Some updates

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Increasing Vaccination Model

What people think and feel
- Perceived risk
- Confidence
- Safety concerns

Motivation
- Willingness
- Intention
- Hesitancy

Social processes
- Social media, rumors
- Social norms
- Altruism

Vaccination
- Schedule appt
- Accept vaccine
- Delay, refusal

Direct change
- Provider rec
- Reminders, prompts
- Reduce barriers
- Requirements

Brewer, Chapman, Rothman, Leask, & Kempe, 2017, *PSPI*
Evidence-based tools for HPV vaccine quality improvement

Assessment and Feedback Tools

Communication Training Tools

Boost Your HPVIQ
Partnership Roles

UNC team provides
• Training and technical support
• Training materials
• CME for physicians

Physician educator
• Attend an Announcement Approach training and a Physician Educator Orientation
• Use slides and script with fidelity
• Practice giving the training twice
• Collect pre- and post-training surveys and return to UNC
Announcement Approach Trainings

15 states, ~1,000 providers
US HPV vaccine recommendations

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<th>Late 15-26</th>
<th>Overdue 27-45</th>
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Talking to Parents about Vaccines

Immunization Quality Improvement for Providers (IQIP) program

<< Back to IQIP

Many parents have questions about their children’s vaccines, and answering their questions can help parents feel confident in choosing to vaccinate their child according to the recommended immunization schedule. Materials to assist you in starting conversations with parents include:

- Talking with Parents about Vaccines for
- Preparing for Questions Parents May Ask About
- Video on Vaccine Communication with Parents
“NIH is a House of Hope.” @NIHDirector Dr. Francis Collins describes @NIHClinicalCntr in #FirstinHuman

At @NIH we say that the 'H' doesn't just stand for #Health, it stands for #Hope - Dr. Francis Collins @NIHDirector at #UGHESymposium19.
American researchers found that Russian trolls and Twitter bots are eroding public trust in vaccines. The two groups reportedly play complementary roles, with bots spreading antivaccine propaganda and trolls encouraging discord online.

**Published in**  American Journal of Public Health

**Date**  September 2018
HPV vaccine initiation in Denmark

Hansen, Schmidtblaicher, & Brewer, under review
HPV vaccine initiation in Denmark

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HPV vaccine initiation in Denmark

- Baseline
- Some negative media: ratio 0.836, 95% CI: (0.78, 0.897)
- Extensive negative media: ratio 0.496, 95% CI: (0.445, 0.552)
- Information campaign: ratio 1.092, 95% CI: (0.901, 1.324)
John Schiller
Doug Lowy

Lasker Prize
Szent-Gyorgi Prize