You are the Key to HPV Cancer Prevention: Turning HPV Vaccine Challenges into Opportunities

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Part 2: Using data to create an evidence-based communication campaign
Goals Based on Formative Research

**WE WANT PARENTS TO:**
- Realize HPV vaccine is **CANCER PREVENTION**
- Understand HPV vaccine is **best at 11 or 12 years old**
- Recognize importance of getting **all 3 shots**

**WE WANT HEALTHCARE PROFESSIONALS TO:**
- Be familiar with the **indications for other cancers**
- Make **strong recommendations** for vaccine at 11 or 12
- Be aware of, and interested in, **systems** that can improve practice vaccination rates
In-Depth Interviews with Physicians

- Knowledge of benefits of HPV vaccine (especially for males) quite limited
- Willing to delay administration of HPV vaccine beyond the recommended age of 11 or 12 years
- Physicians with HPV-related cancer experience more likely to give strong recommendation
- Desire for educational resources for themselves, parents, and adolescents
Recommendations based on Research with Physicians

- Develop materials physicians can provide to parents and patients
- Develop materials for help physicians have the conversation about HPV vaccine with parents
- Physicians providing HPV vaccine, especially pediatricians, do not routinely see the results of not vaccinating and therefore may benefit from peer-to-peer education from physicians who routinely treat HPV-related cancers
Making Clinician Connections

- End-stages of HPV disease isn’t seen in the pediatric office where HPV vaccine should be given

- Gynecologists, oncologists and periodontists see HPV-related cancers regularly, which drives their motivation to prevent HPV infection with vaccination

- Peer-to-peer education is most effective with clinicians and will provide opportunity for clinicians share experiences, thus turning a “case” into a person
HPV Vaccine Information for Clinicians

**NEWS AND FEATURES**

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**HPV vaccine can’t wait**

Immunization of younger teens is critical to preventing serious cancers later in life

Anne Schuchat, M.D. and Michael T. Brady, M.D., FAAP

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Increasing HPV Vaccine Coverage

Providers can take steps to ensure that cervical cancer does not develop in this generation of girls at the rates of their mothers and grandmothers.

*CDC Expert Commentary, December 2011*

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HPV Vaccine Now Recommended for Boys and Young Men

Help parents understand why boys should start the HPV vaccine series at age 11-12 years.

*CDC Expert Commentary, March 2012*
Toolkit and Web Portal

- YOU ARE THE KEY train-the-trainer presentation
  - Narrated video presentation suitable for training
  - Downloadable, customizable presentation slides
- Tools for clinical practices
  - Tip sheet on *Talking About HPV Vaccine*
  - CME information
- Handouts to give patients and their parents
  - HPV and HPV vaccine factsheets
  - Easy-to-read immunization schedules
You’re not opening the door to sex.

You’re closing the door to cancer.

www.cdc.gov/vaccines/teens
Message Testing with Moms

- 14 videos with short HPV vaccine messages
- Open-ended comments included:
  - Frequently addressed safety of the vaccine
  - Often expressed a desire for more information
  - Welcomed factual information they did not know
  - Indicated that assertions by credible organizations were typically believed
- The timing of HPV vaccination remains an issue
Recommendations based on Research with Moms

- Focus communication messages for parents
  - HPV Vaccine is Cancer Prevention
  - Describe types of cancers prevented
  - Importance of vaccination at 11 or 12
  - More information about side effects
  - Name credible organizations that support HPV vaccine recommendation

- Layer messages to allow parents to easily choose the level of detail they wish to pursue
New Healthcare Professional Resource

- One-sided “at a glance” style factsheet
- Also available as web content
- Developed from message testing with moms and audience research with doctors and clinicians
- Each “statement” is coupled with finding from formative research
Recommendations based on Research with (non-physician) Clinicians

- Provide more information to clinicians about:
  - Clinical benefits for males and vaccinating at 11 or 12
  - Side effects

- Provide plain language resources that will serve a dual purpose for both clinicians and parents:
  - Information needed is similar to questions parents ask

- Provide information for educating clinicians via:
  - Physicians
  - State/county health departments
  - VFC
Recommendations for Avoiding Missed Opportunities

- HPV vaccine can safely be given at the same time as the other recommended adolescent vaccines
- Provide HPV vaccine during routine sports, or camp physicals
- Review immunization record even at acute care visits
- Encourage parents to keep accurate vaccination records and to review the immunization schedule
- Systems interventions depend on clinician commitment- clinicians should determine what would work best for their practice
Posters, Print Ads, Factsheets

Retweeted by KDL8 and 8 others

CDC

Are preteen and teen vaccines on YOUR radar? Vaccines aren’t just for babies. Your older kids are at increased risk for some infections, and they need vaccine protection now. Help protect your preteen’s or teen’s health by getting them vaccinated.

Preteens and Teens Need Vaccines Too!
www.cdc.gov

Do you have a preteen or teen? Make sure they have received the recommended preteen and teen vaccines so they will be protected from serious diseases.

Like - Comment - Share - July 29 at 10:08am

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Video PSAs: Preteens and teens need shots too

- Sofía: ¿Mamá, te acuerdas que voy para
- ¿Qué haces para la cena?
- Mama, gracias, solo voy a hacer una cita ahora mismo.
- SUPERMOM APP
  - Sleeping son: Alex
  - Get up! We leave for school in 15 minutes.
- Incoming Call: Sophia
  - Oh, no! There's emergency lunch money in your backpack.
- SUPERMOM APP
  - Incoming Call: Dr. Simon
  - We're just calling to remind you to bring both of your kids in for their immunizations.
Partnership Development
What we ask our partners to do:

- **SYNDICATE** content to their website
  
  http://tools.cdc.gov/syndication/
  http://www.cdc.gov/vaccines/who/teens/products/web-button.html

- **DOWNLOAD** a matte article to include in their publications
  
  http://www.cdc.gov/vaccines/who/teens/products/matte.html

- **SHARE** factsheets with parents & clinicians
  
  http://www.cdc.gov/vaccines/who/teens/products/print-materials.html

- **COLLABORATE** with us to help expand the campaign reach
  
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HPV VACCINE IS CANCER PREVENTION