

It's Safe, Effective and it Works!
**Identifying Problems and
Solutions for Communicating
About the HPV Vaccine**

Overall Communication Strategies

Clinicians receive too little support in changing their **practices, processes, and policies** to improve the health of their patients.



**EFFECTIVE
RECOMMENDATION**

**USE EHRs, AFIX, IIS,
REMINDER/RECALL**



**COMMUNICATION
STRATEGIES**

HPV vaccination
Is for
CANCER
Prevention

“Why is HPV vaccine different?”

“Because it’s about



**You're not
opening
the door
to sex.**

**You're
closing
the door
to cancer.**

Let's Talk about

Sex

HPV vaccination
is best when
given at ages

11 or 12

HPV VACCINE IS BEST AT 11-12 YEARS

Preteens have a higher immune response to HPV vaccine than older teens.



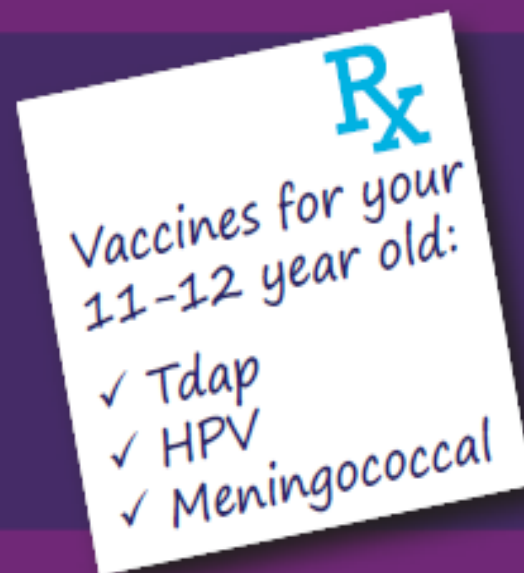
While there is very little risk of exposure to HPV before age 13, the risk of exposure increases thereafter.



HPV vaccination
is
ROUTINE
for Preteens

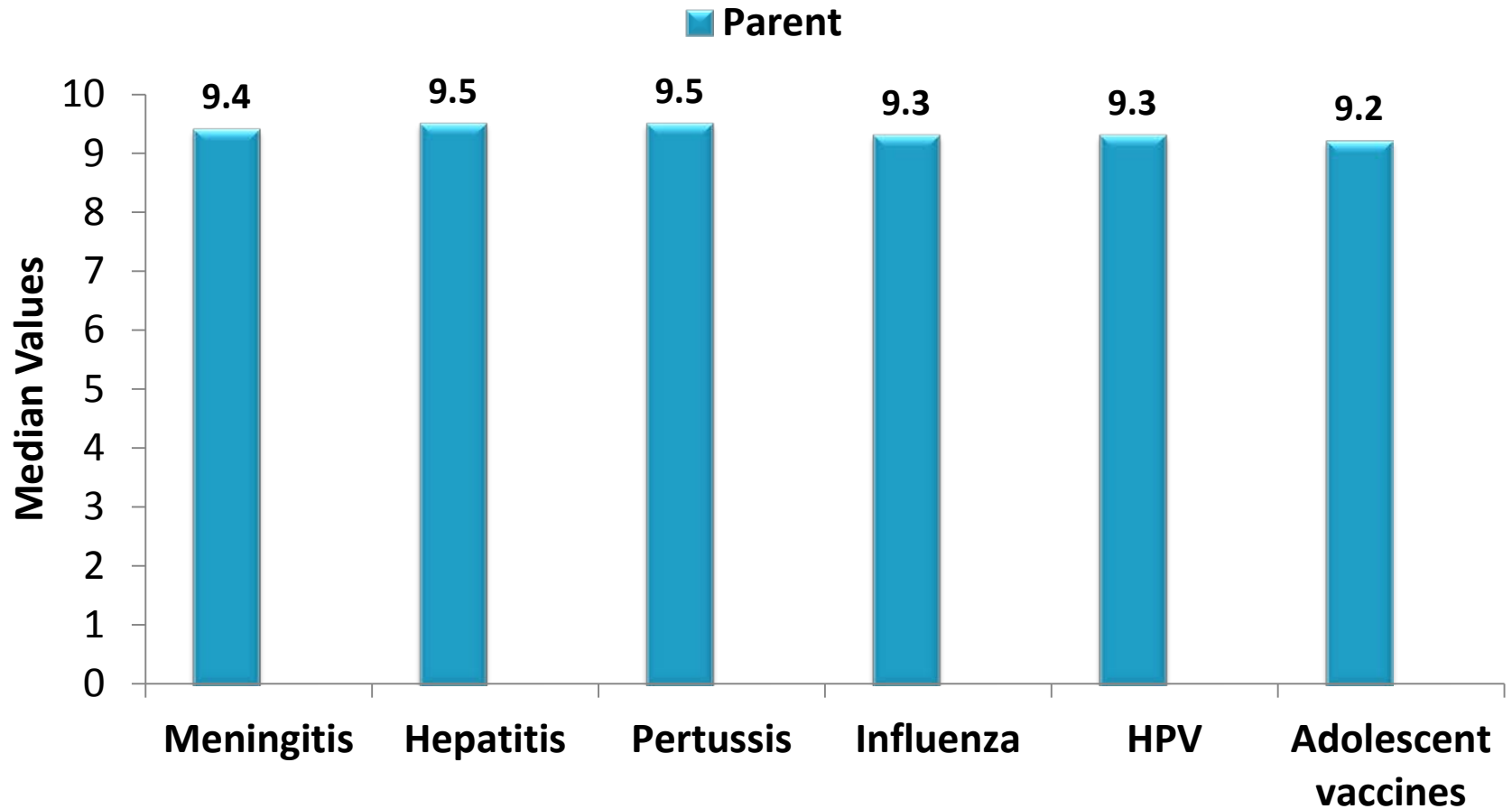
HPV VACCINE IS RECOMMENDED AT THE SAME TIME AS OTHER TEEN VACCINES

Preteens need three vaccines at 11 or 12. They protect against whooping cough, cancers caused by HPV, and meningitis.

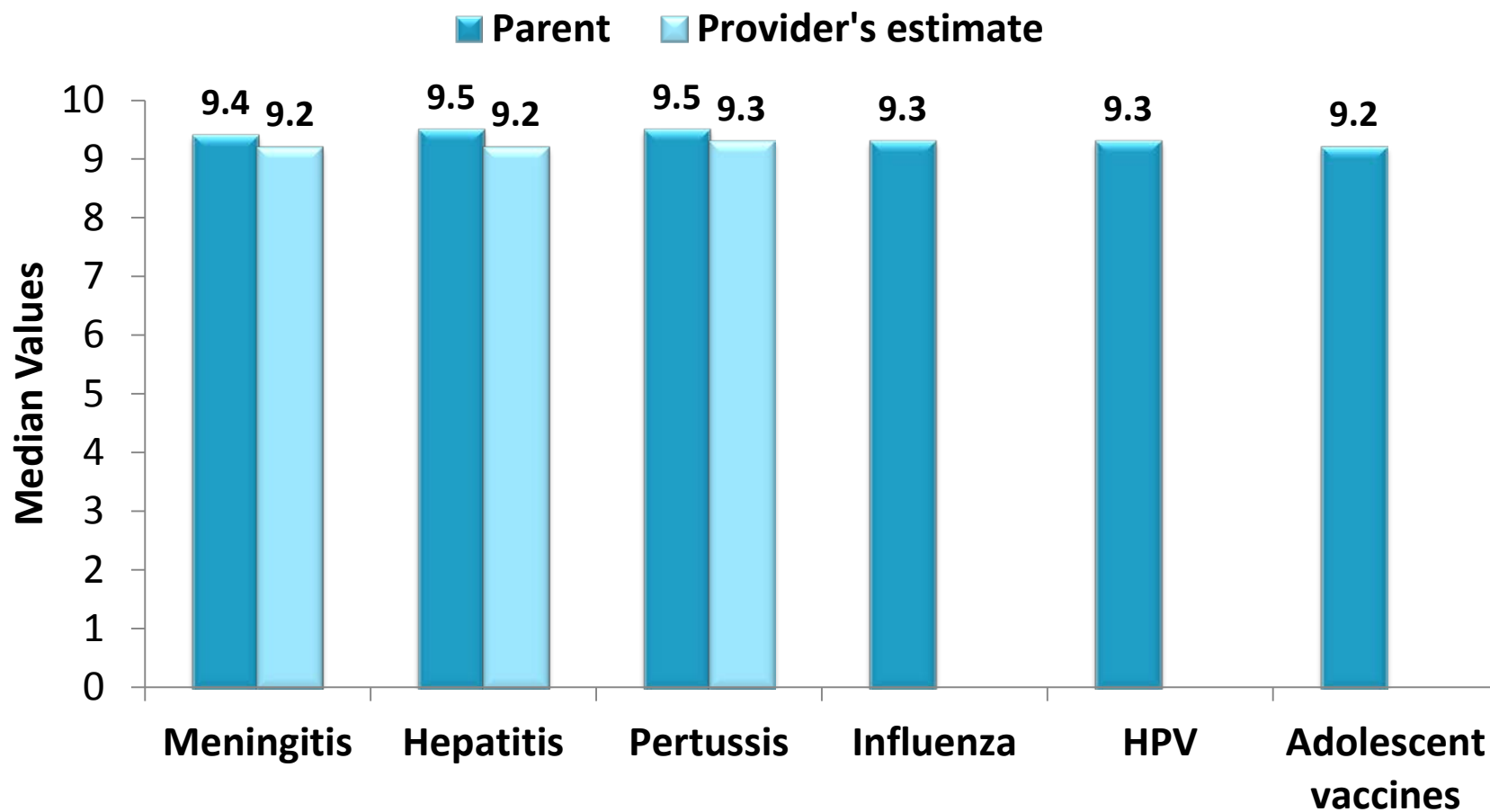


HPV vaccination
depends on an
EFFECTIVE
recommendation

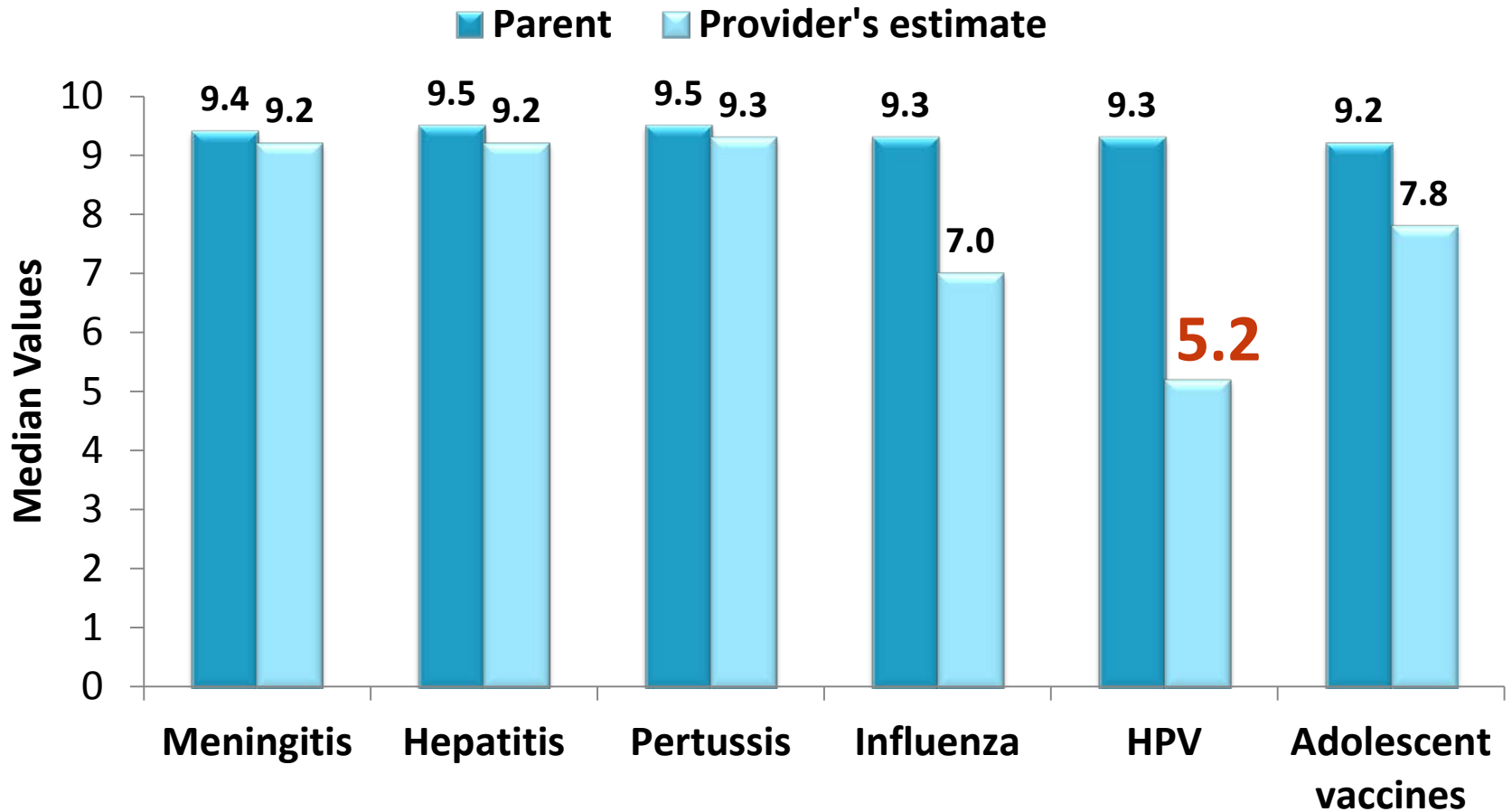
How Parents Feel



How Providers Think Parents Feel

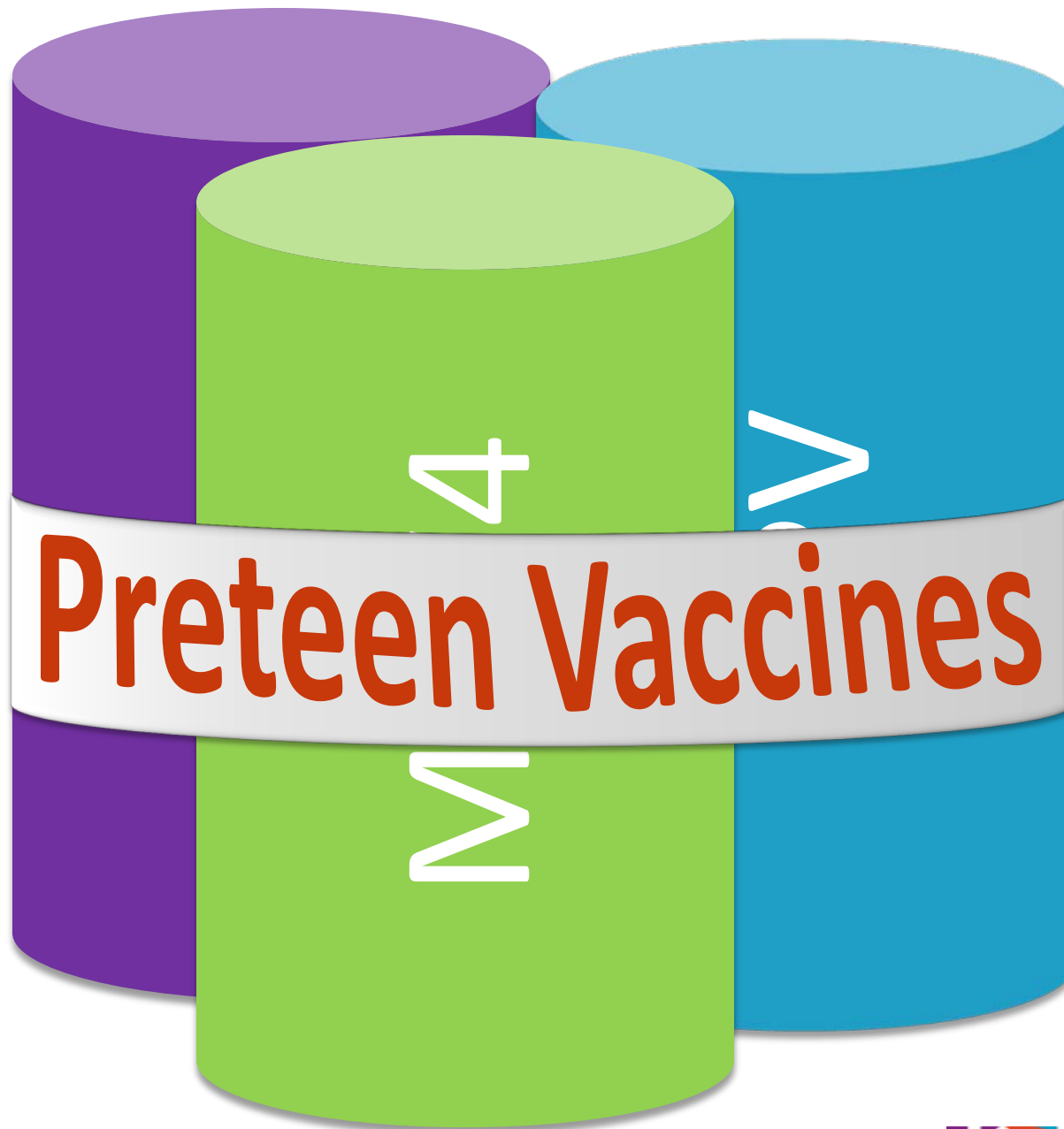


WHOA



**The perceived and
real concerns of parents
influence how the
provider recommends and
administers HPV vaccine.**

Take the
HPV Vax
Challenge!



Same Way

Same Day

*Your preteen
needs three vaccines **today**
to protect against
meningitis,
HPV cancers,
and pertussis.*

Should I get it for my daughter?

Does my son really need it?

Is it safe for my grandchild?

IT HAPPENS TO EVERY NURSE. SOMEONE WILL ASK YOU ABOUT THE HPV VACCINE.

What do you think of the HPV vaccine?

What you say matters!

USE THIS CARD!

Talking to parents about HPV VACCINE



Make a Bundled Recommendation

Recommend HPV vaccine the same way and on the same day you recommend Tdap and meningococcal vaccines. A strong recommendation from you is the main reason parents decide to vaccinate.

You can say "your preteen needs three vaccines that provide protection against meningitis, HPV cancers, and pertussis."

Hearing "HPV vaccine is cancer prevention" helps parents make the decision to vaccinate. Parents don't want to talk about HPV vaccine in the context of sexuality or sexual transmission.

Address Parents' Questions

Help them understand why the vaccine is needed at age 11 or 12, let them know that like any other vaccine, they want their children protected long before exposure.

Emphasize your personal belief in the importance of HPV vaccine to help parents feel secure in their decision. Let them know you have given/will give it to the children in your life.

www.cdc.gov/vaccines/hpv-tipsheet



www.cdc.gov/vaccines/YouAreTheKey



CDC has created a website about HPV vaccination just for physicians & other healthcare professionals which includes:

Tools for Your Practice

- A tips sheet for talking to parents
- A customizable slide deck
- CME courses from CDC and Medscape
- ACIP Recommendations / Schedules

Handouts to Give to Parents

- VIS sheets for both HPV vaccines
- Factsheets
- A parent friendly schedule
- Spanish resources

