Strategies for Improving HPV Vaccination Uptake
Strategies on Giving a Strong Recommendation and Addressing Patient or Parent Concerns Regarding HPV Vaccination

Presented by
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Objectives

• Discuss current HPV vaccination rates for Texas and nation
• Explain the importance of provider recommendation
• Give a confident and concise recommendation to encourage HPV vaccine uptake at 11-12 years
• Address concerns regarding HPV vaccination with patients and parents
Adolescent Vaccination Coverage Rates, 2013

Source: Estimated vaccination coverage with selected vaccines and doses among adolescents aged 13–17 years, by state/area — National Immunization Survey–Teen (NIS-Teen), United States, 2013

Healthy People 2020 Objective

≥ 1 Tdap
≥ 1 MCV4
≥ 3 doses HPV (Female)
≥ 3 doses HPV (Male)

US National
Texas
By increasing 3-dose HPV vaccination coverage to 80%, an estimated additional 53,000 cases of cervical cancer could be prevented over the lifetimes of those aged ≤12 years.

- Centers for Disease Control and Prevention

What’s going on?
Top five reasons for not vaccinating adolescents w/HPV vaccine

**Parents of girls**
1. Lack of knowledge
2. Not needed or necessary
3. Safety concerns/ Side effects
4. Not recommended
5. Not sexually active

**Parents of boys**
1. Not recommended
2. Not needed or necessary
3. Lack of knowledge
4. Not sexually active
5. Safety concerns/ Side effects

Provider Recommendation

- A strong recommendation from you is the main reason parents decide to vaccinate
- Many moms in focus groups stated that they trust their child’s doctor and would get the vaccine for their child as long as they received a recommendation from the doctor

Source: MMWR 2014; 63(29);625-633; Unpublished CDC data, 2013.
Provider Recommendation

• In 2013, 64.4% of parents of girls and 41.6% parents of boys reported receiving a recommendation for the HPV vaccine from their provider.

• Parents of vaccinated teens were more likely to report having received a recommendation from their provider.
Strategies for a Strong Recommendation

• **Same way**: Effective recommendations group all of the adolescent vaccines
  - Recommend HPV vaccination the *same way* you recommend Tdap & meningococcal vaccines.

• **Same day**: Recommend HPV vaccine *today*
  - Recommend HPV vaccination the *same day* you recommend Tdap & meningococcal vaccines.
Top five reasons for not vaccinating adolescents w/HPV vaccine

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<thead>
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“Lack of knowledge”

• About HPV
  – What is it?
  – What does it do?

• About the vaccine itself
  – What are the benefits?
  – Who really needs it and why?
  – Is it safe?
“Not needed or necessary”

- “Required” vs. “Recommended”
- Age
- Sexual activity
- Risk
“Safety concerns and side effects”

- Syncope (fainting)
- Infertility
- Neurological and/or autoimmune issues
- Undefined chronic illness/fatigue
- Death
VAERS: HPV Vaccine Safety Monitoring

• Ongoing safety monitoring has shown most reports are non-serious
• Among the 7.6% of reports coded as “serious,” most frequently cited possible side effects are headache, nausea, vomiting, and fever
• Syncope (fainting) continues to be reported following vaccination among adolescents
  – Adherence to a 15-minute observation period after vaccination is encouraged

Source: MMWR. 2014;63(RR05);1-30.
Number of serious and nonserious reports of adverse events after administration of quadrivalent human papillomavirus (HPV4) vaccine in females, by year — Vaccine Adverse Event Reporting System, United States, June 2006–March 2013

CASE Model

• Developed by the Autism Science Foundation
• Helps those working with vaccine-hesitant patients and caregivers to address any questions or concerns
• Is a framework to guide the conversation
CASE Model

- **Corroborate**
  Acknowledge the parents’ concern and find some point on which you can agree. Set the tone for a respectful, successful talk.

- **About Me**
  Describe what you have done to build your knowledge base and expertise.

- **Science**
  Describe what the science says.

- **Explain/Advise**
  Give your advice, based on the science.

Remember

• Many parents simply accept a bundled recommendation

• Some parents may be interested in vaccinating, yet still have questions.
  – Interpret a question as they need additional reassurance from YOU, the clinician they trust with their child’s health care

• Ask parents about their main concern
  – Be sure you are addressing their real concern

Additional Strategies

• Reduce missed opportunities by making every visit a vaccination visit
• Reminder/Recall
• Provider Alerts
• Standing Orders
• Declination Forms
CDC's HPV Portal for Providers

cdc.gov/vaccines/YouAreTheKey

HPV PORTAL FOR PROVIDERS
Continuing Education

Communicating Safety and Efficacy of HPV Vaccine to Parents and Preadolescents

Framing the Conversation With Parents About the HPV Vaccine

CME INFORMATION

This activity is intended for pediatrics, family medicine physicians, and nurses.

The goal of this activity is to educate clinicians on the importance of the human papillomavirus (HPV) vaccine for children approaching adolescence and to provide strategies to educate parents about the importance of the vaccine for their child’s well-being.

Upon completion of this activity, participants will be able to:
1. Describe the burden of HPV-related disease in the United States
2. Interpret the Advisory Committee on Immunization Practices recommendations for HPV vaccination
3. Identify successful strategies for improving HPV vaccination rates

Faculty and Disclosures

HPV in Our Midst: Understanding the Problem and Having the Conversation

You are the Key to HPV Cancer Prevention

www.immunizeUSA.org
Factsheets for Parents in English & Spanish

HPV Vaccine for Preteens and Teens

Why does my child need HPV vaccine?
This vaccine is to prevent most of the cancers caused by human papillomavirus (HPV) infection. HPV is a very common virus that spreads between people when they have sexual contact with another person. About 14 million people in the United States get HPV each year. Most HPV infections are cleared by the body, but some can cause cancer or other diseases.

When should my child be vaccinated?
The HPV vaccine is recommended for all boys and girls aged 11 to 12 years, and they should be vaccinated before becoming sexually active. They should get the full series of three doses of vaccine at 0, 2, and 6 months.

How can I help protect my child?

- Keep your child up to date on all vaccines.
- Talk to your child and school about the importance of vaccines.
- Make sure your child gets vaccinated against HPV.

Vacuna contra el VPH (Virus del papiloma humano)

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DECLARACIÓN INFORMATIVA SOBRE LA VACUNA

Vacuna contra el VPH (Virus del papiloma humano)

www.immunizeUSA.org
Free posters available for ordering in the following sizes: 8.5x11, 11x17, 18x24
Want to know when the CDC has new resources and tools? Send an email to request their newsletter: PreteenVaccines@cdc.gov

They can help provide speakers for grand rounds and continuing education events, as well.
Acknowledgements

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