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## ATTENDEES

Margot Savory, Barbara Moscicki, Noel Brewer, Gretchen Forsell, Lois Ramondetta, Anna Hassan, Sharon Perlman,

**Staff:** Jennifer Nkonga, Dawn Crawford (BCDC)

## DISCUSSION TOPICS

### I. Welcome & Roll Call

- Margot welcomed members to the June call and reviewed agenda topics.

### II. Member News & Updates

#### A. Sharon Perlman: AAPHD

IL passed legislation to require ILDOH to give written info to parents of 6th graders on link between hpv and cancer--for girls and boys. Also anticipate referrals for HPV vaccination.

#### B. Gretchen Forsell: National AHEC

AHEC is hosting a webinar on June 12th with Dr. Betty Lo, a residency director in Louisiana. The presentation follows You Are the Key and stresses best practices and utilization. (NOTE: These are recorded and placed on AHEC's website). In July, the AHEC webinar will focus on school nurses and promote the HPV Roundtable's Middle School Toolkit (see HPV RT Resource Library).

### III. HPV Roundtable Updates

#### A. Communication Committee's Power to Prevent Summer Campaign

- *NOTE: See slides for timeline/theme by week*
- This is a summer back-to-school campaign focusing on providers similar to summer of 2017
- Will target different groups each week, based on the six groups/audiences of the Action Guides
- Comm Comm is building out social media messages now (tweets and FB posts)
  - **ACTION REQUESTED:**
    - Retweet/share summer messages through your organization and personal social media accounts

- Will be on HPV Roundtable channels
- Chairs are asked to help remind member organizations to use/disseminate information

**B. Pilot Partnership with ACS, North Region to Evaluation the [Large Health Systems Action Guide](#)**

- *NOTE: See slide for specifics*
- In our workplan, Objective #3 was to pilot an evaluation of the action guides with 2-4 health systems.
- We have an opportunity to partner with ACS in their North Region to evaluate the value, content, usage, and impact of the guides.
- This project will be shifted to the new IDS Task Group, but we will continue to keep this group informed of developments.
- We will also invite review/comment of the evaluation questions to be fleshed out by the HPV Roundtable's contractor (anticipated in the next 4-6 weeks).
- So far, 12 health systems in the Midwest have signed on with ACS to use the Large System Action Guide as a framework for prioritizing HPV initiatives within their organization.
- These systems will use the action guide and complete a Collaborative Action Plan with ACS as their intervention data collection tool.
- Systems will also have the option to sign onto a MOC component sponsored by ACS and Boston University.

**IV. Team Project Work & Discussion**

**A. Overview**

- Today's call will focus on discussing activities for Objective #1, c & d, which includes building out a promotional toolkit for the action guides and subsequent promotion.
- Looking to create more bite-sized/teaser promo items to attract organizations to the full suite of guides
- We are utilizing funds to engage BCDC as a communication contractor to complete these items.
- The turnaround timeline for these materials is much faster than for the guides due to upcoming summer/early fall events.

**B. REVIEW: Sell sheet for the Guides**

- The group is asked to review a one page sell sheet that was designed to explain the entire suite of guides. There have been requests for a promotional sheet for people to take to events or use in trainings.
- Short group discussion found that it was a bit text heavy but well designed. A request was made to cut the text by one-third and make more visually appealing.

○ **ACTION REQUESTED:**

- a. **Members are invited to email comments to make edits in Adobe Reader and submit to Jennifer by close of business June 14<sup>th</sup>.**
- b. See attached document for review.

C. **REVIEW: Infographics for action guides**

- Members reviewed a mock-up design of an infographic sheet.
- We are not intending to wordsmith as a group based on feedback from our Dallas meeting last fall.
- The group discussed overall reaction to the design and the purpose/intent of the tool. The group did not want to create too many versions of promo tools. Rather, there is a desire to have a clear visual representation of the key action steps by guide. Then, those specific images can be used on social media platforms to redirect the public to the full guide(s). The current version was deemed more like a factsheet than an infographic.
- The infographic and associated images need to drive people to the guides— emphasis was placed on creating images that lead to clear behavioral actions. CDC has good models of this with their photos/social media messaging.
  - **ACTION REQUESTED:**
    - **Submit suggestions/comments by email/or comment on pdf by close of business June 14<sup>th</sup>.**
    - See attached document for review.
    - Social media users are encouraged to capitalize on existing other messaging and images (example: ACS's Mission: HPV Cancer Free) to re-direct people to the action guides.

D. TO DEVELOP: Training slide decks for each action guide

- As a team, we need to create a base powerpoint deck for each guide that showcases the different actions by guide.
- The new infographic visuals can be repurposed here.
- We will need content review by the group
- Volunteers were requested, and Barbara volunteered. NOTE: Elizabeth volunteered to help on promo items on May call.
  - **ACTION REQUESTED:**
    - Inform Jennifer and Margot if you want to volunteer to help develop and/or review slide content BEFORE the end of July.
    - Use the existing [promo slides](#) and social media messages available in the [Promotional Toolkit for Member Organizations](#).

E. TO DEVELOP: Evaluations for the action guides

- As a team, we need to develop evaluations for the guides.
- We have to determine if we want eversions or print.
- Our evaluation contractor will develop drafts for us to respond to.
- Volunteers were requested, and Gretchen volunteered. NOTE: Heather and Andria also volunteered for eval on May call.
  - **ACTION REQUESTED:**

- Inform Jennifer & Margot if you want to volunteer to help develop and/or review the evaluations for the guides this summer.

F. **WEBINARS TO PROMOTE GUIDES:**

1) AUGUST 20th at 12 p.m. EST: National Immunization Awareness Month, Adolescent Immunization Week

- We have scheduled a nationwide webinar for August 20<sup>th</sup> to promote the guides.
- This will be a capstone to the Power to Prevent summer campaign by the Communications Committee.
- We want 3 members to speak/present on the webinar, preferably from different clinical/organizational roles.
- Our preference is for members who have used the guides in their organizations, but as it is still early, it may be we need speakers who can speak about how they deploy the actions/processes in their own practice, and speak as to how the guides can be helpful QI/initiative tools.
- THIS IS A GREAT OPP TO PROMOTE YOUR HOME ORGANIZATION IN FRONT OF A NATIONAL AUDIENCE...THIS IS PART OF THE VALUE OF BEING A HPV ROUNDTABLE MEMBER!
  - **ACTION REQUESTED:**
    - We need 3 volunteers! Reach out to Jennifer & Margot today!

2) AHEC WEBINAR OPP: JULY or AUGUST 2018

- Gretchen has an opening for the Roundtable to present on the action guides to their stakeholders.
- They have a large number of rural, small practitioners we could reach.
- We can set up webinar registration to collect professional role info on the registrants and then tailor content.
- Jennifer to write up a session overview for AHEC to promote.
  - **ACTION REQUESTED:**
    - Be on standby for volunteering to speak once we learn more about audience.

V. **WRAP UP**

- Remember to report in to Margot and Jennifer on HOW your organization is using the action guides
- Review the two documents by June 14<sup>th</sup> close of business
- Volunteer for small group work
- Anticipate more requests for presentations once we do more to promote guides

- Thanks for all the work you're doing!

NEXT TASK GROUP CALL: Monday, July 30<sup>th</sup>, 2018 at 4 p.m.  
EST

<https://acswebmeetings.adobeconnect.com/providerstg/>