

Human Papillomavirus (HPV): Empowering Providers to Advocate for Vaccination

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- All attendee lines are muted.
- Please submit your questions to our panelists via the Q&A feature.
- Questions will be addressed at the end of the session, as time permits.



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Meet the Presenters



Courtney McCullough, MPH Practice Transformation Specialist



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Quality Insights Overview

- Non-profit organization focused on improving health care quality in the pursuit of better care, smarter spending, and healthier people.
- Strive to be a change agent, partner, and integrator of local organizations collaborating to improve care.



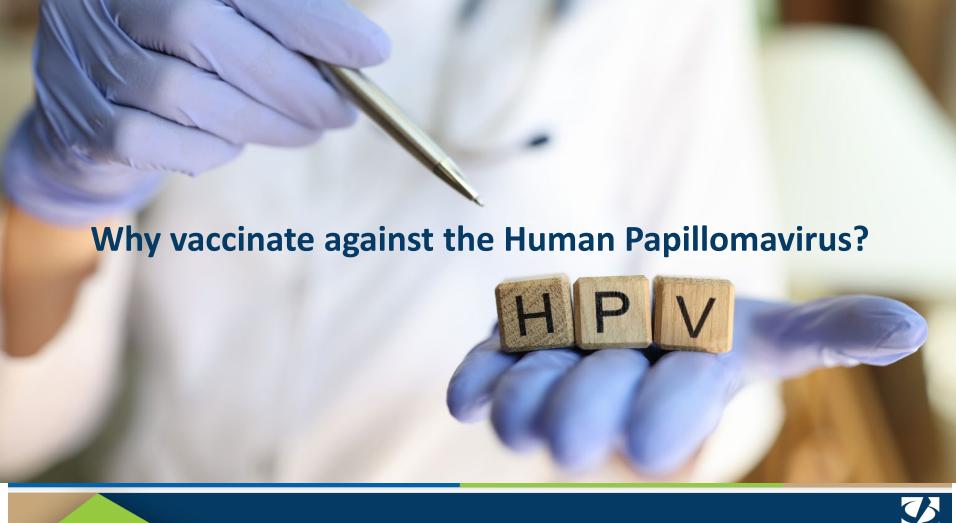


Learning Objectives

After this course, the learner will be able to:

- 1. Understand the latest evidence and impact of HPV-associated diseases and cancers and their implications for public health.
- 2. Identify common barriers to HPV vaccination, including misinformation and hesitancy, and their influence on vaccination practices.
- 3. Explore effective strategies for patient advocacy and seamless integration of vaccination efforts into daily workflow.
- 4. Learn how to leverage key resources to enhance vaccination rates and monitor success.







HPV Infection

Most females and males will be infected with at least one type of mucosal HPV at some point in their lives.

- An estimated 79 million Americans are currently infected.
- There are 13 million new infections per year in the U.S.
- HPV infection is most common in people in their teens and early 20s.

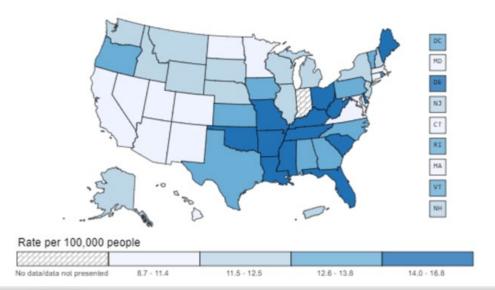
Most people will never know that they have been infected.

Source: <u>CDC</u>, 2024.



Delaware Statistics: HPV Attributable Cancer

Rate of New HPV-associated Cancers By State
All HPV-associated Cancers,
Male and Female, United States, 2017-2021



In Delaware in 2017-2021, the ageadjusted rate of All HPV-associated cancers was 14.0 per 100,000 people.

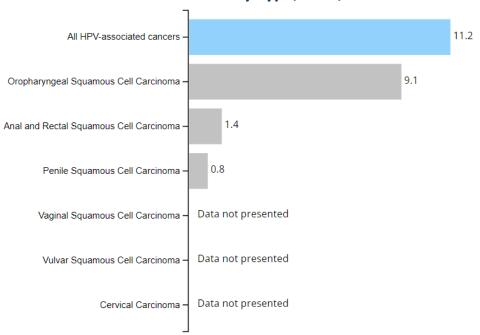
901 cancer cases were reported.

Source: CDC, n.d.



The Impact of HPV

HPV-Associated Cancers by Type, Men, 2017-2021

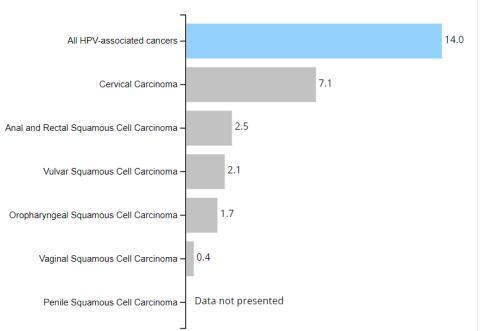




Source: CDC, 2024.

The Impact of HPV (cont.)

HPV-Associated Cancers by Type, Women, 2017-2021



Source: CDC, 2024.



Disease Burden

Over 37,000 new cases of HPV-associated cancer annually.

- 21,700 among women
- 15,600 among men

Over 90% of cases are **PREVENTABLE** through vaccination.

HPV infection may place mothers at increased risk of preterm delivery and miscarriage.

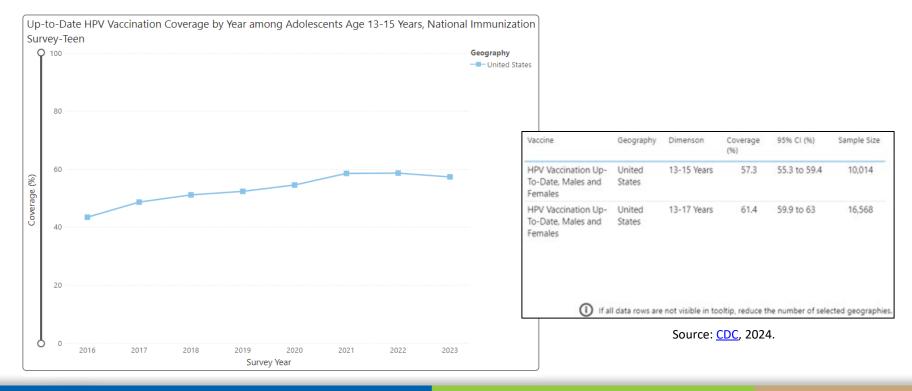
Sources: <u>U.S. Cancer Statistics: Data Visualizations</u>, <u>CDC</u>, 2024, <u>JAMA</u>, 2020.







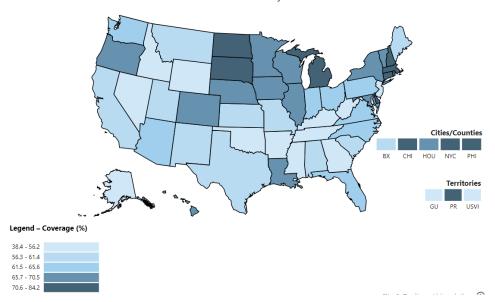
HPV Coverage Rates in U.S.





Delaware Statistics: HPV Vaccination Rate

Up-to-Date HPV Vaccination Coverage among Adolescents Age 13-17 Years, 2023, National Immunization Survey-Teen



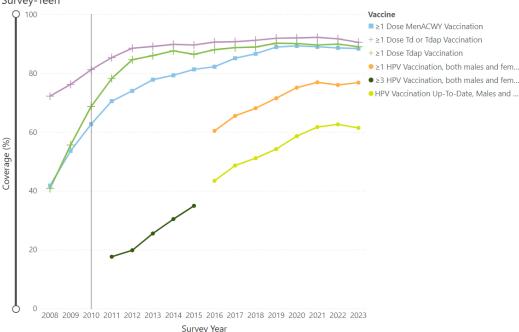
Geography
Delaware
Coverage Estimate (%)
73.0
95% CI (%)
66.6 to 78.5
Sample Size
293

Source: <u>CDC</u>, 2024.



Vaccination Coverage for Adolescents 13-17 Years

Vaccination Coverage by Year among Adolescents Age 13-17 Years, United States, National Immunization Survey-Teen





Source: CDC, 2024.

Economic Benefits of HPV Vaccination

- Reduced healthcare costs
 - Cost of treatment
 - Frequency of screenings
- Workforce productivity
- Health equity
- Increased return on investment

Source: Chesson, 2019.





Vaccination Disparities

- Social Determinants of Health
 - Geographic
 - Socioeconomic
 - Racial and Ethnic
 - Healthcare Access
 - Education
- Gender Disparities

Sources: Locklar (2022), Walker (2018), CDC, (2024).





Using Motivational Interviewing to Guide Vaccine Conversations (and Eliminate Cervical Cancer)

Kristin Oliver, MD, MHS Associate Professor Environmental Medicine and Public Health, Pediatrics









CANCER SCIENCE UPDATE

HPV Vaccination Can Prevent Cancers

About **92%**

of HPV-attributable cancers can be prevented in the future.

www.cdc.gov/cancer



Source: CDC, 2025.



HPV infections targeted by vaccine have decreased since vaccination was introduced





HEALTH CARE PROVIDERS should

recommend HPV vaccination for all patients at age 11 or 12"

HPV can cause some cancers in women and men HPV vaccination is cancer prevention

CDC.GOV

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Source: CDC, 2021.



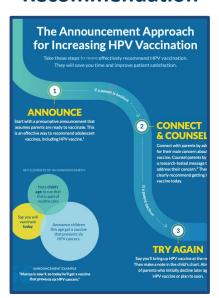
^{*} HFV vaccination introduced in 2005

^{*} Presidence of HPV types targeted by the quadriculent HPV nacine among females aged 14-19 years and females aged 20-24 years in 2015-2018 compared with 2003-2006.

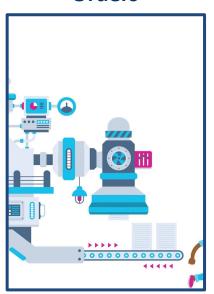
^{*} HPV sacctuation is also recommended for everyone through age 26 years. If not adequately vaccinated previously

Best Practices to Increase Vaccination

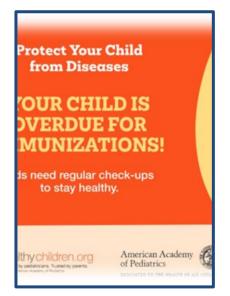
Strong Provider Recommendation



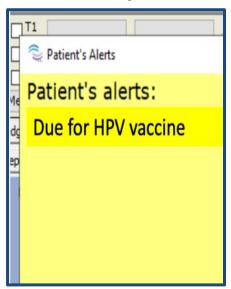
Standing Orders



Reminder/ Recall



Provider Prompts





What is Vaccine Confidence?

- Vaccine confidence is the belief that vaccines:
 - Work
 - Are safe
 - Are part of a trustworthy medical system



There are **Degrees** of Vaccine Confidence





Starting the Conversation



Initiation Rates for Routine Vaccines Depend on a High-Quality Recommendation

If no recommendation or presented as optional: 20-30%

If soft recommendation: 50%

If strong recommendation: 70-90%

Source: Opel Pediatrics 2013, Brewer Pediatrics 2016, Gilkey, et al., 2015.



Optional Versus Announcement Recommendation

Optional: "Have you thought about what shots you'd like to get today?"

- May unintentionally imply shot is not important or few people do it.
- 20-30% vaccination rate in studies of both childhood and adolescent vaccines.

Announcement: "We have some shots to do today."

- Implies shot is important and most people get it.
- 70-90% vaccination rate in studies of both childhood and adolescent vaccines.

Source: Opel Pediatrics 2013, Brewer Pediatrics 2016, Gilkey, et al., 2015



Discussion

- How would you describe your HPV vaccine recommendation?
- No recommendation
- Soft/optional recommendation
- Strong recommendation





Here's what we want to avoid:

Convince or persuade

Argue and debate

Be judgmental

Solve the problem

Be confrontational

Impose views

Be dismissive

Instead, respond to vaccine hesitancy by aiming to:

Be supportive

Be empathic

Be inclusive

Build trust

Explore perspectives

Be aware of own feelings

Listen

Explore concerns

Source: Adapted with permission from materials provided by members of the Motivational Interviewing Network of Trainers (MINT), J Carpenter, L Williams & B Kutner (Harm Reduction Coalition).



Motivational Interviewing for Vaccine Conversations



Resolving Ambivalence





Understanding Change







Understanding Change



Source: University of Missouri, <u>ADEPT Motivational</u> <u>Interviewing Philosophy and Principles</u>, 2017.



Correcting Myths Doesn't Always Work



Source: Nyhan. Vaccine. 2015.



Data Dumping Doesn't Work

What NOT to say:

"Well, data shows that many adolescents will be having sex by middle school, and if you're worried about her having sex, studies have shown that the HPV vaccine won't increase the likelihood of her having sex. It's really important to prevent cancer with this vaccine."

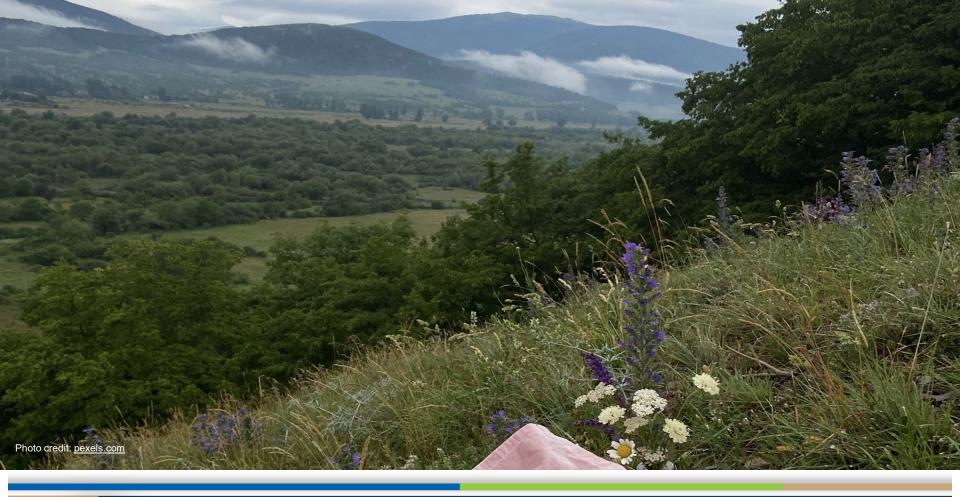


What is Motivational Interviewing?



Photo credit: pexels.com







Motivational Interviewing Tools

Ask open ended questions

Reflective listening

Recognized values and strengths

Support autonomy- the right to decide

Summarizing the conversation



Ask Open-Ended Questions

- Usually begin with who, what, how, why, tell me.
 - "What do you think about getting the vaccine?"
 - "Tell me your thoughts about getting the vaccine"
 - "What concerns you most about the vaccine?"

Share other open-ended questions you have used or could use.



Listen Reflectively

- Can be simple or complex
 - Simple reflections repeat or rephrase.
 - Complex reflections reflect deeper meaning and feeling.
 - Complex reflections deepen the conversation and can be forward-moving.



Listen Reflectively

- Parent: "I'm not sure about that vaccine, or if it's even safe."
 - Simple: "You doubt its safety."
 - Complex: "If you knew it was safe, you'd be more willing."
- Parent: "When I got the vaccine, I got really sick."
 - Simple: "You got really sick after you had the vaccine."
 - Complex: "You want to make sure that that won't happen to your daughter if she takes the vaccine."
- Parent: "I know it's important, but I'm afraid to give it to him."
 - Simple: "It's scary to you."
 - Complex: "As scary as it is, you see the vaccine as important."



Ask Permission to Share Information

- "If it's OK with you, can I share some information I have?
- "Is it OK if I go over how I've come to think about this vaccine?

Share other ways you could "ask permission."



Provide a Little Information to Change a Patient's Perspective

- "... You're right, the flu vaccine doesn't always prevent every infection.
 But it does prevent the things we want to avoid most- getting hospitalized or dying"
- "... I hear you. Parker is only 11 years old, but we recommend the HPV vaccine at this age because younger kids have a better immune response. That's why they only need 2 doses instead of 3."



Change Talk

Readiness Ruler



"On a scale of 1 to 10, where 10 is the most important, where does HPV vaccination fall for you?"

Parent answers 2 or 3

"Why is it a 2 and not a 1?"



Other MI Strategies - Elicit Positive Talk ("change talk")

- Ask open-ended questions that may lead to affirming statements.
 - You've mentioned side effects as a concern. What do you see as some possible "side effects" of NOT getting the HPV vaccine?
- Reflect on parents' positive and negative perspectives, then ask about positive.
 - You see cancer as frightening, but you're worried about the vaccine's safety. Do you know anyone who has had an HPV-related cancer?



Make a Personalized Recommendation But Respect Autonomy

 "I really believe this a safe and important vaccine, which is why I recommend it to all my patients. Having said that, this is a decision that only you and your family can make. What do you think?"



If hesitant, how should you proceed?



Refuse all

Accept all	Vaccine Hesitant	Refuse all
Strong recommendation.	A conversation guided by the MOTIVATIONAL INTERVIEWING method.	 Do not end the engagement. Focus on their concerns. Practice Reflective Listening.
Make a vaccination plan.		Leave space for any discussion.



Healthcare Workers Have Emotions About Vaccine Conversations Some coping strategies:

Reaction	Coping Strategy	
Frustration/anxiety	 Slow down and know you have more than one time to talk to the patient/family. Shift focus to genuine interest and empathy for the patient/family. Ask about their hesitancy to understand it better. Use breathing exercises. 	
Helplessness	 Remember, listening is helpful. Recall your job is not to change minds. Focus on what you can do - listen, reflect, summarize. 	
Inadequacy	 It's OK to not know all the answers and to say, "I don't know." 	



Acknowledgements

This material has been adapted from:

World Health Organization's Conversations to build trust in vaccinations

Harm Reduction Coalition Consultant Bryan Kutner, PhD, MPH with permission including materials provided by members of the Motivational Interviewing Network of Trainers (MINT), Judith Carpenter RD (MINT certified trainer) and Dr. Lyn Williams Carpenter J and Williams L. (2021)

Helpful conversations for vaccination hesitancy. Training slides and handouts, and COVID-19 Vaccination: Using Motivational Interviewing to Guide Conversations, Kristin Oliver, MD, Andrea Hamilton, PhD

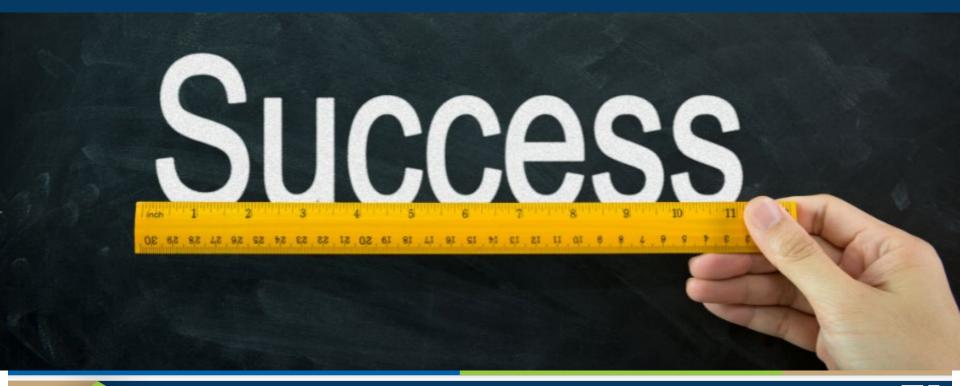


Thank you





Measuring Vaccination Success





What Success Looks Like

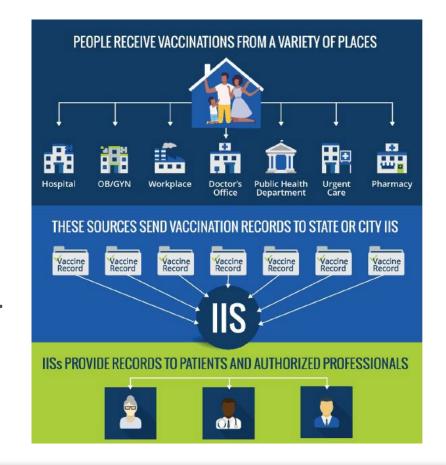
- Increased HPV vaccination rates.
- Improved patient health outcomes.
- Stronger trust between providers and families.
- Alignment with national and community goals.



Leveraging IIS

- Quarterly Tasks
 - Roster clean-up and patient inactivation.
- Staff Readiness
 - Ensure training for DelVAX users.
- Ongoing Monitoring
 - Use DelVAX reports for immunization tracking.

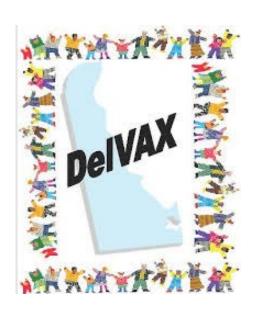
Adapted from: CDC, 2023.





Tracking Practice-Specific Goals

- Review Progress
 - Regularly check vaccination rates.
- Benchmark
 - Compare to <u>state and national averages</u>.
- Align Objectives
 - Aim for <u>Healthy People 2030</u> targets.





Reducing Missed Opportunities

- Maximize Every Visit
 - Assess vaccination status at each visit.
- Provide Education
 - Offer HPV vaccine information to patients and families.
- Administer Vaccines
 - Ensure all eligible patients receive the HPV vaccine.



Strategies to Increase HPV Vaccine Uptake

- Pre-visit planning
- Expand access
- Pro-immunization culture
- EHR prompts / IIS reconciliation





Common Challenges

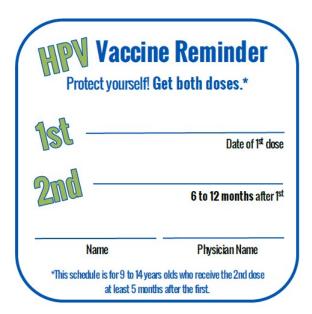
- Parental hesitancy
 - Solution: Provide clear, evidence-based education.
- Time constraints in visits
 - Solution: Streamline workflows.
- Missed follow-ups
 - Solution: Implement reminder-recall systems.



Reminder-Recall Systems

Patient Reminders:

- Mail letters or postcards
- Appointment magnets/cards
- Telephone calls or text messages
- Patient portal messages





Quality Improvement Resources

- Quality Insights HPV Resources & practice support
- No-Cost American Board of Internal Medicine MOC Credit
- HPV Vaccine: Cancer Prevention (Quality Insights' Powtoon)
- <u>The Vaccine Scene: Learn more about the HPV Vaccine</u> (Quality Insights' Powtoon)
- National HPV Roundtable: Start at 9 Toolkit
- Immunization Coalition of Delaware
- No-Cost HPV Continuing Education Course
 - Use code **DEPHS** to sign up.



Summary

- Nearly everyone who is sexually active will get an HPV infection at some point in their life.
- HPV vaccination can prevent 90% of HPV-related cancers.
- Motivational Interviewing techniques can help alleviate patient ambivalence.
- Evidence-based interventions can be implemented within the practice to ensure HPV vaccination administration and to improve vaccination rates.



Key Take Aways

- Think of HPV vaccination like a seat belt:
 - It's preventative, simple, & saves lives
- Patients trust their provider's recommendation
 - Provider recommendation is the #1 reason parents chose to vaccinate against HPV
- Use a new Motivational Interviewing technique today
- Small changes lead to big impacts

Source: National HPV Vaccination Roundtable, 2019.



Evaluation and Post-Knowledge Check



Access the evaluation and postknowledge check via this link or by scanning the QR code.

https://www.surveymonkey.com/r/7H6LM5F





Questions?





Contact the Presenters



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THANK YOU!



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Resources

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