

A Conversation on HPV Vaccination in Western New York State: Results of an Environmental Scan

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OBJECTIVE

1. To generate a compendium of information related to the topic of HPV vaccination collected from across the western New York State region.
2. Maximize partnerships and engage clinicians, community-based organizations and public health agencies to establish/strengthen collaborations to specifically address the low uptake of HPV vaccine



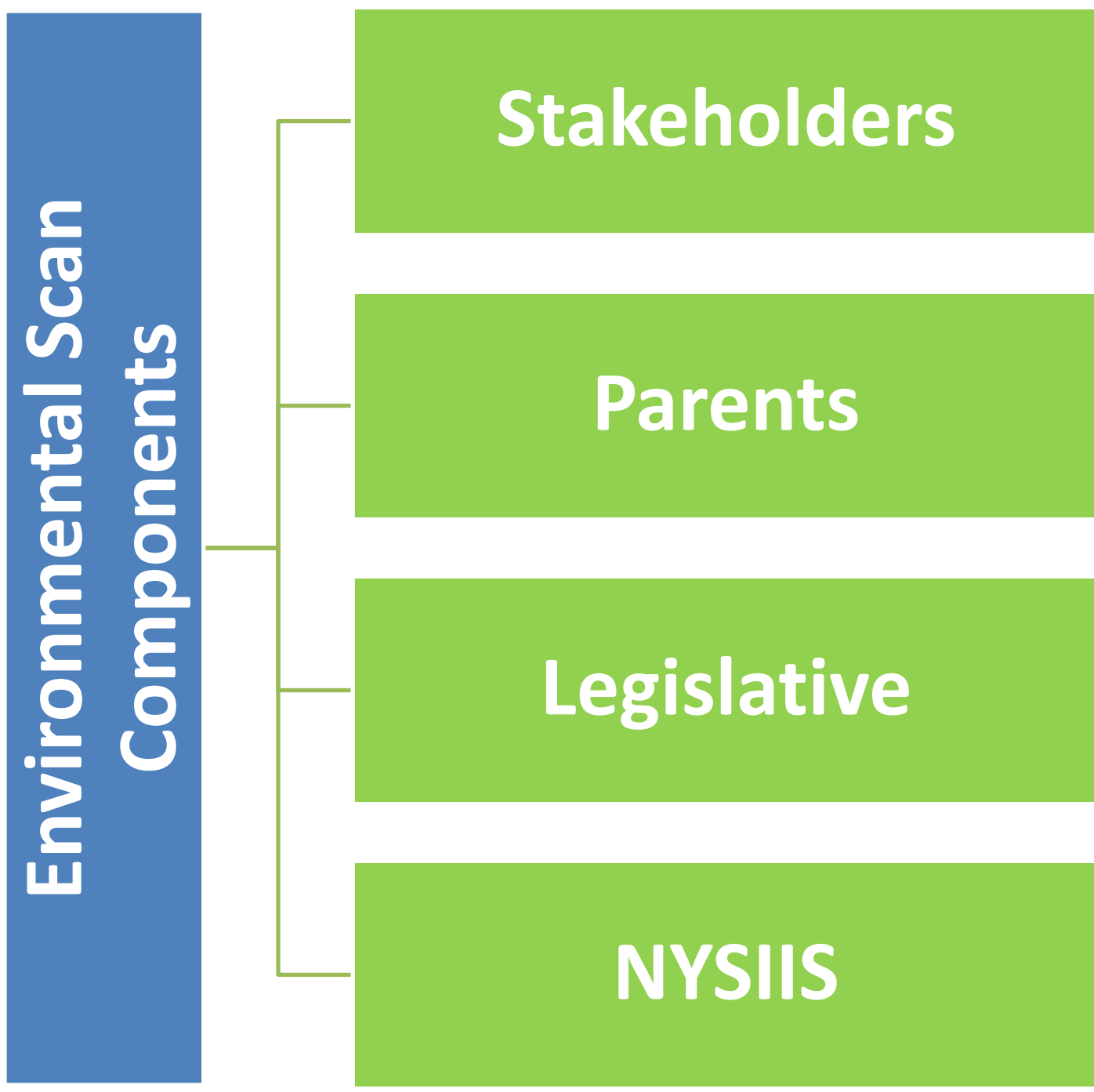
METHODS

Target region: 8 county region of western NYS

Design: mixed methods – 4 pronged approach

- 1) Structured phone interviews with 60 stakeholders
- 2) Surveys of parents (n=54); recruited at 3 separate education sessions
 - 2 school PTO groups (one rural, one suburban) & a work site
 - self administered survey completed prior to HPV education sessions
- 3) Assessment of legislative activities
- 4) NYS immunization information system (NYSIIS) data

- Stakeholder/Parent survey instrument
 - 15 closed-ended, 8 open-ended, 6 demographic and 10 Likert scale questions
- Descriptive analyses using SPSS

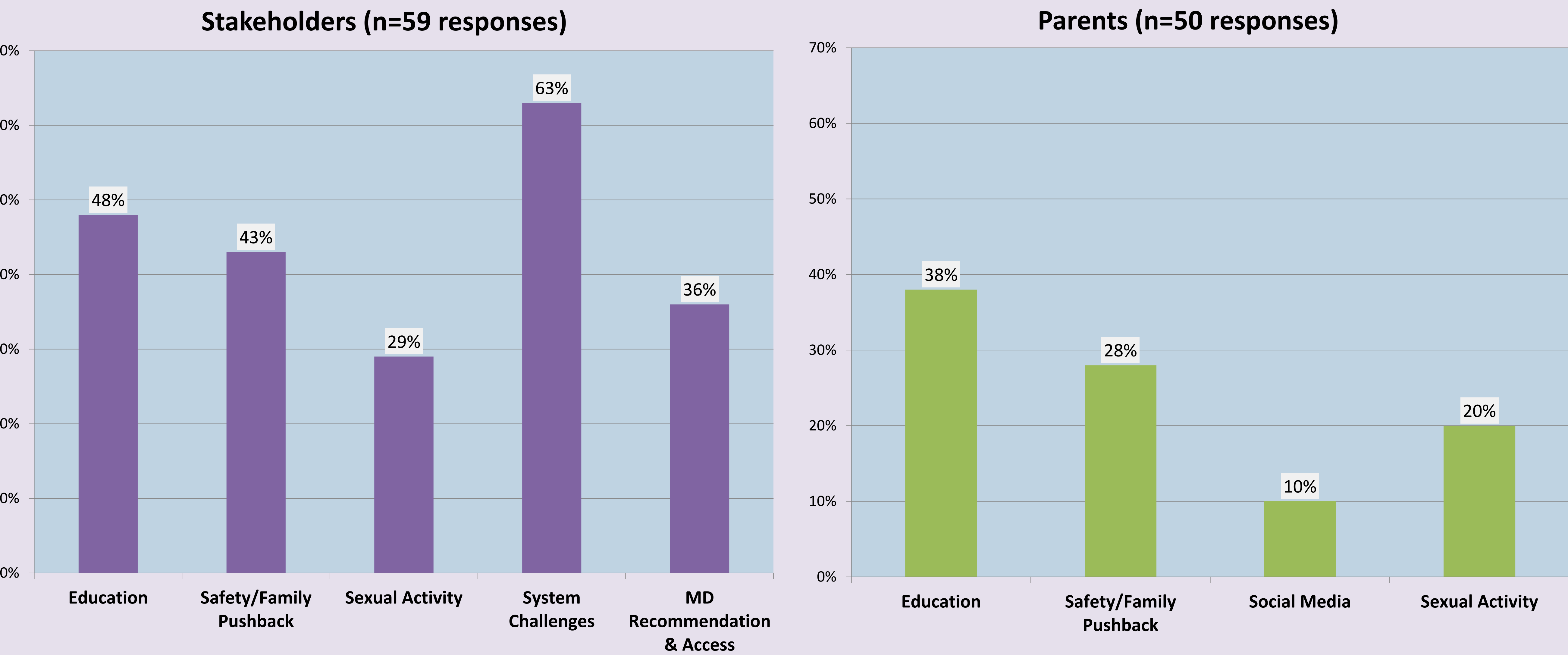


SUMMARY OF FINDINGS

Stakeholders were primarily clinical professionals (40% MD, 15% PA/NP, 30% RN/LPN) from a mix of health care settings (28% Family Medicine, 15% Pediatrics, 12% OB/GYN), and placed greater importance on completion of pertussis (Tdap) & meningitis (MCV4) vaccines, than on completion of HPV vaccine. Stakeholders strongly endorsed emphasizing cancer prevention messaging for HPV vaccines & more educational messages targeted to the general population.

Parents were largely non-Hispanic white (87%) females (83%) ages 31-40 years (48%). The majority of parent respondents didn't cite a regular source of internet-based HPV vaccine information. Factors influencing HPV vaccination for parents included child's age, likelihood of sexual activity & doctor's recommendation. Nearly all cited a great need for HPV vaccine education and promotional messaging focused on cancer prevention. Nearly one-half of parents felt HPV vaccine should be mandated as a requirement for school.

Perceived Barriers to HPV Vaccination



Survey items	Stakeholder % agree (SA/A)	Parents % agree (SA/A)
HPV vaccine should be mandated	57%	54%
Promotion should focus on cancer prevention	98%	87%
HPV vaccine @ ages 4-6	10%	17%
HPV vaccine @ ages 9-10	62%	40%
2 dose schedule for HPV	87%	58%
HPV vaccination more important than Tdap	13%	13%
HPV vaccination more important than MCV4	33%	11%
Promote HPV vaccine on TV	93%	79%
Promote HPV vaccine in magazines	85%	81%

SA/A = strongly agree or agree; Tdap (pertussis vaccine) and MCV4 (meningitis vaccine)

CONCLUSIONS

- Safety and sexual behavior misperceptions and other misinformation on social media are key issues to overcome for parents
- Cancer prevention is the appropriate message to help increase uptake of vaccine
- Stakeholders and parents both noted strong need for more educational messaging for general population and health professionals; education in schools is seen as a potential strategy
- Currently no legislative support for mandatory HPV vaccination in NYS
- HPV vaccination rates lag considerably compared with Tdap vaccination rates
- The environmental scan affirmed a low sense of urgency among stakeholders and parents to complete HPV vaccination compared to Tdap or MCV4 vaccines

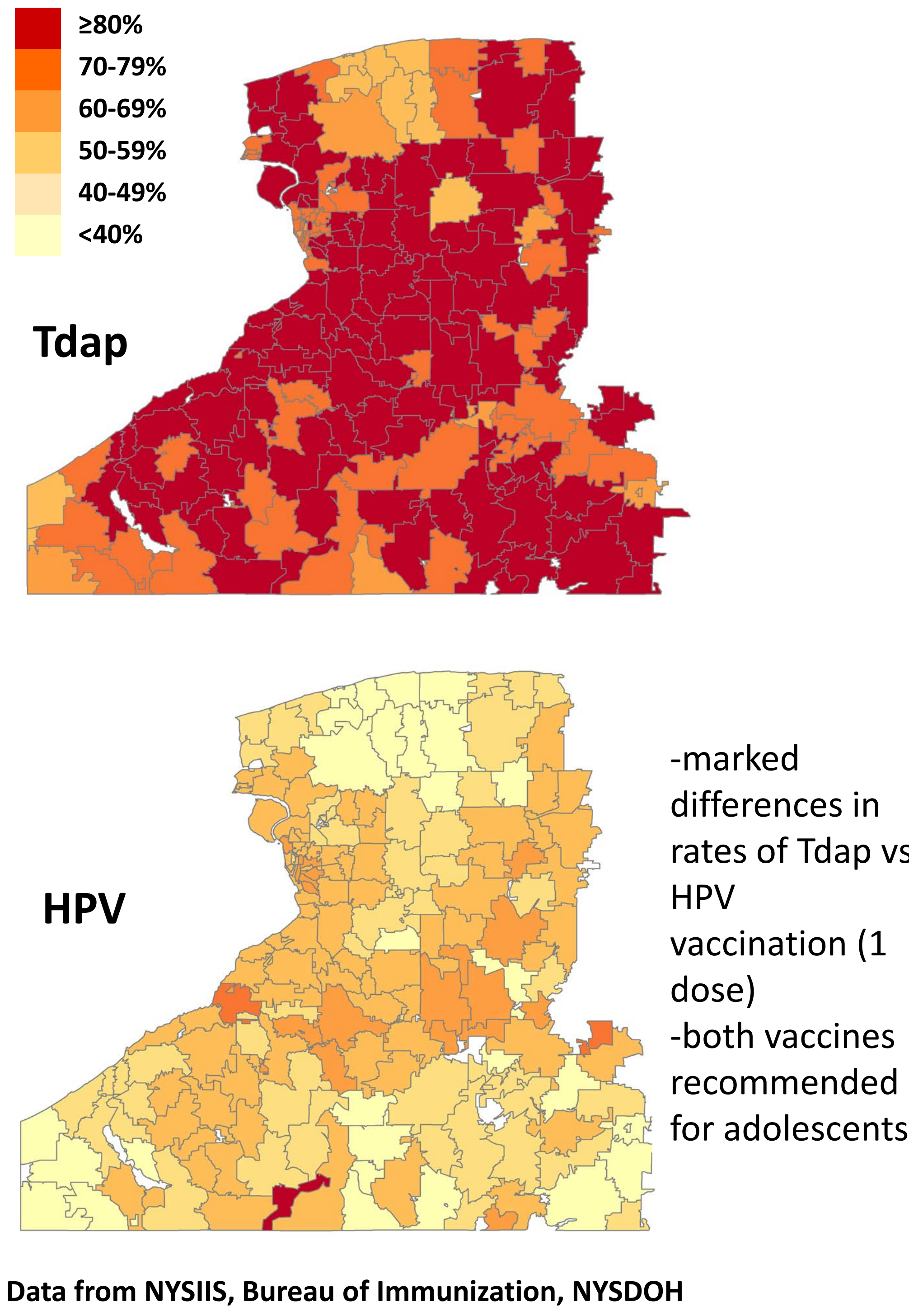
BEST PRACTICES/LESSONS LEARNED

- Parents expressed need for education on the topic of HPV vaccine
- Social media misinformation continues as a key issue to overcome
- Stakeholders and parents do not perceive this vaccine as more important than Tdap (pertussis) or MCV4 (meningitis) vaccines
- Cancer prevention is the appropriate messaging theme to increase uptake of HPV vaccine

RESEARCH NEEDS/FUTURE DIRECTIONS

- Further research is needed to develop and promote educational messages to the general population on HPV vaccines.
- Results are being used to structure an intervention around the “cancer prevention” potential of this vaccine; 2 grant applications have been submitted (9/2015) using a positive deviance model to determine best practices of high performing clinical practices

Vaccination Rates, Females, ages 13-17 years, Tdap (1 dose) vs HPV (1 dose) vaccines, Western New York State, by Zip Code, 2013 & 2014



Data from NYSIIS, Bureau of Immunization, NYSDOH