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2023 ACTION PLAN



"It is critical that all groups — families, health care providers, and others — make HPV vaccination a priority, so that prevention of the vast majority of cervical, vaginal, vulvar, anal, penile, and oropharyngeal cancers can become a reality."

Dr. Debbie Saslow
 Managing Director, HPV & GYN Cancers,
 American Cancer Society
 Vice-Chair, HPVRT



Who Are We?

The National HPV Vaccination Roundtable is a coalition of 70+ organizations working at the intersection of immunization and cancer control to prevent HPV cancers and work towards the elimination of HPV disease as a public health problem.

Founded by the Centers for Disease Control and Prevention (CDC) and the American Cancer Society (ACS) in 2014, the HPV Roundtable's power comes from the passionate advocates representing survivors, researchers, health systems, providers, and public health leaders, among others. Members contribute expertise and activate their own organizations to advance our collective mission.

We do three things really well:



- ➔ **We convene** national organizations, experts, and key partners to ideate, strategize, and problem solve.
- ➔ **We communicate** and inform key audiences (coalitions, health systems, parents, providers, and the public) about the importance of HPV vaccination as cancer prevention.
- ➔ **We catalyze** our members, and by extension the public, to take action to close the adolescent vaccination gap.

Statistics from 2021 reflect the effect of the COVID-19 pandemic on not only HPV vaccination and completion rates but significant disparities. The American Cancer Society's National HPV Vaccination Roundtable aims to address cancer disparities by promoting diversity, equity, and inclusion.



Our Mission

We are working to raise HPV vaccination rates and prevent HPV cancers in the United States.

Our Vision

We see a future where cervical cancers can be eliminated in the U.S., sparing millions of women and families unnecessary pain, stress and financial burden. We believe that working together over the long-term, we can move towards ending vaccine-preventable HPV cancers as a public health problem.

Our Leadership

Roundtable Chairs

- Kristin Oliver, MD
Co-Chair, American Academy of Pediatrics
- Rebecca Perkins, MD
Co-Chair, American College of Obstetricians and Gynecologists
- Debbie Saslow, PhD
Vice-Chair, American Cancer Society

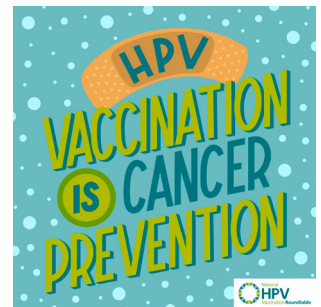
Steering Committee Members

- Heather Brandt, PhD
St Jude Children's Research Hospital
- Noel Brewer, PhD
University of North Carolina, Gillings School of Global Public Health
- Tamika Felder
Cervivor
- Jane Grey, MPH
California Department of Public Health, Immunization Branch
- Nikki Hayes, MPH
CDC Comprehensive Cancer Control Branch
- Judy Klein
Unity Consortium
- Jill Moses, MD
CDC Immunization Services Division
- Sharon Perlman, DDS
American Association of Public Health Dentistry

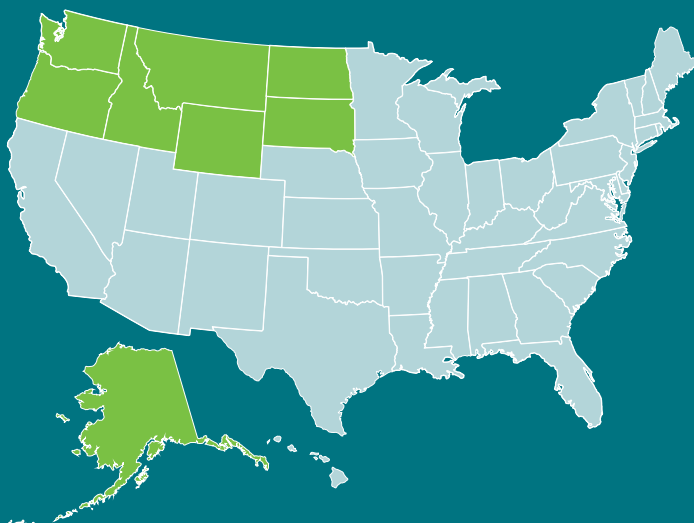
2022 Key Accomplishments

HPV Vaccination Starts at Age 9 Campaign

- Developed core messages and communication toolboxes that organizations can use to share the "Start at 9" messages.
- **Communication Toolboxes** focused on the following areas: Provider and Health Systems, Advocacy and Parent, and Local and State Health Departments.
- Developed a "Why Age 9?" Fact Sheet, Call to Action Letter, and "**9 Benefits of Starting at Age 9**" YouTube Video to bring more awareness of the benefits of starting earlier.
- Promoted Starting at Age 9 on all of our social media sites as a way to Get Back on Track after the COVID-19 pandemic.
- Developed an "Age 9 Provider Toolkit". Over 700+ printed toolkits were distributed to the Northeast/Northern Plains Region. A **Print on Demand Version of the Toolkit** is now available.



Northwest/Northern Plains HPV Coalition Leadership Summit



- The summit was held on January 25th, 2022.
- The eight states met in three breakout groups (AK/WA/OR; WY/ID; ND/SD/MT) for facilitated brainstorming to see how states could integrate the summit content into their 2022 coalition activities.
- The opportunity to apply for mini grants was offered to all participating state coalitions. Three states (WA, SD, and AK) were awarded \$6,000 to support ongoing HPV State Coalition Efforts.

2022 Key Accomplishments

HPV Fall Seminar Series

- In collaboration with the St. Jude HPV Cancer Prevention Program, the American Cancer Society, and the Indiana Immunization Coalition, the National HPV Vaccination Roundtable facilitated three free virtual seminars designed to build skills and enhance the capacity of state teams to get back on track and improve HPV vaccination coverage.
- The Fall Seminar Series had over 450 participants who attended the three webinar events.
- Topics were centered on:
 - Putting HPV Vaccination Data to Work
 - Implementing Best Practices to Improve HPV Vaccination
 - Monitoring Process and Impact of Efforts to Improve HPV Vaccination Coverage

Communication and Social Media Expansion



Key Statistics



- ✓ Built the Twitter audience to more than 2,500 followers.
- ✓ Saw a Facebook page reach of more than 9,600.
- ✓ Launched an artist graphic series on Instagram that helped the page reach more than 5,000 people.
- ✓ Grew the LinkedIn channel, gaining more than 900 followers.
- ✓ Earned more than 82,500 views on our YouTube channel, with a watch time of more than 1,300 hours.
- ✓ Logged over 33,000 unique pageviews with over 13,000 users to hpvrroundtable.org

HPVRT 2023 Priorities

Disseminate Best and Promising Practices

- Facilitate discussion concerning HPV vaccination data sources
- Collaborate with the Evidence-Based Cancer Control Program (EBCCP, formerly RTIPs) and Community Guide concerning updates
- HPV Vaccination Starting at Age 9
 - Publish new evidence around the impact of vaccinating starting at age 9 via a Special Issue of the Human Vaccines and Immunotherapeutics Journal
 - Promote and disseminate new research included in the HVI Special Issue
 - Develop new video content on HVI Special Issue research and evidence
 - Publish a National Call to Action Letter in support of Age 9
 - Evaluate the impact of the Age 9 Campaign

Educate and Catalyze Key Audiences (health systems, providers, parents, public health partners)

- Host public educational seminars/forums
- Update and disseminate/promote Clinician and Health Systems Action Guides
- Develop HPV Provider Training – Self-Directed Courses
- Convene a Payor Summit and develop a Payor Action Guide
- Update and launch the new ACS HPVRT website



HPVRT 2023 Priorities

Leverage Member Expertise and Increase Engagement

- Enlist members in the planning and execution of educational seminars & forums
- Engage members in existing Task Groups and ad hoc committees
- Expand synergistic partnership opportunities through various events
 - Cervical Cancer Awareness Month
 - International HPV Awareness Day
 - Back-to-school Vaccination
- Convene an in-person National Meeting in October 2023
- Develop skillsets among key groups & members for effective partnerships
- Utilize communication channels to share resources, emphasize best practices and increase collaboration among member organizations

Integrate Health Equity in HPV Vaccination Activities

- Assess member organization expertise and skillset surrounding health equity
- Provide education and tools to Roundtable members on how to integrate health equity strategies into current HPV vaccination initiatives
- Recruit new member organizations to broaden reach
- Launch new Emerging Leaders Fellowship Program

Catalyze State HPV Coalitions and Roundtables

- Convene the South/Southern States Regional Summit
- Identify strategies to assist with getting back on track and improving HPV vaccination rates





<https://hpvroundtable.org>
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