



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 1400 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

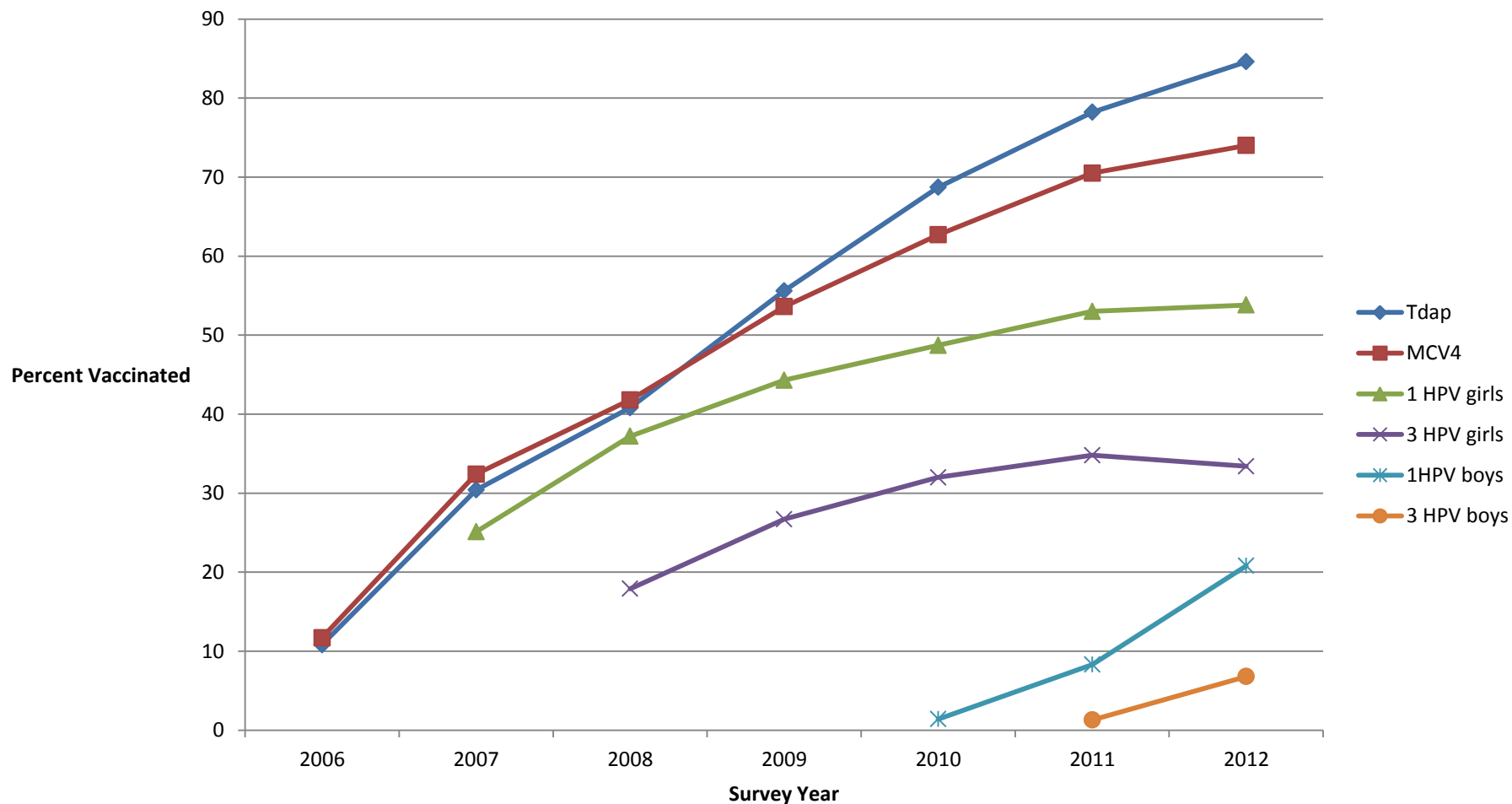
- ➡ High grade cervical lesions decline in Australia (80% of school aged girls vaccinated)
- ➡ Prevalence of vaccine types declines by more than half in United States (33% of teens fully vaccinated)

➡ 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

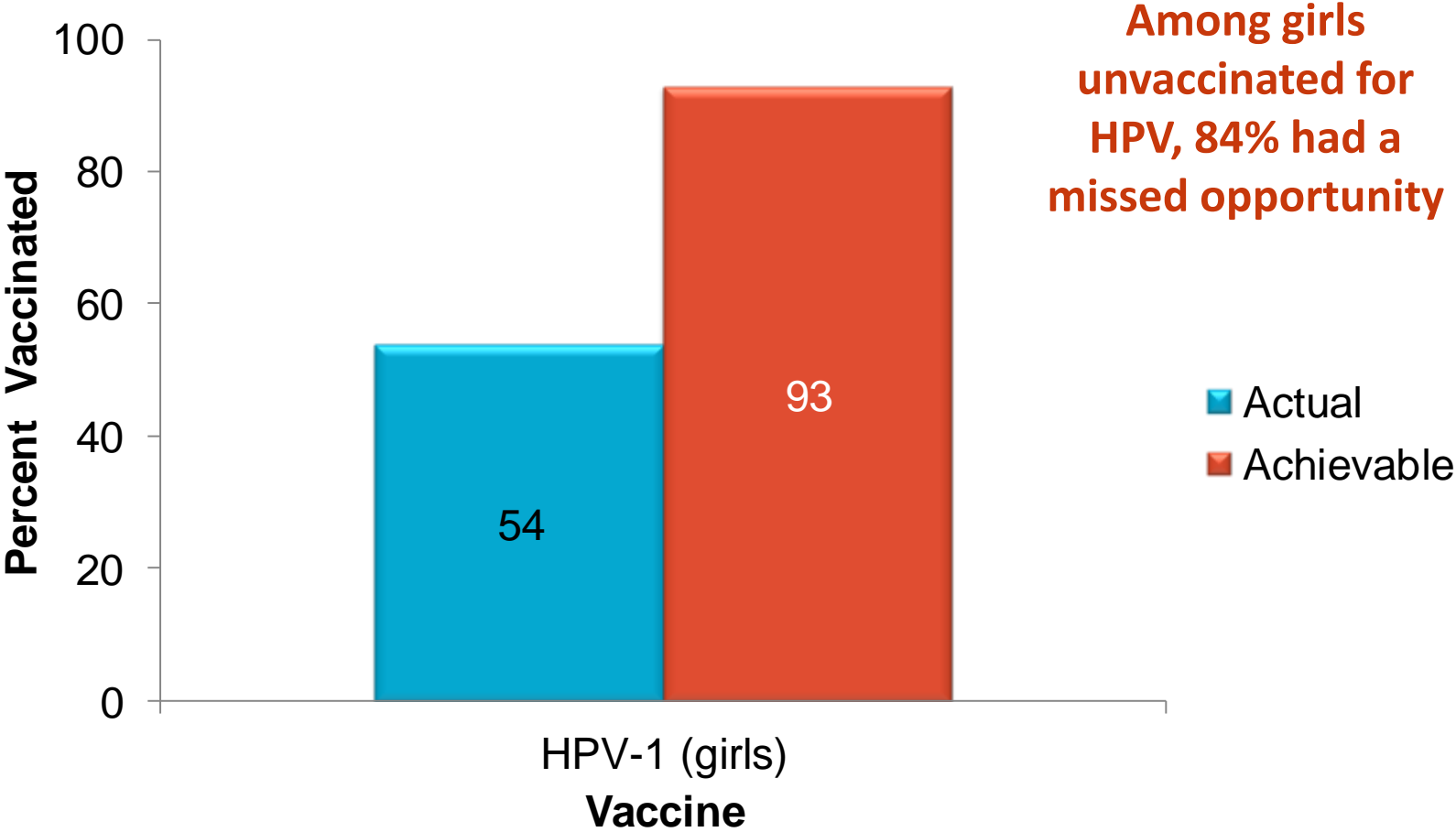


Tdap: tetanus, diphtheria, acellular pertussis vaccine.

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

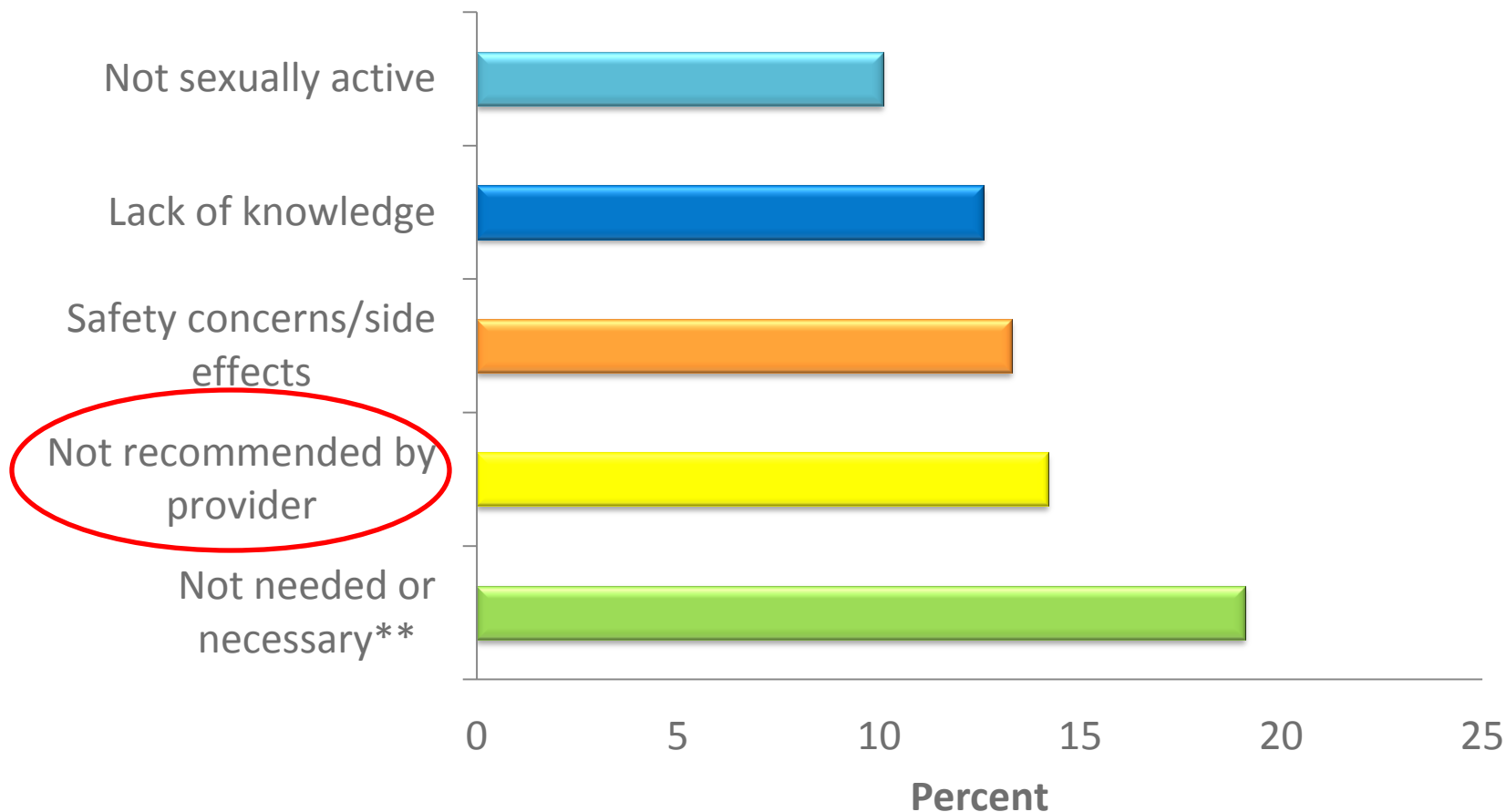


Missed opportunity: Healthcare encounter when some, but not all ACIP-recommended vaccines are given.

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 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

Tips and Time-savers for Talking with Parents about HPV Vaccine

Recommend the HPV vaccine series the same way you recommend the other adolescent vaccines. For example, you can say “Your child needs these shots today,” and name all of the vaccines recommended for the child’s age.

Parents may be interested in vaccinating, yet still have questions. Taking the time to listen to parents’ questions helps you save time and give an effective response. CDC research shows these straightforward messages work with parents when discussing HPV vaccine—and are easy for you or your staff to deliver.



CDC RESEARCH SHOWS: The “HPV vaccine is cancer prevention” message resonates strongly with parents. In addition, studies show that a strong recommendation from you is the single best predictor of vaccination.

TRY SAYING: HPV vaccine is very important because it prevents cancer. I want your child to be protected from cancer. That’s why I’m recommending that your daughter/son receive the first dose of HPV vaccine today.

CDC RESEARCH SHOWS: Disease prevalence is not understood, and parents are unclear about what the vaccine actually protects against.

TRY SAYING: HPV can cause cancers of the cervix, vagina, and vulva in women, cancer of the penis in men, and cancers of the anus and the mouth or throat in both women and men. There are about 26,000 of these cancers each year—and most could be prevented with HPV vaccine. There are also many more precancerous conditions requiring treatment that can have lasting effects.

CDC RESEARCH SHOWS: Parents want a concrete reason to understand the recommendation that 11–12 year olds receive HPV vaccine.

TRY SAYING: We’re vaccinating today so your child will have the best protection possible long before the start of any kind of sexual activity. We vaccinate people well before they are exposed to an infection, as is the case with measles and the other recommended childhood vaccines. Similarly, we want to vaccinate children well before they get exposed to HPV.

CDC RESEARCH SHOWS: Parents may be concerned that vaccinating may be perceived by the child as permission to have sex.

TRY SAYING: Research has shown that getting the HPV vaccine does not make kids more likely to be sexually active or start having sex at a younger age.

CDC RESEARCH SHOWS: Parents might believe their child won’t be exposed to HPV because they aren’t sexually active or may not be for a long time.

TRY SAYING: HPV is so common that almost everyone will be infected at some point. It is estimated that 79 million Americans are currently infected with 14 million new HPV infections each year. Most people infected will never know. So even if your son/daughter waits until marriage to have sex, or only has one partner in the future, he/she could still be exposed if their partner has been exposed.

CDC RESEARCH SHOWS: Emphasizing your personal belief in the importance of HPV vaccine helps parents feel secure in their decision.

TRY SAYING: I strongly believe in the importance of this cancer-preventing vaccine, and I have given HPV vaccine to my son/daughter/grandchild/niece/nephew/friend’s children. Experts (like the American Academy of Pediatrics, cancer doctors, and the CDC) also agree that this vaccine is very important for your child.

CDC RESEARCH SHOWS: Understanding that the side effects are minor and emphasizing the extensive research that vaccines must undergo can help parents feel reassured.

TRY SAYING: HPV vaccine has been carefully studied by medical and scientific experts. HPV vaccine has been shown to be very effective and very safe. Like other shots, most side effects are mild, primarily pain or redness in the arm. This should go away quickly, and HPV vaccine has not been associated with any long-term side effects. Since 2006, about 57 million doses of HPV vaccine have been distributed in the U.S., and in the years of HPV vaccine safety studies and monitoring, no serious safety concerns have been identified.

CDC RESEARCH SHOWS: Parents want to know that HPV vaccine is effective.

TRY SAYING: In clinical trials of boys and girls, the vaccine was shown to be extremely effective. In addition, studies in the U.S. and other countries that have introduced HPV vaccine have shown a significant reduction in infections caused by the HPV types targeted by the vaccine.

CDC RESEARCH SHOWS: Many parents do not know that the full vaccine series requires 3 shots. Your reminder will help them to complete the series.

TRY SAYING: I want to make sure that your son/daughter receives all 3 shots of HPV vaccine to give them the best possible protection from cancer caused by HPV. Please make sure to make appointments on the way out, and put those appointments on your calendar before you leave the office today!



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention



www.cdc.gov/vaccines/teens | PreteenVaccines@cdc.gov



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

You Are the Key Website

HPV Vaccine Resources for Healthcare Professionals



HPV Vaccine is Cancer Prevention

Overview

Tools for Your Practice

Handouts to Give to Patients & Parents

- 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

Resource Spotlight



Understanding the



Tips for Talking to

What we're asking our partners to do:

➡ **SYNDICATE** content to their website

<http://tools.cdc.gov/syndication/>

<http://www.cdc.gov/vaccines/who/teens/products/web-button.html>

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

<http://www.cdc.gov/vaccines/who/teens/products/matte.html>

➡ **SHARE** factsheets with parents & clinicians

<http://www.cdc.gov/vaccines/who/teens/products/print-materials.html>

<http://wwwn.cdc.gov/pubs/ncird.aspx>

➡ **COLLABORATE** with us to help expand the campaign reach

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**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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