Funding

American Academy of Pediatrics
American Cancer Society
Centers for Disease Control & Prevention
Food & Drug Administration

GlaxoSmithKline
Merck Sharp & Dohme
National Cancer Institute
Pfizer Fdn
Robert Wood Johnson Fdn
Parents’ reasons for not getting HPV vaccine

- Not knowing enough
- Safety concerns/side effects
- Not necessary
- No provider recommendation
Provider recommendations are uniquely powerful
Provider recommendations are uniquely powerful

No recommendation

35%
Provider recommendations are uniquely powerful

With recommendation 65%
Parents’ perceived importance of HPV vaccine

Parents said 9.3

Providers expected 5.2

Healy et al., 2014, Vaccine
HCPs think…

- Parents don’t want HPV vaccine (even though patents do want it)
- Conversation will be uncomfortable (34%)
- Discussion will take a long time

Discuss HPV vax last, or not at all
Recommendation quality

- **Timeliness for males**: 39% High, 26% Low
- **Timeliness for females**: 26% High, 27% Low
- **Endorsement**: 27% High, 39% Low
- **Consistency**: 39% High, 40% Low
- **Urgency**: 40% High, 39% Low

Gilkey et al., 2015, CEBP
Recommendation quality

Offering delay was common (65%), and destructive

OR=80.8  (15.7-415.7)
Recommendation style: Announcements

Note *child’s age.*

Announce the child is due for *vaccines* recommended for children this age, placing HPV in **middle of list.**

Say you will vaccinate *today.*

Now that Sophia is 12, she is due for 3 vaccines. Today, she’ll get vaccines to prevent meningitis, HPV cancers, and whooping cough.
Presumptive announcements rarely used (15%), but highly effective.

- Did not offer delay: 82%
- Participatory: 22%
- Presumptive: 73%

Same-day HPV Vaccination

Quality
OR=80.8 (15.7-415.7)

Style
OR=9.0 (2.3-34.7)

Sturm et al., 2017, *J Adol Health*
Communication training

1 hour training
Physician led
In-clinic
CME

Announcement Approach

Presumptive announcement

Only if needed
Ease parent concerns
Clearly recommend HPV vaccine

Start the Conversation

Start a conversation
Ease parent concerns
Clearly recommend HPV vaccine
% Change in HPV vaccine coverage by 6 mo

- **Announcement training**
- **Conversation training**

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>All patients ages 11-12</td>
<td>5.4%</td>
</tr>
<tr>
<td>Females</td>
<td>2.0%</td>
</tr>
<tr>
<td>Males</td>
<td></td>
</tr>
</tbody>
</table>

Orange bars, *p* < .05

*HPViq.org*

Brewer, et al., 2017, *Pediatrics*
% Change in HPV vaccine coverage by 6 mo

- Announcement training
- Conversation training

All patients ages 11-12
n = 17,173

- All: 5.4%
  - Orange bars, p<.05

- Females: 4.6%
  - Orange bars, p<.05

- Males: 6.2%
  - Orange bars, p<.05

Brewer, et al., 2017, Pediatrics
Training satisfaction

100% would recommend training to a colleague

93% planned to routinely use communication strategy

“It’s easier for parents. It’s easier for us.”
Announcement
The child is due for vaccines against 3 diseases

If parent hesitates…
Connect, Clarify, Counsel
Messages for the Clarify step

Environmental scan (~225 messages)

Interviews with providers nationally

Tested with 1,200 parents nationally

Age. Kids respond more strongly to HPV vaccine when they are younger. This may give better protection against some cancers.

Sex. This really isn’t about sex. The HPV vaccine is about preventing cancer.

Safety. This vaccine is one of the most studied medications on the market. The HPV vaccine is safe, just like the other vaccines we give at this age.

Effective. Over 30,000 Americans get cancer from HPV every year. Most could be prevented with the HPV vaccine.

Guidelines. Experts at the CDC agree that kids should get the HPV vaccine by age 11 or 12 to prevent several cancers.

Boys. HPV infections don’t care if you’re a boy or girl. The virus can cause cancer and many other diseases.

Requirements. School requirements don’t always keep up with medical science. The HPV vaccine is an important vaccine that can prevent many cancers.

I get it. Your child is not yet sexually active. The thing is, this really isn’t about sex. The HPV vaccine is about preventing cancer.
Demonstration

The Announcement Approach
Follow-up with parents who say “no”

Most parents get to yes. For parents who decline,

~ **Half get HPV vaccine later**
~ A quarter plan to do so

If a parent declines, bring it up at the next visit.