



Monthly Update – April 2017

Dear Friends,

You might already know that summer is the hottest time to increase HPV vaccination rates. In fact, HPV vaccination increases 5-fold in August at the peak of back-to-school appointments.

The HPV Vaccination Roundtable has created the *You've Got the Power to Prevent Cancer!* communications package to help you encourage the medical providers in your membership to flex their super powers and prevent HPV cancers.

This package's messages embolden healthcare providers to stay strong and push for HPV vaccination during "vaccination season." It is very summer-focused and will help remind your members/audiences that the best time to start young people on a path to lifetime protection against HPV cancers is during back-to-school wellness visits. The design and language is purposely bold to visually reinforce the powerful position of healthcare providers to prevent cancer.

This package has 10 weeks of content to make it easy for you to keep up the beat all summer long.

Want to learn more? Join us for the Communications Showcase on May 8 at 2 p.m. ET. On the conference call you'll get a sneak peek of the materials and learn how to download the *You've Got the Power to Prevent Cancer!* communications package.

Please save the date for a May 8th!

➔ Registration (required) is open now:

http://acswebmeetings.adobeconnect.com/showcase/event/event_info.html

****Spotlight****

Middle School Health Toolbox Featured During IFCCP 2017 World Congress for Cervical Pathology and Colposcopy

Dr. Elizabeth Kostas-Polston, representing the American Association of Nurse Practitioners to the National HPV Vaccination Roundtable, formally presented the Middle School Health Toolbox on behalf of the School-based Parent Education Task Group (now Empowering Parents and Allies Task Group) at the International Federation of Cervical Pathology and Colposcopy (IFCPC), 2017 World Congress for Cervical Pathology and Colposcopy.

The audience consisted of physicians, nurse practitioners, and researchers from around the globe who are interested in improving clinical outcomes of lower genital tract disorders (e.g., cervical, vulvar, vaginal, anal, and penile cancers).

“As you might imagine, HPV vaccination was a huge topic and I spoke with many from across the globe who were pleased to know that our resources were available online and targeted for school nurses...parents, and middle school adolescents,” Dr. Kostas-Polston reported.

Please visit <http://www.middleschoolhealth.org/> to access information for school nurses and parents (parent resources are available in both English and Spanish).

Providers’ Perceived Issues with Electronic Health Records (EHR) & Immunization Information Systems (IIS) in HPV Vaccination Presented at 2017 AIRA Conference



Dr. Paul Throne, Chair of the EHR/IIS Task Group and Manager of Health Promotions & Communication for the Washington State Office of Immunization, presented the white paper, *Examining Health Care Professionals’ Views on Using Electronic Health Records and Immunization Information Systems to Increase HPV*

Vaccination on behalf of the National HPV Vaccination Roundtable at the annual American Immunization Registry Association ([AIRA](#)) [IIS conference in Chicago, IL](#).

Joining a panel on interoperability and workflow issues, Dr. Throne presented the findings and recommendations of the white paper and sought input from the audience. Attending the conference resulted in some great connections with both IIS and EHR developers who expressed interest in exploring collaboration with the task group.

Access the [executive summary](#) or the [full report](#) online.

HPV Roundtable Resources

Task Group Updates

- **Empowering Parents & Allies** – The task group will be seeking a vendor to assist with the development of a private Facebook community for HPV vaccine-empowered parents and allies. This online community will ultimately be a place to share information and tips on vaccination messages with parents and pro-HPV vaccine allies.
- **Best Practices** - The task group will work to identify topics and speakers for the next HPV Vaccination Roundtable National Meeting.
- **Communications** - The task group is working with a contractor to develop three communication "events" or mini-campaigns around HPV vaccination. The first event will focus on empowering providers and clinicians to make strong HPV vaccination recommendations during the back-to-school "immunization season" and will launch in June and run for 10 weeks. This task group is also working on communication resources for other task groups to use as they plan for their projects.
- **EHR/IIS** - The task group is meeting with organizations in the immunization/IT space (APA, AIRA, HIMSS) and exploring opportunities to combine efforts and/or gather vendors for deeper dive conversations.
- **State Coalitions** - The task group is organizing a Midwestern "listening session" with six to eight state HPV coalitions to better understand how the HPV Roundtable can support and enhance their efforts. The event will take place May 16-17 after the Iowa HPV Conference.
- **Provider Training** - The task group is developing a suite of HPV Clinical Champion toolkits to activate providers by clinical role. Toolkits will direct providers to tools and resources to get involved in increasing HPV vaccination. Anticipated availability date is fall 2017.

In Case You Missed It

April is Oral Cancer Awareness Month and the HPV Vaccination Roundtable hosted a very special one-hour webinar on HPV and oropharyngeal cancers Friday, April 7 at 1 p.m. ET.

- National expert and member of the National HPV Vaccination Roundtable, **Dr. Terry A. Day**, gave a presentation on understanding the science, evidence and trends in oropharyngeal cancer, or cancer of the mouth and throat, caused by HPV. Dr. Day made the case for why HPV vaccination will help reduce cancer incidence.
- Executive Director of the Head and Neck Cancer Alliance and member of the National HPV Vaccination Roundtable, **Holly Boykin**, presented information on the following [programs from the Head and Neck Cancer Alliance](#): Oral, Head and Cancer Awareness (OHANCA) Program; Gas Card Program; #OperationOral Project; and, Speaker’s Bureau.
- **Jennifer Johnson-Joefield**, Director of Quality for Peninsula Community Health Services, presented highlights from an innovative project engaging dental providers at Peninsula Community Health Services to increase HPV vaccination rates.

Access the recording of the webinar here:

<http://acswebmeetings.adobeconnect.com/p6xmd2mzqys/>

HPV Vaccination Partner Resources and Shareables

The National Foundation for Infectious Diseases (NFID) will launch a new campaign focused on vaccine science, timed to coincide with the March for Science on April 22, 2017.

Vaccines remain a landmark accomplishment for public health and science. To promote greater public understanding about the science, safety, and efficacy of vaccines, **NFID** is launching a new social media campaign featuring shareable and engaging materials on vaccine science and safety.

We encourage you to participate in the campaign by sharing materials and using the hashtag #ShotOfScience. Campaign materials are available at www.nfid.org/vaccine-science including:

- Five animated infographics
- Infographic detailing a brief history of key achievements in vaccine science
- Sample social media posts

Feel free to customize the following sample blurb for websites/newsletters to share the campaign materials with your stakeholders:

“For more than fifty years, US healthcare professionals have administered billions of vaccine doses safely with few serious adverse events. The development of vaccines as a landmark scientific achievement began over two hundred years ago. To learn more about the science of vaccines, visit www.nfid.org/vaccine-science.”

In addition, NFID is planning a **Vaccines: A #ShotOfScience Thunderclap** on **April 22, 2017** at **2:00 PM ET**. Please visit <http://bit.ly/vaccine-science> in advance of April 22 to join.

American Cancer Society offers resource for healthcare professionals titled "HPV: Just the Facts"

As part of a cooperative agreement with CDC, the **American Cancer Society** has developed a 6-page handout for healthcare professionals to help in discussing human papillomavirus (HPV) vaccination with parents. Titled [HPV: Just the Facts](#), this resource includes 8 facts with detailed supporting references. The facts are:

1. The HPV vaccine is safe.
2. The HPV vaccine does NOT cause fertility issues.
3. The HPV vaccine does NOT contain harmful ingredients.
4. The HPV vaccine is necessary, regardless of sexual activity.
5. The HPV vaccine is for boys and girls.
6. The HPV vaccine is effective and prevents cancer.
7. Many parents do not know about the HPV vaccine and benefit from a quality provider recommendation.
8. The effectiveness of the HPV vaccine does not decrease over time.

Access [HPV: Just the Facts](#).

The Centers for Disease Control and Prevention (CDC) publishes data brief on the prevalence of HPV infection in U.S. adults

On April 6, **CDC** published a National Health and Nutrition Examination Survey data brief titled [Prevalence of Human Papillomavirus in U.S. Adults Aged 18–69 Years, 2011–2014](#). The listed key findings from this survey are:

- During 2011–2014, prevalence of any oral human papillomavirus (HPV) for adults aged 18–69 was 7.3%; high-risk HPV was 4.0%
- Overall, prevalence of any and high-risk oral HPV was lowest among non-Hispanic Asian adults; any oral HPV was highest among non-Hispanic black adults
- Prevalence of any and high-risk oral HPV was higher in men than women except for high-risk HPV among Asian adults
- During 2013–2014, prevalence of any and high-risk genital HPV for adults aged 18–59 was 45.2% and 25.1% in men and 39.9% and 20.4% in women, respectively
- Prevalence of any and high-risk genital HPV was lower among non-Hispanic Asian and higher among non-Hispanic black than both non-Hispanic white and Hispanic men and women

Access: [Prevalence of HPV in Adults Aged 18–69: United States, 2011–2014](#) (web section).

Access: [Prevalence of Human Papillomavirus in U.S. Adults Aged 18-69 Years, 2011–2014](#) (PDF format).

AAP creates new educational piece for primary care nursing personnel about HPV vaccination

The **American Academy of Pediatrics** (AAP) has developed an educational piece about HPV vaccination targeted toward primary care nursing personnel. This colorful 2-page resource, [Changing the Future: Preventing HPV Cancers](#), addresses such questions as:

- What is the most important thing I can say to be sure our patients get vaccinated?
- How can our office increase the number of patients who are vaccinated?
- What should I do if a parent declines HPV vaccine?

Access this great new resource: [Changing the Future: Preventing HPV Cancers](#).

The National Cancer Institute (NCI) announces the release of the Annual Report to the Nation on the Status of Cancer, 1975-2014

The Annual Report to the Nation is a yearly collaboration between **NCI, the American Cancer Society, the Centers for Disease Control and Prevention, and the North American Association of Central Cancer Registries**. This report was [published in the *Journal of the National Cancer Institute*](#) on March 31, 2017 with the aim of providing the best perspective on long-term trends in cancer incidence rates (new cases) and mortality rates (deaths) for all races combined.

The report finds that overall cancer death rates continue to decrease in men, women, and children for all major racial and ethnic groups. Key highlights include rates for new cancer cases, cancer deaths, and trends for the most common cancers in the United States. This year, the report also includes a special section on survival that finds significant improvement for all but two cancer sites.

Feel free to use [these digital resources](#) to promote the report, which include graphics and social media messages for Twitter, Facebook, Instagram, and other social networks.

Access: [NCI press release](#)

Access: [Questions and Answers document](#)

Coming Soon!

We will be adding one-question surveys as a new feature of the Update. Here is next month's question, so you can start thinking about it and asking your colleagues:

Q: What is the most important need related to HPV vaccination that your organization CAN'T do (alone)?

Please contact [Jennifer Sienko](#) if your organization has resources or social shareables that you would like to see included in the monthly update.

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