

# **California Immunization Coalition Summit – 2010**

## **HPV/HPV Vaccine & College Student Awareness, Understanding and Opportunities for Engagement**

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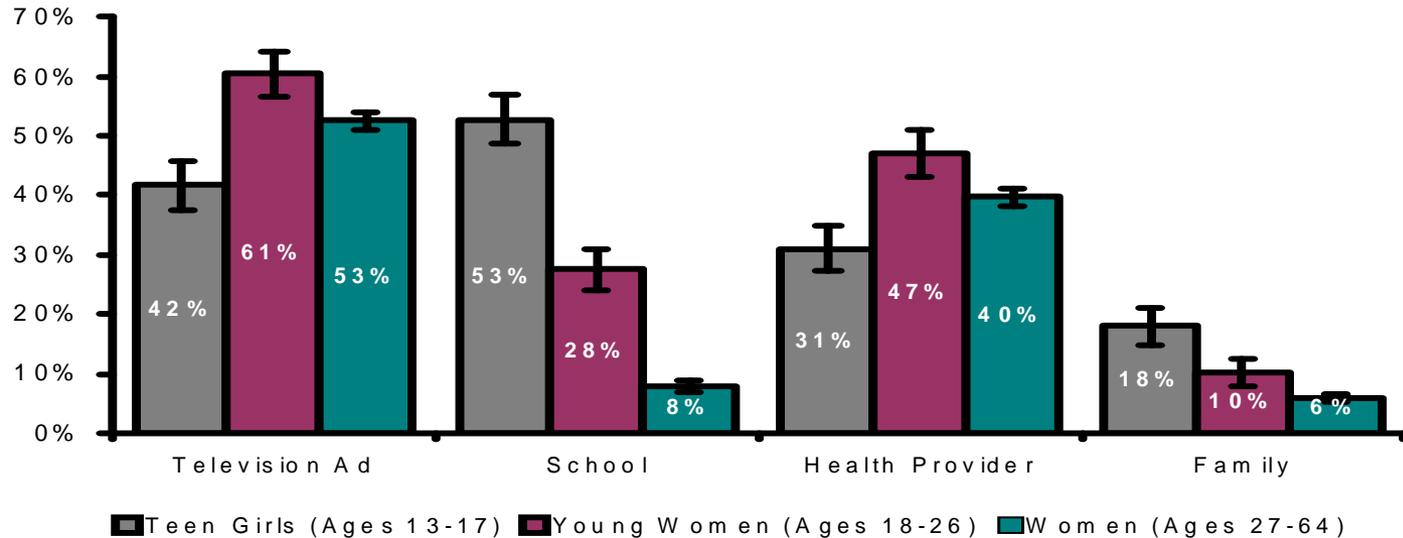


# Purpose of Presentation

- Provide an Overview of Why College Students were the Focus of this Effort.
- Explain the Process to Engage College Students concerning HPV and the HPV Vaccine.
- Describe the Opportunities and Difficulties of Engaging College Students for Education and Awareness Building to address HPV Prevention.

# Why Focus on Teens

Source of HPV Awareness by Age Group, California, 2007



- The highest rates of HPV infection are found in young adults, ages 18 -28 years of age. Research also demonstrates that 10% to 39% of sexually active young women, especially those of college age are infected with high risk HPV at any point in time.
- As reported in the 2007 CHIS Report on HPV Vaccine, only 12% of young women ages 18 to 26 years of age had started the vaccine, with only 4% having actually completed the vaccine series.
- CHIS results also showed that 79% of this group had heard of HPV and its link to cervical cancer.

# College Outreach

- Three Campuses Participated –
  - UC Davis
  - Touro University
  - Cal State University, Sacramento
- Meetings Held with Student Health Center Staff on Three Campuses
- Focus Groups Conducted on Two Campuses
  - Touro University
  - Cal State University, Sacramento
- Four Focus Groups Held with 94 Students

# College Student Focus Group Questions

1. When you're looking for health information, what sources do you most frequently use?
  - Probe – Internet sites, campus website, student health center, social networking sites, healthcare provider
2. What sources of health information are you most likely to believe and trust? Why these?
3. When you hear HPV, what comes to mind?
4. What have you heard about its relationship to cervical cancer, STIs?
5. Have you seen any health messages on HPV? What was your takeaway from these?
6. On a college campus, what do you think are the most effective communication channels to reach students about important health messages?
7. Let's take a look at some flyers and pamphlets on HPV. I'd like to ask you your impressions of these:
  - What do you think about these materials?
  - What are the key messages?
8. What messages would have the greatest impact on college students to prevent HPV?
9. If healthcare professionals wanted to reach college students with messages about preventing HPV, what would you suggest as the most effective approaches?
10. Is there anything else you like to share with us before we close?

# What Students Know & Don't Know about HPV

## Young Women

- Most knew the association of HPV with Cervical Cancer.
- Majority know of the link between HPV and genital warts.
- Knew there was a vaccine to prevent cervical cancer

## Young Men

- Some had heard of HPV, but thought it was a “girl” thing.
- A few knew that HPV caused some type of infection, but weren't sure which one.
- None understood the link between HPV and Cervical Cancer.

# The Most Important Messages

## Young Women

- Prevention messages for young women, and their partners about HPV and Genital Warts.
  - Include the vaccine as one of these messages.
- Include both stories and statistics. Shock students into the reality of HPV and its impact on their health, with quick steps to take to prevent.
- Try for a format that can be interactive. Set up a short piece that has some key questions and answers, like they were talking to a HCP.

## Young Men

- HPV and Genital Warts are for men as well as women. Each can give to the other.
  - Not really focused on the vaccine as a key message for prevention.
- Keep it really simple, easy to read about what guys can do to prevent getting genital warts, and what to do if they are infected.
- Also wanted to have statistics presented, especially if they were potentially really scary.
- Were much less concerned about seeing a trusted source on the material, like the CDC.

# Presentation of Messages

## Young Women

- Print materials –
  - Keep them short and simple. Graphics to draw the reader in.
  - Reference a trusted site for the information, like the CDC.
  - Give the reader some simple things to do, action steps.
  - Add messages that young women can share with partners about protection and prevention.
- TV Commercials/PSAs –
  - Most of the girls had seen the Gardasil commercials and remembered the “One Less” slogan.
  - Felt these had impact because the messengers were girls like them, and the message was memorable and powerful about cervical cancer.
  - Use Social Marketing to get the word out of what to do and then direct young women to trusted Internet sites for more information.

## Young Men

- Print Materials –
  - Wanted messages to be very short and “in your face”.
  - Show what happens if action isn’t taken. Tell a story about a young man who didn’t do the right thing and how simple it is to protect yourself.
  - Put materials in places young men will see them on campus – right above the urinal, for example. Say in bullets what to do.
- TV Commercials/PSAs –
  - Didn’t think these would necessarily reach a male audience, but if placed, put them around sports events and on channels targeting youth.
  - Put “spots” on Facebook. Keep message about STI and Genital Warts link.

# Information Sources & Messengers

## Young Women

- When searching for health related information –
  - Social Networking sites were not seen as a source of health information.
  - School website not seen as a “go to” site.
  - Internet Trusted Sites – Those with URLs ending in .gov, .edu or .org.
  - Student health centers were seen as valuable resources for health information, along with some campus clubs.
- Branded materials from pharmaceutical companies, although attractive, were not always trusted.
- All wanted to hear from their HCP about HPV, but most indicated this was not the case.

## Young Men

- Were not likely to search out health information/education resources.
- Were more likely to turn to friends for discussion of these issues.
- Didn't voice an interest in discussing with a HCP.
- Didn't look to the student health center as a health resource for more than taking care of the flu or something along those lines.

# Reaching Students on Campus

- **Consider the Type of Campus –**
  - What percentage of students live on campus or near campus?
  - What percentage of students commute to campus?
- **On Campus –**
  - Events and tabling can be a way to connect. Students indicated that they did take the materials given to them. Women students were more likely to read over the materials than young men.
  - Train Peer Health Educators to spread the messages on campus.
  - Tap into the Greek System, Clubs and Dorms.
  - Campus media was not really seen as a key information resource.
  - Strengthen education resources available in student health centers and key clubs.
  - Guest speakers from the healthcare community who are good at speaking to young people.
- **Drive Time Considerations –**
  - Identify stations students might listen to and play PSAs.
  - Remember older students who may be mothers and fathers of young girls and boys. Include messages to target this group to vaccinate their children and grandchildren.

# Role of Student Health Centers

- Create a Resource Kit for Student Health Center personnel on HPV/genital warts prevention & treatment.
  - More interest in the STI side of HPV than Cervical Cancer
- Interest in community partnerships, particularly during STI Month and getting these messages out.
- Had difficulty with the idea of tracking and patient follow-up for the three dose vaccine. Indicated systems not really in place for more than acute, episodic care.
  - With current budget issues, didn't see expanding scope at this time.

# Going Forward & Engaging this Group

Engaging college students regarding HPV is critical, given the rate of HPV and Genital Warts in this group. Also, imperative, is reaching young men about this critical public health issue.

## *Going Forward –*

- Reach both young women and young men & close the gap in health promotion materials and campaigns.
- Focus messages on the more immediate issues of concern – HPV as an STI and its link to genital warts.
- Partner in efforts to train Peer Health Educators to spread the messages on to college students campus.
- Think through the role of the Student Health Center in education campaigns and partnership opportunities to increase the prevention of HPV and genital warts.