HPV vaccination communication in clinical settings.

Annie-Laurie McRee, DrPH
University of Minnesota
Parents’ Reasons for Not Vaccinating

- Not needed/necessary: 23%
- Not recommended: 16%
- Lack of knowledge: 13%
- Not sexually active: 12%
- Safety /Side effects: 8%
- Child is male: 5%

A provider recommendation is one of the strongest predictors of HPV vaccination.
HPV vaccination recommendations need improvement

Many parents have not received a recommendation.

Many providers recommend HPV vaccine late or not at all.

Some groups are less likely to receive a recommendation.
Now that your son is 11, he is due for three vaccinations today to help protect from meningitis, HPV cancers, and whooping cough.
Quality
HPV vaccination recommendations

Presumptive
Bundled
On time
Gender neutral
Clinical Communication Beyond Initial Recommendations

- Consistency of messages across health care teams is needed
- Persistence is important

We still need to understand how to best address parents’ questions and concerns.
Todays’ Panel

• Leveraging technology to address parental hesitancy and increase HPV vaccination uptake

• Effectively addressing parents’ communication needs beyond the initial recommendation