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!

MMWR 2014; 63(29);625-633.
Top 5 reasons parents say they don’t intend to vaccinate their daughter:

- Not recommended (13%)
- Safety concern/Side effects
- Not needed or necessary
- Lack of knowledge
- Not sexually active

CDC. National and State Vaccination Coverage Among Adolescents Aged 13–17 Years — United States, 2012
MMWR 2014; 63(29);625-633.
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.

MMWR. 63(29):620-624.
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.
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
THANK YOU!

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