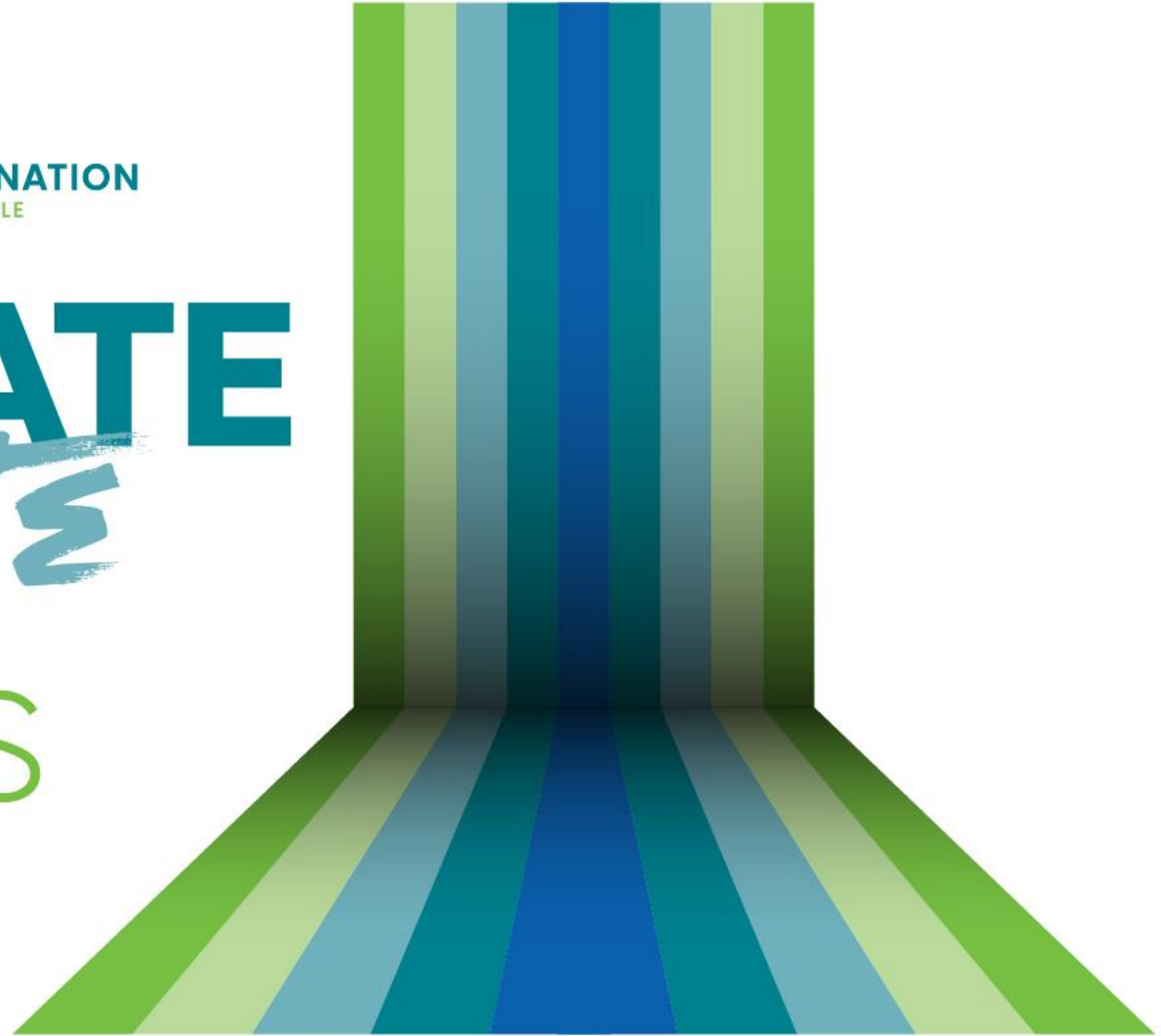




CELEBRATE & INNOVATE 10 YEARS





Kristin Oliver, MD, MHS
Associate Professor, *Icahn School of Medicine,
Mount Sinai*
American Academy of Pediatrics (AAP)

Welcome:

HPV Vaccination Collaborations & Partnerships



HPV Vaccination Collaborations & Partnerships

Thursday, October 10: HPV Vaccination Collaborations & Partnerships

- | | |
|-------------|---|
| 12:00 PM ET | Welcome to the Celebration <ul style="list-style-type: none">• Kristin Oliver, MD, MHS, Icahn School of Medicine, American Academy of Pediatrics (AAP) |
| 12:05 PM ET | 10-Year Celebrate & Innovate Interview <ul style="list-style-type: none">• Kristin Oliver, MD, MHS, Icahn School of Medicine, American Academy of Pediatrics (AAP)• Margot Savoy, MD, MPH, FAAFP, FABC, FAAPL, CPE, CMQ, American Academy of Family Physicians (AAFP) |
| 12:15 PM ET | Taking Action on HPV Vaccination in New York State <ul style="list-style-type: none">• Michael Seserman, MPH, American Cancer Society• Manika Suryadevara, MD, MPH, SUNY Upstate Medical University• Annalea Trask, Stony Brook Cancer Center |
| 12:30 PM ET | Panel Q&A <ul style="list-style-type: none">• Moderator: Lisa Robertson, MPH, Indiana Immunization Coalition |
| 12:50 PM ET | National Rural HPV Vaccination Collaboration <ul style="list-style-type: none">• Heather Brandt, PhD, St. Jude Children's Research Hospital• Ashley Lach, MHA, CPHQ, American Cancer Society• Sara Lolley, MPH, American Academy of Pediatrics |
| 1:05 PM ET | Panel Q&A <ul style="list-style-type: none">• Moderator: Lisa Robertson, MPH, Indiana Immunization Coalition |
| 1:25 PM ET | Celebration Wrap-Up & After Party <ul style="list-style-type: none">• Christina Turpin, American Cancer Society |

Funding for this meeting was made possible (in part) by IP21-2105 from the Centers for Disease Control and Prevention. The views expressed in written conference materials or publications and by speakers and moderators do 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.





Kristin Oliver, MD, MHS
Associate Professor, Icahn School of Medicine,
Mount Sinai
American Academy of Pediatrics (AAP)



**Margot Savoy MD, MPH, FAAFP, FABC,
FAAPL, CPE, CMQ**
Senior Vice President, Education, Inclusiveness
and Physician Well-Being, AAP

10 Year Celebrate & Innovate Interview

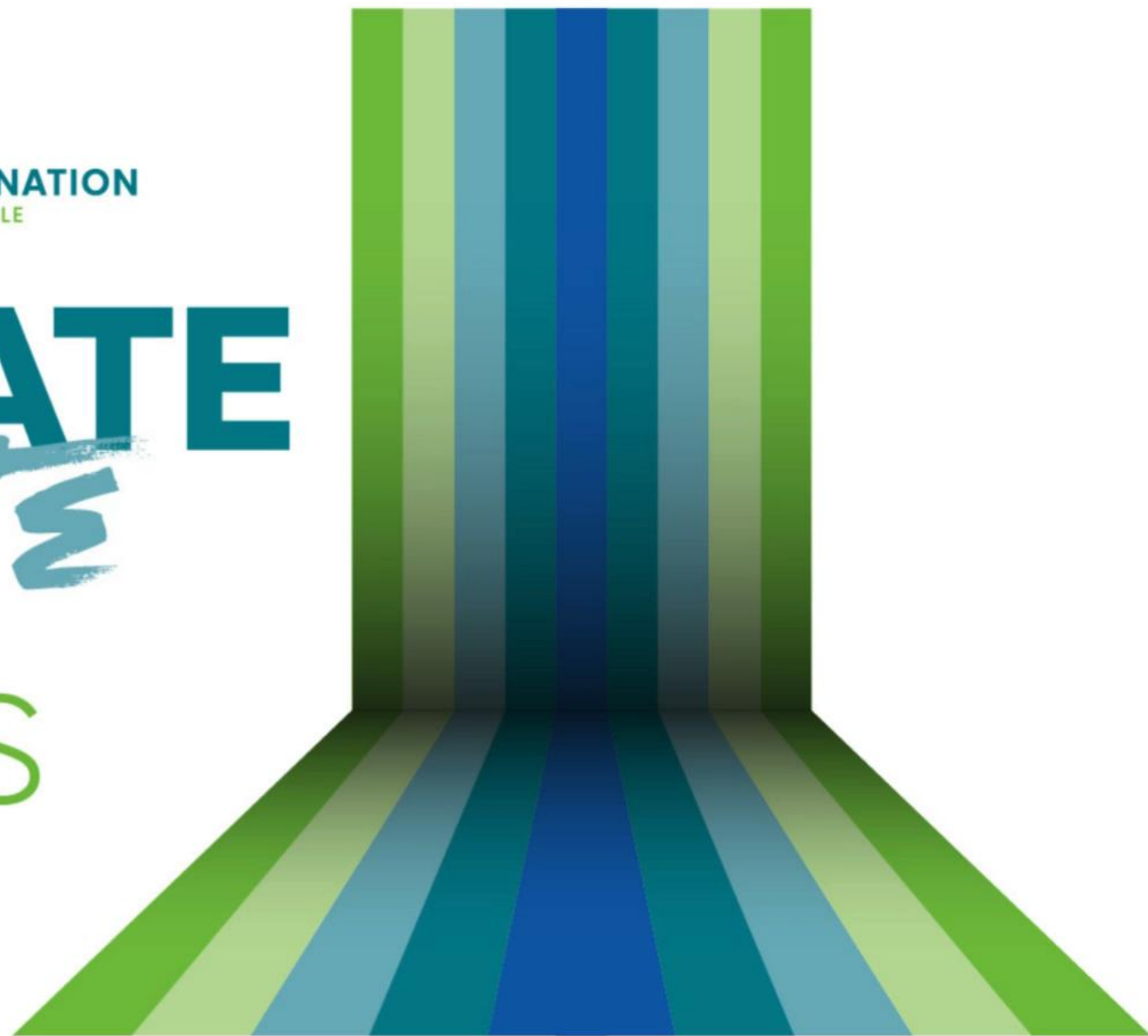




CELEBRATE

& INNOVATE

10 YEARS





Michael Seserman, MPH
Associate Director, State Partnerships, NY and
NJ, *American Cancer Society (ACS)*

Taking Action on HPV Vaccination in New York State





Taking Action on HPV Vaccination in New York State

October 10, 2024

Michael Seserman, MPH

Coalition Co-Chair, Associate Director, State Partnerships, American Cancer Society

Partners

- Manika Suryadevara, MD, MPH, Professor of Pediatrics, SUNY Upstate Medical University
- Annalea Trask, Program Coordinator, Cancer Prevention In Action, Stony Brook Cancer Center

NYS HPV Coalition

- Created in 2017 as an action team of the New York State Cancer Consortium.
- Mission: To increase HPV vaccination rates and decrease HPV-related cancers in New York State through education, coordination, advocacy, and leadership.

Steering Committee

- Academic Pediatric Association
- American Cancer Society/ACS Cancer Action Network
- American College of Obstetricians and Gynecologists, District II
- American Academy of Pediatrics, NYS
- Community Health Care Association of NYS
- Medical Society of the State of New York
- Memorial Sloan Kettering Cancer Center
- Columbia University Irving Medical Center
- Montefiore Medical Center
- New York State Academy of Family Physicians
- New York State Association of County Health Officials
- New York State Cancer Consortium
- New York State Department of Health
- New York State Health Plan Association
- New York State Public Health Association
- New York City Department of Health and Mental Hygiene
- Nurse Practitioner Association of New York State
- Roswell Park Comprehensive Cancer Center

Goals

1. To increase HPV vaccine series completion rates to **45% among 13-year-old adolescents in NYS by 2026.**
 - Baseline: HPV vaccine completion rates among 13-year-olds are 39.8% (NYSIIS and CIR, 2020).
2. To increase the HPV vaccine series completion rates to **80% among NYS adolescents ages 13-17 years by 2026.**
 - Baseline: HPV vaccine completion rates are 66.4% per the 2021 NIS-Teen data. This objective is aligned with the National HPV Vaccination Roundtable goal.

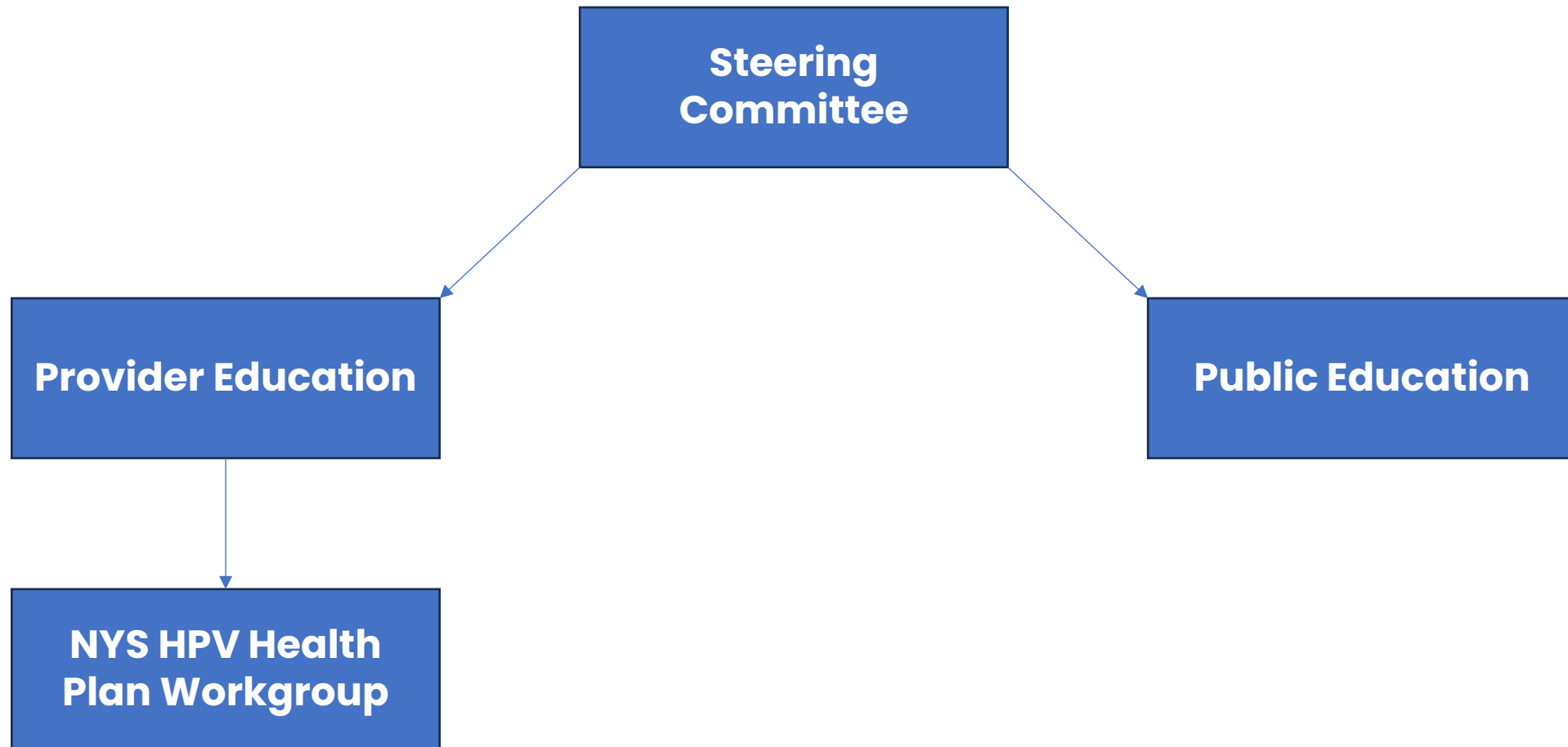


2018 Plan Priorities and Activities

Year 1 Priorities:

- Assessment
 - Team and Coalition building
 - Planning
 - Identify and apply for funding
- ▶ State HPV Vax Environmental Scan
 - ▶ SWOT Analysis
 - ▶ Created logos and launched website
 - ▶ Recruited general members
 - ▶ Applied for funding
 - ▶ Developed 5 Year Action Plan

Early NYS HPV Coalition Structure



Sign up as a member: www.nyshpv.org



New York State HPV Coalition

The New York State HPV Coalition is a group of organizations and individuals dedicated to increasing HPV vaccination and the prevention of HPV-related cancers and other diseases caused by HPV.



2019 - 2020 Plan Priorities and Activities

Years 2 and 3 Priorities:

- Funding
 - Intensify provider and parent education
 - Promote large system changes (e.g., health plans, NYS Office of Health Insurance Programs)
 - Promotion and implementation of evidence-based initiatives
- ▶ Received NY Health Foundation funding
 - ▶ Conducted QI trainings and TA with providers over 2 years
 - ▶ Worked with health plan QI staff and implemented monthly HPV Health Plan Workgroup
 - ▶ Educated school-based health centers on implementation of evidence-based interventions
 - ▶ Developed an HPV Vaccination Provider Report Card
 - ▶ Webinars, disseminated resources and coordinated messaging



**New York State
HPV Coalition**
Working to Prevent HPV Cancers

HPV Vaccination QI Trainings





Provider Education/QI Results

- ▶ Providers, and staff from **52 pediatric and family medicine practices participated** in our QI training project.
- ▶ Among practices that completed the data entry, review, and discussion, there were increases in aggregate **vaccine series completion rates of 10% and reductions in aggregate missed opportunities to vaccination of 9%.**
- ▶ **Systems changes implemented** included: standing orders, review of immunization records at each visit, earlier discussion, and a stronger recommendation for HPV vaccine, recommending HPV vaccine for cancer prevention, educating providers and practice staff regarding the importance of HPV vaccination for their adolescent patients.
- ▶ In June 2020, **more than 150 vaccinating providers participated in a CME webinar** sponsored by the NYSHPV Coalition focused on increasing HPV vaccination by making changes to clinical practice.



New York State HPV Coalition

Working to Prevent HPV Cancers

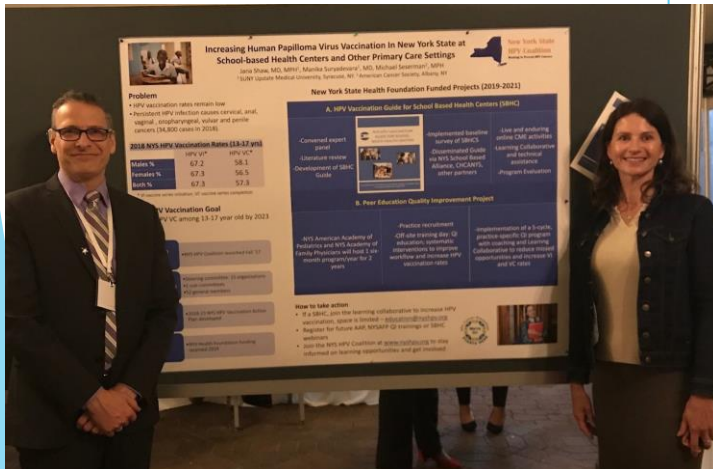
National HPV Roundtable added this guide to its Resource Library



NYS HPV VACCINATION GUIDE FOR SCHOOL-BASED HEALTH CENTERS



Tabled and presented at three statewide conferences



Preventing cancer in the future by increasing the adoption of strategies today to vaccinate all adolescents against HPV.



NYS HPV Health Plan Workgroup

- Health plans working together to prevent HPV cancers
- Evolved into a learning collaborative
- Now focused on Medicaid's HPV Performance Improvement Project

HPV Vaccination and Cancer In New York State

August 1, 2019

Dear New York Medical Provider:

[Health Plan] has partnered with the American Cancer Society (ACS), the New York State and City Departments of Health, and leaders of New York's health care community to reduce the burden of cancer in New York. This collaborative, facilitated by the New York State HPV Coalition, is focused on increasing the human papillomavirus (HPV) vaccination rate among adolescents 11 and 12 years of age.

HPV infection affects about 80 percent of the population and can lead to cancer – including cervical, vaginal, penile, anal, and oral cancers, as well as genital warts – in both males and females. The HPV vaccine is safe and extremely effective in preventing vaccine-type HPV infection, genital warts, precancers, and cancers. However, HPV vaccination rates continue to fall far below the rates of other routinely recommended vaccines for adolescents across New York State.

That is why we need your help.

As a health care provider, you can aid cancer prevention efforts by talking to parents or guardians about the importance of the vaccine and reducing the risk of HPV-related cancers. Indeed, provider recommendation is the most persuasive reason parents choose to vaccinate their children. Please visit the link below for materials that can help you and your practice deliver strong and effective recommendations for the HPV vaccination series.

Research shows that simply changing the wording used to introduce the HPV vaccine makes a tremendous difference in outcomes. Offering a presumptive, bundled recommendation during the visit can be effective; for example, *"Your child needs three vaccines today: Tdap, HPV, and meningococcal to prevent dangerous infections and cancer."* With your help, we can reduce the burden of cancer in New York.

Thank you for your time and attention to this important initiative!
<http://hpvroundtable.org/wp-content/uploads/2018/04/PROVIDERS-Action-Guide-WEB.pdf>

[Health Plan], American Cancer Society, New York State and City Department of Health and members of New York's health care community





**New York State
HPV Coalition**
Working to Prevent HPV Cancers

Three rounds

72 awards to date



**New York State
HPV Coalition**
Working to Prevent HPV Cancers

NEW YORK STATE HPV VACCINATION HONOR ROLL

HPV Honoree: Most Improved

Capital Region

Achieved an HPV vaccination completion rate of <80
among adolescent patients at or before their 13th birthday.

Practice Name Goes Here

Date

Authorized Signature

The New York State HPV Coalition is a group of organizations and individuals dedicated to increasing HPV vaccination and the prevention of HPV-related cancers and other diseases caused by HPV.

**HPV Vaccine is
Cancer Prevention**

Digital HPV Vaccination Advertising Campaign – November 2020



New York State HPV Coalition

Sponsored · 🌐



The mission of the NYS HPV Coalition is to increase human papilloma virus (HPV) vaccination rates and decrease HPV-related cancers in New York through education, coordination, advocacy, and leadership.
Disclaimer: Ad paid for by the American Cancer Society.





**New York State
HPV Coalition**
Working to Prevent HPV Cancers

DENTAL SETTING

- Trained 38 dental Hygienists
- NYS Dental Association CE Webinar recorded for Dental professionals
- HPV Dental pilot completed with 4 FQHCs - data included in a paper



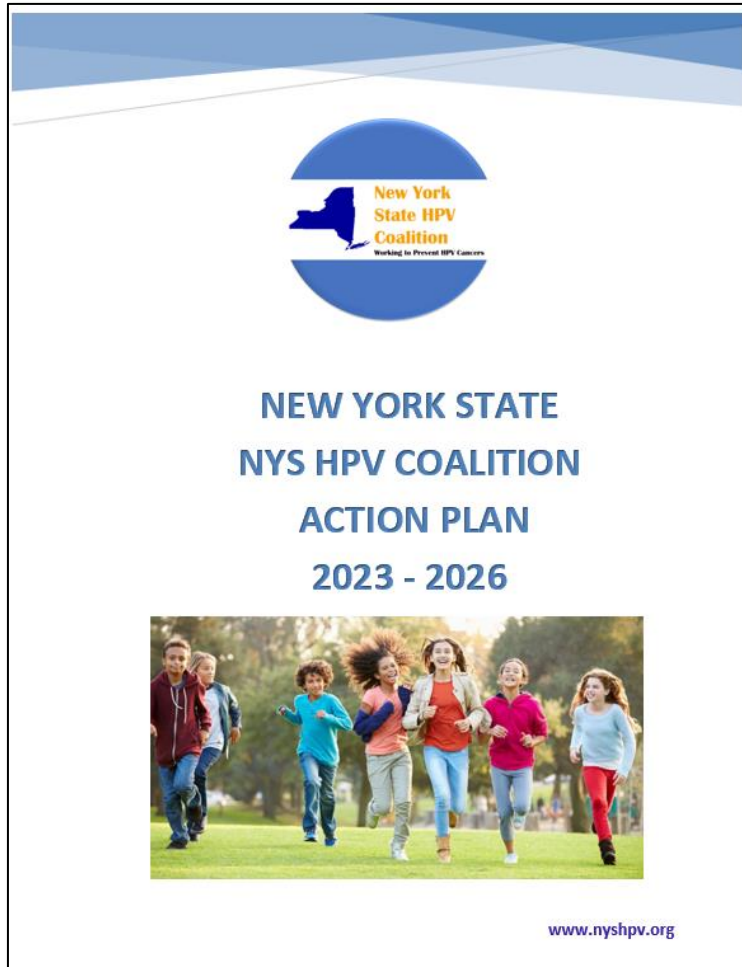
**Cancer Prevention
Through HPV Vaccination:**
An Action Guide for Dental
Health Care Providers





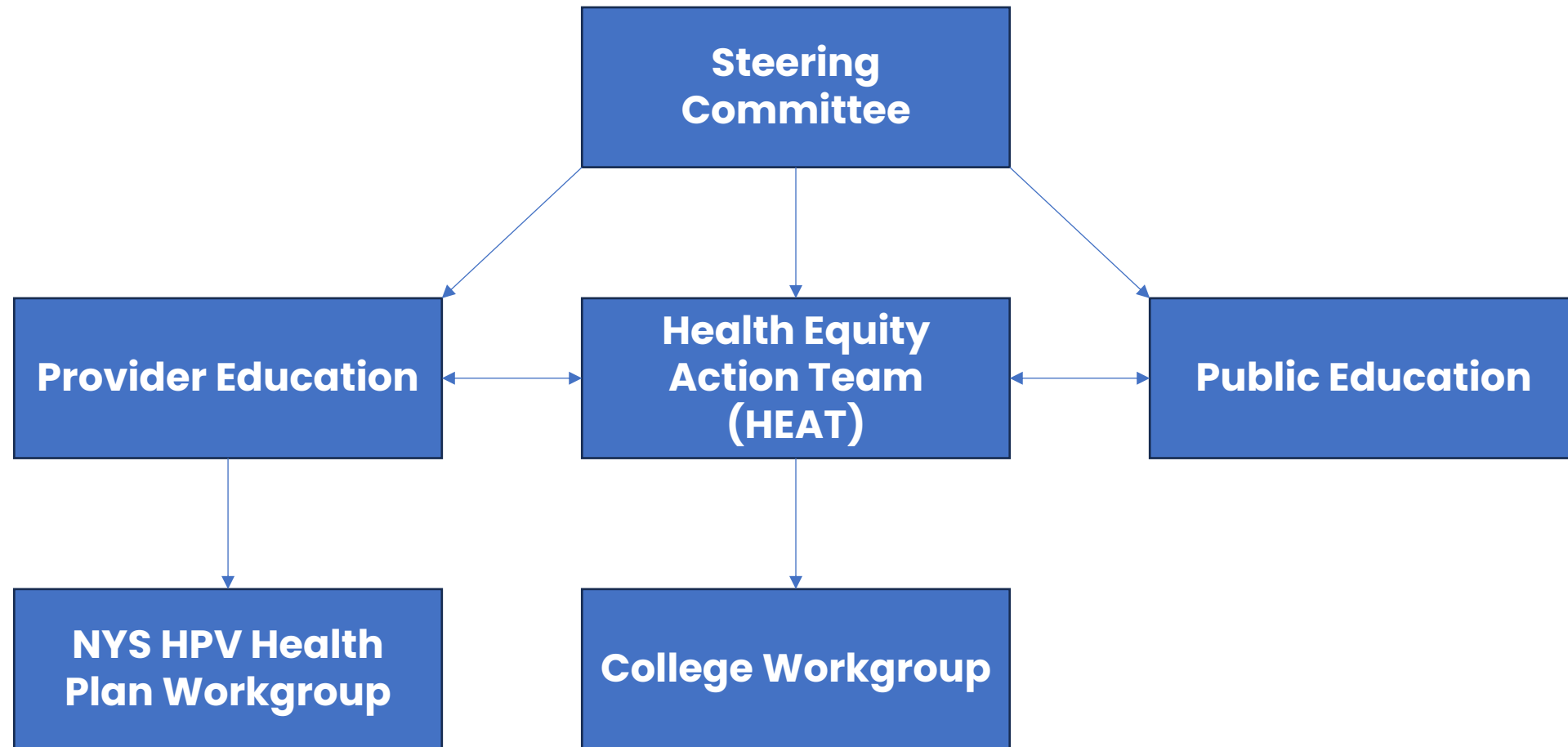
**New York State
HPV Coalition**
Working to Prevent HPV Cancers

Now implementing second action plan



- Improve communications
- Data collection in low vax Counties
- Start at age 9 Campaign
- NYS HPV Vaccination Summit
- Policy efforts
- Create Health Equity Action Team


NYS HPV Coalition Structure




NYS Start at 9 HPV Vaccination Campaign

59 health organizations have now endorsed SA9 in NYS including:

- New York State Department of Health
- Community Healthcare Association
- NYS American Academy of Pediatricians
- NYS Academy of Family Physicians
- Nurse Practitioners Association of NYS
- 3 health plans
- NYSACHO and 11 Local health Departments incl. NYC
- 2 Children's Hospitals
- 5 large IDS incl. - NYC Health and Hospitals
- 4 Cancer Centers incl. Northwell Cancer Institute and Roswell Park Comp Cancer Center
- NYSDOH makes SA9 IQIP's recommended policy change
- Discussing changes to state and city immunization registries to reflect SA9 endorsement



New York State "Start at 9" Campaign to Prevent HPV Cancers



September 2023

Dear Medical Provider:

HPV infection affects about 85 percent of the population and can cause 6 types of cancer, including cervical, vaginal, vulvar, penile, anal, and oropharyngeal cancer, as well as genital warts.¹ Approximately twenty-eight hundred New Yorkers are diagnosed with an HPV-related cancer each year.²

The HPV vaccine, which is recommended to adolescents between ages 9 and 12, is safe and extremely effective in preventing HPV infections and cancers. However, HPV vaccination rates continue to be much lower than the rates of other routinely recommended vaccines for adolescents in New York State (NYS). In fact, only 40.2% of 13-year-old adolescents in NYS have completed the HPV vaccine series leaving most of that age group unprotected from future HPV cancers.³

That is why we need your help.

As a health care provider, you can aid cancer prevention efforts by talking to parents or guardians about the importance of the vaccine to reduce the risk of HPV-related cancer. Indeed, evidence suggests that a provider recommendation is among the most persuasive reasons parents choose to vaccinate their children.

The latest research also suggests that starting the HPV vaccination series at age 9 can increase the percentage of your patients that are up to date by age 13.⁴ The American Academy of Pediatrics, the American Cancer Society, and the National HPV Vaccination Roundtable recommend starting the series at age 9. This strategy is consistent with the ACIP recommendation stating the HPV series can start at age 9.⁴

Other reasons cited for starting the HPV vaccine series at age 9 include:⁵

- Provides more time for completion of the series.
- Decreases questions about sexual activity.
- Decreases requests for only the "school-required vaccines."
- Increases the likelihood of full vaccination before first HPV exposure.
- Is highly acceptable to systems, providers, and parents.

And you will not be alone in making this change to your clinical practice. Nationally, one in five vaccinating providers are already administering the HPV vaccine at ages 9 to 10 and half are willing to recommend it at age 9.⁶ *Learn more about starting at age 9 at <https://hpvroundtable.org/start-hpv-vaccination-at-age-9>*

Recommend starting HPV vaccination at age 9 today!

¹ U.S. Centers for Disease Control and Prevention. <https://www.cdc.gov/std/hpv/stdfact-hpv.htm> Accessed 1/27/23.
² New York State Department of Health. New York State Cancer Registry. [Data provisional](#). November 2021.
³ New York State Department of Health. [NYS Prevention Agenda Dashboard](#).
⁴ National HPV Vaccination Roundtable. [Evidence Summary: HPV Vaccination at 9-12 Years of Age](#).
⁵ O'Leary S, Nyquist A. [Why AAP recommends initiating HPV vaccination as early as possible](#).
⁶ Kong WY, Huang Q, Thompson P, Grabert BK, Brewer NT, Gilkey MB. [Recommending HPV vaccination at age 9: A national survey of primary care professionals](#). Academic Pediatrics. 2022.

NYS organizations that have endorsed starting the HPV vaccine series at age 9

- American Academy of Pediatrics, NY
- Academy of Family Physicians, NY
- The Nurse Practitioner Association NYS
- New York State Department of Health
- American Cancer Society
- Community Healthcare Assoc. of NYS
- County Health Officials of New York State
- New York School Based Health Alliance
- New York State Public Health Association
- New York State Cancer Consortium
- NYS Association for Rural Health
- NYS School-Based Health Alliance
- Cancer Ctr., Columbia U. Irving Med. Ctr.
- Empire Blue Cross Blue Shield HealthPlus
- Independent Health
- Capital District Physicians' Health Plan
- New York City Health and Hospitals
- Northwell Health Cancer Institute
- UR Medicine/Golisano Children's Hosp.
- North Country Family Health Center
- Upstate Golisano Children's Hospital
- Erie County Medical Center
- Great Lakes Cancer Care Collaborative
- Catholic Health Cancer Institute
- St Lawrence County Health Initiative
- Stony Brook Medicine
- Ovarian Cancer Project
- Suffolk County Depart. of Health Services
- Hispanic Health Network
- UR Accountable Health Partners
- HPV Cancers Alliance
- Bassett Healthcare Network
- Genesee and Orleans County DOH
- Erie County Department of Health
- Orange County Department of Health
- Westchester Medical Center
- Putnam County Department of Health
- Jefferson County Department of Health
- Family Health Centers and NYU Langone
- Westchester Department of Health
- Fulton County Department of Health
- Anthony L. Jordan Health Corporation
- St. Lawrence County DOH
- Greene County Department of Health
- NYC Dept. of Health & Mental Hygiene



**New York State
HPV Coalition**

Working to Prevent HPV Cancers

**New York State HPV Vaccination Summit:
Solving the Puzzle of
Boosting HPV Vaccination Rates**

Thursday, April 4th, 2024, 9 am to 12:45 am

Via Zoom



Program Agenda

9:00 AM – 9:15 AM, **Welcome and Opening Remarks**

9:15 AM – 10:15 AM, **Identifying the Pieces: HPV Prevalence, Burden, and Prevention**

10:30 AM – 11:30 AM, **Concurrent Breakout Sessions**

- **Session 1:** Assembling the Pieces to Maximize HPV Vaccination in the Clinical Setting (providers)
- **Session 2:** Fitting Together Community Assets to Reach the Unvaccinated (CBOs)

11:45 AM – 12:45 PM, **Understanding the HPV Vaccination Policy Puzzle**

Register [here](#) or scan
the QR code to register



Or go to www.nyshpv.org





New York State
HPV Coalition
Working to Prevent HPV Cancers

New activities and plans underway

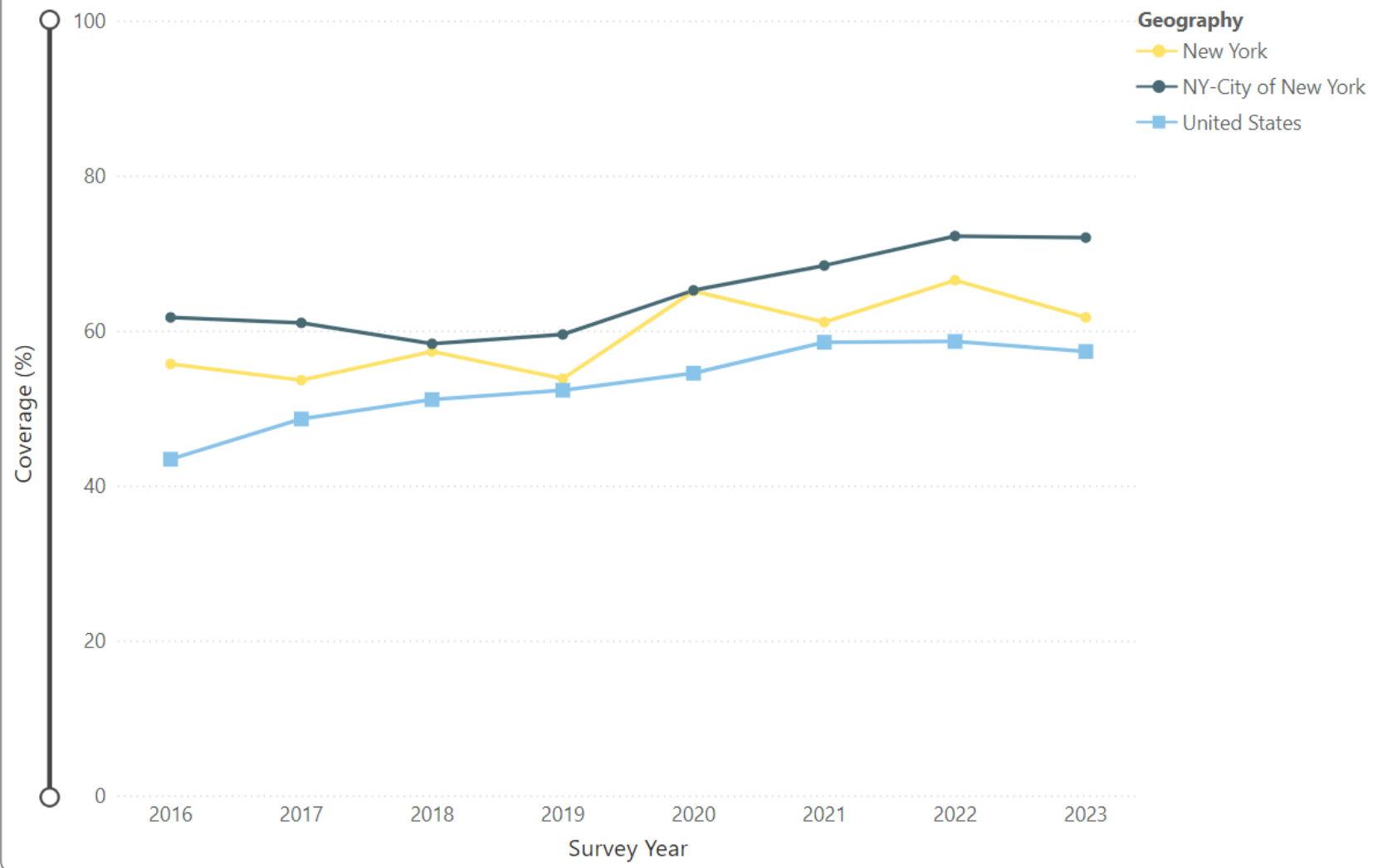
- ▶ HPV vaccination college survey and toolkit
- ▶ Maintenance of Certification projects for pediatric and family docs
- ▶ Practice Outreach Project - Peer to Peer promotion of best practices in low vax areas
- ▶ Faith Community Workgroup - Ultra Orthodox Jewish and Christian sects



New York State HPV Coalition

Working to Prevent HPV Cancers

Up-to-Date HPV Vaccination Coverage by Year among Adolescents Age 13-15 Years, National Immunization Survey-Teen





Michael Seserman, MPH
Associate Director, State Partnerships, NY and NJ, American Cancer Society (ACS)



Manika Suryadevara, MD MPH
Professor of Pediatrics,
SUNY Upstate Medical University



Annalea Trask
Program Coordinator, Cancer Prevention in Action, Office of Community Outreach & Engagement, Stony Brook Cancer Center



Lisa Robertson, MPH
Executive Director, Indiana Immunization Coalition

Panel: Taking Action on HPV Vaccination in New York





Heather Brandt, PhD
Director, HPV Cancer Prevention Program
St. Jude Children's Research Center

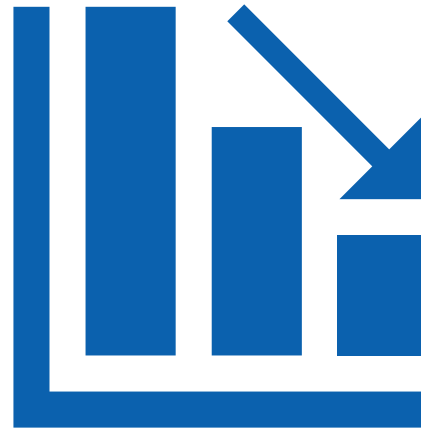
National Rural HPV Vaccination Collaborations



Why focus on rural HPV vaccination?



Higher HPV cancers among rural populations



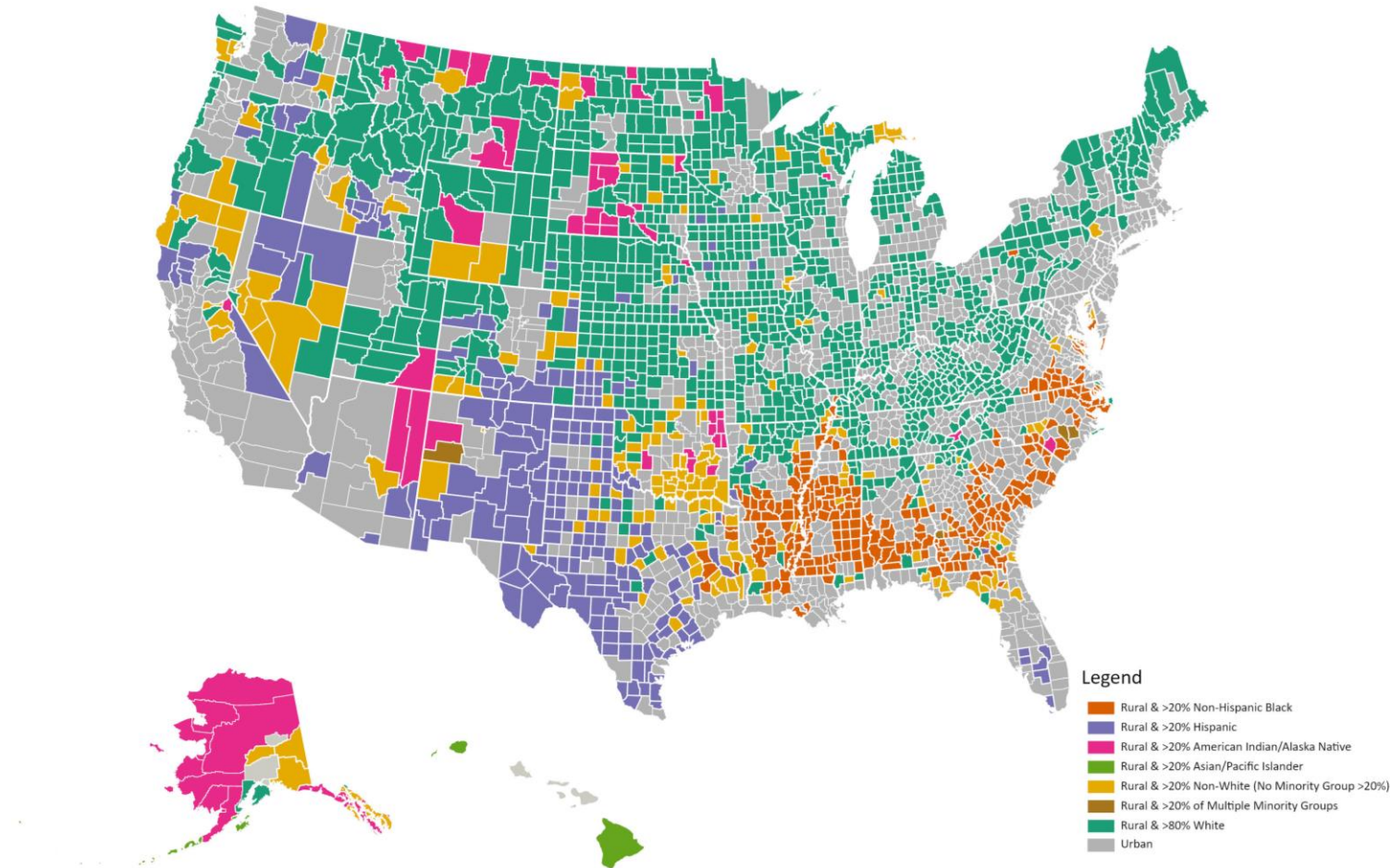
Lower HPV vaccination among rural populations



Rural doesn't mean "one size fits all"




Who and where is rural?



Zahnd WE et al. The Intersection of Rural Residence and Minority Race/Ethnicity in Cancer Disparities in the United States. *Int J Environ Res Public Health*. 2021 Feb 3;18(4):1384. doi: 10.3390/ijerph18041384. PMID: 33546168; PMCID: PMC7913122.

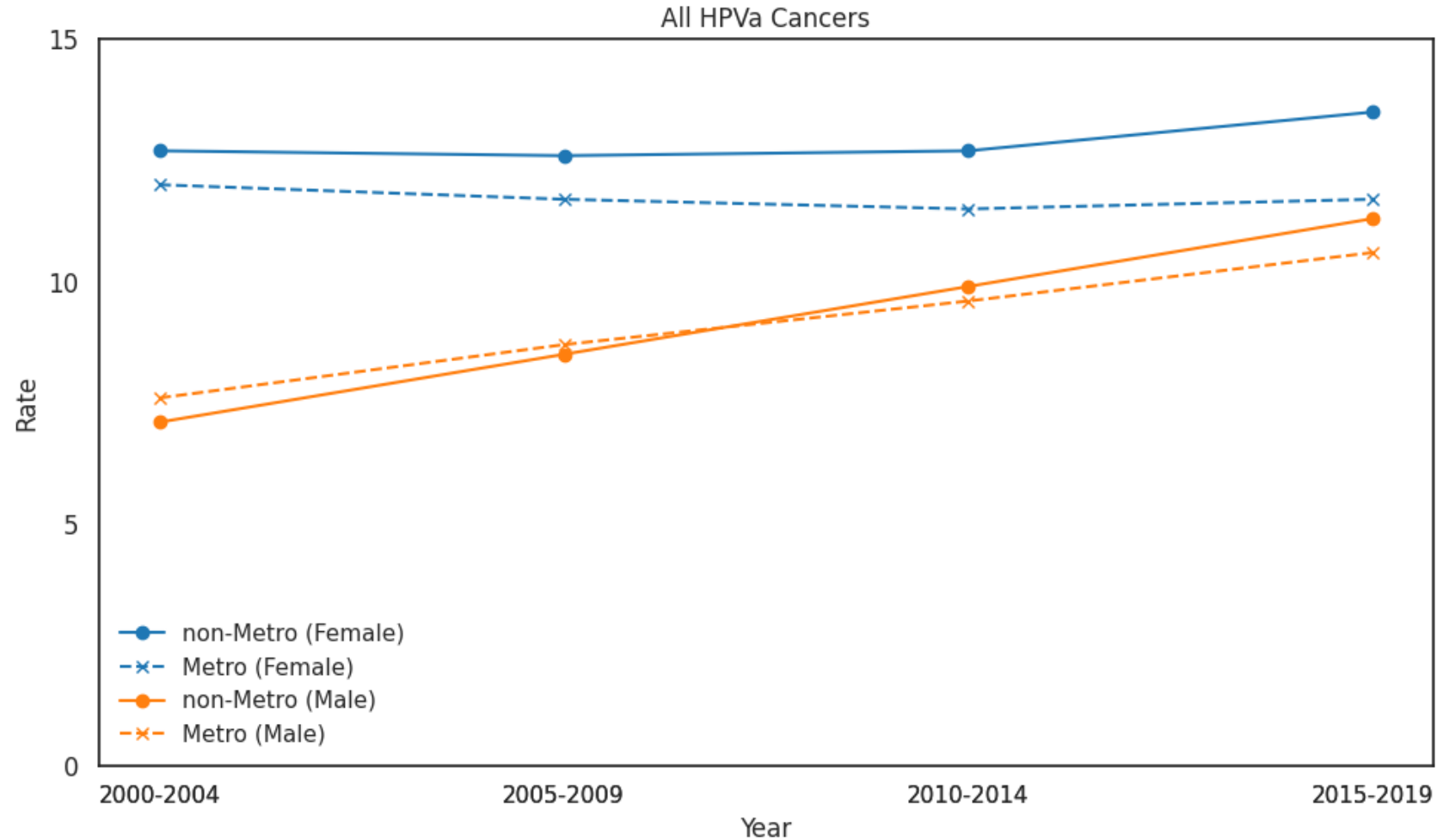




HPV Cancer and HPV Vaccination Data Updates

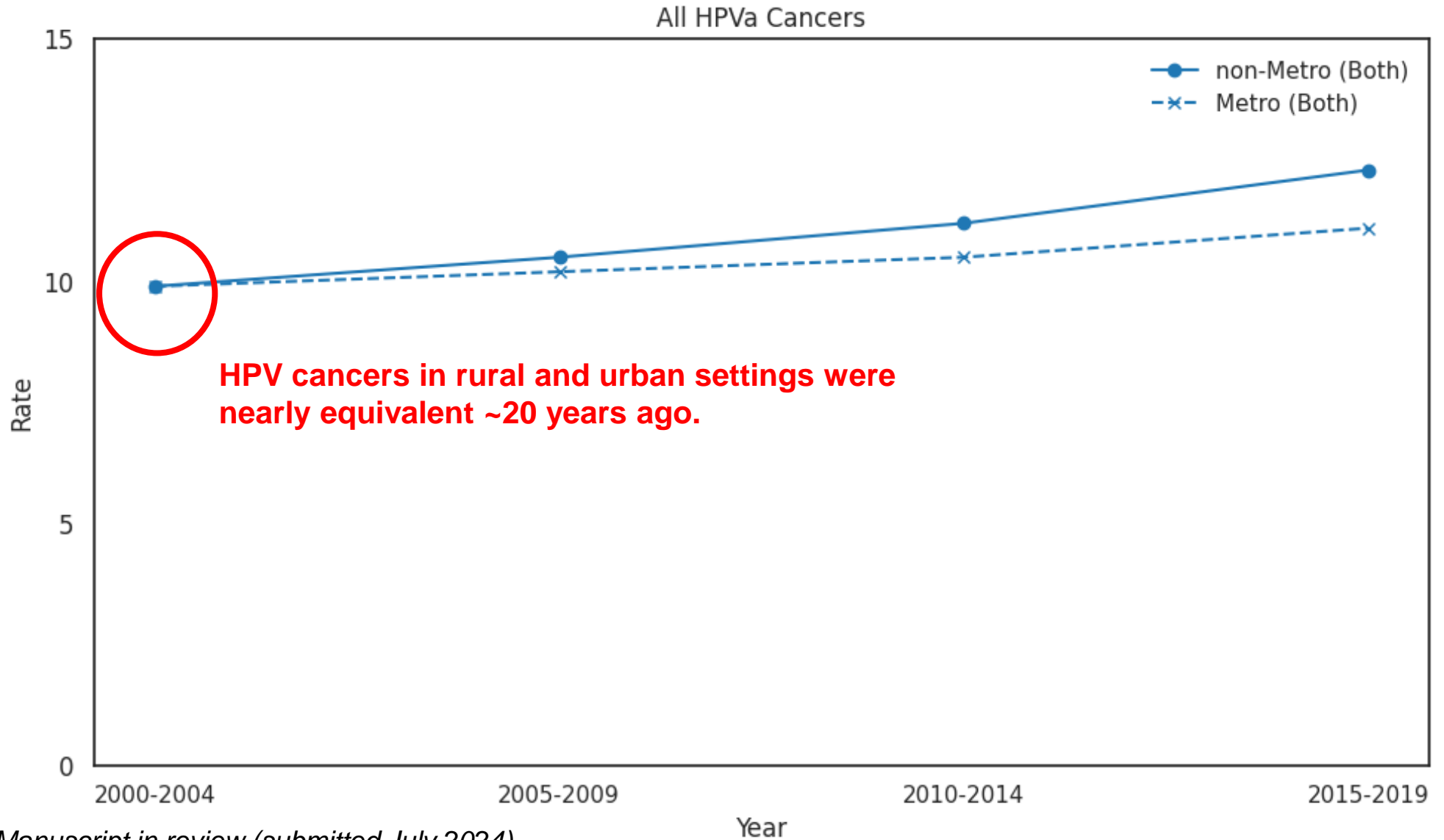
Rural U.S. Communities

Widening Rural-urban Disparity Over Time

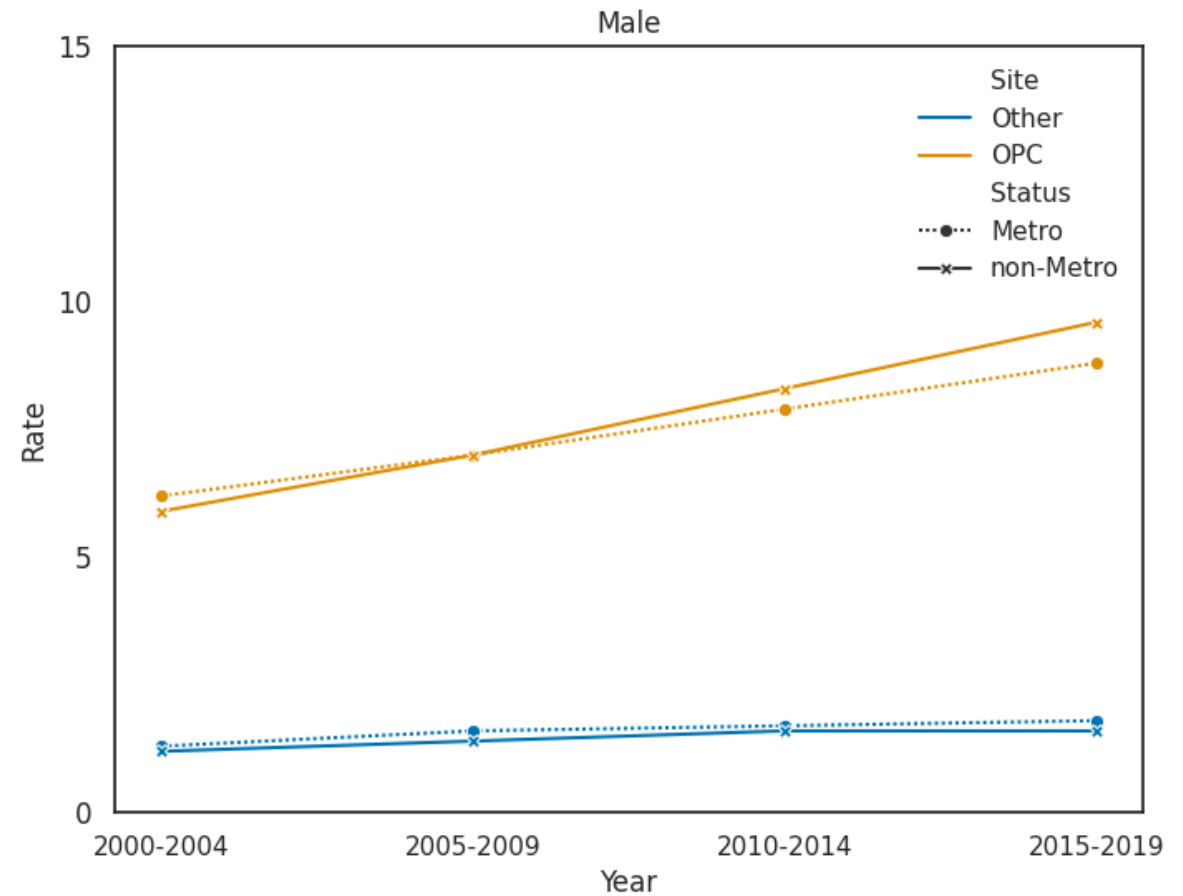
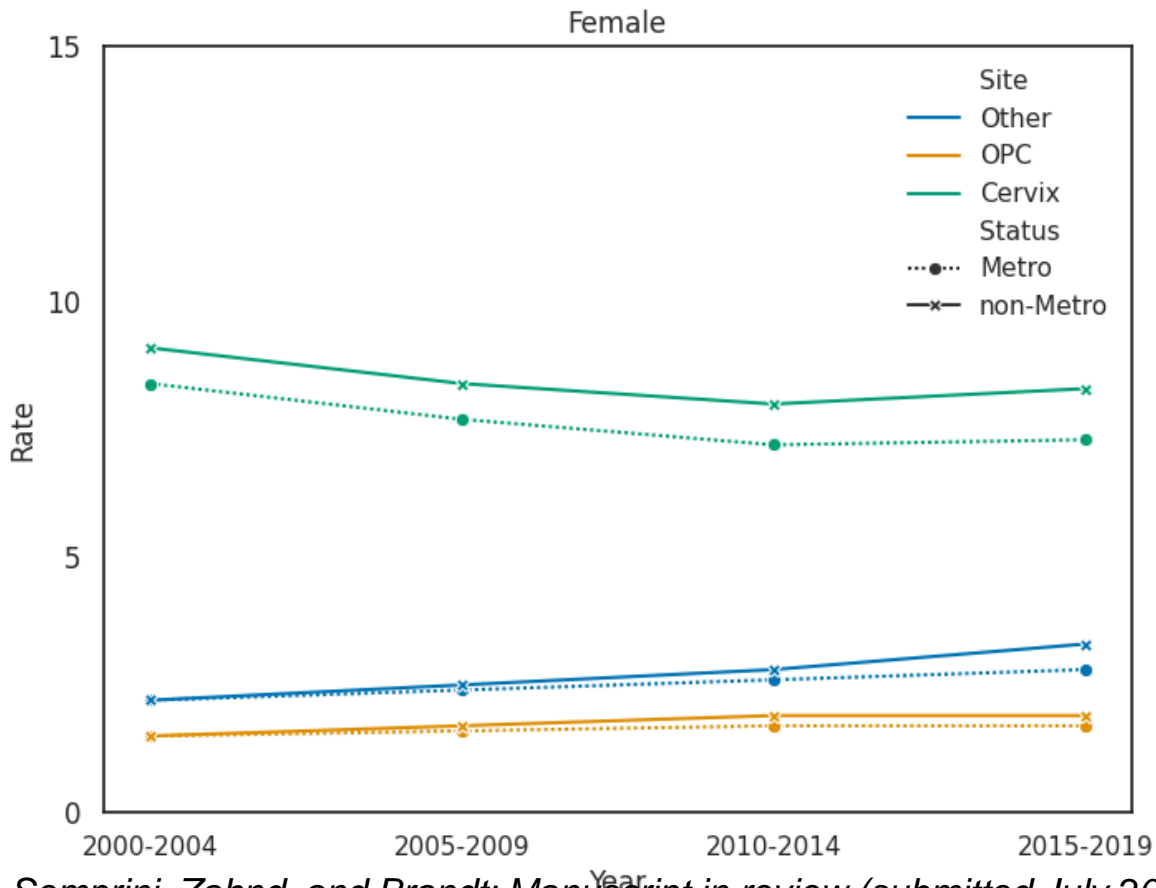


Slide provided by Dr. Jason Semprini, consultant; Data source: NAACCR (2000-2019)

Rural incidence of HPV-associated (HPVa) cancers is rising faster than the urban rate

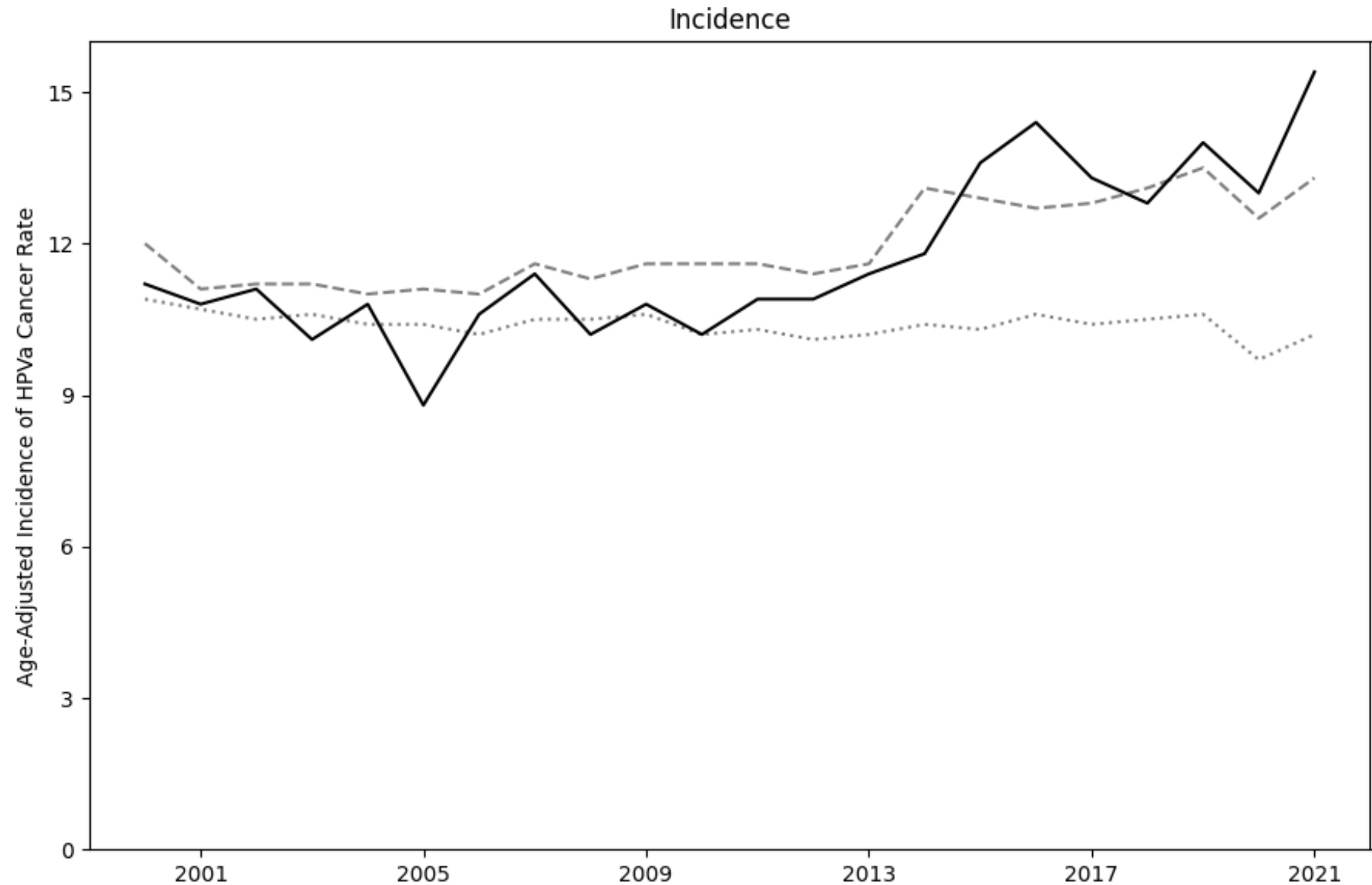


Rural-urban Gap is Widening for Females (cervix) and Males (OPC)



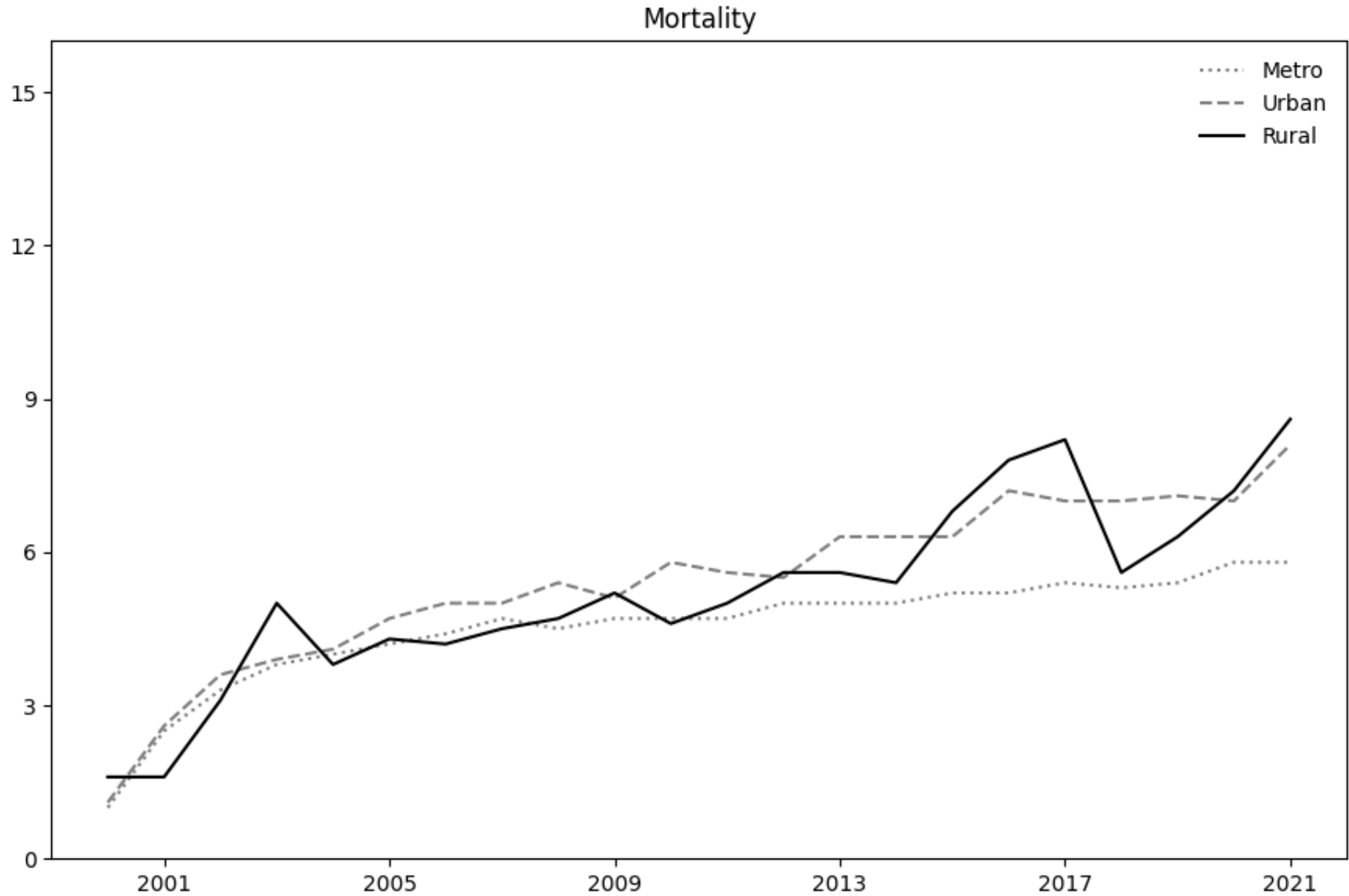
Semprini, Zahnd, and Brandt; Manuscript in review (submitted July 2024)

- Rural incidence rising faster than urban and metro incidence
- Incidence declined 7-8% during 2020.
- In 2021, urban and metro incidence rose 5-6%.
- **In 2021, rural incidence rose 18%**



Semprini, Zahnd, and Brandt; Manuscript in review (submitted July 2024)

- HPVa Cancer mortality rates continue to climb...
- **Rural mortality is highest**



Semprini, Zahnd, and Brandt; Manuscript in review (submitted July 2024)

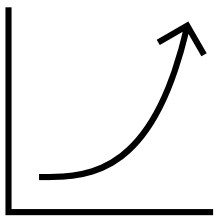
Key Points



- HPV-associated cancers are elevated in non-metropolitan areas



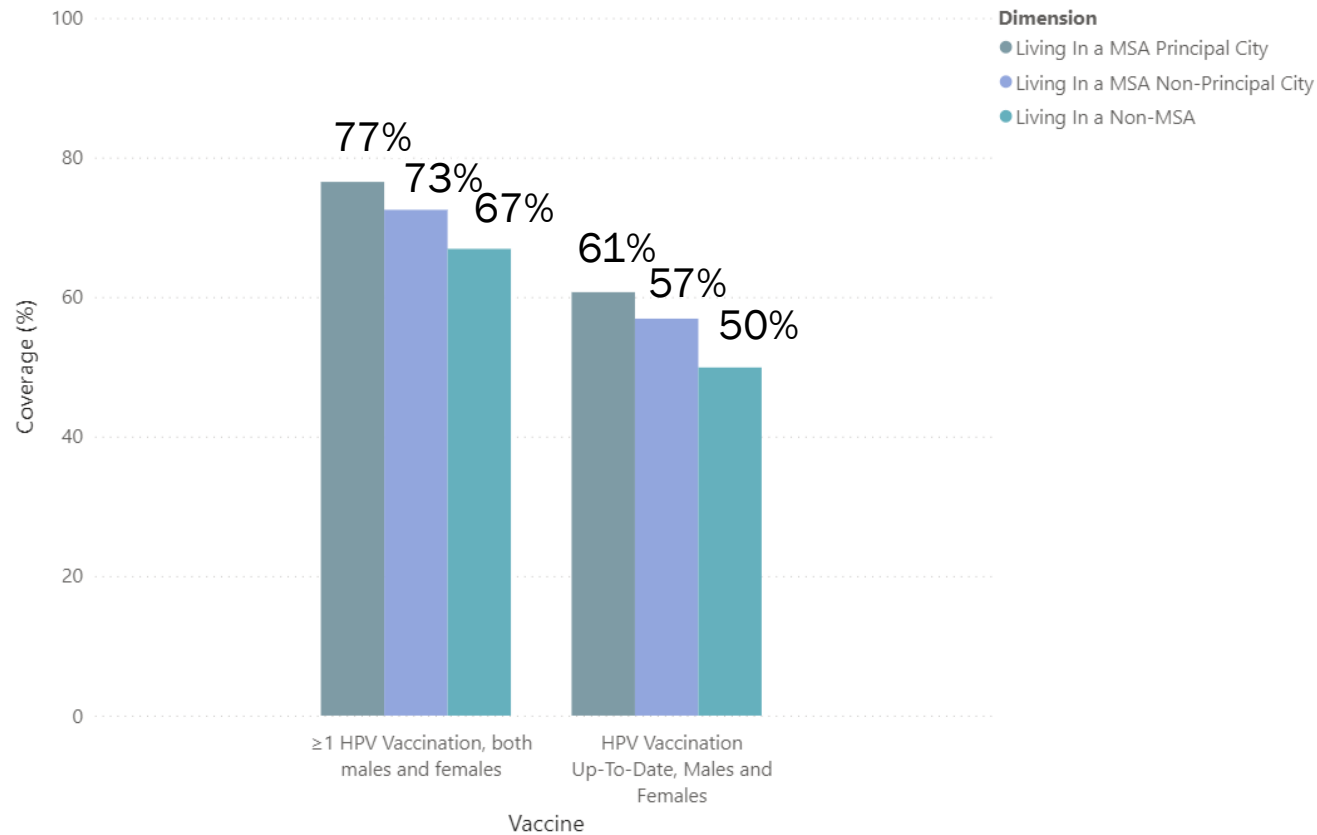
- Improvements are slower for cervical cancer incidence in non-metropolitan areas



- Accelerations in oropharyngeal cancer incidence are faster in non-metropolitan areas


HPV Vaccination Coverage in Rural Areas is Consistently Lower, NIS-Teen 2018-2022

Vaccination Coverage among Adolescents Age 13-17 Years, Survey Years 2018-2022, United States, National Immunization Survey-Teen



Children living in rural areas have lower HPV vaccination coverage than children living in urban areas – 10% lower for ≥ 1 doses and 11% lower for HPV UTD.





Acting to Improve Rural HPV Vaccination Coverage

**Collaboration between National
Partners and Formation of the
National Roundtable Rural Advisory
Committee**

ACS National HPV Vaccination Roundtable: Evidence Summary



Rural Disparities in HPV Vaccination Coverage

What's Known

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 (47% vs. 57% 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 Barriers include, but are not limited to:

- Individual, interpersonal, organizational, and community-level barriers to accessing preventive healthcare services, including HPV vaccination, in rural communities.⁵
- Rural residents' lack of knowledge of HPV's link to cancer and limited awareness regarding the HPV vaccine.^{6,7}
- Cultural views unsupportive of HPV vaccination.
- Limited collaborative communication between parents and healthcare providers about HPV vaccination in rural areas.⁸
- Systems-level challenges with vaccine distribution and access, vaccination tracking in electronic health records, missed opportunities for vaccination, provider shortages, and clinical constraints such as long appointment wait-times.
- Few widely available evidence-based HPV vaccination interventions focused on rural communities.⁹

- HPV vaccination coverage has lagged in rural areas for several years
- National Roundtable produced an evidence summary to describe what's known, what's new, and what's next
- Evidence summary is currently being updated by the Rural Advisory Committee

https://hpvroundtable.org/wp-content/uploads/2021/05/HPV-Roundtable_Rural-Disparities-d01.pdf



ACS 2023-2024 HPV Vaccination Impact Report: 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



- 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.

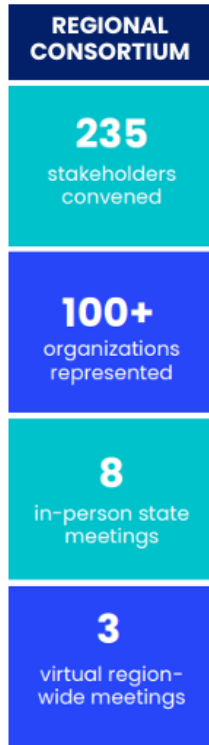


<https://hpvroundtable.org/wp-content/uploads/2024/07/2023-24-HPV-Vaccination-Impact-Report-2.pdf>



ACS 2023-2024 HPV Vaccination Impact Report: Mountain West HPV Project

Mountain West HPV Project



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

- Mountain West HPV Project focused on addressing barriers faced by people living in rural areas of this region
- Regional consortium formed
- Quality improvement learning collaborative
- Professional education for healthcare providers



<https://hpvroundtable.org/wp-content/uploads/2024/07/2023-24-HPV-Vaccination-Impact-Report-2.pdf>



Introductory St. Jude Rural HPV Vaccination Meeting, January 2023



St. Jude Introductory Rural HPV Vaccination Meeting • January 23, 2023

PURPOSE

Rural life is a choice made by 1 in 5 people, but they don't choose to be at higher risk of cancers, including HPV cancers. HPV vaccination is cancer prevention. We must do more to make sure those living in rural America are protected too. The purpose of this introductory meeting was to bring together thought leaders to share information and identify ways to act.

PRE-MEETING SURVEY RESULTS

Prior to the meeting, attendees completed a brief survey to explore rural HPV cancer prevention challenges and opportunities. Of the 132 pre-registered participants, 88 (66%) completed the survey.

Strengths	Primary Challenges	Most Pressing Issue
<ul style="list-style-type: none"> • Collaboration • Resilience • Tight-Knit • Trust 	<ul style="list-style-type: none"> • Access to care • Lack of specialists • Transportation 	<ul style="list-style-type: none"> • Access to care • Funding • Lack of education • Lack of resources

WHO LIVES IN RURAL COMMUNITIES?

59.5
million
people



20%
of the
population

40%
know their
neighbors



63%
have been
living rural
for 11+ years

WHY HPV CANCER PREVENTION?



HPV
cancers
are high



HPV
vaccination
coverage is
low



SCAN ME

Sign up today to be added to the rural HPV vaccination listserv.
Email PreventHPV@stjude.org.



Rural HPV Vaccination Priorities



Start at Age 9

Promote starting HPV vaccination at age 9 in rural communities.



Existing Resources

Compile and share existing resources for addressing HPV vaccination with rural communities.



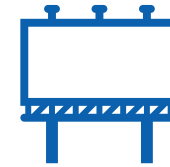
Training Providers

Develop or adapt health care provider and health care professional HPV vaccination training resources for those serving rural communities.



Advocacy and Policy

Explore policy influences on HPV vaccination in rural areas.



Communication

Develop, test, and disseminate easy-to-use messages for rural audiences.



Data

Review and update existing resources and data on HPV vaccination and HPV cancers in rural communities.

Informed by the St. Jude Rural HPV Vaccination Think Tank • Learn more at stjude.org/hpvrural

Next quarterly updates meeting is on National Rural Health Day on November 21.



Joining Forces

- American Cancer Society
- ACS National HPV Vaccination Roundtable
- American Academy of Pediatrics
- St. Jude HPV Cancer Prevention Program
- And more!



ACS National HPV Vaccination Roundtable Rural Advisory Committee





Realizing the Power of Collaboration to Build on the Strengths of Rural Communities to Improve HPV Vaccination Coverage



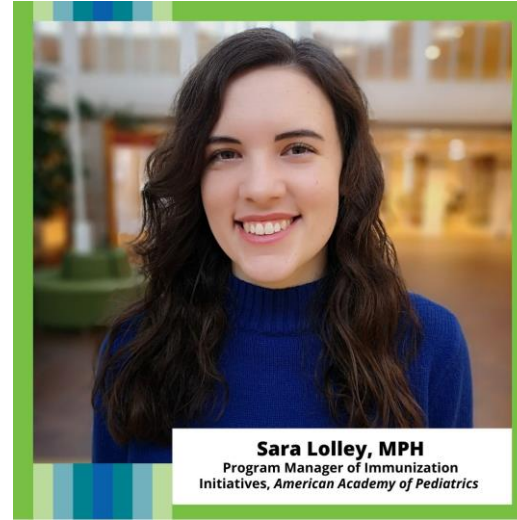
Thank you!

Heather M. Brandt, PhD

Director, St. Jude HPV Cancer Prevention Program

stjude.org/HPV • stjude.org/HPVrural

PreventHPV@stjude.org



National Partnerships with Rural HPV Vaccination





Christina Turpin
Director, National HPV Vaccination Roundtable
American Cancer Society

Wrap Up & After Party



Join the Party: Rural HPV Vaccination 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:

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



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

Dates	Topics
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
December 4, 2024	Celebrating & Sustaining Success

Time:
2-3pm EST

Cost:
Free to attend

Location:
Virtual format via Zoom meeting



Registration Details

Registration is rolling and participants can join at any time throughout the year. Register using the following link: <https://forms.office.com/r/q8zfWncCgr> or scan the QR code.



Once registration has been completed, Zoom calendar invites will be sent for the monthly calls.

Questions? Please reach out to **Ashley Lach, HPV Program Manager**
Email: Ashley.Lach@cancer.org




This resource 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.

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Join the Party: Cancer Prevention Through HPV Vaccination Action Guides


American Cancer Society | NATIONAL HPV VACCINATION ROUNDTABLE



Cancer Prevention Through HPV Vaccination:
An Action Guide for Health Plans


American Cancer Society | NATIONAL HPV VACCINATION ROUNDTABLE

Cancer Prevention Through HPV Vaccination:
An Action Guide for Large Health Systems



American Cancer Society | NATIONAL HPV VACCINATION ROUNDTABLE

Cancer Prevention Through HPV Vaccination:
An Action Guide for Nurses and Medical Assistants



Join the Party: HPV Vaccination Best Practice Sessions

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

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.



The After Party: 2025 National HPV Conference

Hosted by
INDIANA IMMUNIZATION COALITION
VACCINATEINDIANA

SAVE THE DATE

NATIONAL HPV Conference

HYATT REGENCY INDIANAPOLIS, IN **APRIL 15 - 17 2025**

Sign up to be notified when registration opens:
www.nhpvc.org



Thank you to our ACS HPVRT Steering Committee!

ACS HPVRT Steering Committee



Heather Brandt, PhD,
*St. Jude Children's
Research Hospital*



Noel Brewer, PhD,
*University of North
Carolina, Gillings School
of Public Health*



Rebecca Coyle, MEd,
*American Immunization
Registry Association*



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Unity Consortium



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Kristin Oliver, MD, MHS,
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Association of Public
Health Dentistry*



Rebecca Perkins, MD,
MSc, *American College
of Obstetricians and
Gynecologists*

ACS HPVRT Co-Chairs



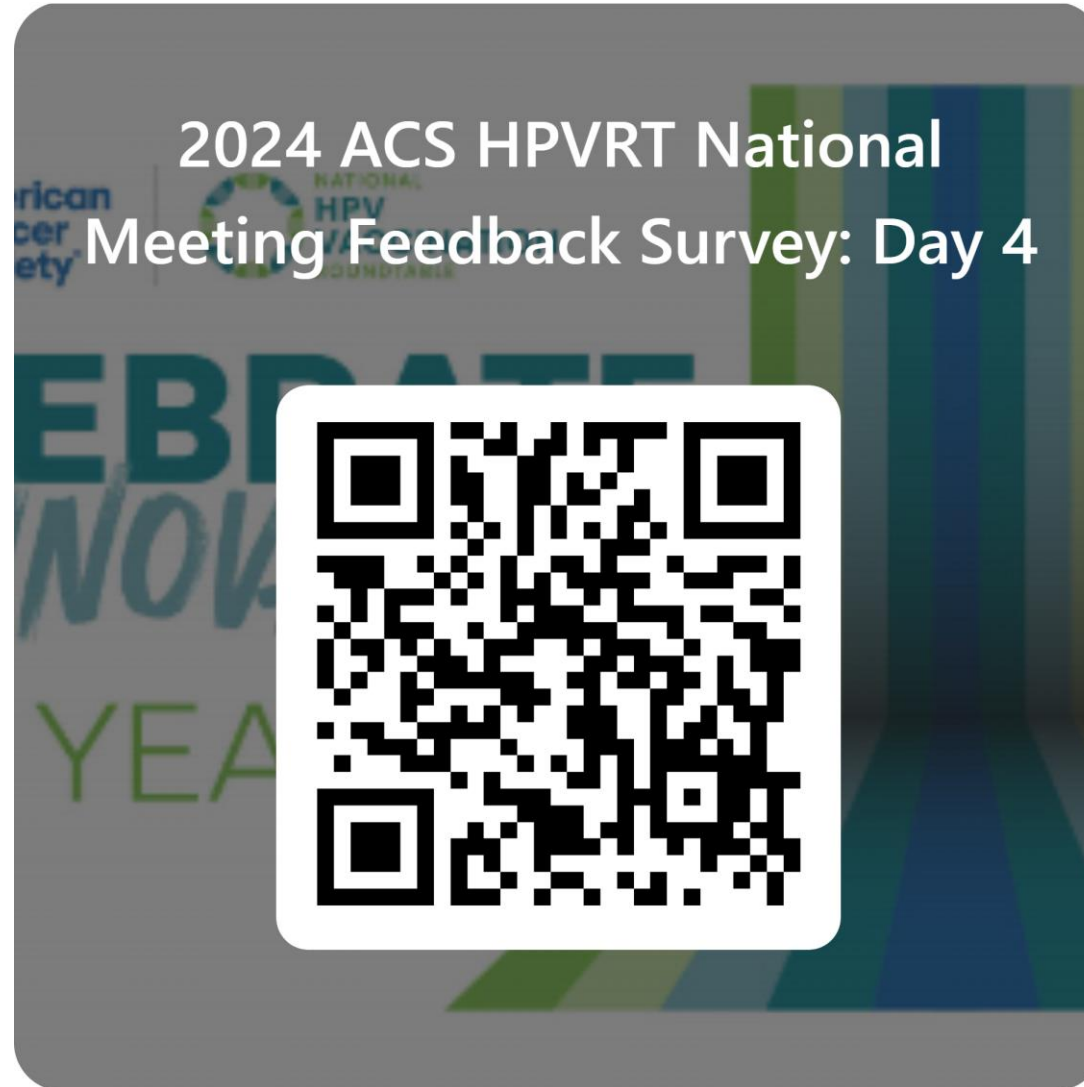
Tamika Felder,
Cervivor





Michelle Fiscus, MD, FAAP,
*Association of
Immunization Managers*





The After Party: Take the Session Evaluation Survey

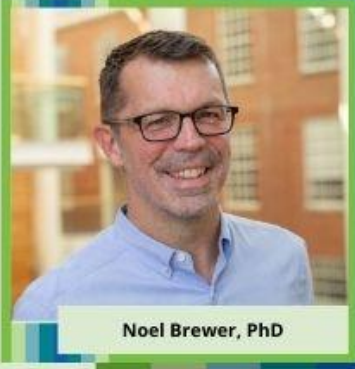



Let the Celebration Continue: See you tomorrow for Global Best Practices in HPV Vaccination!

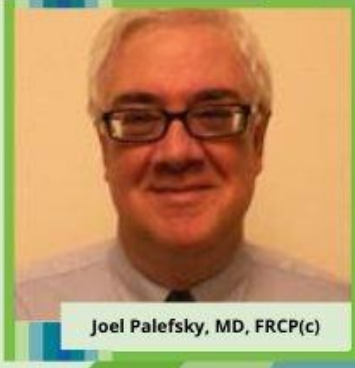
 |  **CELEBRATE & INNOVATE**
10 YEARS


Kaja Abbas, PhD


Heather Brandt, PhD


Noel Brewer, PhD


Sara Comstock, MSSW


Joel Palefsky, MD, FRCP(c)

Global Best Practices in HPV Vaccination
Friday, October 11 | 12:00 pm-1:30 pm ET



HPV VACCINATION
+ YOUR CHILD

CANCER
PREVENTION!

Thank you!



**National Cancer
Prevention Month**

