

# Getting US HPV Vaccination Back on Track

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UNC

GILLINGS SCHOOL OF  
GLOBAL PUBLIC HEALTH

**HPV**   
Immunization Quality Improvement Tools



# Funding

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American Academy of Pediatrics

American Cancer Society

Centers for Disease Control &  
Prevention

Food & Drug Administration

GlaxoSmithKline

Merck Sharp & Dohme

National Cancer Institute

Pfizer Fdn

Robert Wood Johnson Fdn

World Health Organization



# Increasing Vaccination Model

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## Summary

Vaccination is one of the great achievements of the 20th century, but it is often inadequate, delayed, and unstable vaccination uptake. Psychology and intervening to increase uptake where vaccines are available and feelings can motivate getting vaccinated. Hundreds of studies about infectious disease correlate reliably with getting vaccinated about safety correlate reliably with not getting vaccinated. We successfully changed what people think and feel about vaccine in increasing uptake. The second proposition is that social research has shown that social norms are associated with normative messages increase vaccination uptake. Many experiments demonstrate that altruism and free riding (i.e., taking advantage of intended behavior, but few randomized trials have tested strategies to increase uptake. The third proposition is that interventions can facilitate change, what people think and feel. These interventions are designed to increase vaccine uptake, these interventions build on existing reminders, prompts, and primes) and reducing barriers (through shaping behavior (through incentives, sanctions, and requirements) and thoughts and feelings to motivate vaccination is a work in progress. The design of systems and policies to directly facilitate action.

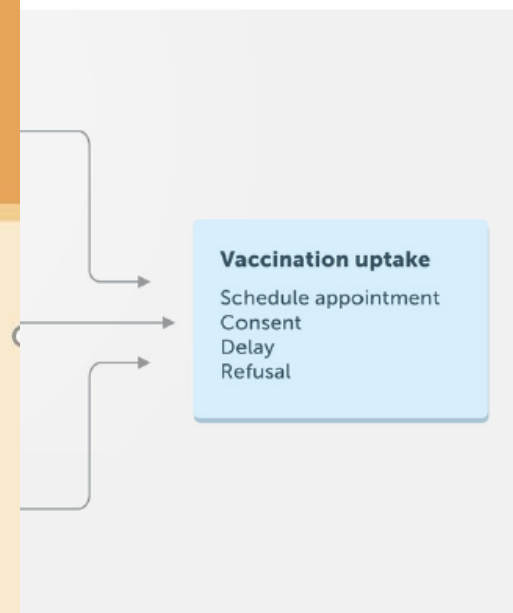
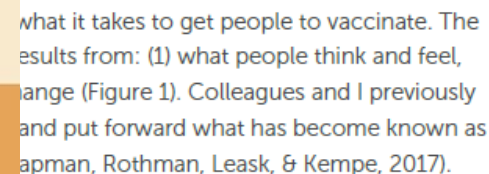
## CASE

## Data for action: achieving high uptake of COVID-19 vaccines

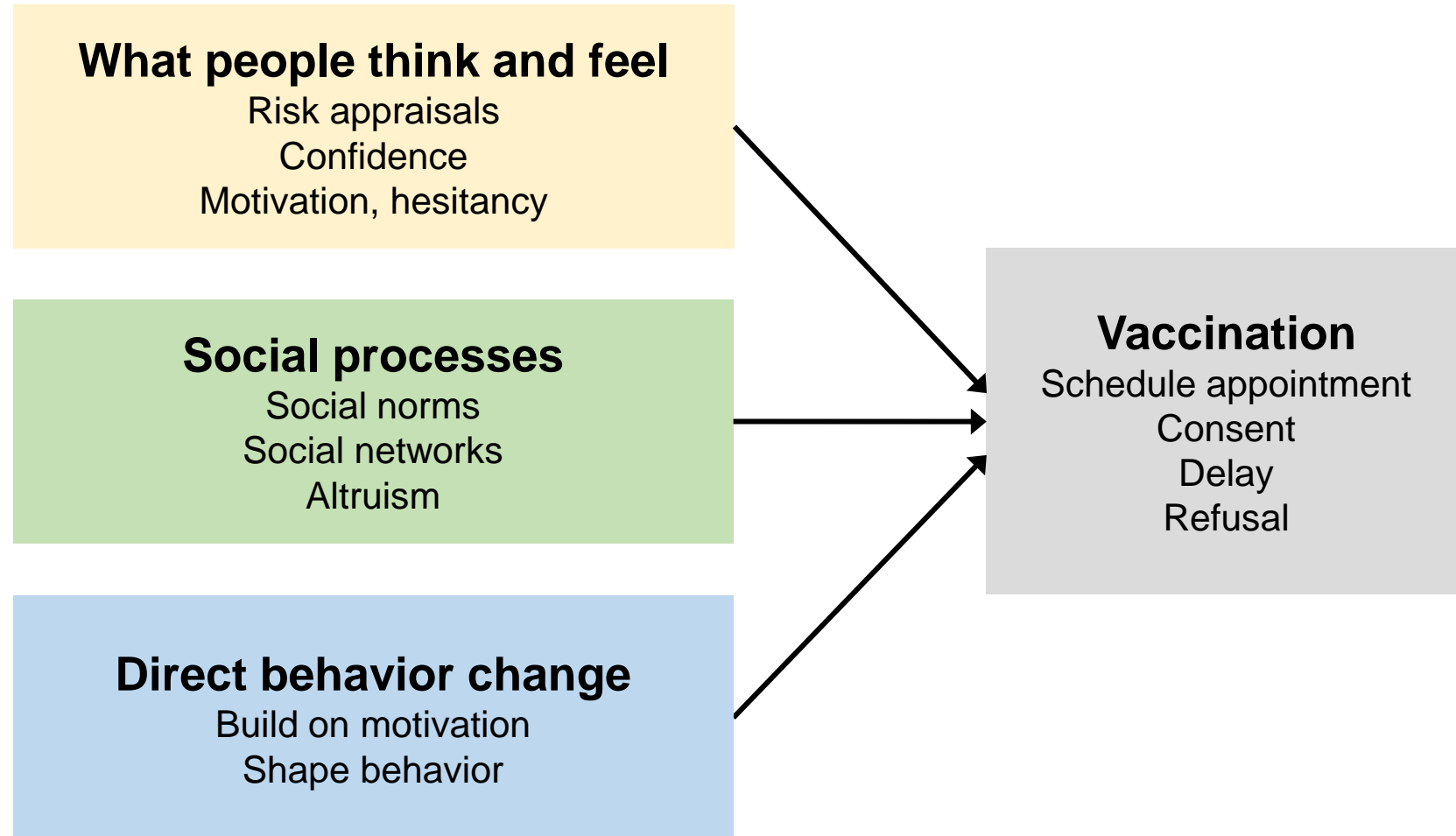
INTERIM GUIDANCE  
3 FEBRUARY 2021



World Health Organization



# Increasing Vaccination Model



# Evidence from randomized trials

## What people think and feel

## Likely impact

Messages that increase disease risk appraisals	<input type="radio"/>
Education campaigns that increase vax confidence	<input type="radio"/>
Decision aids	<input type="radio"/>
Motivational interviewing	<input type="radio"/>

- ☐ None or minimal
- ☒ Modest
- ☐ substantial



# Evidence from randomized trials

## What people think and feel

Messages that increase disease risk appraisals	○
Education campaigns that increase vax confidence	○
Decision aids	○
Motivational interviewing	○

## Likely impact

- None or minimal
- Modest
- substantial

## Social processes

Descriptive norm messages	●
Social network interventions that build on contagion	●
Messages that change altruism or freeriding beliefs	○

# Evidence from randomized trials

## What people think and feel

Messages that increase disease risk appraisals	○
Education campaigns that increase vax confidence	○
Decision aids	○
Motivational interviewing	○

○ None or minimal  
 ● Modest  
 ● substantial

## Social processes

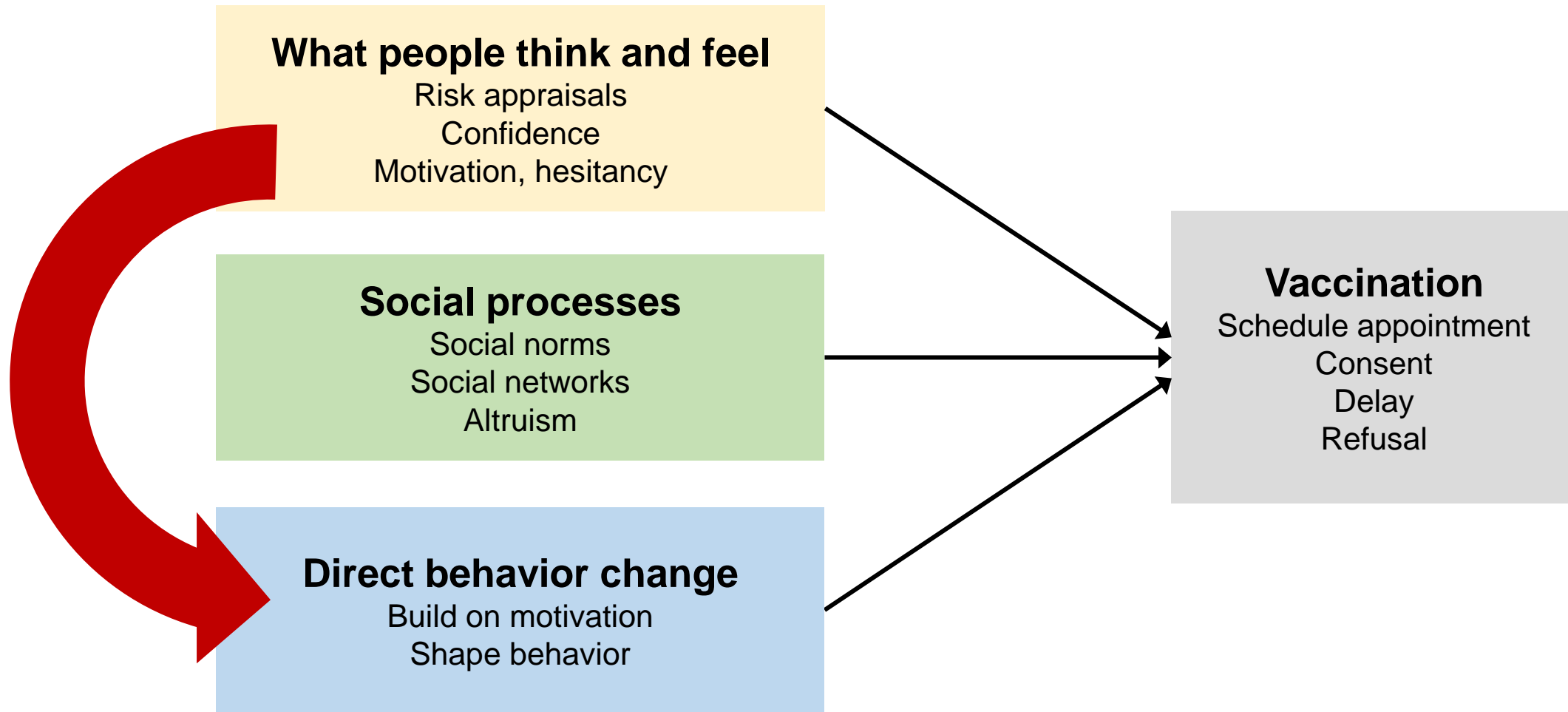
Descriptive norm messages	●
Social network interventions that build on contagion	●
Messages that change altruism or freeriding beliefs	○

## Direct behavior change

Presumptive healthcare provider recommendations	●
Reminders and recalls	●
Implementation intention interventions	●
Mere measurement interventions	●
Onsite vaccination	●
Default appointments	●
Incentives	●
Vaccination requirements	●



# Increasing Vaccination Model



# US Pandemic and HPV Vaccination

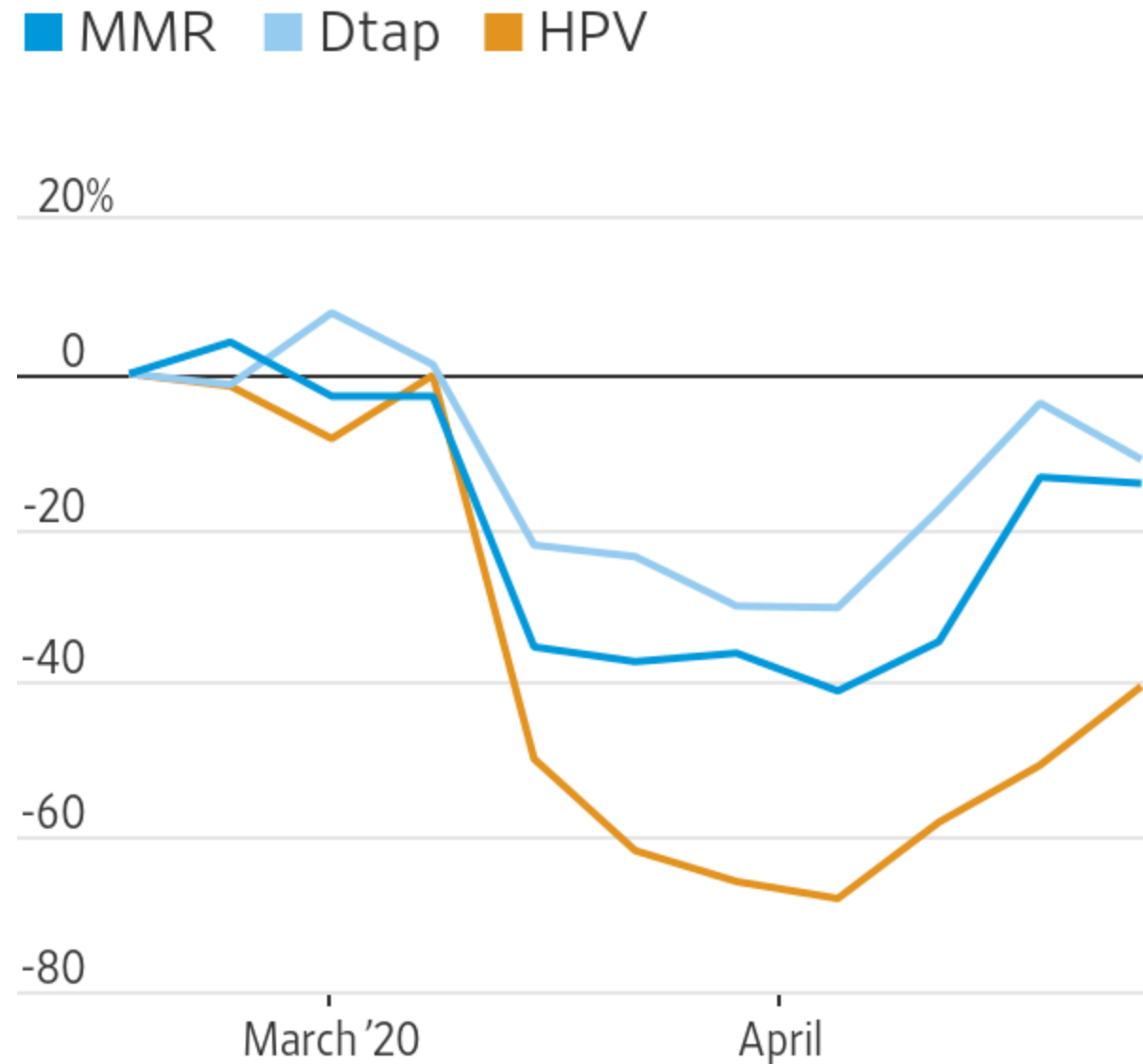
2020

# PANDEMIC CONTEXT FOR ADOLESCENT VACCINATION

1. Cancelled or delayed well-child visits
2. Development & rollout of new clinic safety protocols
3. Safer at home framework
4. Virtual work & school

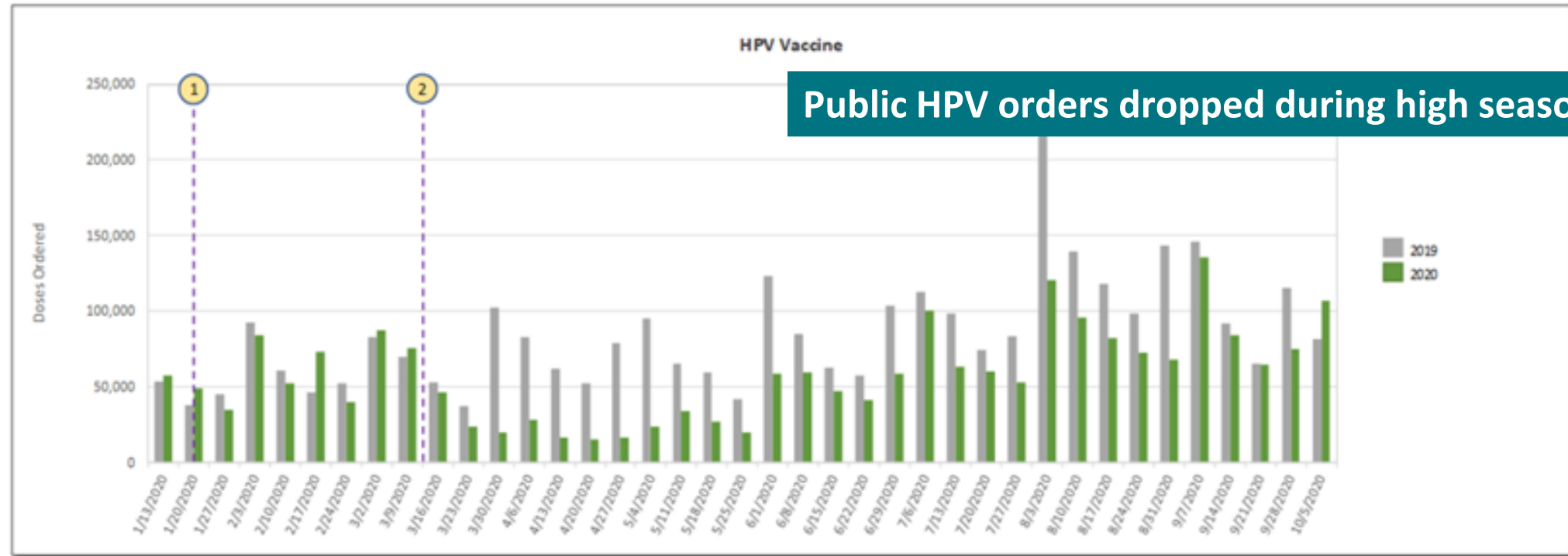


# % change in US children receiving vaccines



Data source: Physician's Computer Co, May 2020, *Wall Street Journal*  
\*Not peer reviewed. Slide courtesy of Dr. Melissa Gilkey

# Pandemic Impact: HPV Vaccine Ordering: Jan.– Oct. 2020



#### Notable Dates:

- 1 1/20/2020: First US case reported (Washington state)
- 2 3/13/2020: US national emergency declared

Data Dec.-June available at:  
<https://stacks.cdc.gov/view/cdc/91795>



# IT'S TIME TO CATCH UP ON ADOLESCENT VACCINATION

Rates dropped due to pandemic impacts.

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



21%

HPV vaccinations  
down 21%



20%

Tdap vaccinations  
down 20%



16%

Meningococcal  
vaccination down 16%

SOURCE: CDC NCIRD Webinar, data current to April 4, 2021

**Substantial deficit**

**HPV vaccination down by  
over 1 million doses**



# Getting HPV Vaccination Back on Track



SPRING 2021

# CATCH UP NOW: GET YOUR PRETEENS VACCINATED

- The pandemic canceled routine doctor's visits and now is the time to catch up.
- Your preteen needs a yearly well child visit.
- Find out if they missed any of 4 recommended vaccinations for preteens, including diphtheria/ tetanus/ whooping cough, flu, HPV-related cancers, or meningitis.
- Get scheduled now before kids can get the COVID-19 vaccine.

**Protect your family...get vaccinated!**



## ACTIVATING THE STAKEHOLDERS:

Operation GBOT-  
**Getting Back on Track**

# GBOT Launch in Summer 2020

- **GBOT Stakeholder Calls:**
  - Gathered national organizations for ongoing info sharing calls
  - Shared public/private sector data
  - Updates on organizational strategies/activities
  - Opened communication flow

**MAIN BARRIERS TO GETTING VACCINATION BACK ON TRACK THIS SUMMER:**

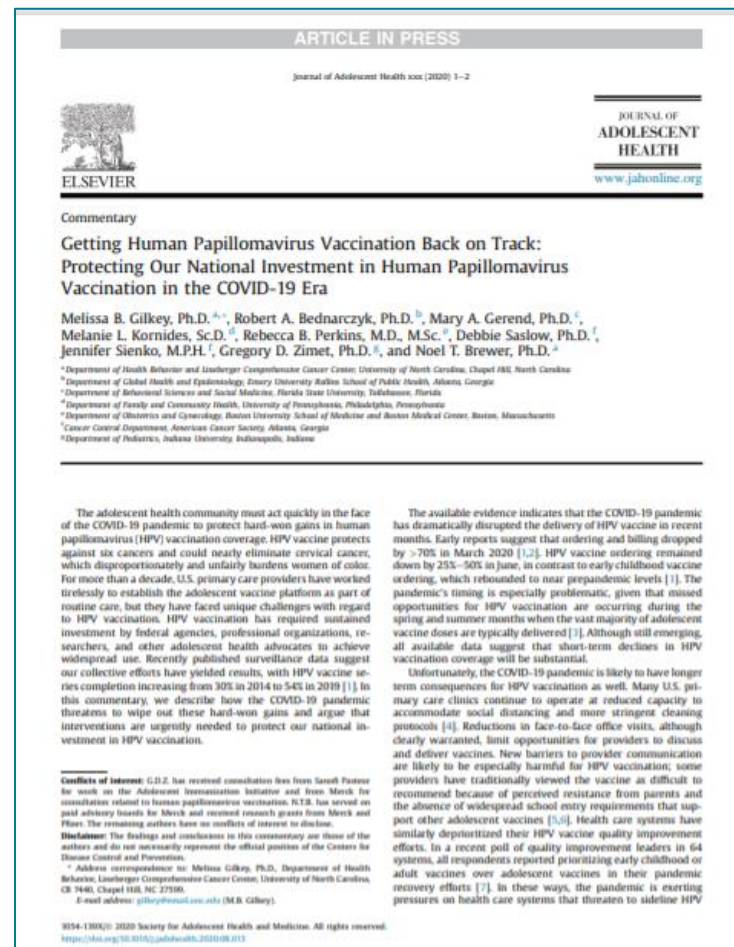
- **RESURGENCE threat of COVID-19** ★★
- **SYSTEMS CHANGES:**
  - Reduced access to vaccination—hours/visit slots ✓✓✗✗★★
  - Practice changes to storage/handling/techniques if putting alternative delivery methods in place
  - Concern about delivering vaccines safely in drive-through/alternative models
  - Lower ages prioritized ✗★★✓★★
  - Conversion to telehealth ★
  - Focus on acute care--vaccines are not prioritized when facing operational/cash flow realities
  - QI capacity diminished ✗✗
- **PARENTS:**
  - Building parents trust ✓✓✓→→★
  - Stay at home directives versus well child messaging ✓✓
- **POLICY:**
  - Changing state policy requirements—no mandatory sport physicals ★★

Main Barriers to Getting Vaccination Back on Track	Counts of Voting Symbols					Weighted Score
	Arrow 5pt	Check 4pt	X 3pt	Star 2pt	Heart 1pt	
Building parental trust	3	6		2		43
Changing state policy requirements-no mandatory sport physicals	1	4		7	1	36
Resurgence threat of COVID-19	4	2		1	2	32
Stay at home directives versus well-child messaging		5	3		2	31
Reduced access to vaccination - hours/visit slots	1	2	3	1	1	25
Lower ages prioritized		2	1	4	1	20
Focus on acute care - vaccines are not prioritized when facing operational/cash flow realities		1	3	2	1	18
Conversion to telehealth		1		1		6
Quality improvement capacity diminished			2			6
Practice changes to storage/handling/techniques if putting alternative delivery methods in place						0
Concern about delivering vaccines safely in drive-through/alternative models						0

Engaging stakeholders in virtual collaboration clarified perceived barriers.

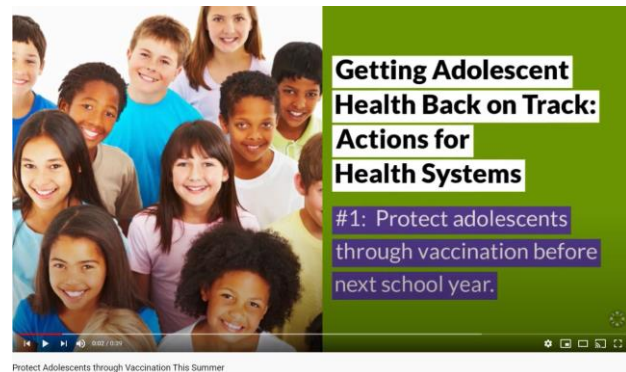
# Convene, Communicate & Catalyze

- Convened external groups
- Published:
  - Promising Practices for Adolescent Vaccination during COVID-19
  - Commentary in Journal of Adolescent Health



It will take effort from multiple sectors to effectively close the vaccination care gap.





# VIDEO PLAYLISTS

- [For health systems](#)
- [For parents](#)



<https://www.youtube.com/c/HPVRoundtableTV/playlists>

# SOCIAL SHAREABLES



## SOCIAL MEDIA 2021

- Parent facing
- Incorporate themes identified by parent/provider focus groups & national stakeholder input
- Access at:  
<https://hpvroundtable.org/resource-library/2019graphics/>

# MESSAGING DOCS

MESSAGING FOR CATCH-UP ON PRETEEN VACCINATION SPRING 2021	
A Safe Return to In-Person Schooling: An Urgent Call to Action for Health Plans to Close the Adolescent Vaccination Care Gap	
SAMPLE SOCIAL MEDIA MESSAGES	
THEME	MESSAGE
PROTECTION	<ul style="list-style-type: none"> <li>Protect your preteen—get their vaccines. The pandemic caused many families to cancel doctors' visits. Now is the time to catch-up on recommended vaccines against 4 vaccines recommended for preteens ages 9-12. Call the clinic to schedule an appointment today.</li> <li>Catch up now—get your preteen vaccinated. Your preteen needs a yearly well child visit and may have missed recommended vaccines during the pandemic. Get scheduled now before they can get the COVID-19 vaccine.</li> <li>Protect your family...get your school age kids in for their recommended vaccines. Call your health care provider to schedule immunization visits this spring. Learn more about childhood vaccination from the <a href="#">CDC</a>.</li> <li>Four preteen vaccines protect against six diseases. Protect your preteen...get them caught up on their recommended vaccines this spring.</li> <li>Parents of Preteens: You have the power to prevent HPV-related cancers, flu and meningitis with routine vaccines. Get your preteen caught up on their vaccinations. Call us to schedule a yearly check-up.</li> <li>HASHTAGS: #4preteenvaccines, #vaccinecatchup, #protectyourpreteen, #wellchildvisit</li> </ul>
SAFETY	<ul style="list-style-type: none"> <li>The doctor/nurse/nurse practitioner/ physician assistant is ready to see your preteen. Safety measures are in place in the clinic to keep patients safe. Come in this spring to catch up on preteen vaccines.</li> <li>Safe, sanitized and socially distant...our clinic is ready for your preteen visits. Clinic staff have worked hard to make it safe for patients to come in for routine care. Preteens need 4 vaccines between ages 9-12. Call us to schedule their annual visit.</li> </ul>

## Sample Letter to Parents from Plans

Dreaming of a return to in-person schooling for your children or a summer family vacation?

Things are looking so much brighter in 2021. The rollout of COVID-19 vaccines is encouraging and will save lives. Vaccination has never been more important to protect our families and communities.

Now is the time to get your children caught up on routine immunizations they may have missed during the pandemic or are due for this year. **It's time to call your pediatrician or family doctor's office to schedule a yearly checkup for your child.**

In 2020, it was "stay home to stay safe". In 2021, clinics are safe, sanitized and socially distant. Medical offices have taken protective measures to make sure that visits can happen safely, including:

- scheduling sick visits and well-child visits during different times of the day
- asking patients to remain outside until it's time for their appointment to reduce the number of people in waiting rooms
- offering sick visits and well-child visits in different locations

**A safer return to school means vaccinating your child/children this spring with all recommended vaccines.** Preteens especially need to receive their recommended vaccines. Children ages 9 to 12 are due for 4 vaccines to protect against diphtheria, HPV-related cancers, meningitis, tetanus, and whooping cough.

Call to schedule a well child appointment today. For more information, visit *[insert organization's website info]*.

*Visiting your child's pediatrician or family doctor/provider is another way to keep your children safe from vaccine-preventable diseases. It protects your child, your family and your community.*

- Fact sheet on current situation with content for social and newsletters

- Letter templates:

- Providers
- Parents

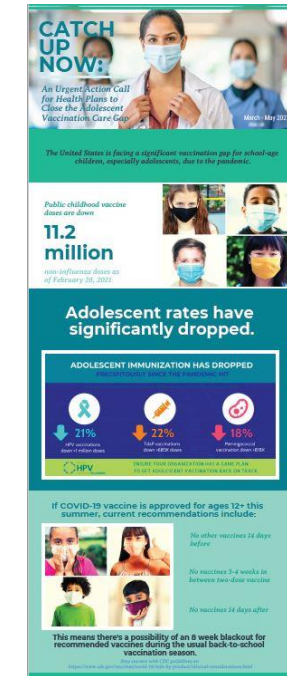
- Access resources for:

- [Health Plans](#)
- [Health Systems](#)



# INFOGRAPHICS

- Catch Up Now Spring 2021 Efforts:
  - At-a-glance overview of the urgency
  - Stats
  - COVID-19 implications
  - Call to action
    - [Health Systems](#)
    - [Health Plans](#)
- [HPV Targets: Healthy People 2030](#)



# CALL TO ACTION— SPRING 2021: HEALTH SYSTEMS

## *Health systems are part of the solution!* *Implement an Early Summer Immunization Initiative*

*March - May 2021*



### **Communicate Proactively with Families:**

- Tell families about office safety [measures](#)
- Promote the availability of appointments
- Activate multiple channels to [communicate](#) with parents including calls, texts, e-mails and patient portals
- Use [social messages](#) and [videos](#) from the HPV Roundtable



### **Activate Reminder/Recall Efforts**

- Review current adolescent rates by site & provider
- Pull overdue and newly due patient lists
- Send [letters/emails](#) inviting patients in for [annual well child visits and immunizations](#)
- Call patients to schedule well child and immunization visits



### **Miss No Opportunity to Vaccinate**

- Educate all care team members on the growing vaccination gap
- Use standing orders to increase immunization capacity
- Offer all [ACIP-recommended vaccines](#) at every visit
- Consider recommending HPV vaccination [starting at age 9](#)
- Expand hours and locations for well child and immunization-only visits



*Check out [Health System Resources & Clinician & Health System Action Guides](#)*



# *WEBINAR: A Safe Return to In- Person Schooling*

*An Urgent Call to Action for Health  
Plans to Close the Adolescent  
Vaccination Care Gap*

**March 4, 2021**




# HPV ROUNDTABLE RESOURCE LIBRARY

hpvrroundtable.org/resource-library/

Sharepoint MyADP Save to BigOven Data HPV ACS Multimedia Tools TO READ CDC Education Food JEN Imported ELDP INTERNS

## Resource Library



**Search:**

Start typing to begin

Showing Results: 275 of 275

[Submit a Resource](#)

### Filter & Sort

**Sort By**

☐ Alphabetically

☐ Newest Added

**View Only**

☐ HPV Roundtable Product

**Audience**

☐ Cancer Control

☐ Clinicians


☐ Dental Providers

☐ EHR/IIS

☐ Health Plans

☐ Health Professionals

☐ Health Systems




#### The National HPV Vaccination Roundtable's 2021 Action Plan

This is our third annual action plan to lay out 2020 accomplishments and 2021 priorities. Includes a list of key events with hyperlinks. Released in Jan. 2021.

Organization: The National HPV Vaccination Roundtable

[View This Resource](#)

HPV Roundtable Product




#### HPV Issue Brief- Wisconsin

Released in Jan. 2021, the [Wisconsin Cancer Collaborative](#) has an issue brief on *HPV-Related Cancers and Vaccination Coverage in Wisconsin*.

Organization: Wisconsin Cancer Collaborative

[View This Resource](#)



#### Screening & HPV Vaccination Guidance During COVID-19

ACS has released a new toolkit on *Cancer Screening During COVID-19*. This includes screening guidance for breast, cervical,

[hpvrroundtable.org/resource-library/](https://hpvrroundtable.org/resource-library/)

Summer Vaccination Peak

# ***SPRING- SUMMER 2021***

We need to get children caught up **NOW** on vaccine doses they missed or are due for so that they can safely return to in-person learning.

- Well-child visits
- Vaccinations



**Catch-up vaccination is urgent as we plan for a safe return to in-person school.**



## COVID-19 vaccination will undermine getting back on track

- EUA submitted by Pfizer/BioNTech for ages 12-15
- CDC currently recommends minimum of 14 days from other vaccines



COVID-19 VACCINATION IMPLICATIONS FOR SUMMER 2021



# CALL TO ACTION



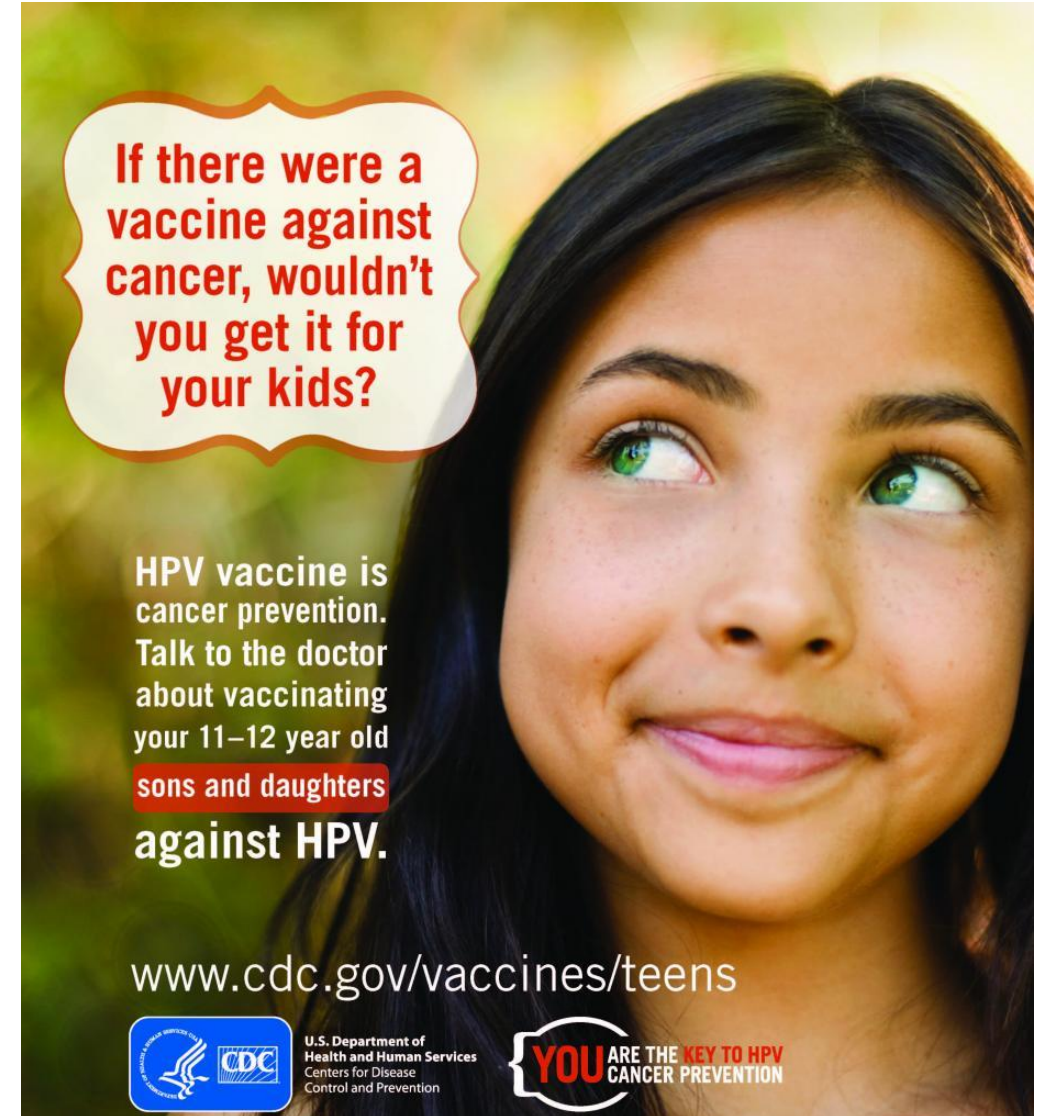
1. Prioritize adolescent immunization NOW to catch up on missed vaccinations and to move up usual back-to-school vaccination to March-May 2021
2. Activate health plans, health systems, providers, and parents
3. Access and use the tools & resources @ [hpvroundtable.org/resource-library](https://hpvroundtable.org/resource-library)



*Funding for the National HPV Vaccination Roundtable comes from the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$300,000 funded by CDC/HHS with in-kind support from the American Cancer Society. The contents of this presentation are those of the authors and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government. The National HPV Vaccination Roundtable is managed by the American Cancer Society.*

## Conclusions


- Increasing vaccination model offers insights for programs and policies
- COVID-19 wiped out recent HPV vaccination gains and threatens recovery
- 1-2 million dose deficit remains
- National efforts needed



**If there were a vaccine against cancer, wouldn't you get it for your kids?**

HPV vaccine is cancer prevention. Talk to the doctor about vaccinating your 11–12 year old **sons and daughters** against HPV.

[www.cdc.gov/vaccines/teens](http://www.cdc.gov/vaccines/teens)

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

**YOU ARE THE KEY TO HPV CANCER PREVENTION**