

# HPV Vaccine Communication Training

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UNC

GILLINGS SCHOOL OF  
GLOBAL PUBLIC HEALTH



Immunization Quality Improvement Tools



# Funding

American Academy of Pediatrics  
American Cancer Society  
Centers for Disease Control &  
Prevention  
Food & Drug Administration  
Gillings Foundation  
GlaxoSmithKline  
Merck & Co.

National Cancer Institute  
National Inst on Drug Abuse  
Novartis  
Pfizer Fdn  
Robert Wood Johnson Fdn  
State of North Carolina  
World Health Organization

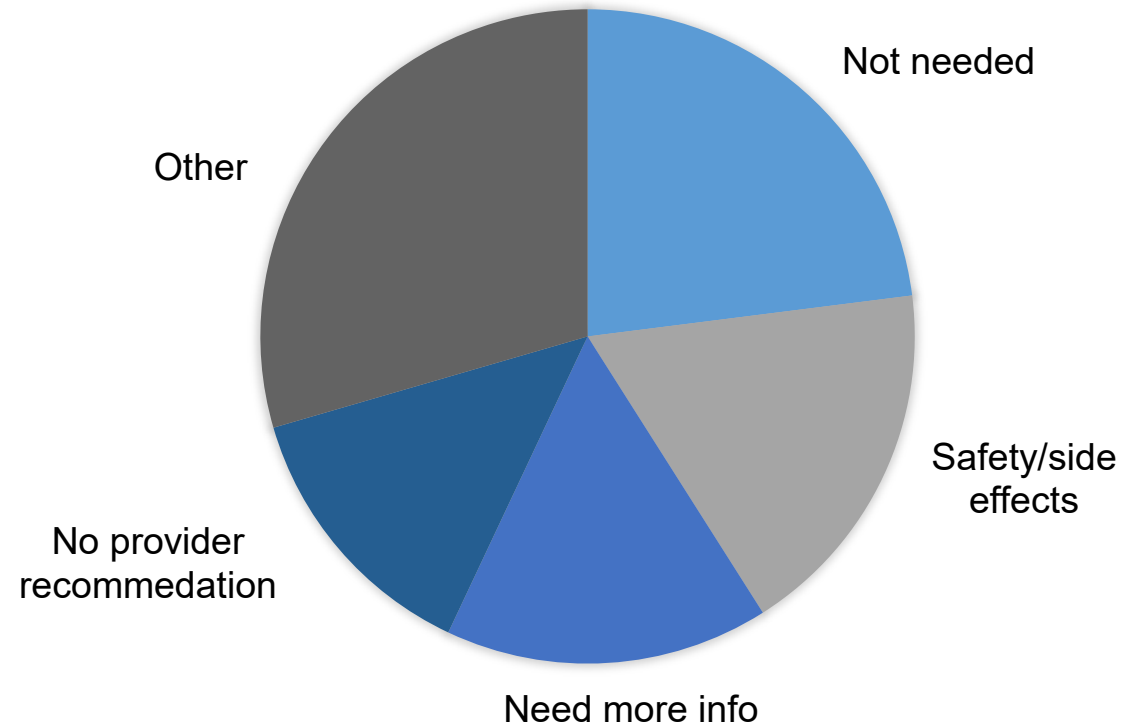




# Parents' reasons for not getting HPV vaccine

There is no top reason

Each can be addressed by talking with a provider



# Provider recommendations are powerful



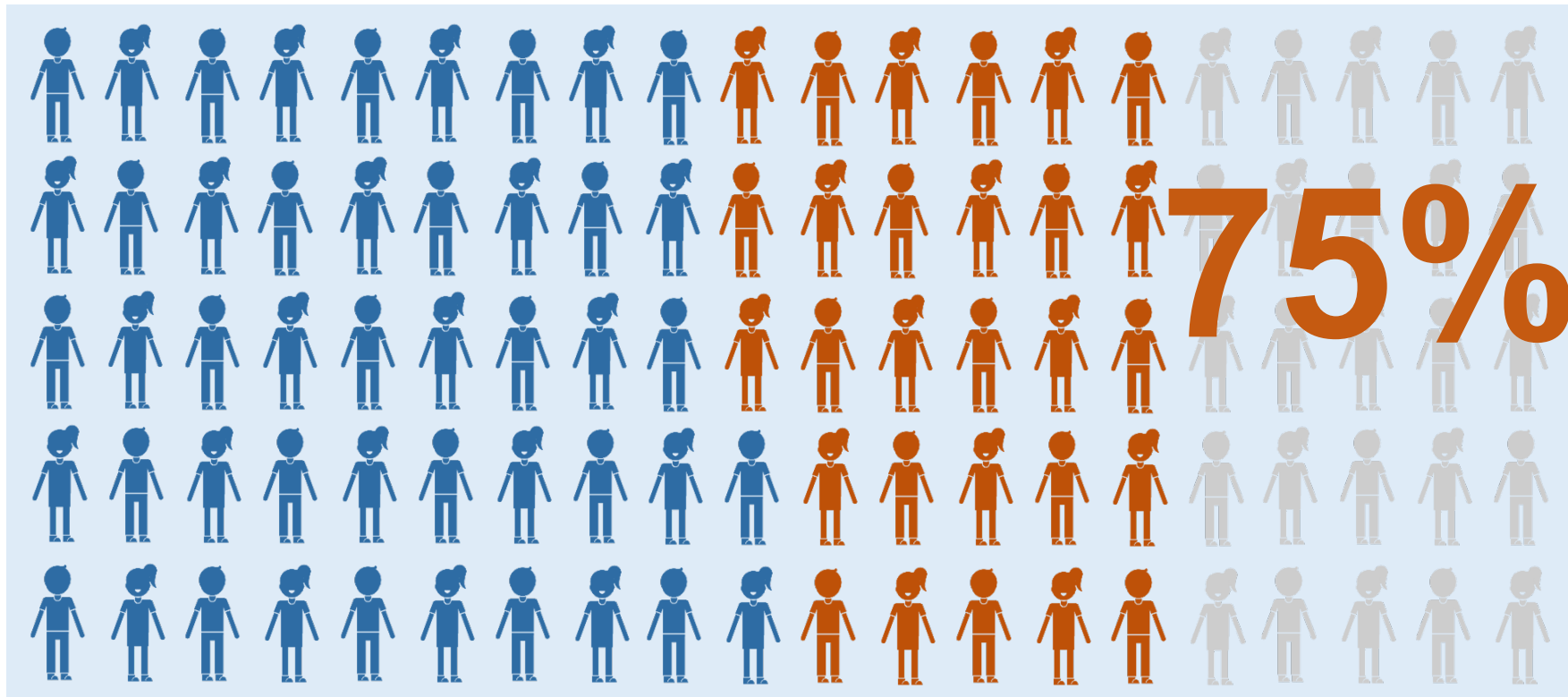
# Provider recommendations are powerful

No recommendation



# Provider recommendations are powerful

With recommendation



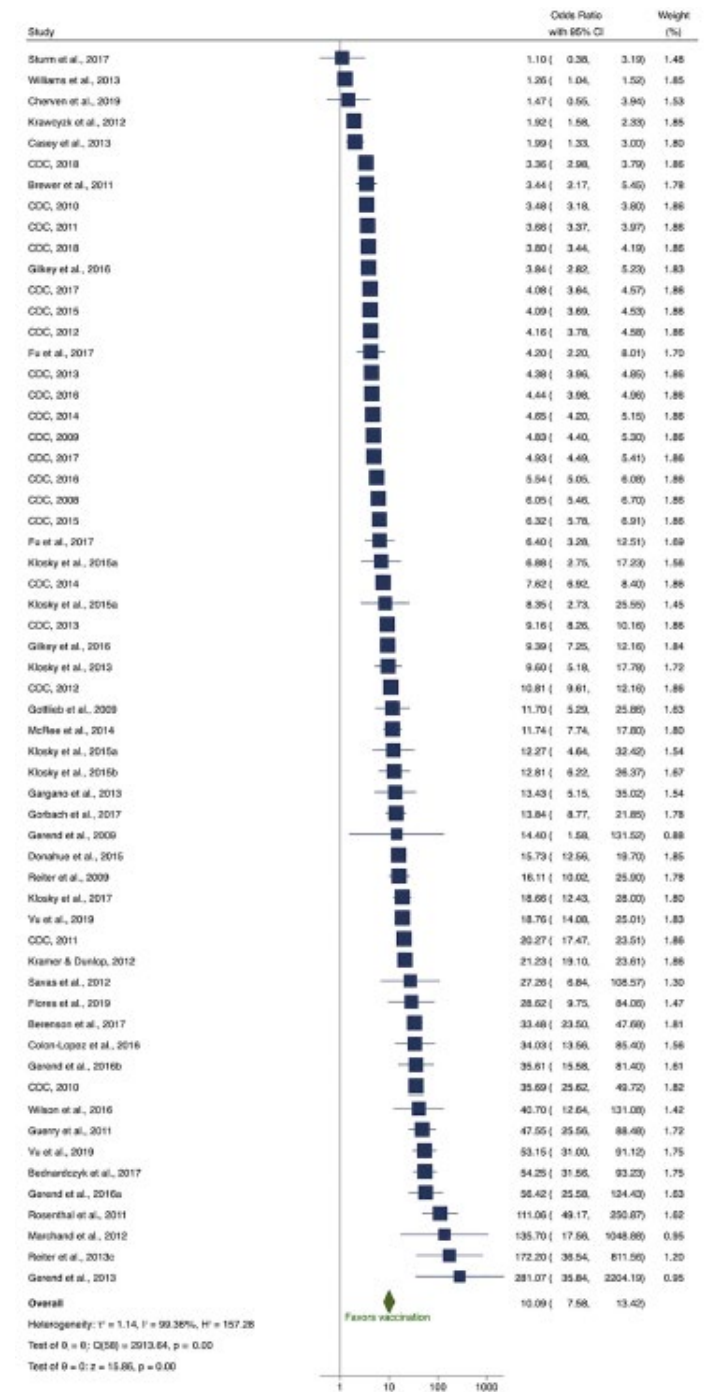


# Meta-analysis

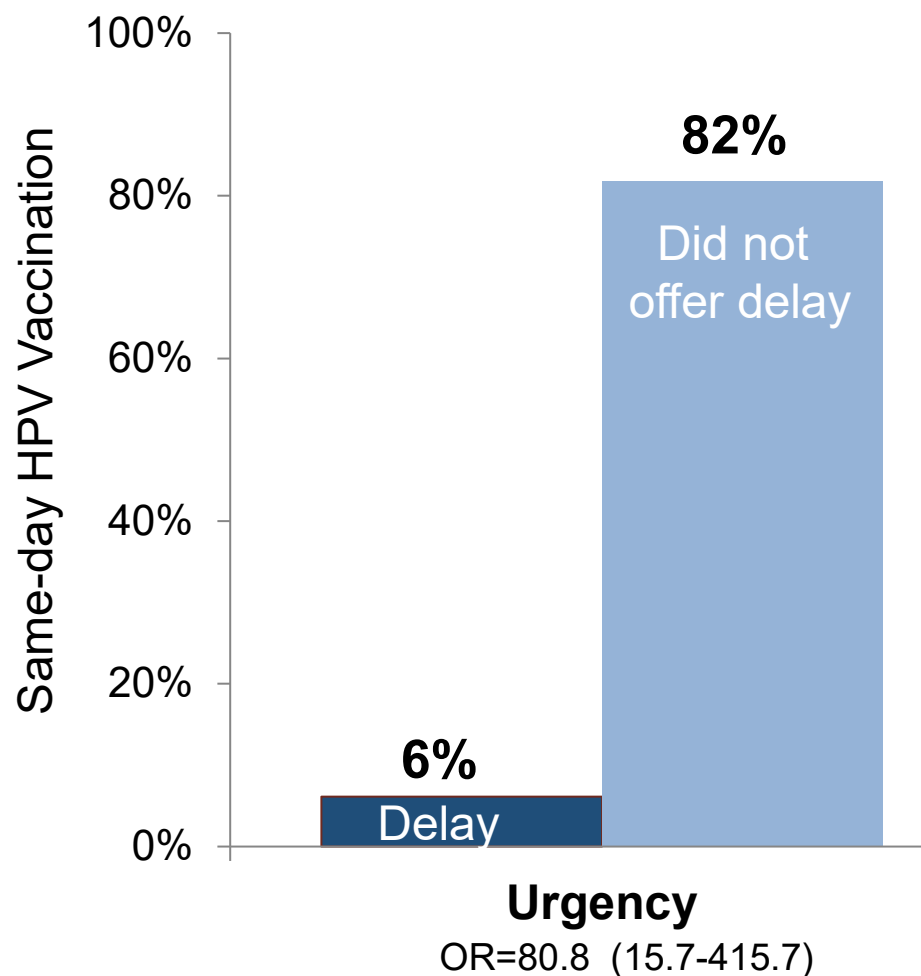
## Impact of recommendation HPV vaccine initiation

- OR=10 (7.6-13.4)
- 59 studies ( $n=265,083$ )

## Single largest impact on HPV vaccine uptake

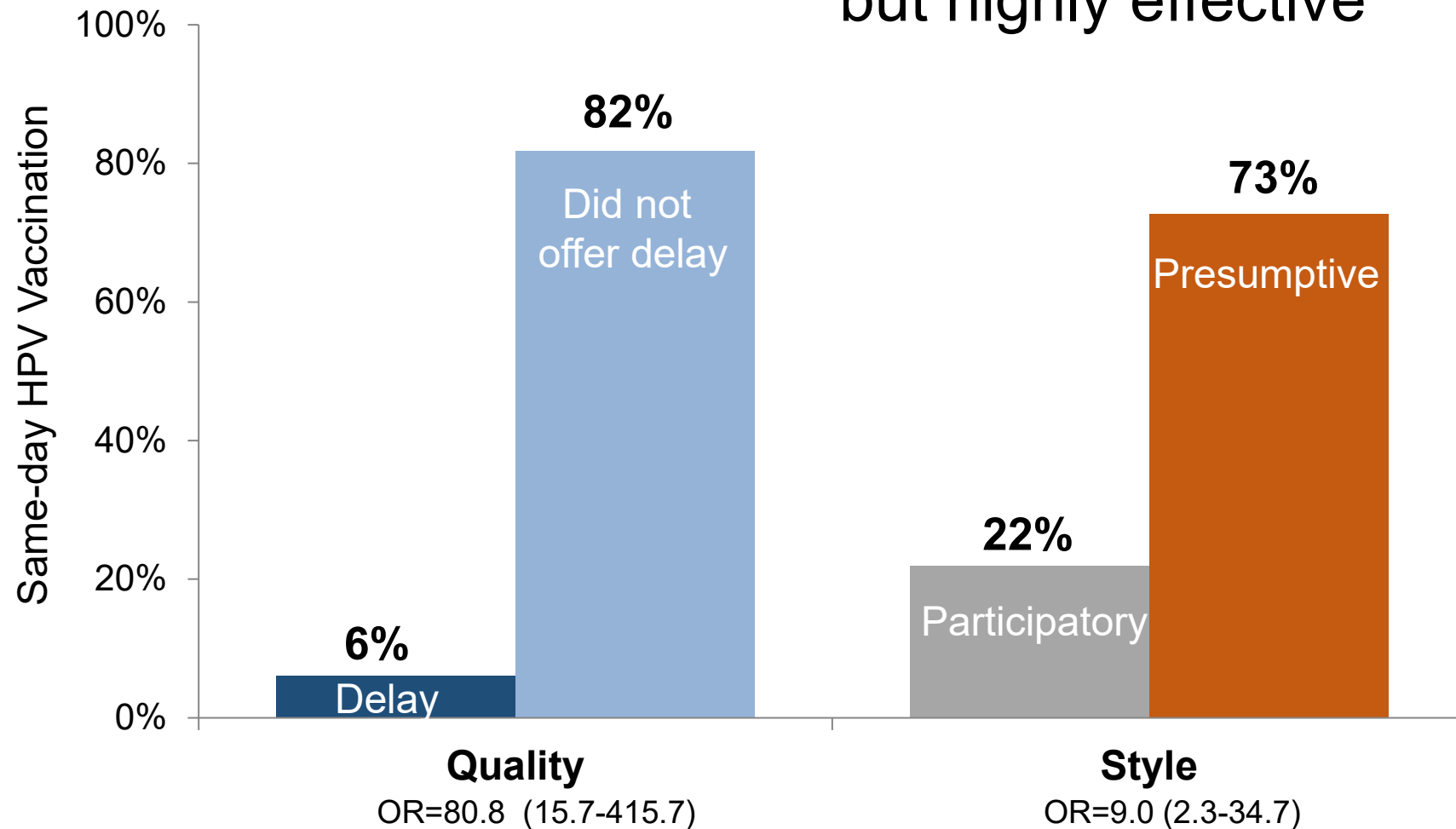


# Poor recommendation quality



Offering delay was common (65%), and destructive

Presumptive announcements  
rarely used (15%),  
but highly effective



# Development of communication training

## Presumptive announcement

Note **child's age**

Announce children this age are  
due for a vaccine that  
**prevents six HPV cancers**

Say you will vaccinate **today**

“

Alex is now 9,  
so today they'll get a  
vaccine that prevents  
six HPV cancers.

”



# Development of communication training

## Presumptive announcement



## Announcement Approach



## Training

Note **child's age**

Announce children this age are due for a vaccine that **prevents six HPV cancers**

Say you will vaccinate **today**

**Presumptive  
announcement**

If parent is hesitant

**Connect and  
counsel**

If parent declines

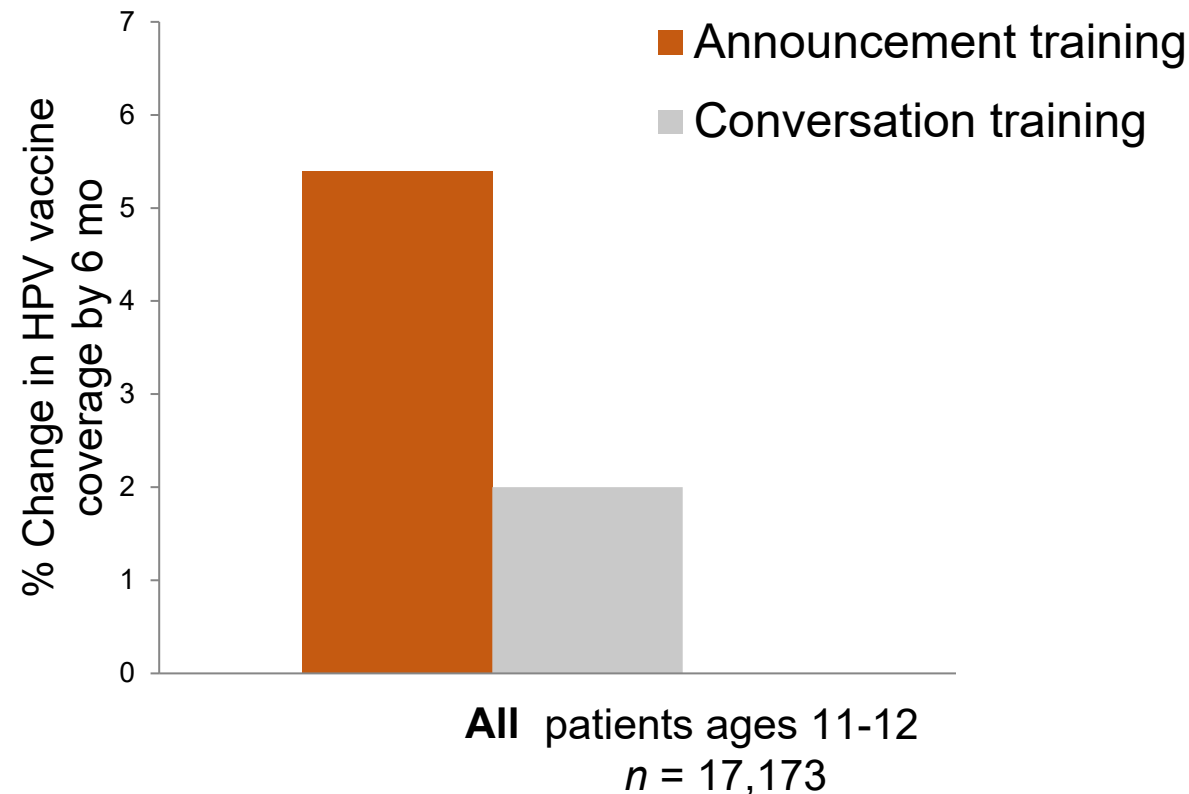
**Try again**

1 hour training  
Provider led  
In-clinic  
CME

# Impact of communication training

Increased vaccination, reduced time to vaccinate

NCI-designated best practice. CDC, AAP recommend announcements



Orange bars,  $p < .05$

Brewer, et al., 2017, *Pediatrics*  
Malo, et al., 2018, *Implementation Science*

# Train-the-trainer model

INTERVENTION

## Train-the trainer

- By webinar, UNC-led
- Providers: 11

## Communication trainings

- In clinic, locally-led
- Clinics: 18 clinics

2019

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

EVALUATION

**Pre-post surveys** 18 clinics, 235 participants

## EHR data

- HPV vaccine 1, 2-3 doses

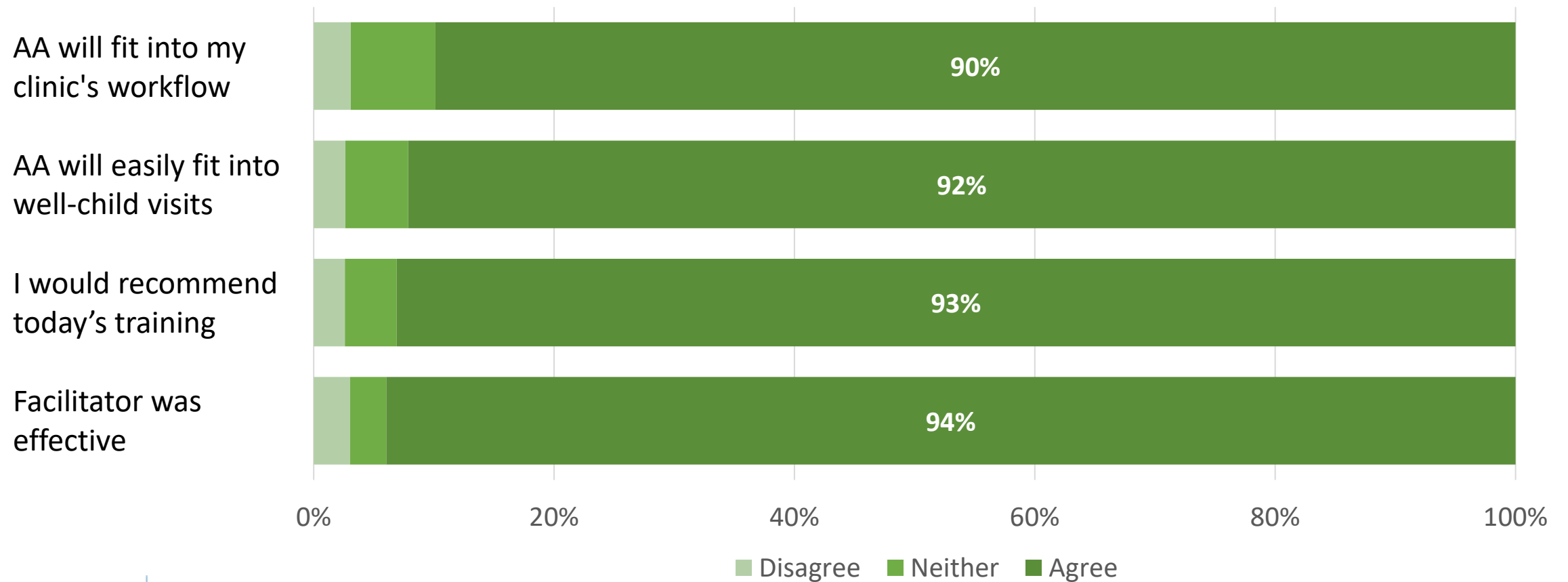
## Immunization registry data

- HPV vaccine 1, 2 doses

**Increased HPV vaccine initiation  
by ~2%**

# High satisfaction

232 participants completed the post-training surveys





# More positive attitudes

231 participants completed matched pre- and post-training surveys

|               | Pre-training<br>Mean (SD) | Post-training<br>Mean (SD) |
|---------------|---------------------------|----------------------------|
| Attitude      | 4.31 (0.94)               | 4.49 (0.86)**              |
| Norms         | 3.31 (0.88)               | 3.75 (0.93)**              |
| Self-efficacy | 3.81 (1.05)               | 4.36 (0.82)**              |
| Intentions    | 4.19 (0.95)               | 4.43 (0.83)**              |

\*\* $p < .001$



# The Announcement Approach:

## Making Effective HPV Vaccine Recommendations

Welcome! Please sign in  
and complete the pre-training survey

# Follow the Path to Increasing HPV Vaccination

Take these steps for effectively recommending HPV vaccination. They will save you time and improve patient satisfaction.

1

..... If a parent is hesitant .....

USE A

## PRESUMPTIVE ANNOUNCEMENT

A presumptive announcement assumes parents are ready to vaccinate. This is an effective way to recommend adolescent vaccines, including HPV vaccine.<sup>1</sup>

KEY ELEMENTS OF AN ANNOUNCEMENT:

Note child's age to cue that this is part of routine care

Say you will vaccinate today

Announce children this age are due for vaccines that prevent several diseases, placing HPV cancers in middle of list

2

## ASK FOR THEIR MAIN CONCERN

AND ADDRESS IT

Connect with parents by showing you heard them. Counsel using a research-test message. Examples are available on the other side of this flyer or at [hpvIQ.org](http://hpvIQ.org)<sup>2</sup>

..... If a parent declines .....

3

## TRY AGAIN ANOTHER DAY

Almost 70% of parents who initially declined later agree to HPV vaccine or plan to soon.<sup>3</sup>

# Effective Responses to HPV Vaccine Concerns

1,200 parents told us these were the best messages to use when addressing their concerns.<sup>2</sup>

### 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 given at this age."

### EFFECTIVENESS

"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."

### REQUIREMENTS

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

### BOYS

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









# AAT Facilitator Orientation

Learn how to facilitate the Announcement Approach Training (AAT)

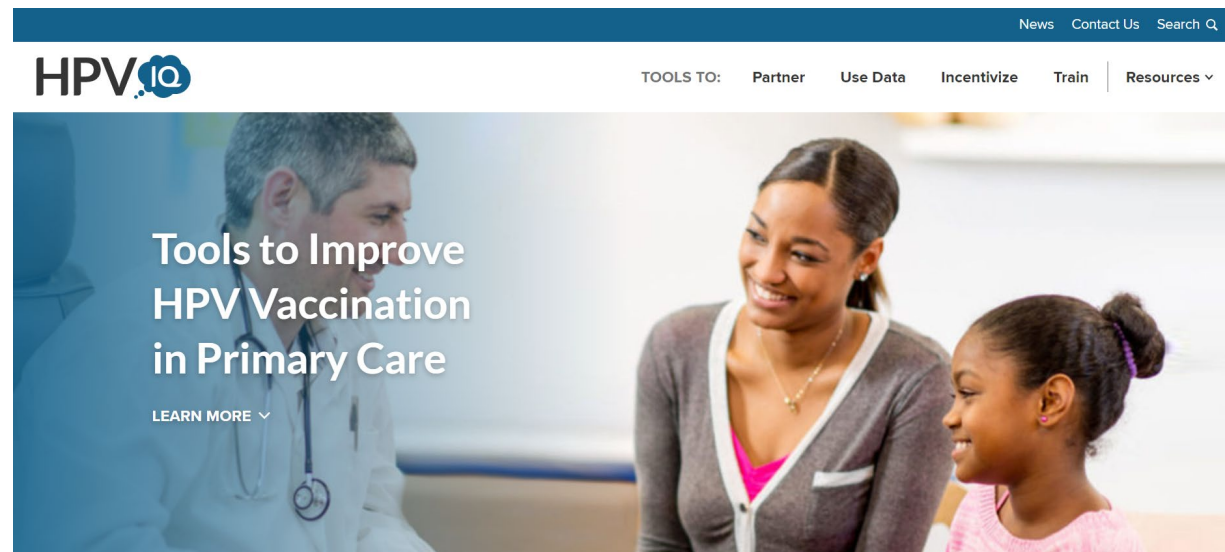
# AAT trainings

2,000+ providers in 17 states



# Dissemination of materials

- Updates on hpvIQ.org  
[hpviq.org/communication-training-tools](https://hpviq.org/communication-training-tools)



## TOOLS & RESOURCES

### Use Data

Explore best practices for generating, using, and sharing HPV vaccination data to drive quality improvement.



### Incentivize

Find out how different types of incentives can motivate healthcare providers and healthcare systems to make HPV vaccination quality improvement a priority.

### Train

Discover the science behind HPV vaccine communication and learn how to bring the research-tested Announcement Approach Training to your clinic or health system.

## Materials

### Training Slides and Script Excerpts

A physician educator can use the training script and slides to practice and structure communication training sessions. See excerpts of these materials here.



### AAT Handout

The handout summarizes the Announcement Approach and provides seven research-tested messages to use with hesitant parents. It is also used to guide participants through the exercise during the training.



### AAT Checklist

Use this checklist when planning an Announcement Approach Training.







1:28

+ PLAYLIST

DOWNLOAD

EMBED

TRANSCRIPT

YOUR HEALTH

# Advice For Doctors Talking To Parents About HPV Vaccine: Make It Brief

December 5, 2016 · 5:39 AM ET  
Heard on [Morning Edition](#)

PATTI NEIGHMOND





# IMPACT P01

Improving Provider  
Announcement Communication  
Training (IMPACT)

\$12 million NCI grant

Wraps interventions around AAT

- Standing orders
- Vaccine champions
- Vaccine incentives

Implementation focus

- Cost-effectiveness analysis of interventions
- Integrated intervention package served online at [hpvlQ.org](http://hpvlQ.org)



# Questions?

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