Indiana University

School of Public Health-Bloomington

Preventing Disease, Promoting Health, Improving Quality of Life

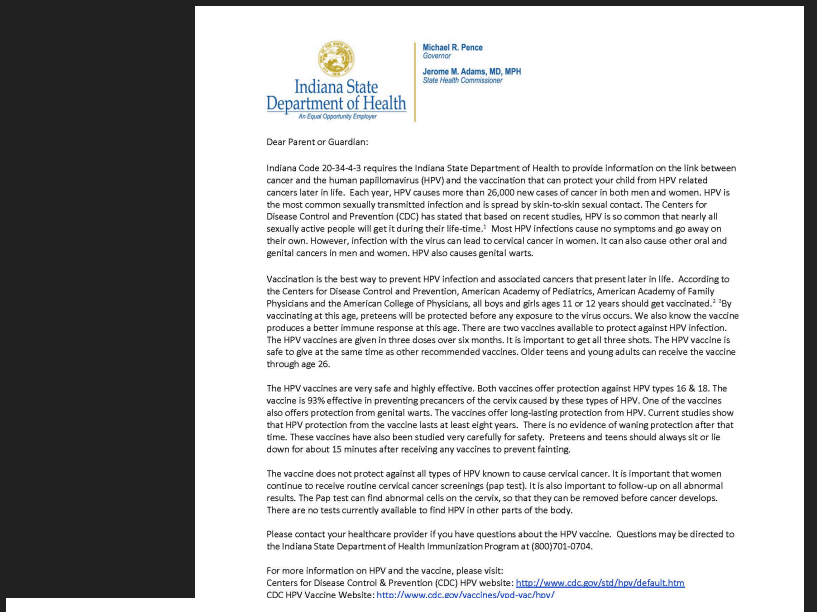
Rapid Response Public Health Advocacy: Indiana's HPV Letter

Beth Meyerson, MDiv., PhD

Assistant Professor of Health Management & Policy
Co-Director, Rural Center for AIDS/STD Prevention

- The letter
- The response
- The response to the response
- Take homz

Overview



Indiana State Department of Health
An Equal Opportunity Employer

Michael R. Pence
Governor

Jerome M. Adams, MD, MPH
State Health Commissioner

Dear Parent or Guardian:

Indiana Code 20-34-4-3 requires the Indiana State Department of Health to provide information on the link between cancer and the human papillomavirus (HPV) and the vaccination that can protect your child from HPV related cancers later in life. Each year, HPV causes more than 26,000 new cases of cancer in both men and women. HPV is the most common sexually transmitted infection and is spread by skin-to-skin sexual contact. The Centers for Disease Control and Prevention (CDC) has stated that based on recent studies, HPV is so common that nearly all sexually active people will get it during their life-time.[1] Most HPV infections cause no symptoms and go away on their own. However, infection with the virus can lead to cervical cancer in women. It can also cause other oral and genital cancers in men and women. HPV also causes genital warts.

Vaccination is the best way to prevent HPV infection and associated cancers that present later in life. According to the Centers for Disease Control and Prevention, American Academy of Pediatrics, American Academy of Family Physicians and the American College of Physicians, all boys and girls ages 11 or 12 years should get vaccinated.[2] [3]By vaccinating at this age, preteens will be protected before any exposure to the virus occurs. We also know the vaccine produces a better immune response at this age. There are two vaccines available to protect against HPV infection. The HPV vaccines are given in three doses over six months. It is important to get all three shots. The HPV vaccine is safe to give at the same time as other recommended vaccines. Older teens and young adults can receive the vaccine through age 26.

The HPV vaccines are very safe and highly effective. Both vaccines offer protection against HPV types 16 & 18. The vaccine is 93% effective in preventing precancers of the cervix caused by these types of HPV. One of the vaccines also offers protection from genital warts. The vaccines offer long-lasting protection from HPV. Current studies show that HPV protection from the vaccine lasts at least eight years. There is no evidence of waning protection after that time. These vaccines have also been studied very carefully for safety. Preteens and teens should always sit or lie down for about 15 minutes after receiving any vaccines to prevent fainting.

The vaccine does not protect against all types of HPV known to cause cervical cancer. It is important that women continue to receive routine cervical cancer screenings (pap test). It is also important to follow-up on all abnormal results. The Pap test can find abnormal cells on the cervix, so that they can be removed before cancer develops. There are no tests currently available to find HPV in other parts of the body.

Please contact your healthcare provider if you have questions about the HPV vaccine. Questions may be directed to the Indiana State Department of Health Immunization Program at (800)701-0704.

For more information on HPV and the vaccine, please visit:
Centers for Disease Control & Prevention (CDC) HPV website: http://www.cdc.gov/std/hpv/default.htm
CDC HPV Vaccine Website: http://www.cdc.gov/vaccines/vpd-vac/hpv/

Dear Parent or Guardian,

The Indiana State Department of Health (ISDH) routinely sends reminders for all required and recommended vaccines. According to records extrapolated from the Children and Hoosier Immunization Registry Program (CHIRP), your child has not started the Human Papillomavirus (HPV) series. This vaccine is not required in the State of Indiana, but it is recommended by the Centers for Disease Control and Prevention (CDC).

Please note the ISDH regularly reviews all immunization records that are automatically reported to the state immunization registry, pursuant to Indiana Code 16-38-5. If you would like your child's information permanently removed from the CHIRP registry, you may fill out the exemption form found at: http://www.in.gov/isdh/26603.htm.

HPV is the most common sexually transmitted infection and is spread by skin-to-skin sexual contact. The CDC has stated that based on recent studies, HPV is so common that nearly all sexually active people will get it during their lifetime. Most HPV infections cause no symptoms and go away on their own. However, infection with the virus can lead to cervical cancer in women. It can also cause other oral and genital cancers in men and women, as well as genital warts.

According to the CDC, American Academy of Pediatrics, American Academy of Family Physicians and the American College of Physicians, all children, 11 and older, should get vaccinated. By vaccinating at this age, preteens will be protected before any exposure to the virus occurs. We also know the vaccine produces a better immune response at this age. There are two vaccines available to protect against HPV infection. The HPV vaccines are given in three doses over six months. It is important to get all three shots.

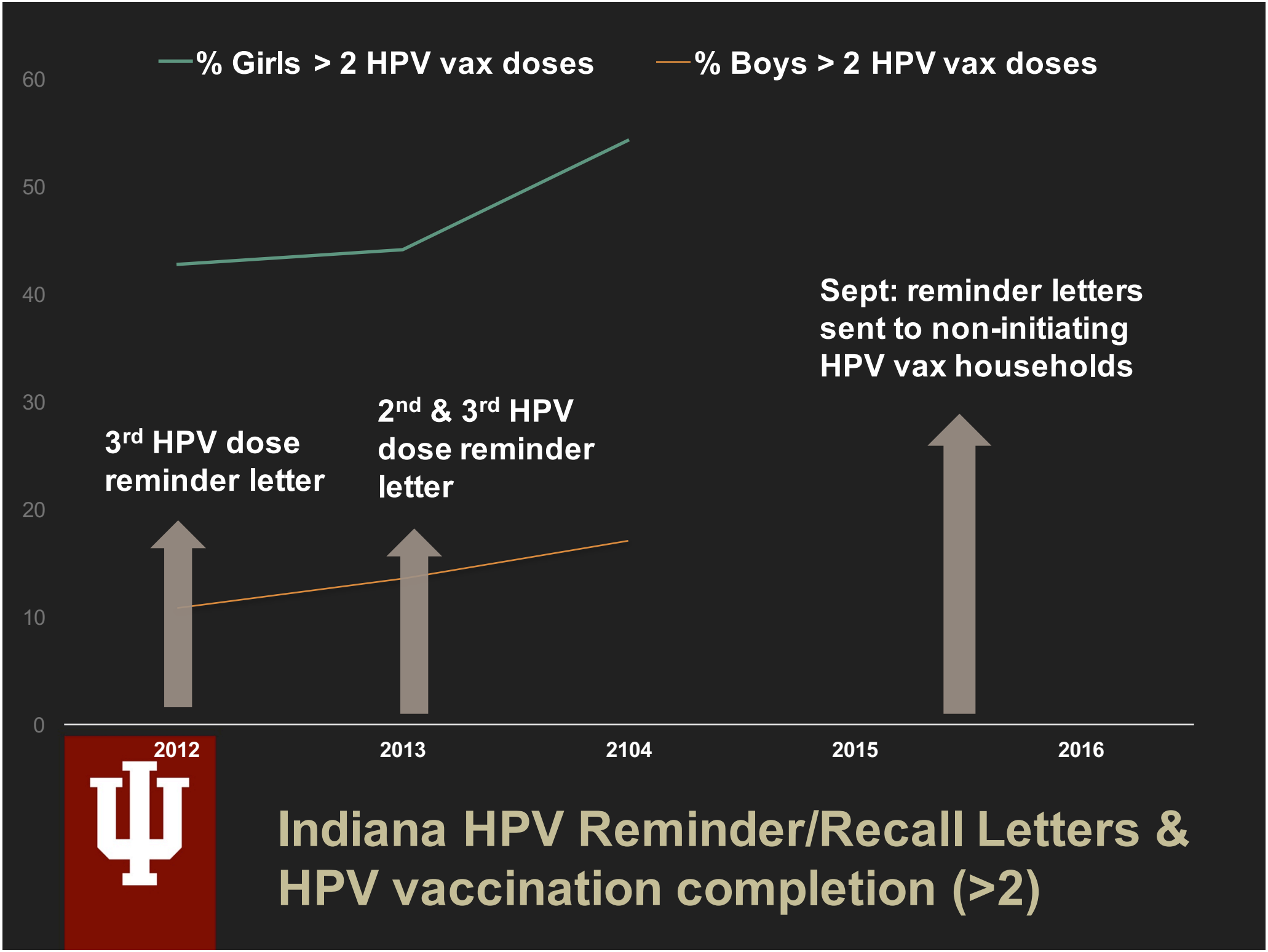
Please ask your healthcare provider if you are eligible to receive publicly funded vaccines to complete this series. The eligibility rules have changed but if you are under 19 or do not have insurance, you may be eligible to receive a publicly funded dose through your healthcare provider. If you have private insurance, you are not eligible for a publicly funded dose and should contact your insurance carrier prior to making an appointment.

On July 23, 2012, the Indiana State Department of Health introduced MyVaxIndiana. MyVaxIndiana is a web-based tool that allows an individual to view their immunization record after receiving a secure personal information number (PIN) from their healthcare provider. This tool is one of the first in the nation and enables an individual to view, print or electronically store their record. Please ask your healthcare provider how you can access your record.

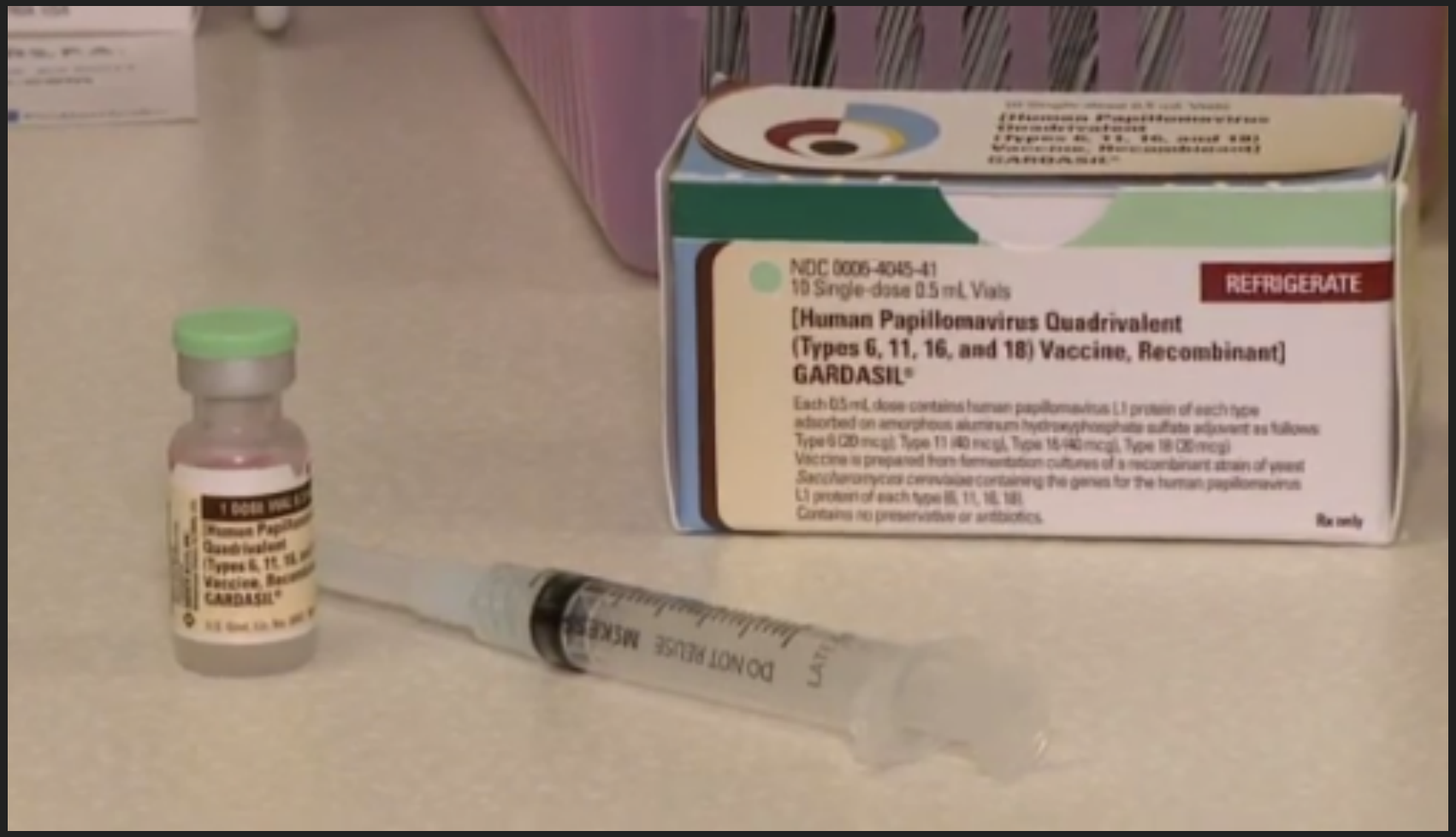
- Increases pediatric and adolescent vaccination completion (private practices, school health clinics)
- Cost effective

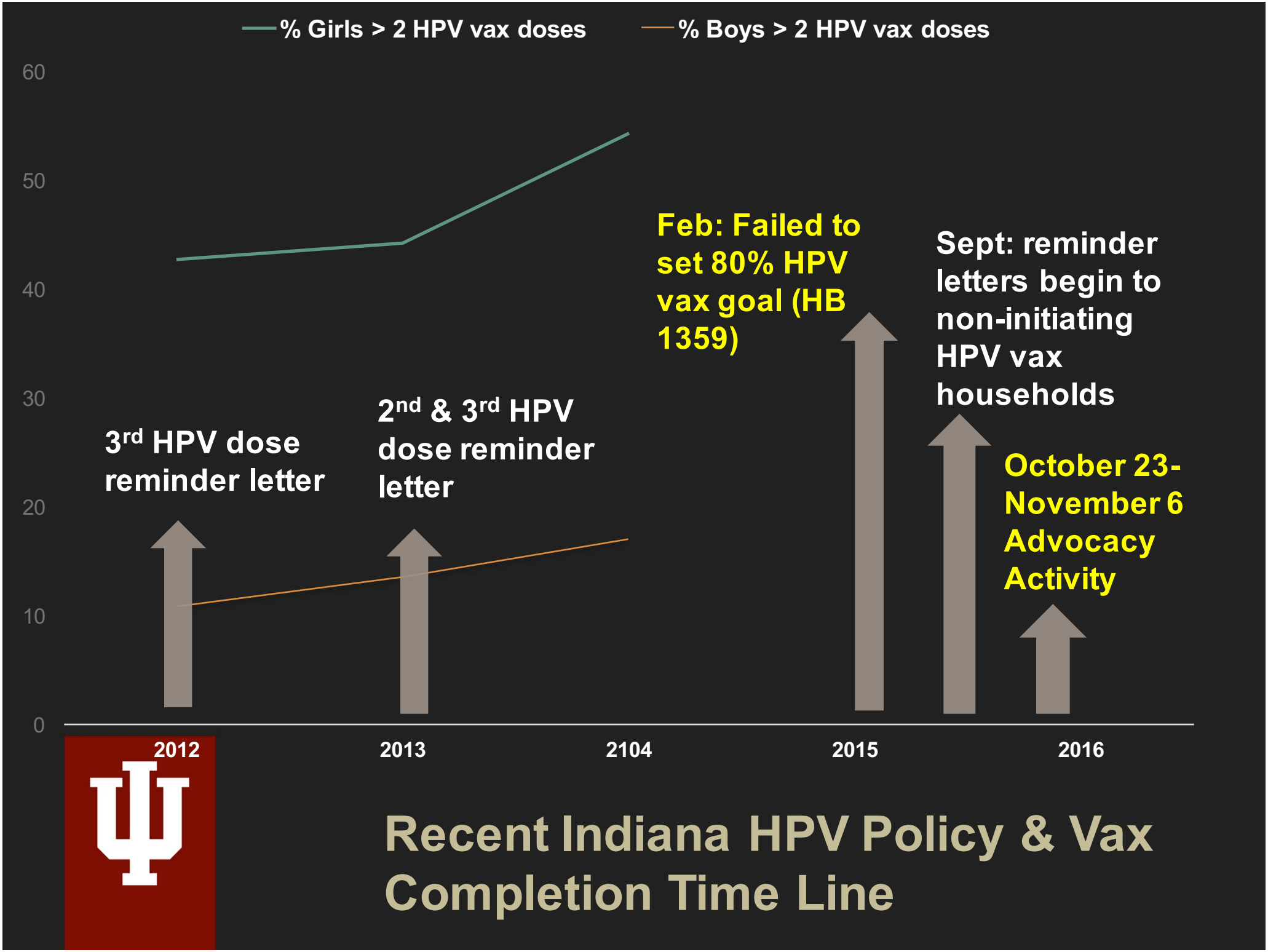
Suh et al. *Pediatrics* 2010; 129(6). Kempe et al., *Pediatrics* 2012; 129(6). Szilagyi et al., *Acad Ped* 2013; 13(3). Markowitz et al., *MMWR* 2007; 56(RR-2);

Reminder about Reminder/Recall

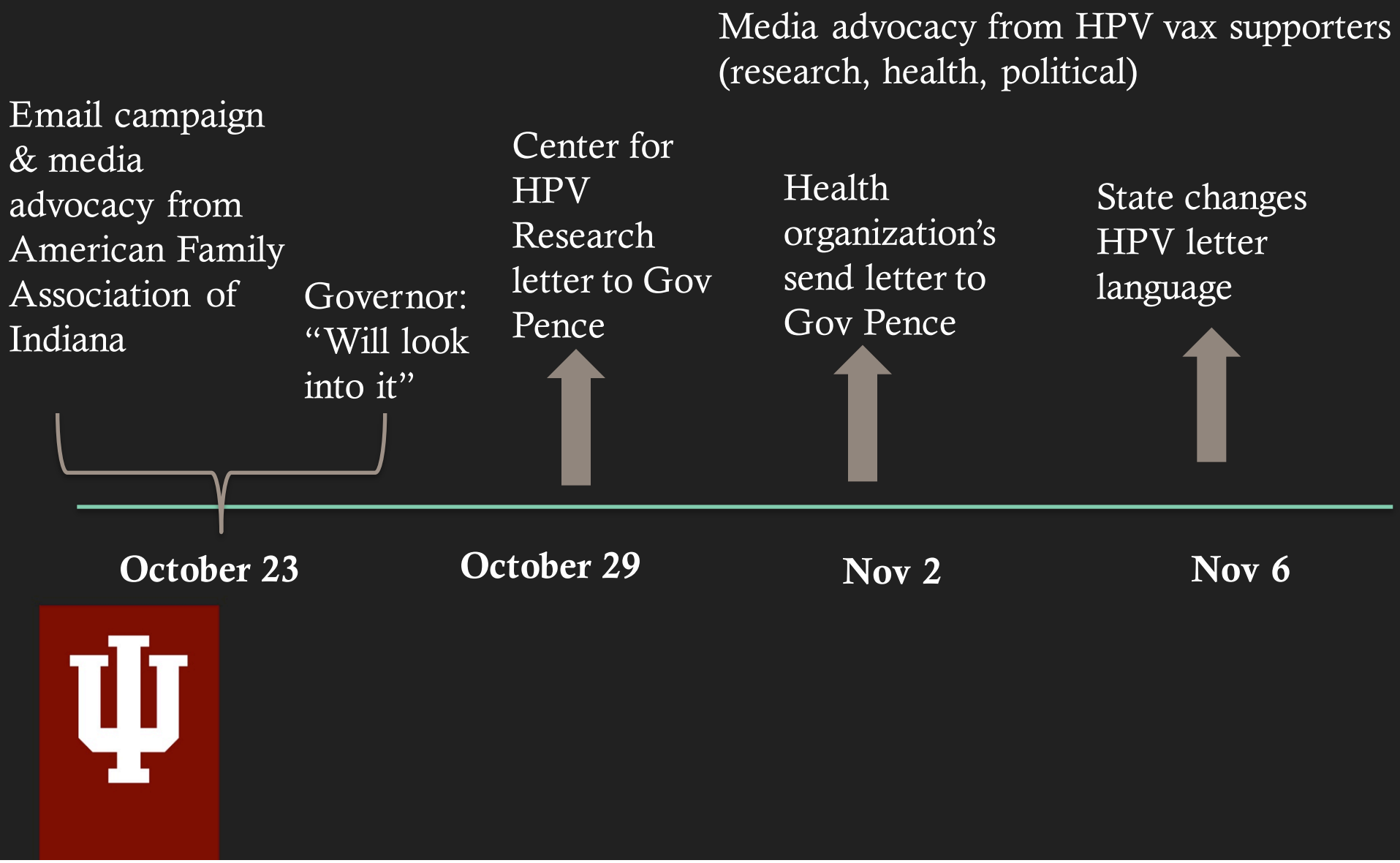


Indiana HPV Reminder/Recall Letters & HPV vaccination completion (>2)


NDC 0006-4045-41
10 Single-dose 0.5 mL Vials
REFRIGERATE
[Human Papillomavirus Quadrivalent
(Types 6, 11, 16, and 18) Vaccine, Recombinant]
GARDASIL®
Each 0.5 mL dose contains human papillomavirus L1 protein of each type
adsorbed on amorphous aluminum hydroxyphosphate sulfate adjuvant as follows:
Type 6 (20 mcg), Type 11 (40 mcg), Type 16 (40 mcg), Type 18 (20 mcg)
Vaccine is prepared from fermentation cultures of a recombinant strain of yeast
Saccharomyces cerevisiae containing the genes for the human papillomavirus
L1 protein of each type (6, 11, 16, 18).
Contains no preservative or antibiotics.
Rx only
GARDASIL®
DO NOT REUSE


% Girls > 2 HPV vax doses
% Boys > 2 HPV vax doses
60
50
40
30
20
10
0
3rd HPV dose reminder letter
2nd & 3rd HPV dose reminder letter
Feb: Failed to set 80% HPV vax goal (HB 1359)
Sept: reminder letters begin to non-initiating HPV vax households
October 23-November 6 Advocacy Activity
2012
2013
2104
2015
2016
Recent Indiana HPV Policy & Vax Completion Time Line

Advocacy Coalition Activity
October 23 - November 6, 2015



- Rapid, coordinated response to re-engage the advocacy coalition
- Broad – researchers & human service agencies
- Social media initiated, press picked up

Advocacy Activity

- Engaged the Network: Relationships were already in place, and communications started immediately.
- Leaders stepped forward to engage their partners and organizations
- Organizations quickly drafted letters and vetted through their organizations
- Posted copy of letter(s) on Social Media

How'd We Do It?

Human Service Orgs

- IN Imms Coalition
- IN Family Health Council
- Minority Health Coalitions
- Little Red Door
- Kristen Forbes EVE Foundation
- American Cancer Society Cancer Action Network
- Community Wellness Partners

Research Orgs

- Center for HPV Research (IU, Purdue, Notre Dame)
- IU Simon Cancer Center
- IU School of Medicine
- IU Kelley School of Business
- Purdue College of Pharmacy
- IU Schools of Public Health
- Rural Center for AIDS/STD Prevention

Just how broad was it?

INDEMS
INDIANA DEMOCRATIC PARTY

OUR PARTY MEDIA GET INVOLVED SAVE THE DATE

Governor Pence Chooses Ideology over Recommendation Professionals on HPV Letter

INDIANAPOLIS – Drew Anderson, communications director for the Indiana Democratic Party, released
Mike Pence ignored advice by 30 medical professionals and instead **buckled to conservatives** over th
Department of Health.

"Governor Mike Pence's ideology has got the best of him again, but this time, our Hoosier chil
embarrassing **32nd ranking in children's overall well-being**, you'd think Mike Pence would
today's health problems facing our state. However, because he's so worried about his up
tinue where a small number of children have received a vaccine that's medical
lls Hoosiers – he's willing to ignore recommendations from over 30
our state."

ISTORY OF HPV VACCINE IN INDIAN

y House" [Statehous

not require anyone to actua
nature of HPV, a sexually transmi

wfyi INDIANAPOLIS

Member Supported
Join Now ▶

NEWS PROGRAMS EVENTS SUPPORT SERVICES ABOUT W

HEALTH

NEWS • HEALTH • HEALTH POLICY / NOVEMBER 10, 2015

Public Health Experts Critical Of Indiana's New HPV Vaccination Reminder

JAKE HARPER

www.wfyi.org/news/health

INDIANAPOLIS – An outspoken critic of the state's vaccination reminder letter seems to have
changes in the language

INDY POLITICS

WHERE SMART HOOSIERS GET THEIR POLITICAL NEWS™

INTERVIEWS EDUCATION POLITICS GOVERNMENT SPONSO

GREGG GOES ON TV
ABOUL HAKIM-SHABAZZ, MAY 5, 2016

WINNERS, LOSERS AND WARNING SIGNS
ABOUL HAKIM-SHABAZZ, MAY 4, 2016

TRUMP & SANDERS WIN INDIANA, CRUZ CALLS IT QUITS
ABOUL HAKIM-SHABAZZ, MAY 3, 2016

DEMOCRATS | GOVERNMENT | POLITICS | REPUBLICANS | UNCATEGORIZED

HEALTH COMMUNITY PETITIONS PENCE ON HPV VACCINE

ABOUL HAKIM-SHABAZZ - NOVEMBER 3, 2015 SHARE ON:

News

wfiu npr WTIU

NEWS TIPS? Contact us here

Business Education Environment Justice Politics Health Science Indiana Newsdesk » Noon Edition »

INDIANA ELECTION 2016 VIEW RESULTS »

Support For Indiana Public Media Comes From

What Does The HPV Letter Controversy Mean For Public Health?

By JAKE HARPER, WFYI
Posted November 10, 2015

A letter recently stirred up a controversy by encouraging parents to vaccinate their kids against the human papillomavirus, or HPV.

Become an Indiana Public Media supporter »

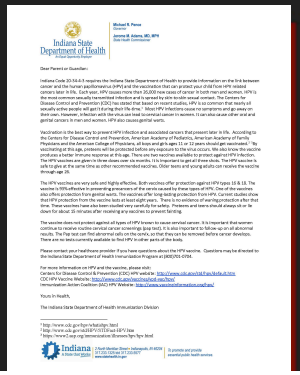
Local News Headlines

Delivered free to your inbox, every weekday.

SUBSCRIBE NOW »

New Letter, New Messages

- Inform about HPV, cancer, and vaccines to prevent it
- HPV causes cancers in men and women; very common STD
- Vax is best prevention
- Vax is safe and highly effective
- Continue HPV screening



Indiana State Department of Health

Michael B. Pence
Governor

Jerome M. Adams, MD, MPH
State Health Commissioner

Dear Parent or Guardian:

Indiana Code 20-34-3 requires the Indiana State Department of Health to provide information on the link between cancer and the human papillomavirus (HPV) and the vaccination that can protect your child from HPV related cancers. HPV is a virus that is spread by skin-to-skin sexual contact. According to the Centers for Disease Control, HPV is the most common sexually transmitted infection and is spread by skin-to-skin sexual contact. The Centers for Disease Control and Prevention (CDC) has stated that based on recent studies, HPV is so common that nearly all sexually active people will get it during their life-time.[1] Most HPV infections cause no symptoms and go away on their own. However, infection with the virus can lead to cervical cancer in women. It can also cause other oral and genital cancers in men and women. HPV also causes genital warts.

Vaccination is the best way to prevent HPV infection and associated cancers that present later in life. According to the Centers for Disease Control and Prevention, American Academy of Pediatrics, American Academy of Family Physicians and the American College of Physicians, all boys and girls ages 11 or 12 years should get vaccinated.[2] By vaccinating at this age, preteens will be protected before any exposure to the virus occurs. Preteens are known to produce a better immune response at this age. There are two vaccines available to protect against HPV infection. The HPV vaccines are given in three doses over six months. It is important to get all three shots. The HPV vaccine is safe to give at the same time as other recommended vaccines. Older teens and young adults can receive the vaccine through age 26.

The HPV vaccines are very safe and highly effective. Both vaccines offer protection against HPV types 16 & 18. The vaccine is 98% effective in preventing precursors of the cervix caused by these types of HPV. One of the vaccines also offers protection from genital warts. The vaccines offer long-lasting protection from HPV. Current studies show that HPV protection from the vaccine lasts at least eight years. There is no evidence of waning protection after that time. The vaccine is administered in a series of three doses by injection. Preteens and teens should always sit or lie down for about 15 minutes after receiving any vaccine to prevent fainting.

The vaccine does not protect against all types of HPV known to cause cervical cancer. It is important that women continue to receive routine cervical cancer screenings (pap test). It is also important to follow-up on all abnormal results. The Pap test can find abnormal cells in the cervix, so that they can be removed before cancer develops. There are no tests currently available to find HPV in other parts of the body.

Please contact your healthcare provider if you have questions about the HPV vaccine. Questions may be directed to the Indiana State Department of Health Immunization Program at (800)701-0704.

For more information on HPV and the vaccine, please visit:
Centers for Disease Control & Prevention (CDC) HPV website: http://www.cdc.gov/std/hpv/default.htm
CDC HPV Vaccine Website: http://www.cdc.gov/vaccines/pubs/vis/vis-hpv.pdf
Immunization Action Coalition (IAC) HPV Website: http://www.vaccineinformation.org/hpv/

Yours in Health,

The Indiana State Department of Health Immunization Division

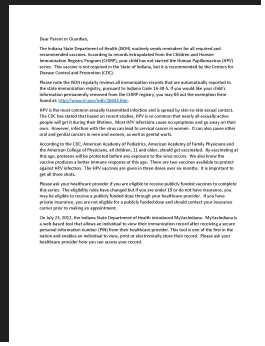
[1] http://www.cdc.gov/hpv/whatishpv.html
[2] http://www.cdc.gov/std/hpv/STDFact-HPV.htm
[3] https://www2.iaap.org/immunization/Bronson/hpv.html

Indiana | 2 North Meridian Street • Indianapolis, IN 46204 | 317.233.7325 tel | 317.233.8077 | www.statehealth.in.gov

To promote and provide essential public health services

Original

- ISDH routinely reminds about vax completion
- Your child has not started HPV vax
- You can opt out of registry; how.
- HPV most common STD, but will likely go away
- Sometimes causes cancer
- Vax is recommended



Dear Parent or Guardian,

The Indiana State Department of Health (ISDH) routinely sends reminders for all required and recommended vaccines. According to records established from the Children and Hoosier Immunization Registry Program (CHIRP), your child has not started the Human Papillomavirus (HPV) series. This vaccine is not required in the State of Indiana, but it is recommended by the Centers for Disease Control and Prevention (CDC).

Please note that ISDH regularly reviews all immunization records that are automatically reported to the state immunization registry, pursuant to Indiana Code 16-38-5. If you would like your child's information permanently removed from the CHIRP registry, you may fill out the exemption form found at: http://www.in.gov/isdh/23600.htm.

HPV is the most common sexually transmitted infection and is spread by skin-to-skin sexual contact. The CDC has stated that based on recent studies, HPV is so common that nearly all sexually active people will get it during their lifetime. Most HPV infections cause no symptoms and go away on their own. However, infection with the virus can lead to cervical cancer in women. It can also cause other oral and genital cancers in men and women, as well as genital warts.

According to the CDC, American Academy of Pediatrics, American Academy of Family Physicians and the American College of Physicians, all children, 11 and older, should get vaccinated. By vaccinating at this age, preteens will be protected before any exposure to the virus occurs. We also know the vaccine provides a better immune response at this age. There are two vaccines available to protect against HPV infection. The HPV vaccines are given in three doses over six months. It is important to get all three shots.

Please ask your healthcare provider if you are eligible to receive publicly funded vaccines to complete the HPV vaccine series. Children who are 18 years of age and older, and who are uninsured, may be eligible to receive a publicly funded dose through your healthcare provider. If you have private insurance, you are not eligible for a publicly funded dose and should contact your insurance carrier prior to making an appointment.

On July 25, 2012, the Indiana State Department of Health introduced MyVaccineIsaac. MyVaccineIsaac is a web based tool that allows an individual to view their immunization record after receiving a secure personal information number (PIN) from their healthcare provider. This tool is one of the first in the nation and enables an individual to view, print or electronically share their record. Please ask your healthcare provider how you can access your record.

Updated

Was this a win or a lose?

Both

- Increased public awareness about HPV vaccine because of controversy (win)
- Letter language improved and degraded (meh)
- Strengthened advocacy coalition (win)
- Ideology trumped public health (again)….lose

- Anyone can “do” advocacy
- Advocacy is as much about educating our communities as it is about educating policy makers
- Timing is everything
- Relationships help… A LOT
- We won’t always win, but we build capacity for the ‘next round’

Take Homz