


Improving HPV Vaccination Rates in Kentucky and Across the U.S.

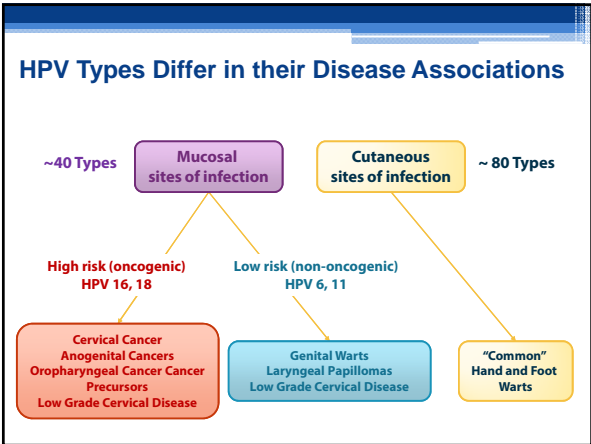
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Northeast AHEC and St. Claire Regional Medical Center
 Immunizations Conference
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Objectives

- Recognize the prevalence of HPV infection in the U.S. and its link to HPV-related cancers.
- Describe available HPV vaccine options and related immunization guidelines.
- Discuss reasons for low HPV vaccination rates among adolescents and young adults.
- Discuss strategies for improving HPV vaccination rates, including collaboration with pharmacies.



HPV Background

HPV is the most common STI

Almost every sexually active person will acquire HPV

Most infections occur shortly after onset of sexual activity

90% of high-risk cases go away on their own.

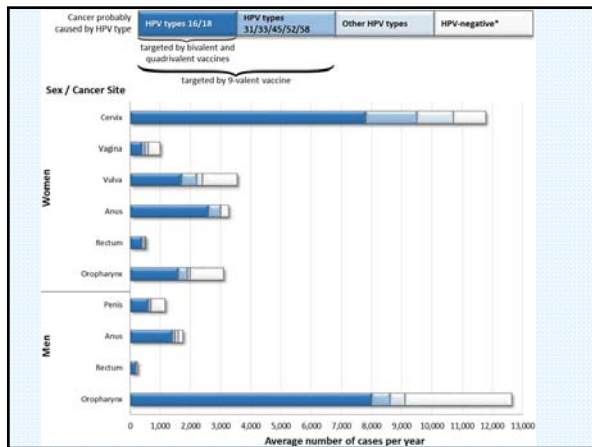
HPV-associated disease costs \$8 billion annually

Source: NCI and CDC HPV Fact Sheets; Accessed April 14, 2015.
 Chesson HW et al. Vaccine 2012;30:6016-9.
 Winer RL et al. Am J Epidemiol 2003;157:218-26.

U.S. Cancers Attributed to HPV

Cancer site	Average number of cancers per year in sites where HPV is often found			Percentage of cancers per year probably caused by any HPV	Average number of cancers per year probably caused by any HPV†		
	Male	Female	Both Sexes		Male	Female	Both Sexes
Anus	1,750	3,260	5,010	91%	1,600	3,000	4,600
Rectum	237	513	750	91%	200	500	700
Cervix	0	11,771	11,771	91%	0	10,700	10,700
Oropharynx	12,638	3,100	15,738	70%	9,100	2,000	11,100
Penis	1,168	0	1,168	63%	700	0	700
Vagina	0	802	802	75%	0	600	600
Vulva	0	3,554	3,554	69%	0	2,400	2,400
TOTAL	15,793	23,000	38,793		11,600	19,200	30,800

†CDC, United States Cancer Statistics (USCS), 2008-2012



President's Cancer Panel Annual Report 2012-2013

ACCELERATING HPV VACCINE UPTAKE: URGENCY FOR ACTION TO PREVENT CANCER

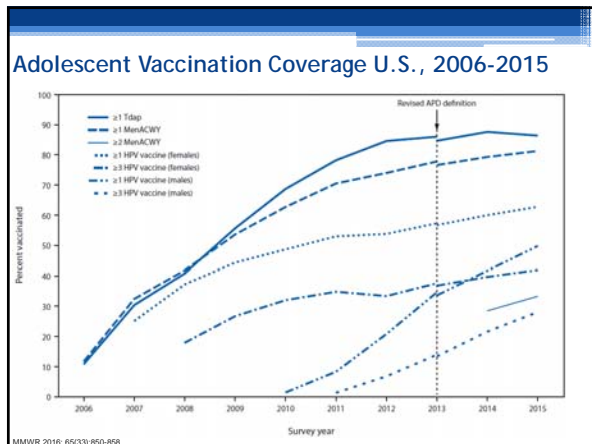
- Call for HPV vaccination to become a national and global health priority
- Develop a strategy to increase HPV vaccine uptake

Ultimate goal: Completion of the HPV vaccine series by all age-eligible adolescents for whom the vaccine is not contraindicated.

PCP Report: U.S. Goals

3 goals that must be achieved to increase HPV vaccination in U.S.

1. Reduce missed clinical opportunities to recommend and administer HPV vaccines.
2. Increase parents', caregivers' and adolescents' acceptance of HPV vaccines.
3. Maximize access to HPV vaccination services.



Goal 1: Current Initiatives

- CDC developed the *You Are The Key* HPV vaccine communication strategy for providers
- Focus groups with 300 mothers; interviews with 100 clinicians/healthcare providers
- <http://www.cdc.gov/hpv/hcp/index.html>



Source: Roark JB. CDC Immunizations Services Division, Scientific Agenda Seminar, February 2015.

Overview Tools for Your Practice Handouts to Give to Patients & Parents

HPV-Specific Resources for Healthcare Providers

- You Are the Key to HPV Cancer Prevention web-on-demand video
- Use of 9-Valent Human Papillomavirus (HPV) Vaccine [24 pages]
- HPV Vaccine Clinician Fact Sheet
- HPV Portal

Medscape Materials

- Communicating Safety and Efficacy of HPV Vaccine to Parents and Preadolescents # NEW NOV 2014
- Framing the Conversation with Parents about the HPV Vaccine #
- HPV in Our Midst: Understanding the Problems and Having the Conversation #
- Recommending HPV Vaccine Successfully #

Resources for the Full Adolescent Immunization Platform

Tips for Talking to Parents about HPV Vaccine

Tips and Time-savers for Talking with Parents about HPV Vaccine

Recommend the HPV vaccine in the same way you recommend the other adolescent vaccines. For example, you can say "Your child needs these shots today, and some of the vaccines recommended for the child's age. Parents may be interested in vaccinating, yet still have questions. Taking the time to listen to parents' questions helps you save time and give an effective response. CDC research shows these straightforward messages work with parents when discussing HPV vaccine—and are easy for you or your staff to deliver."

CDC RESEARCH SHOWS: The "HPV vaccine is cancer prevention" message resonates strongly with parents. In addition, studies show that a strong recommendation from you is the single best predictor of vaccination.

TRY SAYING: HPV vaccine is very important because it prevents cancer. I want your child to be protected from cancer. That's why I'm recommending that your daughter/son receive the first dose of HPV vaccine today.

CDC RESEARCH SHOWS: Disease prevalence is not understood, and parents are unclear about what the vaccine actually protects against.

TRY SAYING: HPV can cause cancers of the cervix, vagina, and vulva in women, cancer of the penis in men, and cancers of the anus and the mouth or throat in both women and men. There are about 20,000 of these cancers each year—and most could be prevented with HPV vaccine. There are also many non-cancerous conditions requiring treatment that can have lasting effects.

CDC RESEARCH SHOWS: Parents want a concrete reason to understand the recommendation that 11–12 year olds receive HPV vaccine.

TRY SAYING: We're vaccinating today so your child will have the best protection possible long before the start of any kind of sexual activity. We vaccinate people well before they are exposed to an infection, as is the case with measles and the other recommended childhood vaccines. Similarly, we want to vaccinate children well before they get exposed to HPV.

CDC RESEARCH SHOWS: Parents may be concerned that vaccinating may be perceived by the child as permission to have sex.

TRY SAYING: Research has shown that getting the HPV vaccine does not make kids more likely to be sexually active or start having sex at a younger age.

CDC RESEARCH SHOWS: Parents might believe their child won't be exposed to HPV because they aren't sexually active or may not be for a long time.

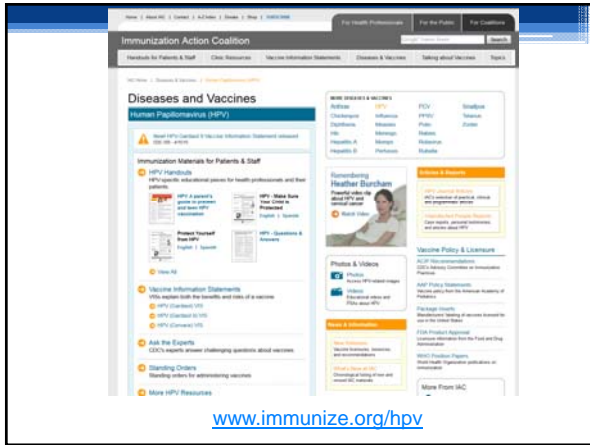
TRY SAYING: HPV is so common that almost everyone will be infected at some point. It is estimated that 79 million Americans are currently infected with 14 million new HPV infections each year. Most people infected will never know. So even if your son/daughter waits until marriage to have sex, or only has one partner in the future, he/she could still be exposed if their partner has been exposed.

www.cdc.gov/vaccines/hpv-tipsheet

Evidence-based strategies to improve vaccination coverage

- Reminder/recall system
 - Provider level (e.g., EMR prompts)
 - Parent/patient level (e.g., postcards, telephone calls, text messaging)
- Standing orders
- Provider assessment and feedback
 - Assessment of vaccination coverage levels within the practice and discussion of strategies to improve vaccine delivery
- Utilizing immunization information systems

www.thecommunityguide.org/vaccines/universally/index.html



Goal 2: Increase Acceptance

PCP Recommendations

- CDC should develop, test, and collaborate with partner organizations to deploy integrated, comprehensive communication strategies directed at parents and other caregivers, and also at adolescents.



Key Challenges

- No (or weak) recommendation from the provider
 - #1 reason for not receiving vaccine
 - Present vaccine as optional
 - Will not "go to the mat" for this vaccine if parents have questions/concerns
- Gaps in parental knowledge
 - Safety concerns
 - Child is not sexually active – does not need vaccine

Source: CDC, Immunization Services Division, Scientific Agenda Seminar, February 2015.

If there were a vaccine against cancer, wouldn't you get it for your kids?

HPV vaccine is cancer prevention. Talk to the doctor about vaccinating your 11-12 year old sons and daughters against HPV.

www.cdc.gov/vaccines/teens

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HPV vaccination is the best way to PREVENT some types of CANCER.

HPV vaccination is RECOMMENDED at ages 11 or 12.

HPV vaccination is RECOMMENDED for BOTH GENDERS.

3 THINGS PARENTS SHOULD KNOW ABOUT PREVENTING CANCER

You're not opening the door to sex. You're closing the door to cancer.

HPV vaccine is cancer prevention. Talk to your child's doctor about vaccinating your 11-12 year old son or daughter.

www.cdc.gov/vaccines/teens

Goal 3: Maximize Access

PCP Recommendations

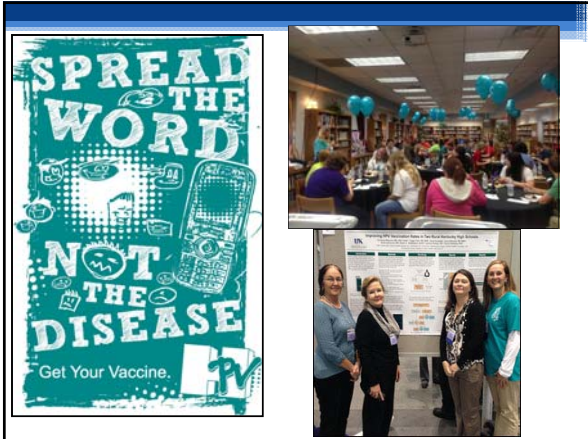
- Promote and facilitate HPV vaccination in venues outside of the medical home.
- Enact and implement laws to allow pharmacists to administer vaccines.
- Overcome remaining barriers to paying for HPV vaccines.

Lake Cumberland High School Project

Implementation and Evaluation of a School-Based Human Papillomavirus Vaccination Program in Rural Kentucky

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The National HPV Vaccination Roundtable

HPV Vaccination Pharmacy Pilot Project

The overarching project focuses on working with local pharmacies to team with community health providers to establish a coordinated process of delivering complete HPV vaccination. Each site works within the context of their state immunization policies and protocols of their pharmacy and clinical partners:

Partners include:

- Oregon Health & Science University
- University of Kentucky
- The University of Iowa
- Northwest Portland Area Health Board
- Tribal and Indian Health Service clinics
- UK College of Pharmacy
- total care pharmacy (A local pharmacy chain in Appalachian KY)
- UI College of Pharmacy
- Local pharmacies in rural and urban communities

The Morehead News

HPV vaccine is cancer prevention.

Talk to your pharmacist about vaccinating your 9-17 year old sons and daughters against HPV.

Stop by Total Care Pharmacy before school starts!

Talk to your Total Care Pharmacist about vaccinating your 9-17 year old sons and daughters against HPV.

206 W. Main St.
Morehead, KY 40351

Start the school year by vaccinating your 11-12 year old sons and daughters.

Visit Total Care Pharmacy
206 W. Main St., Morehead, KY 40351

HPV vaccine is cancer prevention.

Start the school year by vaccinating your 11-12 year old sons and daughters.

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- 237 30-second radio ads through 3 local stations
- 430+ direct mailings to TCP customers
 - Parents/adolescents and young adults
- Rowan 24-7 magazine advertising (holiday edition)
- 18 indoor digital advertising screens located in various community locations
- Continuing education presentation to five TCP pharmacists
- Presentation at KPhA annual meeting (25 pharmacists and 11 PharmD students)
- Distributed 8 posters / 50 flyers to MSU Student Health Service
- Attended Readfest at Rowan County Middle School (~100 families)

Thank You!

Questions?

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