



HPV Free ID

Toolkit for Increasing HPV Vaccination Rates in Idaho



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HPV Free Idaho

The Idaho Division of Public Health, in partnership with the Idaho Immunization Coalition and the American Cancer Society, is calling you to action in the fight against human papillomavirus (HPV), a group of viruses linked to multiple types of cancer and other health problems such as genital warts. This call to action is driven by persistently low vaccination rates in Idaho and the increasing rates of cancers caused by HPV.

Are you aware that HPV is so common that nearly all sexually active people will get infected with at least one strain of HPV in their lifetime?

Although there are safe and effective vaccines to protect against HPV, vaccination rates in Idaho remain below the U.S. average and a majority of our adolescents are being left unprotected against HPV-related diseases. In 2015, only 30.3% of adolescent females and 26.4% of adolescent males in Idaho had completed the vaccination series. These rates fall considerably short of the Healthy People 2020 objective which states 80% of 13-15 year olds will be fully vaccinated. These low vaccination rates reveal countless missed opportunities to prevent HPV-associated cancers and other diseases. The HPV vaccine is cancer prevention.

We are asking you to join us in the fight against HPV starting today. No man or woman should have to suffer or die from cancers or other diseases when the resources to protect them are available. **Join us by helping to promote HPV Vaccination Month February 2021. This is a statewide effort to encourage Idaho parents to vaccinate their children against HPV and protect them from HPV related-cancers.**

This toolkit is intended to provide important resources to healthcare providers and community stakeholders from diverse settings across the state. This toolkit includes materials to help you communicate with your communities about the importance of receiving the HPV vaccine.

We encourage you to get involved, support, and share the campaign messages of HPV cancer prevention. For up-to-date information and resources, please visit www.HPVFreeID.org

If you have questions, would like assistance, or need additional materials please e-mail or call the Idaho Immunization Program at iip@dhw.idaho.gov or 208-334-5931.

Thank you for all that you do to improve the health of Idahoans, and for joining this important fight for an HPV Free ID.

Your Role in an HPV Free Idaho

Help promote the Idaho HPV Vaccination month, February 2021.

- Spread the word using the messaging provided on page 8.
- Talk with parents and adolescents to increase knowledge and awareness about HPV, its associated cancers, and the HPV vaccine.
- Reach out to providers and tell them that their HPV vaccine recommendations matter.
- Share this project and toolkit with healthcare providers and other community stakeholders in your network.
- Direct parents, adolescents, providers, and stakeholders to the project's website at www.HPVFreeID.org to access these resources and information including electronic versions of this toolkit.
- Reach out and spread the message through social media. Use the sample Tweets and Facebook posts on pages 10-12 to let your networks know what we are doing for HPV vaccination and how they can get involved! Hashtag is #HPVFreeID
- Be an advocate for the HPV vaccine.

Messages for Specific Professionals:

Dental Professionals

As a dental professional you can help your patients and their families stay safe from HPV-related oral and pharyngeal cancers by recommending HPV vaccination. According to the CDC, recent studies show that 60-70% of cancers of the oropharynx might be linked to HPV. Dental professionals can help take action against these cancers by doing the following three things¹.

1. Encourage patients to minimize behaviors that put them at risk for all forms of oral cancer.
2. Counsel patients about the risks of HPV-associated cancers and the reduction in risk provided by the vaccine.
3. Educate parents about HPV vaccination in terms of cancer prevention.

¹ MMWR April 20, 2012/61(15); 258--261. Human Papillomavirus--Associated Cancers--United States, 2004--2008. <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6115a2.htm>

School Nurses

As a school nurse, you know the importance of getting students vaccinated to ensure they are healthy and ready to learn. You understand the life-long health benefits of vaccinations and you have the ability to educate and influence students and families to ensure they receive recommended vaccinations. The HPV vaccination might not be a current requirement for Idaho school attendance, but it is in the best interest of children to receive it because it provides life-long protection against certain cancers. Recommending and promoting the importance of getting the HPV vaccination series is the best way you, as a school nurse, can help protect Idaho students from cancers caused by HPV. Specific ways you can promote HPV prevention:

- Send email reminders to 5th and 6th grade parents to start the HPV vaccine series at the same time they are getting the Tdap and Meningococcal vaccines required for 7th grade school entry.
- Add a recommendation to get the HPV vaccine to any parent communications for eligible students, emphasizing the fact that HPV vaccine prevents cancer.
- Remind families about the value and benefits of both school required and recommended vaccines like HPV during school events like Back-to-School nights and student conferences.
- Collaborate with health teachers to ensure students receive factual information about protecting themselves from cancer by getting immunized for HPV.
- Partner with primary care providers in your area to identify effective methods to remind students and families about the need to get all the HPV vaccination series.

Strategies for Increasing Vaccine Coverage Rates

Patient Reminder Recall

Immunization reminder-recall systems are cost-effective methods to identify and notify families whose children are due soon for immunizations (reminder) or are already behind (recall). Reminder and recall systems are powerful ways to ensure optimal vaccination rates.

Methods to remind or recall families include:

- Phone calls by office staff
- Mail reminder cards or letter
- Text messages
- Patient portals

Provider Prompts or Standing Orders

Provider prompts usually consist of electronic prompts in Electronic Health Record (EHR) Systems or notes in charts. This prompt could present as a “to-do” task or as a pop up alert.

Standing orders for immunizations include office policies, procedures, and orders to provide recommended immunizations to patients. For example, a standing order might be in place to instruct health care personnel (as allowed by the state) to give a specific vaccine to all patients for whom the vaccine is recommended based on the Advisory Committee on Immunization Practices recommended immunization schedule.

Strong Provider Recommendations

It is important to state that you recommend all vaccines on the schedule and not merely mention that they are available.

Include All Recommended Vaccinations at Every Visit

It is important to vaccinate whenever possible because you don't know when a patient will be back in your office.

Provider Feedback

Providers change their behavior (i.e., clinical practices) based on feedback that they are different from those of their peers. To determine immunization rates for providers, consider running an immunization rate report through your EHR or perform a chart audit to determine the percentage of patients that are up-to-date on immunizations by each provider in your office.

Find an Immunization Champion

An immunization champion can serve as a steward and advocate of immunizations in your practice.

Educate Patients and Their Parents

Take every opportunity to educate parents and patients. Let them know at each visit what vaccines they can expect at their next appointment and provide handouts on these vaccines and diseases.

Address Costs

The Idaho Immunization Program (IIP) provides free vaccine to participating medical providers for patients 0 through 18 years of age. If you are interested in enrolling in the IIP's Vaccines for Children program, please contact the IIP at 208-334-5931 or by email at iip@dhw.idaho.gov.

Hold Vaccine Clinics at Hours that are Convenient for Families

Holding vaccination clinics with special hours (evening or Saturday) at your practice allows for more opportunities for busy adolescents and their parents to access vaccination services.

For more information visit

https://www.aap.org/en-us/Documents/immunization_topstrategiesforincreasingcoverage.pdf

Idaho Vaccination Rates

Visit [TeenVaxView](#) to see trend reports from 2008-2019 for HPV adolescent vaccination coverage.

Compare states across the US and filter by dose number, sex, and other factors. A [Video User Guide](#) is also available to walk you through utilizing the resource.

HPV Free Idaho Messaging

If there were a vaccine to prevent cancer, would you get it for your children? Of course you would.

The HPV vaccine IS cancer prevention.

The HPV vaccine is very important because it PREVENTS cancer.

No child dreams of being a cancer patient. The HPV vaccine is cancer prevention.

The best way to prevent HPV-associated cancers is to have your sons and daughters completely vaccinated against HPV.

The HPV vaccine is most effective when given between 11-12 years of age when the body will produce the best immune response to develop protection before coming in contact with the virus.

Research has shown that getting the HPV vaccine does not make kids more likely to be sexually active or start having sex at a younger age.

We vaccinate so that children have the best protection possible long before they are exposed to an infection, as is the case with measles and the other recommended childhood vaccines.

A missed opportunity is a healthcare encounter where a person does not receive a vaccination for which he or she is eligible.

Currently 79 million Americans are infected with HPV, increasing at a rate of approximately 14 million new cases each year in the U.S.

In the U.S., 33,000 HPV-associated cancers are diagnosed yearly, about 20,600 among females and 12,600 among males.

Cervical cancer is the most common HPV-associated cancer among females and oropharyngeal cancers are the most common among males.

Of the 33,000 new HPV-associated cancers that occur each year, it is estimated that about 26,000 could be prevented through HPV vaccination.

Unfortunately, there is no cure for HPV. It can only be prevented.

Social Media Tools

Sample Tweets

Let's make Idaho HPV Free. Learn how at www.HPVFreeID.org #HPVFreeID

We can be #HPVFreeID! Learn how you can protect your children from certain cancers here: www.HPVFreeID.org

Girls & boys should get the HPV vaccine at 11 or 12 years old to protect them from cancer in the future. www.HPVFreeID.org. #HPVFreeID

Ask your provider about the HPV vaccine! Boys and girls both need the HPV vaccine at age 11 or 12. www.HPVFreeID.org #HPVFreeID

Did you know boys are at just as much risk for HPV related cancers as girls? Learn more at www.HPVFreeID.org #HPVFreeID

The HPV vaccine is recommended for boys & young men too. Protect your sons from cancer. www.HPVFreeID.org #HPVFreeID

The HPV vaccine is a powerful public health tool that can protect generations of women & men from cancer. www.HPVFreeID.org #HPVFreeID

Teens & young adults ages 13-26 should get the HPV vaccination if not vaccinated earlier www.HPVFreeID.org #HPVFreeID

Girls & boys 9-18 w/o insurance coverage for the HPV vaccine may qualify for the VFC program Visit www.HPVFreeID.org #HPVFreeID

HPV is so common that nearly all sexually-active men & women will get at least one type of HPV www.HPVFreeID.org #HPVFreeID

Lower your risk of getting HPV & prevent cancer in your future. Find out how: www.HPVFreeID.org #HPVFreeID

The HPV vaccine is safe & effective in preventing cancers caused by HPV www.HPVFreeID.org #HPVFreeID

Why give the HPV vaccine at 11 or 12? Better results and to provide protection long before exposure www.HPVFreeID.org #HPVFreeID

Sample Facebook Posts

We can be #HPVFreeID! Learn how you can protect your children from certain cancers here: www.HPVFreeID.org

What does your child dream of being when they grow up? A famous rock star? A teacher? Maybe an astronaut? They don't dream of being cancer patients. Get your sons & daughters the HPV vaccine to prevent certain cancers. Learn more at www.HPVFreeID.org #HPVFreeID

The HPV vaccine is cancer prevention. Vaccinating your 11 or 12 year old sons and daughters against HPV now could be a lifesaver when they grow up. Let's be #HPVFreeID. Learn more at www.HPVFreeID.org

Ask your child's doctor about the HPV vaccine! Boys and girls both need the HPV vaccine at age 11 or 12 years old because that's when immune response to the vaccine is best. Learn more at www.HPVFreeID.org. #HPVFreeID

Did you know boys are at just as much risk for HPV caused cancers as girls? Learn more how HPV affects men at www.HPVFreeID.org #HPVFreeID

If there were a vaccine to prevent cancer, would you get it for your child? The HPV vaccine is cancer prevention, learn more at www.HPVFreeID.org #HPVFreeID

The HPV vaccine is cancer prevention for both boys and girls. Learn more about getting your children vaccinated so they don't have to worry about cancer later. It could be a lifesaver. Learn more at www.HPVFreeID.org #HPVFreeID

Do you have preteen or teen kids in your home? The HPV vaccine is recommended for preteens 11 or 12 years old. Teens and young adults 13-26 years old should get the HPV vaccine if they weren't previously vaccinated. The HPV vaccine is cancer prevention. Learn more at www.HPVFreeID.org #HPVFreeID

Social Media Opposition Responses

Studies have proven that the HPV vaccine doesn't alter sexual behavior.

- Pediatrics journal (2012):

<http://pediatrics.aappublications.org/contentearly/2012/10/10/peds.2012-1516.abstract>

- Canadian Medical Association Journal (2014):

<http://www.cmaj.ca/content/early/2014/12/08/cmaj.140900>

The side effects that Gardasil lists are generally not that different from what is seen in the safety reviews of other vaccines.

- For example, fainting is common after any needle injection, especially in preteens and teens.

Reported deaths due to vaccination: “The 32 death reports were reviewed and there was no common pattern to the deaths that would suggest they were caused by the vaccine. In cases where there was an autopsy, death certificate, or medical records, the cause of death could be explained by factors other than the vaccine. Some causes of death determined to date include diabetes, viral illness, illicit drug use, and heart failure.”²

Safety concerns related to vaccination: The findings were generally not that different from what is seen in the safety reviews of other vaccines recommended for a similar age group, 9 to 26 years old (meningitis and Tdap). Based on the review of available information by FDA and CDC, the HPV vaccine continues to be safe and effective, and its benefits continue to outweigh its risks.³

² KEY MESSAGES JAMA Article: Postlicensure Safety Surveillance for Quadrivalent Human Papillomavirus Recombinant Vaccine. (n.d.). Retrieved December 5, 2016, from http://www.kdheks.gov/immunize/download/JAMA_HP_V_Key_Points.pdf

³ KEY MESSAGES JAMA Article: Postlicensure Safety Surveillance for Quadrivalent Human Papillomavirus Recombinant Vaccine. (n.d.). Retrieved December 5, 2016, from http://www.kdheks.gov/immunize/download/JAMA_HP_V_Key_Points.pdf

Utilize These Tips and Key Messages with your Patients for HPV Immunization Success

1. Recommend the HPV vaccine series the same way you would recommend any other adolescent vaccine. For example, you can say “(Insert name) needs/is due for these shots today: HPV, Meningococcal, and Tdap.”
2. Be familiar with what parents may hear from the media and subsequent questions and concerns they may have.
3. Parents want to know why the recommended age for the HPV vaccination is 11-12 years.
 - Just like any other vaccine, we vaccinate people well before they could be exposed to an infection.
 - Studies have shown that the immune response to the HPV vaccine is stronger when it is given at 11-12 years.
4. Parents may be concerned that if they vaccinate their tween (age 11 or 12 years) against HPV, they have given them permission to have sex.
 - Research has shown this just isn’t true! Getting the HPV vaccine does not make tweens more likely to be sexually active, nor do they start having sex at a younger age.
5. Parents may not understand the disease prevalence, or they may be unclear about what the vaccine protects against.
 - HPV can cause cancers of the cervix, vagina, and vulva in women. It can cause cancer of the penis in men.
 - HPV can also cause cancers of the anus and mouth/throat in both women and men.
 - A majority of these cancers could be prevented with the HPV vaccine.
6. Parents want to know that the vaccine is safe.
 - The HPV vaccine has been carefully studied and has been through the same stringent FDA licensure process as all vaccines.
 - More than 62 million doses of HPV vaccine have been given to date in the U.S., and vaccine studies continue to show that HPV vaccines are safe.
 - Like other shots, most side effects are mild, including temporary pain or redness in the arm.
 - Fainting can be common after any injection, especially among tweens & teens. After the vaccination is given, have the patient sit or lie down for 15 minutes to prevent any injuries in case fainting does occur.

7. Parents want to know which other vaccines are recommended for their tween/teen. All tweens/teens need:

- Annual flu vaccine
Flu: Everyone 6 months of age and older should get a flu vaccine every year. Those who have chronic health problems are at a greater risk for complications from the flu, but even healthy adolescents can get very sick from the flu.
- 1 dose of Tdap vaccine
Tdap: One dose of Tdap vaccine is recommended at ages 11-12 years for protection against tetanus, diphtheria and pertussis (whooping cough). This vaccine is required for 7th grade school entry in Idaho.
- 2 doses of Meningococcal vaccine
Meningococcal: One dose of meningococcal vaccine is recommended at ages 11-12 and another dose at age 16 to boost immunity levels for protection against bacteria that can cause meningococcal disease including sepsis and meningitis. Meningitis can be very serious, even fatal. One dose of meningococcal vaccine is required for 7th grade school entry in Idaho.
- 2 doses of HPV vaccine for most tweens
As of November 2016, ACIP routinely recommends two doses of HPV vaccine for 11- or 12-year-olds to prevent HPV cancers. The first HPV vaccine dose is routinely recommended at 11-12 years old. The second dose of the vaccine should be administered 6 to 12 months after the first dose.
- 3 doses of HPV vaccine for others
Teens and young adults who start the series at ages 15 through 26 years will continue to need three doses of HPV vaccine to protect against cancer-causing HPV infections. Adolescents ages 9 through 14 years who have already received two doses of HPV vaccine less than 5 months apart, will require a third dose. Three doses are recommended for people with weakened immune systems ages 9-26 years.

Tween / Teen Vaccination Checklist

Considering that tweens and teens have infrequent visits, review vaccination status at every visit.

Use every opportunity to vaccinate your teen patients.

1. Make teen-friendly educational information available in your waiting room.
2. Remind parents that childhood immunization protection does not last a lifetime.
3. Use acute care visits and sports physicals as opportunities for vaccination.
 - a. Patients with minor illnesses with or without low-grade fever can be vaccinated
4. Vaccines Recommended for Adolescents*
 - Tetanus-Diphtheria-Pertussis
 - Meningococcal
 - Human papillomavirus
 - Influenza
5. Catch-Up Vaccines for Adolescents*

Tweens and teens should receive doses of these vaccines as indicated:

 - Hepatitis A ‡
 - Hepatitis B ‡
 - Inactivated poliovirus ‡
 - Measles-Mumps-Rubella ‡
 - Varicella ‡
 - Pneumococcal †

For all vaccines given during adolescence, fainting has been reported in both boys and girls. After the vaccination is given, have the patient sit or lie down for 15 minutes to prevent any injuries in case fainting does occur.

Adapted from: Adolescent Immunizations: Strategies for Increasing Coverage Rates. (2013, July). Retrieved from https://www.aap.org/en-us/Documents/immunization_topstrategiesforincreasingcoverage.pdf

*See the complete Recommended Immunization Schedule for Persons Aged 7-18 Years at: www.cdc.gov/vaccines/schedules/easy-to-read/preteen-teen.html

‡Recommended for teens who did not receive these immunizations as children.

†Appropriate for adolescents at high risk of contracting this disease.

Additional Resources

General HPV

- Centers for Disease Control and Prevention – www.cdc.gov/hpv
- Immunization Action Coalition – www.immunize.org/hpv
- Vaccine Education Center – vec.chop.edu/service/vaccine-education-center/prevent-hpv/index.html

HPV Associated Cancers

- American Cancer Society – www.cancer.org/cancer/cancercauses/othercarcinogens/infectiousagents/hpv/index
- Cervical Cancer Free Coalition – www.cervicalcancerfreeamerica.org
- Kristen Forbes EVE Foundation – www.kristeneve.org
- National Cancer Institute – www.cancer.gov/cancertopics/factsheet/Risk/HPV

Provider & Clinic Resources

- Vaccine Information Statements in Multiple Languages (Immunization Action Coalition) – www.immunize.org/vis
- Vaccines for Children (VFC) Program – www.immunizeidaho.com
- You Are the Key Toolkit – www.cdc.gov/vaccines/youarethekey