

Inviting the Elephant into the Living Room

An Armchair Discussion
about HPV Vaccine Communications



Kirk Forbes, MBA

Advocate and Author of
*Love, Kristen: One young
woman's courageous
battle against cancer*

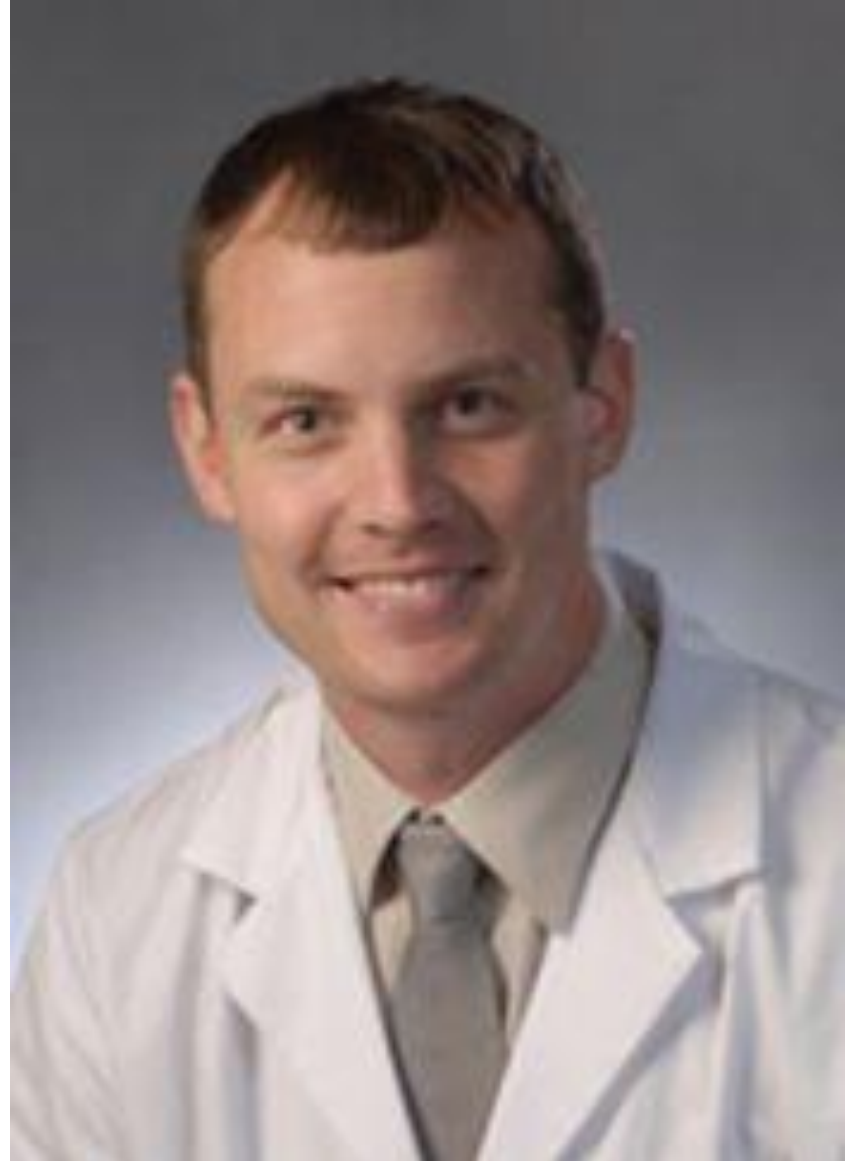
Co-Founder, Kristen
Forbes EVE (Educate &
Screen, Vaccinate,
Eradicate) Foundation

Michael Moore, MD

Associate Professor,
Division Chief, Head and
Neck Surgery, Indiana
University

Board Member, Head and
Neck Cancer Alliance

Member, National HPV
Vaccination Roundtable





Rebecca B. Perkins

MD, MSc, FACOG

Associate Professor of
Obstetrics and Gynecology

Boston University School
of Medicine

Boston Medical Center

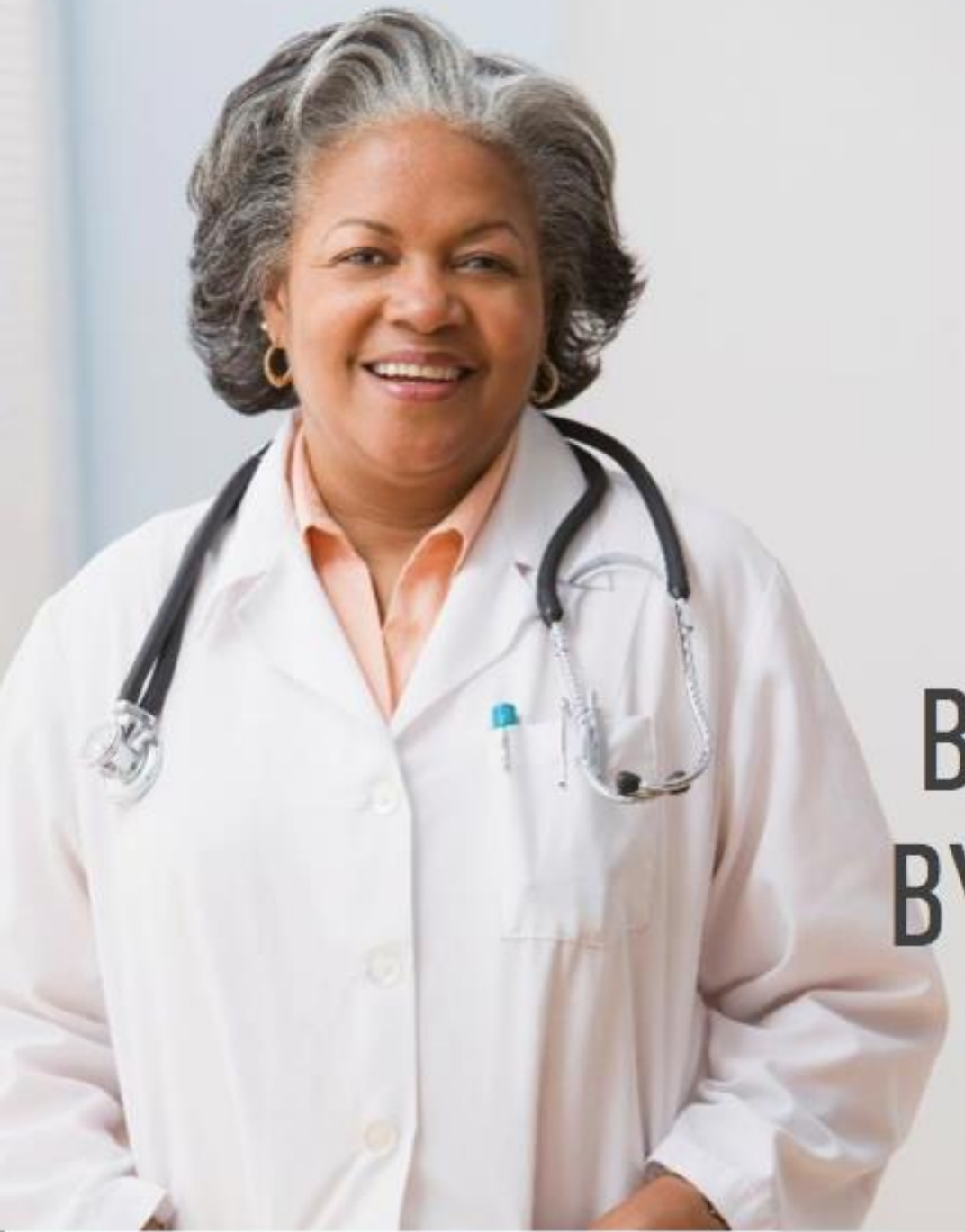
**Gregory Zimet,
PhD, HSPP**

Professor, Pediatrics and
Clinical Psychology

Adolescent Medicine,
Department of Pediatrics,
Indiana University School
of Medicine



We may discuss the use of vaccines in a manner not approved by the Food and Drug Administration (FDA), but that is in accordance with Advisory Committee on Immunization Practices (ACIP) recommendations.



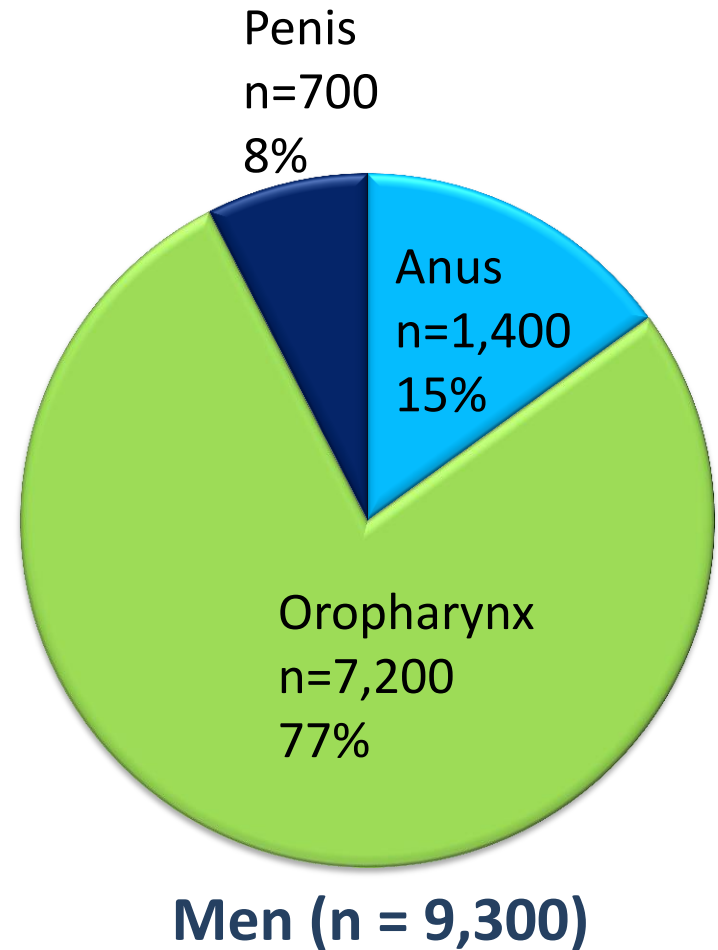
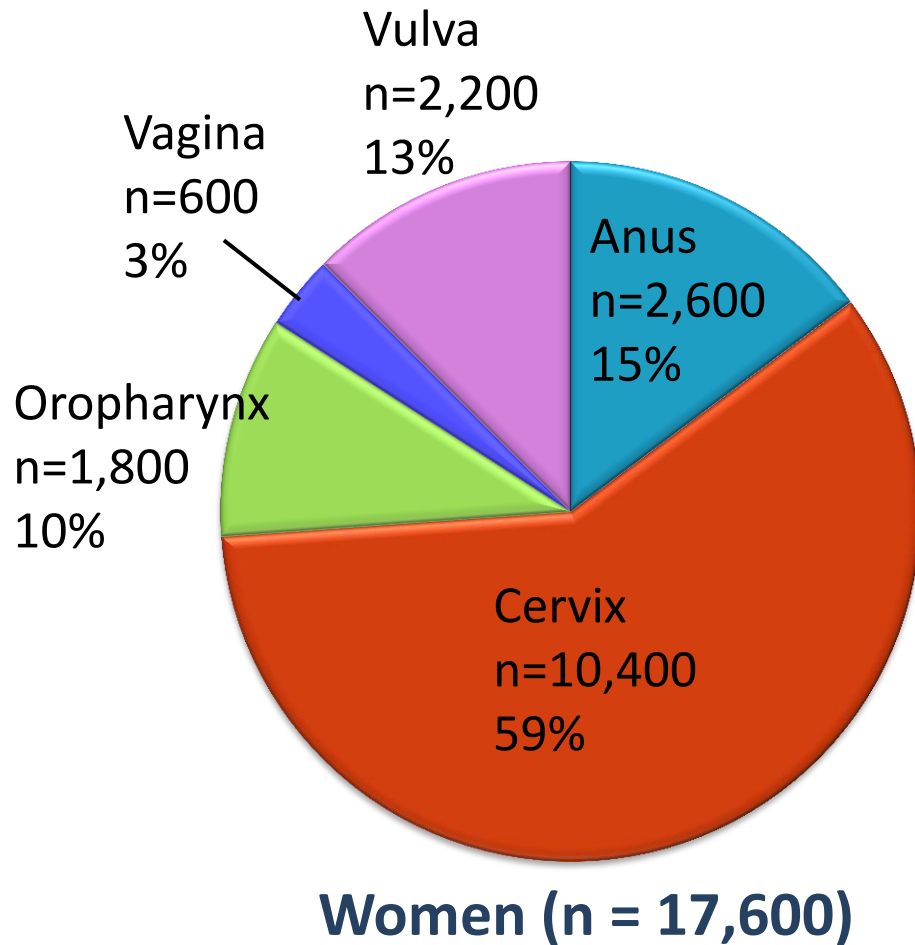
“
HOW
MANY WOMEN
AND MEN ARE
BEING AFFECTED
BY HPV CANCERS
IN THE U.S.?
”

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



That's one case every 20 minutes

New Cancers Caused by HPV per Year United States 2006-2010



“IT NEVER
OCCURRED TO ME
THAT **INVASIVE
CERVICAL CANCER**
WOULD BE FOUND
IN A FORMER
PATIENT OF MINE AT
SUCH A YOUNG AGE.”

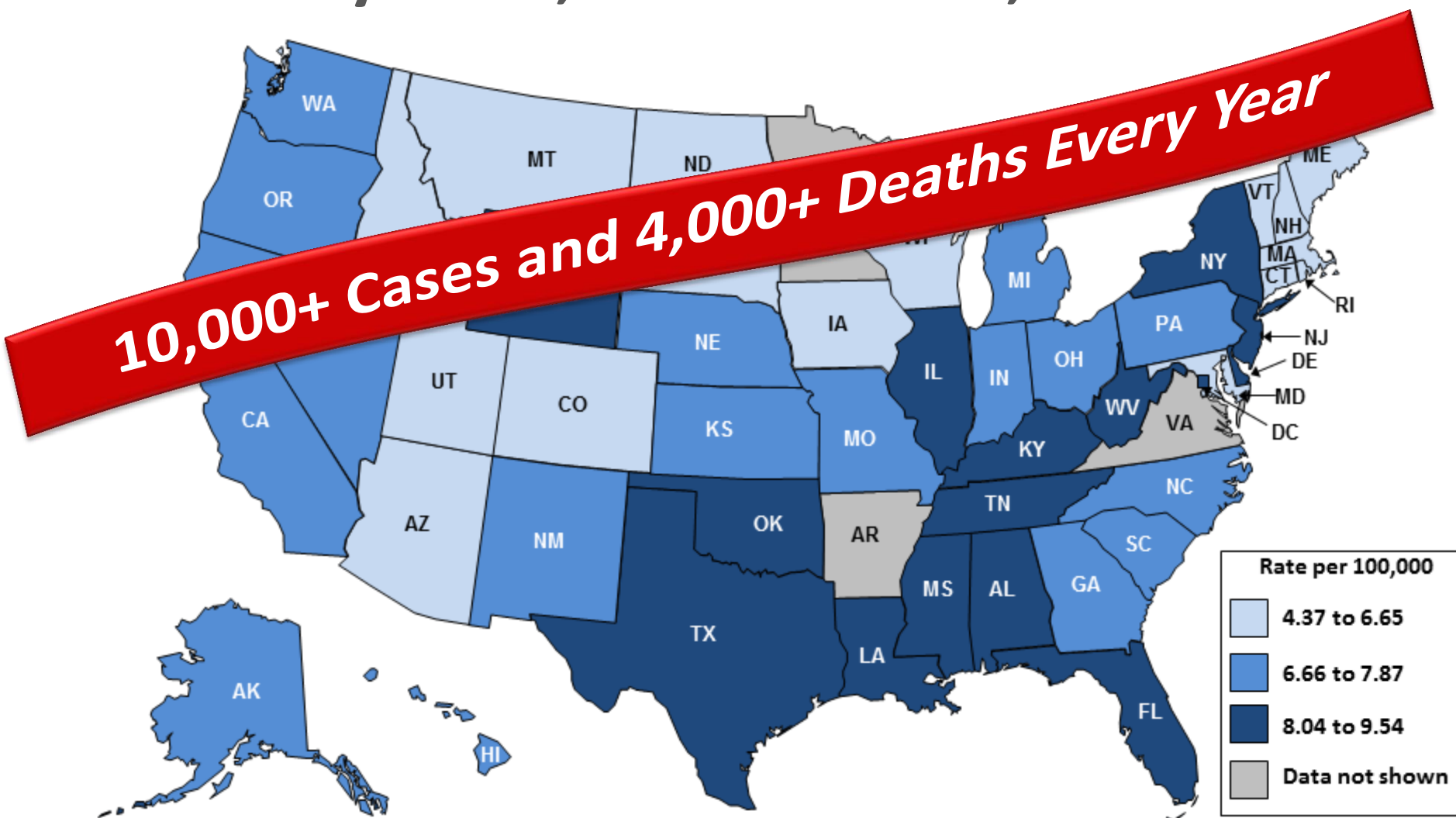




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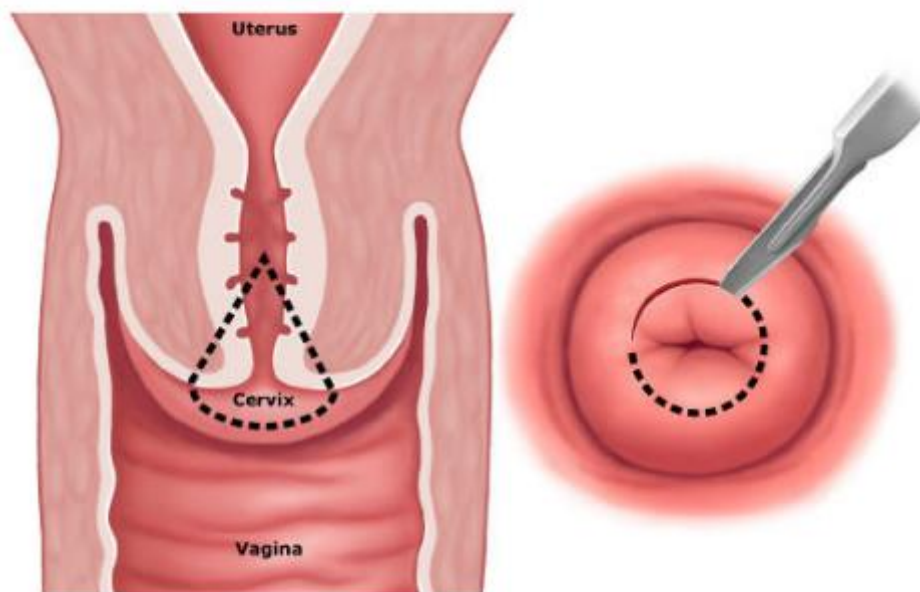
**I'M NOT JUST
PREVENTING HPV
CANCERS IN MY
FEMALE PATIENTS,
I'M ALSO PREVENTING
INVASIVE TESTING
AND TREATMENT.**”

HPV-Associated Cervical Cancer Incidence Rates by State, United States, 2006-2010



Cervical Precancer in U.S. Females

- 1.4M new cases of low grade cervical dysplasia
- 330K new cases of high grade cervical dysplasia

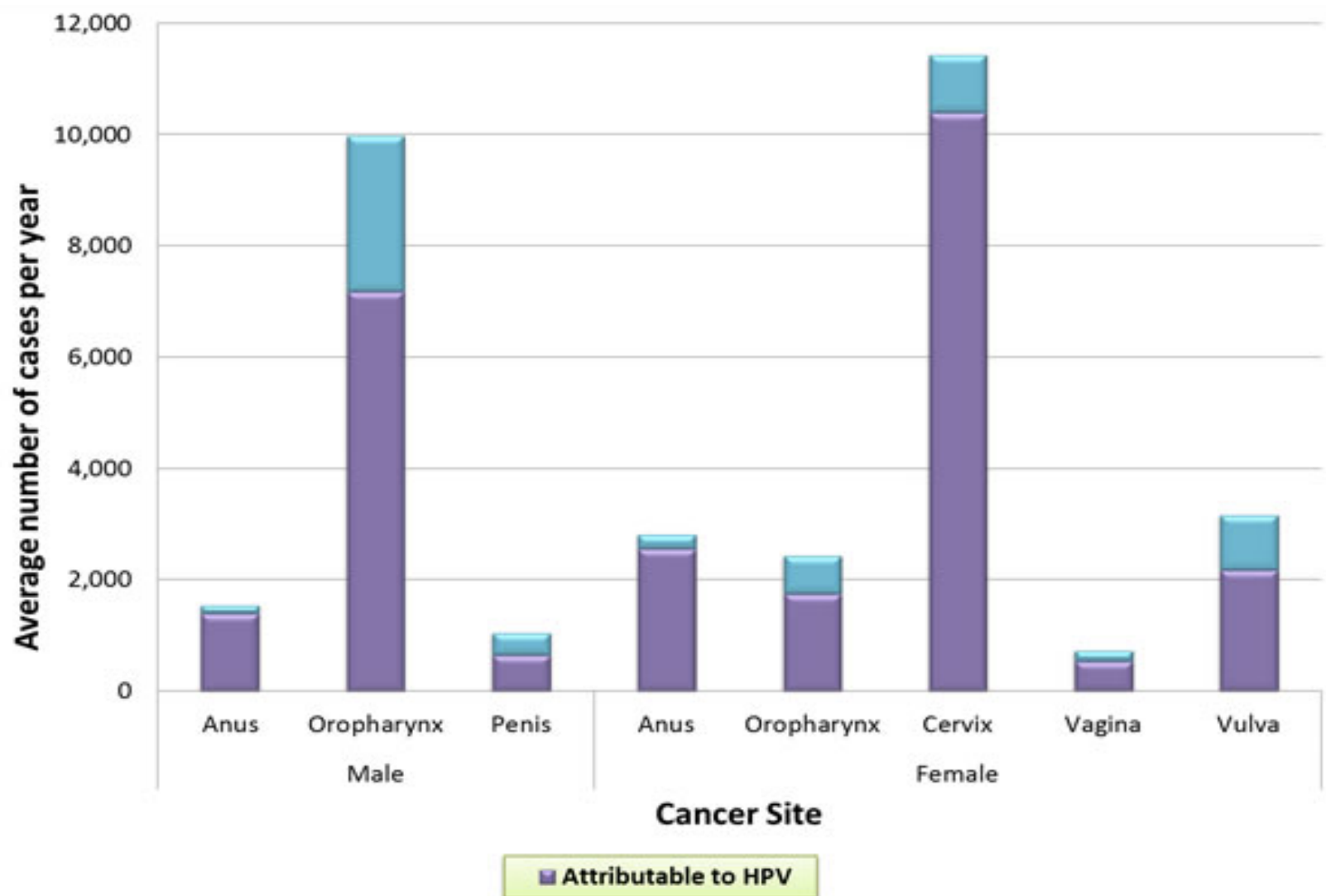


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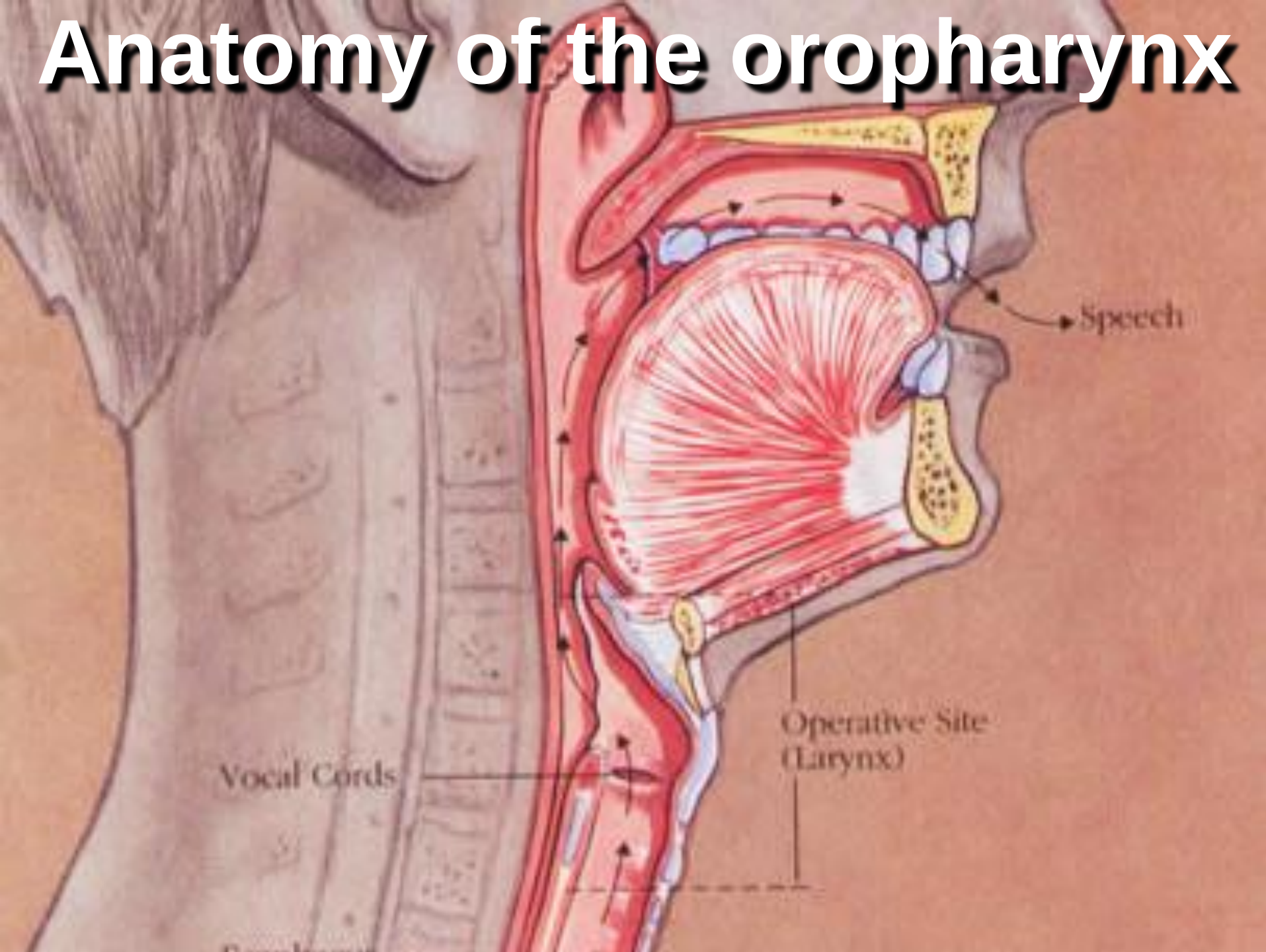
**I'M PREVENTING
DEVASTATING
CANCERS CAUSED BY
HPV INFECTION IN
MY MALE PATIENTS.**

”

Cancer Cases Most Likely Caused by HPV



Anatomy of the oropharynx



**INCIDENCE OF HPV-RELATED
OROPHARYNGEAL CANCER
HAS INCREASED BY 225%
OVER THE PAST 30 YEARS**

The new head and neck cancer patient

Classic Patient

Older (57yrs)

Heavy EtOH/tobacco

Dysphagia

Later T stage

HPV Patient

Younger (53yrs)

Lack of EtOH/tobacco

Painless neck mass

Early T stage

“

I'M SHOCKED THAT WE
HAVE A **VACCINE THAT
PREVENTS CANCER** AND
THERE AREN'T LINES
AROUND THE BLOCK
TO GET IT

”

Kristen Forbes EVE Foundation



*Kristen Forbes
EVE Foundation, Inc.
www.kristeneve.org*



SOMEONE YOU LOVE

THE HPV EPIDEMIC

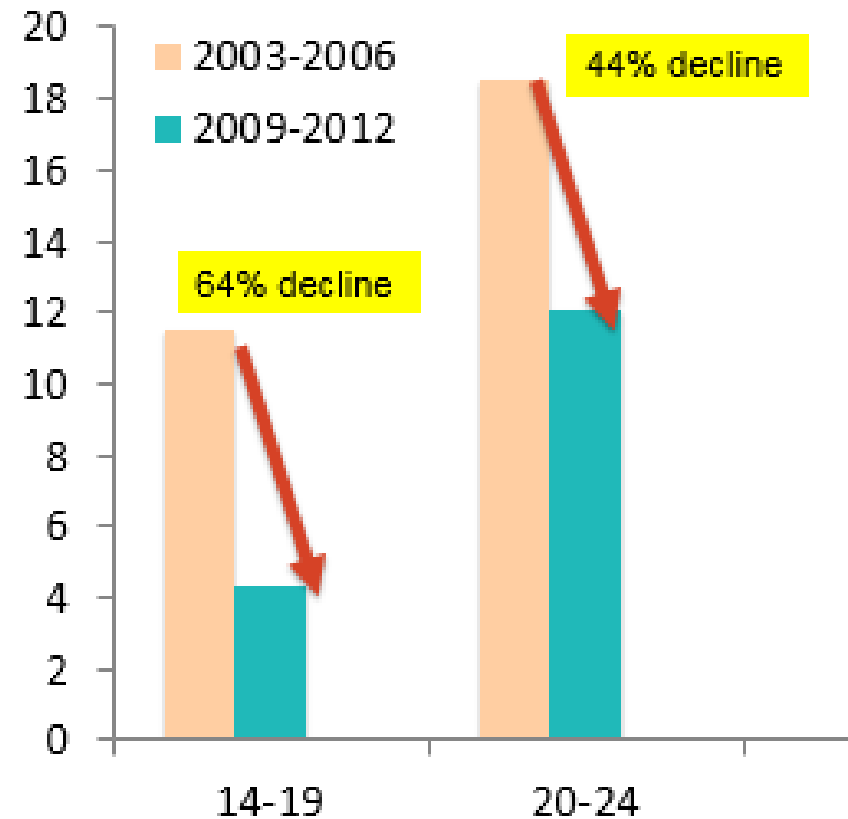
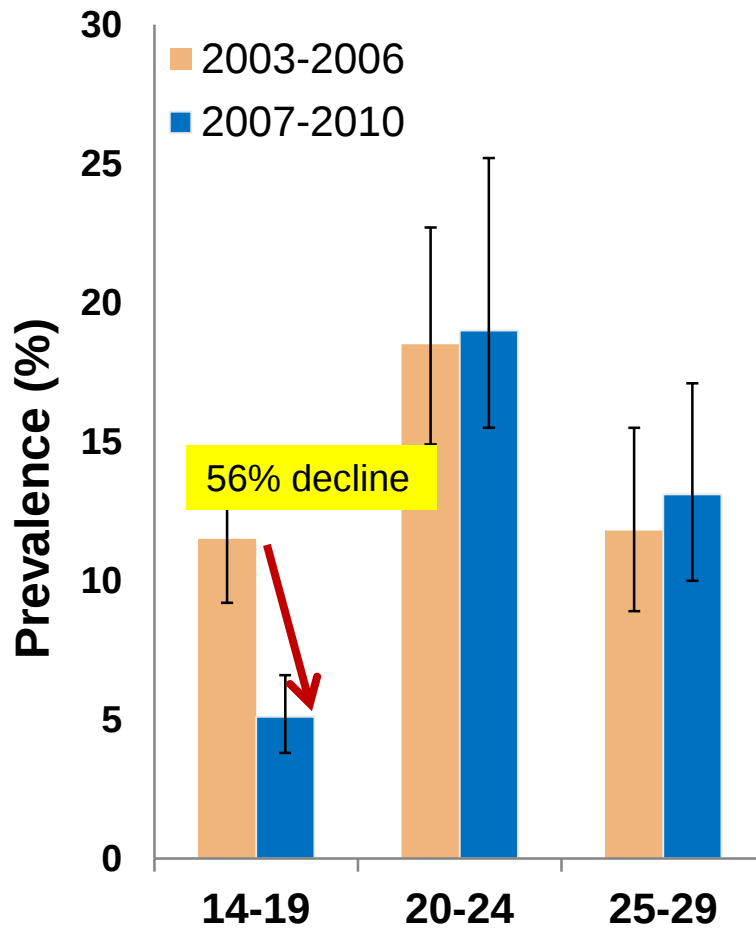
this film could save your life or **someone you love**

“

I FIND IT VERY HELPFUL
TO KNOW **HOW WELL**
HPV VACCINATION
WORKS AND **HOW LONG**
IT SHOULD LAST.

”

HPV Vaccine Impact on HPV Prevalence

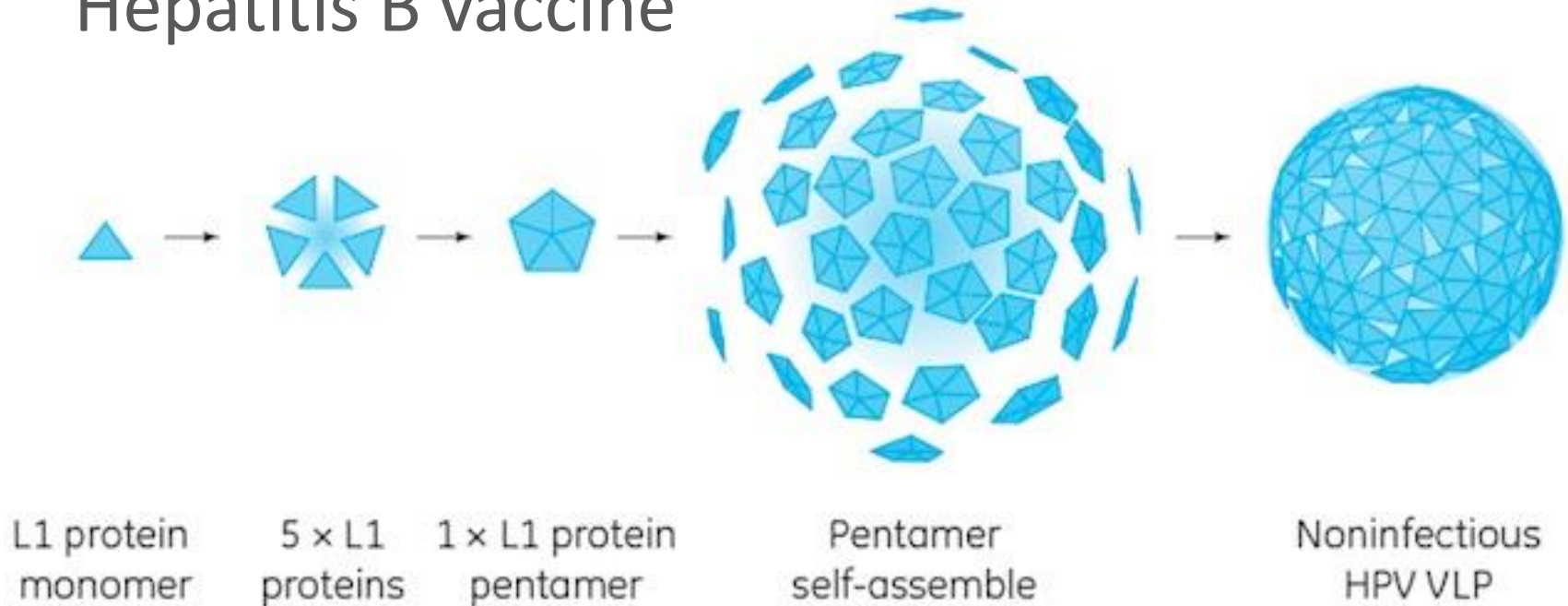


HPV Vaccine Impact on Precancerous Lesions

- 1,662 patients aged <27 years presenting to colposcopy clinic 2007-2014
- Vaccinated women had:
 - 53% lower odds of presenting with high-grade cytology
 - 36% lower odds of presenting with cervical intraepithelial neoplasia 2 or 3 or worse

Expected Duration of Protection

- Recombinant L1 capsid proteins that form “virus-like” particles (VLP)
- Same vaccine technology and adjuvant as Hepatitis B vaccine



No indication for oropharyngeal cancer?

- Due to long latent period before cancer development, direct study to prove efficacy in preventing oropharyngeal cancer is unlikely

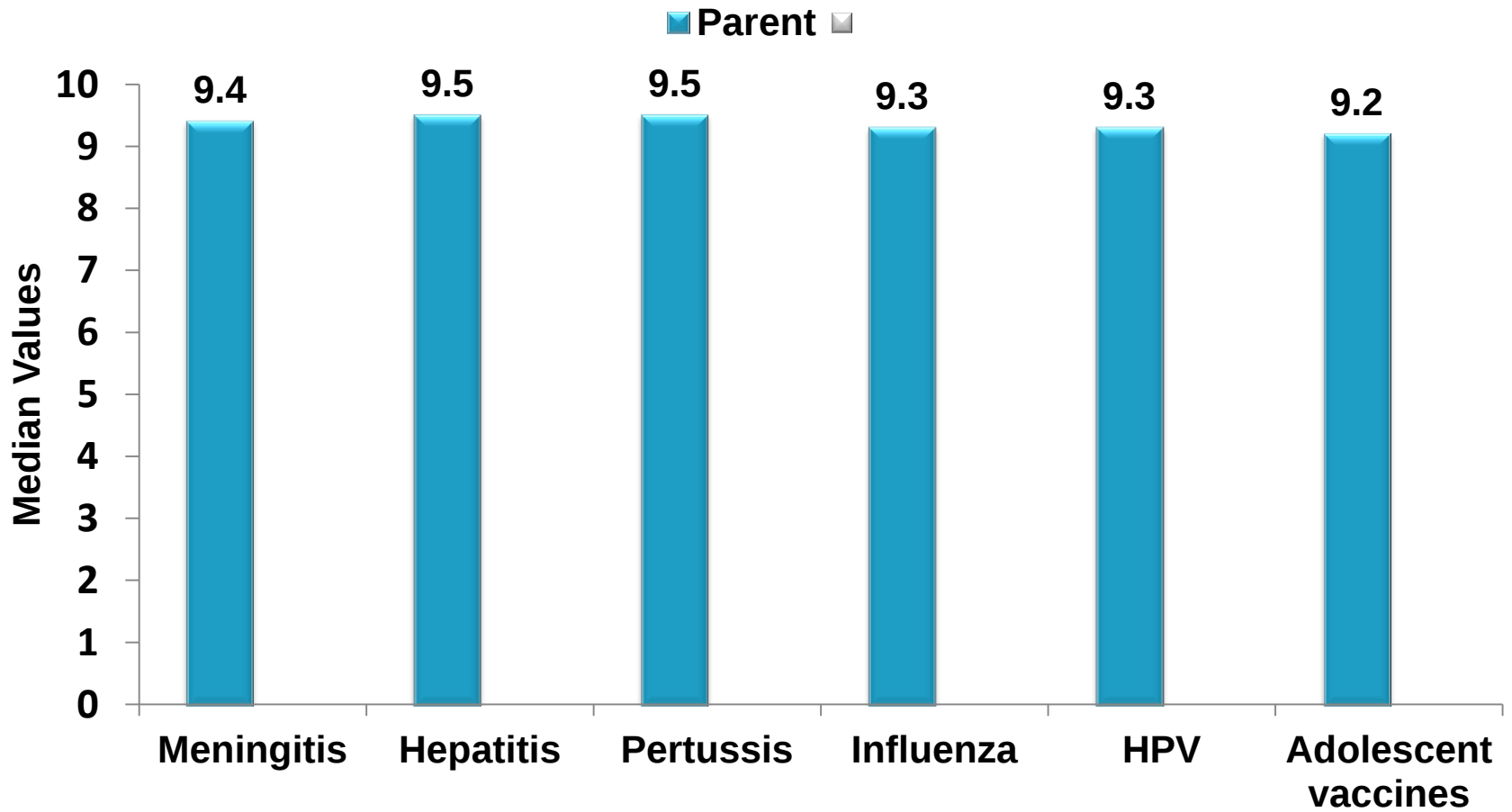
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I WAS SURPRISED
TO LEARN THAT
**PARENTS VALUE HPV
VACCINE** AS MUCH AS
OTHER ADOLESCENT
VACCINES. ”

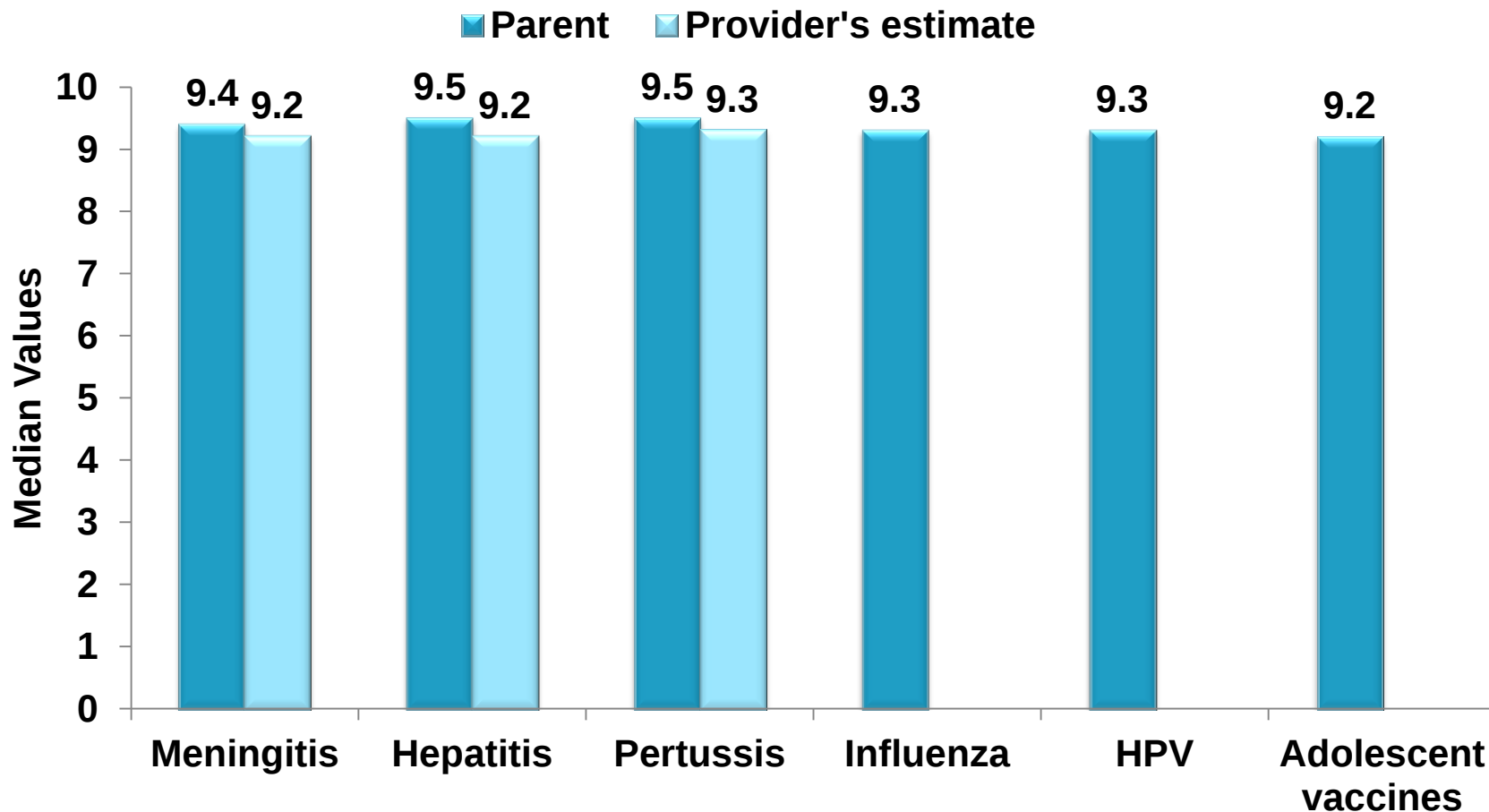
Don't anticipate opposition

- It is important for providers to NOT anticipate opposition to HPV vaccination
- Parents value HPV vaccine as much as they value other adolescent platform vaccines

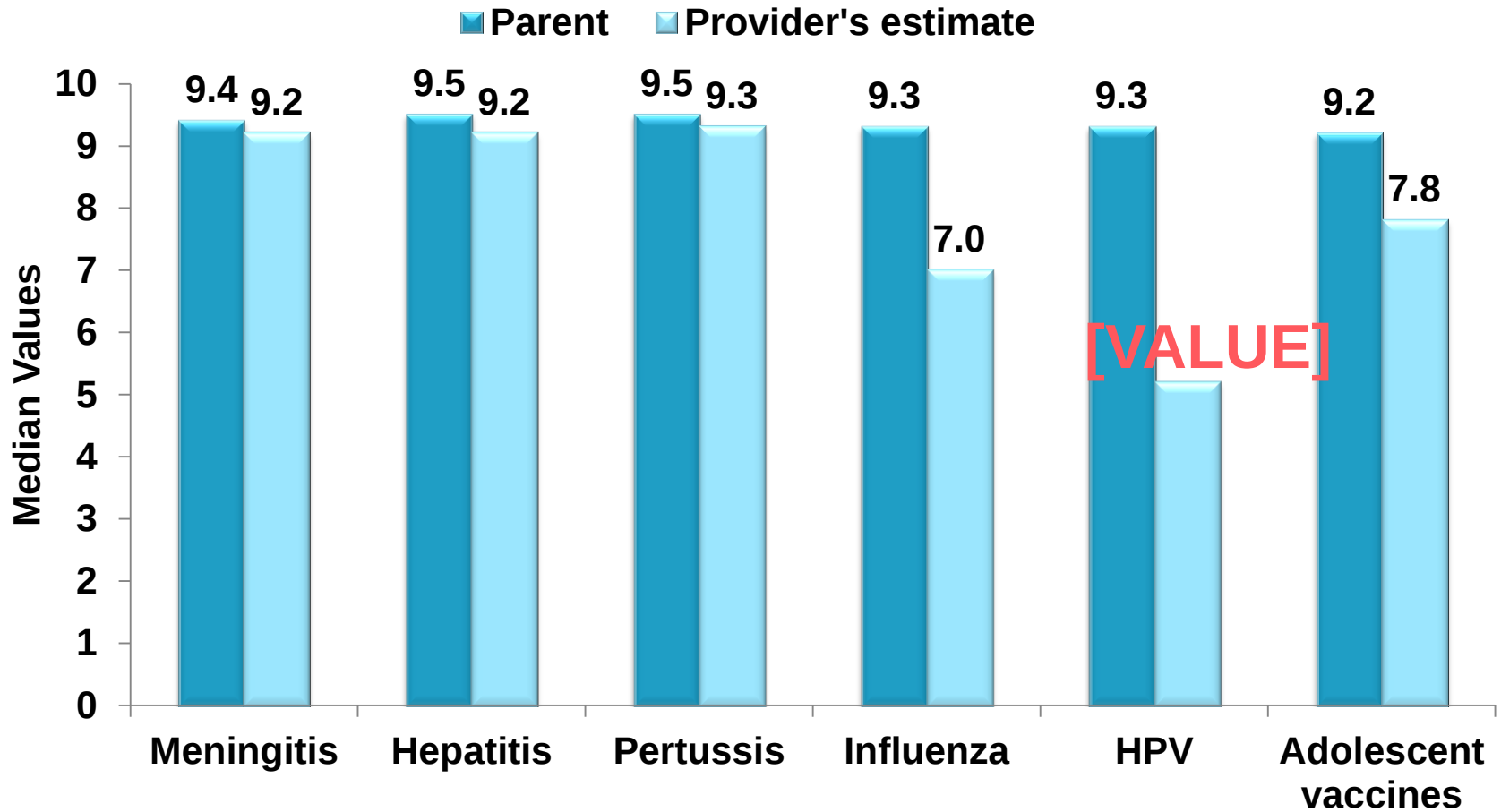
How Parents Feel



How Providers Think Parents Feel



The Difference



THE PERCEIVED AND REAL CONCERNS
OF PARENTS INFLUENCE HOW THE
PROVIDER RECOMMENDS AND
ADMINISTERS HPV VACCINE.

“

I THOUGHT I WAS
MAKING A STRONG
RECOMMENDATION,
BUT PATIENTS
WERE LEAVING
UNVACCINATED
AGAINST HPV
CANCERS.”

Resistance Doesn't Mean Refusal

- Interpret questions as a request for reassurance and information
- For HPV vaccine-hesitant parents, it is important to remain engaged with them and to ask questions before giving answers

A word on risk profiling: *Don't do it*



**80% of people will be exposed to HPV
You can't predict who or when**

“

WHEN I RECOMMEND
HPV VACCINE IN THE
SAME WAY AND ON
THE **SAME DAY** AS
OTHER VACCINES,
PARENTS RESPOND
WITH ACCEPTANCE.

”

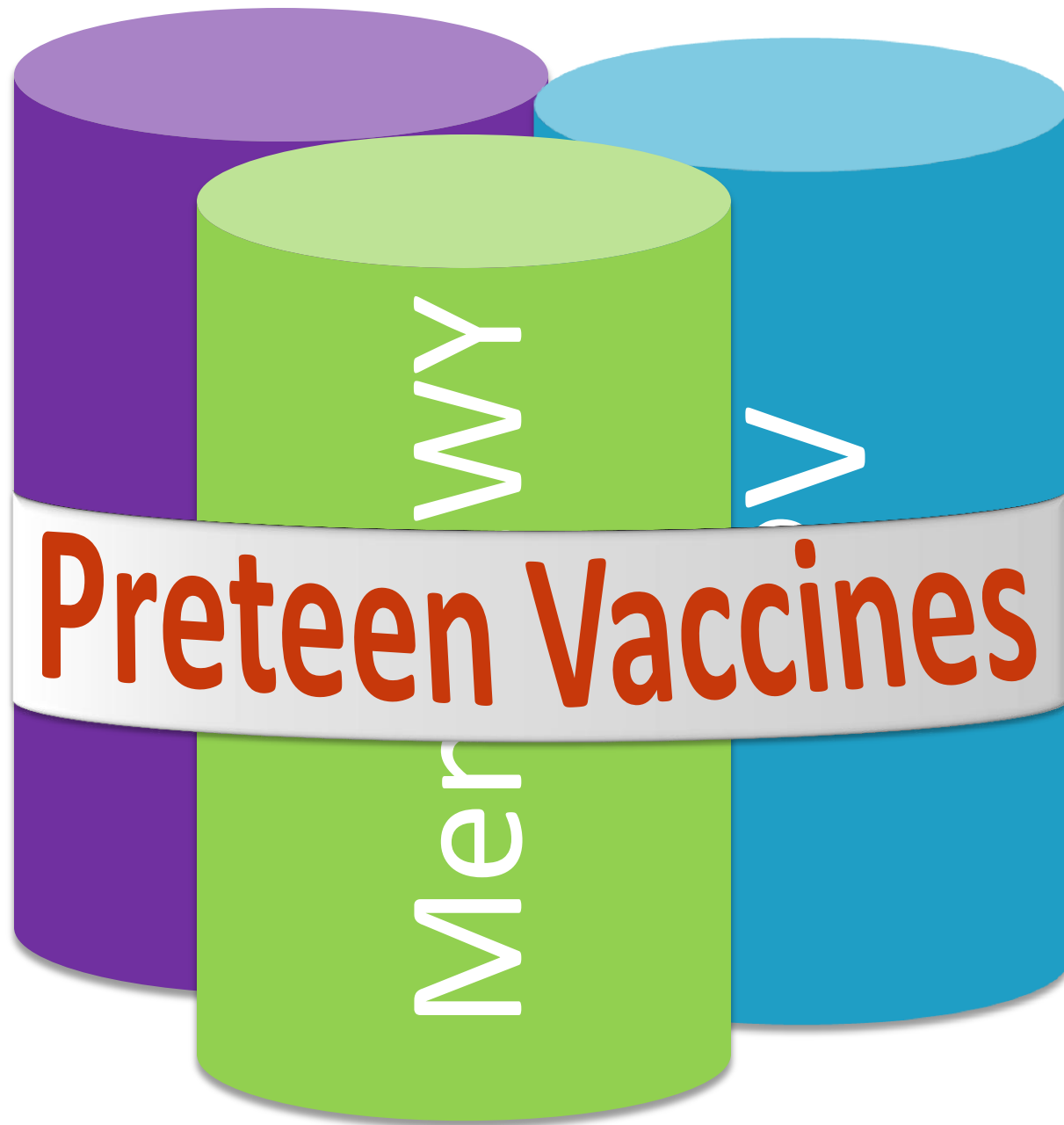
Make an Effective Recommendation

- **Same way: Effective recommendations group all of the adolescent vaccines**

Recommend HPV vaccination the **same way** you recommend Tdap & meningococcal vaccines.

- **Same day: Recommend HPV vaccine *today***

Recommend HPV vaccination the **same day** you recommend Tdap & meningococcal vaccines.



“

Now that Sophia is 11, she is due for three vaccines. These will help protect her from meningitis, HPV cancers, and pertussis. We'll give those shots at the end of the visit.

”

HPV Vaccine Recommendation

Girls & Boys can start HPV vaccination at age 9

Preteens should finish HPV vaccine series by 13th birthday



Plus girls 13-26 years old
who haven't started or
finished HPV vaccine series



Plus boys 13-26 years old
who haven't started or
finished HPV vaccine series



HPV Vaccine Conversations:

Call to Action

- 1) Strong, bundled recommendation to all parents of girls and boys age 11–12
- 2) Use cervical cancer screening to talk to moms about HPV vaccines for their kids
- 3) Reinforce the message that HPV vaccine IS cancer prevention, for girls AND boys

“

WHAT

SHOULD I SAY
TO PARENTS WHO
RESIST OR
BRING UP SAFETY
CONCERNS?

”



When should the bike helmet go on?



A



B



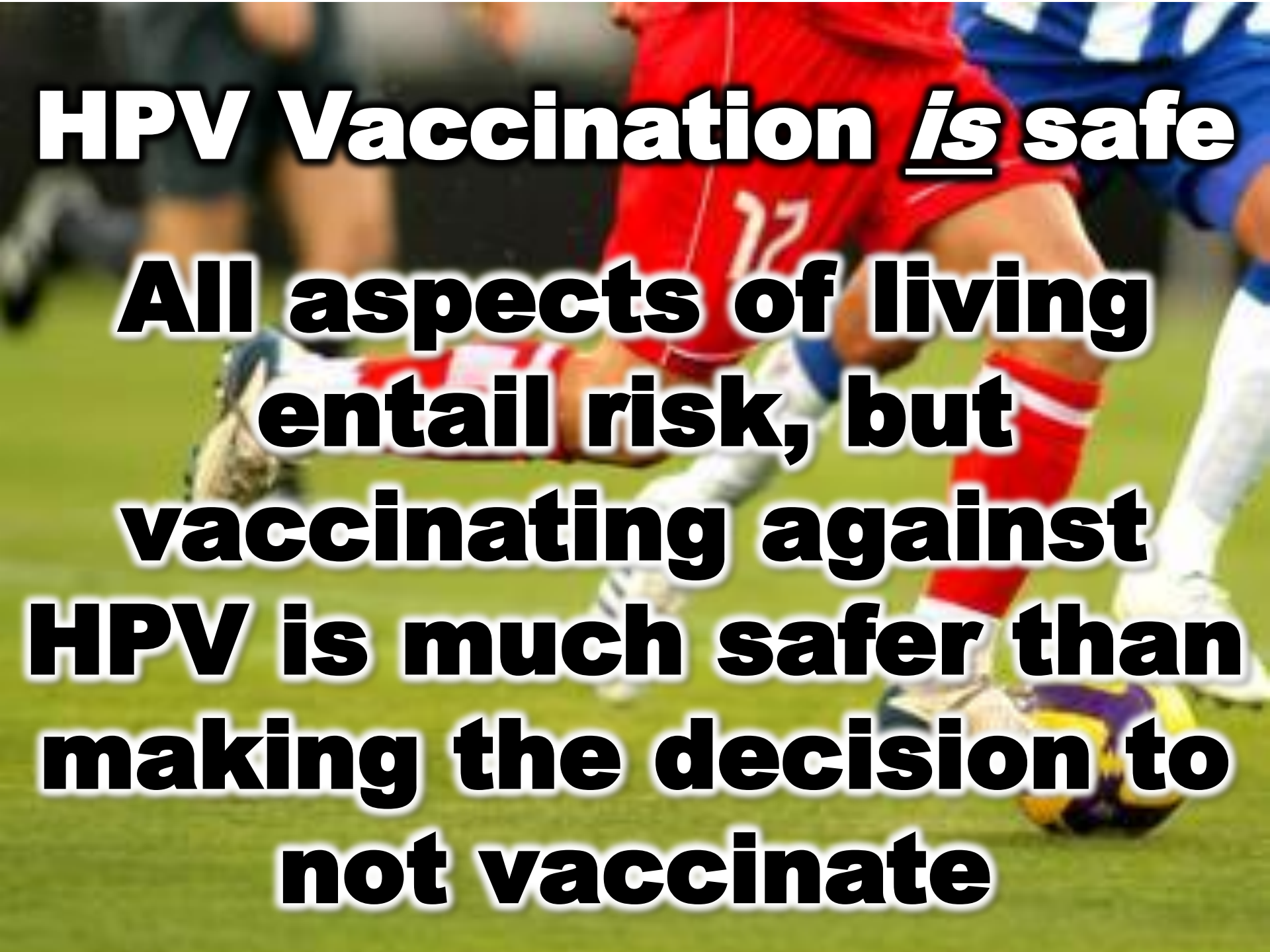
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HPV Can Be Transmitted Without "Having Sex"

- HPV has been detected in women prior to first vaginal sex. The percentage ranges from 9 to 46%, depending on the study
- 70% of these women reported non-coital behaviors that may in part explain genital transmission

**“ALL THREE VACCINES ARE EQUALLY AND STRONGLY
RECOMMENDED BY THE CDC, AND BY PEDIATRIC,
ADOLESCENT, AND FAMILY PHYSICIAN GROUPS.**

**SCHOOL ENTRY REQUIREMENTS DON'T ALWAYS
REFLECT THE MOST CURRENT MEDICAL
RECOMMENDATIONS FOR YOUR CHILD'S HEALTH”**



HPV Vaccination is safe

**All aspects of living
entail risk, but
vaccinating against
HPV is much safer than
making the decision to
not vaccinate**

No Increased Risk Of:

- Allergic reactions, anaphylaxis, Guillain–Barré Syndrome, stroke, blood clots, appendicitis, or seizures (than unvaccinated or who received other vaccines; 2011)
- Blood clots or AEs related to the immune & CNS (2013; ~1M girls)
- Venous thromboembolism or blood clots (2014; >1M women)
- Autoimmune disorders (2012, 2014- 2 studies)
- Multiple sclerosis or demyelinating diseases (2015)

“

WE MADE SOME
SIMPLE CHANGES TO
OUR **OFFICE PRACTICES**
TO RAISE HPV
VACCINATION RATES.

”

EVERYONE in the office/clinic/practice needs to be saying the same thing

Addressing Parents' Top Questions about HPV VACCINE

Recommend the HPV vaccine series the same way you recommend the other adolescent vaccines. Try saying, "Your child is due for vaccinations today to help protect against meningitis, HPV cancers, and pertussis. We'll give those shots at the end of the visit."

Parents may be interested in vaccinating, yet still have questions. Some parents might just need additional information from you, the clinician they trust. Taking the time to answer their questions and address their concerns can help parents accept HPV vaccination when their child is at the recommended ages of 11 or 12 years.

WHEN PARENTS SAY:

Why does my child need the HPV vaccine?

What diseases are caused by HPV?

TRY SAYING:

HPV vaccine is important because it prevents cancer. That is why I recommend that your daughter/son be vaccinated today.

Certain HPV types can cause cancer of the cervix, vagina, and vulva in females, cancer of the penis in men, and in both females and males, cancers of the anus and the throat. We can help prevent infection with the HPV types that cause these cancers by starting the HPV vaccine series for your child today.

The Opener by the Nurse/MA

- **Encourage convenient same-day vaccination**
“Since Pat is 11 now, he should have 3 vaccines. They will help protect him from meningitis, the HPV cancers, and from tetanus, diphtheria, & pertussis. Do you have any questions for me?”
- **If a parents hesitates, the MA/nurse should say**
“Our practice is so dedicated to cancer prevention that I’m sure the doctor will want to talk with you about your concerns.”

Reminders & Recall

- Most parents don't know when they need to bring their child back for additional doses or how many doses are in the series
- Recent studies showed that doctors tend to think the parent is responsible for knowing that information, while parents believe the doctor's office is going to let them know

Normal Results Letter to Educate Moms

Dear Mrs. Jones,

I am pleased to inform you that your recent Pap smear was normal and your test for high risk HPV (the virus that causes most cervical cancers) was negative. If you have any questions about your Pap or HPV test, please call and leave a message with the nurse.

As your medical provider, I want to make sure you know that there are safe and effective vaccines available for children, adolescents, and young adults to protect them against HPV. HPV vaccines are recommended for all girls and boys ages 11-12 to prevent cancers caused by HPV. If you have children 13-26 who haven't started or finished the HPV vaccine series, they should do so as soon as possible.

If you think you have any members of your family or friends that need to be vaccinated against HPV, please have them call our office to schedule an appointment.

Yours sincerely,

Screen *Someone You Love* for Staff

"It's the best film on this subject in existence. A perfect mix of pathos, science, and medicine with a clear call to action."

- Dr. Paul Offit

Chief of the Division of Infectious Diseases - Children's Hospital of Philadelphia

"Remarkable Achievement!"

- LJ Tan, Immunization Action Coalition



WATCH IT
NOW!



SCREEN IT
IN YOUR AREA



GET A
SITE LICENSE



SPONSOR
SCREENINGS

“

**PREVENTING CANCER BY
NOT SMOKING, WEARING
SUNSCREEN, AND EATING
BROCCOLI REQUIRES A
LIFETIME OF ACTION. BUT
HPV VACCINATION IS JUST
THREE SHOTS.**

”

HPV Vaccination Roundtable

- Hosted by The American Cancer Society
- Representatives from over 65 member organizations
- Developed seven pilot projects
- Encourages collaboration across specialties

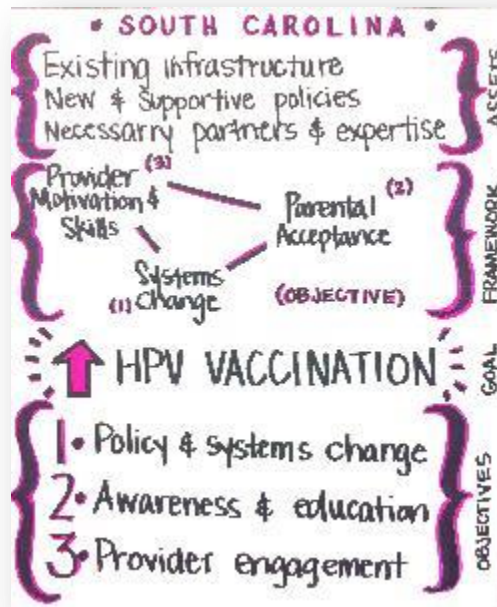
National Cancer Institute HPV Project

- Funded 18 NCI-Designated Cancers
- Another 18+ took on project without the additional NCI funding
- Funding has ended, cancer centers in the collaborative continue to meet every 6 months



Comprehensive Cancer Control Project

- Funded 11 states, cancer + immunization
- 1.5 day reverse site visit = Action Plan



the answer to **WHAT CAN WE DO?** What specific partners can bring to the table

HEALTH DEPARTMENTS

1. Work with faith-based health initiatives to have HPV vax info included
2. Ask pharmacies to hang HPV vax posters next to other vax info
3. Offer in-service or feedback visit to every pediatric/FP practice in local area
4. State Medicaid office sends info to parents of 9-12 year olds
5. Ask largest employers in area to send HPV vaccine and cancer screening info to employees

CANCER CENTERS

1. Provide speakers for provider groups/grand rounds CME events on why HPV vaccination is an urgent priority
2. Sponsor a showing of "Someone You Love" for pediatricians and family physicians (offer CME credit)
3. Write a letter to all family physicians and pediatricians on the urgency of HPV vaccinations
4. Reach out to health system executives to encourage HPV vaccination initiatives

CANCER PROGRAMS

1. Include HPV vax as a priority & include in CCC State plan
2. Analyze and share local data on HPV-related cancers
3. Share survivor/caregiver stories
4. Work with partners to promote HPV vaccination at other cancer events
5. Ask local ACS chapter to co-sponsor events and/or co-brand materials/PSAs

COMMS/PR/MARKETING

1. Pitch local radio stations to run CDC Radio PSAs
 - Local TV stations to run CDC Video PSAs
 - Local movie theaters to run of CDC Video PSAs
 - Local airports to post PSA-style ads
2. Work with local university Greek system to take on HPV vaccination as their cause
3. Encourage local book clubs skip a book one month and watch *Someone You Love* instead

MEDICAL PRACTICES

1. Every clinician knows their individual HPV vaccination rates
2. Open scheduling up to 6 months in advance (like dentists do)
3. Print registry of all 13

OTHER PROVIDERS

1. Pediatric dentists send info to parents of 9-12 year old patients
2. Family dentists send info to all families about vaccination and oral cancer screening

MEDICAL SOCIETIES

1. Include cancer specialists in conferences as speakers on why HPV vaccination is urgent
2. Distribute a letter from cancer center director about the urgency of HPV

HEALTH SYSTEMS/PAYERS

1. For Cervical Cancer Awareness Month in January, send postcards to moms with reminders for cervical cancer screening for themselves and HPV

**Questions for
our panelists?**