HPV Vaccine Promotion in Minnesota

Lisa H. Randall, JD, MPH
Policy Specialist
Minnesota Department of Health
June 11, 2014
MDH activities

- HPV PPHF grant
  - Stakeholders
  - Reminder/recall
  - Public awareness
  - Provider education
  - Assess. & feedback
- Provider videos
- Adolescent PPHF grant
  - Reminder/recall
  - Assess. reports
- Athletic physical form
- School law co-promotion
- Joint letter w/MCA

Partner activities

- MN Cancer Alliance
  - MN Comm. Measure
  - Provider framing
  - Cultural materials
- MnAAP
  - Grant activities
  - Other activities
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Statewide reminder postcards
- Parents of 11- and 12-year-olds
- Addresses from IIS with Westlaw updates

Regional reminder letters
- To adolescents due for any dose of HPV
  - 2 more rounds to 11- and 12-year-olds
  - 3 rounds to 13- through 17-year-olds
- Message is about full adolescent platform
- In 2 out of 7 IIS administration regions
- Addresses from IIS with Westlaw updates
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- **Athletic physical form**
- **School law co-promotion**
- **Joint letter w/MCA**

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### Statewide mailing results
- 121,717 sent
- 9,833 returned (8%)

### Rate changes to date

![Graph showing rate changes to date for different vaccines](image-url)

- All children 11-12 y/o in MN

*Graph indicates changes in vaccination rates for HPV #1, HPV #2, HPV #3, MCV4, and Tdap.*

- Feb 2014
- May 2014

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School Space Media
• 29 metro-area high schools (high-attendance games)
• Successive digital messages

Making the team is DIFFICULT!
Getting vaccinated is EASY!
Vax4Teens
www.health.state.mn.us/vax4teens
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State high school sports tournaments
  ▪ Basketball (b/g), hockey (b/g), wrestling, football
  ▪ Program print ads, in-arena ads, PA announcements, exhibit tables
  ▪ Broadcast affiliate advertising
    ▪ Close the Door to Cancer (CDC) PSA
    ▪ Banner ads on station website
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Hockey dasherboard ad
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Basketball courtside display
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TV station web ad
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Social media
- Followup to postcard mailing
  - Facebook – Have you seen our vax4teens postcard? If you’re the parent of an 11 or 12 year old, watch your mailbox for this postcard to arrive soon with info on getting your teen vaccinated. [www.health.state.mn.us/vax4teens](http://www.health.state.mn.us/vax4teens)
  - Twitter – Did you get our vax4teens postcard? [www.health.state.mn.us/vax4teens](http://www.health.state.mn.us/vax4teens)
- Later March – Facebook and Twitter
  - Making the game-winning shot is hard. Getting vaccinated is easy. Do something easy today—get vaccinated! [www.health.state.mn.us/vax4teens](http://www.health.state.mn.us/vax4teens)

Images for social media posts
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Diverse media placements

- Radio PSAs in Hmong, Khmer, Vietnamese, Oromo, Somali, Amharic, Spanish, and Tagalog
- Print materials for American Indian, Spanish-speaking, Hmong, African-American, and African-born (Somali, Liberian, Ethiopian) audiences

Sample ads
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### Minnesota State Fair

- Largest state fair (by average daily attendance) in the U.S.
- Dedicated exhibit, participation in Prep Day

![MDH exhibit space](image)
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**Provider education**

- On-demand webcast, 5 lectures, 10 inservices
- CME/CE credit provided

**Assessment & feedback**

- Quality improvement planning at inservices
- Webinar followup after adolescent AFIX visits
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Provider education locations
- Thief River Falls*
- Bemidji
- Duluth (3)
- St. Cloud
- Minneapolis
- St. Paul
- Rochester
- Mankato
- Marshall (2)
- Pipestone
- Fairmont
- Glencoe
- Pierz*
- Morris
- Willmar

- Bagley*

* Booking in the works
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Reminder-recall project participants
- Suburban pediatric practice
- Greater Minnesota family practice
- Combined adolescent cohort ~19,000

Status
- One practice has completed 3 rounds
- One practice now embarking on 2nd round
- Challenges
  - Data quality
  - Clinic staff turnover
- Lessons so far
  - Patients respond enthusiastically
  - Clinics are willing to use IIS reminder-recall tools after demonstrations
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Adolescent assessment summary report

Missed opportunity measure in development

Tdap, MCV4, and HPV client followup capacity added to IIS
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Old Minnesota State High School League physical assessment form:

New language (adds MCV4 and HPV):

Newer language (no distinction between recommended and required):
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Are Your Kids Ready?
Minnesota’s Immunization Law

<table>
<thead>
<tr>
<th>Immunization Requirements</th>
<th>Birth through 4 years (Early childhood programs &amp; Child care)</th>
<th>Age: 5 through 6 years&lt;sup&gt;2&lt;/sup&gt;</th>
<th>Age: 7 through 11 years</th>
<th>Age: 12 years and older</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>For Kindergarten</td>
<td>For 1st through 6&lt;sup&gt;th&lt;/sup&gt; grade</td>
<td>For 7&lt;sup&gt;th&lt;/sup&gt; through 12&lt;sup&gt;th&lt;/sup&gt; grade</td>
<td></td>
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<tr>
<td>Hepatitis A</td>
<td></td>
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<tr>
<td>Hepatitis B</td>
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<tr>
<td>DTaP/DT</td>
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<tr>
<td>Polio</td>
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<tr>
<td>MMR</td>
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<td></td>
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<tr>
<td>Hib&lt;sup&gt;1&lt;/sup&gt;</td>
<td></td>
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<td></td>
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<tr>
<td>Pneumococcal</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Varicella&lt;sup&gt;1&lt;/sup&gt;</td>
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Immunizations recommended but not required by the Immunization Law:

Influenza

<table>
<thead>
<tr>
<th>Rotavirus Recommended for infants</th>
<th>Human papillomavirus Recommended at age 11 years</th>
</tr>
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<tr>
<td>Recommended annually for all children age 6 months and older</td>
<td></td>
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<sup>1</sup> If the child has already had chickenpox disease, varicella shots are not required. If the disease occurred after 2010, the child’s doctor must sign a form.

<sup>2</sup> First graders who are 6 years old and younger must follow the polio and DTaP/DT schedules for kindergarten.

<sup>3</sup> An alternate 2-shot schedule of hepatitis B may also be used for kids from age 11 through 15 years.

<sup>4</sup> Proof of at least three doses of diptheria and tetanus vaccination needed. If a child received Tdap at age 7-10 years another dose is not needed at age 11-12 years. However, if it was only a Td, a Tdap dose at age 11-12 years is needed.

<sup>5</sup>A booster dose is required at age 16 years or three years later if the first dose was given between age 13-15 years.

Exemptions
To go to school in Minnesota, students must show they’ve had these immunizations or file a legal exemption with the school.
Parents may file a medical exemption signed by a health care provider or a conscientious objection signed by a parent/guardian and notarized.

Looking for Vaccination Records?
For copies of your child’s vaccination records, talk to your doctor or call the Minnesota Immunization Information Connection (MIIC) at 651-201-5503 or 1-800-657-3970.

For a parent-friendly chart of immunizations needed for kids from birth to age 16 see, “Where to Get Vaccines” available to download from www.health.state.mn.us/divs/dep/immunize/schedules.html

IC# 141-0983 (MDH, 10/2013)
Dear Medical Director:

The Minnesota Cancer Alliance and the Minnesota Department of Health’s Immunization Program have joined forces to promote human papillomavirus (HPV) vaccine, which is a safe and effective method of preventing cervical and other cancers. Vaccine ordering records from the Minnesota Vaccines for Children (MVFC) program suggest that your clinic may be using HPV vaccine less frequently than other adolescent vaccines.

HPV vaccine provides a very high level of protection against virus strains 16 and 18, which are responsible for most of the cancer burden of HPV. Thus, HPV-related cancer is largely preventable, especially when the vaccine is given as recommended: to both girls and boys at 11 or 12 years of age, before they become sexually active. Yet, compared to other adolescent vaccines, uptake of HPV vaccine is low. Only about a third of adolescent girls in Minnesota have completed the recommended three-dose HPV vaccine series, and few boys have received all three doses.

The Alliance and the Immunization Program would like to ask that your clinic assess its policies and procedures related to HPV vaccination and consider some of these techniques for increasing HPV vaccine uptake:

- **Support and recommend HPV vaccine for your patients.** Provider recommendation is the strongest predictor of a patient’s vaccination status. If you’re concerned that HPV vaccination will be a sensitive subject, the best approach may be to emphasize that the vaccine works best at preventing cancer later in life if it is given at the recommended age. You could also stress that HPV is very common: at least half of adults will be infected with HPV at some point, and it is impossible to predict which infections will become cancerous. The enclosed patient education materials may be helpful.

- **Include HPV vaccine in your clinical routines,** such as by adding it to routine screening forms or placing an automatic reminder in your electronic health record (EHR) system.

- **Take advantage of every possible visit** to give HPV vaccine. Mild illness is not a contraindication.

- **Remind patients** when they are due for each dose of HPV vaccine. A listing of reminder programs is enclosed.

- **Track your rates.** Your EHR system may be able to calculate the proportion of adolescents in your practice who are up to date on HPV and other vaccines. Also, beginning in summer 2013, you will be able to run the new Minnesota Immunization Information Connection (MIIIC) Adolescent Assessment Report to gauge these rates.

Your patients rely on your clinical judgment, just as we are relying on you to carry out this important cancer prevention measure. We thank you in advance for your efforts to prevent HPV-related cancers through vaccination.

Best regards,

Jennifer P. Lundblad, Ph.D., MBA
Steering Committee Chair
Minnesota Cancer Alliance

Kristen R. Ehresmann, RN, MPH
Director, Division of Infectious Disease Epidemiology, Prevention, and Control
Minnesota Department of Health

Sent to 253 clinics that ordered disproportionately little HPV vaccine from VFC program
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About Minnesota Community Measurement
▪ Mandatory per state law
▪ Results reported to public
▪ Measures chosen by committee

Arguments for an HPV measure
▪ Similar to HEDIS measure but would include males
▪ Easy to measure via IIS
▪ Likely an indicator of other best practices

Current status
▪ Minnesota Cancer Alliance (MCA) advocated for a measure in 2011, but was not selected
▪ MCA has drafted a letter outlining the measure and is recruiting support from member organizations
▪ Letter will be submitted to the Division of Health Policy in 2014
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Changing the HPV message
- From STD
- To cancer prevention

Physicians may be recruited to
- Write editorials in provider publications
- Host provider education webinars
- Conduct clinic visits
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Prevent Cancer Foundation grant
▪ $10,000 award
▪ Work began January 2014

Partners
▪ American Indian Cancer Foundation
▪ Fond du Lac Comprehensive Cancer Control Program
▪ MN-WI Intertribal Cancer Council

Purposes
▪ Develop and test culturally specific educational materials on HPV vaccine for MN American Indian populations
▪ Distribute via mail, clinics, and AI-serving organizations
Focus
- Resident and provider education
- Themes: anti-cancer, give early, give to boys, does not promote promiscuity, use reliable resources

Activities
- Videos
  - Model scenarios
  - Recorded with volunteer families
- PowerPoint presentation
  - Reviews HPV disease and vaccine essentials
  - Encourages providers to set aside myths
  - Will be presented to family medicine and pediatrics residents; measurement of attitudes/beliefs afterward
  - Will be presented to Minnesota AAP meeting in June 2014
- Both will be posted on www.mnaap.org
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### Journal article
- **Making the C.A.S.E. for the Human Papillomavirus Vaccine: How to Talk to Parents and Adolescents**
  - Minnesota Medicine, February 2014

### MOC2 module
- In development
- Will be delivered via webinar
lisa.randall@state.mn.us
(651) 201-4140
www.health.state.mn.us/immunize

<table>
<thead>
<tr>
<th>Role</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program manager</td>
<td><a href="mailto:margaret.roddy@state.mn.us">margaret.roddy@state.mn.us</a> (Margo)</td>
</tr>
<tr>
<td>Stakeholder engagement</td>
<td><a href="mailto:denise.dunn@state.mn.us">denise.dunn@state.mn.us</a></td>
</tr>
<tr>
<td>Statewide reminder/recall</td>
<td><a href="mailto:sydney.kuramoto@state.mn.us">sydney.kuramoto@state.mn.us</a></td>
</tr>
<tr>
<td>Public awareness</td>
<td><a href="mailto:stefani.kloiber@state.mn.us">stefani.kloiber@state.mn.us</a></td>
</tr>
<tr>
<td>MN Cancer Alliance</td>
<td><a href="mailto:heather.hirsch@state.mn.us">heather.hirsch@state.mn.us</a></td>
</tr>
<tr>
<td>MN Chapter AAP</td>
<td><a href="mailto:cairns@mnaap.org">cairns@mnaap.org</a> (Katherine)</td>
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