



**Welcome to the
California Immunization Coalition
Education Hour**

Parents and Providers – Partnering to Protect Our Kids from HPV

Webinar Objectives

- Provide information about HPV, HPV vaccination, recommendations, safety, and impact
- Share and employ best practices for HPV vaccine communication and the importance of a strong provider recommendation for vaccination
- Utilize CDC's HPV vaccine communication products



Provider's Perspective

Patricia Samuelson, MD

Medical Director
Mercy Clinic, Norwood

Overview

- Spectrum and incidence of disease
- Transmission
- Brief overview of treatment
- Recommended screening and prevention
- Importance of provider recommendations

Spectrum and Incidence of Disease

- More than 100 genotypes that affect many animals, not just humans
- Virus spreads skin to skin and virus remains viable on objects for prolonged periods
- Most people will rid themselves of virus but some will develop chronic infection
- No specific treatment against virus
- Some are cancer causing, some are not
- Genital warts which can be massive, occur in over a million people/ year in United States
- Treatment can be painful and recurrence is common

Spectrum and Incidence (continued)

- Cervical cancer was leading cancer killer in women until the 1990's
- Cervical cancer affects 500,000 women worldwide with mortality rate > 50%
- **- almost 100% due to HPV**
- In United States, rate of cervical cancer has gone down by 75% with institution of widespread pap screening

Treatment

- Over a million abnormal paps per year – requiring further testing and treatment.
- Treatment is not without some risk and surveillance of patient necessary after treatment.
- 90% of anal cancers due to HPV
 - Over 7,000 cases per year and treatment difficult and often unsuccessful
- Related cancers
 - Vulvar
 - Vaginal
 - Penile
 - Oropharyngeal

Recommendations

- Routine HPV vaccination recommended for both males and females ages 11-12 years
- Also ages 13-21 years for males; 13-26 for females
- Vaccine can be given starting at age 9 years of age for both males and females; vaccine can be given ages 22-26 years for males
- Vaccination does not reduce or eliminate need for pap screening, but makes it less likely patients will develop abnormal cells that require treatment.

Provider Recommendation

Providers Are Key to HPV Cancer Prevention

Jill Roark, MPH

Project Manager, Carter Consulting Inc
Health Communication Science Office
National Center for Immunization and Respiratory Diseases
Centers for Disease Control and Prevention

You are the Key to HPV Cancer Prevention

Talking to Patients and their Parents
HPV and HPV Vaccine

about

Using data to create messages and an
evidence-based communication campaign

FORMATIVE RESEARCH

Physician In-Depth Interviews (IDIs): Recommendations

- 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*

Non-Physician Clinician IDIs: Recommendations

- Provide more information to clinicians about:
 - Non-cervical cancer indications for females
 - Indications for males
 - Clinical benefits of vaccinating at 11 or 12
 - Safety and efficacy
- 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

Goals Based on Formative Research

WE WANT HEALTHCARE PROFESSIONALS TO:

- Be familiar with **all HPV cancers and indications for HPV vaccination**
- Make **strong recommendations** for receiving vaccine at 11 or 12
- Be aware of, and interested in, **systems** that can improve practice vaccination rates

Message Testing with Moms: Recommendations

- 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

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

Talking about HPV vaccine

FRAMING THE CONVERSATION

HPV Vaccine Communications During the Healthcare Encounter

- HPV vaccine is often presented as ‘optional’ whereas other adolescent vaccines are recommended
- Some expressed mixed or negative opinions about the ‘new vaccine’ and concerns over safety/efficacy
- When parents expressed reluctance, providers were hesitant to engage in discussion
- Some providers shared parents’ views that teen was not at risk for HPV and could delay vaccination until older

Is she really too young? Take 1

(a conversation you may be familiar with)

Provider: Meghan is due for some shots today: Tdap and the meningococcal vaccine. There is also the HPV vaccine...

Parent: Why does she need an HPV vaccine? She's only 11!

Provider: We want to make sure she gets the shots before she becomes sexually active.

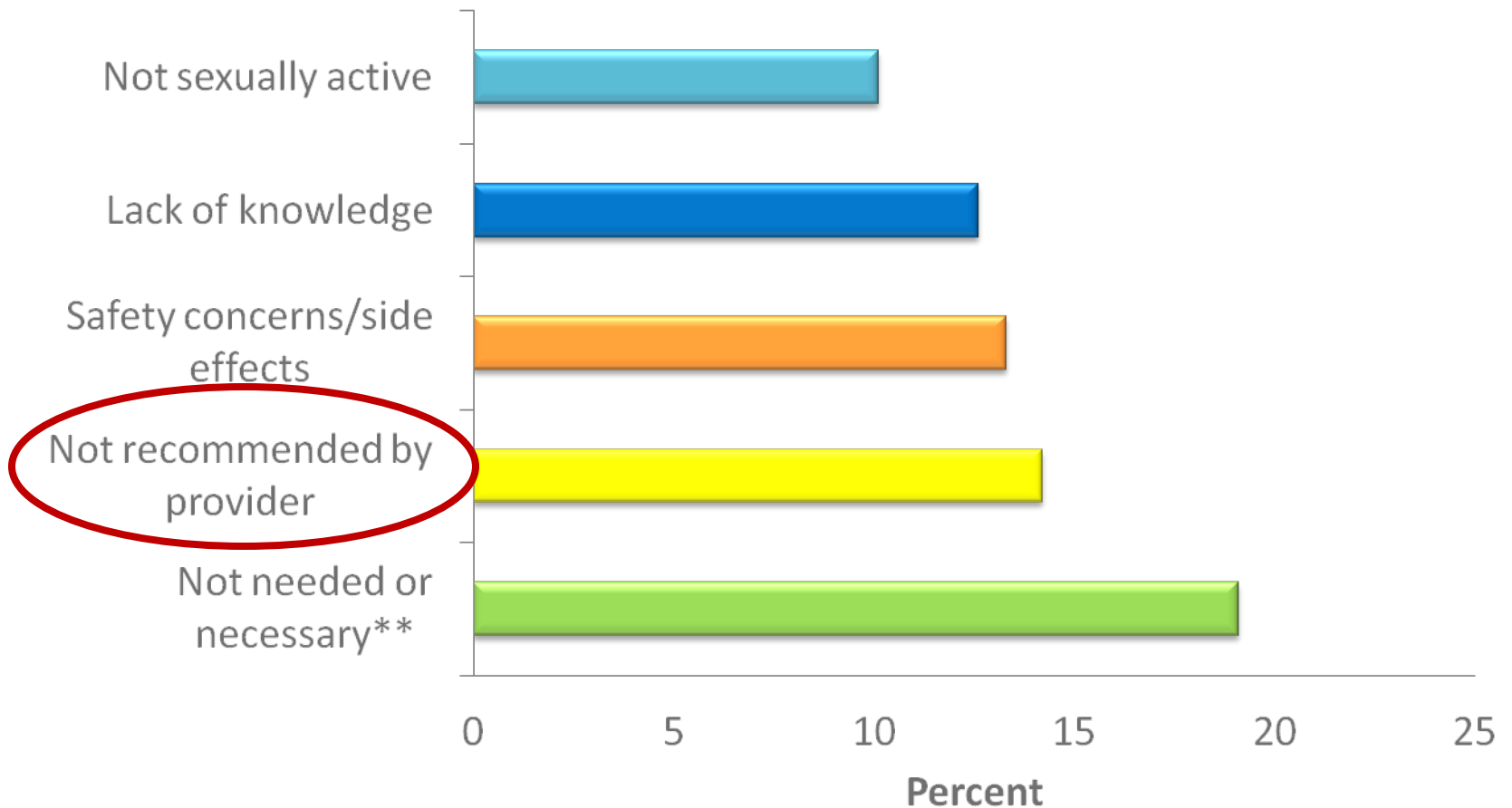
Parent: Well I can assure you Meghan is not like other girls- she's a long way off from that!

Provider: We can certainly wait if that would make you feel more comfortable.

What's in a recommendation?

- Studies consistently show that a strong recommendation from you is the single best predictor of vaccination
 - In focus groups and surveys with moms, having a doctor recommend or not recommend the vaccine was an important factor in parents' decision to vaccinate their child with the HPV vaccine
 - Not receiving a recommendation for HPV vaccine was listed a barrier by mothers

Top 5 reasons for not vaccinating daughter, among parents with no intention to vaccinate in the next 12 months, NIS-Teen 2012



** Did not know much about HPV or HPV vaccine.

Just another adolescent vaccine

- Successful recommendations group all of the adolescent vaccines
 - Recommend the HPV vaccine series the same way you recommend the other adolescent vaccines
 - Moms in focus groups who had not received a doctor's recommendation stated that they questioned why they had not been told or *if the vaccine was truly necessary*
 - Many parents responded that they trusted their child's doctor and would get the vaccine for their child as long as they received a recommendation from the doctor