



2023–2024 HPV Vaccination Impact Report



Released July 2024

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Protecting Children through HPV Cancer Prevention

Imagine a world with zero cases of cervical cancer.

It has been proven possible. In January of this year, new evidence from a study in [Scotland](#) found no cases of cervical cancer among women who were fully vaccinated as adolescents through the country's school-based immunization program.

Imagine reducing the number of head and neck cancer cases among men by over 50%.

[New findings](#) presented in May 2024 at the American Society of Clinical Oncology conference indicate it is possible. A retrospective study looking at data from 2010-2023 found a 56% reduction in the risk of developing HPV-associated head and neck cancers in men vaccinated against HPV.

The evidence of HPV vaccine effectiveness has never been stronger.

The American Cancer Society (ACS) [wants every family to know](#) that children ages 9-12 should receive two doses of the HPV vaccine for full protection against six cancers later in life.

Regaining ground in HPV vaccination rates lost during the COVID-19 pandemic is imperative for adolescent population health. A [recent publication](#) looking at HPV vaccine orders from 2020-2022 found a deficit of 13.6%, with higher deficits in rural counties and among children served with publicly funded vaccines. This means that children who missed routine annual visits during the pandemic still need to catch up on missed vaccinations, and children aging into the 9-12 age group need to start vaccination on time for full protection.

The 2023-2024 HPV Vaccination Impact Report highlights ACS' most recent efforts to continue work with our partners to end HPV cancers, for everyone. Raising HPV vaccination rates to be on par with tetanus, diphtheria, and meningococcal vaccines can move us toward herd immunity and reduce suffering from a disease we can help eliminate.

It is possible!





2023–2024 Executive Summary

PARTNERSHIPS & PATIENT REACH

- **QUALITY IMPROVEMENT COHORT:** ACS engaged 32 health systems, including 158 clinics, in the 2023 national HPV quality improvement (QI) cohort. During the 12-month period, these systems reported a reach of over 70,000 children ages 9-13.
- **BEST PRACTICE EDUCATIONAL SERIES:** Over 300 organizations have joined our new [2024 best practices webinar series to date](#), reporting a reach of over 700,000 patients ages 9-13.
- **HEALTH CARE PROFESSIONALS:** Through special projects in [Texas](#) and the [Mountain West](#) region and national programming, ACS has educated >4,500 health care professionals.
- **PAYERS:** 2023 was the second year of the national HPV health plan learning collaborative, engaging 14 partners with 19 service/product lines in 11 states. Plans reported a reach of 127,554 13-year-olds.
- **RURAL HEALTH SYSTEMS:** ACS launched a new [rural HPV learning collaborative](#) in March 2024 for rural health organizations, focused on quality improvement. To date, over 200 organizations in 42 states have joined the series, reporting a reach of >180,000 active 9- to 13-year-old patients.

HPV VACCINATION IMPACT

- ACS is driving progress to advance HPV vaccination guideline implementation, leading to more on-time vaccinations among 9- to 12-year-olds.
Health systems in the national QI cohort achieved a 5.8% increase in age 9 initiation, and a 4.9% increase in completion by age 13.
Health plans in the learning collaborative achieved a 3% increase in completion by age 13 and a 3% increase in the IMA measure.
- In 2023, ACS HPV vaccination work was presented at the International Papillomavirus Conference, MetaECHO's global conference, and the American Public Health Association annual meeting.

ADVANCING CERVICAL CANCER ELIMINATION

- 90% of cervical cancer deaths are in low- and middle-income countries. Many countries are rolling out new HPV vaccination programs for girls ages 9-14 per World Health Organization goals. ACS partners on global efforts with [Cervical Cancer Action for Elimination](#) (CCAIE) and in-country efforts in Colombia, India and Kenya. Read more in [the 2023 annual report](#).
- ACS launched 25 resources and the dynamic digital platform, [PreventGlobalHPVCancers.org](#), to connect leaders in ministries of health, medical societies, and civil society organizations with evidence-based tools and resources developed in low- and middle-income countries.



2023 Quality Improvement with Health Systems

Partnering with health systems on a national scale

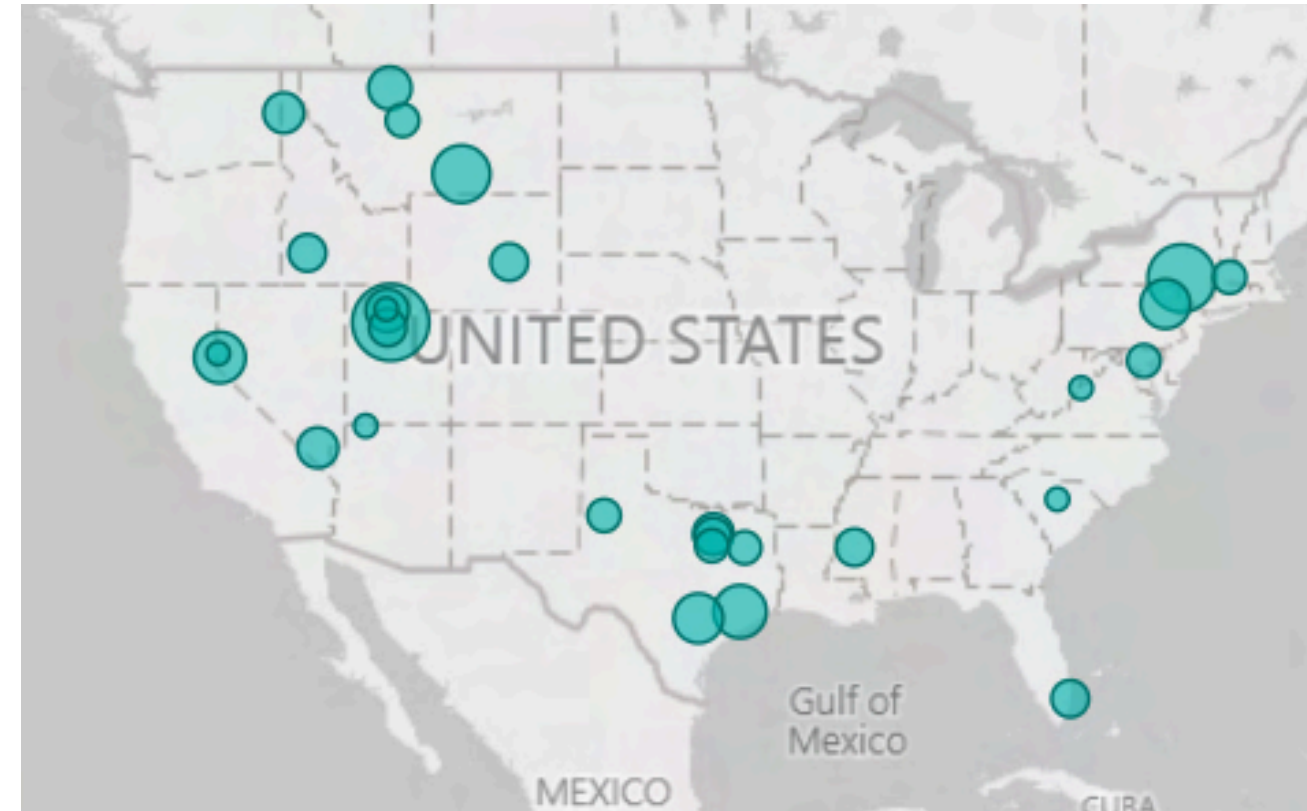
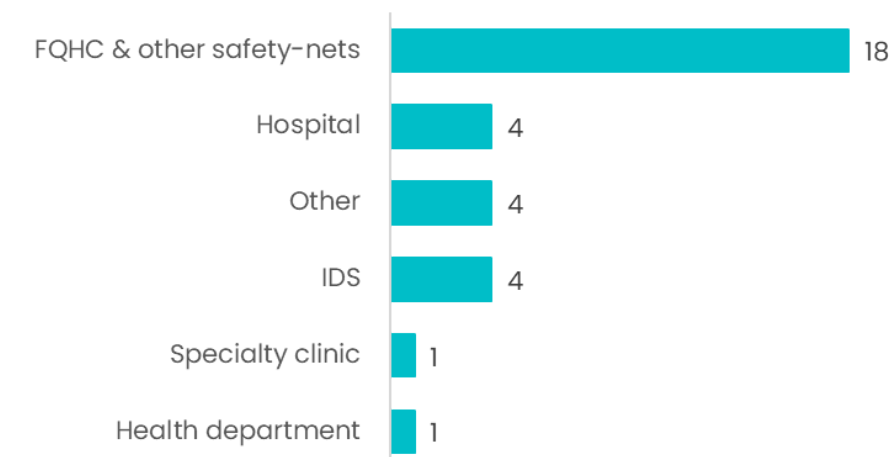
National HPV Quality Improvement Cohort:

2023 marked the 8th year of ACS leadership of quality improvement (QI) projects with health system partners. Partnership is a 12-month commitment to implement evidence-based/informed practices to improve HPV rates.

In 2023, 32 partners across 14 states participated with a potential reach of 70,778 patients ages 9-13. More than half of partners (n=18, 56.3%) were federally qualified health centers (FQHCs) and other safety-net clinics. Partner clinic sites were located in rural, urban, and suburban settings. Nineteen partners were returning systems from previous project years.

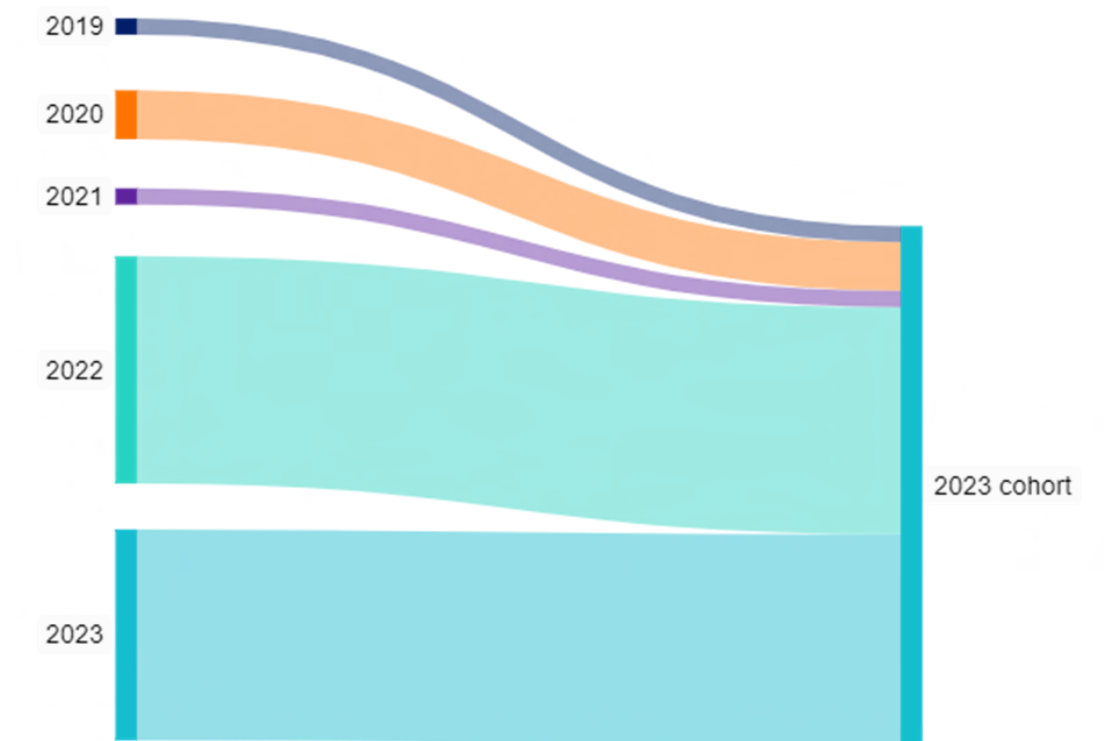
Partners had the opportunity to join webinars, utilize ACS resources and toolkits, co-brand materials, benefit from technical assistance, receive data tracking guidance, and learn from peer organizations.

Partners by System Type



Bubbles represent the primary locations of health system clinics. Health systems may have more than one clinic participating in the project. Bubbles are sized according to the number of participating clinics (larger bubbles = more clinics).

2023 Participating Systems by Enrollment Year



The figure above displays the initial enrollment year of the 32 systems participating in the 2023 QI project. Each year is a different color. Thicker nodes reflect more systems for that enrollment year.

For example, the majority of systems participating in 2023 began in 2022 and are returning for a second year (second from bottom node) or are in their first year (bottom node).



2023 IMPACT: Health Systems

Driving up HPV vaccination initiation & completion rates in the 2023 National HPV Vaccination QI Cohort

↑ 5.8%

overall increase in HPV initiation rates for 9- to 13 year-olds

↑ 4.9%

overall increase in HPV completion rates for 9- to 13-year-olds

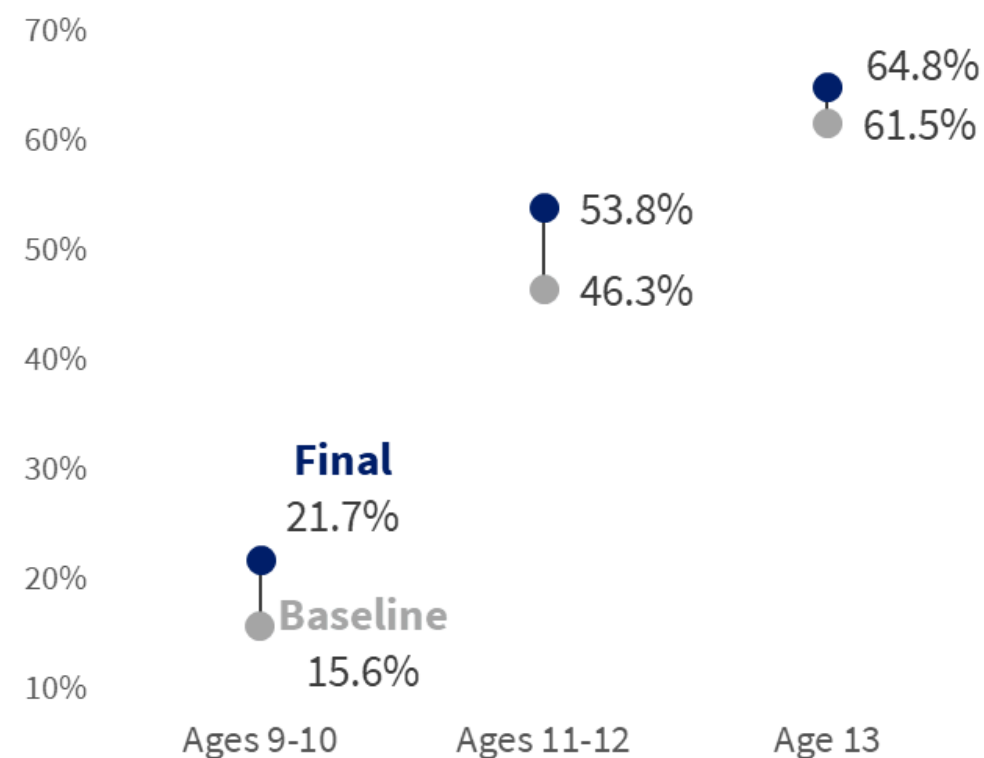
For the first time since the onset of the COVID-19 pandemic, the 2023 cohort of health systems witnessed the largest rate increases in both initiation and completion rates for HPV vaccination. New and returning systems saw positive rate increases from 2022 to 2023. Returning systems tended to see greater rate change in HPV initiation rates for ages 9-10, whereas new systems participating saw greater rate changes in HPV completion rates for older ages (11-12, 13).

The average baseline rate for initiation, ages 9-13, was 38.16% (n=27). The average final rate for initiation, ages 9-13, was 43.95% (n=27). The average baseline rate for completion, ages 9-13, was 21.07% (n=26). The average final rate for completion was 21.07% (n=26).

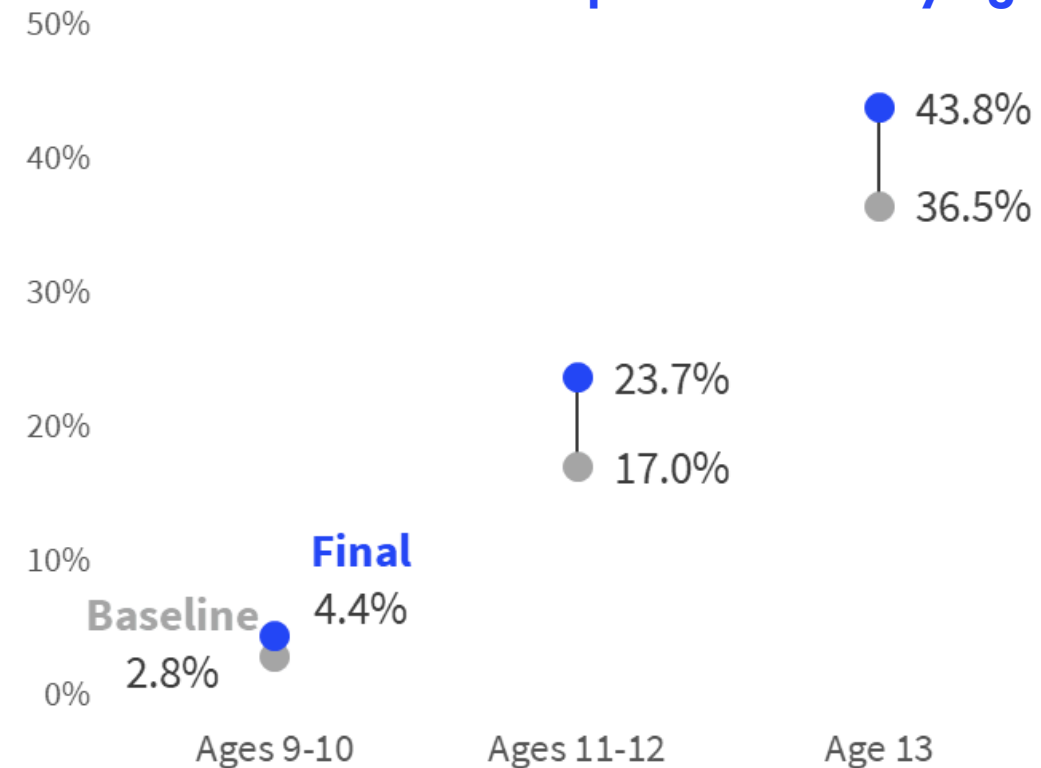
Despite these localized improvements, national data trends indicate a significant decline in HPV vaccination rates, highlighting the need for continued efforts. In addition, it's crucial to recognize that challenges persist. Staffing shortages and vaccine hesitancy remain significant barriers to achieving optimal vaccination rates. These factors continue to impact the ability of health systems to effectively prioritize HPV vaccination.



2023 Mean HPV Initiation Rates by Age



2023 Mean HPV Completion Rates by Age



Figures display HPV initiation (immediate right) and completion (far right) rates at baseline (gray dots) and final by age group.

Navy blue dots represent initiation and royal blue represent completion.

HPV doses across all age groups saw increases in vaccination rates.

“We recognized the alarming statistics surrounding HPV-related cancers and jumped at the opportunity to partner with the American Cancer Society to promote HPV vaccination among our adolescent population. Through education and awareness campaigns targeting our patients via our electronic medical record (EMR), we were able to see a dramatic increase in parents scheduling appointments to have their child vaccinated against HPV.”

Foremost Family Health Centers

Evidence-based Interventions & Quality Improvement at a Glance

1,741

hours spent on QI during project duration

84%

of systems tracked rates at ages 9-10 for baseline and final data



189

evidence-based interventions (EBIs) implemented

56%

of systems implemented age 9 recommendation as policy

1,380

clinic staff trained in cohort

How did health systems improve HPV vaccination in practice?



59%

of partners returned from 2022

Top 3 QI tools

- PDSA cycle
- Current state process map
- Root cause analysis

84%

of systems implemented provider training on initiation at age 9



Top 3 EBIs implemented

- Provider training
- Provider assessment & feedback
- Provider prompts

639

providers trained

2024 Activating More Health Systems

Launching new educational programs to drive improvement on HPV vaccination rates

Models estimate that it will take two to 10 years to catch up on missed HPV vaccination doses in the US due to the pandemic, leaving millions of children unprotected from future HPV infections. As a leader, ACS has the opportunity to help protect >22 million US children in the target ages. To better support partners, ACS launched two new programs in 2024: the HPV Best Practice Program and the Rural HPV Vaccination Learning Community.

RURAL HPV VACCINATION LEARNING COMMUNITY

ACS and the National HPV Vaccination Roundtable (HPVRT) are partnering with rural health care partners to expand knowledge and increase on-time HPV vaccination. The 10-part series runs March through December 2024.

Program Topics

- Setting the Stage: Networking & Orientation
- A Deep Dive into HPV Vaccination Data
- HPV Vaccination Starting at Age 9
- The ABCs of Quality Improvement: AIM Statements & Building a Team
- The ABCs of Quality Improvement: Process Mapping & Gap Analysis
- Finding the Best Fit: Evidence-Based Interventions & HPV Vaccination
- The ABCs of Quality Improvement: PDSA Cycles
- Highlighting HPV Vaccination Best Practices
- Celebrating & Sustaining Success

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 30% behind the national average for HPV vaccination. HPV underperforms compared to other ACIP recommended vaccines, including Tdap and MenACWY.
- Improve HEDIS IMA/CHIP metrics:** Payers may tie incentives to performance improvements on adolescent immunization measures.

Why partner with ACS?

- 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 experts.
- 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 QI tools and best practices to increase vaccine delivery.

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

1.30.2024

HPV BEST PRACTICE 2024 PROGRAM

In partnership with the National HPV Vaccination Roundtable and the Indiana Immunization Coalition, ACS launched a quarterly program for any health system interested in improving HPV vaccination rates. The program offers four sessions focusing on different interventions, including announcement approach training, patient and parent interventions, provider interventions, and system and policy interventions.

Program Topics

- Announcement Approach Training
- Patient and Parent Interventions
- Provider Interventions
- System and Policy Interventions

HPV Vaccination Best Practice Sessions

American Cancer Society | Mission HPV Cancer Free | NATIONAL HPV VACCINATION ROUNDTABLE | INDIANA IMMUNIZATION COALITION

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 Session 1 focuses on the Announcement Approach Training on making effective HPV vaccine recommendations and counseling hesitant parents. Healthcare systems can access free materials, updated for 2024.	Session 3 AUG 28 2PM EST	Provider Interventions Session 3 will focus on interventions targeted for providers & their care team.
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.

This program is supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.

2023 Health Plan Learning Collaborative

Building collaborative partnerships with health plans to increase vaccination nationally

14
health plans engaged

127,554
active patients aged 13

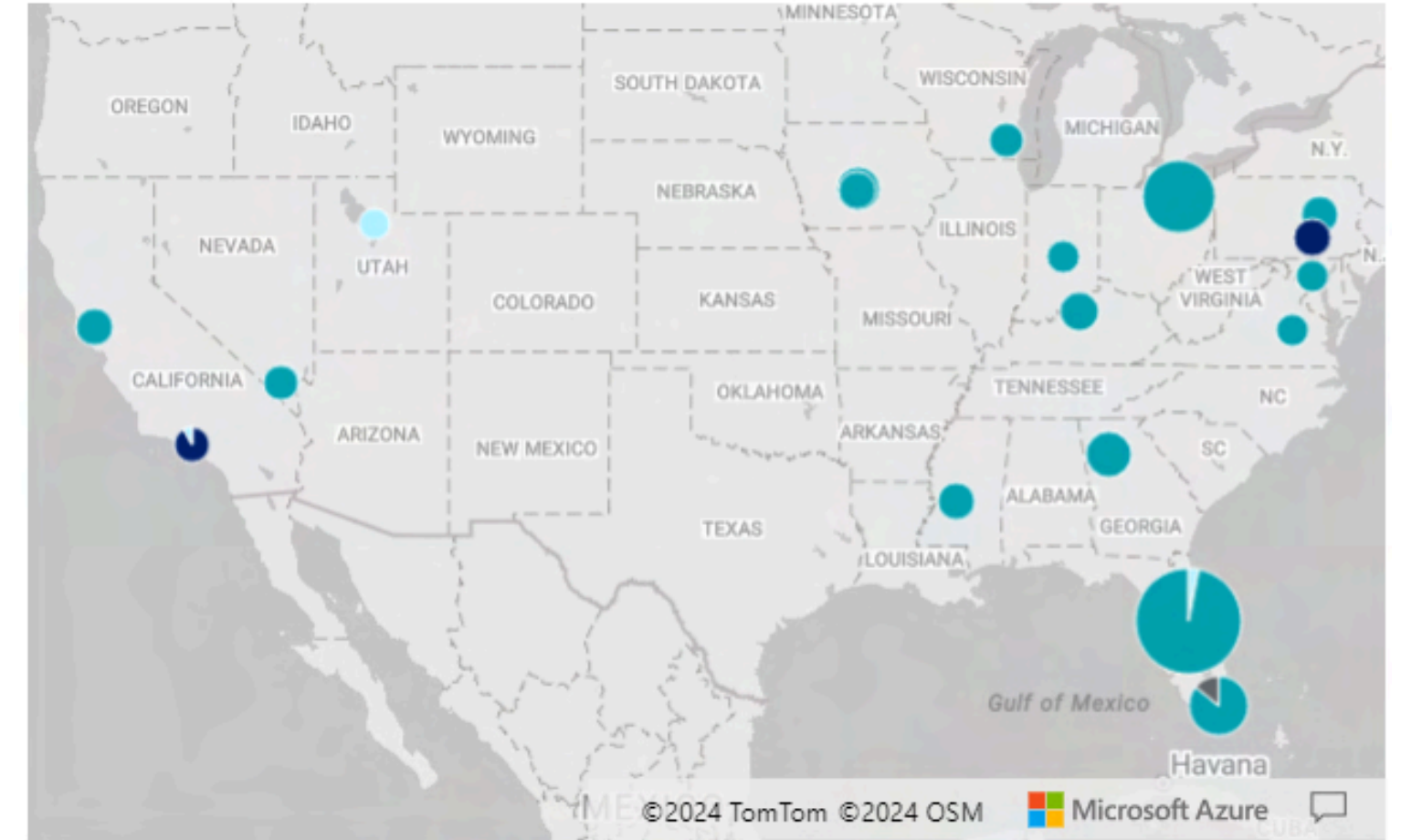


Fourteen health plans participated in the 2023 national learning collaborative, including 19 service/product lines in 11 states, with a total reach of 127,554 13-year-olds.

Activities included bimonthly educational meetings with an average of 70 participants who received technical assistance and engaged in best practice sharing. 92% of the potential members reached were enrolled with Medicaid, highlighting plan interest in reaching vulnerable adolescents who were most impacted by missed vaccinations during the pandemic.

All participating plans submitted three timepoints of data to ACS, set aim statements, and implemented targeted interventions through a quality improvement approach. A total of 82 interventions were reported by participating plans, with 49 targeting providers and 33 targeting members. Plans reported training 897 of their own staff on HPV vaccination, as well as 453 of their in-network providers.

“ It has been **a great experience** participating in the ACS Health Plan Learning Collaborative! There were lots of **resources shared**, an in-person summit to brainstorm ideas and inspire people, and **learn[ing] what did and did not work for other plans.** ”



Product Line ● Commercial ● Exchange ● Medicaid ● Other
Bubbles represent health plan ZIP codes. Bubble sizes indicate the number of eligible members aged 13 in 2023 (larger bubbles = more members aged 13).

11
states represented

19
product lines included

82
interventions implemented



1,350
providers and plan staff trained

2023 Impact: Health Plan Learning Collaborative

Increased vaccination for the IMA measure

STATISTICALLY SIGNIFICANT VACCINATION RATE CHANGE: For the first time since the start of the national collaborative in 2022, participating plans saw statistically significant change in **HPV series completion vaccination rates (+3.0 percentage points)**. This is notable in light of the larger size of many of the participating product lines.

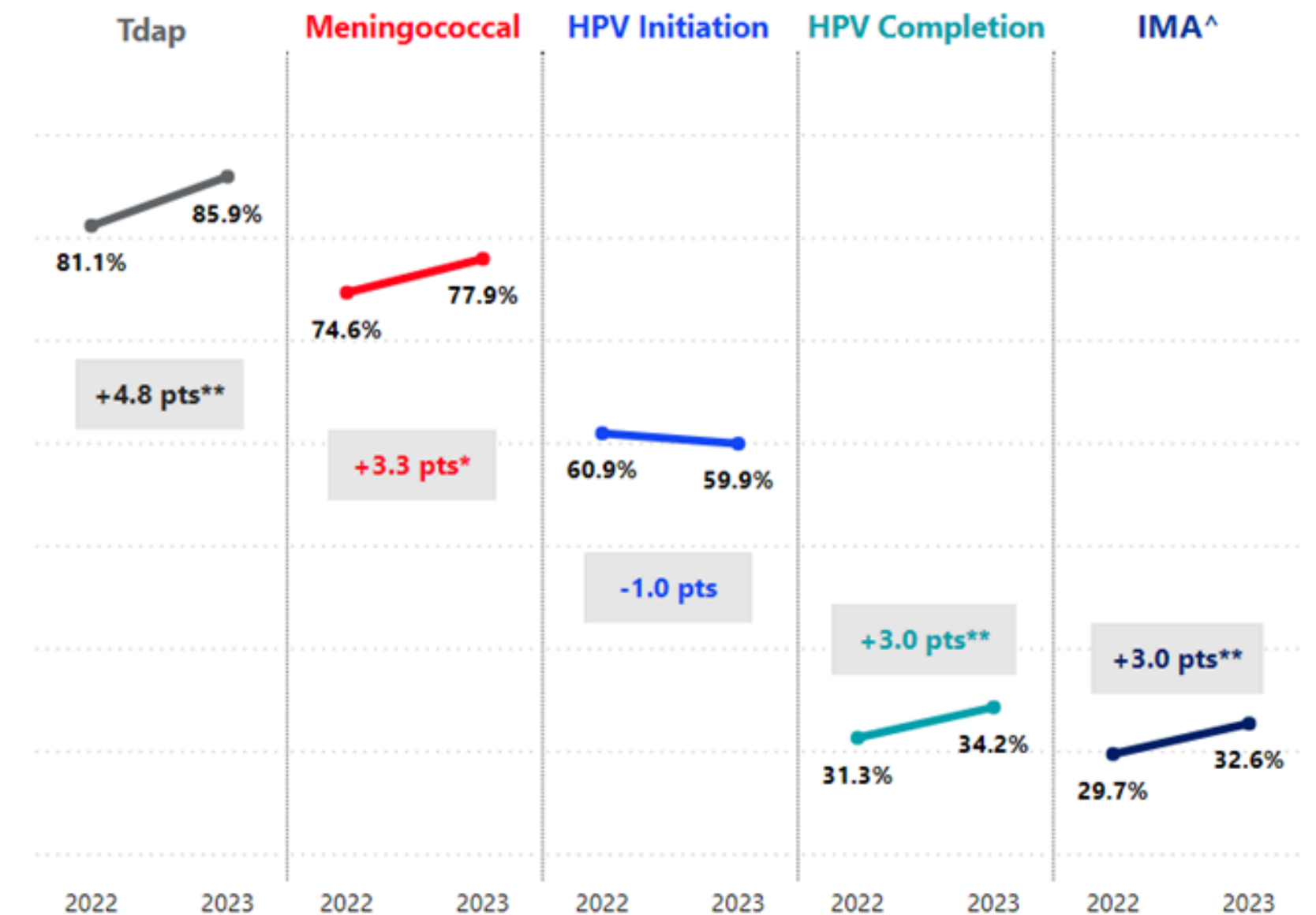
CARRYOVER VACCINATION IMPACT: Plans efforts did not just impact HPV completion. Members of these plans also saw average vaccination increases for **Tdap (+4.8 pts)**, **meningococcal (+3.3 pts)**, and the **IMA measure (+3.0 pts)** that assesses adolescents who are fully up to date on all four vaccinations. This carryover impact on the adolescent platform has also been observed in ACS work with health systems.

INCREASED REPORTING ON HPV SERIES INITIATION: While the cohort did not see positive change in HPV series initiation, a large portion of participating plans successfully reported this non-HEDIS measure, a capacity that has gone up over time. Over time, we hope to see initiation improvements.

CONFIRMATION THAT PLANS NEED A LONG RUNWAY: Eleven of the 14 participating plans were returning to the learning collaborative for a second year. Vaccination rate change in year two reinforces the lengthy time plans need to implement meaningful interventions that will impact vaccination rates.

ONGOING DATA LIMITATIONS: Health plans focus on data for children who turned 13, missing the efforts and impacts of any interventions directed at ages 9-12. Data on these younger ages continues to be a shortcoming of using the HEDIS IMA measure for measuring learning collaborative outcomes.

Average adolescent vaccination rates increased at health plan product lines participating in the 2023 ACS Learning Collaborative



Averages include 16 product lines from 14 health plans except HPV initiation, which was reported by 13 products lines. Data were excluded for three product lines for quality concerns or small size.

*Significance derived from Wilcoxon Signed Rank Test (***p<0.001, **p<0.01, *p<0.05, no asterisk = non-significant).

^Immunizations for Adolescents measure (IMA) from Healthcare Effectiveness Data and Information Set (HEDIS®) assesses the proportion of adolescents who've received all four recommended adolescent doses.

2023 Health Plan Summit

Convening health plans in person to foster innovation and collaboration

What if we could grow our HPV cancer prevention impact from >200K children currently reached by health plans to half a million? A million?

ACS convened 20 health plans from across the country on August 29-30, 2023, for a two-day summit to catalyze action for quality improvement on adolescent HPV vaccination. Fifty-five clinical and QI leaders from partnering plans joined ACS team members, HPV researchers, industry partners and national experts to discuss promising practices and troubleshoot with peers.

Participants overwhelmingly found great value in the mix of didactic presentations from experts such as Dr. Debbie Saslow (formerly of ACS), Dr. Kunal Saxena, director of Outcomes Research with Merck, Inc., and Dr. Michelle Fiscus, chief medical officer for the Association of Immunization Managers. Presenters addressed the continuing COVID-19 implications on HPV vaccinations and the value of vaccinating at age 9. Participants spent the afternoon in workshops discussing impactful evidence-based interventions with providers and members.

One of the highlights was hearing from Seth and Kelley Kellie, a survivor and caregiver duo who shared their moving story. They stressed the importance of and appreciation for the work health plans are doing to reach children with vaccination and prevent cancer stories like theirs. The information gathered from this summit is being compiled to create a new HPV action guide for health plans.

“

*[I most enjoyed] the brainstorming session where we broke down what are you planning versus what are you doing versus what's on your wish list? And then going through by volume and letting everybody see all those options. **I found the cooperative aspect and the conversations that it spurred phenomenal.***

***The best part of the Summit was the opportunity to engage with and speak to people from the other plans...** in the provider world, there's a ton of that. On the payer side of the fence, we just don't get that opportunity very often.*

”



Health Plan Strategic Engagement

Setting the stage for increased impact in 2024

Building staff capacity with in-person training and continuing education

As a part of its efforts to engage with health plans to promote HPV vaccination, ACS has also invested in building the capacity of the field staff associate directors who partner directly with individual plans. Starting in the fall of 2023 and through early 2024, 41 staff completed 740 hours of online continuing education training with America’s Health Insurance Plans (AHIP) and the National Committee for Quality Assurance’s (NCQA) introduction to HEDIS.

In June 2024, staff will gather in person for additional training around state Medicaid engagement opportunities in their respective states. Staff will learn from national and regional experts on strategic positioning and work to develop state and regional action plans.

740

Hours spent by ACS state partnership staff on AHIP and HEDIS continuing education coursework

4

Technical assistance calls in 2023 hosted for ACS staff partnering with health plans

41

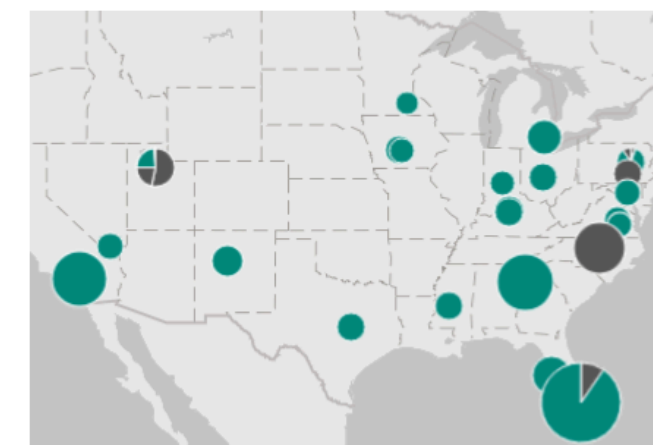
State partnership staff trained in Quality Improvement essentials in fall 2023

1

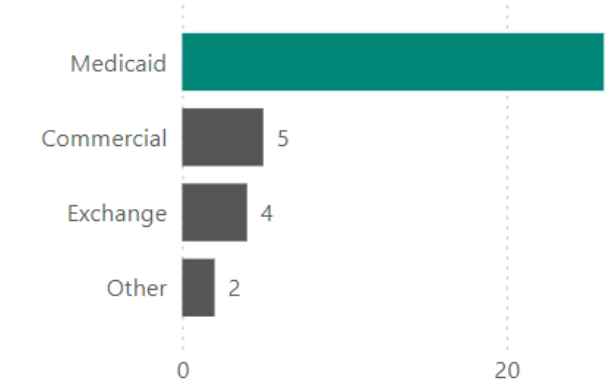
Manuscript submission forthcoming on the 2022 and 2023 cohorts

2024 Learning Collaborative growth

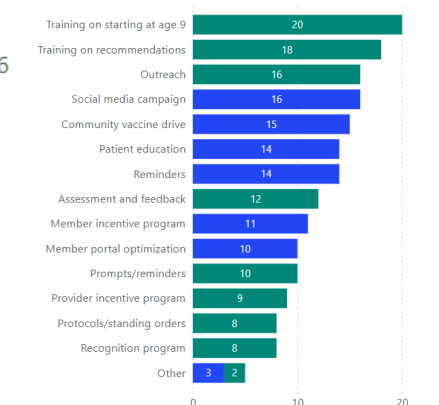
Program success in 2023 set the stage for 2024. At the start of the year, the 2024 Learning Collaborative included 27 plan partners, 37 insurance lines, and a possible reach of 275,000 13-year-olds.



70% of product lines are Medicaid



Planned Member and Provider Interventions for 2024



Action Guide and Communications Toolkit: Launching Aug. 2024



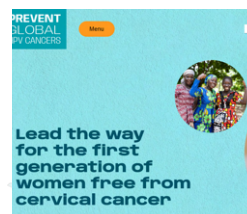
Health plan QI and clinical leaders helped inform the creation of a new action guide rolling out in August. This tool joins the HPV Roundtable action guide series, providing health plans with seven key steps to take to raise HPV vaccination rates through provider and member-focused interventions.

Global Cancer Prevention

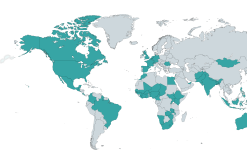
Our vision is to eliminate preventable cancers through high-impact cancer prevention initiatives, particularly in lower- and middle-income countries (LMICs), where cancer mortality is highest.

ACS builds strategic relationships and invests in global and in-country partners to catalyze research, education, communications, and advocacy to prompt evidence-based action. ACS deploys an integrated two-pronged approach of global convening and in-country behavior change interventions. Highlights from 2023 include:

GLOBAL: CONVENING, PARTNERSHIPS & MESSAGING



Launched **25 resources** and a dynamic digital platform, PreventGlobalHPVCancers.org, to connect leaders in ministries of health, medical societies, and civil society organizations with evidence-based tools and resources developed in LMICs.



Engaged **188 organizations in 63 countries** via CCAE dialogue series on cervical cancer elimination efforts.



Launched cervical cancer prevention [social media toolkits](#).

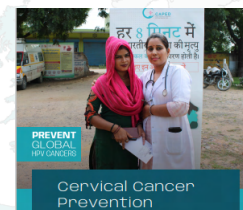


Reached **10M+ people** through cervical cancer prevention messages in India.

IN-COUNTRY: BEHAVIOR CHANGE INTERVENTIONS



Released an [evidence-based toolkit](#) developed with and for Indian medical societies and trained **6,000+** Indian physicians on HPV vaccination facts and effective HPV vaccine communication techniques.



Established a hub-and-spoke training model with CAPED India to activate and equip local civil society organizations to engage their district health departments to increase the availability and uptake of cervical cancer prevention services in communities.



Released an [evidence-based toolkit](#) co-created with Kenyan partners for civil society organizations and engaged **3 Kenyan civil society organizations** to advance HPV vaccination behavior interventions.



Shared learnings from message testing with parents of adolescent girls in Colombia and engaged partners to incorporate findings into a [Colombian messaging toolkit](#) and a [health plan action guide](#).

Read more about the Global Cancer Prevention Program in the [2023 Global Prevention Impact Report](#).

National Roundtables

Convening, communicating & catalyzing national partners

National HPV Vaccination Roundtable



The National HPV Vaccination Roundtable is a coalition of 80+ organizations working at the intersection of immunization and cancer control to prevent HPV cancers and work toward the elimination of HPV disease as a public health problem.

Learn about 2023 accomplishments and 2024 activities [here](https://hpvroundtable.org) and visit the full website at hpvroundtable.org.



2023 Human Vaccines & Immunotherapeutics Collection HPV VACCINATION STARTING AT AGE 9

A collection of original research on the impact of initiating HPV vaccination at ages 9-10

National Roundtable on Cervical Cancer



Membership

- Onboarded 56 member organizations
- Engaged 26 volunteers in leadership positions
- Established six workgroups

Deliverables

- Met 100% of our Health Equity Action Plan
- Launched ACS NRTCC Resource Center on NRTCC website resulting in 9,826 lives touched
- Hosted a successful inaugural National Meeting with ACS HPVRT
- Primary HPV Screening Initiative created 20 resources including 3 published articles

Community Engagement

- Displayed two posters at 2023 International Papillomavirus Conference
- Participated in a Self-Collection Roundtable meeting with BO
- Presented at American Society Colposcopies and Cervical Pathology Meeting
- Attended American Society of Clinical Oncology Annual Meeting
- Attended International Stigma Conference
- Provided 8 virtual presentations with partners and local organizations

The National Roundtable on Cervical Cancer (ACS NRTCC) is comprised of over 55 member organizations. Through collective action, these members will tackle disparities in cervical cancer prevention, screening, and treatment, in order to eliminate cervical cancer and reduce harm from the disease.

Discover more about 2023 achievements [here](https://cervicalroundtable.org) and visit the ACS NRTCC website at cervicalroundtable.org for 2024 key deliverables.



Snapshots from the joint 2023 National HPV Vaccination and Cervical Cancer Roundtable Annual Meeting held in Atlanta, GA



Attendees at the 2024 Self-Collection and Primary HPV Screening Summit

State and Coalition Engagement Highlights



The Indiana Immunization Coalition recently convened nearly 100 HPV stakeholders for action planning on:

- 1 Whole-office approach to improve HPV vaccine at age 9
- 2 Assessing data to create an HPV cancer burden plan
- 3 Collaborating with trusted community partners to promote vaccines as wellness



How are state partners advancing HPV vaccination?

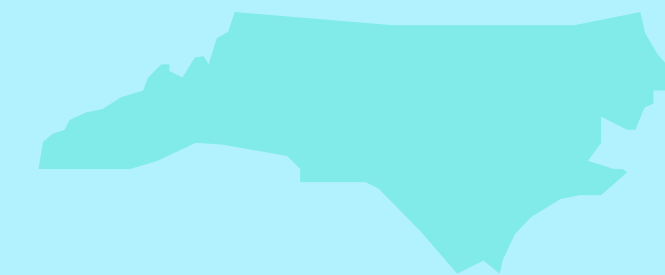


Operation Wipe Out Cervical Cancer Alabama was announced in a news conference on May 8, 2023. Primary care providers and public health leaders helped to launch a statewide action plan using evidence-based strategies to promote HPV vaccination and cervical cancer screening, and ensure adherence to follow-up in the event of cervical cancer screening abnormal results.

Immunize Washington, HPV Free Washington Task Force, and the Health Plan Partnership worked together with other partners to increase immunization rates at the clinic level in WA state. In 2023, the HPV Cancer Prevention Award for 9- to 10-year-olds were launched. The award is presented to clinics achieving initiation rates of 25% or higher for ages 9-10. In July 2023, 47 WA clinics qualified for the award. To-date, 115 clinics have qualified for the award.

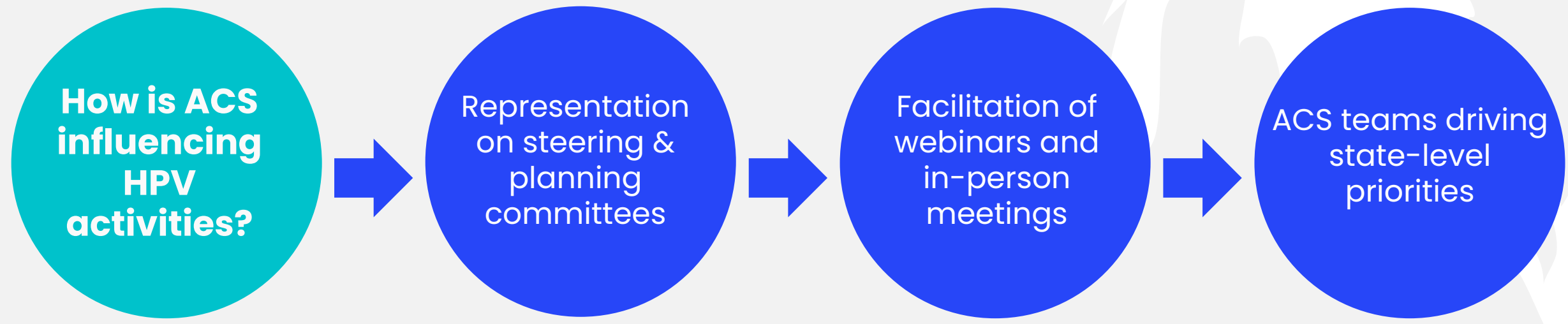


With mentorship from the Indiana Immunization Coalition, the North Carolina HPV Task Force authored a provider-focused letter aimed at increasing HPV vaccination rates among 9-12-year-olds. **7,300** providers & network partners were reached through these efforts.



Regional Activation: HPV Vaccination Roundtable of the Southeast

Established in 2022, the HPV Vaccination Roundtable of the Southeast includes representatives of 12 southeastern states (Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia) and the District of Columbia and Puerto Rico. This legacy project is a broad collaborative effort in a region that historically has the lowest HPV vaccination rates and a high burden of HPV cancers. St. Jude Children’s Research Hospital leads the coalition with ACS and the HPV Roundtable providing additional support.



In January 2024, the HPV Vaccination Roundtable of the Southeast held an in-person meeting in Memphis with 100 representatives from state coalitions and cancer centers. During the meeting, attendees actively discussed and voted on top priority evidence-based interventions to pursue as a region.

The three priority action steps of the HPV Vaccination Roundtable of the Southeast include:

1

Develop and implement a communication campaign and messages for the Southeastern region

2

Develop and disseminate a plan for HPV cancer elimination in the Southeast, beginning with cervical cancer as a public health problem

3

Accelerate efforts to start HPV vaccination at age 9

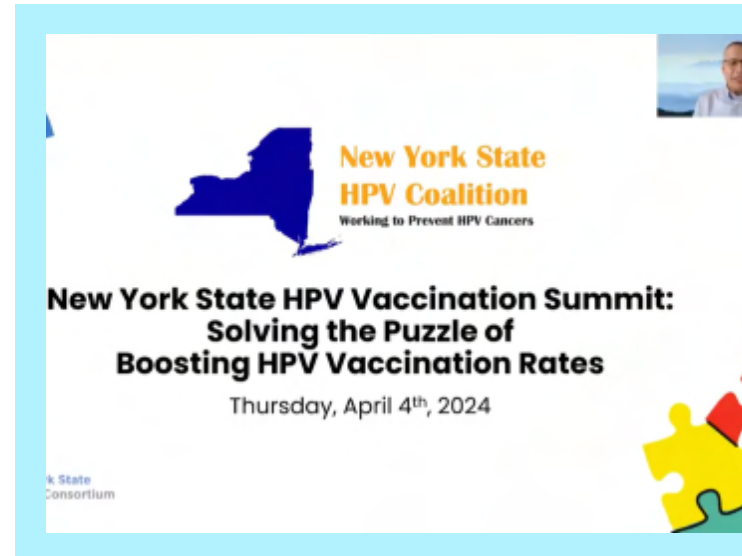


2023–2024 Impact: The “Big Four” States

Strategic efforts in the 4 states with the largest adolescent populations

FLORIDA:

ACS field and national staff supported the 2024 HPV Elimination Leading Progress Statewide (HELPS) Summit hosted by Moffitt Cancer Center and Nemours Children’s Health in Orlando, Florida on March 8, 2024. The conference drew **100** participants who joined to talk through data and trends in HPV vaccination and cervical cancer screening, identify ways to reduce barriers to vaccination, outline opportunities to support state-wide cervical cancer elimination plans, and strategize application of evidence-based practice in various settings.



CALIFORNIA:

The 5th annual meeting of the California HPV Vaccination Roundtable took place in October 2023. Over **60** stakeholders convened to learn updates on HPV, share best practices, and participate in strategic planning.



Over 200 participants were reached through a quarterly learning collaborative offered to providers and care teams.

The CA Roundtable published an annual report analyzing HPV vaccination data from the state's immunization registry, as well as HPV cancer rates by county.

The CA Roundtable had a record-breaking year in 2023 with the CA HPV Vaccine Week campaign reaching over 1.5 million individuals!



2023 workgroups:

-  Advocacy, Awareness & Provider Education
-  Data, Technology & Systems Improvement

TEXAS:

The Texas HPV Coalition held its first in-person meeting since 2019 on Sep. 7-8, 2023, in San Antonio, Texas drawing **77** participants. The meeting focused on HPV vaccination updates on national, state, and local levels. Coalition members also participated in a strategic-thinking activity geared toward revising the coalition mission statement. Additionally, there were discussions on the 2024 state cancer plan and participation in workgroup breakouts.

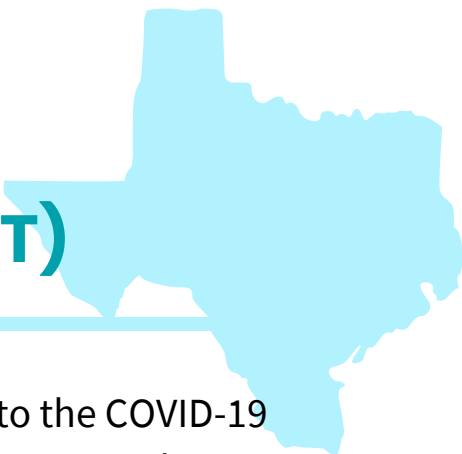
NEW YORK:

The New York State HPV Coalition hosted their first-ever HPV Vaccination Summit on April 4, 2024, with **193** stakeholders present. Topics included:

- Ways to increase HPV vaccination rates and protect more adolescents from developing preventable cancers later in life
- The impact of HPV-related cancers in the state of New York
- Current vaccination rates
- Evidence-based strategies to increase HPV vaccination starting at age 9
- Policy issues that impact HPV vaccination and how to create change on a state and national level

State Spotlight:

Mission HPV Cancer Free Texas (HPVCFT)



One of every 10 persons under the age of 18 in the US lives in Texas. Prior to the COVID-19 pandemic, Texas had more adolescents unvaccinated against HPV-cancers than any other US state. The pandemic increased the likelihood that HPV doses were skipped or missed, and recovery may take many years.

Mission: HPV Cancer Free Texas (HPVCFT) boasts an audacious goal: to increase the HPV vaccination series completion rate in Texas from **40% (2017) to 80% by 2026**. Funding from the Lyda Hill Philanthropies (LHP) since 2019 has enabled ACS' HPVCFT project to develop a robust multi-stakeholder strategy to promote vaccination uptake in Texas.



PROVIDER AND HEALTH SYSTEM CHANGE The biggest contributors of change are providers and the health systems in which they practice. ACS staff engage private and public health systems across the state in clinical quality improvement (QI) projects to implement evidence-based interventions (EBIs) to increase HPV vaccination rates.



ACTIVATING COMMUNITY HEALTH WORKERS & SCHOOL NURSES

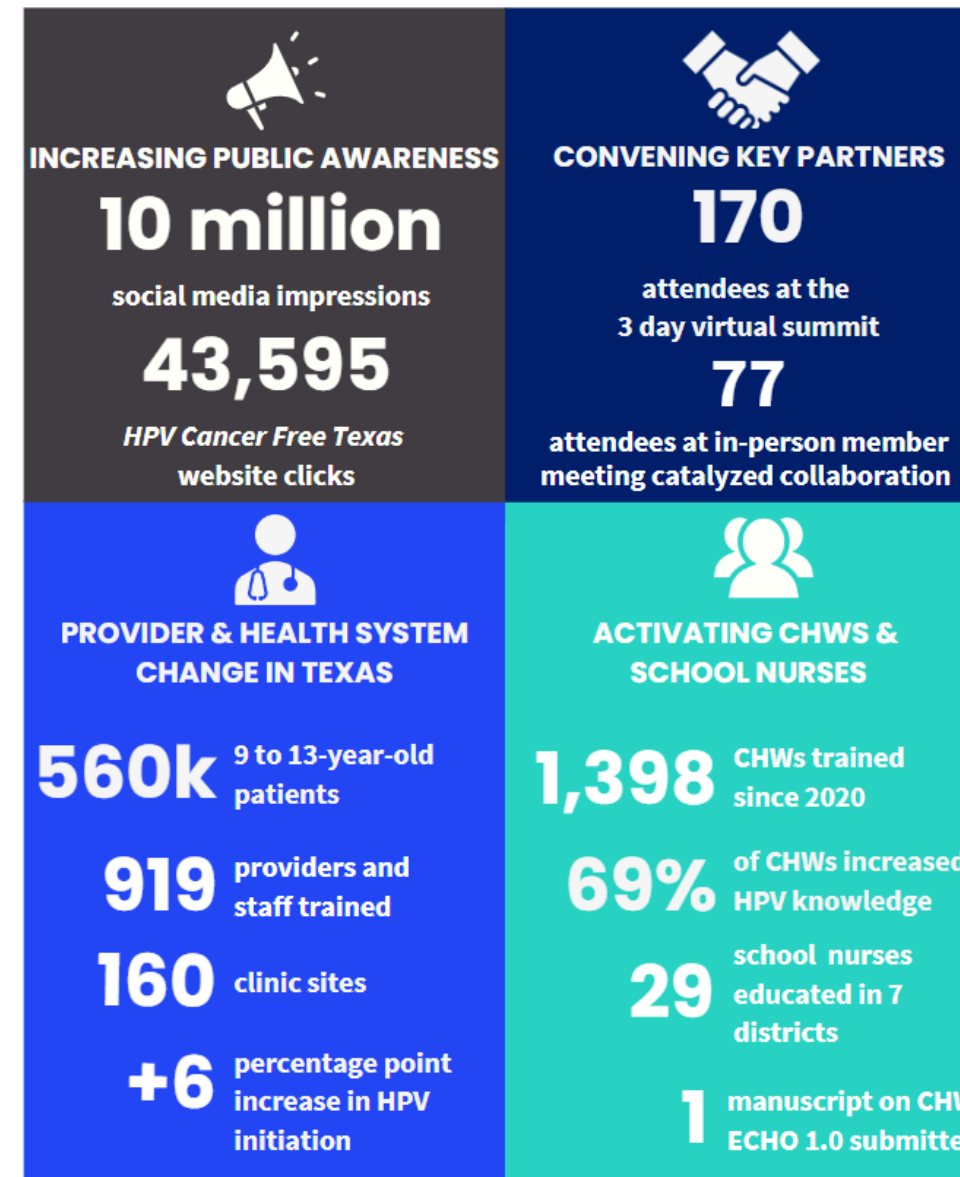
ACS uses Project ECHO to engage, educate, and coach Community Health Workers (CHWs) and school nurses in Texas. Participants learn how to effectively communicate pro-HPV vaccination messages to parents and adolescents.



INCREASED PUBLIC AWARENESS It is critical to raise HPV vaccination awareness and knowledge among parents. ACS has carried out a comprehensive communication campaign in North Texas for the past five years, using a variety of media channels to champion HPV vaccination.

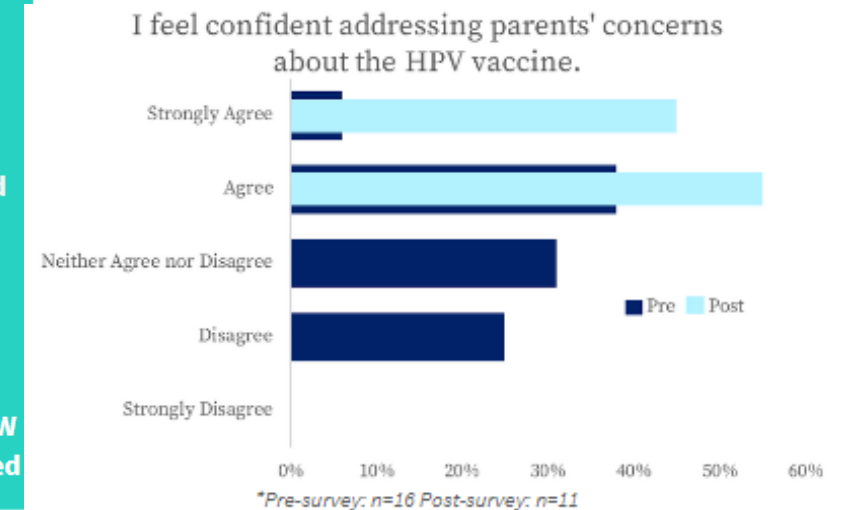


CONVENING KEY PARTNERS Since 2017, ACS has convened the statewide Texas HPV Coalition. The coalition is comprised of clinicians, researchers, state and local agencies, health systems, public health organizations, and professional groups that catalyze collaboration across the state.



2023 School Nurse ECHO Pilot

“ [After this course] I check more on the vaccinations to make sure they [students] have started HPV vaccination. If not, I try to bundle it with the vaccinations [the] student is still missing. ”



Special Project Spotlight:

Mountain West HPV Project

REGIONAL CONSORTIUM

235

stakeholders convened

100+

organizations represented

8

in-person state meetings

3

virtual region-wide meetings

More than 50 million individuals live in rural communities in the United States. Like many special populations, individuals living in rural areas have access barriers to overcome and they have documented poorer health outcomes. This holds true for HPV vaccination, which has low uptake and can result in higher rates of HPV-related cancers.

The American Cancer Society (ACS) received three years of funding for a project titled **“Mountain West HPV Project to Reduce Geographic Disparities in HPV Vaccination Rates for Adolescents Living in Rural States.”** The states included in this project included Idaho, Montana, Nevada, Utah, and Wyoming. The project sought to address geographic and gender gaps in HPV vaccination rates and increase on-time initiation. ACS applied a health equity lens to implement disparity-reducing interventions through a three-pronged strategy.

Key elements and best practices from the Mountain West HPV Vaccination Project have been scaled up into ACS’s national HPV program through state-based initiatives and geographic disparities work.



Regional Consortium

For widespread state-level impact, the project required strong partnerships and stakeholder buy-in. ACS convened like-minded organizations and community partners to increase HPV vaccination by providing information, sharing knowledge, and identifying areas of need and future opportunities.



Quality Improvement

ACS engaged health systems in a learning collaborative with a focus on quality improvement (QI). This strategy catalyzes care systems and providers as the key drivers of vaccination uptake. ACS provided technical assistance on QI tools and evidence-based interventions (EBIs) to health system partners to increase on-time HPV vaccinations in 9-13 year-old adolescents.



Professional Education

A provider’s recommendation is the most important factor in whether a child receives a vaccine. ACS provided HPV vaccination education through various methods including Project ECHO, learning series, and individual education sessions to inform traditional and non-traditional vaccinators.



2,173

Unique participants engaged from 2021-2023

QUALITY IMPROVEMENT

5

states represented

17

health systems engaged

93

clinic sites

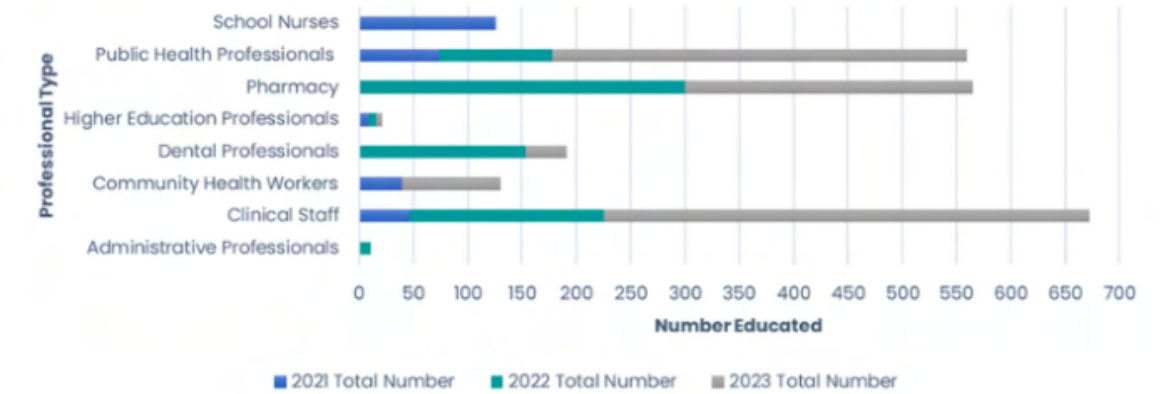
52,305

active patients ages 9-13

20

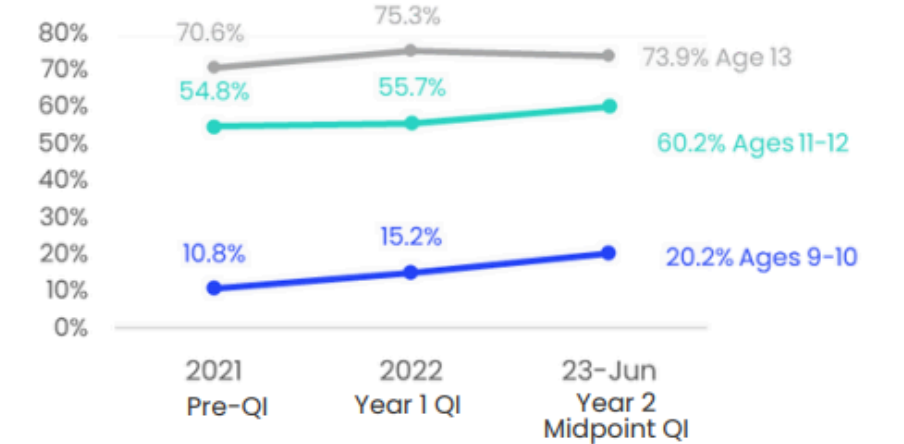
rural clinics engaged

Types of Professionals Educated 2021-2023

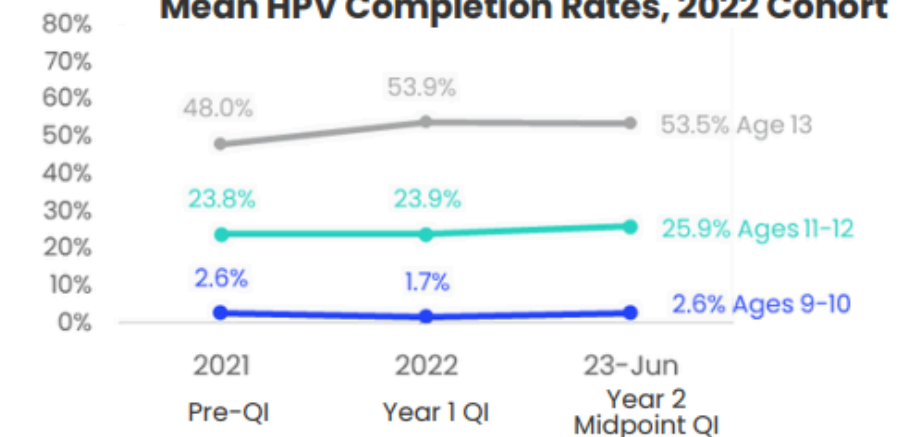


OUTCOMES:

Mean HPV Initiation Rates, 2022 Cohort



Mean HPV Completion Rates, 2022 Cohort



Public Awareness

Sharing the message of cancer prevention through ACS platforms

CANCER.ORG/HPV:

In 2023, 16,386 unique users accessed ACS [HPV page](#) resulting in over 6,021 downloads of the top-4 key resources.

SOCIAL MEDIA CHANNELS:

In 2023, 27 posts were created on the ACS' social media channels including Facebook, Instagram, LinkedIn, and X promoting HPV vaccinations to the public. These posts resulted in 302,140 impressions and 12,791 engagements with followers.

HEALTH CARE PROFESSIONALS:

925 unique users downloaded over 900 of the top-6 key resources from ACS's [professionals page](#).

BACK-TO-SCHOOL SOCIAL MEDIA TOOLKIT:

ACS published a digital toolkit for health systems and health plans in summer of 2023. The toolkit included six social posts and recommended post copy with captions. ACS also launched a 2023 summer back-to-school campaign for the general public, with social posts garnering over 6,900 Instagram impressions and over 8,400 X (formerly Twitter) impressions.

TEXAS MEDIA CAMPAIGN:

ACS conducted a targeted media push from June-August 2023 aimed at increasing awareness and knowledge of HPV vaccination as well as increasing intent to vaccinate preteens across 26 counties in North Texas (Dallas/ Ft. Worth area). The campaign garnered 43,595 website views, an increase of 90% over 2022. The campaign content received 10 million impressions.

2023 Summer Social Media Toolkit*



HPV Research

Investing in progress for HPV cancer prevention

As a leader in cutting-edge cancer research, ACS has helped make possible nearly every major cancer breakthrough since 1946. We've invested more than \$5 billion in cancer research, making us the largest nonprofit funder of cancer research in the United States, outside of the federal government. ACS invests in both internal and external research.

Internally, the American Cancer Society's discovery team releases an annual report on cancer facts and trends. Our most recent report, **Cancer Statistics 2024**, shows that overall cancer mortality has continued to decline, resulting in over 4 million fewer deaths in the United States since 1991. Specifically, cervical cancer incidence rates are decreasing steeply in women in their 20s, who were first to receive the HPV vaccine, but are increased in women aged 30-44 years old by 1.7% per year from 2012 through 2019, highlighting the need for more emphasis on screening in young women, as well as broader uptake of the vaccine. In 2021, HPV vaccination coverage in adolescents aged 13-17 years ranged from 33% in Mississippi to 79% in the District of Columbia.

Externally, between 2023-2024, ACS has funded eight HPV-related research projects. These grants have been instrumental in advancing research and innovation in the field of HPV prevention, detection, treatment, and survivorship.

ACS funds some of the world's top researchers who are spearheading critical research studies in:

- ACCESS TO CARE
- BREAST CANCER
- CANCER PREVENTION
- SMOKING CESSATION
- BEHAVIORAL FACTORS
- CANCER DISPARITIES
- OBESITY-RELATED CANCER RISK

\$9.2 Million
invested in HPV
research in 2023/24



8 HPV grants
being investigated
in 2023/24

2023-2024 Externally Funded HPV-Related Research

- "Culturally Targeted Messaging and Parental Receptivity to the Human Papillomavirus Vaccine"*
Olivia Aspiras, Michigan State University
- "Prevention of Infection Related Cancers"*
Anna Giuliano, H. Lee Moffitt Cancer Center & Research Institute, Inc.
- "Improving Cervical Cancer Prevention in Louisiana"*
Dr. Michael Hagensee, Louisiana State University Health Sciences Center-New Orleans
- "Improving Cervical Cancer Screening focused on BIPOC Physically Disabled Women"*
Diane Harper, MPH, Regents of the University Of Michigan
- "Assessing Human Papillomavirus Type 16 Transforming vs Productive Infections in Oral Epithelia"*
Robert Jackson, MSc, Arizona Board of Regents, University of Arizona
- "HPV16 E6 Seropositivity and ctHPVDNA for Early Detection of Oropharyngeal Cancer"*
Krystle Kuhs, University of Kentucky Research Foundation
- "Avanzando Equidad de Salud: Latino Cancer Health Equity Research Center (LCHERC): First resubmission"*
Dr. Amelie Ramirez, University of Texas Health Science Center at San Antonio (UT Health San Antonio)

Funder Acknowledgments



Cancer Research UK: Cancer Research UK (CRUK) co-chairs and co-funds Cervical Cancer Action for Elimination, a global CSO network, with ACS. CRUK also supports ACS Global HPV Cancer Free portfolio in India.

Centers for Disease Control and Prevention: The HPV VACs program is supported in part by the Centers for Disease Control and Prevention of the US Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$890,000, with 100% funded by CDC/HHS. The report contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by, CDC/HHS or the US government.

Eccles Foundation: George S. and Dolores Doré Eccles Foundation provided support for *Mission HPV Cancer Free Utah*.

Global Relay For Life Partners: Over 30 global partners help accelerate the worldwide fight against cancer by supporting the American Cancer Society's Global Cancer Support programming, including the global cancer prevention portfolio.

Greif: Greif has supported cancer prevention projects in Colombia and India since 2019. Their 2021-23 funding is focused on increasing access and uptake of cervical cancer prevention services in rural communities in India.

Lyda Hill Philanthropies: *Mission: HPV Cancer Free Texas* is supported by Lyda Hill Philanthropies (LHP), an organization committed to catalytic, solution-oriented initiatives by empowering nonprofit organizations and improving local communities. ACS received a project extension from LHP to continue our multifaceted approach to increasing HPV vaccination uptake.

Merck Sharp & Dohme Corp.: The Mountain West project and payer work was supported by a grant from Merck for the purpose of *Mission: HPV Cancer Free Quality Improvement Initiative*. Additional funding supported the 2024 HPV health plan learning collaborative.

NFL Crucial Catch: The NFL is helping more people catch cancer early by funding grants in communities with the greatest need. NFL funding supported two HPV projects in the 2023 national QI cohort and three projects in the current 2024 cohort.

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Executive Leadership



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ACS community impact staff across the country lead partnerships to advance HPV vaccination and cancer prevention work.

Thank you for all you do to end cancer as we know it, for everyone.

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Rachael King	Ateya Wilson
Rigüey King	Taylor Wilson



This report is dedicated in memory of Stephanie McLean, associate director of cancer centers. Stephanie was a cancer prevention champion in Florida, known for her generosity of spirit, abundance of ideas, and endless positivity. For over 25 years, Stephanie's leadership created meaningful impact in her community.

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