



HPV Vaccination Best Practices: Announcement Approach Training 2024 HPV Learning Program

March 7, 2024



Welcome

Melissa Santiago

HPV Program Manager, Interventions & Implementation American Cancer Society



HPV Vaccine Best Practices: The Announcement Approach Training March 7, 2024 CME Learner Information

Accreditation Statement



In support of improving patient care, this activity has been planned and implemented by Indiana University School of Medicine and Indiana Immunization Coalition. Indiana University School of Medicine is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

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Disclosure Summary

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HPV Webinar Series –The Announcement Approach Nursing Continuing Professional Development (NCPD) Contact Hours

Contact hours are being awarded for this webinar as a joint partnership between the Indiana Immunization Coalition (IIC) an approved provider by the American Nurses Credentialing Center (ANCC), American Cancer Society, UNC Gillings School of Global Public Health and the National HPV Vaccination Roundtable.

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Nurses to receive 1 contact Hour and your CNE certificate, please complete the survey at the link below:

https://www.surveymonkey.com/r/HPVAnnouncement2024

For questions about CNE or content, please email Lori@vaccinateindiana.org



Objectives

- Describe the benefits of the Announcement Approach Training (AAT)
- Name the steps of the Announcement Approach to HPV vaccine communication
- 3 Plan for hosting an AAT workshop in their system or clinic



Agenda

- Welcome & Agenda Review
 Melissa Santiago, American Cancer Society
- The Announcement Approach
 Dr. Jessica Young & Dr. Noel Brewer, University of North Carolina
- Q&A
 Dr. Jessica Young & Dr. Noel Brewer, University of North Carolina
- National HPV Vaccination Roundtable
 Christina Turpin, National HPV Vaccination Roundtable
- Closing Remarks & Next Steps
 Melissa Santiago, American Cancer Society



Today's Speakers



Jessica Young MD, MPH
University of North Carolina



Noel Brewer PhD
University of North Carolina



Christina Turpin

ACS National HPV

Vaccination Roundtable



Effective HPV vaccine communication: Release of the updated Announcement Approach Training

Jessica Young, MD, MPH

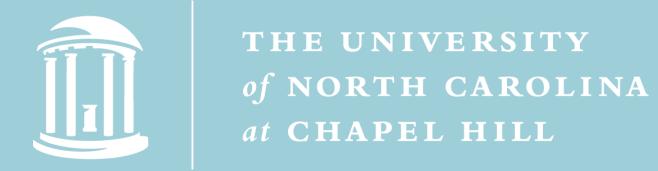
Clinical Assistant Professor
Division of General Pediatrics & Adolescent Medicine
Associate Program Director
Preventive Medicine Residency

Noel Brewer, PhD

Distinguished Professor

Department of Health Behavior

Gillings School of Global Public Health



Disclosures



This webinar was coordinated by UNC and ACS

The Announcement Approach Training was developed with funding from the National Cancer Institute (PI: Noel Brewer, P01CA250989)

Dr. Brewer has been a paid consultant for CDC, Merck, Moderna, Novavax, Sanofi, and WHO

Dr. Young reports no conflicts of interest

Desired outcome

Encourage healthcare systems to lead HPV vaccine communication trainings in their clinics

ACTIVITIES

- ✓ Review the Announcement Approach Training (AAT)
- ✓ Discuss AAT updates
- ✓ Share AAT success stories
- ✓ Participate in Q&A



What is the AAT?

- Training on effectively recommending HPV vaccine
- For providers and nursing staff
- 60 minutes, in-clinic
- Led by person with experience providing HPV vaccine
- NCI-designated best practice

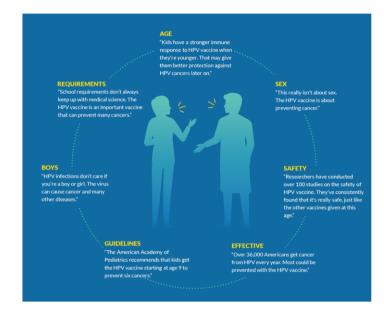
Available materials



Script and slides



Demo videos



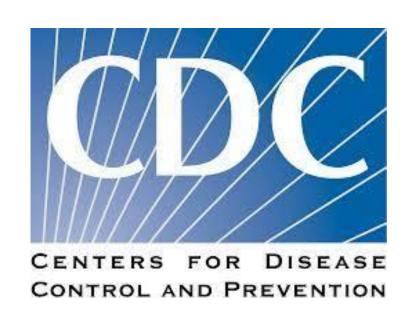
Flier

AAT benefits

Benefits to clinical staff

- Boosts HPV vaccine uptake by 5%
- Simplifies discussions and saves time
- Increases patient satisfaction
- Is equally effective for nurses

Recommend using presumptive announcements

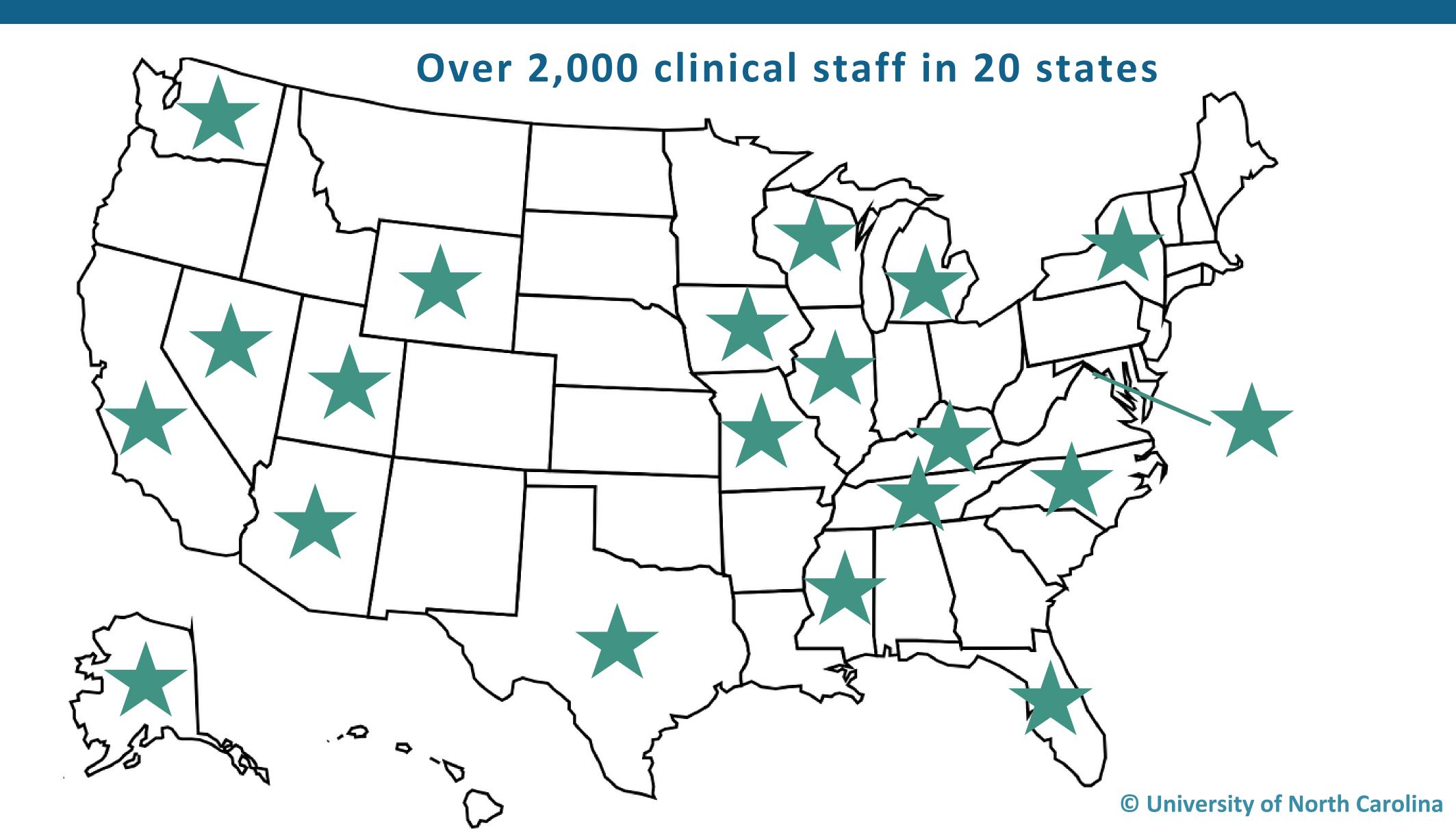




Poll

Has your healthcare system or clinic held an AAT workshop?

AAT is used nationally



High satisfaction with AAT

100% of attendees would recommend training to a colleague

93% planned to routinely use communication strategy

It's easier for parents.
It's easier for us.

The Announcement Approach



1

2

3

- ✓ Note child's age
- ✓ Announce children this age get a vaccine that prevents six HPV cancers
- ✓ Say you will vaccinate today
- ✓ Move on with the rest of the visit

Alex is now 9, so today they'll get a vaccine that prevents six HPV cancers.

1

2

3

- ✓ Ask the parent for their main concern
- ✓ To show you're listening, repeat the parent's language

What would you say is your main concern?

I hear you.
You didn't expect Alex
to be getting vaccines
at this visit.

Parent:

I thought that they wouldn't need any vaccines for a few years.

Try again

1

2

3

- ✓ Address parent's concern using a research-tested message
- ✓ Clearly recommend getting HPV vaccine today and give a reason

The American Academy of Pediatrics recommends that kids get the HPV vaccine starting at age 9 to prevent six cancers.

I strongly recommend Alex get it today because the vaccine works better when given younger.

- ✓ Say you will **bring up HPV vaccine** at the next visit
- ✓ Make a note in the chart



What's new in the AAT?

Modified steps

- Combines "Connect" and "Counsel"
- Adds "Try again"

Age 9

- Follows national push to start HPV vaccination younger
- "Announce" step now focuses solely on HPV vaccine at this age

What's new in the AAT?

Focus on DEI

- Highlights HPV impact on Black, Hispanic, and rural communities
- Gives announcement for a non-binary patient
- Uses names for children that are common in multiple racial and ethnic communities
- Includes a Black family in demonstration video

Demonstration videos





What's new in the AAT?

Technology-assisted practice session

- Delivers vignettes and roles for practice
- Streamlines access to flyer

Facilitator orientation

- Reviews evidence behind the training
- Builds facilitation skills and understanding of facilitation logistics

Update Team



Noel Brewer
Distinguished Professor
UNC



Melissa Gilkey
Associate Professor
UNC



Jessica Young
Assistant Professor
UNC



Ellie Bernstein
Project Coordinator
UNC



Jen Heisler-MacKinnon
Project Manager
UNC



Ben Kahn
Doctoral Student
UNC



Katie Kritikos Project Manager UNC



How to bring the AAT to your colleagues

Engage your healthcare system

- Meet with senior decision makers in QI
- Identify a champion to serve as an AAT facilitator,
 staff for admin support

Host an AAT workshop in your clinic

- Attend a facilitator orientation
- Get materials from UNC
- Plan the logistics and have a great workshop!

A healthcare system's perspective

"It was a huge deal for us, not only for all the education it provides, but it has also been a great team-building exercise.

The research team encouraged us to make sure everyone was given the opportunity to speak up, so our MAs, LVNs, and RNs, as well as our providers, are talking and engaged."

-QI lead for a large healthcare system

Clinical perspective



Kenneth Alexander, MD, PhD

Chief, Division of Infectious Diseases
Nemours Children's Health
Orlando, FL

Poll

Are you interested in hosting an AAT workshop for your healthcare system or clinic?

Frequently asked questions

How can I access AAT materials?

- We will email you if you expressed interest in the poll
- Email UNC, <u>aat@unc.edu</u>

Do you offer continuing education credit for AAT workshops?

We do not, so you will need to coordinate this yourself

To lead an AAT workshop, do I have to attend a facilitator orientation?

- No, but we strongly suggest that you do!
- Email UNC for scheduling





The ACS National HPV Vaccination Roundtable

- ❖ The American Cancer Society National HPV Vaccination Roundtable (ACS HPVRT) was established in 2014, in partnership with the Centers for Disease Control and Prevention. The ACS HPVRT is a national coalition of over 80 member organizations working to raise HPV vaccination rates and prevent HPV cancers in the US.
- ❖ The ACS HPVRT is working to reduce the incidence of and mortality from HPV-associated cancers through coordinated leadership, strategic planning, and advocacy. We believe that by working together over the long-term, the US can move towards ending vaccine-preventable HPV cancers as a public health problem.



Funding for the ACS HPV Vaccination Roundtable was made possible (in part) by the Centers for Disease Control and Prevention Cooperative Agreement grant number NH23IP922551-04, CFDA # 93.733. The content does not necessarily reflect the official policies of the Department of Health and Human Services, nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government



Christina Turpin

Director

National HPV Vaccination Roundtable, ACS

HVI Collection: HPV Vaccination Starting at Age 9

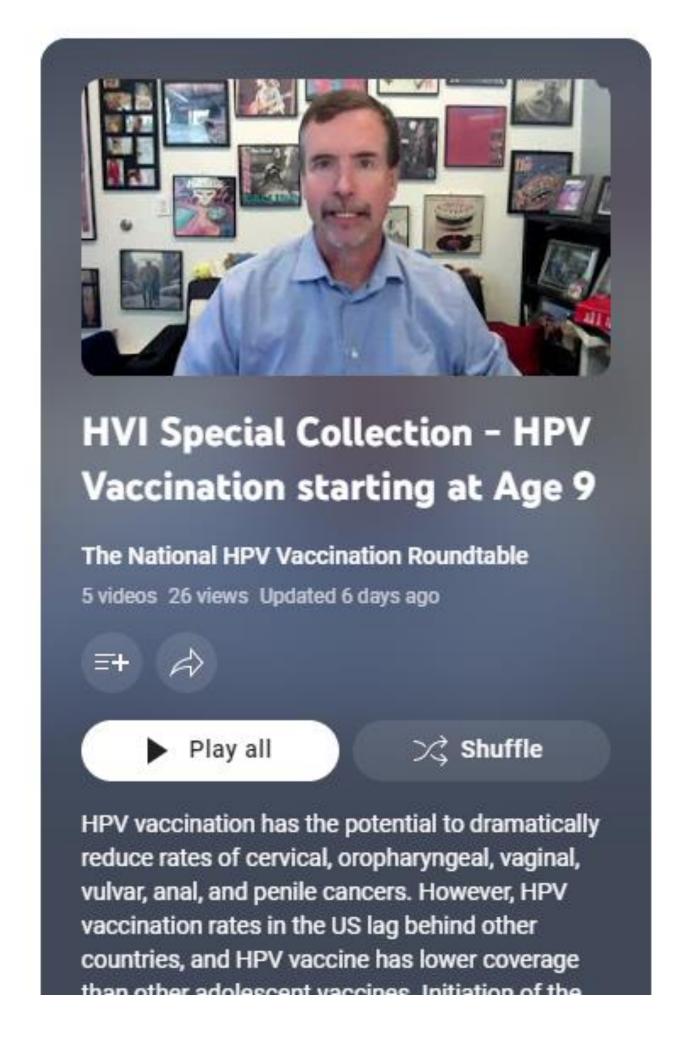






Articles include research that:

- Considers benefits to subpopulations
- Compares rates by age and demographics
- Describes implementation and/or QI initiatives
- Describes parent experiences
- Describes healthcare provider experiences

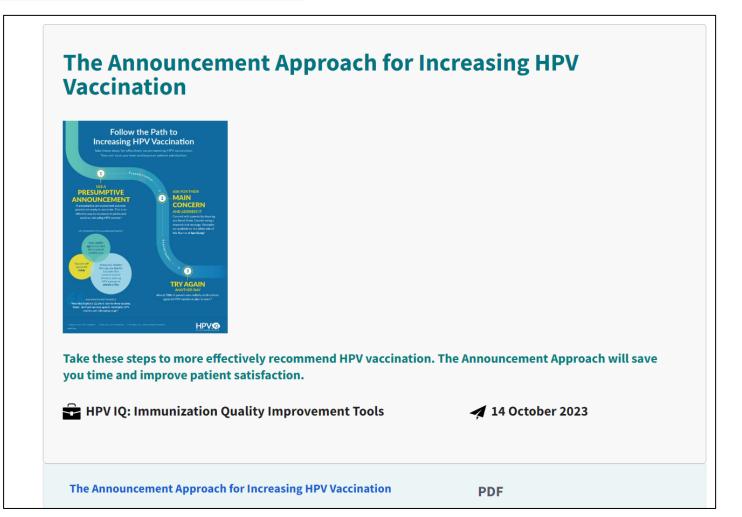


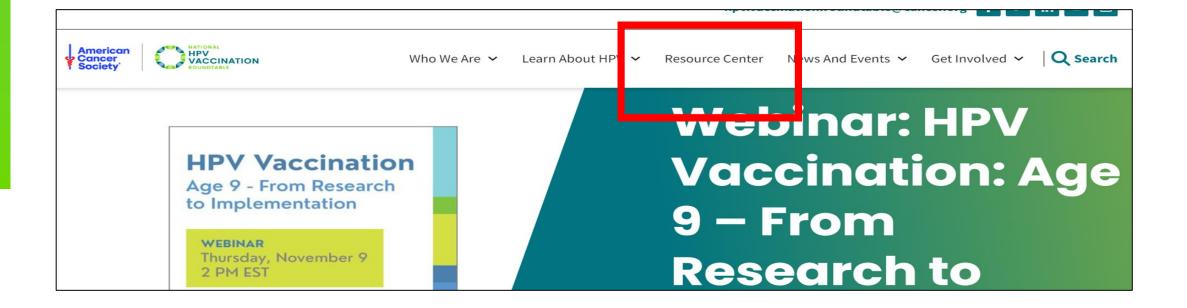
Article collection: HPV Vaccination Starting at Age 9 (tandfonline.com)

YouTube Video Abstracts Playlist

ACS HPVRT Resources









Rural Disparities in HPV Vaccination Coverage

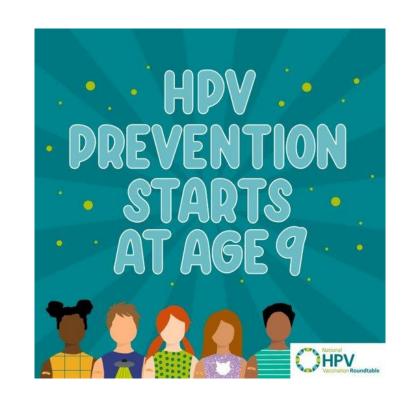
What's Know

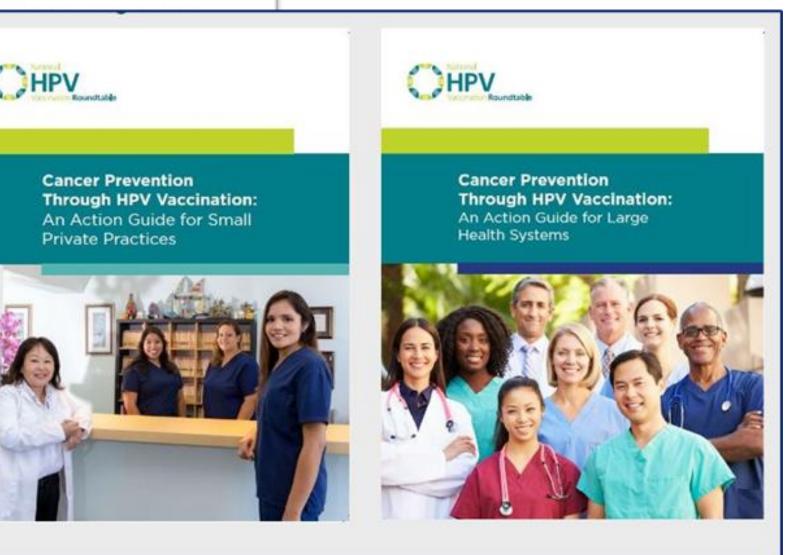
Human Papillomavirus (HPV) vaccination is routinely recommended for male and female adolescents and young adults in the United States to prevent HPV-related diseases, including cancer.\(^1\) However, adolescents in rural communities are less likely to be vaccinated against HPV than adolescents in urban areas, which may exacerbate disparities in cancer outcomes experienced by rural residents.\(^2\) Data from the Centers for Disease Control and Prevention (CDC) confirms that 2019 up-to-date HPV vaccination coverage among adolescents in rural areas was 10 percentage points lower in comparison to urban communities \(^427\)\(^6\) vs. 57\(^6\) respectively\(^3\) Additional data suggests rural young adults aged 18-26 years are less likely to initiate the HPV vaccine compared to their urban counterparts.\(^4\)This low HPV vaccination coverage may be due to numerous barriers faced by rural residents at multiple levels – patient, provider, clinic, and community.\(^2\)

- Individual, interpersonal, organizational, and community-level barriers to accessing preventive healthcare services, including HPV vaccination, in rural communities.⁵
- vaccine.⁶³

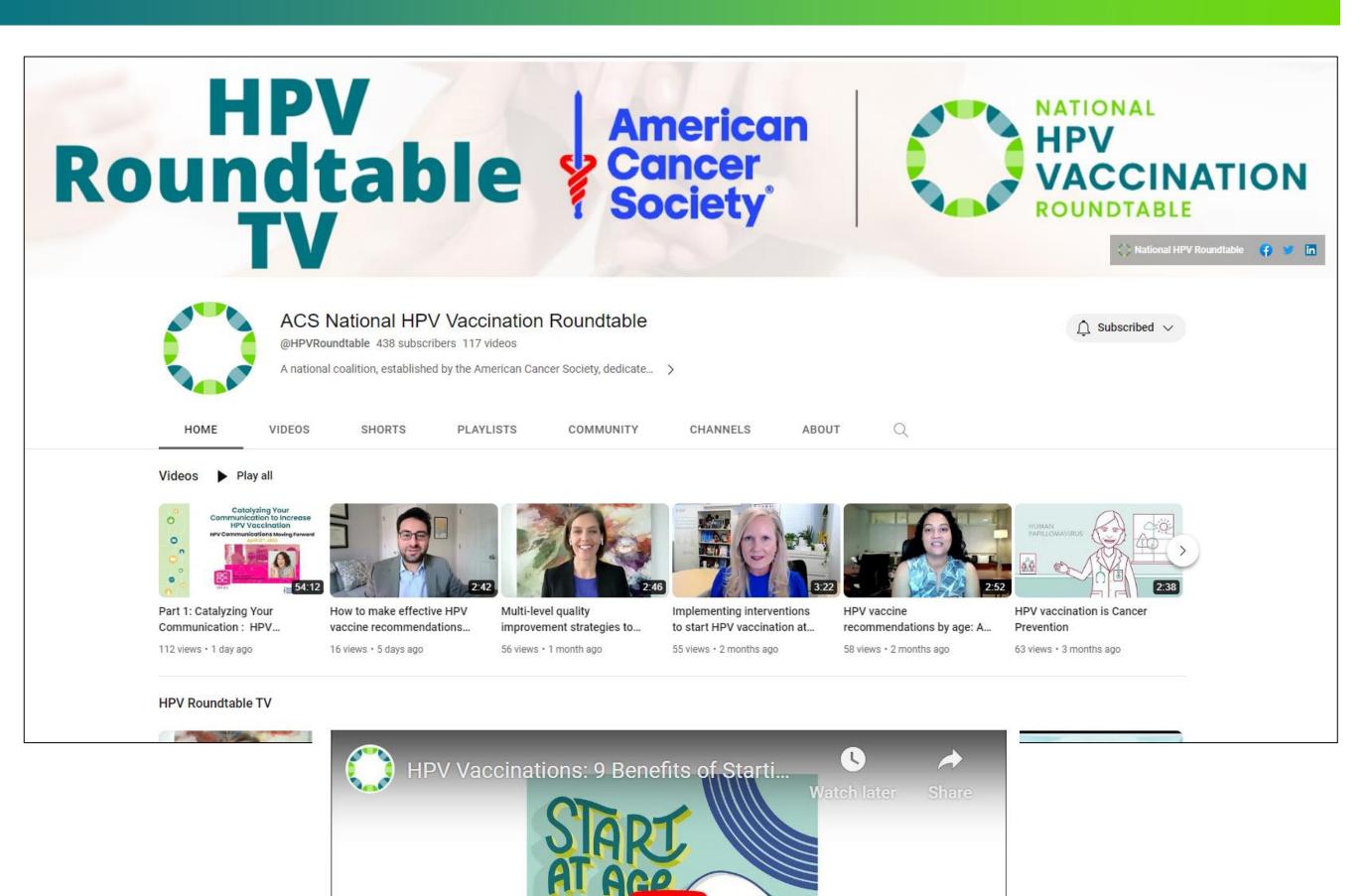
· Rural residents' lack of knowledge

- Cultural views unsupportive of HPV
- Limited collaborative communication rural areas.⁸
- Systems-level challenges with vaccin records, missed opportunities for vac appointment wait-times.
- Few widely available evidence-base

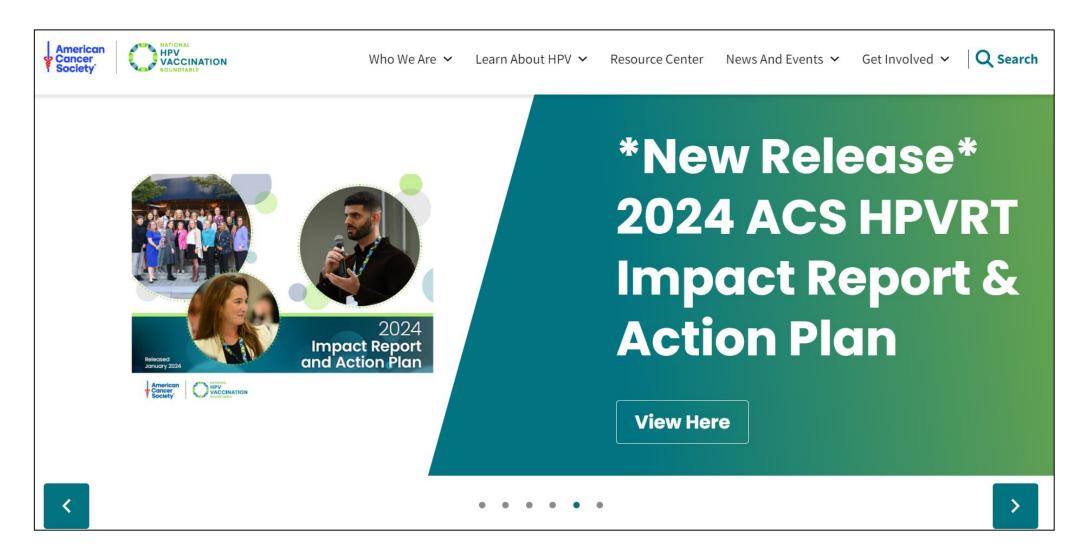




HPVRT Resource: YouTube Channel & Newsletter







https://www.youtube.com/@HPVRoundtable

Watch on NouTube

www.hpvroundtable.org



Additional Opportunities

Register Today!

HPV Vaccination Best Practice Sessions











The American Cancer Society in partnership with the National HPV Vaccination Roundtable and the Indiana Immunization Coalition are launching a 2024 quarterly program for health systems.



Register Now!



Each session will delve into key interventions, best practices, highlight health systems and provide strategies to increase HPV vaccination.

*CME, CNE and Pharmacy continuing education will be offered for each webinar.

2024 Series Dates

Session 1

MAR 7

2PM EST

The Announcement Approach
Training

The updated Announcement Approach training teaches health care professionals how to make and support strong HPV vaccine recommendations and address parent hesitancy.

Session 3

AUG 28

2PM EST

Provider Interventions

Session 3 will focus on interventions targeted for providers & their care

Session 2

MAY 8
2PM EST

Patient & Parent Interventions

Session 2 will focus on interventions targeted for patients, and parents. An emphasis on back-to-school initiatives, resources and tools for increasing HPV vaccination.

Session 4

NOV 20 2PM EST System & Policy Interventions

Session 4 will focus on system level and policy changes health systems can implement.

Free CME On-Demand Provider Education Series







MODULES

Vaccine Hesitancy & Communication

Seth and Kellie Kelley Lacey Eden, DNP

HPV Related Cancer: HPV 101

Dr. Mike Sim, MD Dr. Rebecca Perkins, MD,MSc

Current HPV Vaccine Guidelines & Why Age 9 Matters?

Dr. Sean O'Leary, MD, MPH, FAAP Dr. Debbie Saslow, PhD Andrea Polkinghorn, BSN, RN, AMB-BC

*Each module completed will receive 1 CME credit.

HPV Disparities & Unique Populations: Where You Live Matters

Dr. Benjamin Teeter, PhD Dr. Shannon Christy, PhD Dr. Milkie Vu, PhD

Effective EBI'S & Implementation

Dr. Marcie Fisher-Borne, PhD, MPH, MSW Andrea Stubbs, MPA

Q & A Forum

Dr. Sean O'Leary, MD, MPH, FAAP

Dr. Debbie Saslow, PhD

Dr. Benjamin Teeter, PhD

Dr. Milkie Vu, PhD

Register Today



^{*}Modules can be viewed in any order.

Rural Healthcare Partners Learning Community





Partner with us in 2024 to Address HPV Vaccination **Geographic Disparities**

Protecting our children today for a healthier tomorrow

The American Cancer Society (ACS) and The National HPV Vaccination Roundtable (HPVRT) are seeking rural healthcare partners to join a learning community focused on improving HPV vaccination among 9-12-year-olds.

Through a series of virtual sessions and peer-based learning, the rural disparities HPV vaccination learning community will use quality improvement (QI) and evidence-based interventions to increase vaccine rates. This no-cost, practical how-to learning community will serve as a forum for health partners to gain knowledge, exchange promising practices, and talk through challenges to increasing HPV vaccinations in rural settings.



Why Prioritize HPV?



Most patients will be exposed to HPV:

HPV is extremely common. The HPV vaccine provides protection from these infections and six types of cancer.



Pandemic impact:

Nationally 8.4 million doses have been missed, leaving many children unprotected from future cancers. The impact on publicly insured children has been significant.



Population health management:

Rural communities lag 10% behind the national average for HPV vaccination. HPV underperforms compared to other ACIP recommended vaccines, including Tdap and MenACWY.



Improve HEDIS IMA/CHIP metrics:

Payors may tie incentives to performance improvements on adolescent immunization measures.

Learning Outcomes

- Increase on-time HPV vaccination rates
- Expand knowledge around HPV infection, related-cancers, and vaccination rates
- Build awareness around the importance of HPV vaccination data
- Explore evidence-based interventions to increase HPV vaccinations in your community
- . Discuss best practices and challenges increasing HPV vaccinations in rural settings

Learning Session Details

March 20, 2024 Setting the Stage: Networking & Orientation April 10, 2024 A Deep Dive into HPV Vaccination Data May 22, 2024 HPV Vaccination Starting at Age 9 June 19, 2024 The ABCs of Quality Improvement: AIM Statements & Building a Team July 17, 2024 The ABCs of Quality Improvement: Process Mapping & Gap Analysis August 14, 2024 Finding the Best Fit: Evidence-Based Interventions & HPV Vaccination September 18, 2024 The ABC's of Quality Improvement: PDSA Cycle October 16, 2024 Highlighting HPV Vaccination Best Practices November 13, 2024 Highlighting HPV Vaccination Best Practices		
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November 13, 2024 Highlighting HPV Vaccination Best Practices	October 16, 2024	Highlighting HPV Vaccination Best Practices
	November 13, 2024	Highlighting HPV Vaccination Best Practices
December 4, 2024 Celebrating & Sustaining Success	December 4, 2024	Celebrating & Sustaining Success

Time:

2-3pm EST

Cost:

Free to attend

Location:

Virtual format via Zoom meeting

Why partner with ACS?















practices to increase vaccine delivery.



History of success:

Since 2014, ACS has partnered on 300+ HPV QI projects. Partners have rate improvements of 3-5%. Review our 2022-2023 HPV Impact Report to learn more.

Trusted global organization:

ACS is a leader in the HPV vaccination space. Participation includes access to thought leaders and

Mission HPV Cancer Free: ACS set a goal to increase HPV

vaccination rates and seeks to eliminate vaccine preventable HPV cancers, as a public health problem starting with cervical cancer.



Cancer prevention in action:

Attendees will learn and apply OI tools and best

Participation Benefits:

- Access to ACS & HPVRT resources and materials
- Co-branding opportunities
- Data utilization best practices
- Networking with peer organizations
- Practical implementation tips

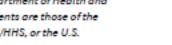
- Opportunity to showcase success
- QI coaching & support
- Learning from subject matter experts Social media toolkit (patient-facing)
- Preventing HPV-related cancers and pre-cancers







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Registration Details

using the following link:

Once registration has been

or scan the QR code.

Registration is rolling and

participants can join at any time

completed, Zoom calendar invites

throughout the year. Register



45

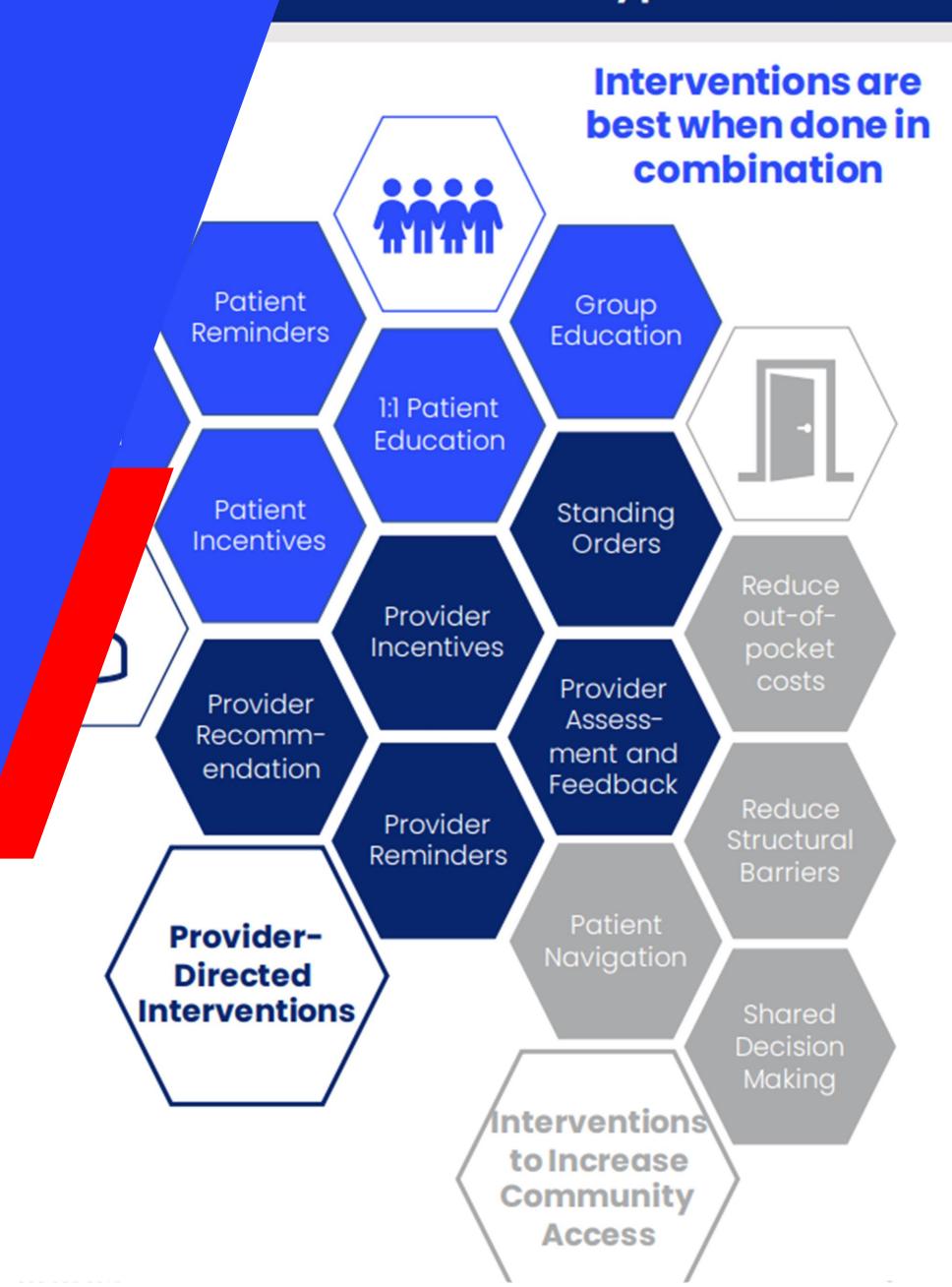


ACS Resources

Evidence-Based Interventions

- Interventions by type (clientdirected, provider-directed, barriers to care)
- Includes breast, cervical, colorectal, and lung cancer screening and HPV vaccination

Evidence-Based Intervention Types



Summer Social Toolkit in English & Spanish: Coming soon...

Social Post 1

Recommended Post Copy/Caption

We know the health of your child is your #1 priority. That's why we're partnering with the American Cancer Society to vaccinate against HPV cancers.

Help protect your 9- to 12-year-olds from cancer later in life by scheduling a back-to-school visit now.



Photo Assets Preview



















We value your feedback!!!

- o Takes 1 minute
- Scan the QRCode or
- Click on the link in the chat

2024 HPV Vaccination Best Practice Program





Our Next Steps

 For claiming continuing education: Please complete survey in the chat or in the follow-up email

 Post webinar: You will receive an email communication with recording and resources

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Partner Acknowledgement









Funder Acknowledgement

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In addition, the American Cancer Society provides in-kind support and has been awarded additional support from Merck Sharp & Dohme Corp. and Lyda Hill Philanthropies.



Thankyou



Vision: End cancer as we know it, for everyone.

Mission: Improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

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