



# AAP HPV Vaccine Activities

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# Goal

- To promote the need for a strong provider recommendation for HPV vaccine
  - Focus on physician education rather than parent education
  - Use CDC slide sets and educational materials
  - Encourage collaboration with the gynecological oncologist community
  - Supported by **AAP staff** and PI **Sharon Humiston, MD, MPH, FAAP** with encouragement from AAP Past President **Thomas McInerney, MD, FAAP**

# 54 AAP Chapters (out of 59) are engaged in HPV vaccination improvement activities

Number	Chapter Activity
15	Held a state immunization congress, pulling together key stakeholders to create an action plan for raising HPV vaccination rates
22	Hosted an HPV vaccine speaker at their chapter meeting
25	Hosted a webinar on giving a strong provider recommendation
17	Facilitated office detailing or peer-to-peer learning events
43	Sent CDC materials to chapter members via mail or email

# Chapter Activities:

## Wrapping up

- The AAP Past President contacted chapter leaders who were not yet engaged
- Final reports and numbers reached are being compiled

# National Messaging



- Webinar training for chapter leaders (now posted online, free access)
- 3 AAPNews articles
- 1 Chapter Connections article
- 1 Section on Young Physician newsletter article
- 1 IZNEWS newsletter article
- 3 AAP Smartbrief placements

# National Messaging (cont)

- Physician and parent-facing tweets and Facebook posts during
  - National Infant Immz Week
  - National Immz Awareness Month
- Healthy Children Expo booth



# Collaborations with payers and Medicaid managed care plans

- The AAP has discussed its priority on HPV vaccine
- Several are interested in pediatric learning collaboratives or disseminating messages to network providers
- We welcome additional interest

# Planned Actions



## 1. **Keep on**

- Complete and evaluate chapter activities
- Continue funding a smaller number of effective projects

## 2. **Expand professional training**

- Tailor materials to office staff (front desk, nurses, MAs) to support the provider in his/her conversations
- Target hospital outpatient systems for dissemination of resources (Children's Hospital Association members)

# Planned Actions (cont)

- 3 **Partner with the AIM** -- Train managers to:
  - Teach providers to give a strong recommendation
  - Interest providers in materials (CDC materials and subscriptions to an AAP CME course on HPV recommendations) during the AFIX & compliance visits
- 4 **Bring together state teams (AAP + public health)** to develop collaboration and action plans
- 5 Include **reminder-recall** activities in future efforts

# Remaining Gaps and Challenges

- Pediatricians still want **direct media outreach to parents** to help ease conversations in the office.
- The **9-valent vaccine** will introduce many questions at a time when parental acceptance may be increasing.
- Completion of the 3-dose series and finding ways to **remind and recall parents** is needed. The AAP supports this happening within the medical home.