

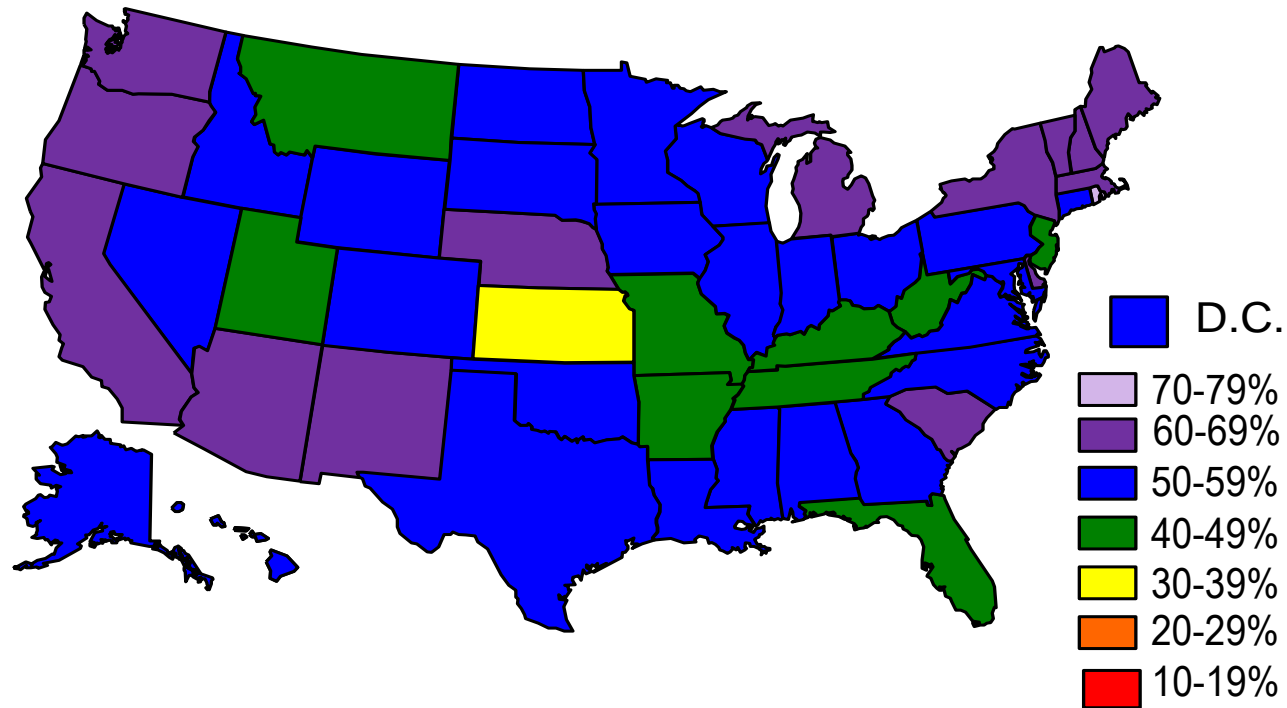
The Burden of HPV-Related Cancers and Practical Approaches to Improve HPV Vaccination Outcomes in Kansas

**KFMC 2015 Quality Forum
Breakout Session**

Presentation Objectives

- Share Kansas Human Papillomavirus (HPV) vaccine coverage rates.
- Provide overview of Kansas HPV vaccine project.
- Describe key steps to improving HPV vaccination.
- Share provider talking points for communicating with parents.

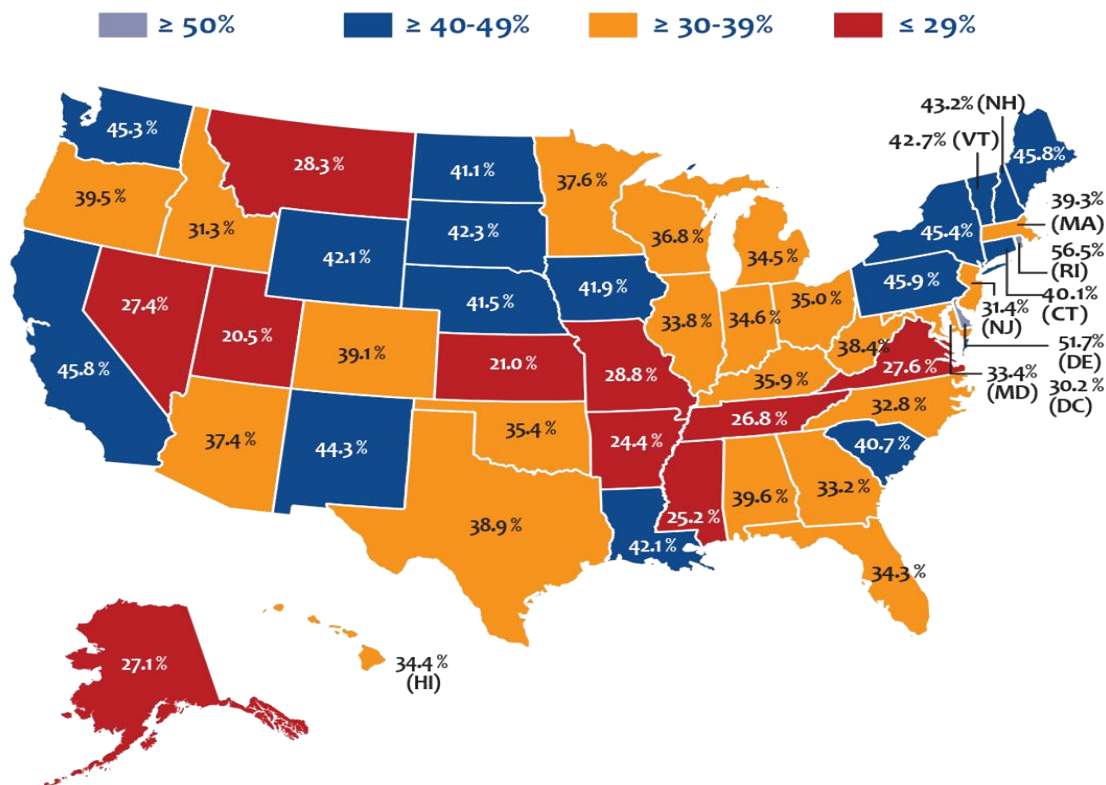
Estimated Vaccination Coverage with 1+ HPV Among Adolescent Girls, 2013 National Coverage = 57%



Source: CDC. National, state, and local area vaccination coverage among adolescents aged 13-17 years---United States, 2013.

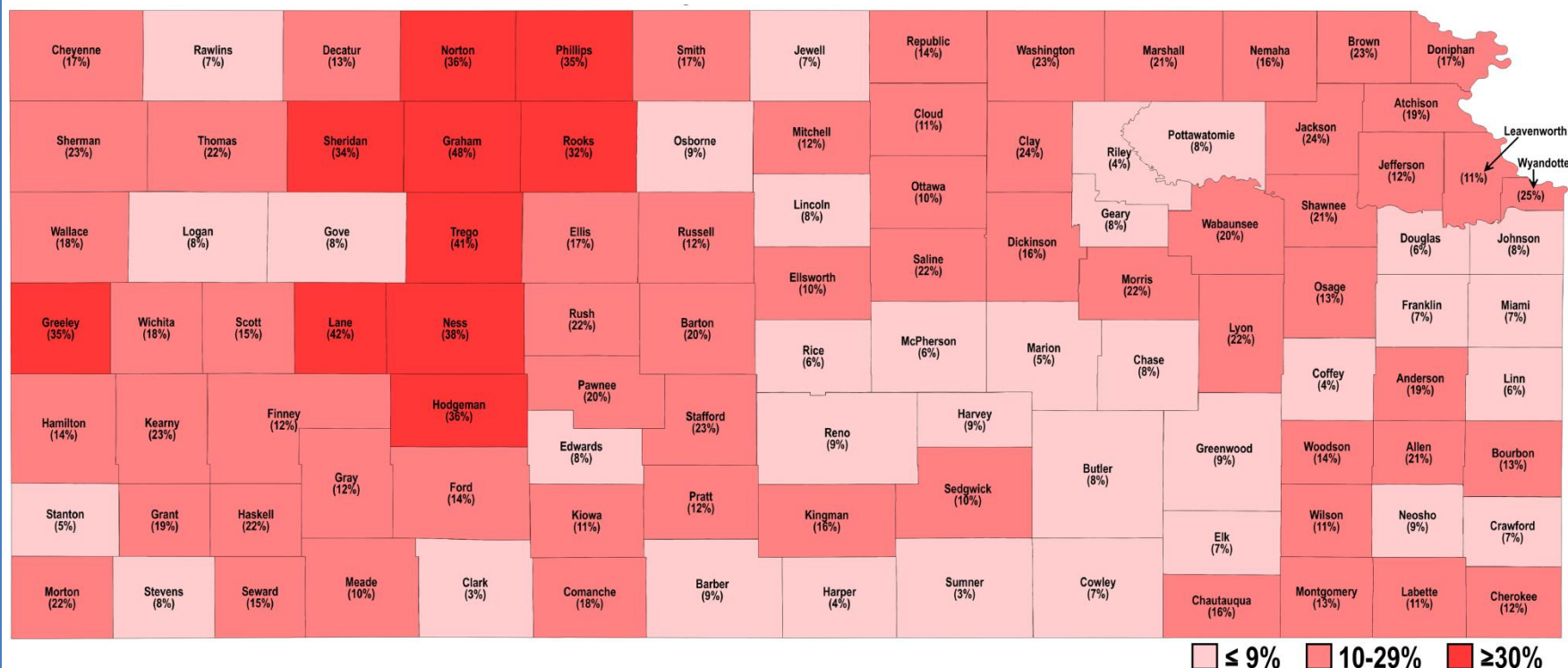
No State Comes Close to Meeting Healthy People Goal (80%)

Completion of 3-dose HPV series in US females 13-17 years of age, 2013



Kansas HPV Vaccination Rates

11-18 Year Olds Receiving Three HPV Vaccinations



The associated county level data was current as of August 11, 2014, when obtained from the Kansas Immunization Registry (KSWebIZ). Displayed data is combined rates for both males and female genders. Kansas Statewide rate 12.8%.

Kansas HPV Vaccine Project Activities

- Stakeholder Engagement
- Communication Activities for Provider and Public Audiences
- Provider Consultation
 - Consultation/AFIX visits
 - Technical assistance, education, and resources
 - Local quality improvement support (PDSA)

Adolescent Vaccine Communication Campaign

Goal: To increase the public awareness of vaccines adolescents need and when the vaccines work best

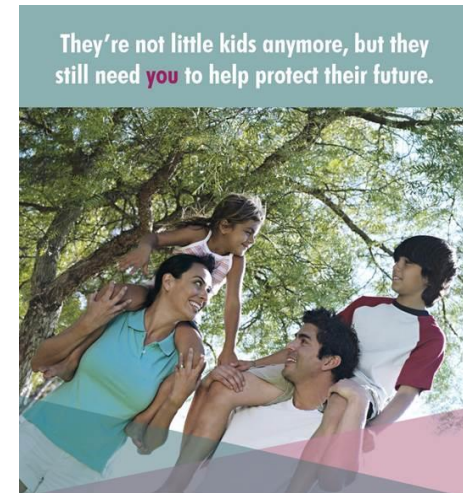
Strategies:

- Direct Mail
- Radio Advertising
- Digital Advertising
- Landing Page www.3protectkids.com

Adolescent Vaccine Communication Materials

- Poster for parent audience
- Poster for teen audience
- Digital advertisements
- Printed postcards
- Social media blast

Contact Rachel Linn, Marketing Manager, for communication materials at rlinn@kfmc.org or go to public.kfmc.org and click: 3ProtectKids Campaign Materials



They're not little kids anymore, but they still need **you** to help protect their future.

3 vaccines today will protect your child from cancer and other preventable diseases tomorrow.



For more information visit: 3protectkids.com

Kansas Local Publications

Health Dept. wants to boost HPV vaccination rates

BY DALE HOGG

dhogg@gbtribune.com

The Barton County Health Department has been chosen to participate in the Kansas Foundation for Medical Care Human Papillomavirus Vaccine Initiative, Health Director Shelly Schneider said.

HPV is a common virus that impacts both men and women, Schneider said. In the United States, each year HPV causes about 17,600 cancers in woman and 9,300 cancers in men.

"The HPV vaccine reduces the risk for HPV-related cancers," she said. "These cancers can be prevented with immunization."

The American Academy of Pediatrics, as well as the Advisory Committee on Immunization Practices, recommends that both boys and girls receive the three doses over six months starting at the age of 11. This produces a higher immune response in

preteens than older adolescents.

This vaccine is usually given when a child turns 11, in conjunction with a meningococcal vaccine (meningitis) and a TdAp vaccine (tetanus, diphtheria, pertussis). It is a three-shot series with the goal being the child gets all of the injections in a six-month time frame.

See **HPV, 2**

HPV

(Human Papilloma Virus)

HPV is a common virus that impacts both men and women.

HPV can lay dormant in a person's system for years, only to show up later in the form of

Pre-cancerous or cancerous cells.

80% of all people under 50 years of age will have HPV at some point in their li**V**es!

PREVENTATIVE VACCINE AVAILABLE NOW!

Public Health of Labette County

1902 S. Hwy. 59, Bldg. C • Parsons, KS • (620) 421-4350

Kansas Local Publications



**LEAVENWORTH
TIMES**

Posted May. 8, 2015 at 4:43 PM

As a cancer survivor getting to participate in the Leavenworth County Relay for Life on May 30, I was appalled to learn that our state is dead last in acting to virtually eliminate the chances of contracting one type of cancer. The U.S. Centers for Disease Control and Prevention said our state is the worst in the nation in assuring that adolescent girls receive at least one dose of the human papillomavirus vaccination. Kansas also ranks last, along with Utah, in ensuring our girls receive the full regimen.

We have come a long way in diagnosis and treatment of cancer, but it is still a deadly disease. One huge breakthrough is that all it takes is a few shots to virtually eliminate the chances of contracting cervical cancer. A three-

dose regimen that experts say essentially prevents cervical cancer, a terrifying killer that is newly diagnosed in more than 12,000 American women a year and kills about 4,000 annually. The human papillomavirus causes nearly all cases of cervical cancer.



Providers play key role in HPV vaccination

Estimated Vaccination Coverage with 1+ HPV among Adolescent Girls, 2013
National Coverage = 57%



Source: CDC, national, state, and local area vaccination coverage among adolescents aged 11-13 years - United States, 2013.

The Hays Daily News

May 6, 2015

Useful vaccines

By PATRICK LOWRY plowry@dailynews.net

When examining rankings on almost any topic, Kansas tends to mirror its geographic location: Somewhere in the middle.

When the state ends up at the top or bottom of any list, a closer look generally is warranted. When it is dead-last in protecting residents from a preventable disease, that closer look demands action.

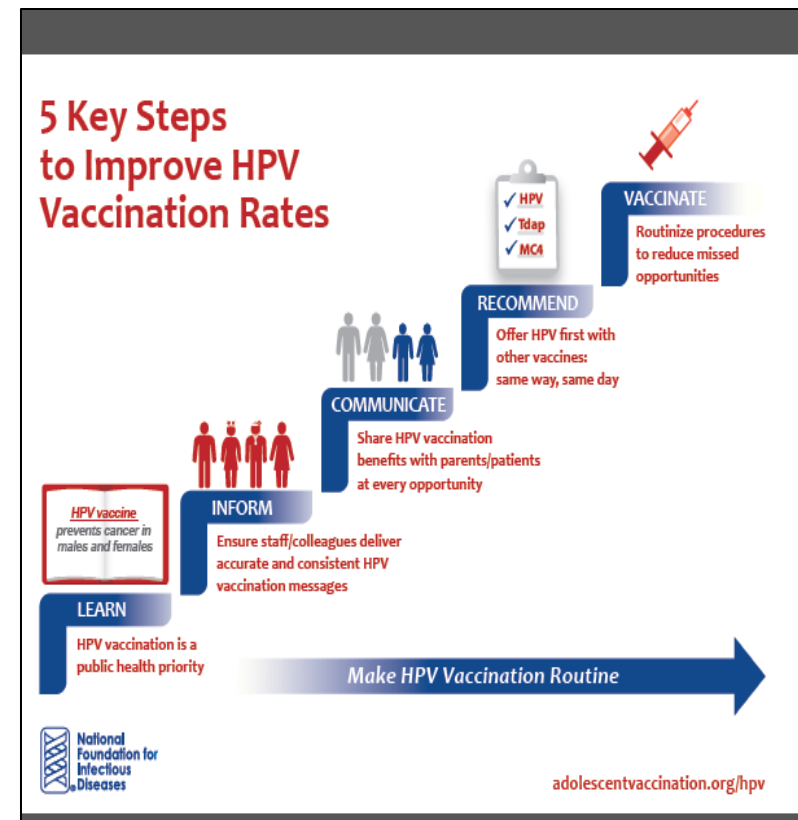
Such is the case with cervical cancer, which kills some 4,000 Americans annually. To eliminate chances of contracting it, there is a safe and recommended vaccine against the human papillomavirus that causes almost every instance of cervical cancer. Three doses of the HPV vaccine are recommended for all girls and boys aged 13 to 15. Because of its proven track record, the U.S. Department of Health and Human Services is hoping to achieve an 80 percent HPV vaccination rate by 2020.

There is a long way to go in Kansas. As reported by the Kansas Health Institute News Service, a mere 21 percent of Kansas females ages 13 to 17 have had the three-dose regimen. Nationally, that figure is 40 percent. About 40 percent of Kansas females have had at least one HPV vaccination while the national rate is 57 percent. In both instances, Kansas ranks 50th, according to the U.S. Centers for Disease Control and Prevention.

See Providers on page 2

5 Key Steps to Improve HPV Vaccine Rates

1. Recommend HPV vaccine with the same strength and conviction used with other adolescent vaccines
2. Educate yourself about HPV and HPV vaccines
3. Inform your colleagues and staff to ensure consistent, positive message delivery to patients, parents
4. Communicate vaccination benefits to patients, parents at every opportunity
5. Make vaccination procedures routine and focus on ways to reduce missed opportunities



August National Immunization Awareness Month (NIAM)



- National Publication Health Information Coalition (NPHIC) is coordinating NIAM activities
- Opportunity to highlight importance of immunizations
- Communication Toolkits developed with CDC collaboration to help raise awareness
- Each week of NIAM focuses on a different stage of the lifespan, preteens and teens August 2-8

Key Messages for Parent Communication

- HPV vaccine is cancer prevention.
- About 79 million people in the U.S., most in their teens and early 20s, are infected with HPV. About 14 million people become infected every year.
- CDC, the American Academy of Pediatrics and the American Academy of Family Physicians strongly recommend HPV vaccination at ages 11 to 12 for the best protection against HPV cancers.
- The HPV vaccine has a very good safety record. Like any vaccine or medicine, HPV vaccines can cause side effects. Common side effects are pain, redness, or swelling in the arm where the shot was given, as well as dizziness, fainting, nausea and headache.
- The benefits of HPV vaccination far outweigh any potential risk of side effects.

Ultimate Goal Achievable

The ultimate goal is reduction, or even elimination, of preventable HPV-associated cancers in the United States and around the world. This is a goal around which all major cancer and vaccine-related organizations should rally.

It is achievable and within our reach!



HPV Vaccines **Prevent Cancers.**

Why Are **So Few** U.S. Adolescents Vaccinated?



Provider Resources

National Immunization Awareness Month Toolkits

<https://www.nphic.org/niam>

Kansas Foundation for Medical Care Immunization Website:

<http://www.kfmc.org/immunizations>

Centers for Disease Control and Prevention HPV Portal

<http://www.cdc.gov/hpv/>

CDC, HPV Resources for Healthcare Professionals – “You Are the Key to Cancer Prevention”

<http://www.cdc.gov/vaccines/who/teens/for-hcp/hpv-resources.html>

Immunization Action Coalition, HPV

http://www.immunize.org/resources/dis_hpv.asp

American Academy of Pediatrics, HPV

<http://www2.aap.org/immunization/illnesses/hpv/hpv.html>

National Foundation for Infectious Diseases, HPV Resource Center

<http://www.adolescentvaccination.org/>

American Cancer Society, Understanding HPV

<http://www.cancer.org/cancer/cancercauses/othercarcinogens/infectiousagents/hpv/>

For More Information Contact:

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