

Engaging Communities in the Prevention of HPV-related Cancers


ANNE NEDERVELD, MD MPH

MATT SIMPSON, MD MPH

SARAH BREWER, MPA PHD CANDIDATE



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
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HPV vaccination rates – 2015

United States	Females	Males
At least one dose	62.8%	49.8%
Complete series	41.9%	28.1%


Colorado county	HPV 3+	Tdap	MCV4
Adams	43%	87%	81%
Arapahoe	42%	87%	82%
Denver	53%	87%	85%

HPV vaccination rates – 2015

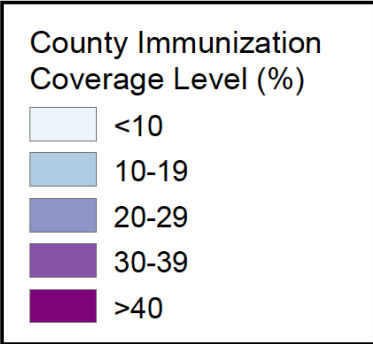
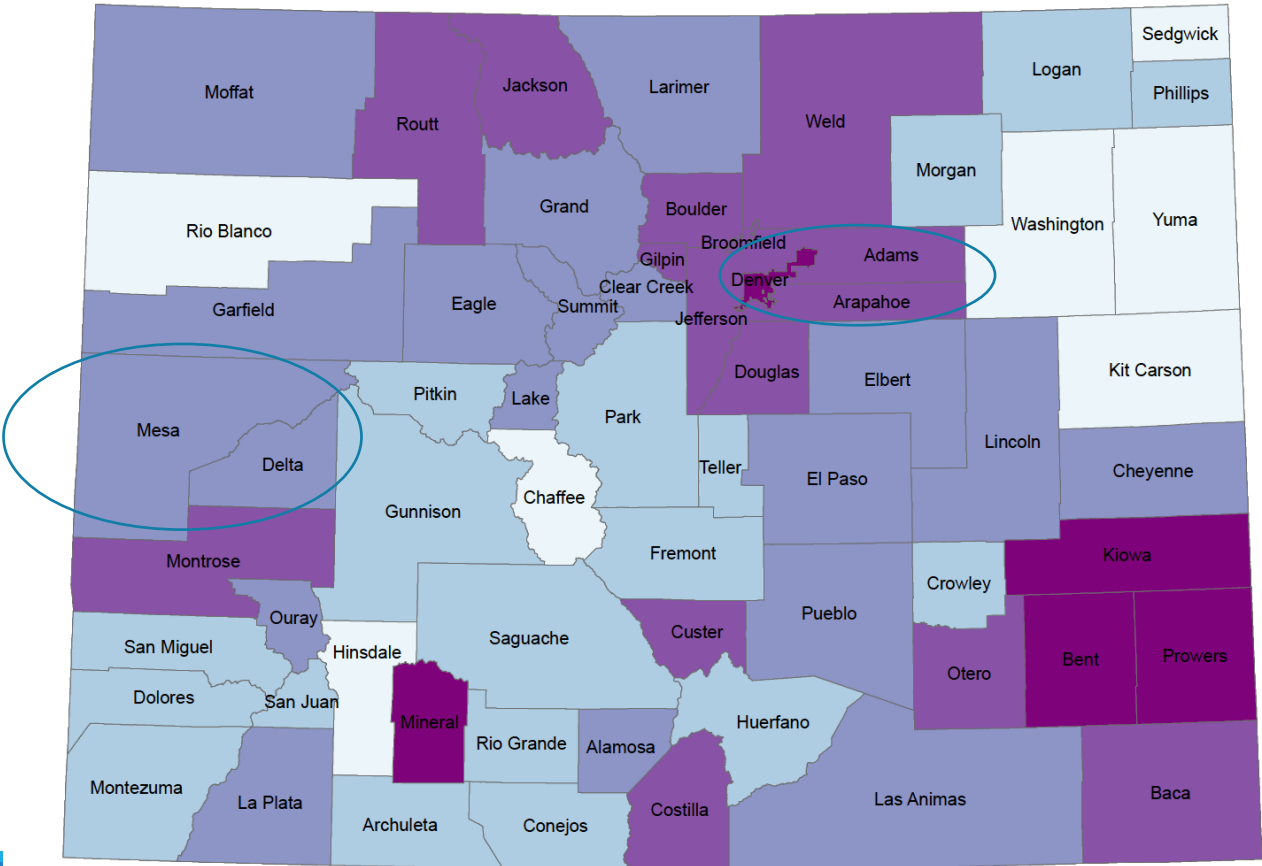
United States	Females	Males
At least one dose	62.8%	49.8%
Complete series	41.9%	28.1%

Colorado	Females	Males
At least one dose	65.3%	63.2%
Complete series	46.0%	37.1%

Mesa County	Females	Males
Complete series	18.3%	8.4%



HPV 3+ Females 13-17 Years Old

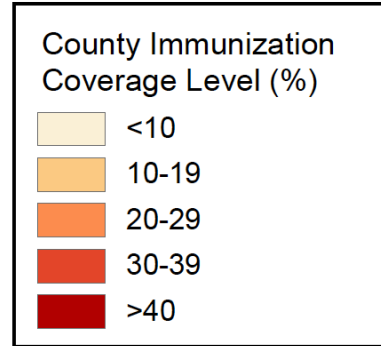
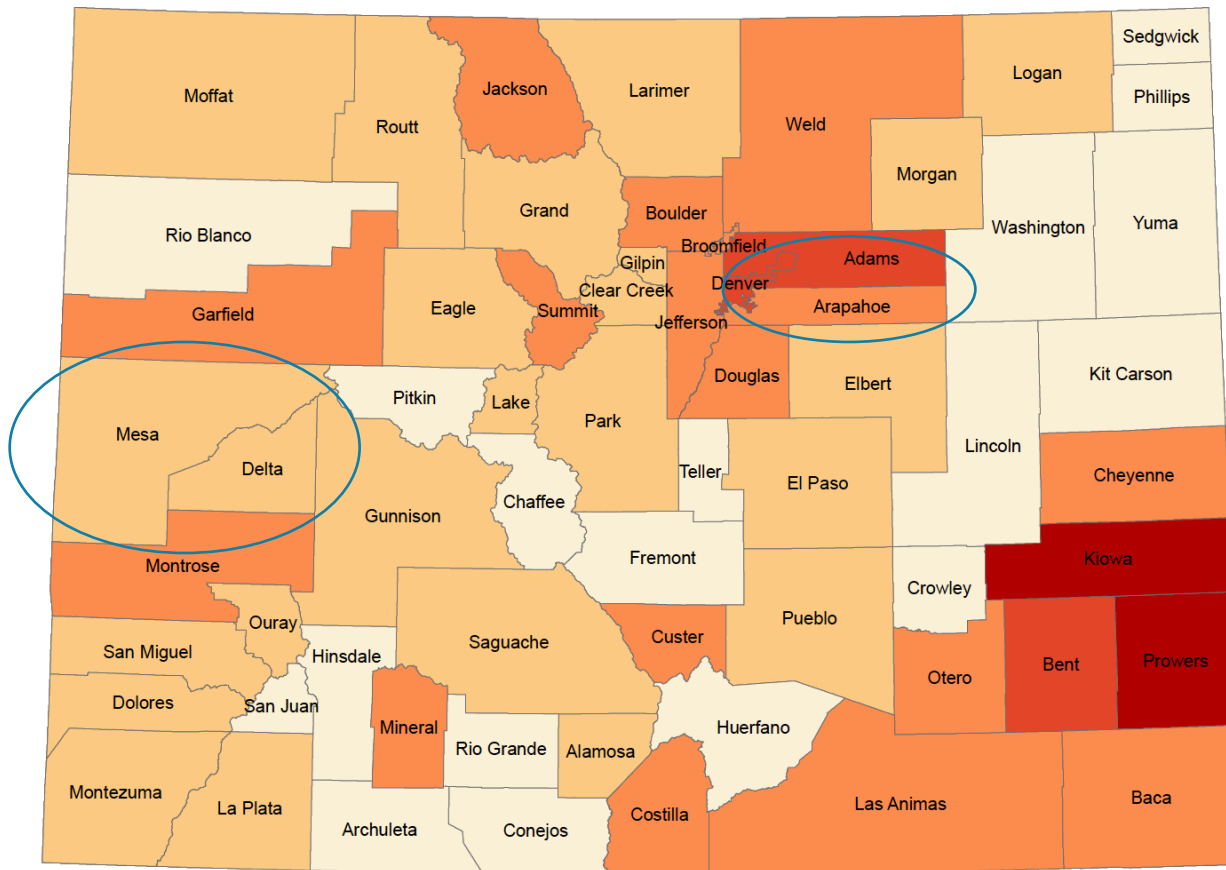


2015 National Immunization Survey Coverage Level
 CO: 46%
 US: 42%

Healthy People
 2020 Goal: 80%

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

HPV 3+ Males 13-17 Years Old




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

Healthy People
 2020 Goal: 80%

Date Range Analyzed: January - June, 2016
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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
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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
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Process

- Mesa County:
 - 4 in-person meetings
 - 5 phone calls
 - 1 year
 - Denver Metro:
 - 4 in-person meetings
 - 4 phone calls
 - 8 months
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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

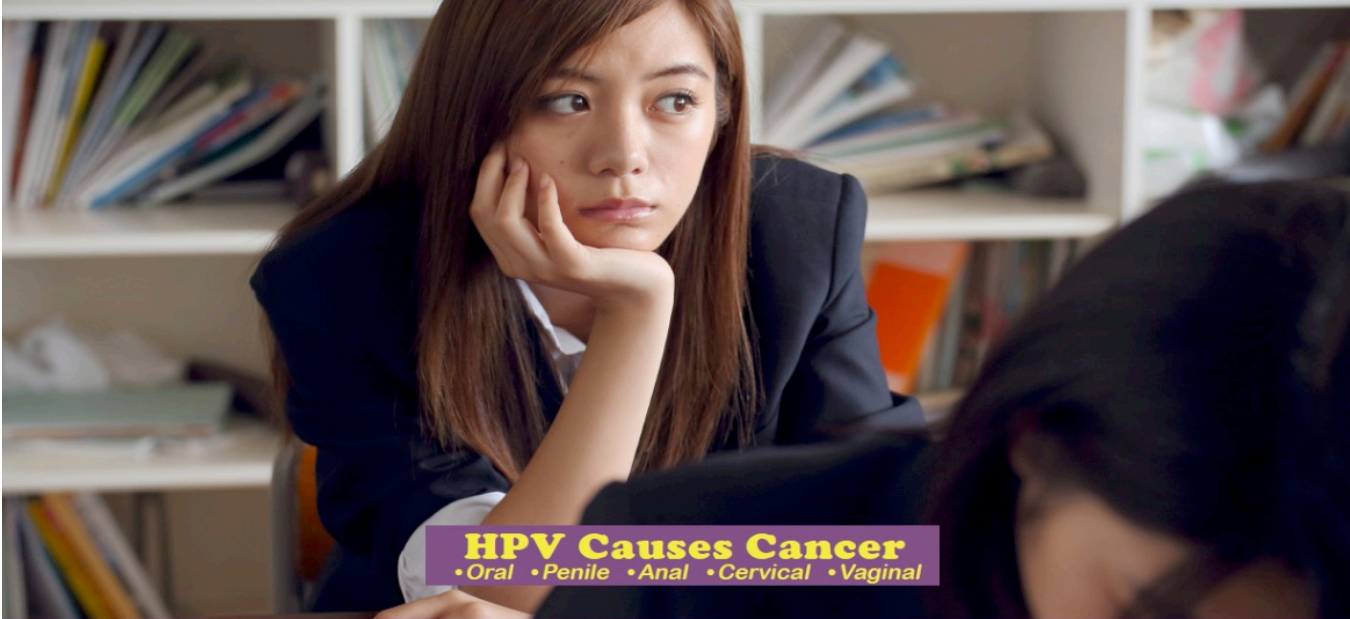
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**Adulting is Hard
Cancer Prevention is Not**

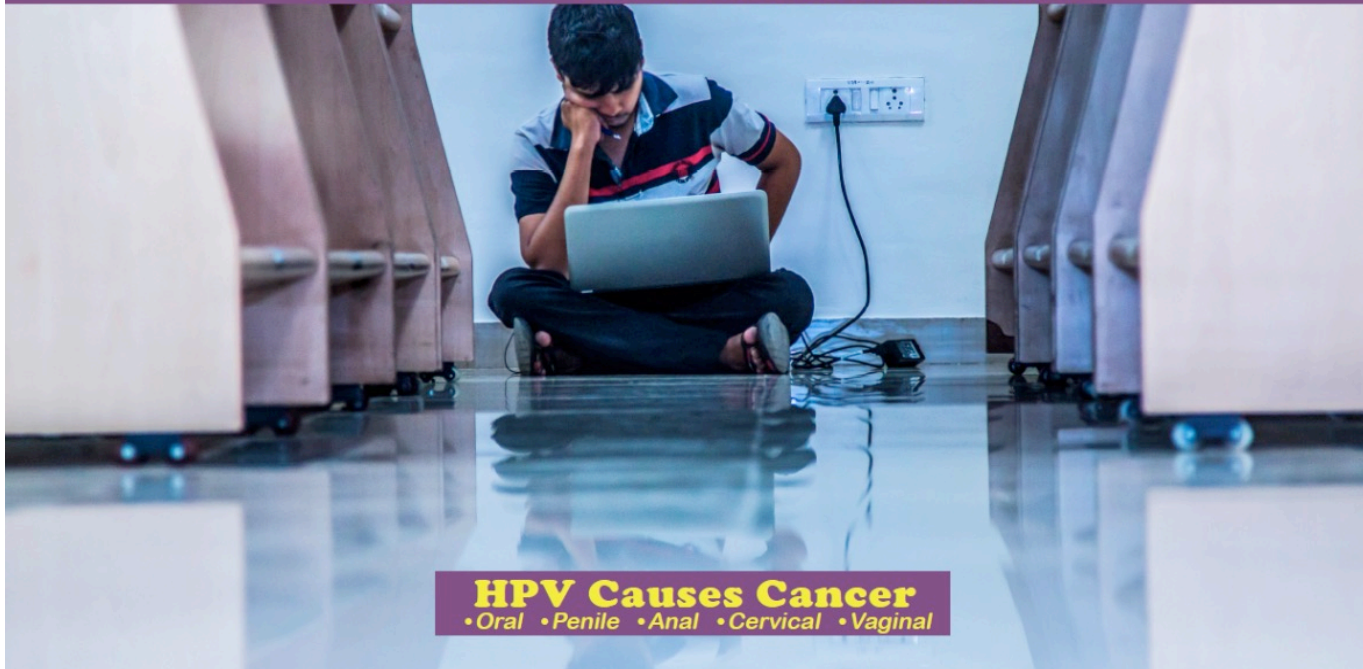


HPV Causes Cancer
• Oral • Penile • Anal • Cervical • Vaginal

Get Vaccinated

HPVFreeCO.org

Adulting is Hard Cancer Prevention is Not



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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**



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in men and
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**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.**



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**ASK YOUR CHILD'S HEALTH CARE
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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
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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
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Thank you!

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