



Cancer Prevention Through HPV Vaccination:

An Action Guide for Small Practices



HPV Cancer Prevention Starts With Your Practice

Your practice has the power to make a lasting impact on human papillomavirus (HPV) vaccination rates. By implementing changes to improve vaccination uptake starting at age 9, your practice can help reduce the burden of HPV cancers and the financial hardships associated with them.

HPV vaccination rates lag behind other preteen vaccines.

The HPV vaccine is a powerful tool to help prevent multiple cancers, yet HPV vaccination rates are lower than those of other preteen vaccines.

Percent of teens ages 13 to 17 years who had received ≥ 1 vaccine dose in 2022ⁱ

Tdap*
90%

MenACWY**

HPV 76% The HPV vaccine protects against the virus types that cause most HPV cancers and genital warts. It's estimated that HPV vaccination can help prevent over 90% of all HPV cancersⁱⁱⁱ and that it could virtually eliminate cervical cancer, which takes the lives of over 4,000 womenⁱⁱⁱ in the US each year.

HPV vaccination should begin at age 9^{iv} and should finish by age 13 for boys and girls. The HPV vaccine is most effective when given before age 13.

HPV vaccination works. Studies have reported a 70% reduction in high-grade anal precancers and cancers among women who received the HPV vaccine before age 17, likely, in part, due to herd immunity. vi

HPV vaccination is cancer prevention.

HPV causes about 37,000 cases of cancer in men and women each year in the United States."

HPV is linked to:

90% of cervical and anal cancers, each

75% of vaginal cancers

70% of oropharyngeal and vulvar cancers, each

65% of penile cancers



A 65% reduction in cervical cancer cases was observed from 2012-2019 among women ages 20-24, who were among the first cohort of preteens to receive the vaccine.



^{*}Tdap (tetanus, diphtheria, pertussis vaccine)

^{**}MenACWY (meningococcal ACWY vaccine)



Missed opportunities for vaccination could contribute to low HPV vaccination rates.

Implementing a consistent and evidence-based approach to HPV vaccination recommendations is key to improving vaccination uptake and reducing disparities.

Make it an organizational goal to vaccinate every age-eligible child in the communities your practice serves. This guide features actionable steps your practice can take to increase HPV vaccination uptake.

Why Prioritize HPV Vaccination?

Enhance your practice's reputation for quality care.

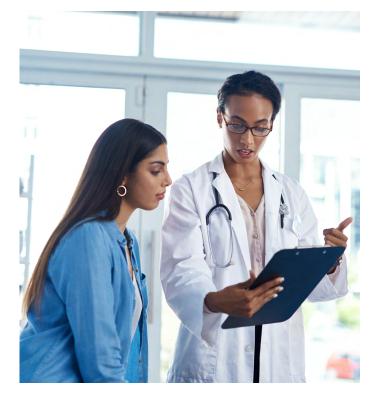
Focusing on cancer prevention reinforces your reputation as a practice that deeply cares about its patients.

The American Academy of Pediatrics (AAP),¹
 the American Academy of Family Physicians (AAFP),²
 the American Cancer Society³, and the American
 College of Obstetricians and Gynecologists (ACOG)⁴
 all recommend HPV vaccination starting as early as age 9 in accordance with the CDC's recommended vaccination schedule.⁵

Improve your patients' medical and financial well-being.

HPV vaccination offers lifelong protection against most HPV precancers and cancers.

The National Cancer Institute reported that \$2.3 billion^{ix} was spent nationally on cervical cancer care in 2020. Preventing HPV cancers and precancers is less expensive than treating them.^x



On-time vaccination means patients only need two doses instead of three, saving parents or guardians and patients money and time.

Actions at-a-Glance

Click the Action icon associated with each item below for detailed guidance.



Strategies to Increase HPV Vaccination

- Action 2 Activate your HPV vaccination team.
- **Action 3** Reduce missed opportunities for vaccination through evidence-based interventions.
- Action 4 Reduce financial barriers.
- Action 5 Evaluate, sustain, and celebrate success.

Actions Your Practice Can Take

Action 1: Establish an HPV vaccination team.

A whole-office approach to HPV vaccination is key for continuous improvement of vaccination rates.

■ Who to include on your HPV vaccination team



Invite clinical and nonclinical staff to serve as team members.



Identify a "champion" among the group to galvanize the team and lead outreach to leadership.

• This person should have scheduled administrative time to guide the initiative.

Tasks to guide team success

Item 1	Identify patients ages 9 to 13 in your practice.
Item 2	Determine baseline HPV vaccination rates.
Item 3	Develop an <u>action plan</u> ⁸ that includes implementing <u>strategic objectives</u> ⁹ and monitoring improvements for a specific period of time.
Item 4	Consider tracking cases of genital warts, HPV cancers, HPV precancers, positive HPV test results, and/or abnormal Pap smear results.
Item 5	 Teach all relevant staff about how the HPV vaccine protects against cancers¹⁰, and establish vaccination messaging to be used across the practice. Reference Talking to Parents or Guardians About HPV Vaccination as Cancer Prevention on page 8 for tips.

Action 2: Activate your HPV vaccination team.

With proper training, engaged staff can be very effective HPV vaccination champions.

- Review the HPV vaccination team action plan with all staff and ensure that they understand why the HPV vaccine is important, how it can improve patient outcomes, and how it can lead to cost savings.
- ✓ Train all appropriate staff on <u>processes and messaging</u>¹² and, address common misconceptions.
- ✓ Share resources for accessing more information such as <u>vaccination schedules</u>, ¹³ <u>frequently asked questions about the HPV vaccine</u>, ¹⁴ and <u>evidence summaries from the American Cancer Society National HPV Vaccination Roundtable</u>. ¹⁵
- ▼ Repeat trainings as needed or offer <u>educational tools and resources</u>¹⁶ opportunities for health professionals.

Action 3: Reduce missed opportunities for vaccination through evidence-based interventions.

Evidence-based interventions can help your practice improve HPV vaccination uptake.

- Use <u>electronic health records (EHRs)</u>¹⁷ to send patient reminders and give provider prompts.
 - · Optimize EHRs to identify which patients need vaccination and to capture all doses.
 - Use EHR data to guide quality improvement (OI) efforts.
 - Improve data collection by using <u>vaccination</u> program tools¹⁸ or short training videos to standardize processes.
- Connect to your state's <u>immunization information</u> system (IIS), 19 and ensure that current vaccination records are captured accurately²⁰ in both systems.
- Establish patient reminder and recall strategies²¹ and consider how to optimize via text messaging, mail, email, social media and/or phone calls.
 - Reference the Resource Center on page 8 for ready-made graphics.







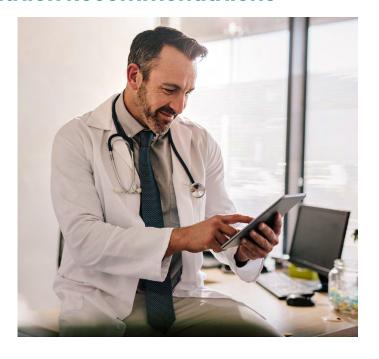
The Power of Provider HPV Vaccination Recommendations

About 1 in 5 parents reported not receiving an HPV vaccination recommendation from 2019-2021.²² This is problematic given that a provider recommendation is the most important determinant of vaccination uptake.²²



A strong HPV vaccination recommendation:²³

- ✓ Highlights the importance of the vaccine for cancer prevention
- Emphasizes the need to complete the vaccination series
- Occurs on the same day other vaccines are needed



Expert-recommended QI Strategies

QI strategies may help your practice improve HPV vaccination rates. Interventions to test include:

- AAP: Improving HPV Vaccination Rates Using Maintenance of Certification Requirements²⁴
- American Cancer Society National HPV Vaccination Roundtable: <u>Promising Best Practices</u>: An Illustrated Guide²⁵
- CDC: <u>Immunization Quality Improvement for Providers (IQIP)</u>, ²⁶ which offers programs to implement strategies to give <u>strong vaccine recommendations</u> and to <u>strengthen vaccine communications</u>. ²⁸
- HPV IQ: QI Tools²⁹
- Merck Vaccines: <u>Vaccination Program Tools</u>³⁰
- Institute for Healthcare Improvement: QI Essentials Toolkit³¹

Action 4: Reduce financial barriers.

Financial barriers can impede your practice's ability to offer HPV vaccination and inhibit vaccine accessibility to patients. These strategies will help ensure vaccine costs serve your practice and your patients.

Step 1

Stay up to date with <u>vaccine financing</u>³² and <u>coding</u>³³ practices to ensure accurate billing.

Step 2

Explore <u>cost-sharing or group purchasing</u>³⁴ with other practices/systems to decrease costs.

Step 3

Make vaccines accessible to uninsured or underinsured patients by partnering with local health departments, state cancer control programs, school nurse associations, Federally Qualified Health Centers, or Vaccines for Children providers.

Action 5: Evaluate, sustain, and celebrate success.

Monitor your practice's progress to keep your cancer prevention mission on track and to thank your staff for their efforts.

Evaluate.

- Establish ways to regularly evaluate the ongoing success of your efforts throughout your practice.
- Give providers feedback on their performance.

Sustain.

 Leverage <u>IIS</u>³⁹ to inform assessments of vaccination uptake in your practice or across racial or ethnic subgroups. IIS can also help identify missed vaccination opportunities, as well as facilitate inventory management and accountability.

Celebrate Success.

 Recognize team members with consistently high and/or increasing HPV vaccination rates.

Share your story!

Let us know what lessons you've learned from your efforts to improve HPV vaccination rates. What worked? What strategies needed to be revisited? **HPV.Vaccination.Roundtable@cancer.org**

Resource Center

Posters, Flyers, and Graphics to Create a Pro-vaccination Environment

- American Cancer Society: HPV VACs⁴⁰ flyer
- California Department of Public Health: <u>Vaccines for Your Preteen</u>⁴¹ flyers, graphics, and posters available in multiple languages
- American Cancer Society National HPV Vaccination Roundtable: <u>Flyers</u> and <u>posters</u>⁴² and <u>Co-brandable "Start at Age 9" Social Media Graphics</u>⁴³
- US Department of Health and Human Services: HPV Vaccine Graphics⁴⁴



Talking to Parents or Guardians About HPV Vaccination as Cancer Prevention

All patient-facing staff should be <u>trained</u>⁴⁵ to begin the discussion about the HPV vaccine with parents and guardians. Start these discussions at age 9 and repeat them at each visit until the patient <u>completes</u> their vaccination series.⁴⁶ Enhance your vaccine messaging by reviewing these resources on talking to parents or guardians about HPV vaccination.

- AAP: FAOs About HPV⁴⁷
- CDC: Talking with Parents about HPV Vaccination⁴⁸
- Immunize.org: <u>A Parent's Guide to Preteen and Teen HPV Vaccination</u>⁴⁹

Additional Resources

- Start HPV Vaccination at Age 9⁵⁰
 - ° 2023 Human Vaccines & Immunotherapeutics Collection Toolkit⁵¹
 - HPV Vaccination at 9 12 Years of Age: An Evidence Summary⁵²
 - Start at Age 9 Print On-demand Toolkit⁵³
 - ° Why Age 9? Fact Sheet⁵⁴
- 2024 ACS National HPV Vaccination Roundtable Impact Report and Action Plan⁵⁵
- ACS National HPV Vaccination Roundtable Resource Center⁵⁶
- ACS National HPV Vaccination Roundtable Video Collection⁵⁷
- ACS Recommendations for HPV Vaccine Use⁵⁸
- ACS HPV Information and Resources for Patients and Parents⁵⁹
- ACS HPV Vaccine Information for Health Professionals⁶⁰
- American Academy of Pediatrics: Adolescent Immunization Discussion Guides⁶¹
- CDC: HPV Resources⁶²
- HPV Data Sources⁶³
- Immunize.org: Vaccine Apps for Health Care Providers⁶⁴



Follow the American Cancer Society National HPV Vaccination Roundtable.



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Appendix: Small Practices

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