

Update on CDC Activities to Rapidly Increase HPV Vaccine Coverage Among US Adolescents

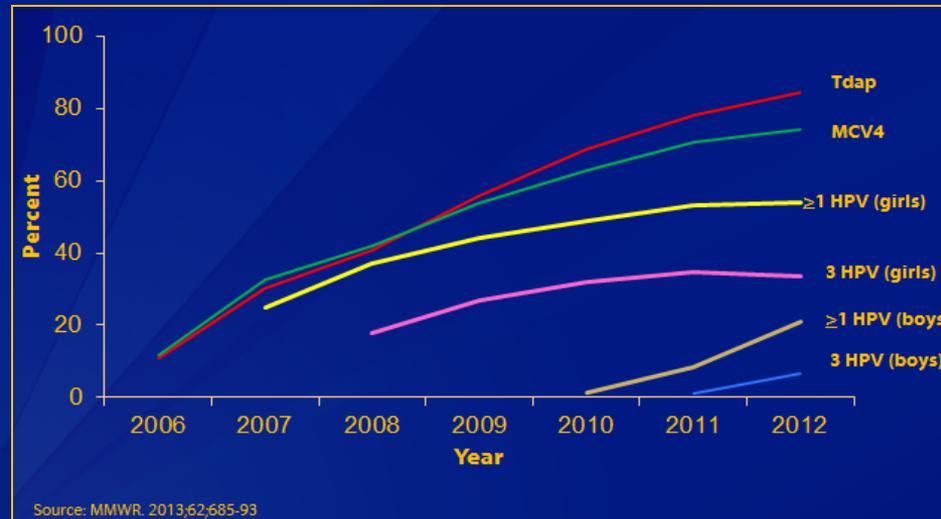
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June 11, 2014

National Estimated HPV Vaccination Coverage Levels among Adolescents 13-17 Years, NIS-Teen 2006-2012



Year	Tdap*	MCV4	1 HPV - Girls	3 HPV- Girls	1 HPV - Boys	3 HPV - Boys
2006	10.8	11.7				
2007	30.4	32.4	25.1			
2008	40.8	41.8	37.2	17.9		
2009	55.6	53.6	44.3	26.7		
2010	68.7	62.7	48.7	32	1.4	
2011	78.2	70.5	53	34.8	8.3	1.3
2012	84.6	74	53.8	33.4	20.8	6.8

Coverage of 1 of More Doses of HPV Vaccine among Adolescent Girls 13-17 Years by State, NIS-Teen 2012



≤44% (8)

Utah

Kansas

Arkansas

Mississippi

Florida

South Carolina

Maryland

Delaware

≥65% (6)

Nebraska

California

Vermont

Massachusetts

Delaware

Rhode Island

55-64% (17)

Washington

Oregon

Nevada

Montana

Minnesota

Iowa

Colorado

Louisiana

Oklahoma

Ohio

Pennsylvania

New York

Main

North Dakota

Connecticut

North Carolina

Hawaii

45-54% (19)

Idaho

Wyoming

South Dakota

Wisconsin

Michigan

Indiana

Kentucky

Virginia

West Virginia

Tennessee

Alabama

Georgia

Texas

New Mexico

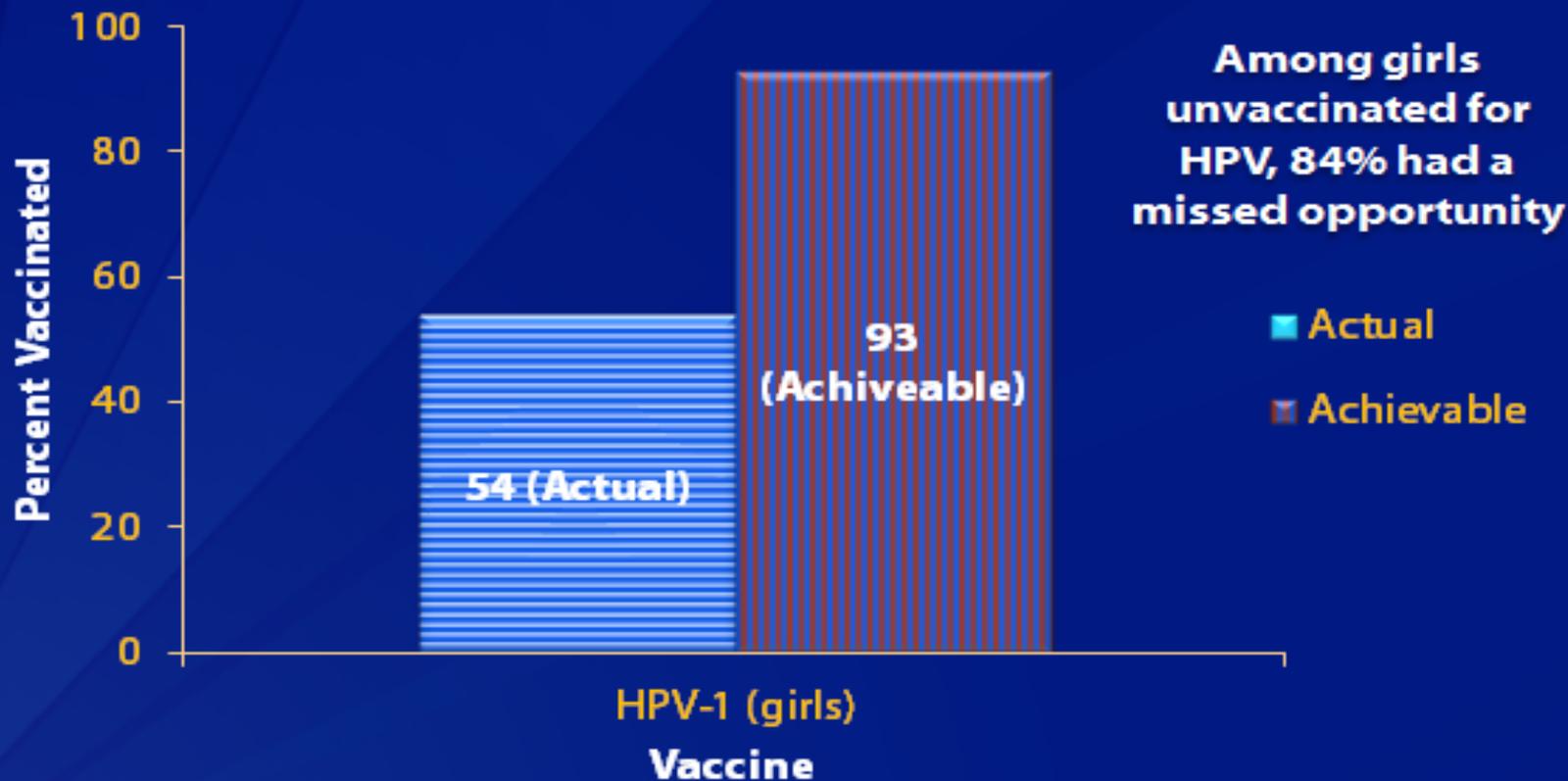
Arizona

Alaska

New Jersey

New Hampshire

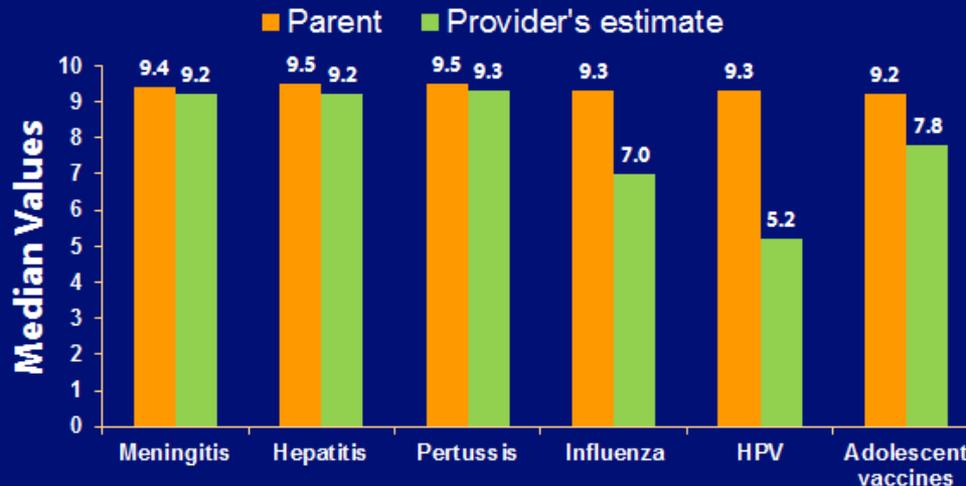
Actual and Achievable HPV Vaccination Coverage if Missed Opportunities Were Eliminated: Girls 13-17 Years, NIS-Teen 2012



Missed opportunity: Encounter when some, but not all rec'd vaccines are given.

HPV-1: Receipt of at least one dose of HPV.

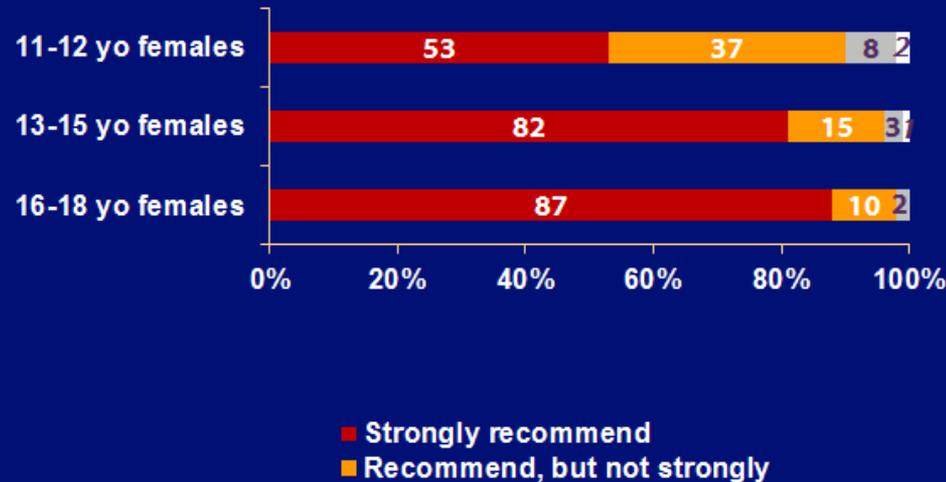
Providers underestimate the value parents place on HPV vaccine



Vaccine	Parent	Provider's estimate
Meningitis	9.4	9.2
Hepatitis	9.5	9.2
Pertussis	9.5	9.3
Influenza	9.3	7.0
HPV	9.3	5.2
Adolescent vaccines	9.2	7.8

Adapted from Healy et al. Vaccine. 2014;32:579-584.

Providers wait too long to make strong recommendations for HPV vaccine



Ages Females	Strongly Recommend	Recommend, but not Strongly	Make no Recommendation	Recommend Against
16-18 yo females	87	10	2	
13-15 yo females	82	15	3	1
11-12 yo females	53	37	8	2

Strength of recommendation, females, pediatricians and family physicians (n=609)
 Allison et al. Academic Pediatrics 2013;13:466-74.

Why HPV Vaccine Coverage Matters

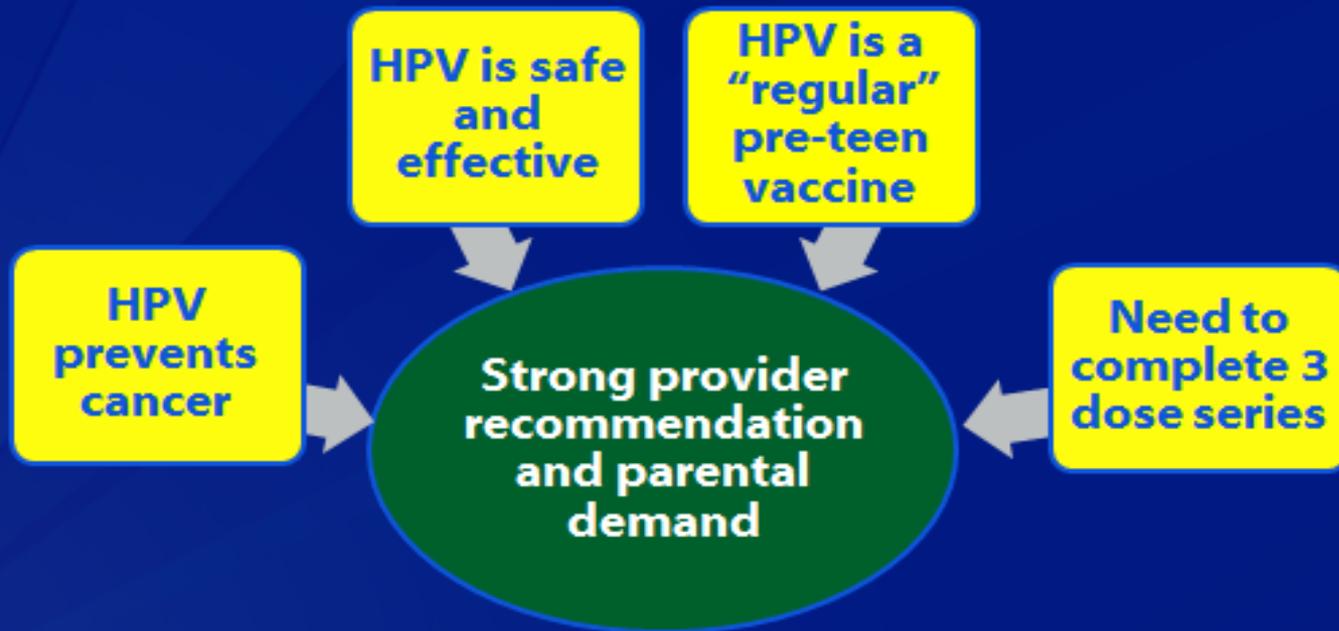
- 26 million:** number of girls under 13 years of age in the United States
- 168,400:** number who will develop cervical cancer if none are vaccinated
- 54,100:** number will die from cervical cancer if none are vaccinated

For each year we stay at 30% coverage instead of achieving 80%,

- 4,400:** number of future cervical cancer cases we will not prevent
- 1,400:** number of cervical cancer deaths we will not prevent

Preventing morbidity and mortality from HPV-related cancers is a CDC priority

- Invest funding and resources to accelerate increase in HPV coverage:



Key Strategies Guiding CDC Activities

- ❑ Messaging to media and public the importance of adolescents receiving HPV at 11-12 years
- ❑ Building and leveraging partnerships to reach providers to strongly recommend HPV
 - State and local health departments, Provider organizations, immunization coalitions
 - New opportunities: Cancer prevention programs and coalitions, Pharmacists
- ❑ Using systems and technology to support and reinforce vaccination, especially series completion

COMMUNICATIONS ACTIVITIES

Communication Goals Based on Formative Research

PARENTS WANT THESE COMMUNICATION MESSAGES THAT:

- 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

PROVIDERS WANT TO HAVE:

- Materials physicians can provide to parents and patients
- Materials that 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

Communication 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

WE WANT HEALTHCARE PROFESSIONALS TO:

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

HPV Vaccine Promotion

- ❑ **Social media and marketing to parents and clinicians**
 - Search engine optimization, banner ads on top parent and clinician sites, traditional print and radio media
 - Ongoing development of new PSAs, fact sheets, etc., to support CDC and partner activities
- ❑ **Speakers' bureau to share HPV information and cancer 'reality' with vaccinators**
 - Linking gyn-onc and other HPV experts with pediatricians through grand rounds and other speaking opportunities
- ❑ **Continued focus on clinician education and outreach**
 - Outreach at Conferences AAP, AAFP
 - CME courses and training tools
 - Web portal

External Communication Partnerships

- ❑ **Funded project with AAP for direct clinician education**
 - Chapters choose from various HPV vaccine promotion activities including webinars and other clinician training
 - Utilize CDC materials whenever possible
 - 15-month contract initiated 11/13
 - Emphasis on improving rates and targeting areas not reinforced with state funds
- ❑ **Funded project with NFID, 12/13-12/14**
 - Supplemental efforts for clinician training and mobilizing partners
- ❑ **Non-funded partnerships to support vaccine outreach and education**
 - New partners include Tamika and Friends (cervical cancer survivors), Society of Gynecological Oncologist (SGO), private sector partnerships also being developed

HPV Vaccination Resources for HCPs-1

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A-Z Index [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) <#>

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[Vaccines Home](#) > [Specific Groups](#) > [Preteen and Teen Home](#) > [For HCPs](#)

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HPV Vaccine Resources for Healthcare Professionals



YOU ARE THE KEY TO CANCER PREVENTION

HPV Vaccine is Cancer Prevention

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

- HPV is so common that almost everyone will be infected with HPV at some point in their lives; however most people will never know they have been infected.
- HPV exposure can occur with any type of intimate sexual contact.
- In the U.S., HPV causes about 17,000 cancers in women, and about 9,000 cancers in men each year.

Low HPV vaccination rates are leaving another generation of

Resource Spotlight



<http://www.cdc.gov/vaccines/who/teens/index.html>

HPV Vaccination Resources for Clinicians-2

How to Give a Strong Recommendation

- ❑ Talk about HPV vaccine like every other vaccine
- ❑ This tip sheet can help
 - Developed from message testing with mothers and research with doctors
 - Each statement answers a question a parent might have about HPV vaccine
 - Available as a PDF download and as web content

Tips and Timesavers for Talking with Parents about HPV Vaccine

Recommend HPV vaccine the same way you recommend the other adolescent vaccines. For example, you can say "Your child needs these shots today" and name all 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, and I know you want that too. 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 throat in both women and men. There are about 36,000 of these cancers each year—and most could be prevented with HPV vaccine.

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 well before the start of any kind of sexual activity. This vaccine can't wait.

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. 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.

CDC RESEARCH SHOWS: Emphasizing your personal belief in the importance of HPV vaccine helps parents feel secure in their decision.

TRY SAYING: I strongly believe in the importance of this cancer-preventing vaccine, and I have given HPV vaccine to my son/daughter/grandchild/niece/nephew/friend's children. Experts (like the American Academy of Pediatrics, cancer doctors, and the CDC) also agree that this vaccine is very important for your child.

CDC RESEARCH SHOWS: Understanding that the side effects are minor and emphasizing the extensive research that vaccines must undergo can help parents feel reassured.

TRY SAYING: HPV vaccine has been carefully studied by scientific experts. This is not a new vaccine and for years HPV vaccine has been shown to be very effective and very safe. Like other shots, side effects can happen, but most are mild, primarily pain or redness in the arm. This should go away quickly, and HPV vaccine has not been associated with any long-term side effects.

CDC RESEARCH SHOWS: Many parents do not know that the full vaccine series requires 3 shots. Your reminder will help them to complete the series.

TRY SAYING: I want to make sure that your son/daughter receives all 3 shots of HPV vaccine to give them the best possible protection from cancer caused by HPV. Please make sure to make appointments on the way out, and put those appointments on your calendar before you leave the office today!

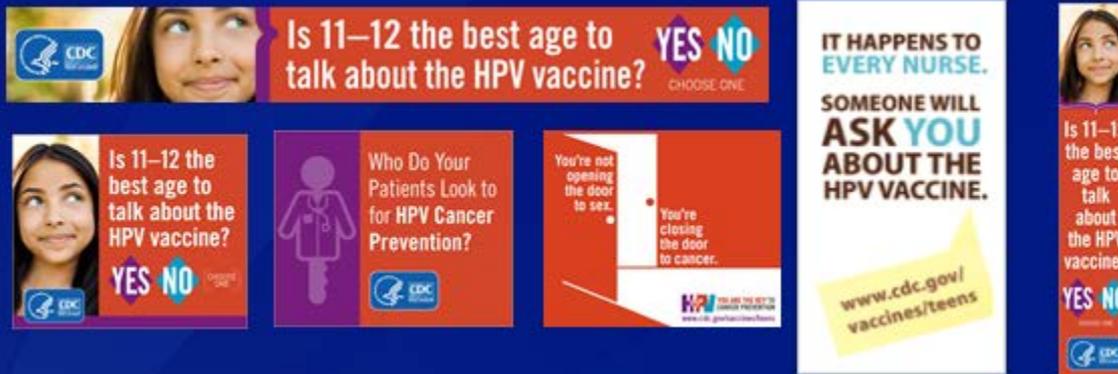
U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

HPV YOU ARE THE KEY TO CANCER PREVENTION
www.cdc.gov/vaccines/teens | ProteenVaccines@cdc.gov

<http://www.cdc.gov/vaccines/who/teens/for-hcp-tipsheet-hpv.html>

HPV Vaccination Resources for HCPs-3

- Digital Advertising specifically for HCPs



- Video Tools

A five minute video stressing the importance of HPV vaccination

<http://www.cdc.gov/vaccines/who/teens/products/video-audio.html>



HPV Resources for Parents-1

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A-Z Index [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) <#>

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For Parents

Why Vaccinate Now?

1. Vaccine protection from some childhood vaccines wears off, so your teen needs a booster shot.
2. As kids get older, they are more at risk for catching diseases, like meningococcal meningitis, so they need protection that vaccines provide.
3. The recommended immunization schedule is regularly updated to include new vaccines and reflect current research. So, it has probably changed since your child was first immunized.
4. Specific vaccines, like HPV, are recommended to be given during the preteen (11-12) years and teen (13-18) years.

Many children see their doctors or other health care professionals for physicals before participation in sports, camping events, travel, applying to college, and so on. All of these wellness check-ups provide a perfect opportunity to ask about vaccines for your preteen or teen.

Help protect your teen's health by getting them vaccinated according to the [recommended immunization schedule](#).



Running Time: 2:18
Get the Facts about HPV Vaccine by [watching this video](#) from The American Academy of Pediatrics New York 1 Chapter.

[Email page link](#)
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- Vaccines for Preteens and Teens
- For Health Care Professionals
- For Public Health Professionals
- Teen Vaccination Coverage
- Multimedia Products
- References and Publications

Related Links

- [Vaccine Information Statements](#)
- [Basics and Common Questions](#)
- [Why Immunize?](#)
- [Vaccines: The Basics](#)

<http://www.cdc.gov/vaccines/who/teens/for-parents.html>

Resources for Parents and Patients-2

The image displays several overlapping CDC informational brochures. The most prominent one is titled "HPV Vaccine for Preteens and Teens" and includes sections such as "Why does my child need HPV vaccine?", "When should my child be vaccinated?", and "What else should I know about HPV vaccine?". Another brochure, "Vaccines for Preteens and Teens: What Parents Should Know", lists various vaccines like Hib, Polio, and Tdap. A third brochure, "HPV Vaccination is Recommended for Preteen Girls and Boys of Age 11 or 12 Years", features a photograph of a young girl with glasses and a CDC logo. The brochures are set against a blue background with a white grid pattern.

<http://www.cdc.gov/vaccines/who/teens/products/print-materials.html>

SUPPORTING STATE AND LOCAL PARTNERSHIPS

State and Local Partnerships

- ❑ Leveraging PPHF funding to support health department activities to increase HPV coverage
- ❑ “Call to Action” for health departments to increase coverage at the local and state level
- ❑ Encouraging local immunization coalitions to join forces with cancer prevention coalitions to increase provider awareness

2013 PPHF HPV Immunization Awardees

Awarded 2013 PPHF Funding



1. Minnesota
2. Massachusetts
3. New York
4. New York City
5. Philadelphia
6. District of Columbia
7. Ohio
8. Chicago
9. Georgia
10. Utah
11. Arizona

Abbreviations:

PPHF = Prevention and Public Health Fund;
HPV = Human papillomavirus

2013 HPV PPHF Awardee Activities

- **Develop a jurisdiction-wide joint initiative with immunization stakeholders;**
- **Implement a comprehensive communication campaign targeted to the public**
- **Implement Immunization Information System (IIS)-based reminder / recall for adolescents**
- **Implement adolescent AFIX (Assessment, Feedback, Incentives, and Exchange) for quality improvement**
- **Implement strategies targeted to immunization providers to decrease missed opportunities by making a strong recommendation**

CDC“ Call to Action” for Health Departments

- ❑ **Support healthcare providers in recommending HPV vaccine for adolescent girls and boys**
 - CDC developed communication resources, state-specific webinars
- ❑ **Increase HPV vaccine coverage in the state or local area by using data to drive program decision making**
 - Use of immunization registries to identify areas of low coverage
- ❑ **Develop new partnerships and leverage existing partnerships with state-based provider organizations and cancer prevention groups**
 - Local chapters of AAP and AAFP and clinical oncologists
 - State and local immunization coalitions

Joining forces with cancer coalitions and provider organizations

- End-stages of HPV disease isn't seen in the pediatric office where HPV vaccine should be given
- Gynecologists, oncologists and periodontists see HPV-related cancers regularly, which drives their motivation to prevent HPV infection with vaccination
- Peer-to-peer education is most effective with clinicians and will provide opportunity for clinicians share experiences, thus turning a "case" into a person

SYSTEMS SUPPORT FOR SERIES COMPLETION

Using Immunization Information Systems to Reinforce HPV Vaccination

- ❑ Use IIS to conduct reminder/recall activities
- ❑ Use IIS to conduct adolescent AFIX
- ❑ Routinely monitor local level vaccination coverage and missed opportunities

HEDIS 2014: Healthcare Effectiveness Data and Information Set

□ Current Measure:

- Percentage of 13 year old females who had three doses of the human papillomavirus (HPV) vaccine by their 13th birthday
- Measure added in 2012 and tested for two years, reportable in 2014

□ President's Cancer Panel recommends setting HEDIS measure for adolescent males

How do we measure progress?

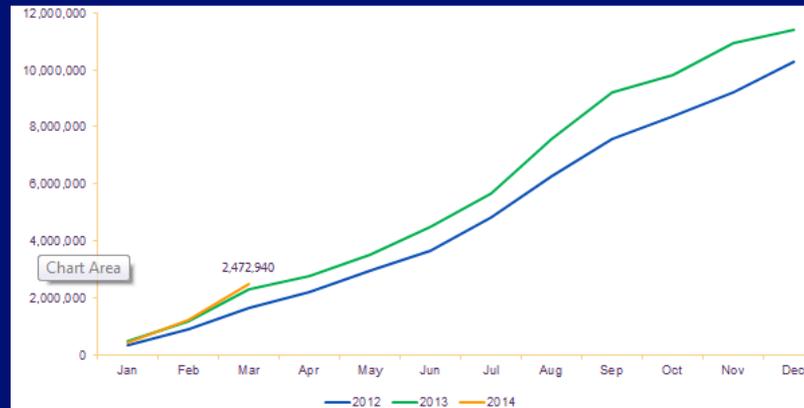
- ❑ **2013 NIS-Teen data to be published in July**
 - Provides best estimate of progress but not in real time
 - Key data points around age of vaccination receipt, proportion completing series, state coverage, ect
- ❑ **Monitoring VFC ordering and public/private vaccine distribution more frequently**
 - Can't differentiate between uptake in girls or boys
- ❑ **Using enhanced IIS sites for more regular coverage estimates**

Total HPV doses (public and private purchased) distributed by month (2012-2014)



Year	2011	2012	2013	2014
Jan	290462	341,032	485,757	449863
Feb	465825	566,868	701,539	786,607
Mar	610942	746,005	1138546	1,236,470
Apr	541083	548,513	460,299	
May	653408	776,527	726,200	
Jun	530460	677,196	986,064	
Jul	1102563	1,174,374	1,188,545	
Aug	1189393	1,438,478	1,872,055	
Sep	845957	1,301,913	1662439	
Oct	374671	792,600	613,827	
Nov	845698	854,555	1,106,656	
Dec	705735	1,077,479	458072	

Total HPV doses (public and private purchased) distributed – Year-to-date (2012-2014)



Year	2011	2012	2013	2014
Jan	290,462	341,032	485,757	449,863
Feb	756,287	907,900	1,187,296	1,236,470
Mar	1,367,229	1,653,905	2,325,842	2,472,940
Apr	1,908,312	2,202,418	2,786,141	
May	2,561,720	2,978,945	3,512,341	
Jun	3,092,180	3,656,141	4,498,405	
Jul	4,194,743	4,830,515	5,686,950	
Aug	5,384,136	6,268,993	7,559,005	
Sep	6,230,093	7,570,906	9,221,444	
Oct	6,604,764	8,363,506	9,835,271	
Nov	7,450,462	9,218,061	10,941,927	
Dec	8,156,197	10,295,540	11,399,999	

Immediate next steps

- ❑ Support activities that increase the evidence base for HPV effectiveness and safety
- ❑ Focus funding opportunities in priority areas for increasing HPV vaccine coverage
 - Mobilize partners and stakeholders
 - Strengthen providers' commitment and recommendation
 - Increase public awareness of HPV vaccine as cancer prevention
 - Address vaccine safety concerns at every opportunity
 - Focus on high priority states
 - Use systems approaches to improve vaccine coverage
- ❑ Funding announcements at <http://www.grants.gov>

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□ NCIRD Office of the Director

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□ Immunization Services Division

- Shannon Stokley
- Melinda Wharton
- Robin Curtis

HPV Vaccine is Cancer Prevention

Watch a short video to remind you why YOU are the key to preventing HPV-related cancers. [5:35 mins]

<http://www.cdc.gov/vaccines/who/teens/for-hcp/hpv-resources.html>



Thank you!
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For more information please contact Centers for Disease Control and Prevention

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