Engaging Communities in the Prevention of HPV-related Cancers

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Background

• Only 42 percent of girls/28 percent of boys receive all recommended doses of HPV
• Recommended for girls since 2006; boys since 2011
• Rates vary by county in Colorado
• HPV vaccination can prevent several cancers including cervical, vaginal, head and neck, penile, and anal.
• Hesitancy among parents and weak provider recommendations
## HPV vaccination rates – 2015

<table>
<thead>
<tr>
<th></th>
<th>United States</th>
<th>Females</th>
<th>Males</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least one dose</td>
<td>62.8%</td>
<td></td>
<td>49.8%</td>
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<tr>
<td>Complete series</td>
<td>41.9%</td>
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<td>28.1%</td>
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<table>
<thead>
<tr>
<th>Colorado county</th>
<th>HPV 3+</th>
<th>Tdap</th>
<th>MCV4</th>
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<tbody>
<tr>
<td>Adams</td>
<td>43%</td>
<td>87%</td>
<td>81%</td>
</tr>
<tr>
<td>Arapahoe</td>
<td>42%</td>
<td>87%</td>
<td>82%</td>
</tr>
<tr>
<td>Denver</td>
<td>53%</td>
<td>87%</td>
<td>85%</td>
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<td>63.2%</td>
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<tr>
<td>Complete series</td>
<td>46.0%</td>
<td>37.1%</td>
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<tr>
<td><strong>Mesa County</strong></td>
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<tr>
<td>Complete series</td>
<td>18.3%</td>
<td>8.4%</td>
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HPV 3+ Males
13-17 Years Old

County Immunization Coverage Level (%)
- <10
- 10-19
- 20-29
- 30-39
- >40

2015 National Immunization Survey Coverage Level
CO: 37%
US: 28%

Healthy People
2020 Goal: 80%

Date Range Analyzed: January - June, 2016
Data Source: Colorado Immunization Information System
Method

• Boot camp translation
  • done in 2 locations in Colorado, Mesa County and Denver metro

• BCT is a community engagement method for message development

• Series of in-person meetings and phone calls over 6-9 months

• First meeting includes expert presentation on health topic

• End result is translation of scientific knowledge/evidence into community-specific messaging
Participants

Mesa County: 14 participants
  ◦ representing community members (2 adolescents), school district, health department, health care providers, social service providers

Denver Metro: 12 participants,
  ◦ representing community members (2 adolescents), social work, health department, health care providers, social service providers
Process

• Mesa County:
  • 4 in-person meetings
  • 5 phone calls
  • 1 year

• Denver Metro:
  • 4 in-person meetings
  • 4 phone calls
  • 8 months
Target population/focus of messaging

• Mesa County:
  • parents of children ages 9-14
  • young adults now able to receive vaccination independently.

• Denver Metro:
  • Parents of children ages 9-14
    • Focus on lower health literacy
    • Focus on families with low health access
Results
Don’t Let We’ll Wait Turn Into Too Late

The HPV Vaccine Is Most Effective Against Cancer When Given To Kids Ages 9 – 14
HPVFreeCO.org
Don’t Let We’ll Wait Turn Into Too Late

The HPV Vaccine Is Most Effective Against Cancer When Given To Kids Ages 9 – 14

HPVfreeCO.org
Adulting is Hard
Cancer Prevention is Not

HPV Causes Cancer
- Oral
- Penile
- Anal
- Cervical
- Vaginal

Get Vaccinated
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Get Vaccinated
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HPV Prevention is simple.

HPV causes cancer in men and women.

ASK YOUR CHILD'S HEALTH CARE PROVIDER FOR THE VACCINE!

For more information, visit www.HPVFreeCO.org
HPV causes cancer in men and women.

Ask your child’s health care provider for the vaccine!

For more information, visit www.hpvfreeco.org
HPV Prevention is simple.

One HPV vaccine series protects boys and girls for a lifetime. It is best given at ages 9-13.

ASK YOUR CHILD’S HEALTH CARE PROVIDER FOR THE VACCINE!

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ONE HPV VACCINE SERIES PROTECTS BOYS AND GIRLS FOR A LIFETIME. IT IS BEST GIVEN AT AGES 9-13.

FOR MORE INFORMATION, VISIT WWW.HPVFREECO.ORG
Discussion

• Increasing HPV vaccination rates has the potential to greatly reduce morbidity and mortality from several types of cancer

• Messaging may be more effective if it is community specific

• Boot camp translation is an effective method for garnering community input to create community specific and appropriate messages
Next steps

Small scale release in Mesa County

Future grants pending
- Practice-level BCT – R21
- Using Social Impact for HPV uptake
- Rural disparities in HPV update – R21
Thank you!

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