Does an Educational Video on HPV Vaccine Influence Parents’ Decision to Vaccinate in a Family Practice Office?

Jeanne Potts, DNP, WHNP-BC, FNP-C
Erik Southard, DNP, FNP-BC
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Problem

- There are 79 million infected with HPV in United States (1) with 14 million newly diagnosed cases yearly (2).
- HPV vaccine has been available since 2006 for females and 2009 for males (1).
- HPV vaccine ≥1-dose rates remain low (1):

<table>
<thead>
<tr>
<th></th>
<th>Female %</th>
<th>Male %</th>
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</thead>
<tbody>
<tr>
<td>National</td>
<td>57</td>
<td>35</td>
</tr>
<tr>
<td>Indiana</td>
<td>54</td>
<td>18</td>
</tr>
<tr>
<td>Clay County</td>
<td>32</td>
<td>11</td>
</tr>
<tr>
<td>Office</td>
<td>35</td>
<td>12</td>
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</tbody>
</table>
- Challenge for providers is to determine the best modality to educate parents.
Objectives

- Implement an HPV educational video as the means to educate parents.
- Assess parents’ attitudes about HPV vaccine.
- Increase parents’ knowledge about HPV vaccine.
- Increase parents’ intent to vaccinate with HPV vaccine.
- Increase HPV vaccination rates in a family practice office.
Evidence

- Parents who vaccinated with HPV vaccine had positive attitudes and increased knowledge about HPV vaccine (4);(5);(6);(7).
- Parents’ decision to vaccinate with HPV vaccine is based on providers’ recommendations (5); (8); (9); (10).
- Providers hesitate to engage in HPV vaccine discussions based on time constraints (5) and providers believe they cannot change parents’ minds (11).
- Video is reported to be superior to other educational modalities (7); (12);(13).
Methods

- **Population**
  - Participants who have children ages 9-17 who have not received the HPV vaccine.
  - Participants must speak and read English.

- **Research Design**
  - Quantitative, Pre-test/Post-test
Methods cont’d

- **Instruments:**
  - Demographic Survey
  - Pre-Post Video Questionnaire
    - 10 Attitude Questions: Taken from Carolina HPV Immunization Attitudes & Beliefs Scale (CHIAS) (8).
    - 9 Knowledge Questions: Taken from Caregivers Survey used in Carolina HPV Immunization Measurement and Evaluation (CHIME) Project (4).
    - 1 Intent Question
  - **Educational HPV Vaccine video:** Used with permission from American Sexual Health Association (ASHA)
Outcomes

Sample Demographics (N=46)

- **Relationship:** 80% Mothers, 13% Fathers, 7% Guardian
- **Age:** Mean = 41 years; Range 29-64 years
- **Marital Status:** 67% Married; 16%; Widowed 4%; Divorced; 13% Single
- **Education:** 11% No degree; 44% High School; 8% Some College; 8% Trade Degree: 24% College Graduates; 5% Post College Degree
- **Annual Family Income:** 24%<$25,000; 36%=$25,000-$49,999; 24%=$50,000-$74,999; 16% > $75,000
- **Ethnic/Cultural:** 98% Caucasian: 2% African American
- **Employment:** 58% Employed; 42% Unemployed
- **Religion Affiliation:** 63% Religion 37% No Religion
Outcomes Cont’d

- **Attitudes Domain:** There was a significant decrease in post-video scores ($M=20.3$, $SD=5.1$) in comparison to pre-video scores ($M=23.7$, $SD=5.3$); ($t(39)=6.16$, $p=.000$). (Improved attitude = decreased test scores)

- **Knowledge Domain:** There was a significant increase in knowledge perception post-video ($M=7.2$, $SD=1.1$) when compared to pre-video ($M=6.3$, $SD=1.2$); ($t(36)=5.9$, $p=.000$).
Outcomes cont’d

- **Intent to Vaccinate:** Clinically meaningful changes were noted in intent to vaccinate with 14/45 (31%) of parents increasing their intent to vaccinate after watching the educational video.

- **HPV Vaccination Rates in Office**
  - Female Vaccination Rates (N=74) increased from 35% (2015) to 41% (2016).
  - Males Vaccination Rates (N=57) increased from 12% (2015) to 21% (2016).
Conclusions

The educational video on HPV vaccine:

• Improved parents’ attitudes
• Increased parents’ knowledge
• Increased parents’ intent to vaccinate
• Increased vaccination rates in the family practice office
Conclusions cont’d

- Facilitators:
  - Educational video provided effective information in a short amount of time.
  - Educational video can be viewed prior to the provider entering the exam room thus facilitating time.
  - Educational video is an easy modality for staff to provide to parents.
Conclusions cont’d

Barriers:

- Providers/staff still need to be confident to discuss HPV/HPV vaccine with patients.
- Providers/staff may be reluctant to use portable electronics as an educational modality.
- Educational video may not be the best modality for all parents to learn about HPV/HPV vaccine
References


