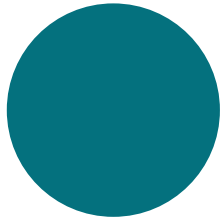
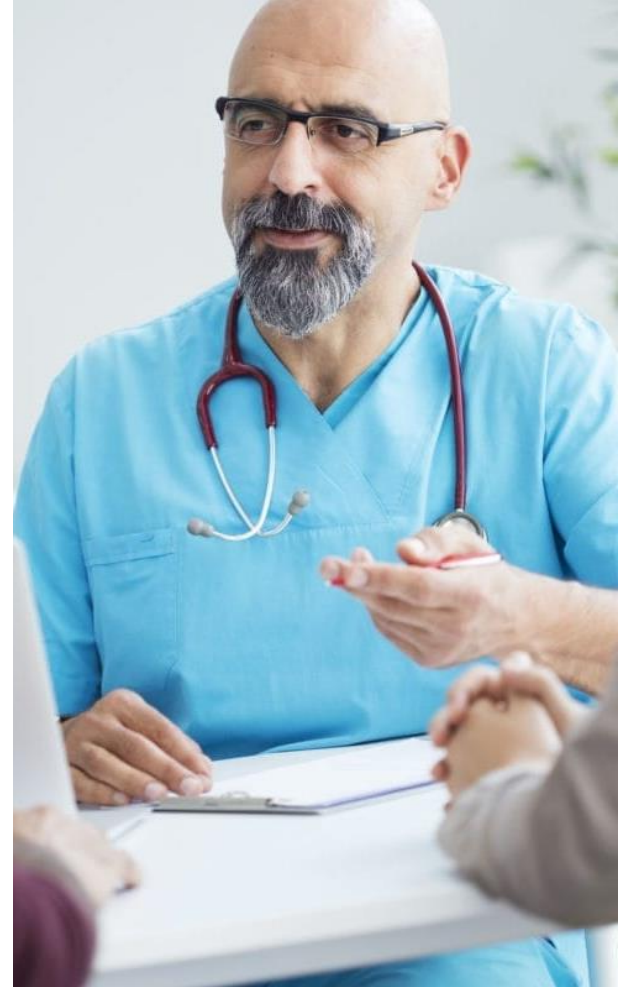


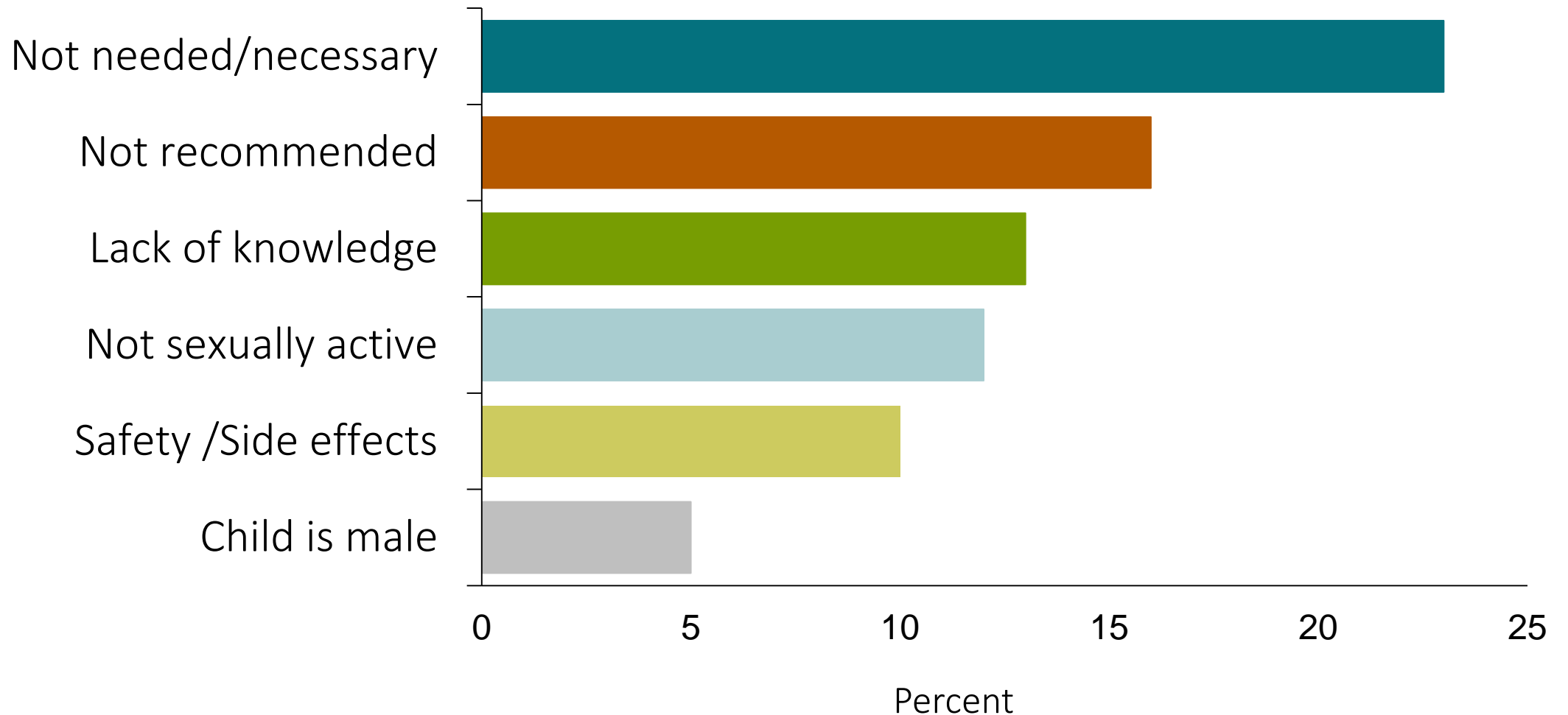
HPV vaccination communication in clinical settings.



Annie-Laurie McRee, DrPH
University of Minnesota



Parents' Reasons for Not Vaccinating

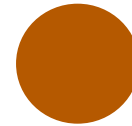




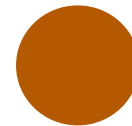
A provider recommendation is one of the strongest predictors of HPV vaccination

HPV vaccination recommendations need improvement


Many parents have not received a recommendation.



Many providers recommend HPV vaccine late or not at all.



Some groups are less likely to receive a recommendation.



Now that your son is 11,
he is due for three vaccinations today
to help protect from meningitis,
HPV cancers, and whooping cough.

Quality
HPV vaccination
recommendations



Presumptive



Bundled



On time



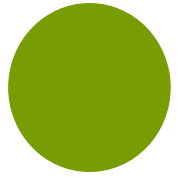
Gender
neutral

Clinical Communication Beyond Initial Recommendations

- Consistency of messages across health care teams is needed
- Persistence is important

We still need to understand how to best address parents' questions and concerns.





Today's Panel



- Leveraging technology to address parental hesitancy and increase HPV vaccination uptake
- Effectively addressing parents' communication needs beyond the initial recommendation

