



National  
**HPV**  
Vaccination Roundtable

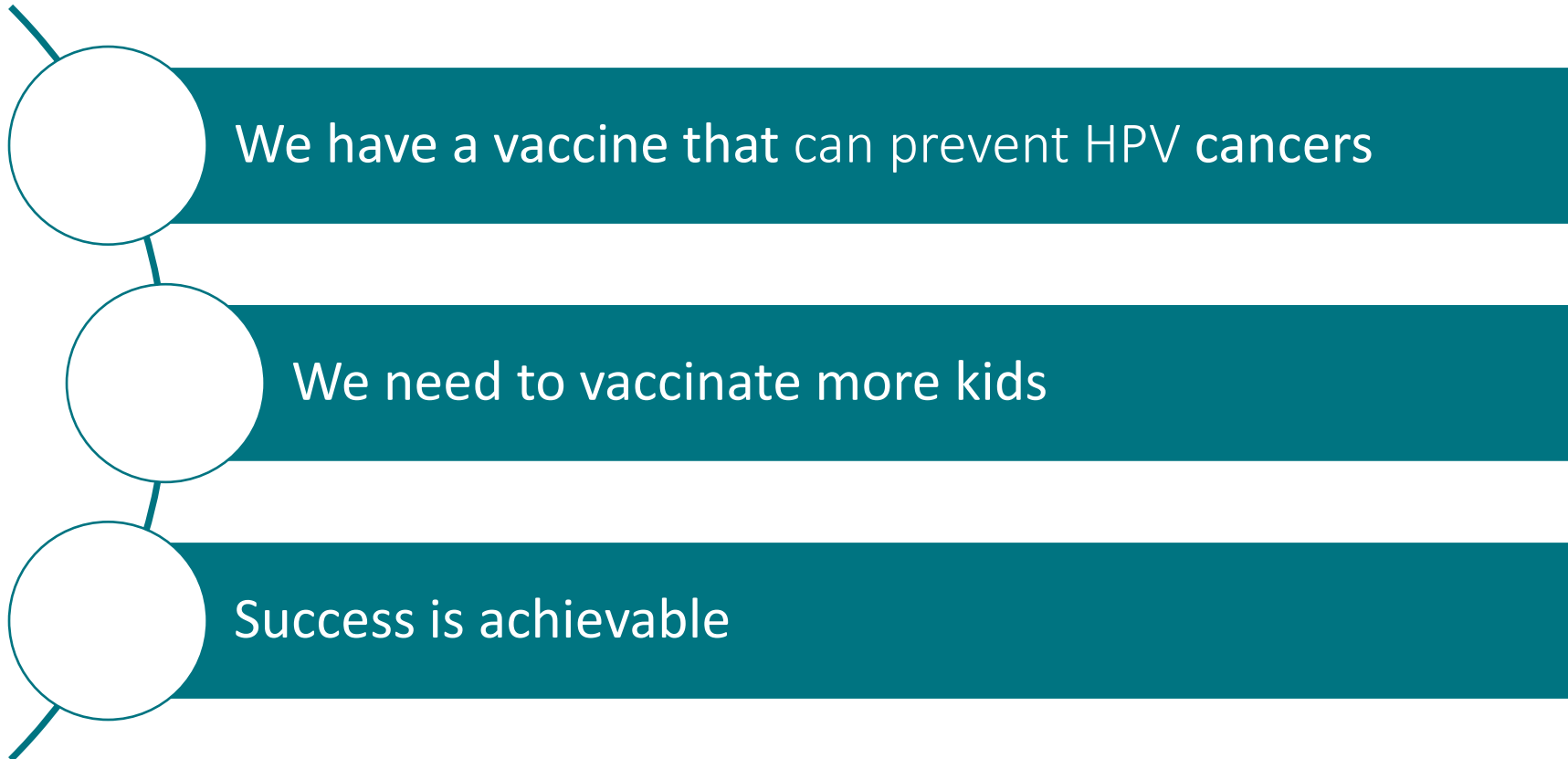


# Addressing HPV Vaccine Hesitancy in a Clinical Setting

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# Why Focus on HPV?



# Cancers Caused by HPV per Year, U.S., 2011–2015

Cancer site	Percentage probably caused by any HPV type	Number probably caused by any HPV type		
		Female	Male	Both Sexes
Cervix	91%	10,800	0	10,800
Vagina	75%	600	0	600
Vulva	69%	2,700	0	2,700
Penis	63%	0	800	800
Anus*	91%	4,000	1,900	5,900
Oropharynx	70%	2,200	10,700	12,900
TOTAL		20,300	13,400	33,700

\*Includes anal and rectal squamous cell carcinomas

Sources: <https://www.cdc.gov/cancer/hpv/statistics> and Saraiya M et al. J Natl Cancer Inst.

2015;107:djv086





Mission:  
**HPV** **CANCER**  
**FREE**

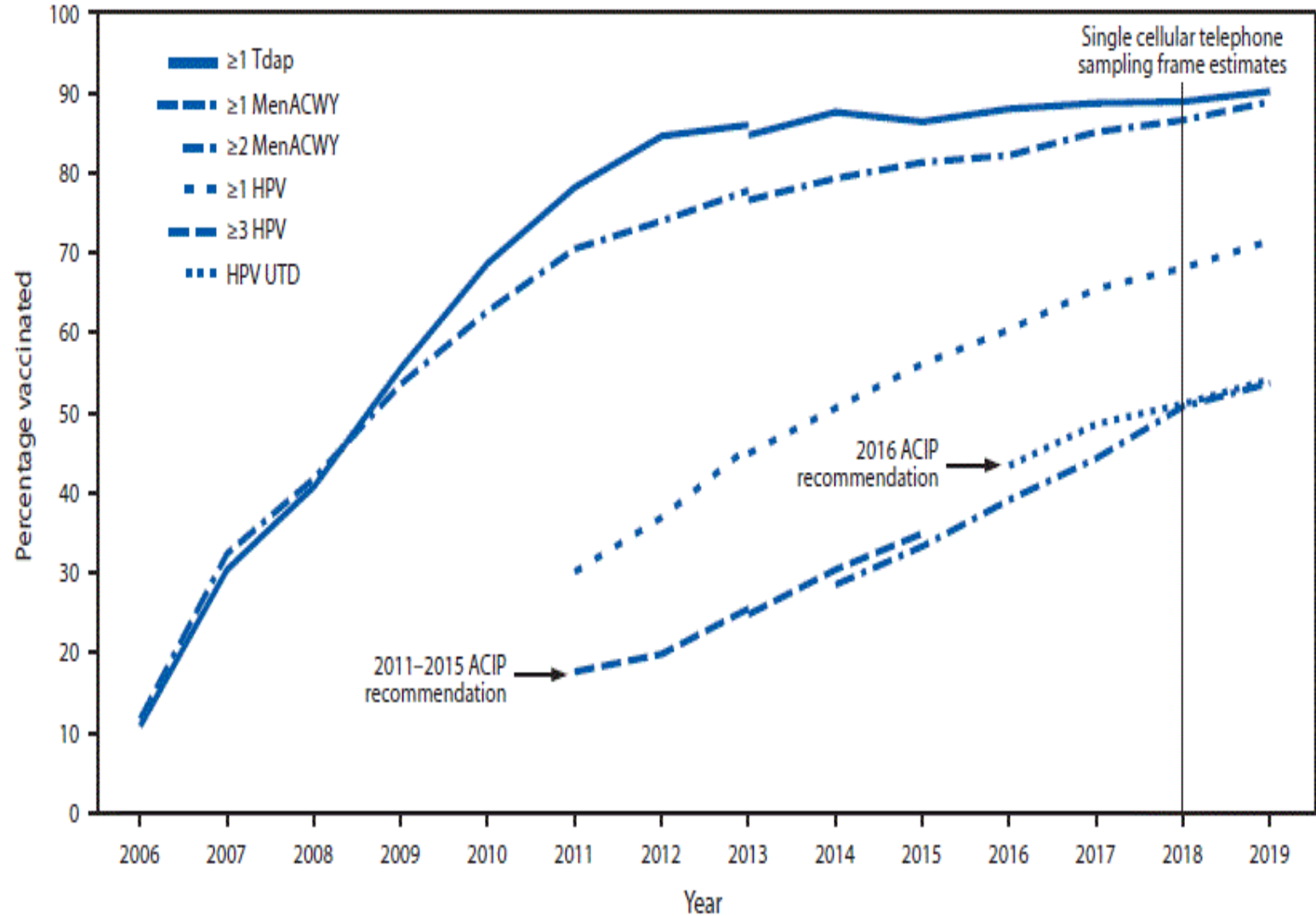
# HPV Vaccination Guidelines

- Boys and girls
- Age 9-12 = ON TIME  
Can vaccinate LATE at ages 13 to 26
- ACS: Individuals ages 22 to 26 who were not previously vaccinated should be informed that vaccination at older ages is less effective in lowering cancer risk
- 2 doses\*



## ***NIS-teen data 2006-2019***

- *71.5% initiated series*
- *54.2% completed series*





# Implications of Pandemic

Cancelled or delayed well child visits

Development & rollout of new clinic safety protocols

Safer at home framework

Virtual work & school



# Routine Adolescent Vaccines: CDC

- As of May 2, 2021, overall VFC provider orders (other than influenza) are down by 11.7 million doses compared to 2019.
- This gap is largest in vaccines primarily given to adolescents.
  - Tdap – down 18.9%
  - HPV – down 19.3%
  - Meningococcal conjugate vaccine – down 15.1%

# Recommended Interventions: HPV Vaccination

## Patient/Parent

CLIENT REMINDERS

PATIENT EDUCATION

## Provider & Staff

PROVIDER REMINDERS /  
RECALL

PROVIDER ASSESSMENT &  
FEEDBACK

PROFESSIONAL EDUCATION

STANDING ORDERS

## Access

REDUCE BARRIERS

Modify hours of service

Nurse only visits

Schedule 2<sup>nd</sup> dose at visit

Start at 9 years of age



# Catch-Up Opportunity

- FDA approved Emergency Use Authorization of Pfizer COVID-19 vaccine for ages 12-15.
- The AAP and the CDC recommend Covid-19 vaccine for ages 12 and older
- **CDC updated its clinical guidance to allow COVID-19 vaccines to be co-administered with other vaccines**



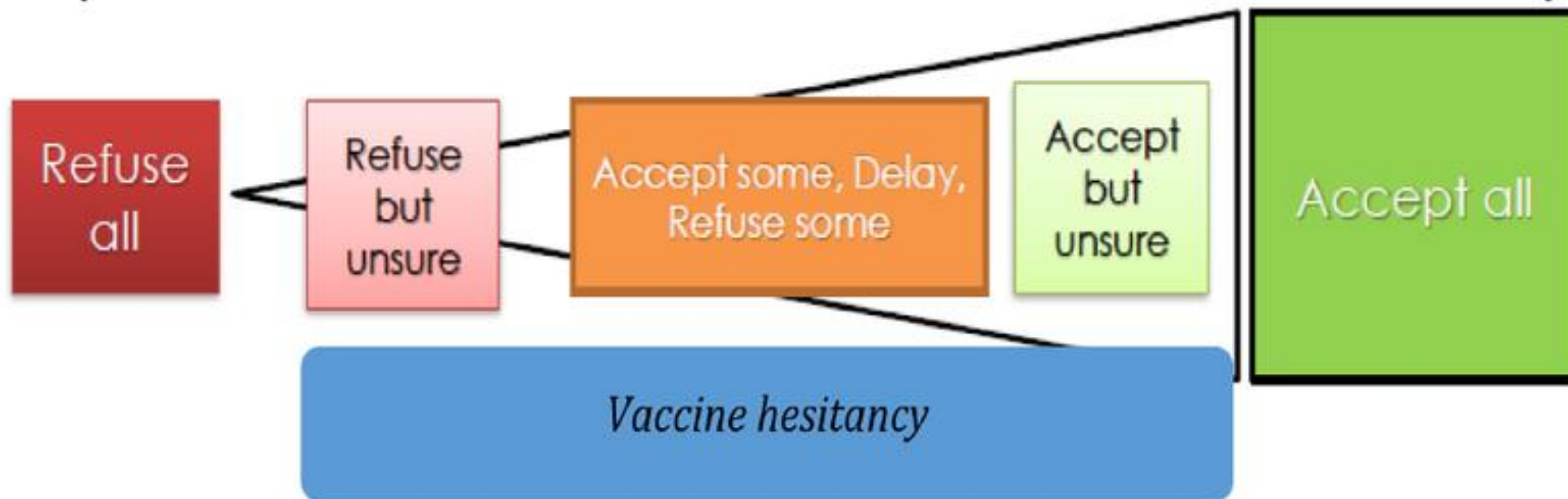








# The continuum of Vaccine Acceptance



# VACCINES WORK

Here Are the Facts



Asking questions or expressing concern does not equal vaccine refusal.



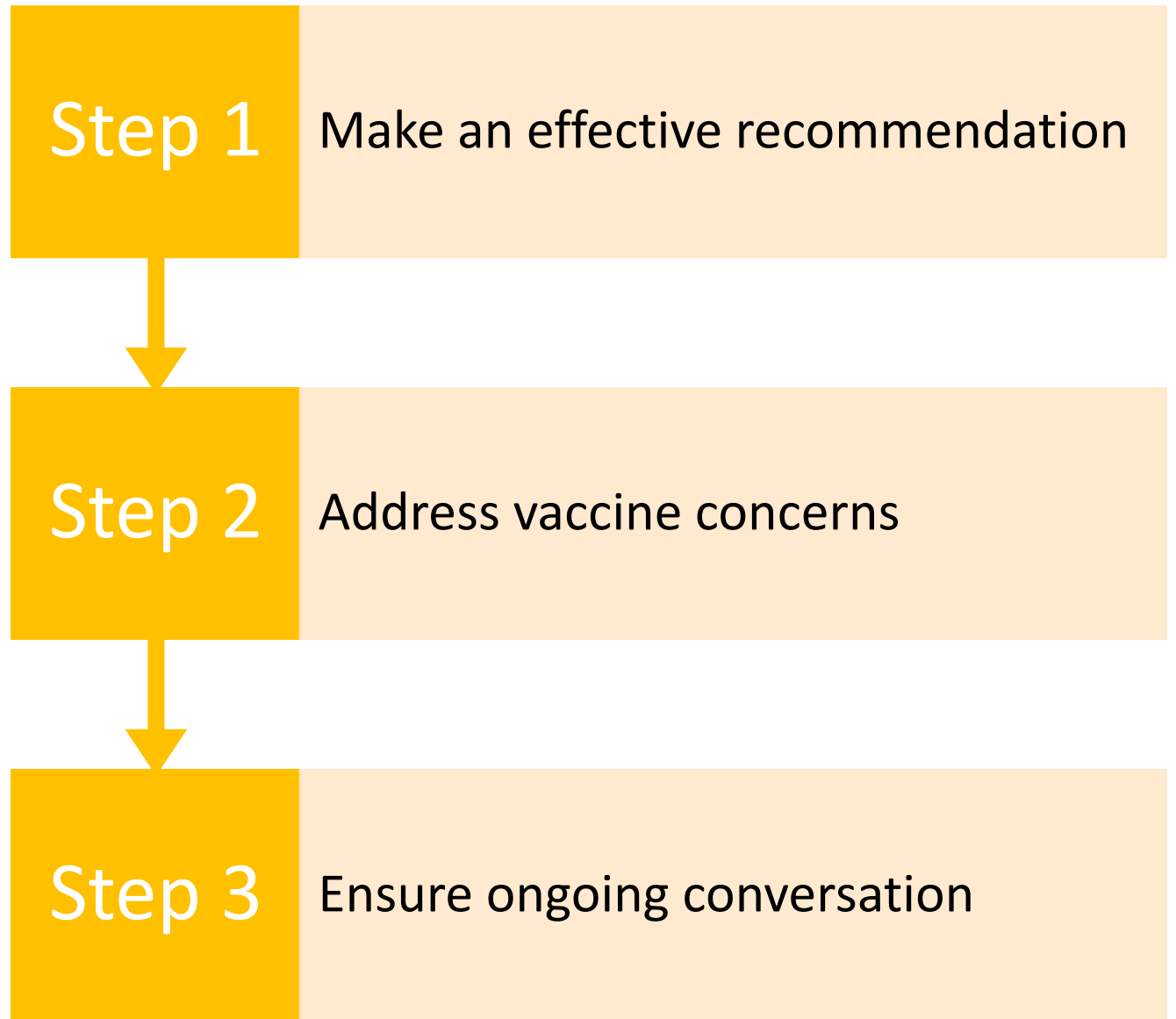
# Vaccine Communication Basics

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- Take time to listen
- Solicit and welcome questions
- Establish honest, balanced dialogue
- Determine readiness to change
- Respect parental authority
- Ensure ongoing communication
- Beware when debunking myths



## Vaccine Communication: Delivery





A family of three is shown in a bright, indoor setting. On the left, a man with glasses and a blue shirt is partially visible, looking towards the center. In the middle, a young child with curly hair and a plaid shirt is smiling and clapping their hands. On the right, a woman with long blonde hair, wearing a pink cardigan over a white top, is smiling and looking towards the child. The background is a light-colored wall with a grid pattern.

# Step 1

**Make an effective recommendation for cancer prevention**

## Make an Effective Recommendation

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- Strong
- Timely
- Bundled
- Easy to use

“Today, Emma is due for Tdap, HPV, and MenACWY vaccines.”

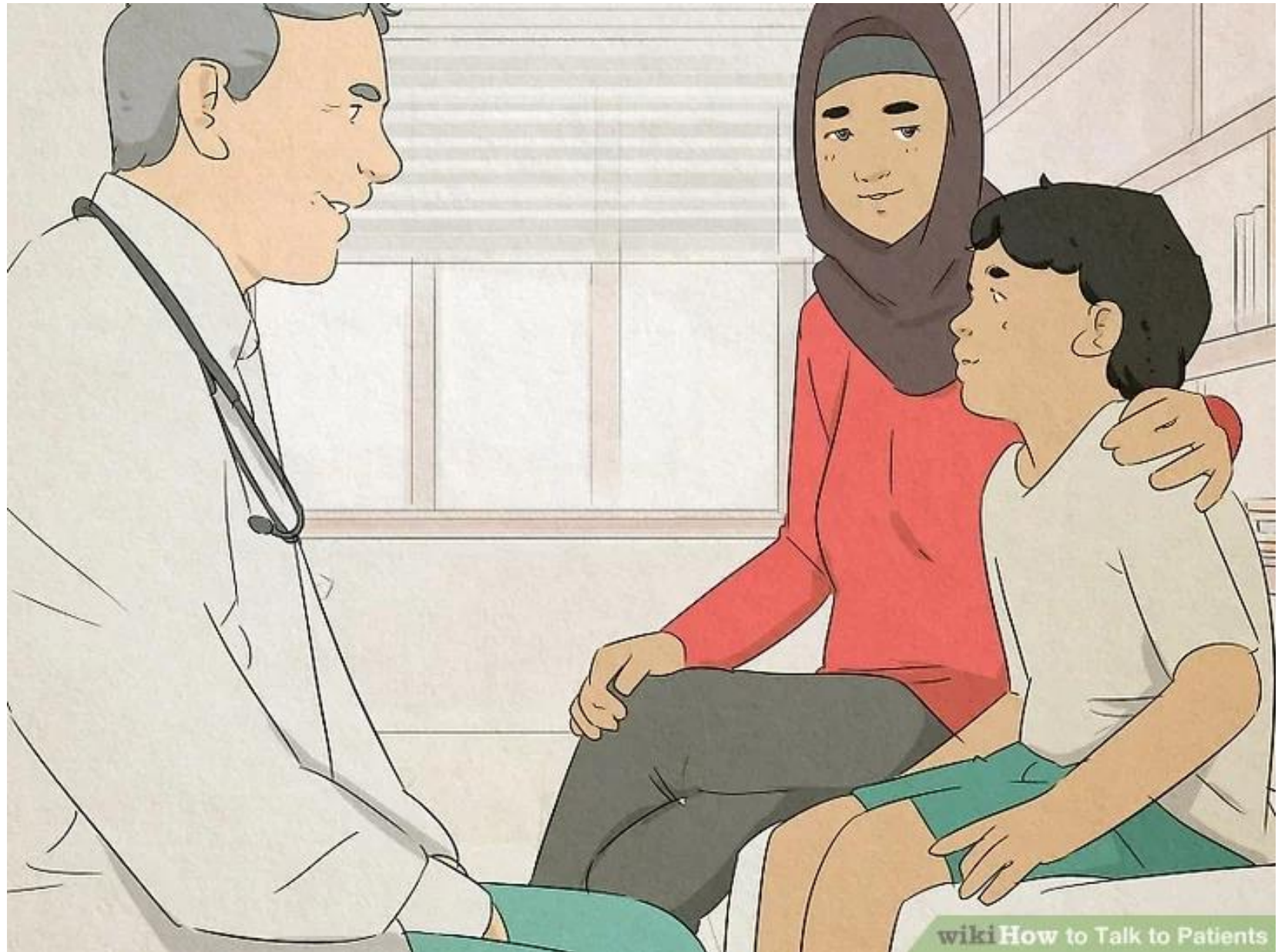
A photograph of a family of three in a bright, sunlit room. On the left, a man with glasses and a blue shirt is partially visible, gesturing with his hand. In the center, a young child with curly hair and a plaid shirt is smiling. On the right, a woman with long blonde hair, wearing a pink cardigan over a white top, is smiling with her arms crossed. The background is a large window with a grid pattern, letting in natural light.

# Step 2

**Address vaccine concerns**

# Motivational Interviewing

- Evokes and reinforces parents' own motivations for vaccine acceptance
- Uses empathy, collaboration, evocation, and supports autonomy





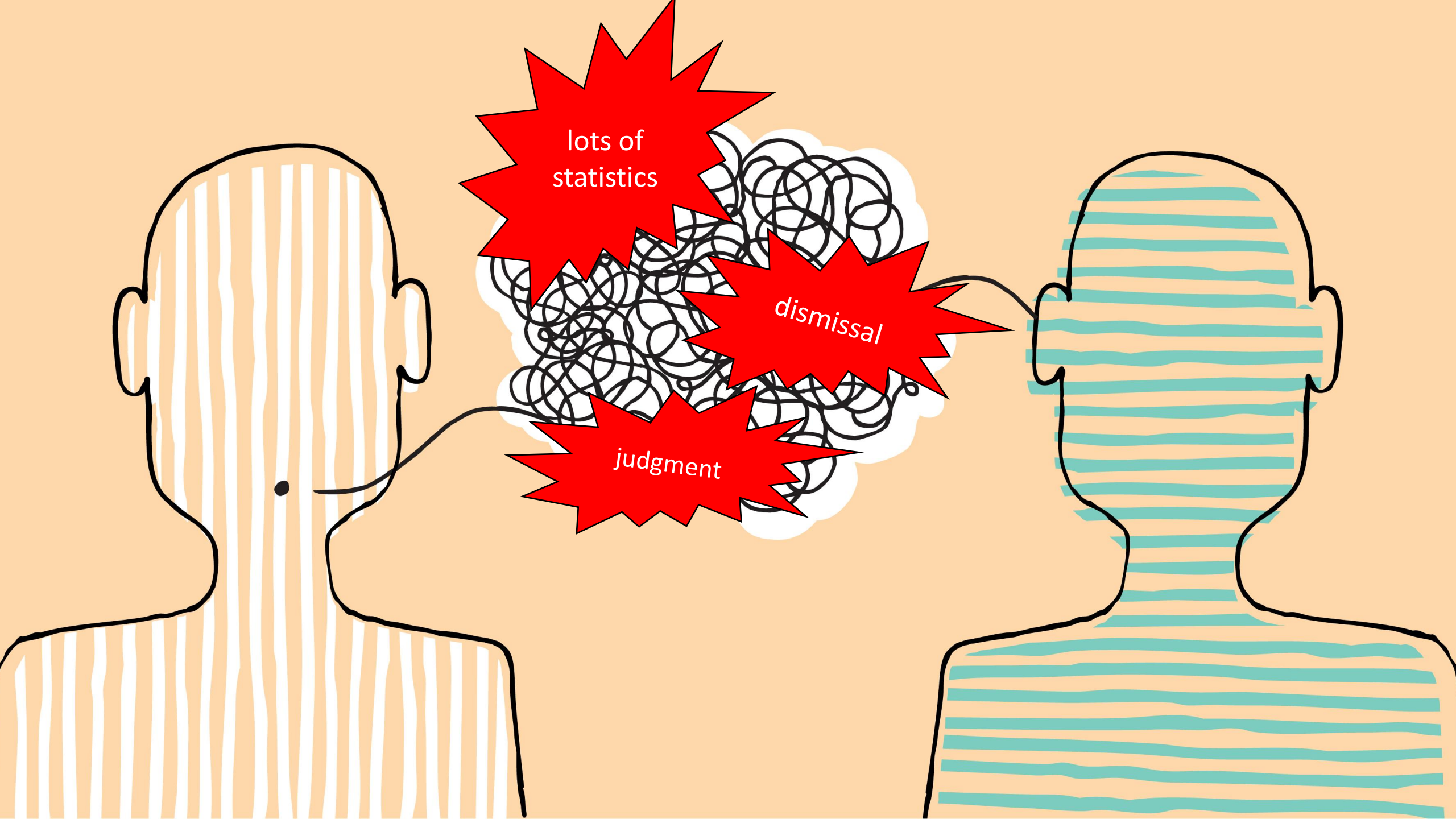
# Motivational Interviewing: A Brief Strategy

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## Elicit, Provide, Elicit (EPE)

1. Elicit what a parent knows or understands.
  - Ask open-ended questions
  - Provide affirmations that build rapport
  - Summarize what you heard
2. Seek permission to provide new information or advice.
3. Elicit the parent's response to that information or advice





lots of  
statistics

dismissal

judgment

Putting it all  
together

(Ex: “HPV vaccine  
not needed...”)

HCP: “Today, Emma will get three recommended vaccines routinely given at this age, including Tdap, HPV, and MenACWY.”  
(Presumptive recommendation)

Parent: “I don’t think we want the HPV vaccine.”

HCP: “It sounds like you have a concern about the HPV vaccine. Would you mind telling me a little more about your concern?” (elicit)



# Putting it all together – E.P.E.

Parent: “Well, Emma doesn’t need that shot because they are not sexually active. They can get it when they are older.”

HCP: “It sounds like you are worried that we are recommending a vaccine Emma doesn’t need. I can certainly understand why you might think that.”

HCP: “May I share with you what I know about the HPV vaccine and why I think it is important for Emma to get it today? Ultimately, the final decision is yours.” (provide)

Elicit  
Provide  
Elicit

Parent: “I guess so.”

HCP: “The HPV vaccine is a cancer prevention vaccine. Kids Emma’s age have a stronger immune response to the HPV vaccine compared to when they are older. In fact, it works so well kids this age they only need 2 shots instead of the 3 they would need when they are older. We want to make sure Emma is protected from HPV cancers and other diseases well into adulthood and that is why we recommend vaccinating Emma now versus later.”

HCP: “I’d love to hear your thoughts about this information.” (elicit)

# Possible Parental Responses

1. “I didn’t realize that. That makes sense.”

*Parent agrees to vaccinate Emma – give vaccinations at the visit.*

2. “I appreciate the information, but I still don’t think we want the HPV vaccine today.”

*Reinforce autonomy, document declination, let the parent know that you will mention this again at the next visit because it is so important.*

3. “I appreciate the information, but I still have questions.”

*Elicit and respond to additional concerns.*

*Provide resources and schedule follow-up visit.*

A photograph of a family of three in a bright, sunlit room. On the left, a man with glasses and a blue shirt is partially visible, gesturing with his hand. In the center, a young child with curly hair and a plaid shirt is smiling. On the right, a woman with long blonde hair, wearing a pink cardigan over a white top, is smiling with her arms crossed. The background shows a window with white panes.

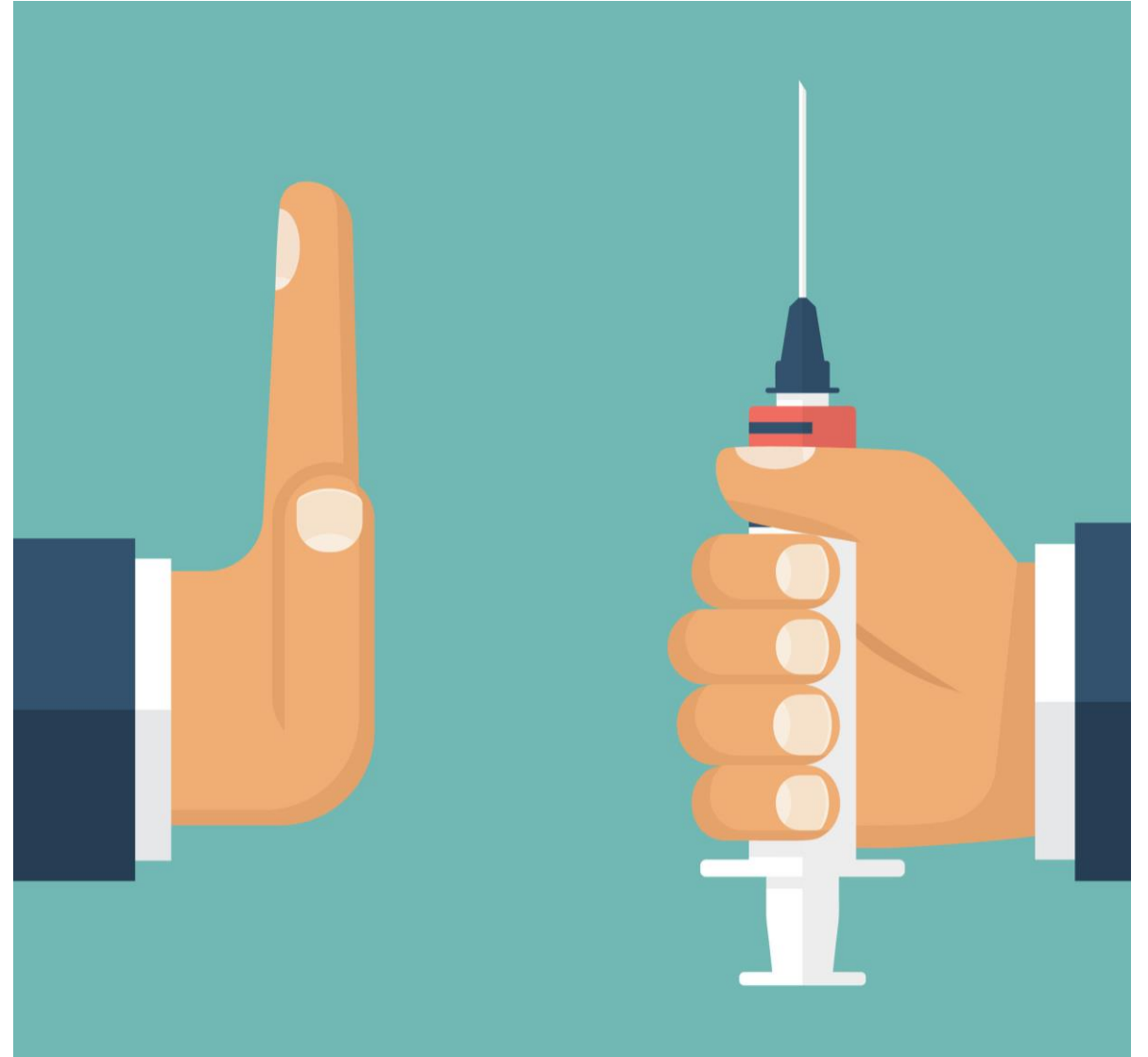
# Step 3

**Ensure ongoing conversation**

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You've made vaccination the norm in your clinic, set up systems to facilitate action and reduce barriers, given a presumptive recommendation and answered questions and the parent still refuses... that's OK!

Try again next time!





# Resources

American Cancer Society

- <https://www.cancer.org/healthy/hpv-vaccine.html>

CDC #HowIRecommend Video Series

- <https://www.cdc.gov/hpv/hcp/how-i-recommend.html>

National HPV Vaccination Roundtable Resource Library

- <http://hpvroundtable.org/resource-library>
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Find accurate, evidence-based information about the HPV vaccine, virus, cancer prevention and science from National HPV Vaccination Roundtable. Human Papillomavirus (HPV) vaccination can help prevent 6 types of cancer. Learn about the HPV shot from doctors, nurses, parents, cancer survivors, researchers, policymakers, and healthcare providers. Hosted by the American Cancer Society, the National HPV Vaccination

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# Check Us Out!



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HPV Cancer Free Family Facebook Group

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# SAVE THE DATE

2021 **REACHING  
NEW  
HEIGHTS**  
**NATIONAL MEETING**

**JUNE 9 & 10, 2021**





National  
**HPV**  
Vaccination Roundtable



# Thank You!

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