Risk Communication and HPV Vaccination: Fixing a Crisis in Cancer Prevention

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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
Chapter 2
Risk beliefs

Confidence

Vaccine hesitancy

Vaccine refusal and delay

Brewer et al., working paper
HCPs think…

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

Discuss HPV vax last, or not at all

Gilkey…Brewer, 2015
Recommendation quality

- Timeliness for males: 39% High, 61% Low
- Timeliness for females: 26% High, 74% Low
- Endorsement: 27% High, 73% Low
- Consistency: 39% High, 61% Low
- Urgency: 40% High, 60% Low

Gilkey…Brewer., 2015
Impact of recommendation quality

HPV vaccine initiation rates
- 23%, if no recommendation
- 53%, if low-quality recommendation
- **73%**, if high-quality recommendation

Gilkey, et al., 2015
Recommendation style

Survey

- 4,121 parents of female adolescents ages 13-17
- NIS-Teen 2010
Recommendation style

Survey
- 4,121 parents of female adolescents ages 13-17
- NIS-Teen 2010

Announcements rarely used (1.5% of visits)

Moss, Reiter, Rimer & Brewer, 2016 Soc Sci & Med
Recommendation style

Survey
- 4,121 parents of female adolescents ages 13-17
- NIS-Teen 2010

Announcements rarely used (1.5% of visits) and most effective

Moss, Reiter, Rimer & Brewer, 2016 *Soc Sci & Med*
Announcement Training

- Announce child is due for 3 vaccines
- If needed, ease main concern about HPV vaccine
- Recommend HPV vaccine strongly
- If needed, ask them to return in two months
- Provide HPV vaccine

Comm Training RCT

**Announcement Training**

1. Announce child is due for 3 vaccines
   - If needed
   - Ease main concern about HPV vaccine
   - Recommend HPV vaccine strongly
   - Ask them to return in two months

2. Provide HPV vaccine

**Conversation Training**

1. Start the conversation about 3 adolescent vaccines
   - Ease main concern about HPV vaccine
   - Recommend HPV vaccine strongly
   - Ask them to return in two months

Announce

Note child’s age.

Announce the child is due for 3 vaccines recommended for children this age, placing HPV vaccine in middle of list.

Say you will vaccinate today.

Move on with the visit.
“I see here that Michael just turned 11. Because he’s 11, Michael is due for meningitis, HPV, and Tdap vaccines. We’ll give those at the end of the visit.”

“Now that Michael is 12, there are three vaccines we give to kids his age. Today, he’ll get meningitis, HPV, and Tdap vaccines.”
Primary results

% Change in HPV vaccine coverage by 6 mo

- Announcement training
- Conversation training

All patients ages 11-12
\[ n = 17,173 \]

Orange bars, \( p < .05 \)

Primary results

Announcement training

Conversation training

% Change in HPV vaccine coverage by 6 mo

Orange bars, p<.05

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.”

Malo, et al., working paper
www.HPVIQ.org
Announcement Training

**Announce**
child is due for 3 vaccines

If needed

**Ease main concern**
about HPV vaccine

If needed

**Recommend**
HPV vaccine strongly

If needed

**Provide**
HPV vaccine

**Ask them to return in two months**
Steps for increasing HPV vaccination
goo.gl/iSWKMe

AAP HPV Champion Toolkit
Talking to Parents about HPV Vaccine

Recommend HPV vaccination in the same way and on the same day as all adolescent vaccines. You can say, "Now that your son is 11, he is due for vaccinations today to help protect him from meningitis, HPV cancers, and pertussis." Remind parents of the follow-up shots their child will need and ask them to make appointments before they leave.

Why does my child need HPV vaccine?
HPV vaccine is important because it prevents infections that can cause cancer. That's why we need to start the shot series today.

What diseases are caused by HPV?
Some HPV infections can cause cancer—like cancer of the cervix or in the back of the throat—but we can protect your child from these cancers in the future by getting the first HPV shot today.

Is my child really at risk for HPV?
HPV is a very common infection in women and men that can cause cancer. Starting the vaccine series today will help protect your child from the cancers and diseases caused by HPV.

How do you know the vaccine works?
Studies continue to prove HPV vaccination works extremely well, decreasing the number of infections and HPV precancers in young people since it has been available.

Why do they need HPV vaccine at such a young age?
Like all vaccines, we want to give HPV vaccine earlier rather than later. If you wait, your child may need three shots instead of two.

I’m worried my child will think that getting this vaccine makes it OK to have sex.
Studies tell us that getting HPV vaccine doesn’t make kids more likely to start having sex. I recommend we give your child her first HPV shot today.

I’m worried about the safety of HPV vaccine. Do you think it’s safe?
Yes, HPV vaccination is very safe. Like any medication, vaccines can cause side effects, including pain, swelling, or redness where the shot was given. That’s normal for HPV vaccine too and should go away in a day or two.

Can HPV vaccine cause infertility in my child?
There is no known link between HPV vaccination and the inability to have children in the future. However, women who develop an HPV precancer or cancer could require treatment that would limit their ability to have children.

Sometimes kids faint after they get shots and they could be injured if they fall from fainting. We’ll protect your child by having them stay seated after the shot.

Would you get HPV vaccine for your kids?
Yes, I gave HPV vaccine to my child (or grandchild, etc.) when he was 11, because it’s important for preventing cancer.

What vaccines are actually required?
I strongly recommend each of these vaccines and so do experts at the CDC and major medical organizations. School entry requirements are developed for public health and safety, but don’t always reflect the most current medical recommendations for your child’s health.

HPV vaccination can help prevent future infection that can lead to cancers of the penis, anus, and back of the throat in men.

Announcement Training

1. Announce child is due for 3 vaccines
2. If needed, ease main concern about HPV vaccine
3. Recommend HPV vaccine strongly
4. If needed, ask them to return in two months
5. Provide HPV vaccine
Highly Endorsed Brief Messages

I strongly believe in the importance of this cancer-preventing vaccine for Jacob.

65% parents  69% physicians

Emma can get cervical cancer as an adult, but you can stop that right now. The HPV vaccine prevents most cervical cancers.

59% parents  64% physicians

National surveys, 1504 parents, 776 physicians
Malo et al., 2016, CEBP
US coalition of organizations working to prevent cancer by increasing HPV vax.

- Convene orgs
- Link immunization and ca prev efforts
- Find gaps
- Catalyze efforts not achievable by 1 org

Funded by CDC grant to Dr. Saslow at American Ca Soc
HPV Vaccination Research Gaps

**Social Media**
- Increase confidence in vaccination
- Address parent concerns (if they come up)
- Address rumors

**Provider**
- Increase provider engagement
- Intervene with entire medical team
- Increase vax at acute visits

**Health System**
- Best practices for health plans
- Impact of quality standards
- Effective system level changes
- Impact of IIS/EHR connectivity

Summary

Choose a goal for communication:
- Risk belief, confidence
- Motivation
- Uptake

Use existing materials
Partner with key stakeholders

Announcements work
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