



Making the connections Washington families need to be healthy.

Preventing HPV Cancers: A Distance-Learning Course in Washington



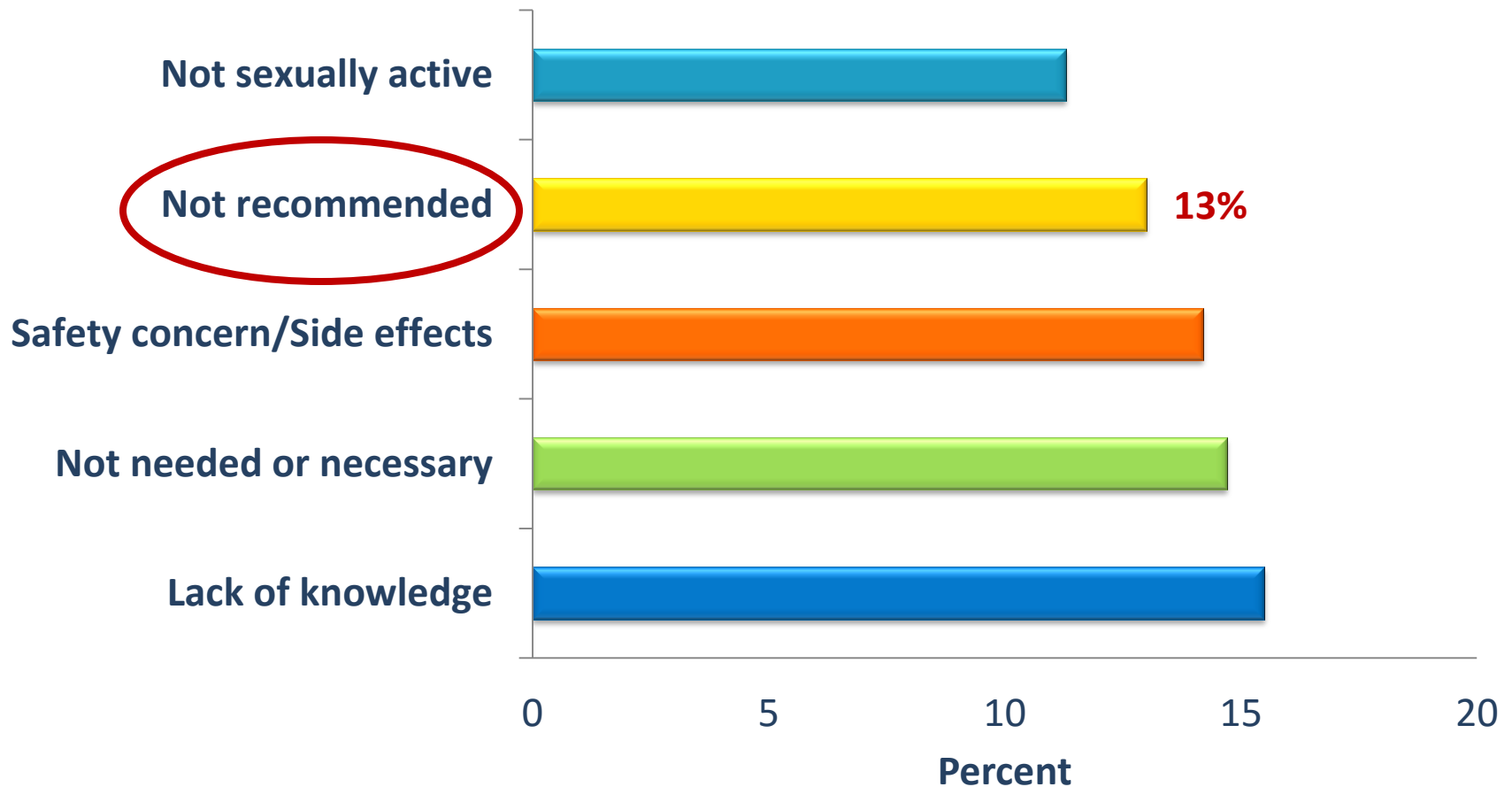
Why a continuing education course on recommending HPV immunization?

- HPV immunization rates fall far short of meeting our goals.
- Provider recommendation is one of the most important reasons parents vaccinate.
- Providers have room for improvement!
- Continuing education courses can reach a broad audience.

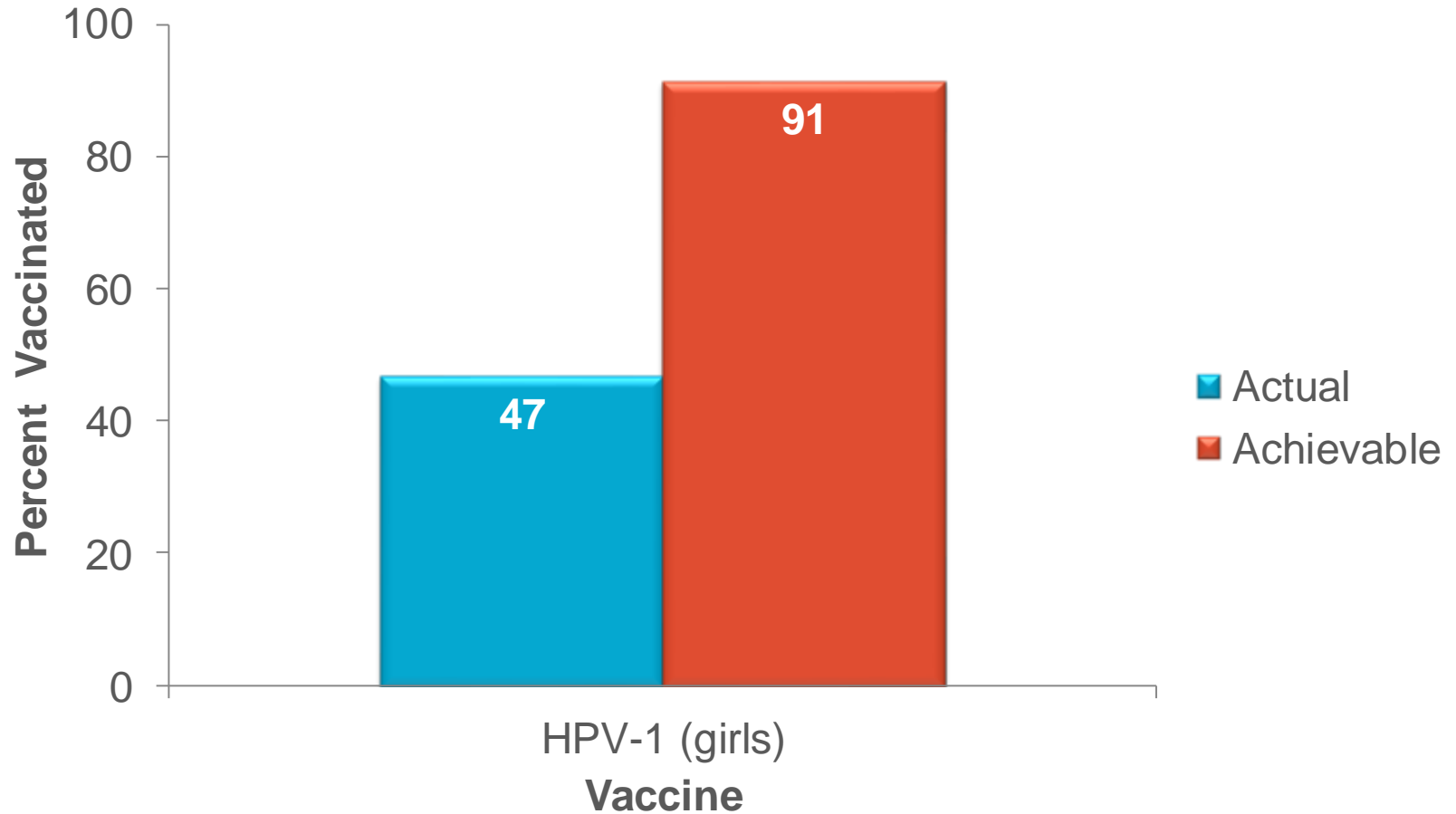
Vaccination Rates Are Low

- Adolescent vaccination coverage in Washington State, 2014:
 - 53.8% of teen boys and 65.8% of teen girls had 1 dose of HPV vaccine.
 - 24.6% of teen boys and 43.8% of teen girls completed the HPV vaccine series.
- Healthy People 2020 Goal: 80%
- **What this means: adolescents remain unprotected from HPV-related cancers!**

Top 5 reasons parents say they don't intend to vaccinate their daughter:

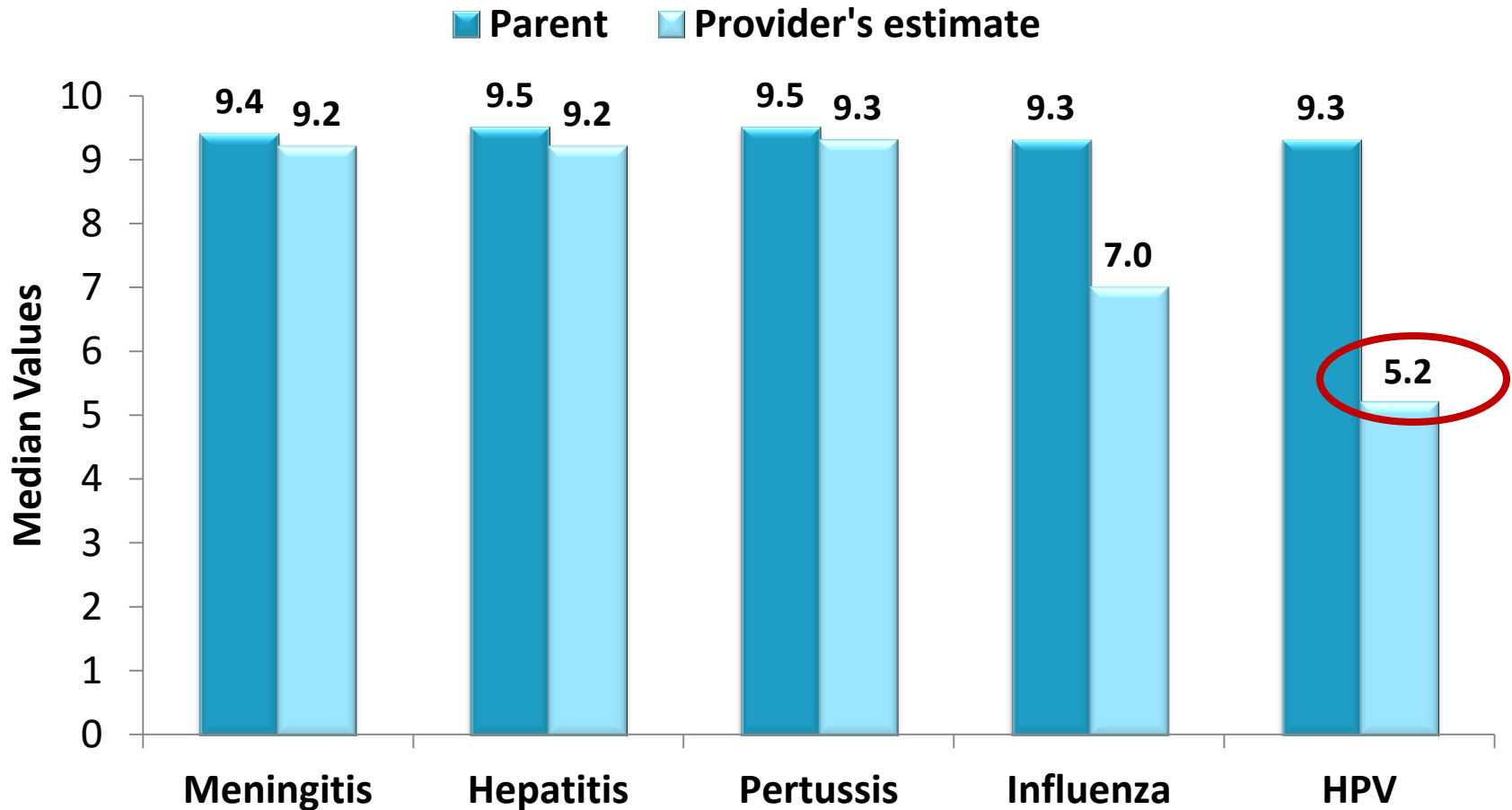


Impact of Eliminating Missed Opportunities by Age 13 Years in Girls Born in 2000



Missed opportunity: Healthcare encounter when some, but not all ACIP-recommended vaccines are given. HPV-1: Receipt of at least one dose of HPV.

Clinicians Underestimate the Value Parents Place on HPV Vaccine



HPV Vaccine Communications During the Healthcare Provider Encounter

Providers Say:

- 59% recommended only to children they perceived to be “at risk”
- 49% did NOT recommend vaccination on the same day as other adolescent vaccines (Tdap, MCV)
- 26% did not recommend on-time vaccination for girls (39% didn’t for boys)

Meanwhile, Parents Say:

- 48% reported no provider recommendation
- 16% reported low-quality recommendation
- High-quality recommendations (only 36%) were associated with NINE TIMES the odds of initiating the series

Course Content

- HPV infection, related disease and cancers
- HPV vaccine information and recommendations
- HPV vaccine safety and impact
- **Communicating with patients and families**
- Responding to FAQs about HPV vaccine

Talking With Parents About HPV

- **Recommend:** “Quinn should get 3 shots today: HPV vaccine, meningococcal vaccine, and Tdap vaccine.”
- **Ask:** “Do you have questions for me about these vaccines?” “It sounds like you’re concerned about... Am I understanding this?”
- **Acknowledge:** “That is a question many parents have. I know you want to keep Sophie safe, and so do I.”
- **Advise:** Respond to specific concerns.

Give a STRONG Recommendation!

*“HPV vaccine prevents **cancer**.”*

*I want your child to be protected from **cancer**.”*

That’s why I’m recommending that your daughter/son receive the first dose of the HPV vaccine series today.”

Responding to Frequently Asked Questions

- **Why vaccinate at age 11-12?**
 - More robust immune response than in older teens
 - We always vaccinate before exposure occurs
- **I don't want to give my child permission to have sex**
 - Multiple studies show that getting vaccinated does not make kids more likely to become sexually active at a younger age
- **What about safety/side effects?**
 - HPV vaccine is not new – it's been recommended for a decade - and is very safe
 - Side effects are mild (pain, redness in the arm)

Responding to Frequently Asked Questions, Continued

- But it's not required for school...
 - My goal is to protect your child's health. Meeting school requirements is important, but it's even more important to prevent cancer.
- Did you vaccinate your child?
 - A personal testament is one of the most powerful ways you can earn parent's trust!
- When do we come back?
 - Remind parents of 3-dose series and how to schedule future appointments to complete it



732

**Participants in the first six
months of the course**

82% said they planned to make changes in their practice as a result of having taken the course

- “Stronger, earlier recommendations for HPV vaccination”
- “Include HPV as important as Tdap or Menveo to protect against cancer”
- “Encourage questions from clients rather than accept that it is their decision not to vaccinate”

**Continuing Education is Available
Through April 15, 2017!**

*[http://www.cardeaservices.org/resourcecenter/
you-are-the-key-to-hpv-cancer-prevention](http://www.cardeaservices.org/resourcecenter/you-are-the-key-to-hpv-cancer-prevention)*

THANK YOU!



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