

AMERICAN CANCER SOCIETY

# Resuming Cancer Screening and HPV Vaccination During the Covid-19 Pandemic



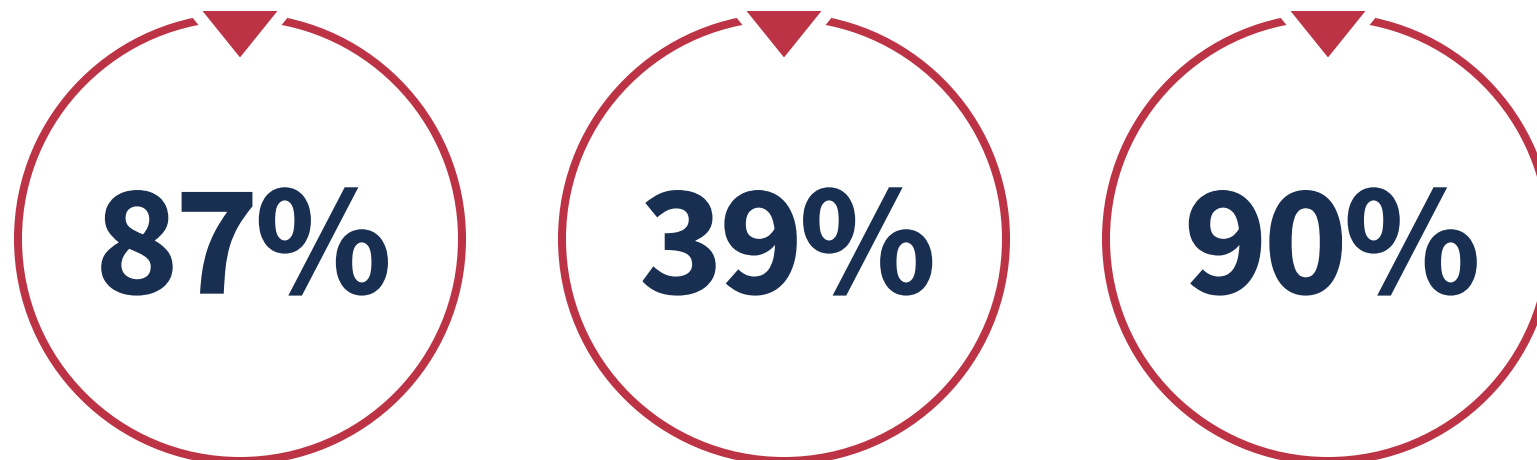
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Office of Cancer Research and Implementation



# Webinar Focus

- Discuss **the state of cancer screening uptake and vaccination** given the Covid-19 pandemic
- **Review guidelines** for breast, cervical, colorectal screenings, and HPV vaccination
- Review what the American Cancer Society is doing to **resume cancer screening** equitably during the pandemic
- Discuss **key strategies and/or messages** that are recommended to get “back on track” with cancer screening/ HPV vaccination
- Discuss **relevant resources**

## Screening Tests For Breast, Lung and Colon Dropped by



Respectively in Spring 2020

***While we have seen moderate progress, there is still significant work to be done***

Source: National Center for Biotechnology Information  
Source: IQVIA Institute, April 2020.

# **Up to a 90% decline in screening- related procedures was experienced this past year, disrupting more than 22 million screening tests.**

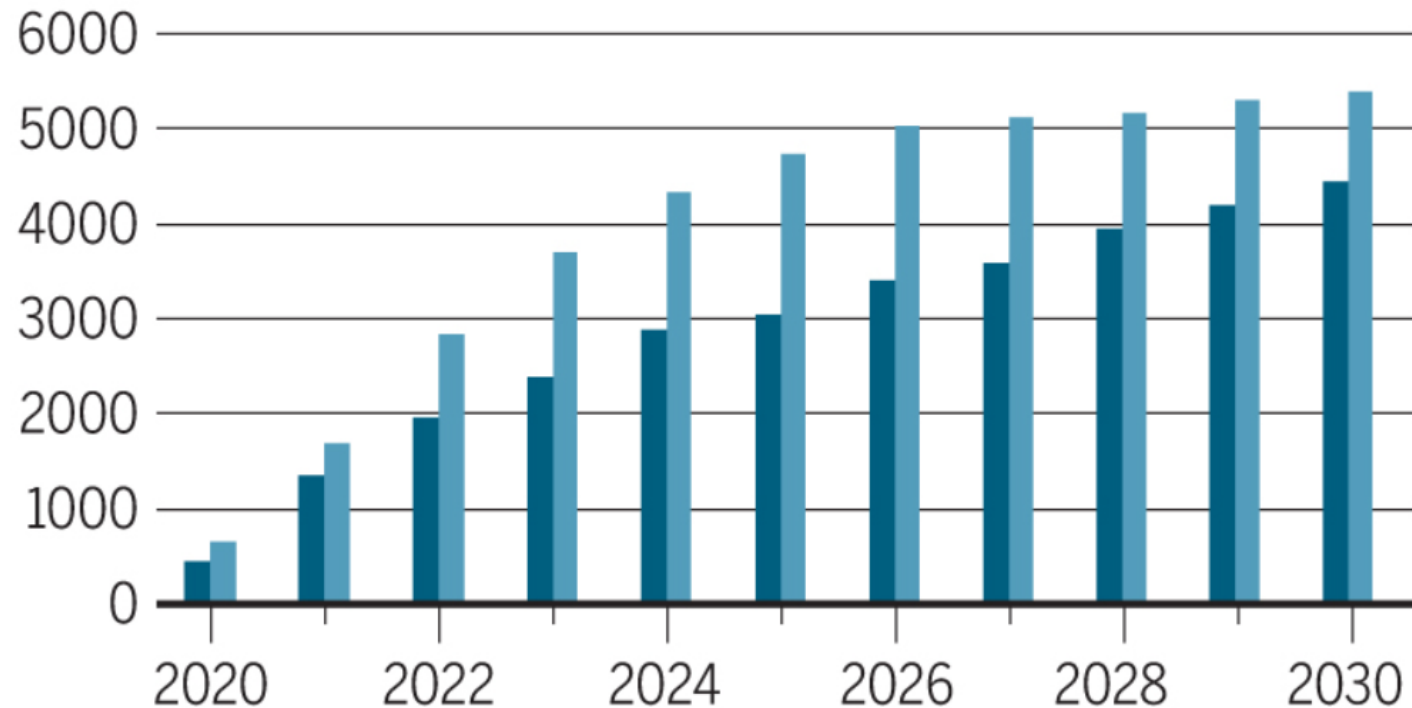
Months of limited screening tests resulted in nearly 80,000 potential missed or delayed diagnoses, which limit treatment options and increase risk of death in the future. An estimated 10,000 more deaths are estimated from breast and colorectal cancer alone.

Source: IQVIA Institute, April 2020.  
Source: National Cancer Institute, 2020.

# Modeling the effect of COVID-19 on Cancer Screening and Treatment

## Modeled cumulative excess deaths from colorectal and breast cancers, 2020 to 2030\*

● Colorectal ● Breast



<https://science.sciencemag.org/content/368/6497/1290>



# Screening disparities have increased for people with greater social or economic barriers.

It is estimated 5 million Black and Hispanic Americans have lost their healthcare due to the pandemic. Screening rates are typically 40-50% lower for the uninsured. Additional barriers such as medical mistrust, access to care, financial security, and housing and food security impact the likelihood of being screened.

Source: Avalere Health LLC, September 2020

Source: American Cancer Society Cancer Detection and Early Prevention 2019-2020



## System and Social Challenges Will Need to Be Addressed to Increase Screening Rates

**Challenges with  
new system,  
process and  
protocols**

**Patient fear,  
reluctance, and  
confusion**

**Potential  
decreased  
primary care  
capacity**

**Loss of  
employment  
and employer  
sponsored health  
insurance**

**Exacerbation of  
long-standing  
inequities: racial,  
economic, access  
to care**

## Return to Screening Initiative

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**The American Cancer Society, with partners, is leading a comprehensive and multi-sector, national movement to dramatically and swiftly change screening rates through local and regional stakeholder engagement and action.**

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# Return to Screening Initiative



# Building Blocks: Return to Screening

## National Consortium

Convene national influencers to identify strategies to best minimize the effects of the pandemic on cancer screening and care and take action

## Public Awareness Campaign

Campaign to mobilize and activate the public, providers and other key stakeholders to cancer screening and care

## Research

Understand the impact of the COVID pandemic on cancer screening and outcomes



## State and Coalition Leadership

Connect cancer leaders to effective messaging, policy initiatives and opportunities for impact

## Health Systems Screening Interventions

Engage priority health systems in evidence-based interventions to increase screening rates

## Policy

Pursue public policy solutions to help ensure individuals have access to timely and appropriate cancer screening and follow-up care

# Building Block: Health System Screening Interventions

*Engage priority health systems in evidence-based interventions to increase screening rates*



## **ACS is partnering with health systems across the country in 2021 to:**

- ✓ Provide technical assistance and resources to rapidly increase breast, cervical and colorectal cancer screening rates
- ✓ Address disparities and reduce barriers to screening exacerbated by the pandemic
- ✓ Implement evidence-based interventions
- ✓ Create learning communities to foster best practice sharing
- ✓ Use data to drive all aspects of the project
- ✓ Execute sustainable and meaningful process improvement

# Laying the Groundwork: NFL COVID-19 Screening Projects



Support FHQCs to get back on track with screening for breast, cervical, and colorectal cancer



Use quality improvement methods and tools throughout project



Collaborate with local partners for diagnostic testing and treatment



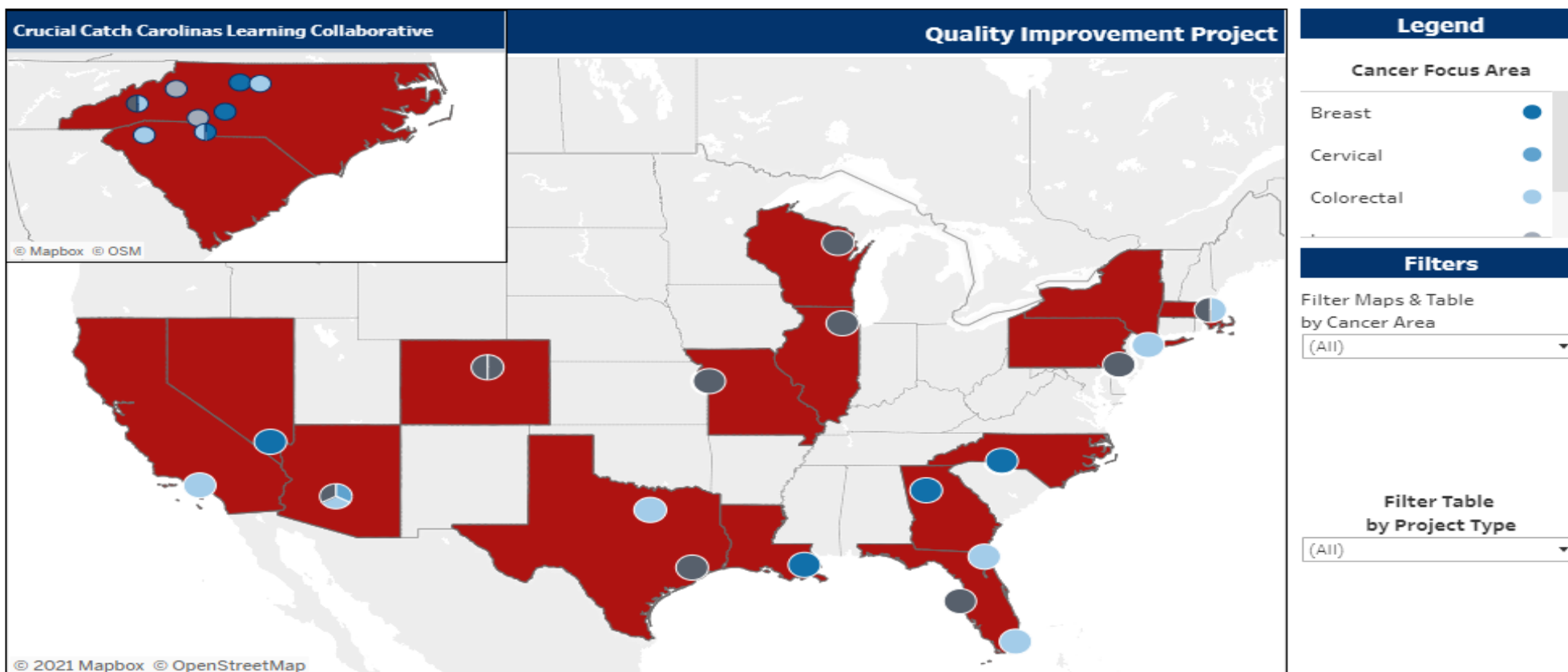
Use the ECHO model to connect grantees and national cancer screening leaders to work through challenges and share promising practices

# Cancer Screening During COVID-19



## NFL Crucial Catch during COVID: 2021 Project Systems

The American Cancer Society (ACS) and National Football League (NFL) have awarded 22 grants to Federally Qualified Health Centers (FQHCs) addressing cancer mortality by safely increasing cancer screenings during the COVID-19 pandemic. The grant funding was made possible through ACS's partnership with the NFL and the league's Crucial Catch campaign. The 15-month projects focus on getting back on track with cervical, colorectal and breast cancer screenings with the system's most vulnerable populations.





## Supporting Critical Infrastructure for Screening: NFL COVID-19 Screening Projects

“Previously, we were focused on manual outreach and navigation for patients . . . With the support of the ACS/NFL grant, we have started to build a population health query in our database to identify women in need of breast and cervical cancer screening services and bulk text message them reminders for scheduling. We were also able to build the query to send a slightly different message to our uninsured patients to let the know about the program we have for free services.”

— Adelante Healthcare

## NFL COVID-19 Screening Projects: Denver Health Foundation

In early December, the RN Program Manager and project specialist for our NFL project wrote COVID safety protocols for our new Women's Mobile Clinic to be able to resume mobile mammography services.

Resuming mobile mammography services has increased the overall capacity for screening mammography for our patients.



# Early Progress and Challenges COVID/ Screening Projects

## Wins

- Updating workflows and/or implementation manuals to train staff on cancer screening processes
- Improving data collection processing
- Automating formally manual processes
- On-line patient registration application (increase clinical encounters by 3-7 patients per day)

## Challenges

- Fit kit shortage due to plastic shortage (PPE)
- Lab backlogs
- Data challenges (EHR)
- Patient Fear



# CANCER SCREENING MESSAGES CONSUMER TESTING RESULTS

December 2020

# Objectives & Methodology

1

Determine which Cancer Screening messages are most effective to the general public

2

Assess most effective messages across several key attributes

3

Probe for reasons behind messages being selected as most and least effective

4

Look for distinctions in message preference across varied demographic groups

5

Gain perceptions on COVID-19 impact on healthcare activities

6

Explore preferred channels and most trusted sources for cancer screening information

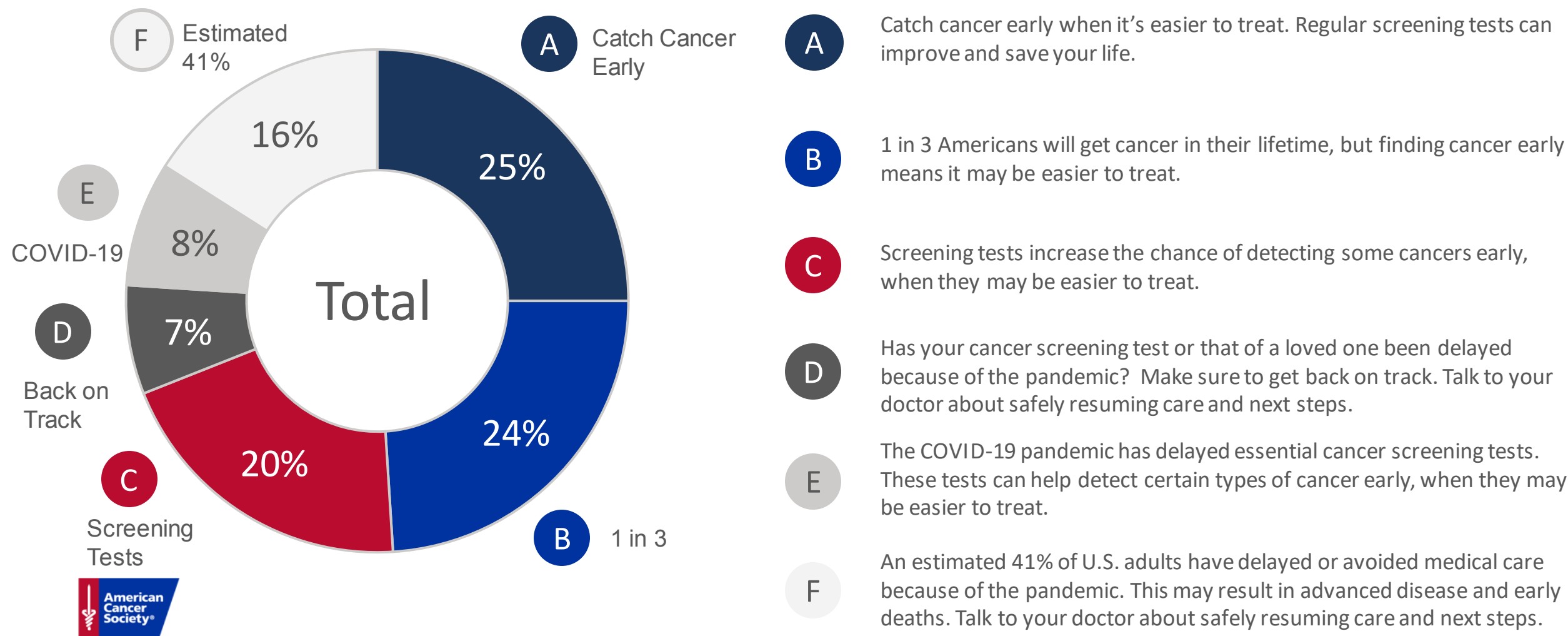
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Survey data collected via Feedback Loop platform from 12/9 to 12/12 - 690 respondents



# Most Effective Message

The “most effective” choice was essentially a tie between Catch Cancer Early (Message A) and 1 in 3 (Message B), followed closely by Screening Tests (Message C). None of the top tier had a COVID-19 focus.

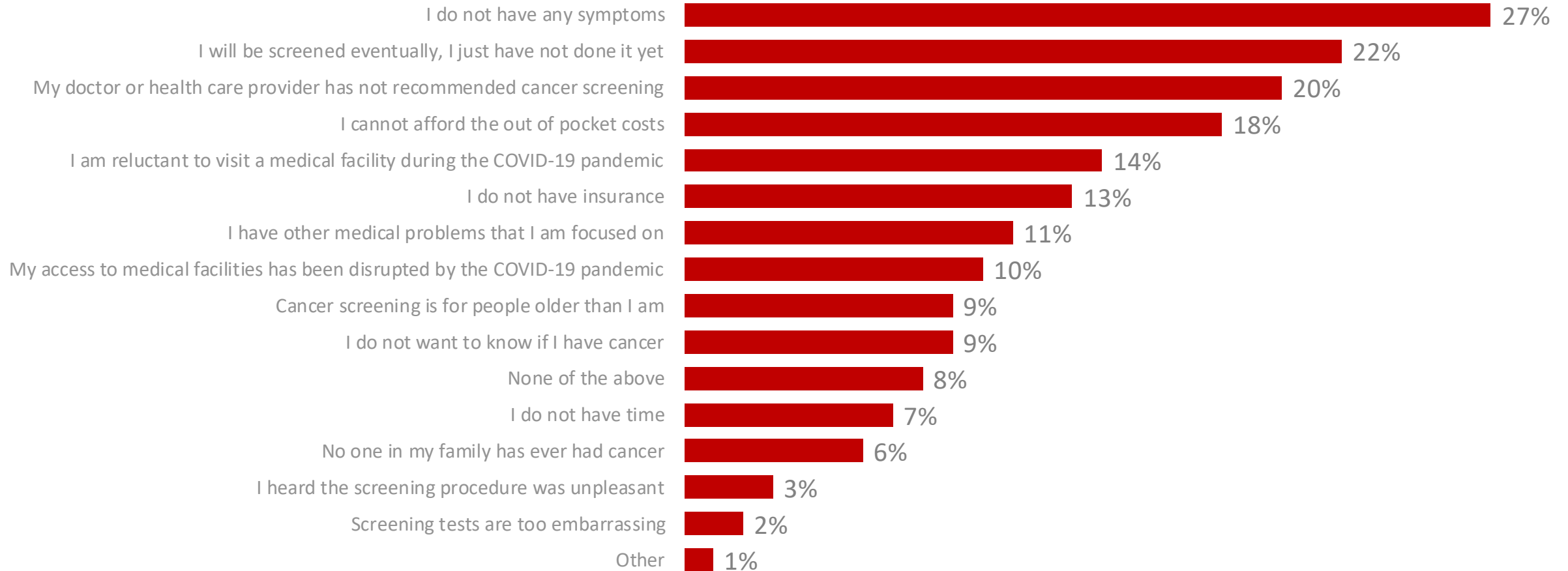


# Key Findings

- **There was not a clear-cut winner for “most effective” cancer screening message**
  - All three of the messages focused on a general screening theme ranked closely together in overall preference.
  - COVID-19 focused messages fell to a second tier, perhaps indicating pandemic fatigue.
    - The “Estimated 41%” message performed the best of the three and topped all messages in *Believability*.
- **The message directly referencing COVID-19 was most often selected as “least effective”**
  - Verbatim comments on this message indicate a reticence to combine the subject of COVID-19 with a cancer screening call-to-action.
- **Attribute scores for each message were similar across most of the attributes tested**
  - The “1 in 3” message did post an advantage in *Creates a Sense of Urgency* and *Relevant to Me*.
  - Nearly all messages scored at 90% or above as it relates to *Easy to Understand*.
- **Over half indicated COVID-19 as having a negative impact on healthcare activates**
  - Results were consistent across most analyzed demographic groups.
- **Professional healthcare workers are key to evangelizing cancer screening messages**
  - Personal doctors and other medical care workers were most often cited as being the preferred channel for cancer screening messaging as well as the most trusted source for information.

# Top Barriers to Screening

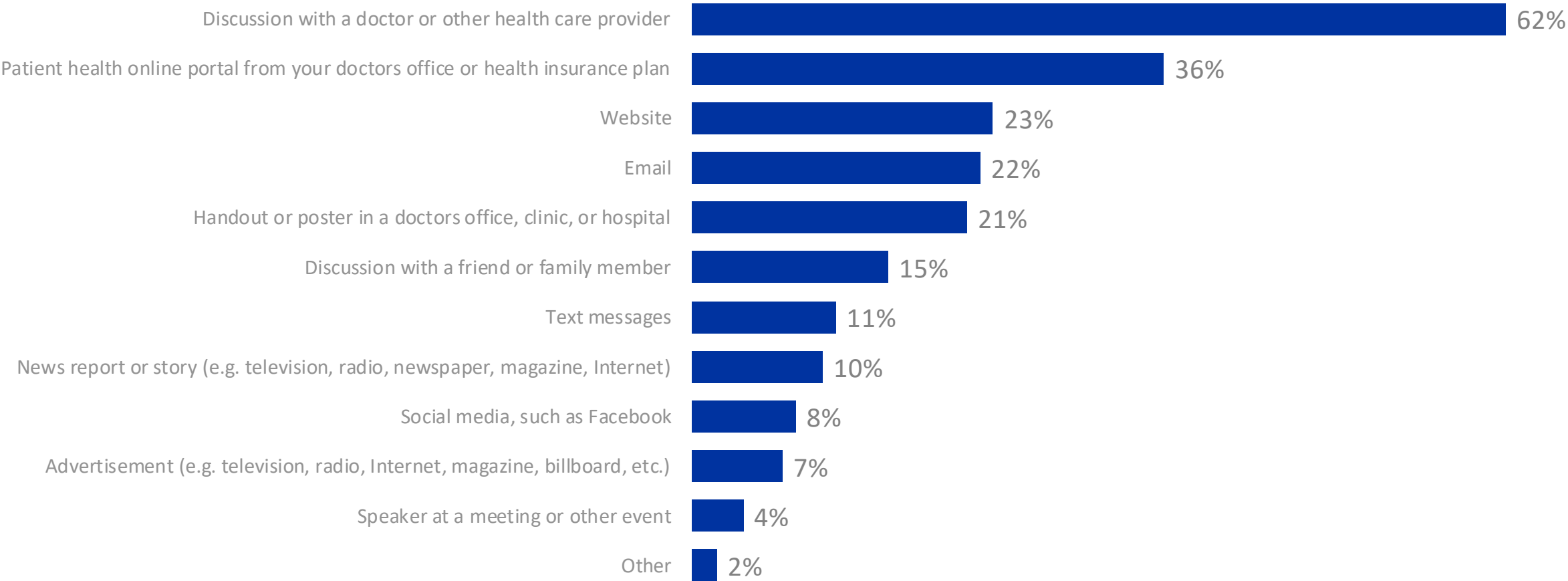
Of the 34% of respondents who stated they had not been screened for cancer previously, being asymptomatic was the top reason, followed by procrastination (just haven't done it yet but will).



*Which of the following reasons, if any, describe why you have not had a cancer screening test?*

# Preferred Channels for Cancer Screening Info

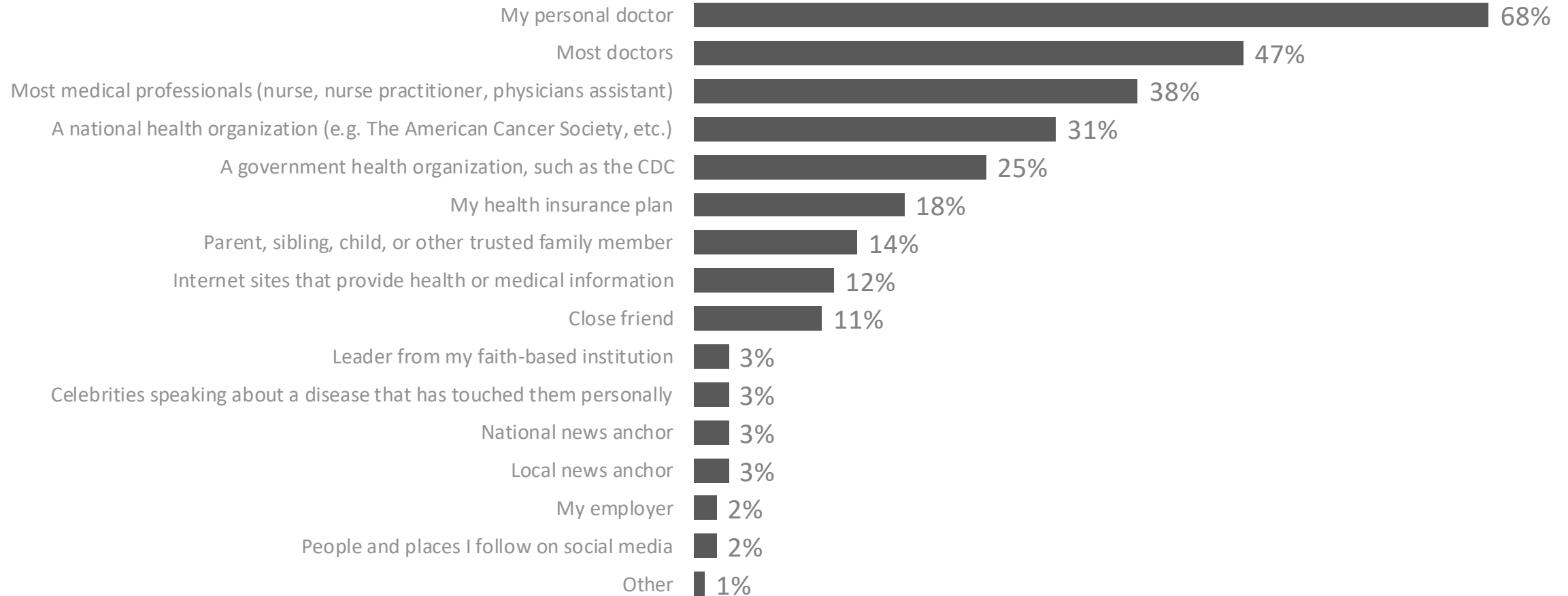
Overwhelmingly, the most cited channel for receiving cancer screening information was a direct conversation with a doctor, followed by patient health portals online.



Where or how would you like to receive cancer screening information?

# Trusted Sources for Cancer Screening Info

As with preferred information channels, healthcare professionals play a key role on the cancer screening information front, with over two-thirds of respondents citing their personal doctor as most trusted.



*Who do you trust to give you cancer screening information?*



# Screening Guidelines

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# ACS 2018 CRC SCREENING RECOMMENDATIONS FOR **AVERAGE RISK**

The ACS recommends that adults aged 45 years and older with an average risk of colorectal cancer undergo regular screening with either a high-sensitivity stool-based test or a structural (visual) exam, depending on patient preference and test availability.

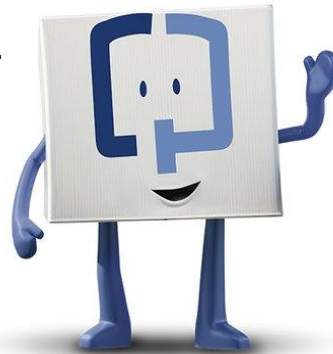


# ACS CRC SCREENING RECOMMENDATIONS FOR **AVERAGE RISK**

**Begin screening at age 45, using any of the following options:**

## **Stool-based tests:**

- Fecal immunochemical test (FIT) every year
- High sensitivity guaiac-based fecal occult blood test (HS-gFOBT) every year
- Multi-target stool DNA test (mt-sDNA) every 3 years



## **Structural (visual) exams:**

- Colonoscopy every 10 years
- CT Colonography every 5 years
- Flexible sigmoidoscopy every 5 years



# HIGH RISK INDIVIDUALS MUST BE RECOGNIZED AND ADDRESSED

## Personal history

- ▶ Adenomatous Polyps
- ▶ Colorectal cancer
- ▶ Inflammatory bowel disease
  - Ulcerative colitis
  - Crohn's disease

## Family history

- ▶ Colorectal cancer or adenomas
- ▶ Hereditary syndrome (FAP, Lynch Syndrome)

Individuals with these conditions should:

- ▶ Begin screening earlier (10 years before age at diagnosis of index case)
- ▶ Be aware that colonoscopy is the only recommended screening test

# ACS BREAST CANCER SCREENING GUIDELINE FOR WOMEN AT AVERAGE RISK



All women ages 40-44 should be informed about the benefits and drawbacks of screening and have the option to begin annual mammography.

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**All women should have their first mammogram no later than age 45.**





# ANNUAL VS EVERY OTHER YEAR

## ACS recommends annual screening before age 55

- Proven benefit of annual over every other year screening, particularly in pre-menopausal women

After age 55, a woman can switch to every other year screening or continue to screen annually.

Women with a family history or dense breasts should continue annual screening.

USPSTF recommends every other year screening at all ages.

## Women who are at high-risk for breast cancer include:

Women who have a lifetime risk of breast cancer of about 20% to 25% or greater

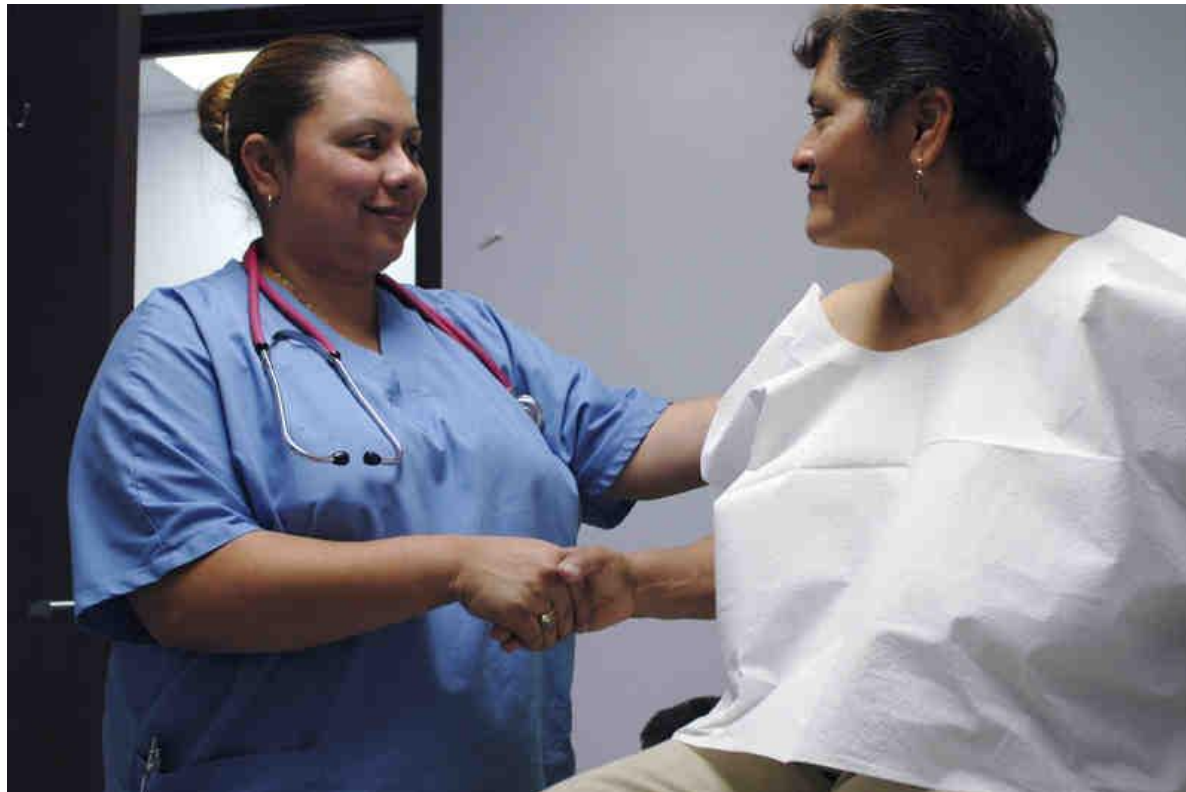
Women who have a known [BRCA1 or BRCA2 gene mutation](#) (based on having had genetic testing)

Women who have a first-degree relative (with a *BRCA1* or *BRCA2* gene mutation, and have not had genetic testing themselves

Women who had radiation therapy to the chest when they were between the ages of 10 and 30 years

Women who have Li-Fraumeni syndrome, Cowden syndrome, or Bannayan-Riley-Ruvalcaba syndrome, or have first-degree relatives with one of these syndromes

# ACS Recommendations for Cervical Cancer Screening

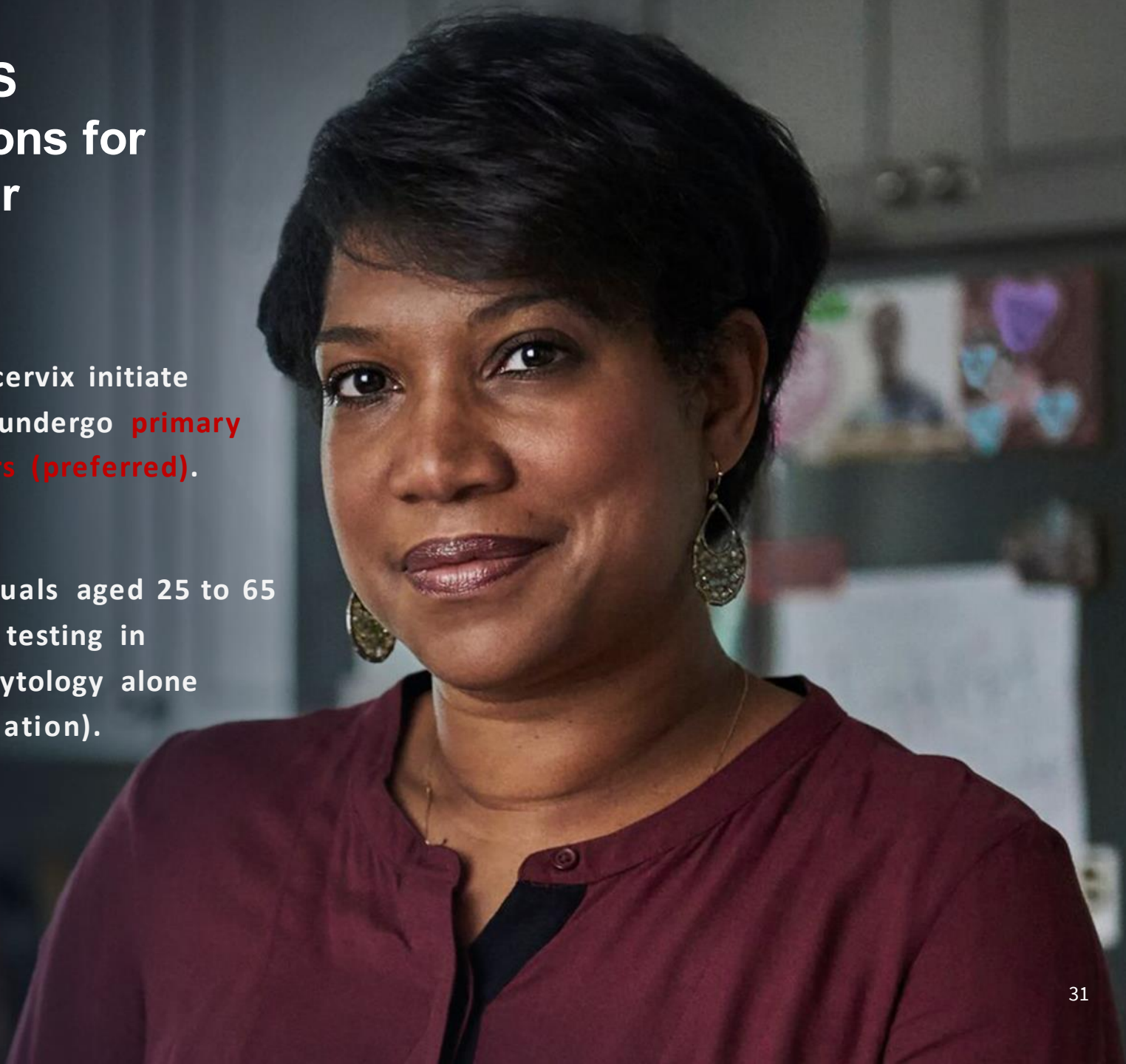




## **NEW:** 2020 ACS recommendations for Cervical Cancer Screening

The ACS recommends that individuals with a cervix initiate cervical cancer screening at **age 25 years** and undergo **primary HPV testing every 5 years through age 65 years (preferred)**.

If primary HPV testing is not available, individuals aged 25 to 65 years should be screened with cotesting (HPV testing in combination with cytology) every 5 years or cytology alone every 3 years (acceptable) (strong recommendation).



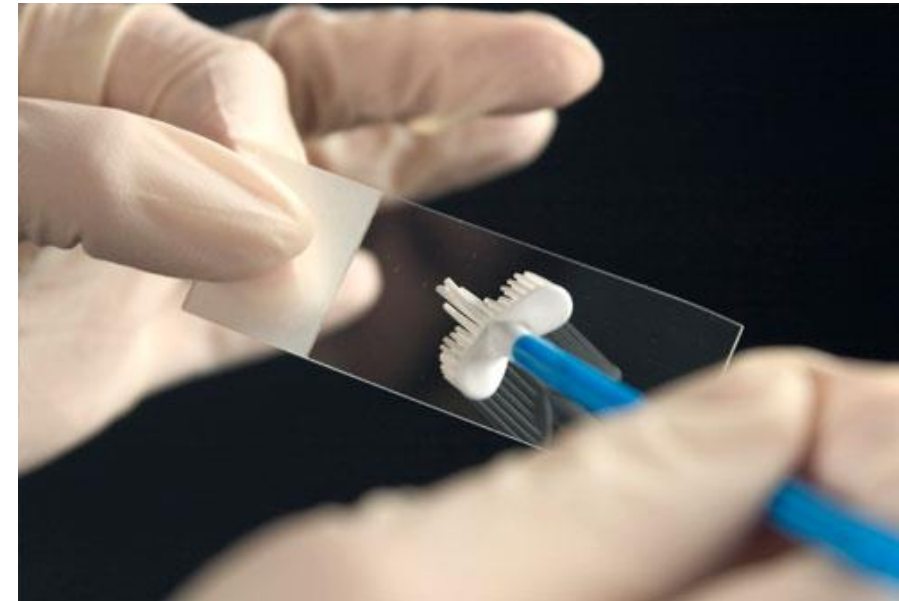
# What Test to Use





# HPV Test vs Pap Test

- ▶ Pap tests are an inferior test compared to HPV-based screening
- ▶ Pap tests are minimally effective in women who have been vaccinated
- ▶ Co-testing offers minimal benefit compared to primary HPV screening





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

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# How Often to Test

EVERY **5** YEARS



The ACS recommends that individuals with a cervix can discontinue screening at age 65 if:

- They have documented adequate negative prior screening in the 10-y period before age 65 (***qualified recommendation***)
- No history of CIN 2+ within the past 25 y.



# ACS 2020 Recommendations for Cervical Cancer Screening

- Individuals older than age 65 y without conditions limiting life expectancy for whom sufficient documentation of prior screening is not available *should be screened until criteria for screening cessation are met.*
- Cervical cancer screening may be discontinued in individuals of any age with limited life expectancy.

# Planning for the Future

*Co-testing or cytology testing alone are included as acceptable options for cervical cancer screening because access to primary HPV testing may be limited in some settings. As the US makes the transition to primary HPV testing, the use of cotesting or cytology alone for cervical cancer screening will be eliminated from future guidelines.*

# Planning for the Future

- ▶ Pap tests will be phased out
- ▶ Cotesting will be phased out



# Planning for the Future

*We anticipate that self-sampling will play an increasingly prominent role in cervical cancer screening once regulatory and clinical prerequisites are in place.*







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

BACK ON TRACK:  
HPV VACCINATION



91%

of cervical & anal  
cancers

70%

of oropharyngeal  
cancers

63%

of penile cancers

## PROBLEM

- Low HPV vaccination rates
- ~35,000 cases of HPV cancers each year
- Can cause 6 types of cancer and nearly ALL cases of cervical cancer



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

## Why Focus on HPV?

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- 1 We have a vaccine that can prevent HPV cancers
- 2 We need to vaccinate more kids
- 3 Success is achievable

## Cancer

## Routine Screening

Cervical

YES

Vulvar

NO

Vaginal

NO

Anal

NO

Penile

NO

Throat

NO



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



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\*



# Impact of Age at Vaccination

## RESEARCH



OPEN ACCESS



Prevalence of cervical disease at age 20 after immunisation with bivalent HPV vaccine at age 12-13 in Scotland: retrospective population study

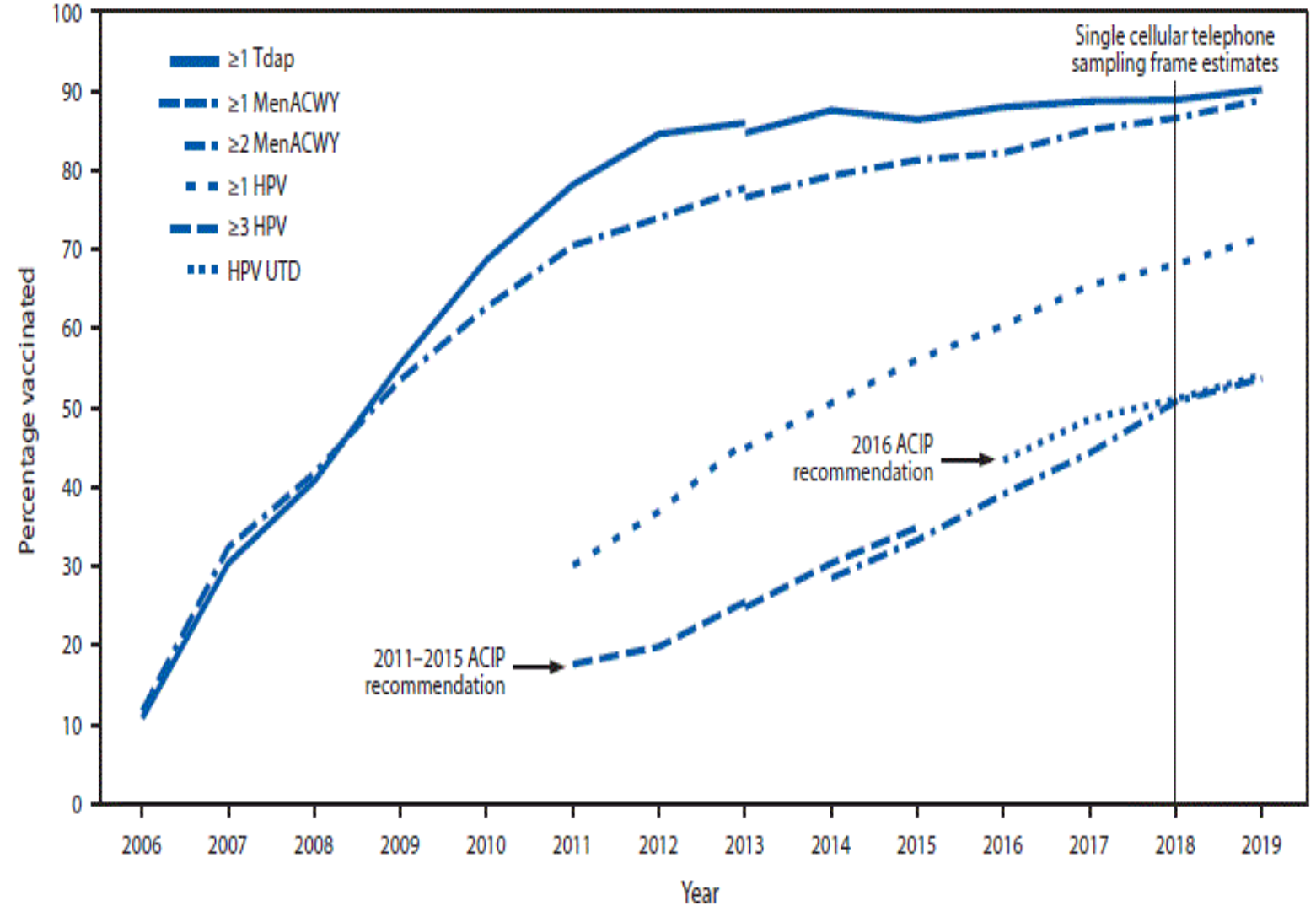
Tim Palmer,<sup>1</sup> Lynn Wallace,<sup>2</sup> Kevin G Pollock,<sup>3,4</sup> Kate Cuschieri,<sup>5</sup> Chris Robertson,<sup>3,6,7</sup> Kim Kavanagh,<sup>7</sup> Margaret Cruickshank<sup>8</sup>

BMJ: first publ

Age at Vaccination	Effectiveness (against CIN3+)
12-13	86%
17	51%
≥18	15%

## NIS-teen data 2006-2019

- 71.5% initiated series
- 54.2% completed series



Mission:  
**HPV** CANCER  
FREE



# ADOLESCENT IMMUNIZATION HAS DROPPED PRECIPITOUSLY SINCE THE PANDEMIC HIT

Immunizations provided by the Vaccines for Children program in FY20& 21 as compared to FY19



21%

HPV vaccinations  
down >1 million doses



22%

Tdap vaccinations  
down >685K doses

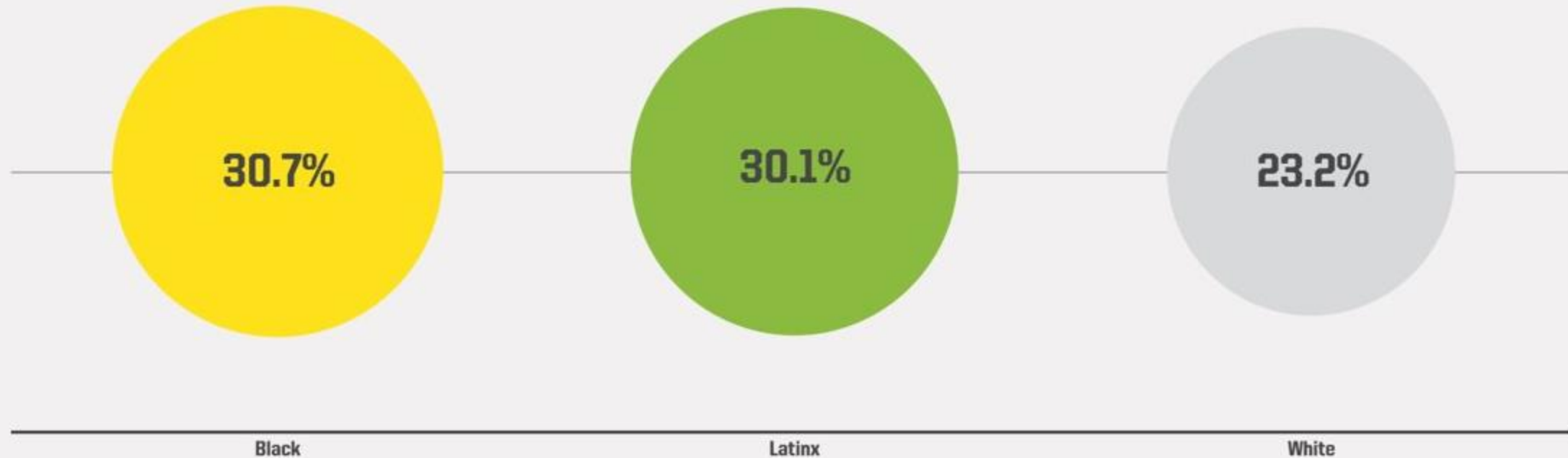


18%

Meningococcal  
vaccination down >818K

SOURCE: CDC Communications Jan. 2021

## % OF MISSED WELLNESS VISITS Middle-upper income households



Share

Health (still) interrupted - WEEK 17

R

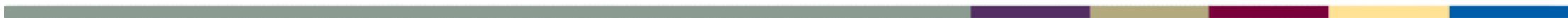
Center for Translational Neuroscience (2020, October 13). *Medium*. <https://medium.com/rapid-ec-project/health-still-interrupted-pandemic-continues-to-disrupt-young-childrens-healthcare-visits-e252126b76b8>

# A Message from CDC: Dr. Melinda Wharton

Director, Immunization Services Division  
Centers for Disease Control

## The need for catch-up vaccination is urgent as we plan for safe return to in-person school

- Many school-aged children missed recommended vaccines over the last year due to disruptions associated with COVID-19.
  - Especially concerning are gaps for measles vaccine and vaccines routinely recommended at 11-12 years of age
- Schools may not have focused on compliance with school vaccination requirements during the 2020-2021 school year.
- We don't know if or when a COVID-19 vaccine will be available for children, but if it is, we cannot count on being able to administer other vaccines simultaneously or within 2 weeks of COVID-19 vaccination.
- We need to get children caught up **now** on vaccine doses they missed so that they can safely return to in-person learning.





# IMPLICATIONS OF APPROVAL OF COVID-19 VACCINE FOR AGES 12 & OLDER

Currently, lack of data on safety and efficacy of COVID-19 vaccines given with other vaccines

- CDC recommends routine administration alone
- Minimum 14-day interval unless benefits of vaccination outweigh potential risks of vaccine coadministration



Possibility of a blackout for recommended vaccines during the usual back-to-school season

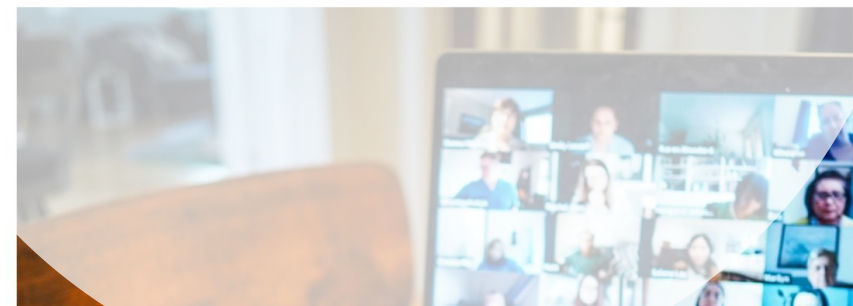
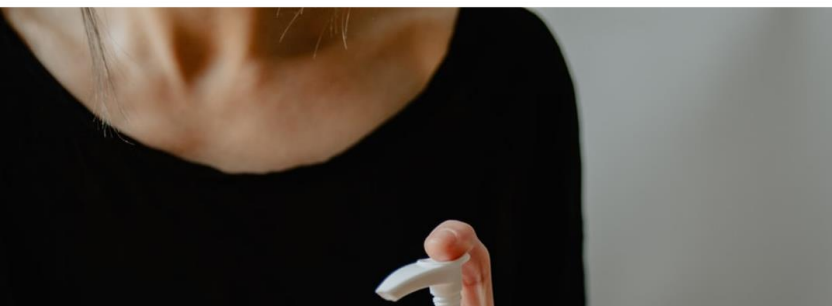
# THE TIME FOR ACTION IS NOW

We need your help to close  
the school-age vaccination  
gap from March to May.



**Health Systems and Providers can effectively close  
the vaccination care gap.**







# Start With Data

Review last 12-24 months of data

Assess by geography, age, provider

Discuss systems and provider-level data

Consider vaccine registry interoperability

Think about COVID vaccination capture in immunization information systems



# Develop a Safe Return to School Immunization Action Plan

- March – May 2021
- Focus on ACIP-recommended adolescent vaccines (HPV, Meningococcal, Tdap)
- Review all opportunities to create consistent messaging and activation
  - Health Systems
  - Providers
  - Payors: Members/Parents



**Activate a catch-up and early back-to-school vaccination plan from March to May 2021.**



# Communicate/Create

- Communicate urgency of an early back to school immunization initiative
- Increase vaccination opportunities & streamline the process



# Activate Parents

- Parent Reminders
  - Health System/Payor Portal
  - Email / Text Messages
  - Phone calls
  - Postcards
- Education Campaign(s)
  - Social media campaign
  - Back-to-School campaign
  - Catch-up campaign
  - Education prior to well child visits
- Address social determinants of health



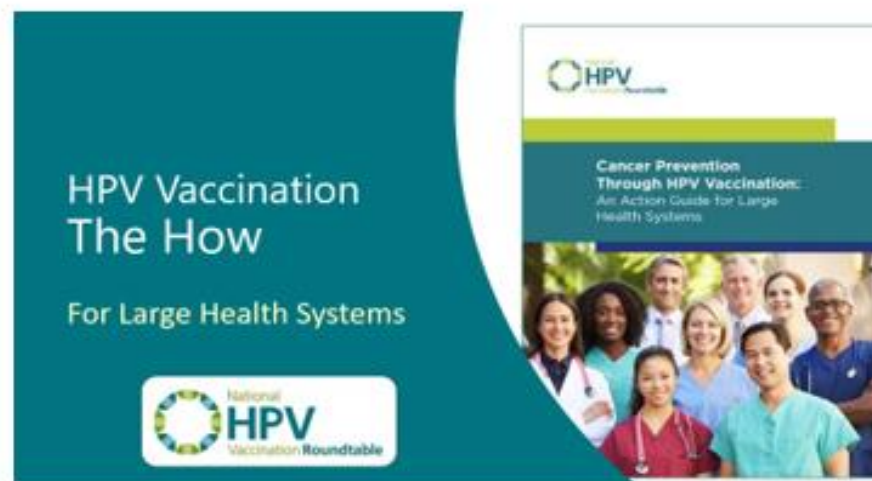


# HPV Vaccination Resources





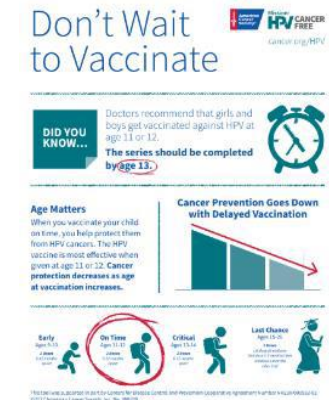
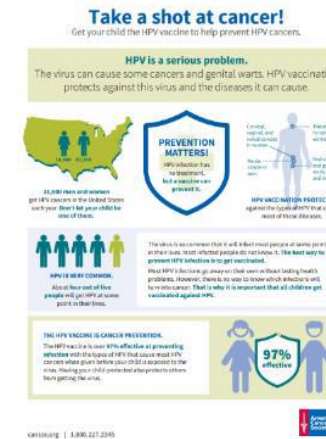
# HEALTH SYSTEM RESOURCES



<https://hpvroundtable.org/get-involved/health-systems>

# Resources for Parents and the Public

- [Take a Shot at Cancer](#)
- [Protecting our Children from HPV Cancers](#)
- [Don't Wait to Vaccinate](#)
- [HPV Vaccination: Just the Facts](#)



- All parent documents can be co-branded with a licensing agreement.

# Screening Resources

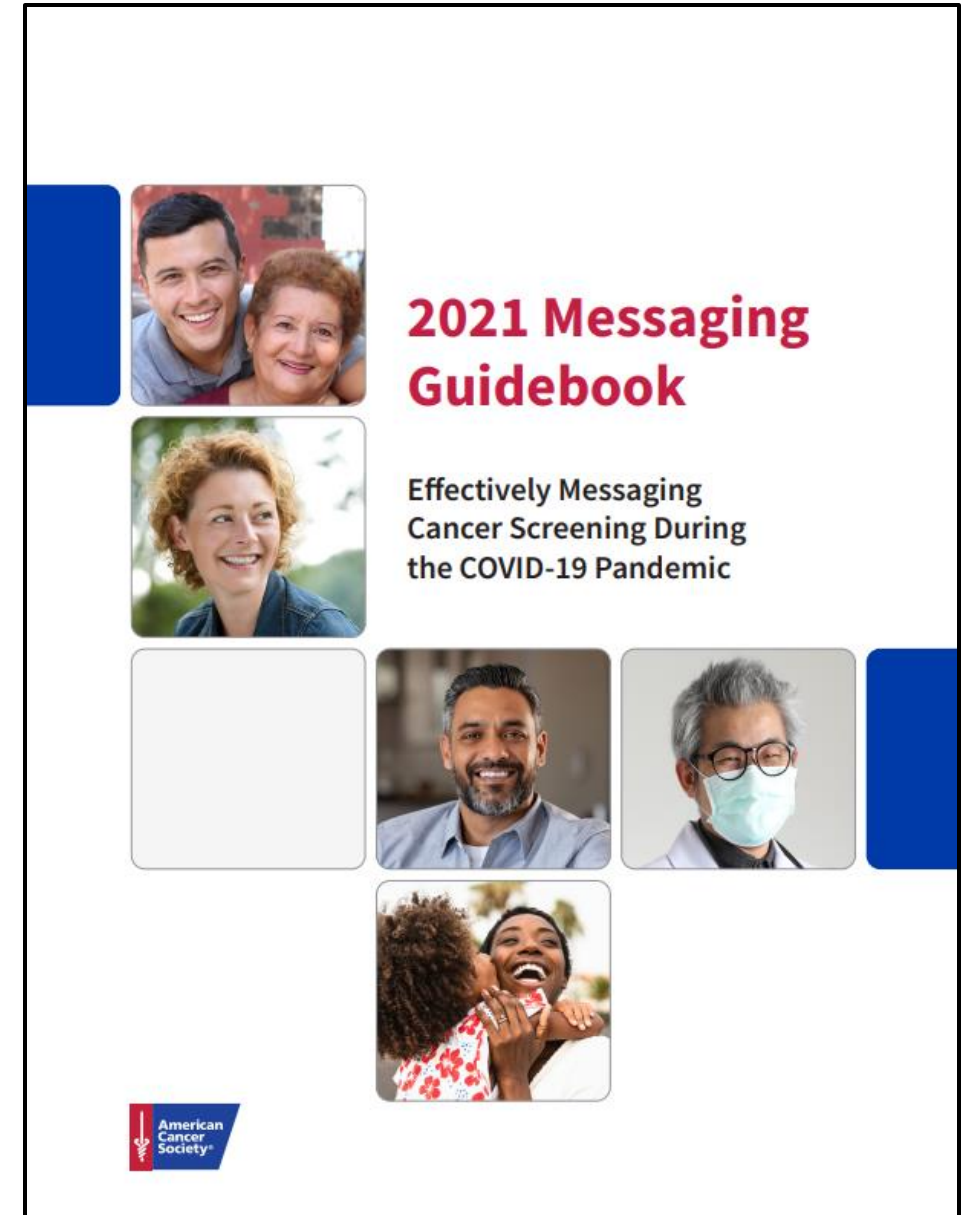
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## Effectively Messaging Cancer Screening During the Pandemic

- 1 in 3 Americans will get cancer in their lifetime, but finding cancer early means it may be easier to treat.
- Screening tests increase the chance of detecting some cancers early, when they may be easier to treat.
- An estimated 41% of US adults have delayed or avoided medical care because of the pandemic. This may result in advanced disease and early deaths. Talk to your doctor about safely resuming care and next steps.

**Download @ ACS4CCC.org:** <https://www.acs4ccc.org/effectively-messaging-cancer-screening-during-the-covid-19-pandemic/>



## SAFELY RESUMING AND PROMOTING CANCER SCREENING DURING THE COVID-19 PANDEMIC




Cancer prevention and early detection are central to the American Cancer Society's (ACS') mission to save lives, celebrate lives, and lead the fight for a world without cancer. Early detection of cancer through screening reduces mortality from cancers of the colon and rectum, breast, uterine cervix, and lung (see [ACS screening guidelines](#)). Cancer mortality has [declined](#) in recent decades in part due to progress in cancer screening technologies, awareness, research, and the general population's improved uptake in screening services.

Yet, far too many individuals for whom screening is recommended remain unscreened, and this situation has been [aggravated by the substantial decline in cancer screening resulting from the COVID-19 pandemic](#). At the onset of the pandemic, elective medical procedures, including cancer screening, were largely put on hold to prioritize urgent needs and reduce the risk of the spread of COVID-19 in health care settings. Early projections indicate that these extensive screening delays will lead not only to [missed and advanced stage cancer diagnoses](#), but also to a [rise in cancer-related deaths](#). Adding concern, the pandemic-related disruptions will likely exacerbate existing disparities in cancer screening and survival across groups of people who have systemically experienced social or economic obstacles to screening and care.

In response to these challenges, ACS developed this report to summarize the current state and to provide guidance on how public health agencies, health care providers, and screening advocates across the nation can promote and deliver cancer screening appropriately, safely, and equitably during the COVID-19 pandemic.

### A UNITED MESSAGE IN OUR RESPONSE TO THE DISRUPTIONS IN CANCER SCREENING

1. Despite the challenges we face during the pandemic, cancer screening remains a public health priority, and we must provide the public with safe opportunities to prevent cancer or detect it early to improve patient outcomes.
2. Screening disparities are already evident and, without deliberate focus, are likely to increase as a result of the COVID-19 pandemic. Efforts to promote screening and overcome barriers for populations with low screening prevalence must be at the forefront of our focus.
3. Engaging patients in the resumption of cancer screening will require effective and trustworthy messaging.
4. Implementation of process and policy changes are urgently needed to sustain access to primary care and return screening to pre-pandemic rates.

 Screening refers to testing individuals who have no signs or symptoms of disease. It is critical to ensure that patients with signs or symptoms associated with cancer undergo diagnostic evaluation as soon as possible, yet many people with symptoms – such as breast lumps, abnormal vaginal bleeding, blood in bowel movements, unexplained weight loss, fatigue, or anemia – continue to avoid medical care due to fears of infection with the SARS-CoV-2 virus.

It is important to reassure the public that aggressive infection control measures are being taken in health care facilities throughout the country to ensure that diagnostic procedures can be provided safely for patients with symptoms, and that these evaluations need not and should not be delayed.

## Return to Screening Guide

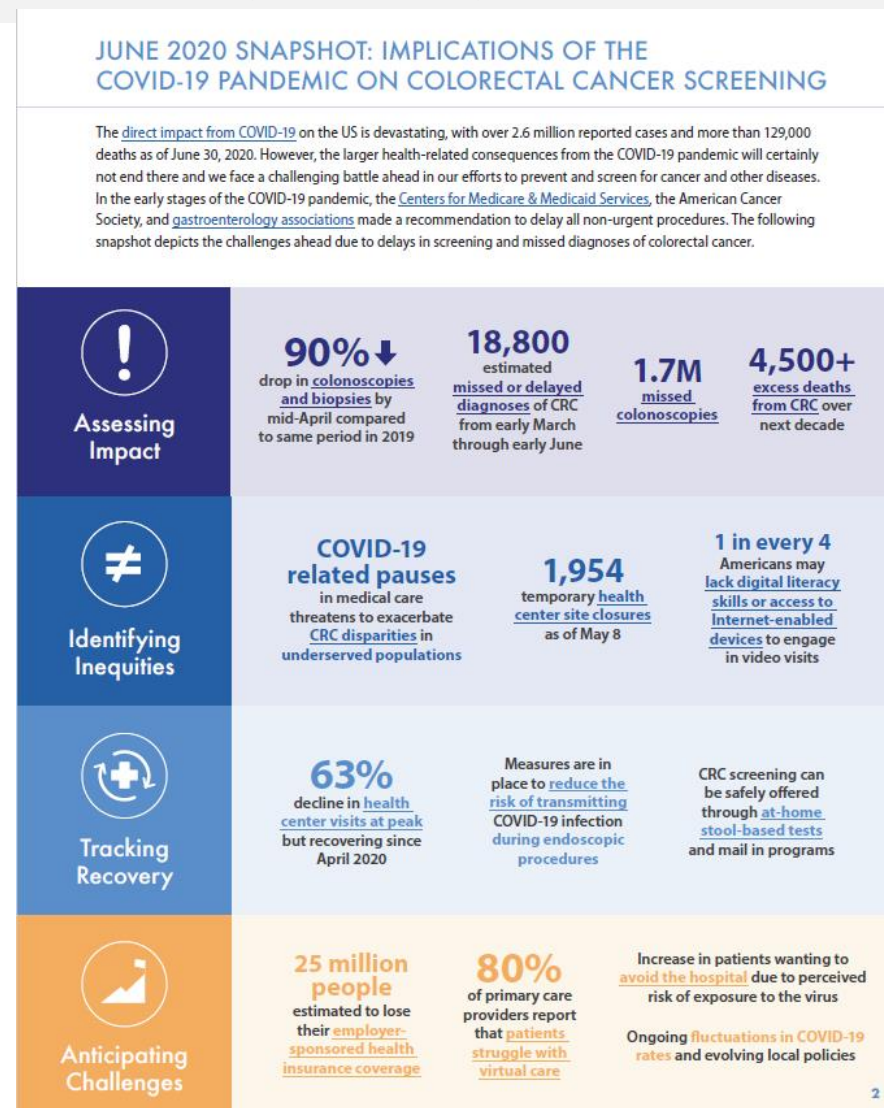
- Offers four unifying messages for resuming and promoting cancer screening during COVID-19
- Level sets on the most recent data, research, and trends (as of October 2020)
- Explores the strategic steps needed to best aid national efforts in the resumption and prioritization of cancer screening
- Includes one-pagers that dive deeper into the importance of cancer screening during COVID-19 and provides specific recommendations for breast, cervical, colorectal, and lung screening, as well as HPV Vaccination.

Download @ ACS4CCC.org: <https://www.acs4ccc.org/acs-ccc-resources/cancer-screening-and-early-detection/>



# NCCRT Playbook for Reigniting CRC Screening during the Pandemic

- The colorectal cancer community stands prepared and well-positioned to respond to and overcome the difficult task ahead
- This NCCRT playbook reviews data, research, and clinical guidelines available and outlines a path forward for CRC screening and COVID-19.



<https://nccrt.org/resource/a-playbook-for-reigniting-colorectal-cancer-screening-as-communities-respond-to-the-covid-19-pandemic/>




## Together We Can Make An Impact

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**We must act now together, with partners, to address our current public health crisis and transform cancer outcomes for the future. The American Cancer Society is excited to lead with you and organizations from across the medical and health care community to address disparities and ensure a return to cancer prevention among communities nationwide.**

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