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Questions and concerns about HPV vaccine: A communication experiment

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Background

Many messages are available online to aid providers in communicating about HPV vaccine

However, little research has focused on which of these messages reduce hesitancy and why

Communication experiment

1. The survey randomized parents to 7 common topics about HPV vaccine
2. For each topic, parents watched 4 videos of a pediatrician delivering a message addressing that topic
3. The survey asked parents to rate their **confidence** in HPV vaccine and **motivation** to get their child vaccinated after watching each video

National online survey of U.S. parents

1,196 Parent of child ages 9 to 17

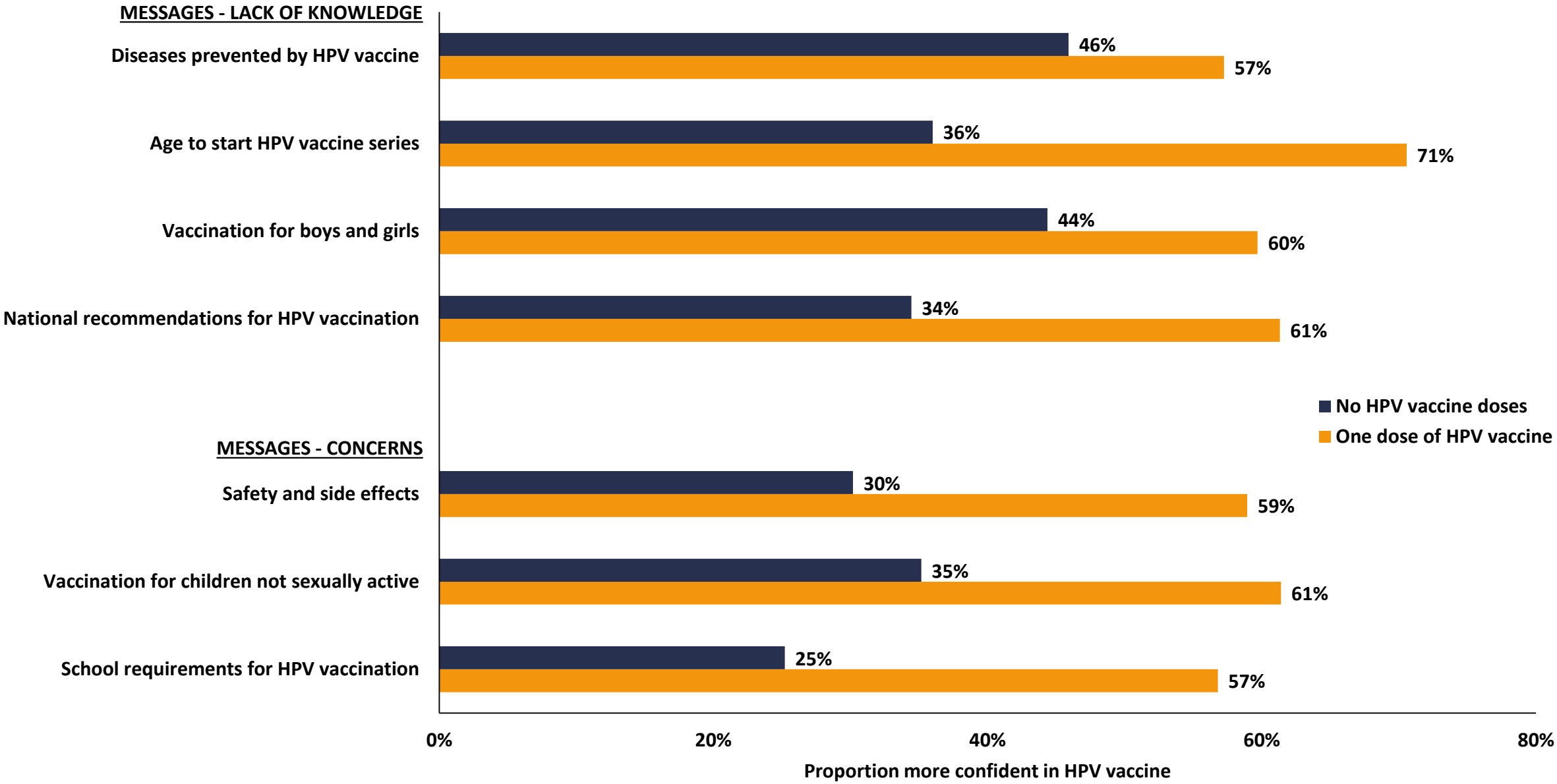
Child had either:

1) Not started HPV vaccine series
2) Initiated vaccination (1st dose), but did not complete series

HPV vaccine information wanted from child's healthcare provider

Topic	Wanted a little information %	Wanted a lot of information %	Wanted the most information about %
Safety and side effects	28	40	44
Diseases prevented by HPV vaccine	44	40	18
Age to start HPV vaccine series	43	39	12
Vaccination for boys and girls	37	30	8
Vaccination for children not sexually active	39	35	7
School requirements for vaccination	43	28	6
National recommendations for HPV vaccine	46	35	5

Parents who were more confident after message exposure



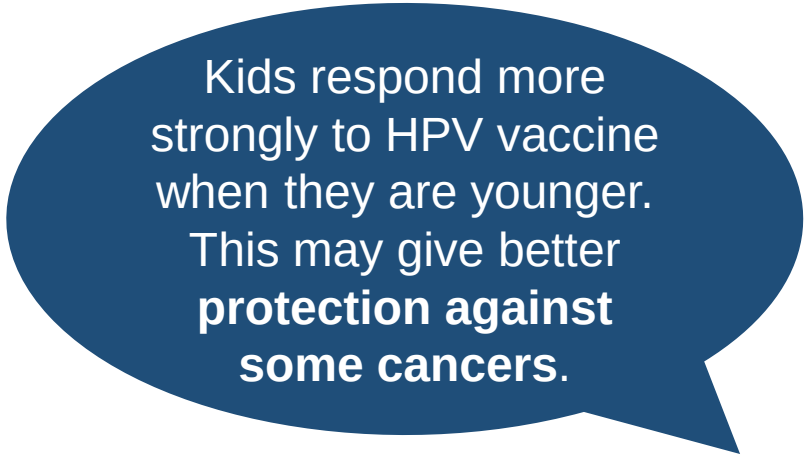
Parents' motivation to get HPV vaccine after video message exposure

	means (SD)	*Adjusted b*
Message characteristics		
Topics		
Lack of knowledge/needed more information	2.51 (1.08)	.17*
Concerns	2.24 (1.09)	-
Reading grade level required	-	.01*
Length (seconds)	-	.03**
About cancer prevention		
No	2.33 (1.09)	-
Yes	2.52 (1.09)	.08**
Expressed urgency		
No	2.42 (1.09)	-
Yes	2.36 (1.10)	-.05*

*p**<.05; **<.001
MLM adjusted for parent and child characteristics

General communication principles

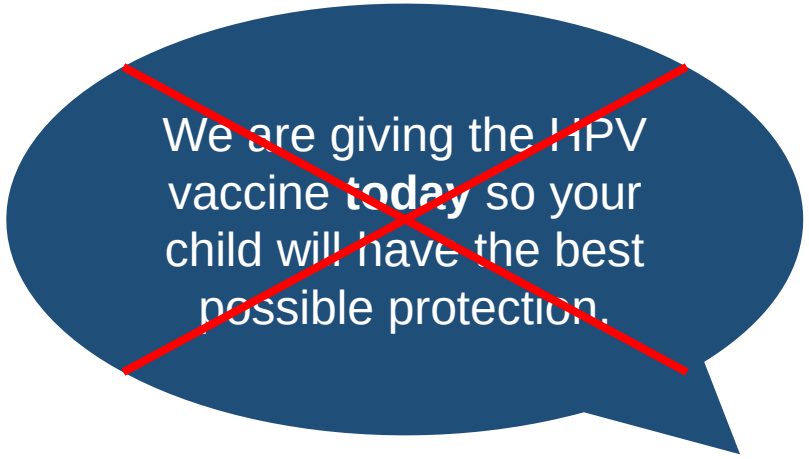
1. Include a cancer prevention message



General communication principles

1. Include a cancer prevention message

2. Avoid expressing urgency when addressing questions or concerns



General communication principles

1. Include a cancer prevention message

2. Avoid expressing urgency when addressing questions or concerns

3. Prepare to engage in longer conversations when parents express concerns

Announce

Note **child's age**.

Announce children this age are **due** for vaccines that prevent several diseases, placing HPV cancers in **middle of list**.

Say you will vaccinate **today**.

Now that Sophia is 12, she is due for three vaccines. Today, she'll get vaccines against meningitis, HPV cancers, and whooping cough.

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If a parent hesitates…

Connect

Ask the parent for their main concern.

Show the parent you are **listening**.

Clarify

Use a research-tested **message** to address their concern.

Counsel

Give a reason to vaccinate.

Clearly **recommend** getting HPV vaccine **today**.

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Messages for the Clarify Step

Age.	Kids respond more strongly to HPV vaccine when they are younger. This may give better protection against some cancers.
Sex.	This really isn't about sex. The HPV vaccine is about preventing cancer.
Safety.	This vaccine is one of the most studied medications on the market. The HPV vaccine is safe, just like the other vaccines given at this age.
Effective.	Over 30,000 Americans get cancer from HPV every year. Most could be prevented with the HPV vaccine.
Guidelines.	Experts at the CDC agree that kids should get the HPV vaccine by age 11 or 12 to prevent several cancers.
Boys.	HPV infections don’t care if you’re a boy or girl. The virus can cause cancer and many other diseases.
Requirements.	School requirements don’t always keep up with medical science. The HPV vaccine is an important vaccine that can prevent many cancers.

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HPV IQ
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THANK YOU

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