

Strategies to Increase HPV Vaccine Uptake

National Vaccine Advisory Committee
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SAHM: Efforts to Increase HPV Vaccine Uptake

▶ Education and Advocacy

▶ Vaccination Committee

- ▶ Updates about adolescent vaccination recommendations and resources
- ▶ Members serve as liaisons to 15-20 vaccine-related organizations

▶ Adolescent vaccination integral part of annual meeting programming

▶ Position papers – HPV Vaccine update 2013

▶ Press releases – HPV Vaccine uptake 2011

▶ Research

▶ In 2012, funded 10 public health demonstration projects to improve adolescent vaccination across the U.S. – all address HPV vaccination

▶ Summit meeting in October 2013 will allow grantees to share results

▶ Project results will be published in a journal supplement in 2014

▶ Broad dissemination of results through website

Strategies to Increase Vaccine Uptake

- ▶ Systems and Policies
- ▶ Clinician Recommendation
- ▶ Adolescent/Parent Acceptance

Systems and Policies

- ▶ Mandated vaccination
- ▶ Office procedures to maximize vaccination; e.g. recall/reminder systems, vaccinating at every opportunity, standing orders, adolescent consent
- ▶ Convenient access for adolescents
- ▶ Insurance coverage
- ▶ Vaccination in alternative settings; e.g. school-located
- ▶ Vaccination registries/Immunization Information Systems
- ▶ Collaboration with other organizations that provide vaccine assessment, education and support
 - ▶ Professional organizations, departments of public health

Clinician Recommendation

- ▶ Key driver of parental/adolescent acceptance and vaccine uptake, but many missed opportunities to vaccinate
 - ▶ National data demonstrate that < 50% of clinicians consistently recommend HPV vaccines to 11-12 y/o girls
- ▶ Large body of research has identified modifiable predictors
- ▶ These can be addressed and recommendations increased by providing educational resources and tools to clinicians that:
 - ▶ Increase understanding of HPV vaccines – including vaccine recommendations, benefits and safety profile – and promote positive attitudes about vaccination
 - ▶ Address perceived barriers to vaccination such as parental lack of understanding and concerns
 - ▶ Innovative, tailored, culturally appropriate educational materials
 - ▶ Strategies for addressing parental concerns

Adolescent and Parent Acceptance

- ▶ Key driver of vaccine uptake
- ▶ Large body of research identifying modifiable predictors of adolescent/parent acceptance of vaccination
- ▶ These predictors can be addressed and uptake increased by:
 - ▶ Development of educational materials tailored to parents and adolescents that contain brief key messages addressing the 5 core beliefs that drive decisions about HPV vaccination
 1. HPV vaccines are effective and should prevent most HPV-associated anogenital cancers
 2. HPV vaccines are safe
 3. HPV-related diseases are serious and adolescents are susceptible
 4. Girls and boys should be vaccinated before they initiate sex
 5. Clinicians support vaccination (for adolescents - peer norms important)

Adolescent and Parent Acceptance (cont.)

- ▶ Development of resources for clinicians
 - ▶ To elicit and address concerns if parents are hesitant
 - e.g. be aware of the efficacy and safety profile and prepared to discuss why vaccination is important at 11-12 years and is unlikely to lead to riskier behaviors
 - ▶ To encourage parents to use vaccination visit as an opportunity
 - e.g. to educate teens, involve them in decision-making, promote their taking responsibility for their health

Three Strategies That Would Make Most Difference

1. Mandated vaccination
2. Vaccination in alternative venues; e.g. school-located vaccination
3. Evidence-based public health interventions that target
 - ▶ Systems and policies
 - ▶ Provider recommendations
 - ▶ Adolescent and parent acceptance

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