

National  
**HPV**  
Vaccination Roundtable

# 2021 ACTION PLAN



Getting Adolescent  
Vaccination  
Back on Track



Released January 2021

# GET TO KNOW US

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 CDC and the American Cancer Society in 2014, the HPV Roundtable's power comes from 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 stakeholders 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.

2020 put a spotlight on racial injustices and the HPV Roundtable made a commitment to better address health equity and inclusion in our work. We are working to better reflect the diversity of all Americans in our membership and to close cancer disparity gaps through vaccinating every adolescent child on time.

## OUR MISSION

**The collective mission of our organizations is to raise HPV vaccination rates and prevent HPV cancers in the United States.**

## OUR VISION

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

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# THE PANDEMIC IMPACT

The emergence of the COVID-19 virus in 2020 had profound impacts on adolescent vaccination.

Vaccination was prioritized for infants during late spring and summer, the time of the year when most adolescents would be receiving back-to-school shots. As of late 2020, there was a deficit of over one million doses of HPV vaccine compared to 2019. Claims data showed that recovery was faster among privately insured children than those on Medicaid or CHIP.



HPV vaccination lags behind tetanus/diphtheria and meningitis immunization in normal years. The current reality is that we have to get adolescents back in for wellness visits and their preventive vaccines after disruptions to their medical care delivery.

This is also during a time when the nation has started the phased rollout of a coronavirus vaccine through health systems and public infrastructure already stretched thin.

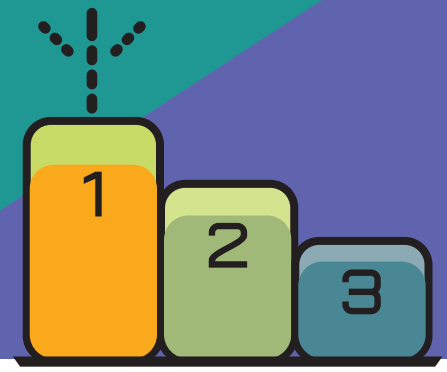
Population health management must guide our efforts as we work to protect all populations from all vaccine-preventable diseases. We cannot afford to leave adolescents unprotected.

## OUR 2020 PANDEMIC RESPONSE

- Organized a [“Getting Back on Track”](#) special interest group of key national stakeholders to share information on adolescent vaccination activities during the pandemic.
- Developed pandemic resources on HPV vaccination, including [promising practices](#), [parent and system infographics](#), [parent and health systems videos](#), and [cervical screening](#) and [HPV vaccination handouts](#).
- Published [Getting Human Papillomavirus Vaccination Back on Track: Protecting Our National Investment in Human Papillomavirus Vaccination in the COVID-19 Era](#).



# 2020 NOTABLE ACCOMPLISHMENTS



## #1. PARTNERSHIP INITIATIVES

- Kicked off an [HPV Learning Collaborative](#) of eight health systems in partnership with AMGA, funded by the Office of Infectious Disease and HIV Policy. The systems started an 18-month quality improvement program inclusive of bi-monthly webinars, coaching, and performance monitoring. Over 117,500 kids ages 9 to 17 are impacted by this partnership.
- Partnered with the National Association of Pediatric Nurse Practitioners (NAPNP), the American Association of Nurse Practitioners (AANP), and the CDC to develop a toolkit "[Nurses Get It Done](#)" to train nurses and nurse practitioners on recommending and delivering HPV vaccination in practice. At the time of evaluation, the campaign's promotional content had been viewed over 92,000 times and the webpage had been visited over 3,600 times.
- Started an exploratory conversation with the National Committee for Quality Insurance (NCQA) and ACS on HPV work through health plans in 2021 ... stay tuned!

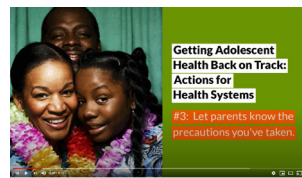
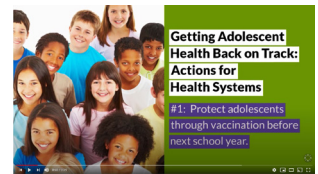


## #2. NATIONAL INITIATIVE TO PRIORITIZE HPV VACCINATION IN HEALTH SYSTEMS

- Launched [We're In! 2020](#), a national initiative for health systems, public health organizations, and health plans to improve HPV vaccination rates; forty-six organizations signed on pre-pandemic, and hundreds of professionals joined in webinars offered throughout the year.
- Featured the Assistant Secretary of Health and Human Services on the [inaugural webinar](#) and disseminated his [letter of invitation](#) to health systems to join the cause.
- Shifted activities based on the pandemic, launching a "[Getting Back on Track](#)" discussion group of organizational leaders, and developing [new resources](#) to support catch-up on wellness visits and adolescent vaccination.

## #3. EXPANDED SOCIAL MEDIA

- Launched a [YouTube channel](#) featuring member organizations reaching over 59,000 views
- Grew [Twitter](#) to over 2,000 followers and [Facebook](#) to over 900 followers
- Reactivated [Instagram](#) and gained 332 followers
- Logged over 36,000 unique pageviews to [hpvrroundtable.org](#)



# 2021 PRIORITIES



## #1. LEVERAGE DIVERSE MEMBER EXPERTISE

- Host members-only solutioning forums
- Address identified gaps through collaborative endeavors
- Identify and engage emerging leaders from diverse organizations
- Expand synergistic partnership opportunities through joint events such as:
  - January: Cervical Cancer Awareness Month
  - March: International HPV Awareness Day
  - Summer: Back-to-school vaccination
  - Ongoing: *Getting Adolescent Immunization Back on Track* stakeholder calls



## #2. EDUCATE & CATALYZE KEY AUDIENCES

Educate & catalyze key audiences (health systems, providers, parents, public health partners) via public and member-only forums on hot topics such as promising practices for health systems and vaccine confidence.

- Engage organizations in [June 9-10, 2021 virtual national meeting](#)
- Host public educational forums throughout the year
- Conclude the HPV Learning Collaborative and share promising practices
- Explore health plan/payer partnerships



## #3. GROW OUR SOCIAL MEDIA REACH

- Better integrate efforts with members' existing social channels and build skills among stakeholders
- Increase likes and shares on established HPV Roundtable channels
- Develop new video content on current research and evidence



## #4. ACTIVATE STATE HPV COALITIONS

- Host the fall regional summit of Northern Plains/Northwestern States (rescheduled from 2020)
- Identify new methods to support states with largest adolescent populations and states with the greatest need to improve vaccination rates

# 2021 EVENTS

<b>JANUARY</b>	<a href="#"><u>Cervical Cancer Awareness Month &amp; Share-a-thon</u></a>
<b>JANUARY 25-29</b>	<a href="#"><u>Us vs. HPV Week</u></a>
<b>FEBRUARY</b>	<a href="#"><u>National Cancer Prevention Month</u></a> & <a href="#"><u>National Children's Dental Health Month</u></a>
<b>FEBRUARY 4</b>	<a href="#"><u>World Cancer Day</u></a>
<b>MARCH 4</b>	<a href="#"><u>International HPV Awareness Day</u></a>
<b>MARCH 21</b>	<a href="#"><u>Anal Cancer Awareness Day</u></a>
<b>APRIL</b>	National Cancer Control Month
<b>APRIL</b>	<a href="#"><u>National Minority Health Month</u></a> & Minority Cancer Awareness Week
<b>APRIL 11-17</b>	<a href="#"><u>National Oral, Head, and Neck Cancer Awareness Week</u></a>
<b>MAY</b>	<a href="#"><u>National Women's Health Week</u></a>
<b>JUNE</b>	Men's Health Month
<b>JUNE 6</b>	<a href="#"><u>National Cancer Survivors Day</u></a>
<b>JUNE 9-10</b>	<a href="#"><u>HPV Roundtable 2021 Meeting</u></a>
<b>AUGUST</b>	<a href="#"><u>National Immunization Awareness Month</u></a>
<b>SEPTEMBER</b>	<a href="#"><u>Gynecologic Cancer Awareness Month</u></a>

# THINKING ABOUT PUBLIC HEALTH MEASURES GOING FORWARD:



## HEALTHY PEOPLE 2030: RELATED GOALS

### AH-01

#### Increase the proportion of adolescents who had a preventive health care visit in the past year

[Measure Link](#)

- GOAL:** Increase the proportion of adolescents who received a preventive health care visit in the past year
- BASELINE:** 78.7% of adolescents aged 12 to 17 years received 1 or more preventive health care visits in the past 12 months in 2016-17
- TARGET:** 82.6%      **DATA SOURCE:** [National Survey of Children's Health \(NSCH\)](#), HRSA/MCHB
- NOTE:** Due to the COVID-19 pandemic, preventive wellness visits sharply decreased in 2020. Learn more [here](#).



### IID-07

#### Reduce infections of HPV types prevented by the vaccine in young adults

[Measure Link](#)

- GOAL:** Reduce infections due to human papillomavirus (HPV) types prevented by the 9-valent vaccine in young adults
- BASELINE:** 15.1% of persons aged 20 to 34 years were positive for at least 1 HPV type prevented by the 9-valent vaccine in 2013-16
- TARGET:** 8.7%      **DATA SOURCE:** [National Health and Nutrition Examination Survey](#)
- NOTE:** The HPV Roundtable focuses on preteen vaccination starting at age 9 so as to avoid HPV infections at later ages.



### IID-08

#### Increase the proportion of adolescents who get recommended doses of the HPV vaccine

[Measure Link](#)

- GOAL:** Increase the proportion of adolescents who receive recommended doses of the human papillomavirus (HPV) vaccine
- BASELINE:** 48.0% of adolescents aged 13 through 15 years received recommended doses of the HPV vaccine by 2018
- TARGET:** 80.0%      **DATA SOURCE:** [National Immunization Survey - Teen \(NIS-Teen\)](#), CDC/NCIRD

