Elimination of Cervical and Other HPV-Related Cancers: BARRIERS

Gregory Zimet, PhD
Disclosures

- I received honoraria in the past year from Sanofi Pasteur for contributions to the Adolescent Immunization Initiative, an effort jointly sponsored by Sanofi Pasteur and by the Immunization Action Coalition.
- I received an honorarium and travel support from Merck to present at an HPV symposium.
- I have worked on HPV vaccine research funded by NIH.
We have the tools...

- But what do we need to finish the job???

We need to overcome barriers
In the U.S. barriers are present at many levels
Individual beliefs

- Dangerous!
- Painful!
- STD!
- Too young!
- Sex!
- My child doesn’t need it!
Family and social group norms & beliefs

My family wouldn’t approve.

Does it fit with my religion?

What would my friends think?
The health care system

Reminder-recall systems?

HCP communication

Consistency of messaging across office personnel

Access

Standing orders?

Benchmarks?
Variations in state policies and HPV vaccine uptake
National politics & policies
Social media influences

- Dissemination of misinformation & fear.
- Cyber attacks on HPV vaccine advocates.
- Creation of false norms.
- Creation & magnification of conflict.
It's not all about autism: The emerging landscape of anti-vaccination sentiment on Facebook
Beth L. Hoffman\textsuperscript{a,b,c}, Elizabeth M. Felter\textsuperscript{c}, Kar-Hai Chu\textsuperscript{a,b,f}, Ariel Shensa\textsuperscript{a,b}, Chad Hermann\textsuperscript{d}, Todd Wolynn\textsuperscript{d}, Daria Williams\textsuperscript{b}, Brian A. Primack\textsuperscript{a,b,e,f}

Weaponized Health Communication: Twitter Bots and Russian Trolls Amplify the Vaccine Debate
David A. Broniatowski, PhD, Amelia M. Jamison, MAA, MPH, SiHua Qi, SM, Luhvah AlKulaib, SM, Tao Chen, PhD, Adrian Benton, MS, Sandra C. Quinn, PhD, and Mark Dredze, PhD
All of these factors are interconnected

Adapted from: Head et al. *Hum Vaccin Immunother* 2018;14:1626-1635.
If we want to more parents to vaccinate their children...

Logistical Challenges

Interface with Health Care
(e.g., provider attitudes, patient-provider communication)

Institutional/Political Factors
(e.g., mandates)

Personal/Parental Factors
(e.g., health beliefs, attitudes)

Social/Environmental Factors
(e.g., normative influences, media coverage)

Parental Decision to Vaccinate
So, we have the biomedical tools...

But we have to keep on working on beliefs, behaviors, and policy to overcome the barriers and to finish the job.