Department of Pediatrics



Elimination of Cervical and Other HPV-Related Cancers: BARRIERS

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INDIANA UNIVERSITY SCHOOL OF MEDICINE

- 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

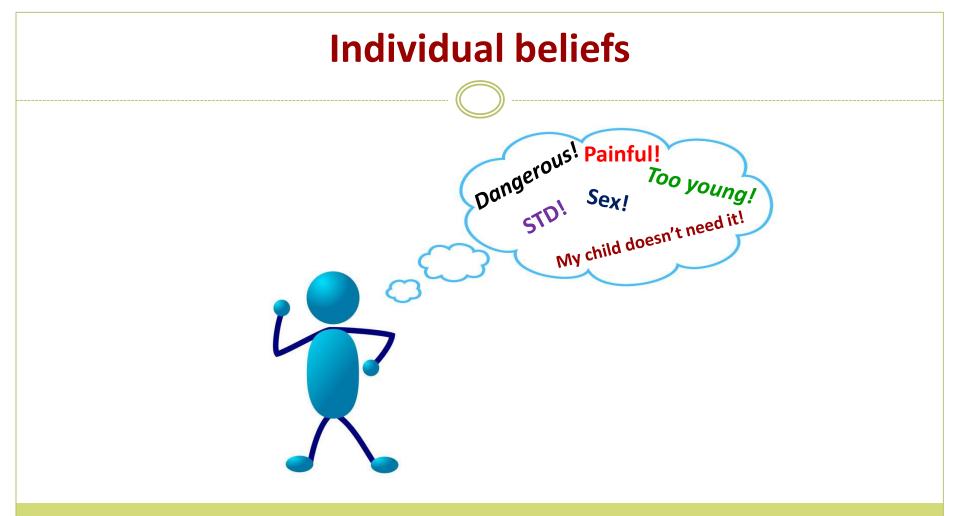
We have the tools...

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

We need to overcome barriers



In the U.S. barriers are present at many levels





The health care system

Reminder-recall systems?

HCP communication

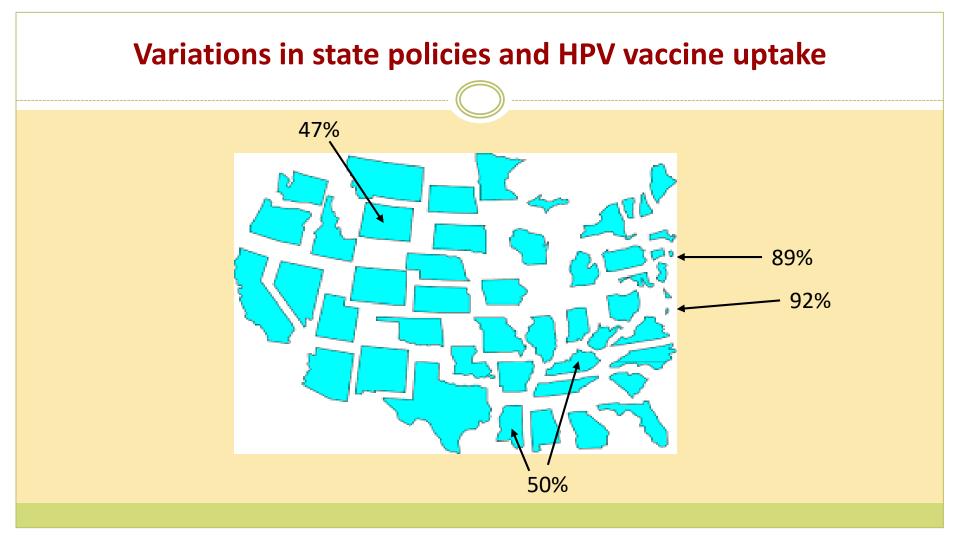
Consistency of messaging across office personnel



Standing orders?

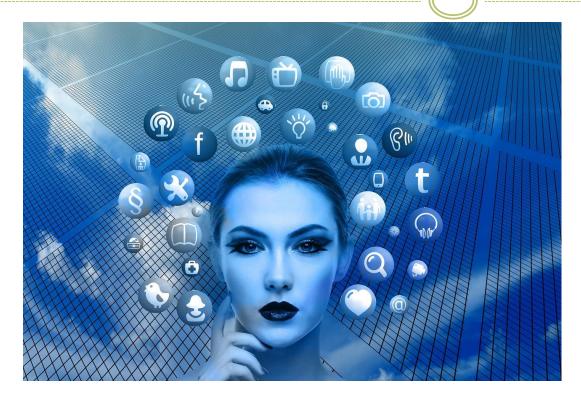
Benchmarks?

Access





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

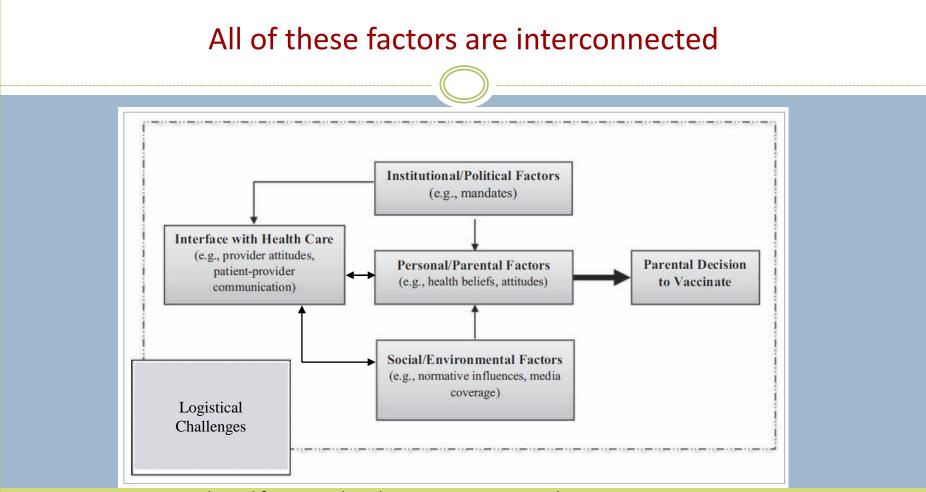


Beth L. Hoffman^{a,b,c}, Elizabeth M. Felter^c, Kar-Hai Chu^{a,b,f}, Ariel Shensa^{a,b}, Chad Hermann^d, Todd Wolynn^d, Daria Williams^b, Brian A. Primack^{a,b,e,f,*}

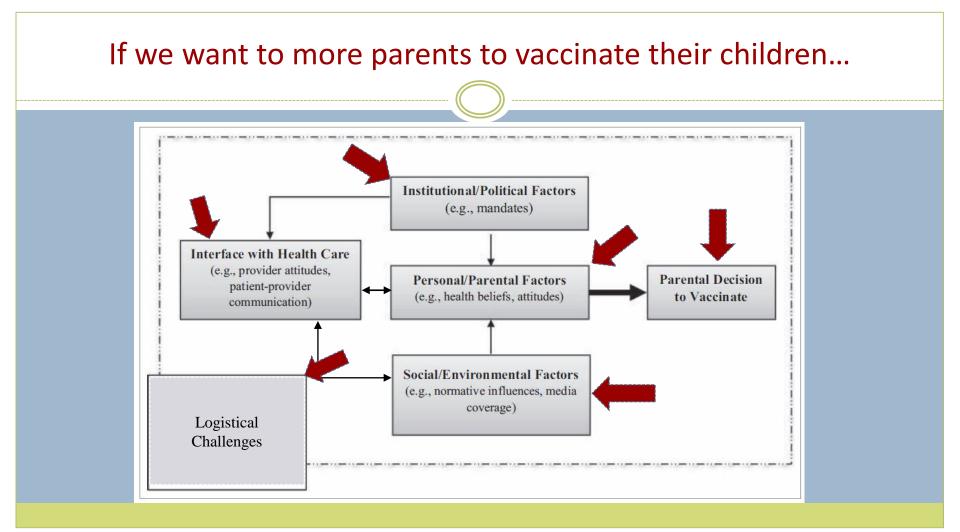
AJPH OPEN-THEMED RESEARCH

Weaponized Health Communication: Twitter Bots and Russian Trolls Amplify the Vaccine Debate

David A. Broniatouski, PhD, Amelia M. Jamison, MAA, MPH, SiHua Qi, SM, Lulwah AlKulaib, SM, Tao Chen, PhD, Adrian Benton, MS, Sandra C. Quinn, PhD, and Mark Dredze, PhD



Adapted from: Head et al. *Hum Vaccin Immunother* 2018;14:1626-1635.



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.

