



Motivating Diverse Partners to Address HPV Vaccination Rates

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Every year in the United States 27,000 people are diagnosed with a cancer caused by HPV



That's 1 case every 20 minutes



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State and county-level immunization coverage (completion rates) among 13-17 year-olds Jan-June 2015

	3+ HPV (female)	3+ HPV (male)	Tdap	MCV ₄
Colorado*	42.10%	21.90%	90.20%	76.80%
CIIS				
Adams	33.10%	20.50%	67.70%	65.90%
Arapahoe	33.90%	22.00%	68.90%	69.50%
Denver	40.40%	30.20%	68.90%	70.40%
Douglas	27.30%	16.80%	76.60%	68.90%
Jefferson	30.20%	19.30%	70.60%	68.00%





Denver Metro Alliance for HPV Prevention

Coordinated regional partnership funded by the Colorado Department of Public Health and Environment.

Led by:

- Denver Public Health
- Jefferson County Public Health
- Tri-County Health Department
- Colorado Children's Immunization Coalition (CCIC)
- The Adult and Child Consortium for Health Outcomes Research and Delivery Science (ACCORDS)



ACCORDS

ADULT AND CHILD CONSORTIUM FOR HEALTH OUTCOMES
RESEARCH AND DELIVERY SCIENCE

UNIVERSITY OF COLORADO | CHILDREN'S HOSPITAL COLORADO



Adams, Arapahoe and Douglas Counties, Colorado



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Project Goals

The Alliance aims to increase HPV vaccination rates in Adams, Arapahoe, Denver, Douglas and Jefferson Counties through four approaches:

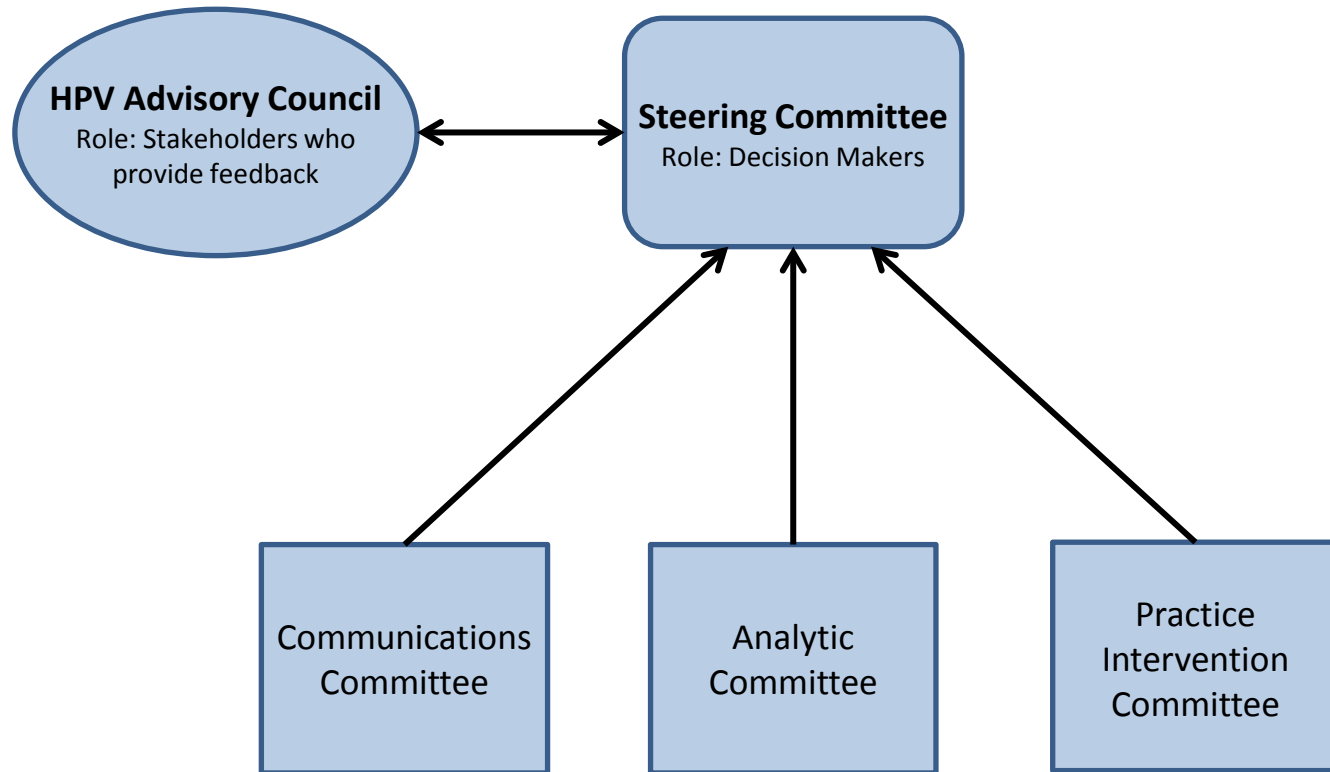
1. Forming an **Advisory Council** to promote and champion HPV vaccine education, promotion and awareness.
2. Developing **sustainable analytic infrastructure** to measure HPV vaccination rates and CIIS penetration
3. Developing and implementing a **practice intervention** to increase adherence to national HPV vaccination guidelines
4. Developing and implementing a targeted **communications plan** to increase knowledge about and demand for the HPV vaccine among parents/guardians of adolescents aged 11 to 17 years





Alliance Structure

Denver Metro Alliance for HPV Prevention



- Oversee, manage, and guide the overall Denver Metro Alliance for HPV Prevention grant, including the work of the Advisory council and subcommittees
- Develop an annual work plan and timeline to guide the work of the grant
- Ensure overall success of the project
- Sustain the Denver Metro Alliance for HPV Prevention after grant activities are complete



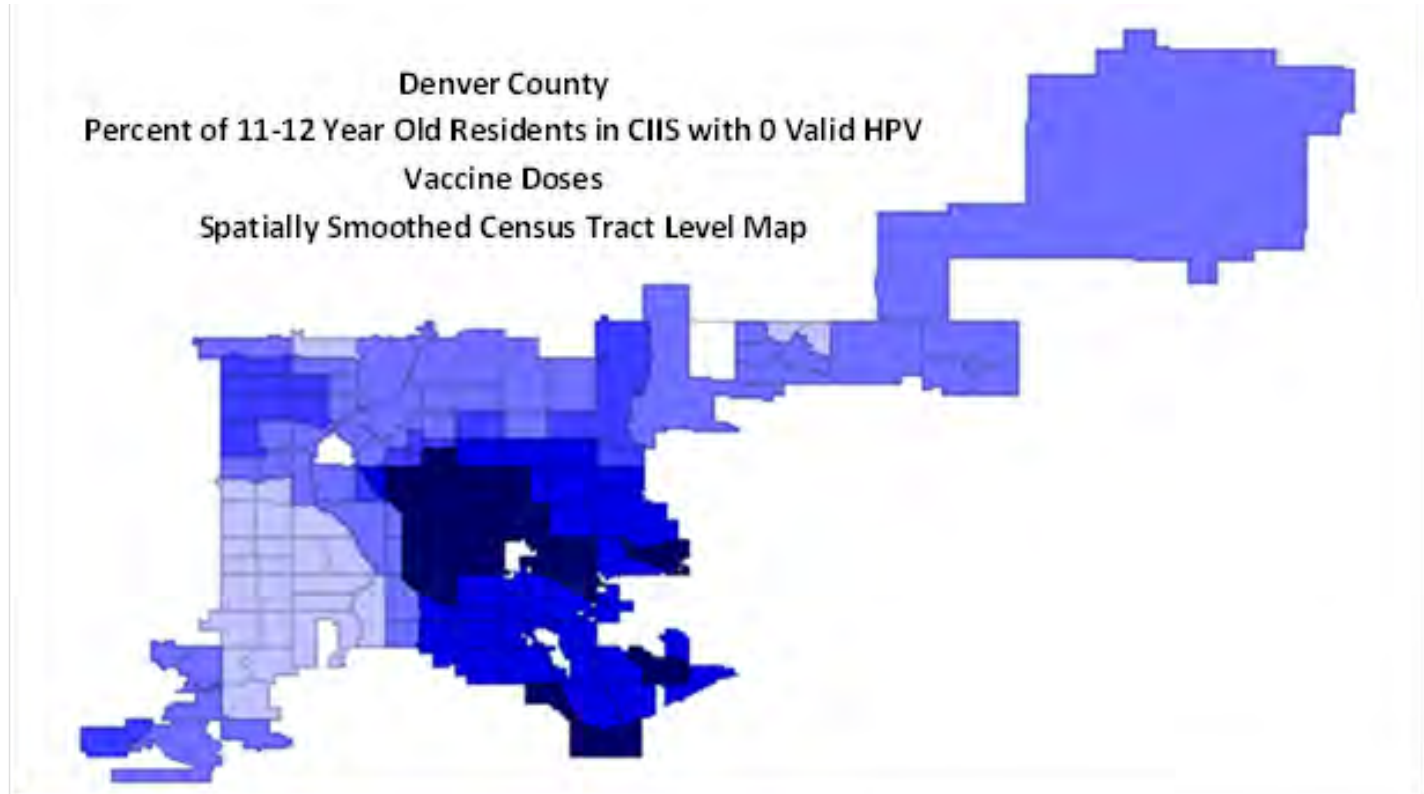
- Champion HPV vaccine education, promotion and awareness through common policy, systems and environmental approach across multidisciplinary agencies in the greater Denver metro area
- Strengthen interagency connections by aligning stakeholder goals and strategies that address challenges to increased HPV vaccination rates
- Sustain a collaborative working group for future HPV vaccination projects
- Contribute to identifying gaps, new needs and growth for the project



- Currently no coordinated approach to monitor HPV vaccination rates and CIIS utilization
- There is a need for consensus on uniform measures to accurately track impact
- Developing a centralized Business Intelligence tool to address these concerns and ensure that data visualization is user-friendly
- Inform and guide the work of the Alliance and its subcommittees with data reports



Preliminary Results



Legend

[50 – 53%] (25 census tracts)

[54 – 57%] (42 census tracts)

[58 – 61%] (17 census tracts)

[62 – 64%] (30 census tracts)

[65 – 68%] (28 census tracts)

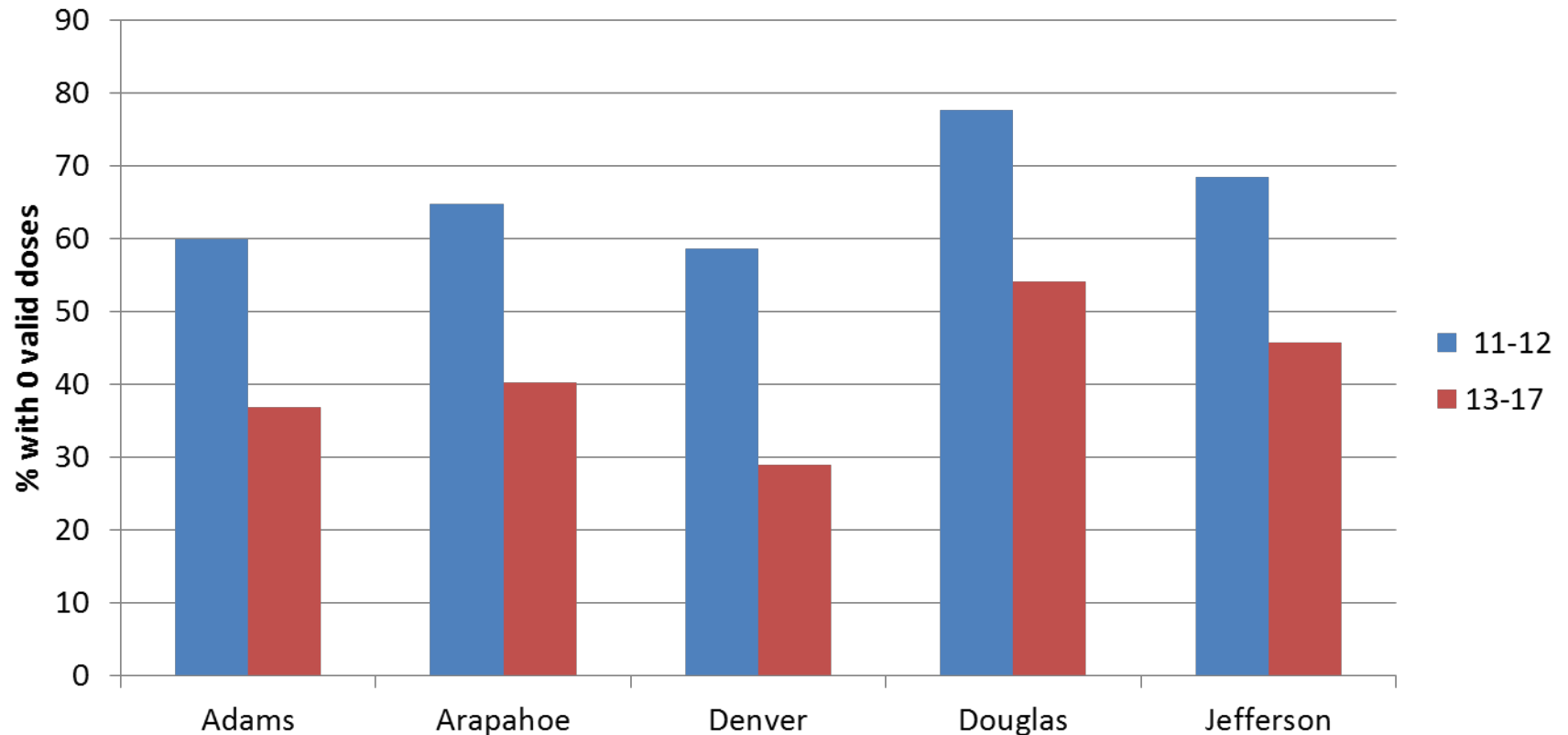
No Data (2 census tracts)



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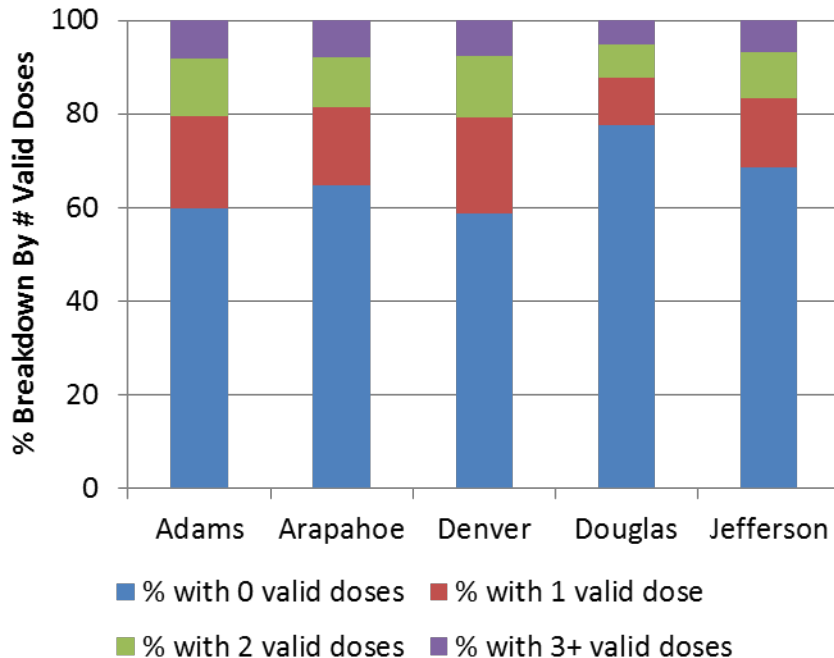
Preliminary Results

Percent of Children with 0 Valid HPV Doses by County and Age Group

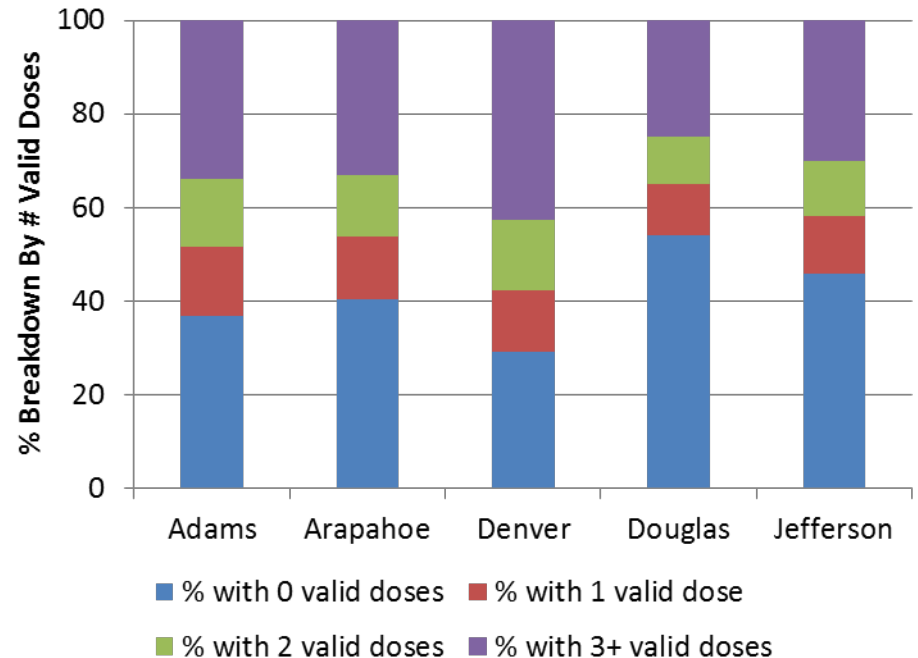


Preliminary Results

Percent of 11-12 Year Olds by County and Number of Valid HPV Doses

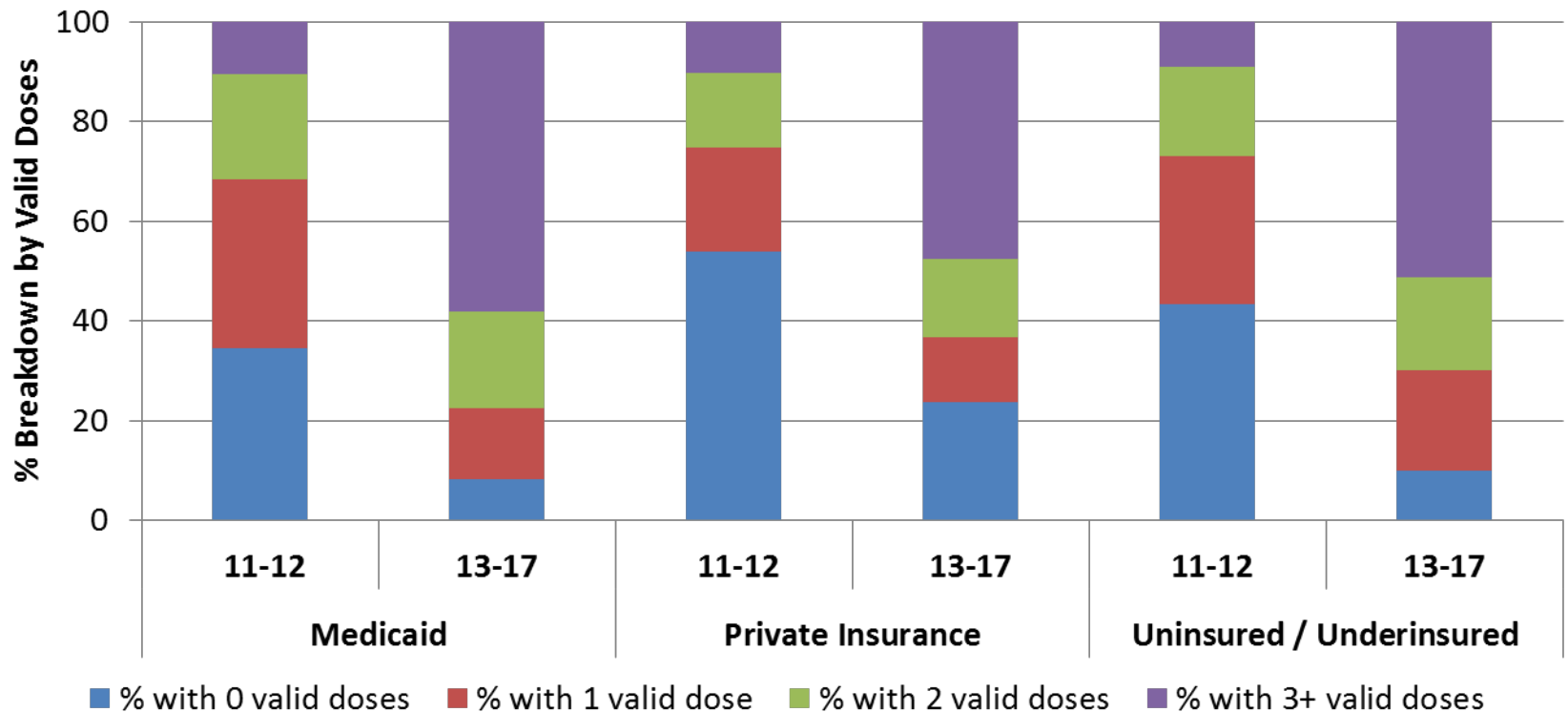


Percent of 13-17 Year Olds by County and Number of Valid HPV Doses



Preliminary Results

Percent of Denver County Residents by Age Group, Insurance Status, and Number of Valid HPV Doses



- Develop and implement a strategic, integrated communication plan targeting parents/guardians of adolescents aged 11-12 years
- Advertisements on radio, print and social media
- Provide guidance and updates to the Alliance on the project's overall communications strategy
- Creating a public information campaign to address attitudes and beliefs of parents and guardians



Communication Focus Groups



**HER DREAM IS TO
BE A VET WHEN
SHE GROWS UP**

NOT A CANCER PATIENT.

The HPV vaccine is cancer prevention.

Ask your healthcare provider about getting
your 11 or 12 year old sons & daughters
vaccinated against HPV today.



immunizenevada.org

This campaign is supported by the Nevada State Division of Public and Behavioral Health through Grant Number 5U23PD00027-02 from the CDC. Its contents are solely the responsibility of Immunize Nevada and do not necessarily represent the official views of neither the Division nor the CDC.



**HIS DREAM IS TO BE
AN ARCHITECT WHEN
HE GROWS UP**

NOT A CANCER PATIENT.

The HPV vaccine is cancer prevention.

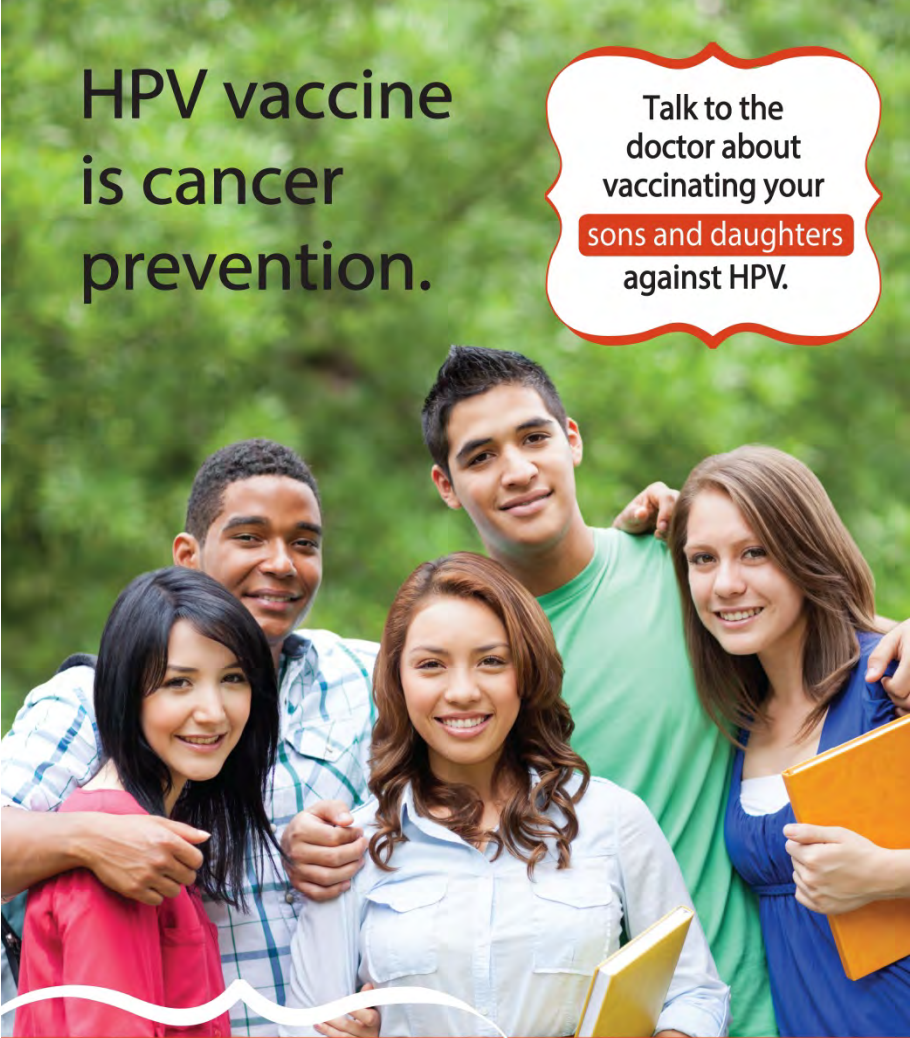
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Communication Focus Groups



HPV vaccine
is cancer
prevention.

Talk to the
doctor about
vaccinating your
sons and daughters
against HPV.

For more information call your health care provider,
school based health center, or 311.

EverThriveIllinois
Chicago's for a Healthy Communities
Primary Care Medical & Oral Health Division

HEALTHY
CHICAGO
CHICAGO DEPARTMENT OF PUBLIC HEALTH

Communication Focus Groups



BIKE HELMET

[✓]



HPV VACCINE
IS CANCER PREVENTION



SHIN GUARDS

[✓]



HPV VACCINE
IS CANCER PREVENTION



CANCER
PREVENTION

[?]



HPV VACCINE
IS CANCER PREVENTION



HPV VACCINE
IS CANCER
PREVENTION.



HPV VACCINE
IS CANCER PREVENTION



ASK FOR
IT FOR
YOUR CHILD.

LEARN MORE >



HPV VACCINE
IS CANCER PREVENTION

Communication Focus Groups

**If there was a vaccine to prevent cancer,
would you get it for your kids?**



For more information about the HPV vaccine, talk to your child's healthcare provider, local health department or pharmacist. **1-800-275-0659** | www.immunize-utah.org

BROUGHT TO YOU BY
UTAH'S PUBLIC HEALTH
DEPARTMENTS

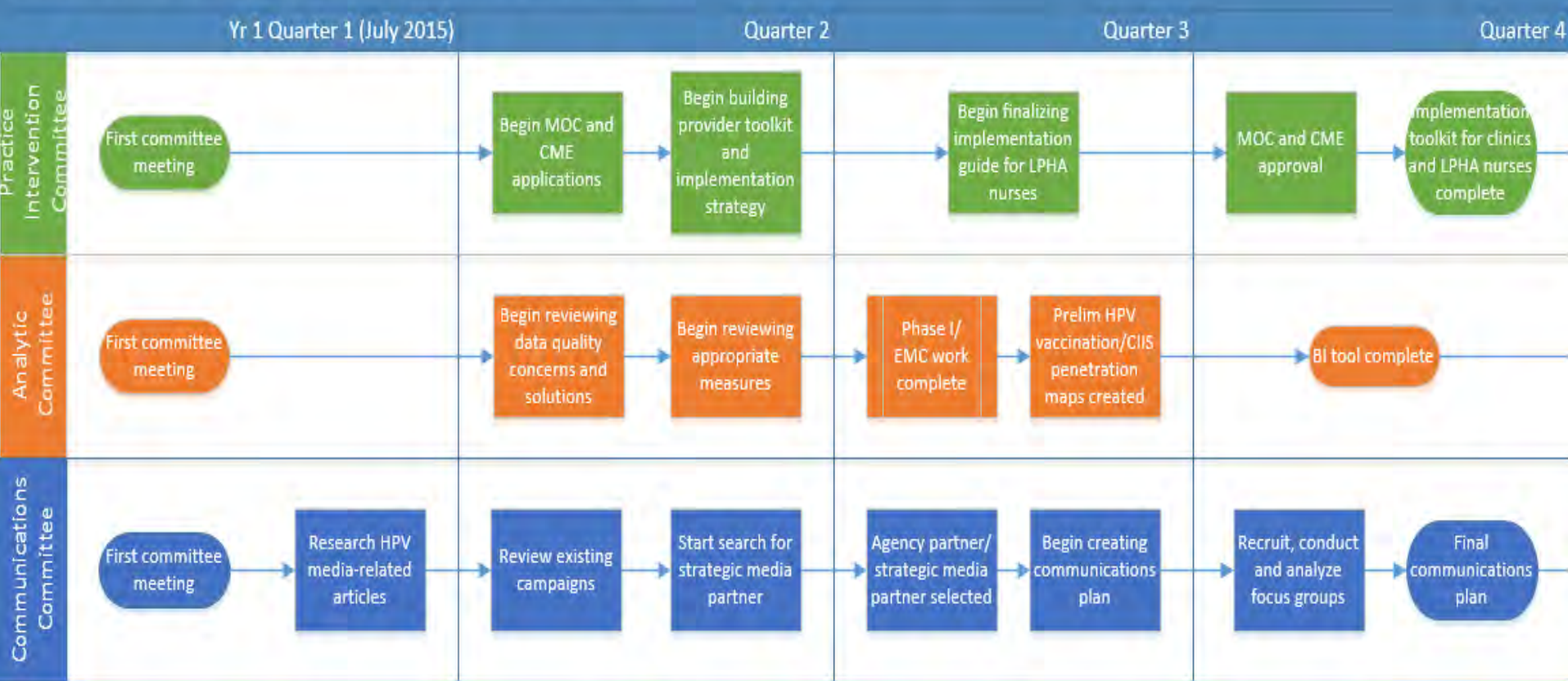


- Lack of a provider recommendation is a significant driver of low HPV vaccination rates
- Adapting previously developed toolkits and frameworks to engage providers and clinics and strengthen their recommendation for the HPV vaccination
- Will oversee LPHA's implementation of toolkit



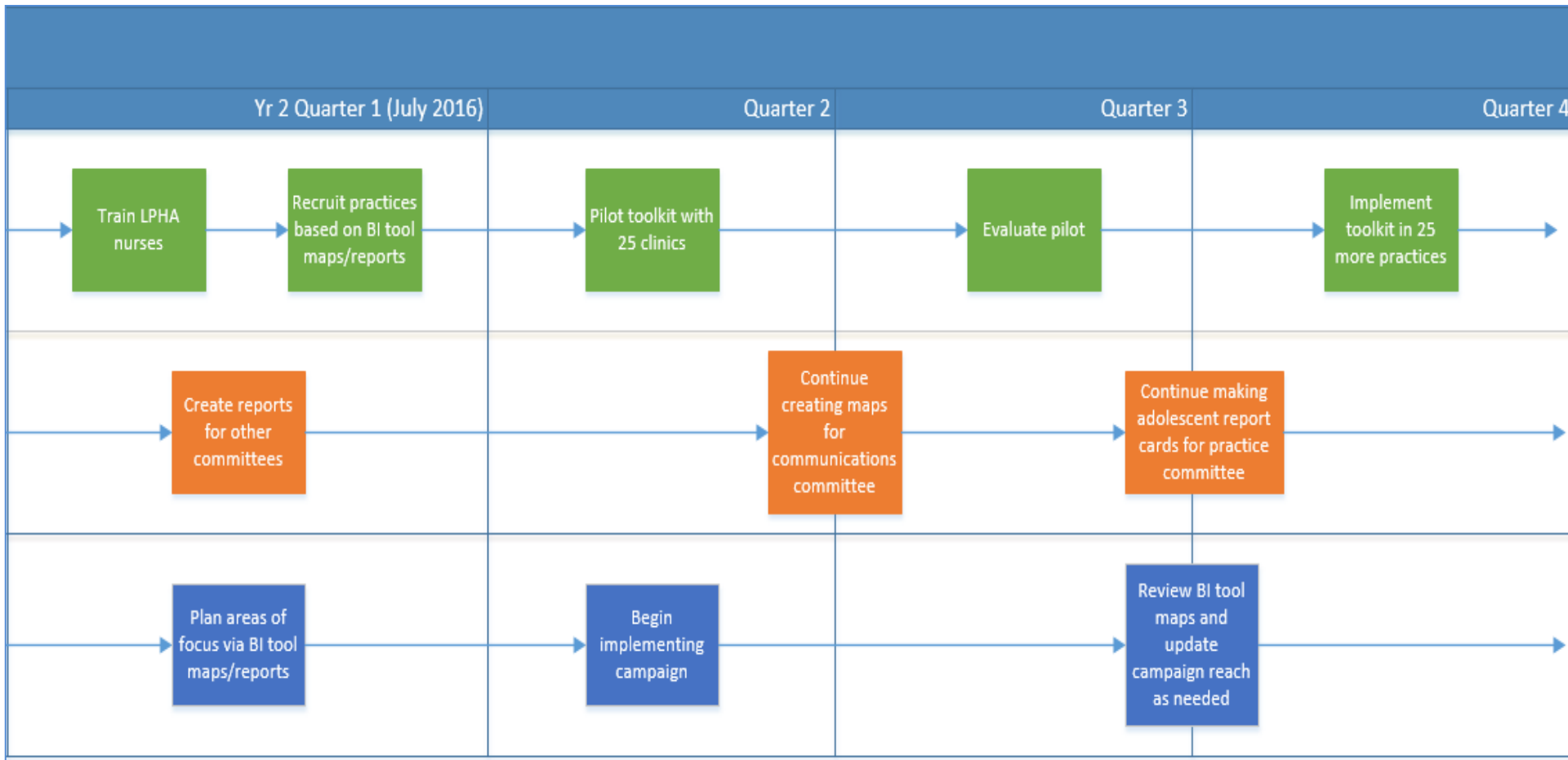
Grant Timeline

Denver Metro Alliance for HPV Prevention Grant Activities



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Grant Timeline



Denver Metro Alliance for HPV Prevention Advisory Council

Recruitment

Engagement

Barriers

Successes



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Why an Advisory Council?

- Many organizations already working on HPV immunization coverage
- Consistent messaging
- More effective and efficient delivery of results, programs and communications
- Pooling of resources
- Long-term, permanent change



Advisory Council Goals

- To **champion** HPV vaccine education, promotion and awareness through a common policy, systems and environmental approach across multidisciplinary agencies
- To **strengthen** interagency connections by aligning stakeholder goals and strategies that address challenges to increased HPV vaccination rates
- To **sustain** a collaborative working group for future HPV vaccination projects



Member Activities

- Contribute to identifying gaps, new needs, and growth for the Denver Metro Alliance for HPV prevention project
- Provide a lens to refine products and tools created by the Alliance
- Provide input on opportunities for policy change
- Share resources and lessons learned related to HPV prevention
- Disseminate materials created during the course of the project



Recruitment

- Identify lead organization/group to recruit members and plan group activates
- Identify key stakeholders
 - Research, local public health, immunization advocacy, youth organizations, schools
 - Utilize current relationships between key organizations
- Outline expectations and commitment
- Invite members and organizations individually
- Strong representation of all populations in the community



Engagement

- Plan meetings using input from the entire group, not just key members
- Invitations sent out on a consistent schedule
- Standard meeting format developed
- Concrete timeline and plan to demonstrate what next steps will be
- Use time wisely
- Location, location, location!
- Evaluation is key!



Meeting Format

- Welcome/Introductions
- Recap of last meeting
 - Allows high level recap of last meeting and discussion about progress for the overall project
 - Demonstrates how group input is being utilized for project
- Expectations for current meeting
- Breakout session
 - Allow for high levels of engagement and interaction between different individuals/organizations
 - Use facilitation methods proven to engage and involve each group member
- Wrap-up/Closing Remarks

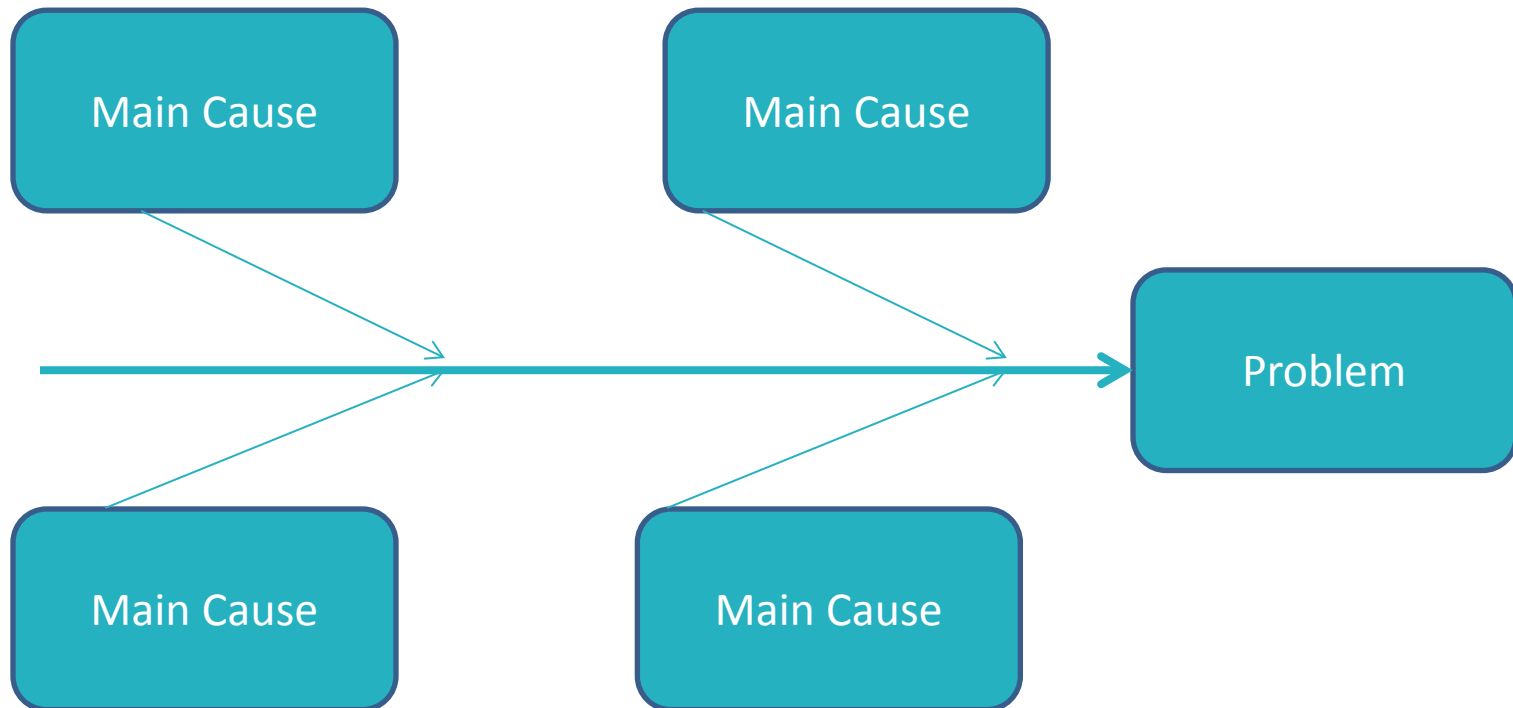


Planning Timeline



Facilitation Methods

Fish Bone Method



Facilitation Methods

Five Whys

- Identify a cause of problem and address the questions as to “Why does this happen?”

Vaccination rates are low

Parents are hesitant to vaccinate

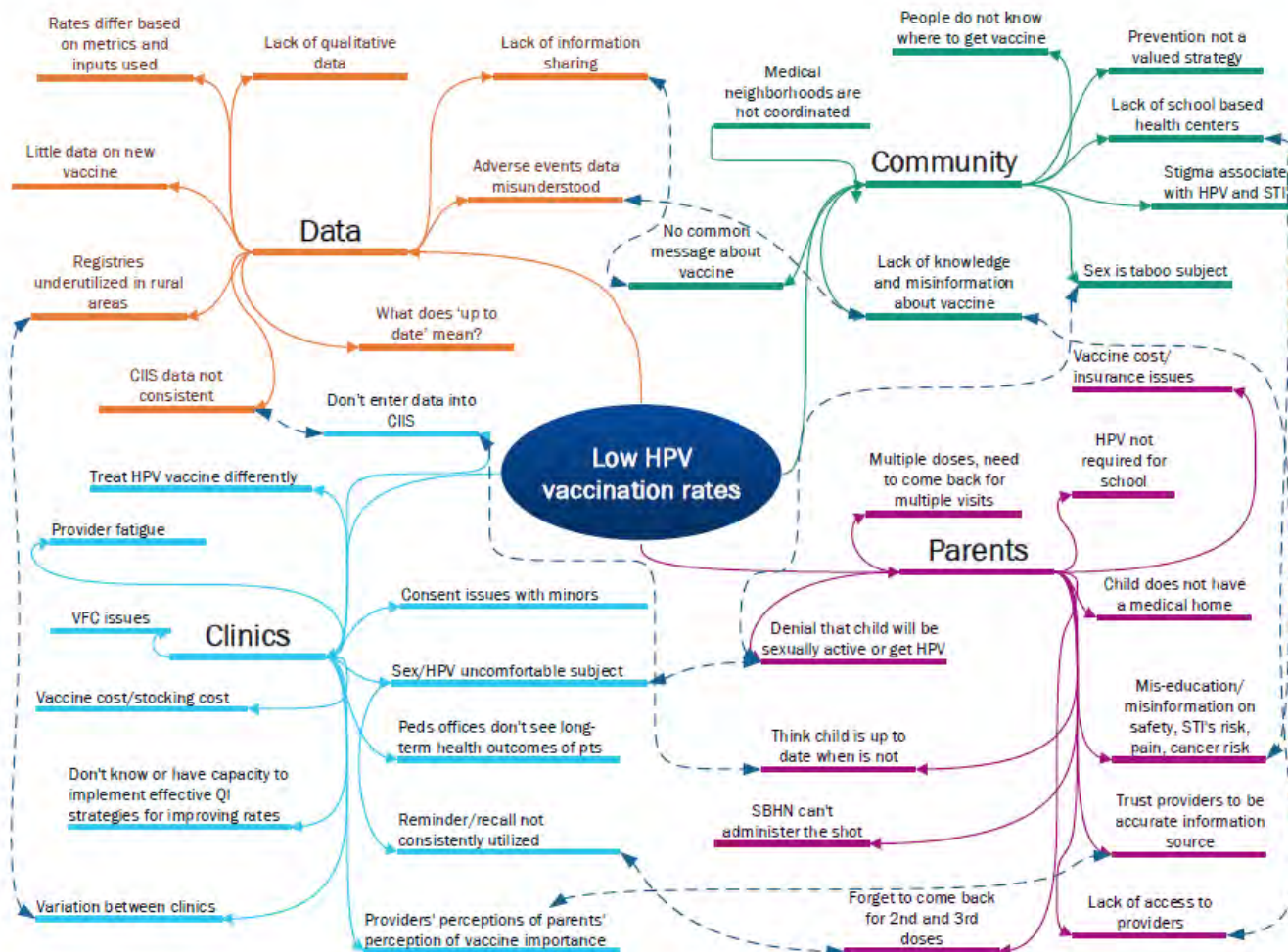
Education around safety and efficacy needed

Why?



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Facilitation Methods



Facilitation Methods

Barriers to increasing HPV vaccination rates the Denver Metro Alliance for HPV Prevention is addressing



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Evaluation

Evaluation Questions

Organization of the meeting

Goals of the meeting

General level of participation at the meeting

Ability to voice your opinion during the meeting

Material was presented in a clear and effective manner

Facilitation of the meeting

Productivity of the meeting

Length of the meeting

Meeting location

Meeting space

Overall satisfaction

- Important to ensure group is not only engaged but also satisfied
- Allows for additional input on:
 - Time of next meeting
 - Specific needs of ongoing projects
 - Identification of new members



Lessons Learned

- Conflicting schedules
- Investment is different for each member of the group
- Difficult to ensure that each person in a group is able to vocalize opinions
- Be sure to allow enough time to cover all necessary topics
- Needs and wants of group members may vary
- Location/parking
- If you feed them, they will come!



Successes

- Level of diversity in participating individuals and organizations
 - Over 30 different organizations including local public health and other governmental agencies, schools, youth organizations, and non-profits
- 40 or more individuals at each meeting
- Advice from council has been integrated in to both tentative and current projects for each subcommittee



Summary

- Timeline is important
- Clear goals for each meeting are key
- Breakout sessions highly effective
- Show progress and integration of feedback
- Consistent and repetitive communication necessary
- Constant evaluation ensures success
- Don't ignore any group input!
- Plan as far ahead as possible





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