You are the Key to HPV Cancer Prevention

Communicating about HPV Vaccination

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Why We Need to Do Better in HPV Vaccination of 12 year olds

- Currently 26 million girls <13 yo in the US; If none of these girls are vaccinated then:
  - 168,400 will develop cervical cancer and
  - 54,100 will die from it

- Vaccinating 30% would prevent 45,500 of these cases and 14,600 deaths
- Vaccinating 80% would prevent 98,800 cases and 31,700 deaths

For each year we stay at 30% coverage instead of achieving 80%, 4,400 future cervical cancer cases and 1,400 cervical cancer deaths will occur.
ACIP Recommendation and AAP Guidelines for HPV Vaccine

- Routine HPV vaccination recommended for both males and females ages 11-12 years.
- Also ages 13-21 years for males; 13-26 for females if not previously vaccinated.
- Vaccine can be given starting at age 9 years of age for both males and females; vaccine can be given at ages 22-26 years for males.
HPV Vaccine Is Safe, Effective, and Provides Lasting Protection

HPV Vaccine is SAFE
- Safety studies findings for HPV vaccine similar to safety reviews of MCV4 and Tdap vaccines

HPV Vaccine WORKS
- High grade cervical lesions decline in Australia (80% of school aged girls vaccinated)
- Prevalence of vaccine types declines by more than half in United States (33% of teens fully vaccinated)

HPV Vaccine LASTS
- Studies suggest that vaccine protection is long-lasting; no evidence of waning immunity

National Estimated Vaccination Coverage Levels among Adolescents 13-17 Years, National Immunization Survey-Teen, 2006-2012

Tdap: tetanus, diphtheria, acellular pertussis vaccine.
MCV4: meningococcal conjugate vaccine
HPV: human papillomavirus vaccine
Actual and Achievable Vaccination Coverage if Missed Opportunities Were Eliminated: Adolescents 13-17 Years, NIS-Teen 2012

Among girls unvaccinated for HPV, 84% had a missed opportunity.

Missed opportunity: Healthcare encounter when some, but not all ACIP-recommended vaccines are given.
HPV-1: Receipt of at least one dose of HPV.
Top 5 reasons for not vaccinating daughter, among parents with no intention to vaccinate in the next 12 months, NIS-Teen 2012

- Not sexually active
- Lack of knowledge
- Safety concerns/side effects
- Not recommended by provider
- Not needed or necessary**

* Not mutually exclusive.
** Did not know much about HPV or HPV vaccine.
Goals Based on Formative Research

**We want parents to:**
- Realize HPV vaccine is **CANCER PREVENTION**
- Understand HPV vaccine is **best at 11 or 12 years old**
- Recognize importance of getting **all 3 shots**

**We want healthcare professionals to:**
- Be familiar with **all of the indications** for HPV vaccine
- Make **strong recommendations** for receiving vaccine at 11 or 12
- Be aware of, and interested in, **systems** that can improve practice vaccination rates
New Healthcare Professional Resource

- One-sided “at a glance” style factsheet
- Also available as web content
- Developed from message testing with moms and audience research with doctors and clinicians
- Each “statement” is coupled with finding from formative research
Just another adolescent vaccine

- Studies consistently show that a strong recommendation from a healthcare provider is the single best predictor of vaccination.

- Successful recommendations group all of the adolescent vaccines.

Unpublished CDC data, 2013.
You Are the Key Website

HPV Vaccine Resources for Healthcare Professionals

HPV Vaccine is Cancer Prevention

- HPV is so common that almost everyone will be infected with HPV at some point in their lives; however most people will never know they have been infected.
- HPV exposure can occur with any type of intimate sexual contact.
- In the U.S., HPV causes about 17,000 cancers in women, and about 9,000 cancers in men each year.

Low HPV vaccination rates are leaving another generation of boys and girls vulnerable to devastating HPV cancers. Vaccination could prevent most of these cancers. CDC is...
What we’re asking our partners to do:

- **SYNDICATE** content to their website

- **DOWNLOAD** a matte article to include in their publications

- **SHARE** factsheets with parents & clinicians

- **COLLABORATE** with us to help expand the campaign reach
  - Jcory@cdc.gov
  - Jroark@cdc.gov
For more information, including free resources for yourself and your patients/clients, visit: cdc.gov/vaccines/YouAreTheKey

Email questions or comments to CDC Vaccines for Preteens and Teens: PreteenVaccines@cdc.gov
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