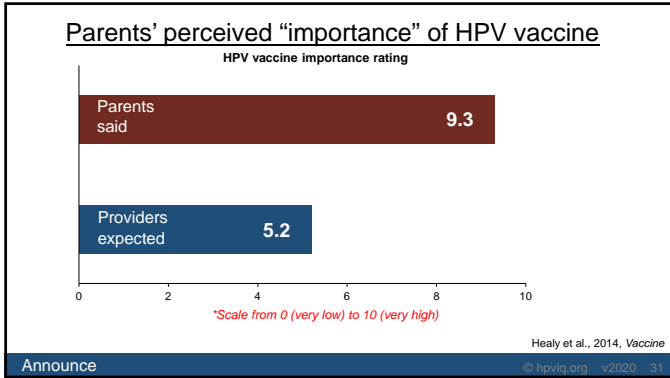
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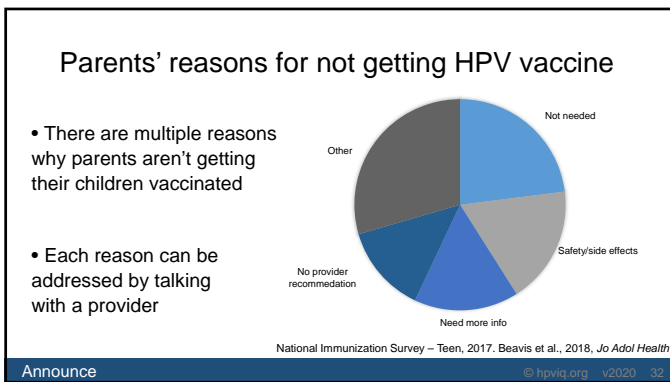
Review evidence

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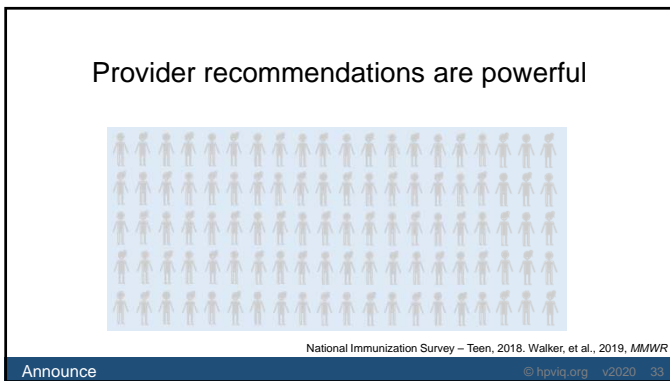
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Provider recommendations are powerful



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

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Provider recommendations are powerful



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

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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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Build skills

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Announcement Approach

Announce
The child is due for 3 vaccines against several diseases

HPV
vaccination

If parent hesitates...
Connect and Counsel

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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.

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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.

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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.

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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
for communicating about HPV vaccine

Announce

- At the right age
- Address the parent's concern
- Show you are listening
- Clearly recommend getting HPV vaccine today

Connect

- Address parent's concern using a research-tested message
- Clearly recommend getting HPV vaccine today

Counsel

- Address parent's concern using a research-tested message
- Clearly recommend getting HPV vaccine today

Messages for counselling hesitant parents

Age: HPV-related rates among HPV vaccinees who then die change. They may give better protection against cancer.

Age: They made and used age. 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.

Effectiveness: Over 30,000 Americans get cancer from HPV every year. Most need to prevent get the HPV vaccine.

Evidence: Experts at the CDC agree that kids should get the HPV vaccine for age 11 or 12 to prevent cervical cancer.

Steps: HPV infection, don't take it if you're a boy or girl. The virus can spread across different sexual partners.

Requirements: School requirements, don't always keep up with medical testing. The HPV vaccine is an individual decision for you and your child.

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Demonstration

The Announcement Approach

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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.

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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.

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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

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Practice

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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.

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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

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How'd it go?

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Next steps

Use the Announcement Approach

- 5 patients in next 2 weeks.

Build communication into clinic flow

- Announcements
- Hesitant parents
- Parents who decline



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Announcement Approach

Announce
The child is due for 3 vaccines against several diseases → HPV vaccination

If parent hesitates...
Connect and Counsel

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


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Data & Clinic Goal Review

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

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Mission: HPV CANCER FREE

Evidence-based Interventions: Best when done in combination!

- **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 2nd dose at visit
 - Start at 9 years of age
- **Client Reminders and Recall**
 - Notably for series completion
- **Patient Education**

You can map a process to uncover opportunities & which EBIs to use (Process Mapping)

Before fully rolling out an EBI make sure to test small changes (PDSA)

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

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Key Resources



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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



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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](#)

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Provider Education Resources


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HPV Vaccination Roundtable

Resource Library





Action Guides



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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](#)
 - [Protecting Our Children from HPV Cancers](#) (illustrates key messages about HPV vaccination)
 - [Social Media Fun Facts Graphics](#)
 - [AAP social media resources](#)

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Questions?

- What are your action items from today?

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

Learn more at [cancer.org/learning](#)

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

Learn more at [cancer.org/learning](#)

THANK YOU!



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