

# **Risk Communication and HPV Vaccination: Fixing a Crisis in Cancer Prevention**

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**UNC**  
GILLINGS SCHOOL OF  
GLOBAL PUBLIC HEALTH



# Disclosure

Grants, speaker or advisory boards

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



**COMMUNICATING  
RISKS AND BENEFITS:**  
*An Evidence-Based User's Guide*

*Baruch Fischhoff PhD,  
Noel T. Brewer PhD, & Julie S. Downs PhD, editors*



## Chapter 2

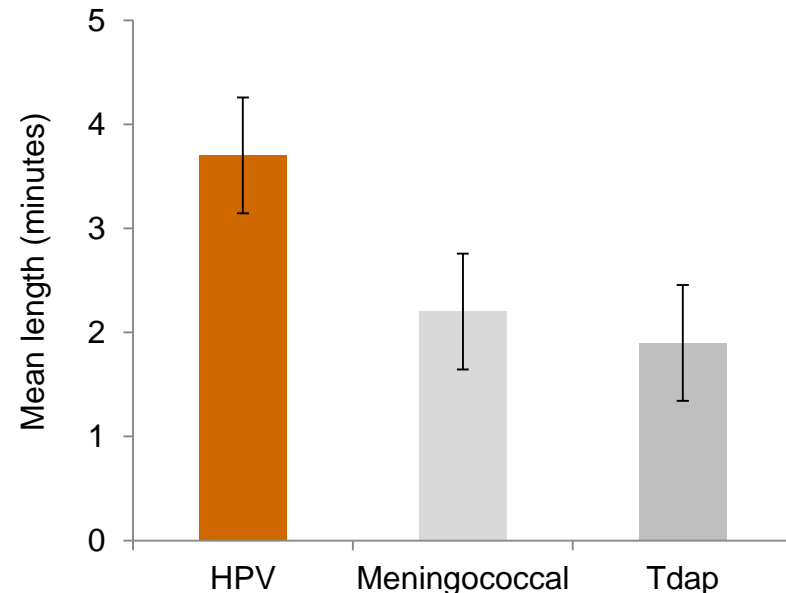




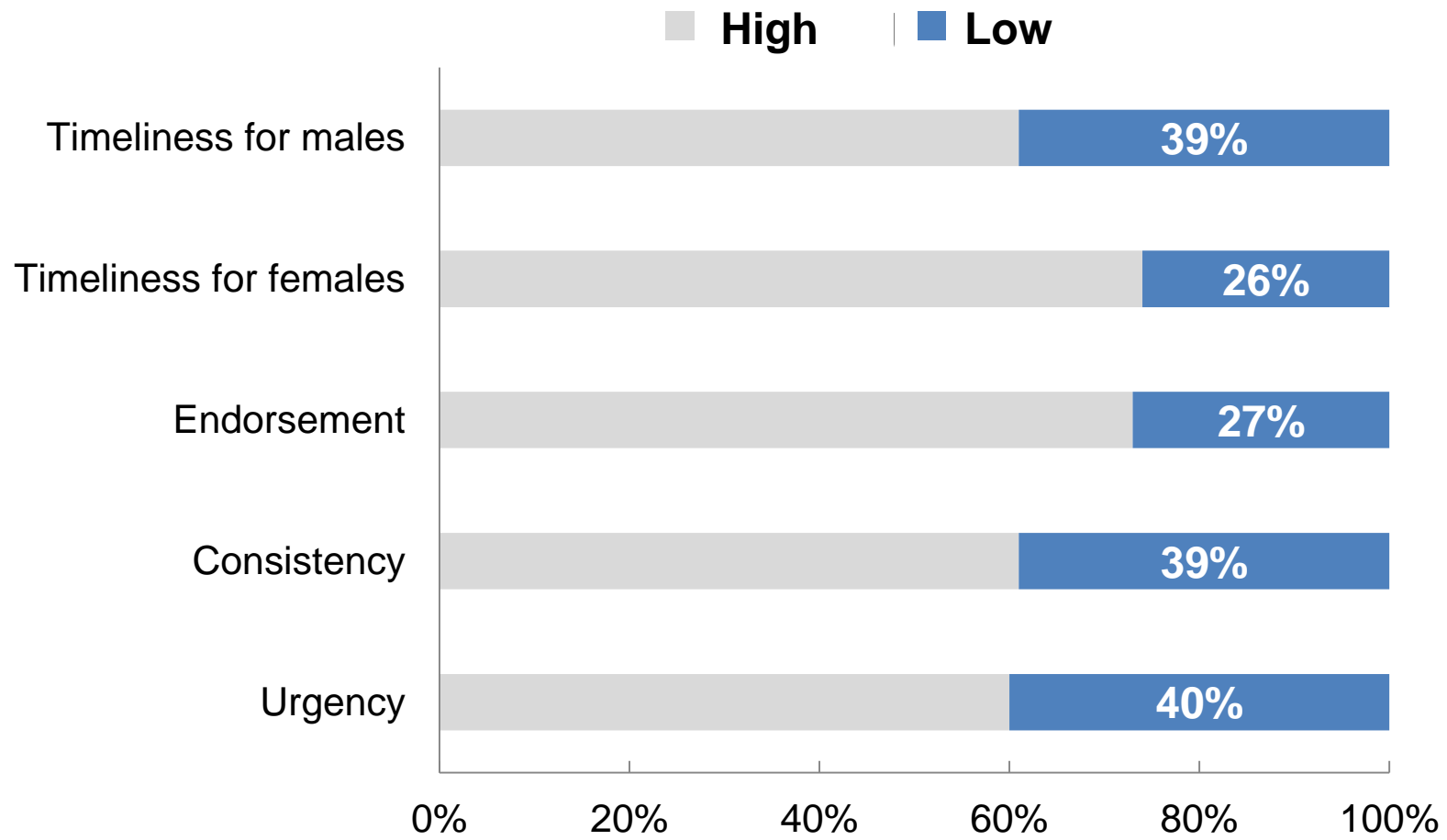
# HCPs think...

- Conversation will be uncomfortable (34%)
- Parents don't want HPV vaccine (even though patents do want it)
- Think discussion will take a long time

Discuss HPV vax last,  
or not at all



# Recommendation quality



# Impact of recommendation quality

HPV vaccine initiation rates

23%, if no recommendation

53%, if low-quality recommendation

**73%**, if high-quality recommendation



# Recommendation style

## Survey

- 4,121 parents of female adolescents ages 13-17
- NIS-Teen 2010

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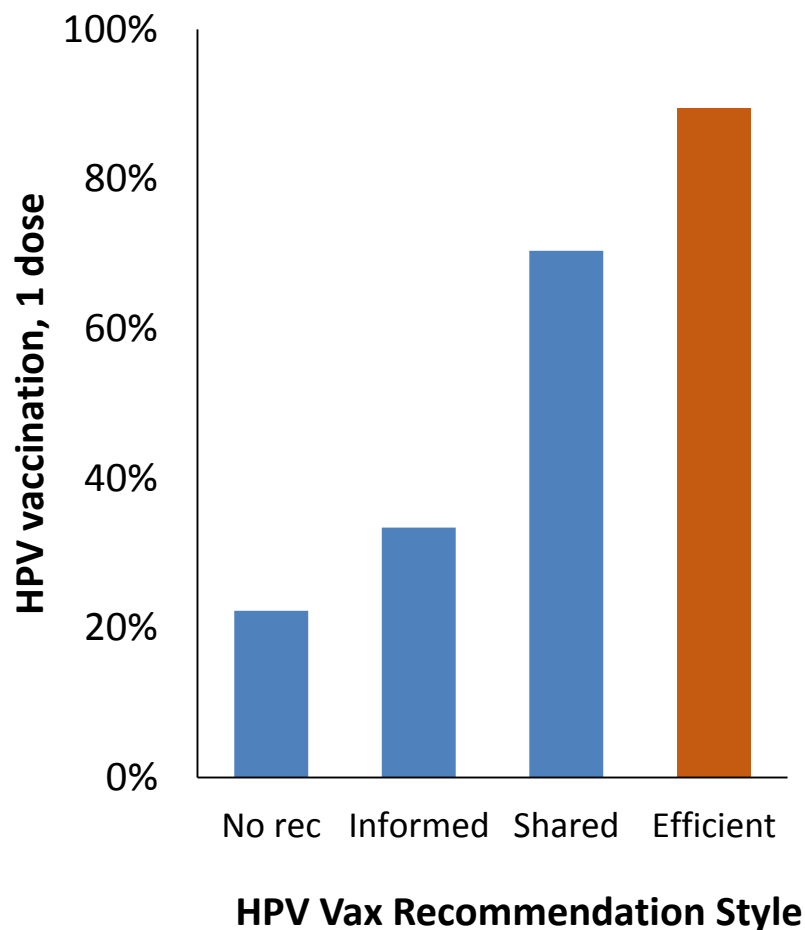
**Announcements**  
**rarely used (1.5% of visits)**

# Recommendation style

## Survey

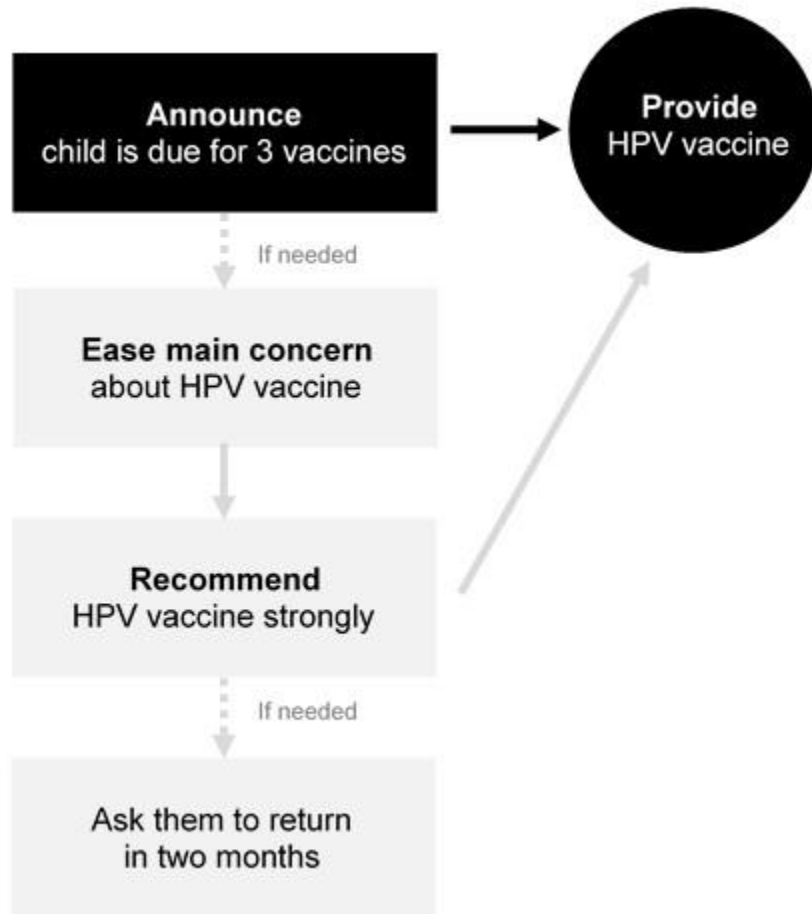
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**Announcements**  
**rarely used** (1.5% of visits)  
**and most effective**



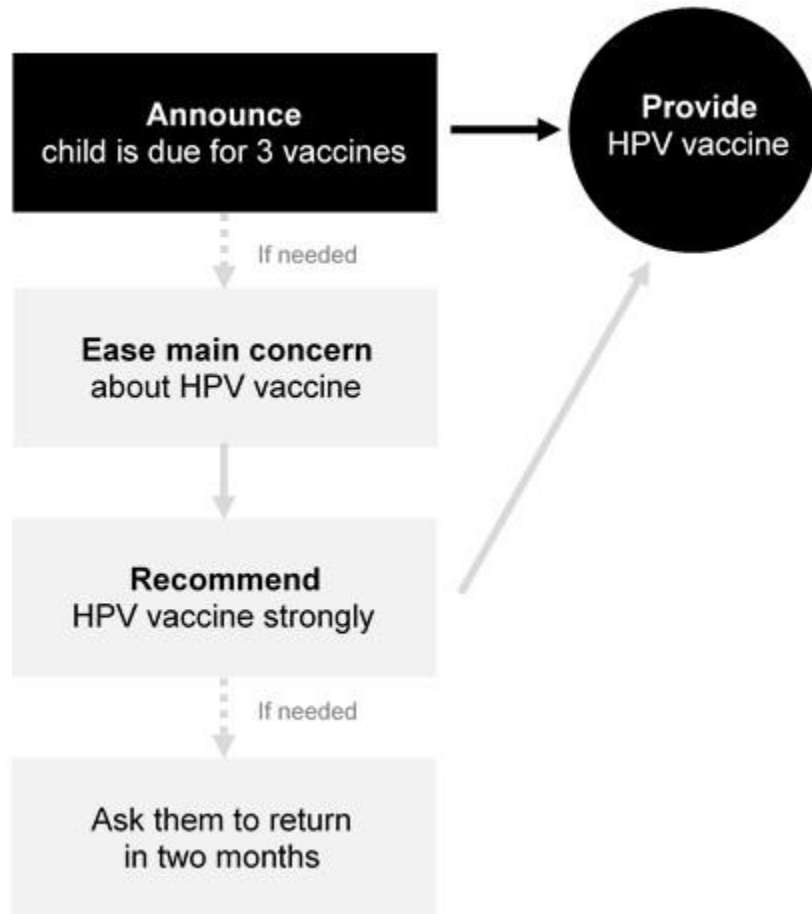
# Comm Training RCT

## Announcement Training

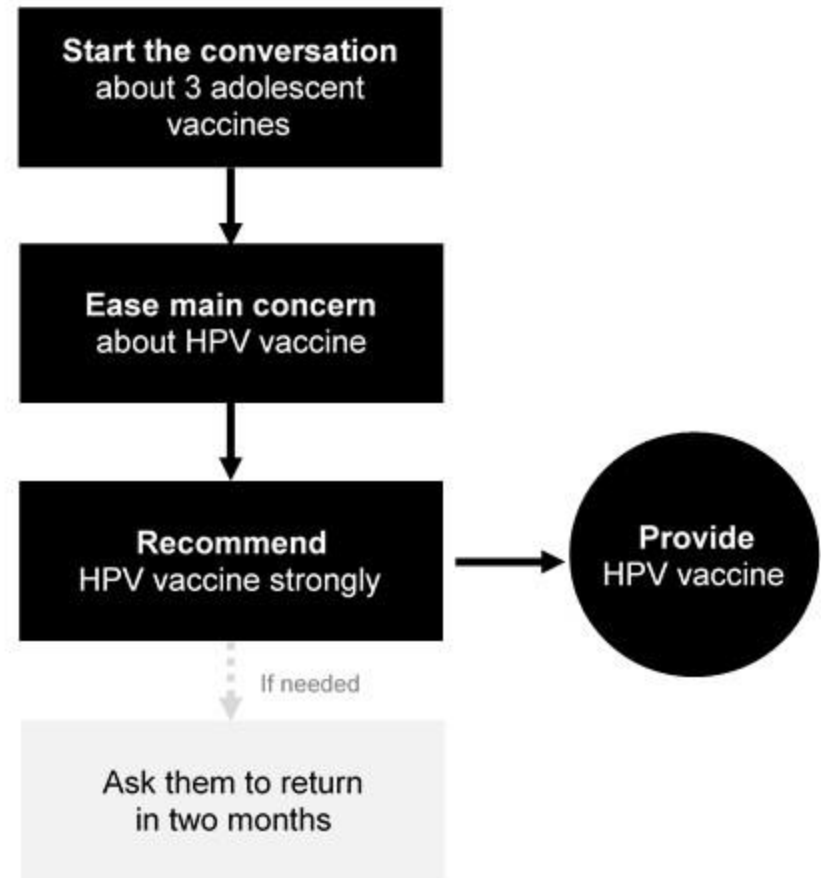


# Comm Training RCT

## Announcement Training



## Conversation Training



# Announce

Note **child's age**.

Announce the child is due for **3 vaccines** recommended for children this age, placing HPV vaccine in **middle of list**.

Say you will vaccinate **today**.

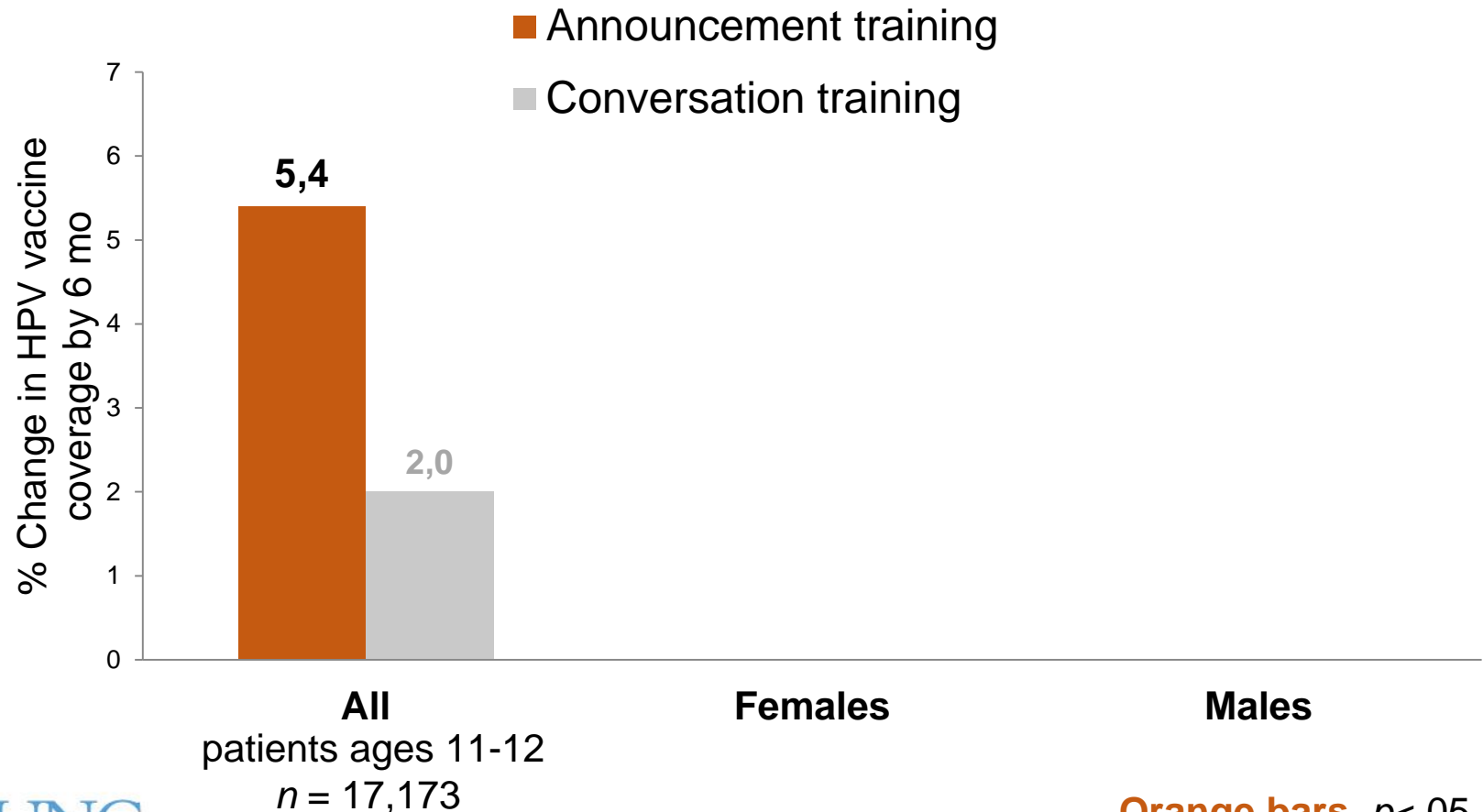
Move on with the visit.

# Announce

“I see here that Michael just turned 11. Because he’s 11, Michael is due for meningitis, HPV, and Tdap vaccines. We’ll give those at the end of the visit.”

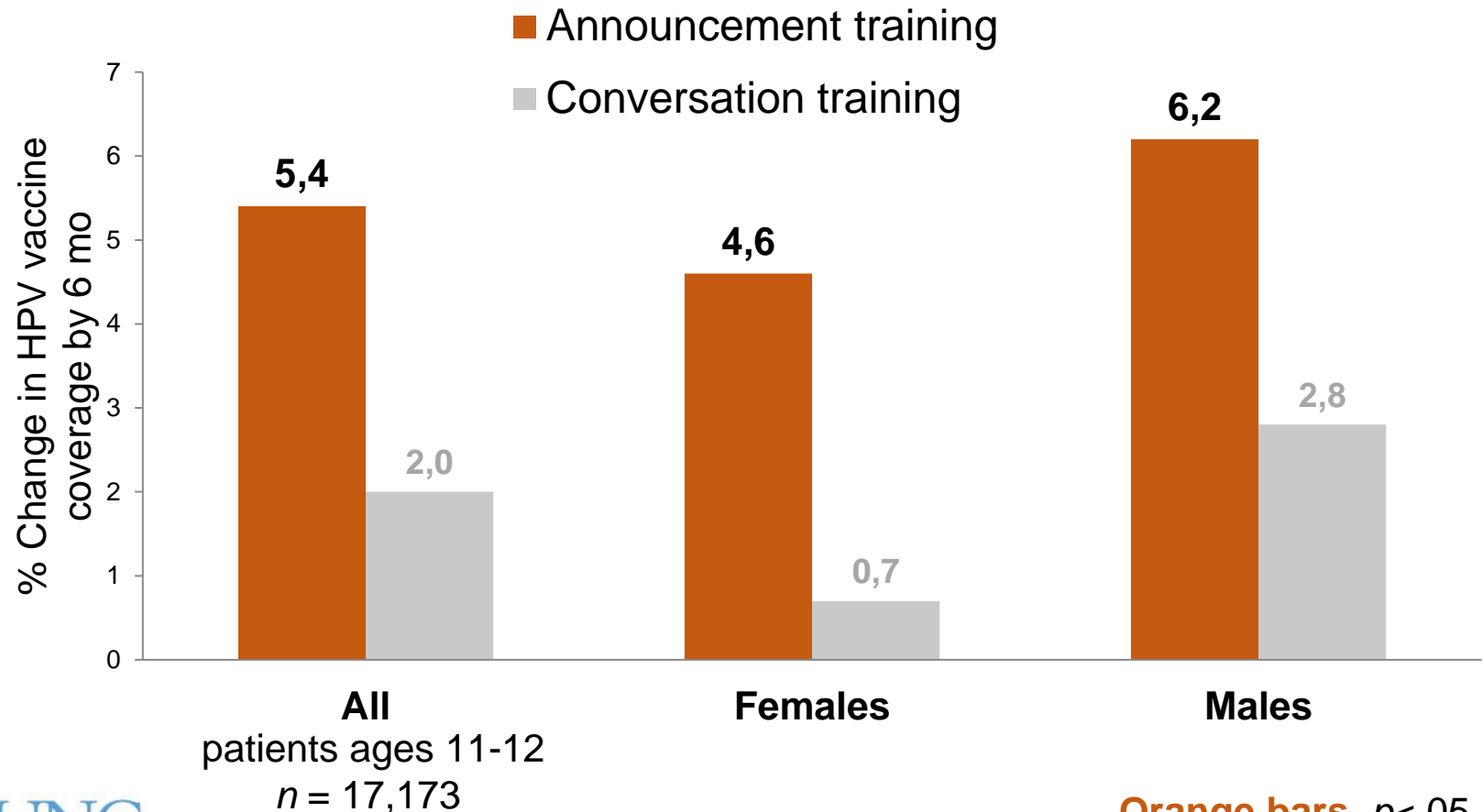
“Now that Michael is 12, there are three vaccines we give to kids his age. Today, he’ll get meningitis, HPV, and Tdap vaccines.”

# Primary results





# Primary results



Orange bars,  $p < .05$



# Training satisfaction

**100%** would recommend training to a colleague

**93%** planned to routinely use communication strategy

“It’s easier for parents. It’s easier for us.”

# www.HPVIQ.org



[WHY IT MATTERS](#) [ASSESSMENT AND FEEDBACK TOOLS](#) [COMMUNICATION TRAINING TOOLS](#) [Menu](#) ▾

## Evidence-based tools for HPV vaccine quality improvement

Assessment and  
Feedback Tools



[LEARN MORE](#)

Boost Your  
**HPV IQ**

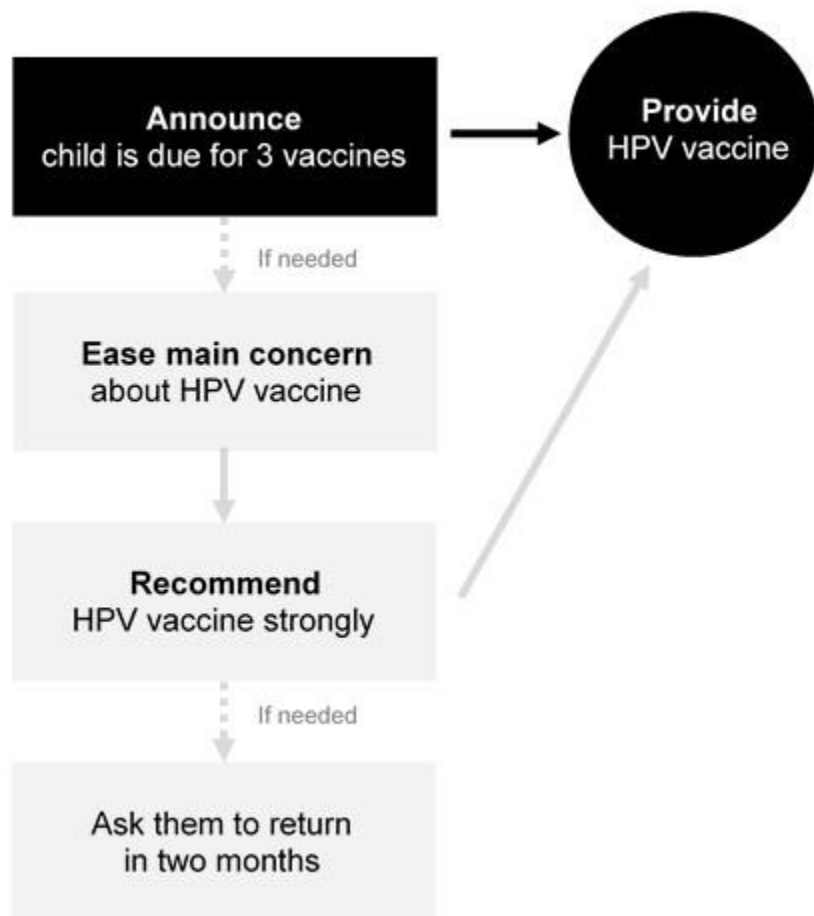
Communication  
Training Tools



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Why it Matters

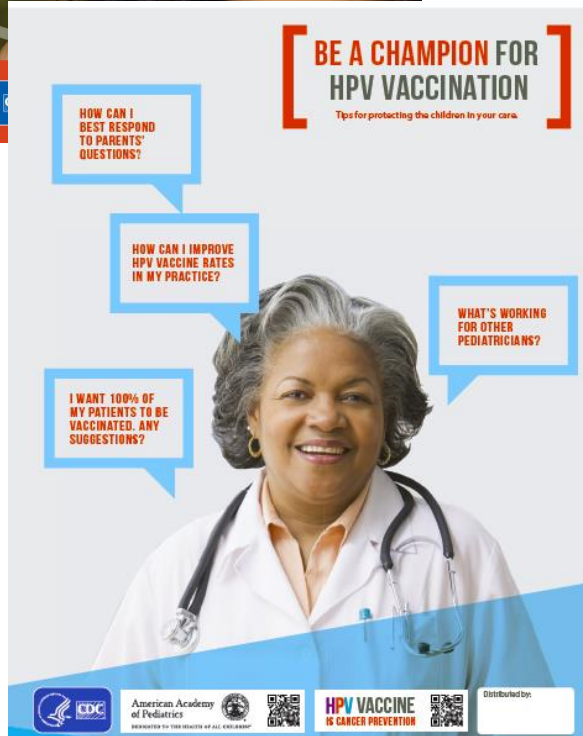
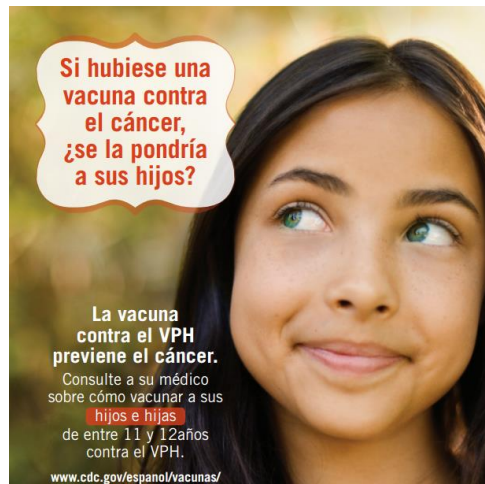
## Announcement Training



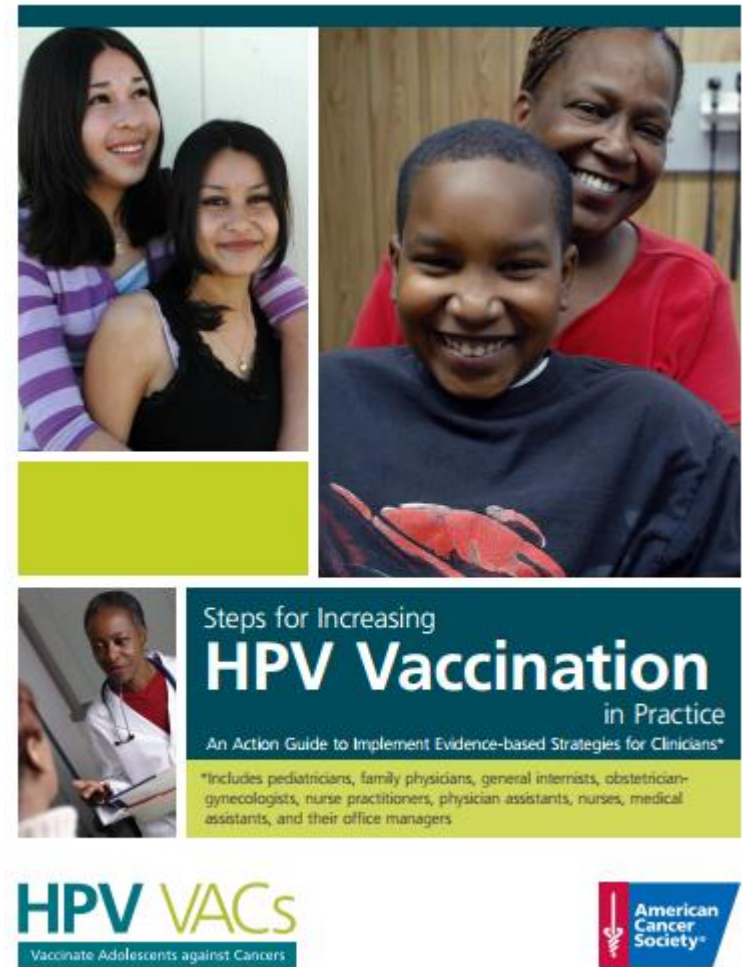








AAP HPV Champion Toolkit



Steps for increasing HPV vaccination  
[goo.gl/iSWKMe](https://goo.gl/iSWKMe)

## Talking to Parents about HPV Vaccine

Recommend HPV vaccination in the **same way** and on the **same day** as all adolescent vaccines. You can say, *“Now that your son is 11, he is due for vaccinations today to help protect him from meningitis, HPV cancers, and pertussis.”* Remind parents of the follow-up shots their child will need and ask them to make appointments before they leave.

**Why does my child need HPV vaccine?**

HPV vaccine is important because it prevents infections that can cause cancer. That's why we need to start the shot series today.

**Is my child really at risk for HPV?**

HPV is a very common infection in women and men that can cause cancer. Starting the vaccine series today will help protect your child from the cancers and diseases caused by HPV.

**Why do they need HPV vaccine at such a young age?**

Like all vaccines, we want to give HPV vaccine earlier rather than later. If you wait, your child may need three shots instead of two.

**I'm worried about the safety of HPV vaccine. Do you think it's safe?**

Yes, HPV vaccination is very safe. Like any medication, vaccines can cause side effects, including pain, swelling, or redness where the shot was given. That's normal for HPV vaccine too and should go away in a day or two.

Sometimes kids faint after they get shots and they could be injured if they fall from fainting. We'll protect your child by having them stay seated after the shot.

**Would you get HPV vaccine for your kids?**

Yes, I gave HPV vaccine to my child (or grandchild, etc.) when he was 11, because it's important for preventing cancer.

**Why do boys need HPV vaccine?**

HPV vaccination can help prevent future infection that can lead to cancers of the penis, anus, and back of the throat in men.

Some HPV infections can cause cancer—like cancer of the cervix or in the back of the throat—but we can protect your child from these cancers in the future by getting the first HPV shot today.

**What diseases are caused by HPV?**

Studies continue to prove HPV vaccination works extremely well, decreasing the number of infections and HPV precancers in young people since it has been available.

**How do you know the vaccine works?**

Studies tell us that getting HPV vaccine doesn't make kids more likely to start having sex. I recommend we give your child her first HPV shot today.

**I'm worried my child will think that getting this vaccine makes it OK to have sex.**

There is no known link between HPV vaccination and the inability to have children in the future. However, women who develop an HPV precancer or cancer could require treatment that would limit their ability to have children.

**Can HPV vaccine cause infertility in my child?**

I strongly recommend each of these vaccines and so do experts at the CDC and major medical organizations. School entry requirements are developed for public health and safety, but don't always reflect the most current medical recommendations for your child's health.

**What vaccines are actually required?**



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

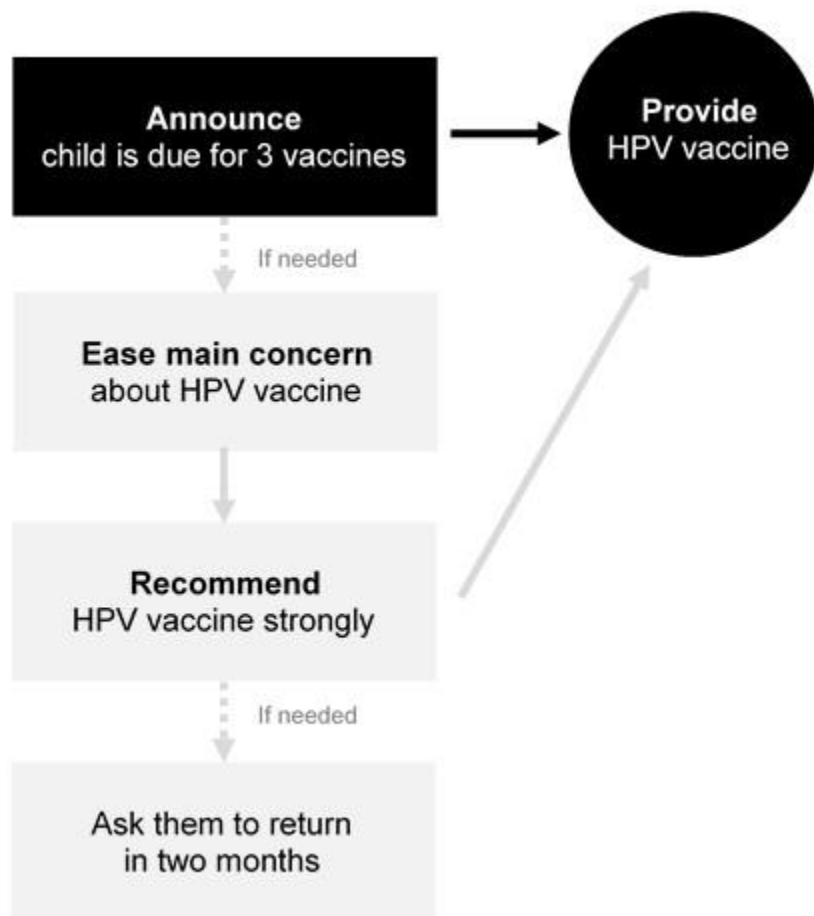
**HPV VACCINE**  
**IS CANCER PREVENTION**

December, 2016 | CS269453B



# Comm Training RCT

## Announcement Training



# Highly Endorsed Brief Messages

I strongly believe in the importance of this cancer-preventing vaccine for Jacob.

65% parents 69% physicians

Emma can get cervical cancer as an adult, but you can stop that right now. The HPV vaccine prevents most cervical cancers.

59% parents 64% physicians

National surveys, 1504 parents, 776 physicians

Malo et al., 2016, *CEBP*



US coalition of organizations working to prevent cancer by increasing HPV vax.

- Convene orgs
- Link immunization and ca prev efforts
- Find gaps
- Catalyze efforts not achievable by 1 org

Funded by CDC grant to Dr. Saslow at American Ca Soc

# HPV Vaccination Research Gaps

Social Media	Provider	Health System
<p>Increase confidence in vaccination</p> <p>Address parent concerns (if they come up)</p> <p>Address rumors</p>	<p>Increase provider engagement</p> <p>Intervene with entire medical team</p> <p>Increase vax at acute visits</p>	<p>Best practices for health plans</p> <p>Impact of quality standards</p> <p>Effective system level changes</p> <p>Impact of IIS/EHR connectivity</p>

From National HPV Vaccination Roundtable Best Practices Meeting, Atlanta, 2016.  
Reiter, et al., in press . *Academic Pediatrics*. Slide courtesy of Shannon Stokley

# Summary

Choose a goal for communication:

- Risk belief, confidence
- Motivation
- Uptake

Use existing materials  
Partner with key stakeholders

Announcements work



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