

**ALIGNING EFFORTS,
AMPLIFYING IMPACT:
BOOSTING HPV VACCINATION RATES
IN THE SOUTHEAST**

February 28, 2024

**MARCH 4 IS
INTERNATIONAL HPV
AWARENESS DAY**

Why the Southeast?

MARCH 4 IS
INTERNATIONAL HPV
AWARENESS DAY

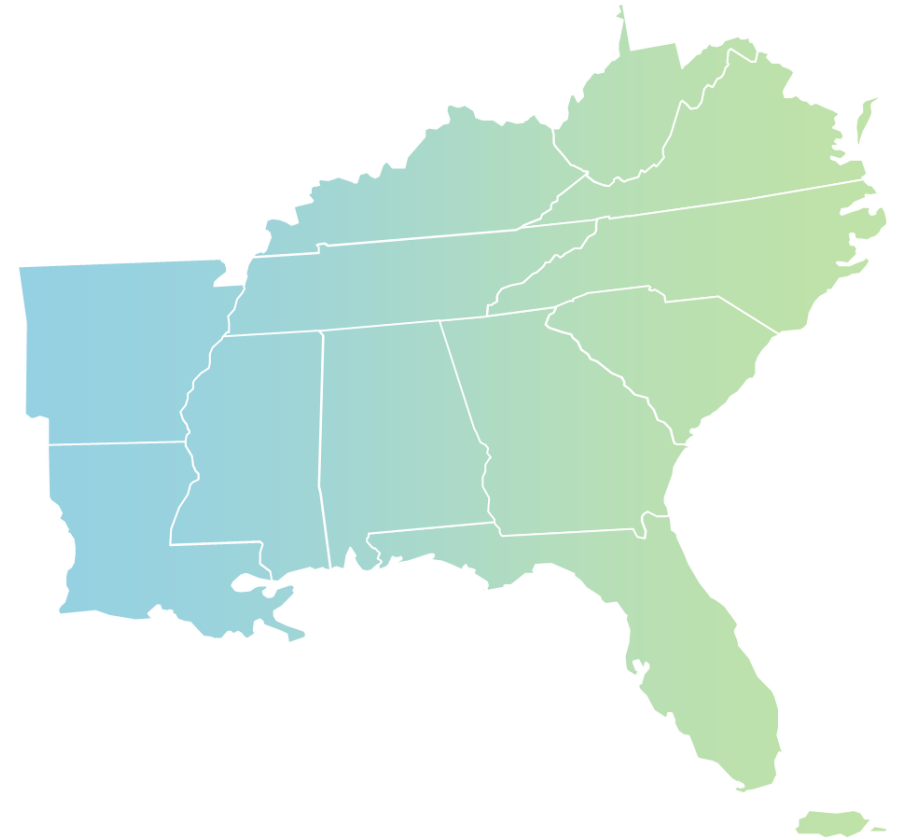
By coming together as the Southeastern region as the HPV Vaccination Roundtable of the Southeast since 2022, we can discuss and act on:

- **Conditions** surrounding HPV vaccination and HPV cancer prevention;
- HPV vaccination **success stories** – and how these may be leveraged and replicated in other areas of the Southeast;
- **Challenges** facing HPV vaccination – and how we may support each other to overcome such barriers; and
- **Opportunities** to improve HPV vaccination coverage in each state and across the region.

Southeast Roundtable

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AWARENESS DAY

1. Alabama
2. Arkansas
3. District of Columbia
4. Florida
5. Georgia
6. Kentucky
7. Louisiana
8. Mississippi
9. North Carolina
10. South Carolina
11. Tennessee
12. Virginia
13. West Virginia
14. Puerto Rico



PATH →
to prevention

St. Jude Children's
Research Hospital | HPV Cancer
Prevention
Program

stjude.org/southeast-roundtable #EndHPVcancers

Cooking Up Success: In-person Meeting, January 22-23, 2024

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HPV Cancer
Prevention
Program

stjude.org/southeast-roundtable #EndHPVcancers

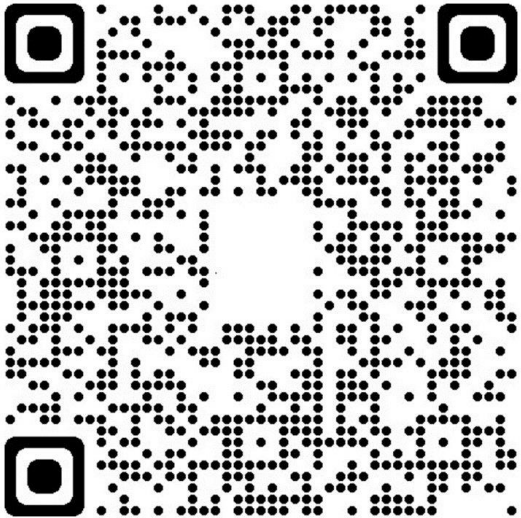
Final Priority Actions for the Southeast

1. Develop and implement a **communication campaign** and messages for the Southeastern region
2. Develop and disseminate a **plan for HPV cancer elimination in the Southeast**, beginning with cervical cancer as a public health problem
3. Accelerate efforts to **start HPV vaccination at age 9**

If you are interested in joining the primary champions and implementation teams for one of these action plans, please email preventhpv@stjude.org.

Southeast Roundtable Resources

Use the QR code to access the following resources:



- Virtual Seminars
- State Update Meetings
- Training Experiences
- State HPV Data Profiles

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Moderator

Gabby Darville-Sanders, PhD, MPH, CHES, Strategic Director, ACS National HPV Vaccination Roundtable

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Welcome

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Noel Brewer, PhD
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Gillings School of Global
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Nikki Hayes, MPH
Chief of the Comprehensive Cancer
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Types of Interventions and Which Are Likely To Boost HPV Vaccine Uptake

Noel Brewer, PhD, Department of Health Behavior, Gillings
School of Global Public Health, University of North Carolina

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Leveraging Innovative and Effective Partnerships to Increase HPV Vaccination Rates in the Southeast

Nikki Hayes, MPH, Chief of the Comprehensive Cancer Control Branch, CDC's Division of Cancer Prevention and Control, National Center for Chronic Disease Prevention and Health Promotion

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Leveraging Innovative and Effective Partnerships in Comprehensive Cancer Control to Increase HPV Vaccination Rates in Southeastern States



Nikki Hayes, MPH

*Chief, Comprehensive Cancer Control Branch
Division of Cancer Prevention and Control*

Aligning Efforts, Amplifying Impact: Boosting HPV Vaccination Rates in the Southeast Webinar

February 28, 2024

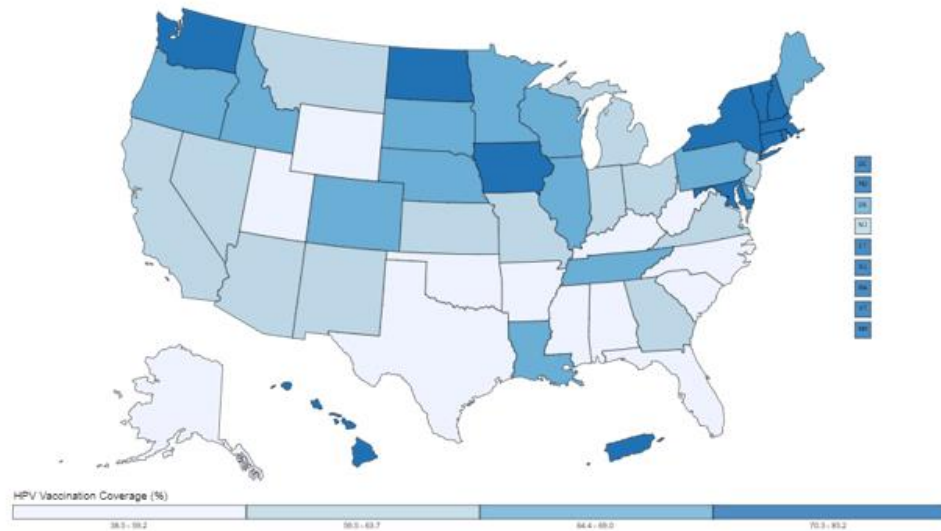




Each year ~46,711 new cases of cancers are found in areas of the body where HPV is often found...

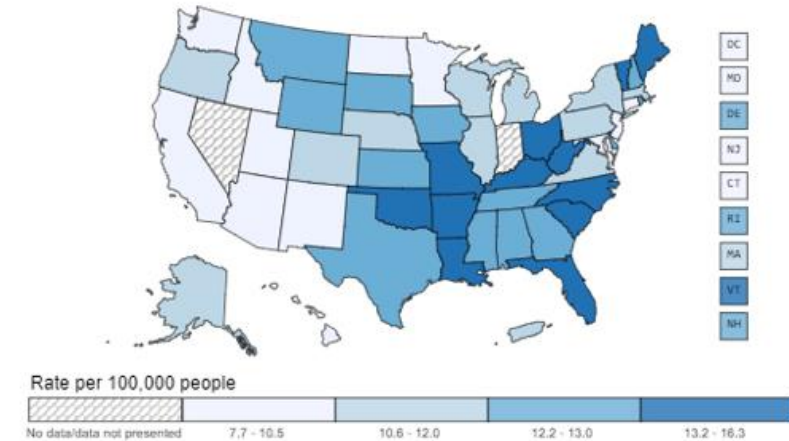
- ...HPV causes about 37,000 of these cancers.
- In 2020, 25,689 new HPV-associated cancers were found in women and 21,022 new cases were found in men.
- Cervical cancer is the most common HPV-associated cancer among women.
- Oropharyngeal cancers are the most common among men.

Teens aged 13-17 years (percentage) who were reported being up-to-date with HPV vaccinations, NIS-Teen 2022, Male and Female



U.S. Cancer Statistics Working Group. U.S. Cancer Statistics Data Visualizations Tool, based on 2022 submission data (1999-2020): U.S. Department of Health and Human Services, Centers for Disease Control and Prevention and National Cancer Institute; <https://www.cdc.gov/cancer/dataviz>, released in

Rate of New HPV-associated Cancers By State
All HPV-associated Cancers,
Male and Female, United States, 2020

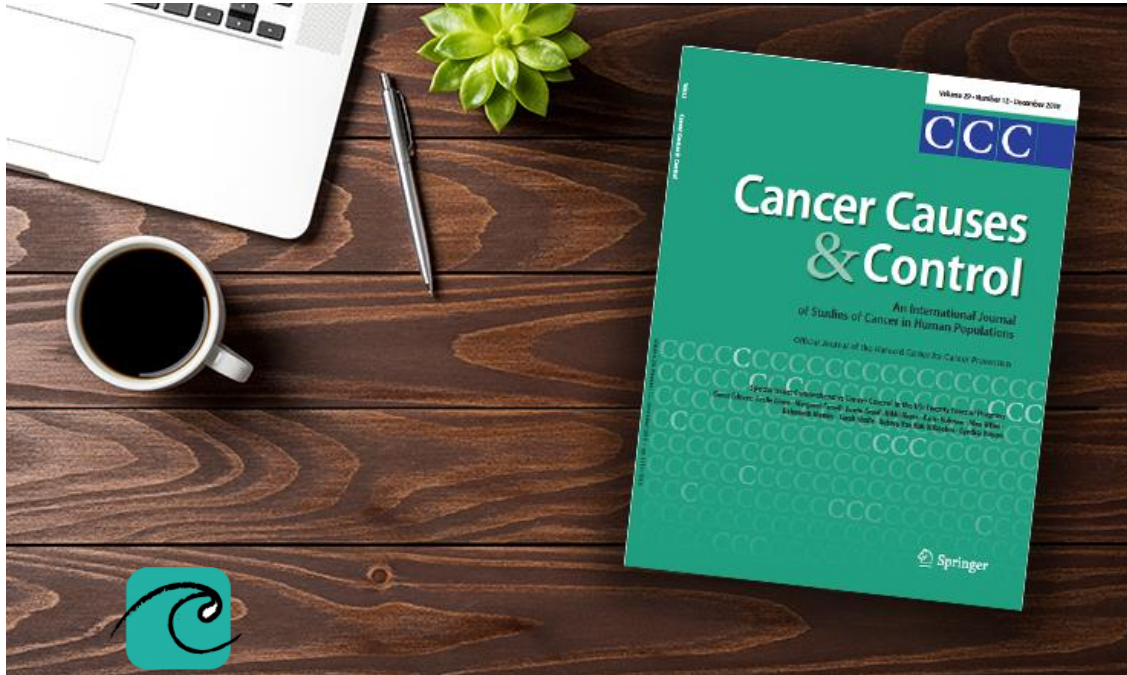


U.S. Cancer Statistics Working Group. U.S. Cancer Statistics Data Visualizations Tool, based on 2022 submission data (1999-2020): U.S. Department of Health and Human Services, Centers for Disease Control and Prevention and National Cancer Institute; <https://www.cdc.gov/cancer/dataviz>, released in

A closer look at the data...

- Most southern states with higher rates of new HPV-associated cancers also have fewer adolescent teens who are up-to-date on HPV vaccinations.
- Leveraging critical community relationships is key to identifying and taking advantage of opportunities to prevent future disease.

National Comprehensive Cancer Control Program: Collaborating to Conquer Cancer



Supports cancer coalitions in all **50** states, the District of Columbia, **8** U.S. territories and Pacific Island Jurisdictions, and **7** tribes or tribal organizations to create and implement cancer plans that focus on:

- Risk Reduction
- Early Detection
- Better Treatment
- Improved Quality of Life for Survivors
- Advancing Equity in Cancer Health Outcomes

NCCCP
Recipients
and
Coalitions
Can...

- Gather and share burden data to increase awareness among decision-makers, partners, and the public about the people and places who are most impacted by HPV-related cancers
- Plan and promote opportunities to prevent and control them.



NCCCP Coalitions today...

- Comprised of dedicated volunteers.
- If you've not already done so, consider joining your state coalition. Local contacts are available at [Contact a Local Program - NCCCP | DCPC | CDC](#)

Coalitions



Groups of stakeholders that fight cancer in state, local, or tribal areas are called cancer **coalitions**. They are the backbone of comprehensive cancer control.

Of coalitions in the United States...



Strategic External Partnerships are critical.


- Local health care facilities such as community health centers, hospitals, and Indian Health Service.
- Non-traditional agencies and organizations such as Bureau of Prisons, Departments of Transportation and Departments of Education.
- Federal, State and local government agencies, American Indian/Alaska Native tribal governments and/or tribally designated organizations.
- Primary care associations, coalitions, employers, not-for-profit organizations (e.g., the American Cancer Society), the National Association of Community Health Centers, Health Center Controlled Networks, community-based organizations, for-profit organizations, non-governmental organizations, and community advocates.

Complete Streets Initiative Addresses Physical Activity and Obesity in Louisiana

By: Mimi Gosselin

A National Comprehensive Cancer Control Program Success Story

Summary
Louisiana has one of the highest rates of obesity (50%) in the United States. To reduce obesity rates in Lake Charles, Louisiana, Calcasieu Parish convened a multi-sector coalition through the Southwest Louisiana Area Health Education Center to make active lifestyles safe and convenient for everyone. In June 2017, Lake Charles City Council successfully implemented Complete Streets, an initiative that increases access to places for physical activity by using multiple strategies to make a community more accessible or safer. Lake Charles built new miles of bike paths and plans to add pedestrian-friendly crosswalks and sidewalks.

Challenge
Lake Charles has a combined overweight and obesity rate of almost 70%. Being overweight or obese increases the risk for at least 15 kinds of cancer. In 2014, over 400 people in the United States were diagnosed with one of these cancers. Physical activity is an essential component of weight control and lack of physical activity is independently linked to seven kinds of cancer.


The partnership for healthier outcomes included the Louisiana Comprehensive Cancer Control Program, the Calcasieu Parish Police Jury, the Southwest Louisiana Area Health Education Center, the city of Lake Charles, and the regional Calcasieu Metropolitan Planning Organization formed a coalition to improve transportation options for residents, who identified quality and accessibility as an important priority for physical activity. The coalition chose Complete Streets because it creates a culture of health by safely and conveniently linking people to schools, parks, and businesses. These initiatives add safe traffic, which reduces pedestrian fatalities.

Solution
To begin implementing complete streets, the partners organized a community training and information session featuring private founder, Smart Growth America, to share successes in similar settings. John Roberts, Mayor of Meridian, Mississippi, inspired local leaders in Lake Charles by describing the success of complete streets in his city. The training educated key community stakeholders, including local businesses, politicians, and community organizations, along with regional leaders, who learned about Complete Streets for their own parishes and municipalities. The partners also used local print, online, and broadcast media to inform community residents.

The findings and conclusions in this success story are those of the author(s) and do not necessarily represent the official position of the funding agency or the National Comprehensive Cancer Control Program. To learn more about the National Comprehensive Cancer Control Program, visit www.nccp.org/ncchp.

NATIONAL Comprehensive Cancer Control
A Division of the National Cancer Institute

School HPV Immunization Clinics Increase Vaccination Rates in North Dakota

By: Anna Pecht

SUMMARY
The Centers for Disease Control and Prevention recommends adolescents aged 11 to 12 get vaccinated against human papillomavirus (HPV) to reduce the risk of HPV-related cancers later in life. HPV is the most common sexually transmitted infection, and HPV-related cancers are the leading cause of cancer among young people. HPV-related health challenges often occur in communities with low vaccination rates. In North Dakota, the state's HPV vaccination rates were low, and the state's HPV vaccination rates were low. The state's HPV vaccination rates were low, and the state's HPV vaccination rates were low.

CHALLENGE
The state's HPV vaccination rates were low, and the state's HPV vaccination rates were low. The state's HPV vaccination rates were low, and the state's HPV vaccination rates were low.

SOLUTION
The state's HPV vaccination rates were low, and the state's HPV vaccination rates were low. The state's HPV vaccination rates were low, and the state's HPV vaccination rates were low.

Partnership with Head Start Educates Parents and Protects Children from Harms of Tobacco

By: Thera Mitchell

A National Comprehensive Cancer Control Program Success Story

Summary
The Community Action Program of Central Arkansas (CAPCA) Head Start Program provides child development assistance to many low-income families across Arkansas. The Arkansas Cancer Coalition (ACC) and CAPCA created the Head Start Tobacco Education and Outreach Initiative to educate Head Start families about the harmful effects of tobacco use. Through the initiative, CAPCA increased its ability to support tobacco cessation and cancer prevention efforts. The partnership strengthened tobacco control policies, improved training and assessment of tobacco use, connected parents to cessation services, and informed and empowered the community.

Challenge
In the United States, secondhand smoke exposure contributes to about 41,000 deaths among nonsmoking adults and 400 deaths among infants each year. In 2015, there were 2,000 new lung and bronchus cancer cases and 2,200 lung and bronchus cancer deaths in Arkansas. That same year, smoking among adults in Arkansas was also one of the highest in the United States, at nearly 25%, compared to 17% nationally.

Solution
CAPCA's Head Start program provides free child care services to more than 600 low-income families in eight Arkansas counties. Since these families live in rural areas with high poverty rates and low rates of high school graduation, they are at a higher risk for smoking or being exposed to secondhand smoke. By accessing this population through their children, it was easier to reach the people in need.

Summary
The ACC provided a train-the-trainer program for CAPCA staff to strengthen their ability to discuss tobacco use and cessation with Head Start parents. Staff learned how to talk with parents about exposing their children to the dangers of tobacco smoke, and how to connect smokers with cessation services using the Arkansas Tobacco Cessation (ATCA). In December 2015, CAPCA updated its tobacco policy to prohibit the use of electronic smoking devices and combustible tobacco by anyone onsite to ensure a smoke-free environment. In 2016, CAPCA started collecting baseline data on parent and guardian tobacco use and cessation attempts using the Head Start Family Smoking Survey.

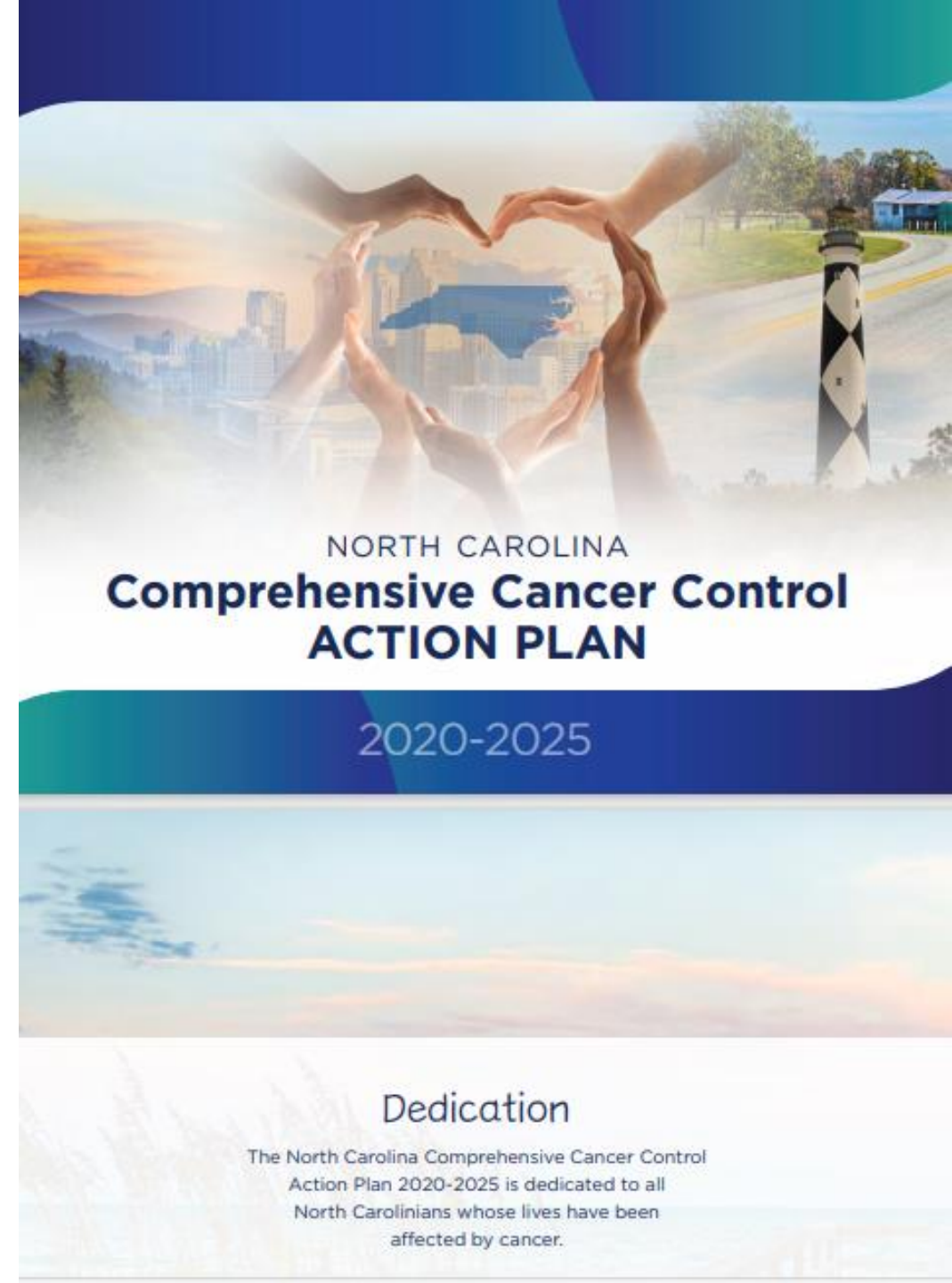
The findings and conclusions in this success story are those of the author(s) and do not necessarily represent the official position of the funding agency or the National Comprehensive Cancer Control Program. To learn more about the National Comprehensive Cancer Control Program, visit www.nccp.org/ncchp.

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HPV Related objectives in cancer plans...

- Nearly 80% of the state and jurisdictional plans include HPV vaccination as a cancer prevention strategy.
- Many have goals specific to increasing HPV vaccination rates.
- Several include strategies such as the use of provider education and client reminders.

[Comprehensive Cancer Control \(CCC\) Plans Search - Search \(cdc.gov\)](#)

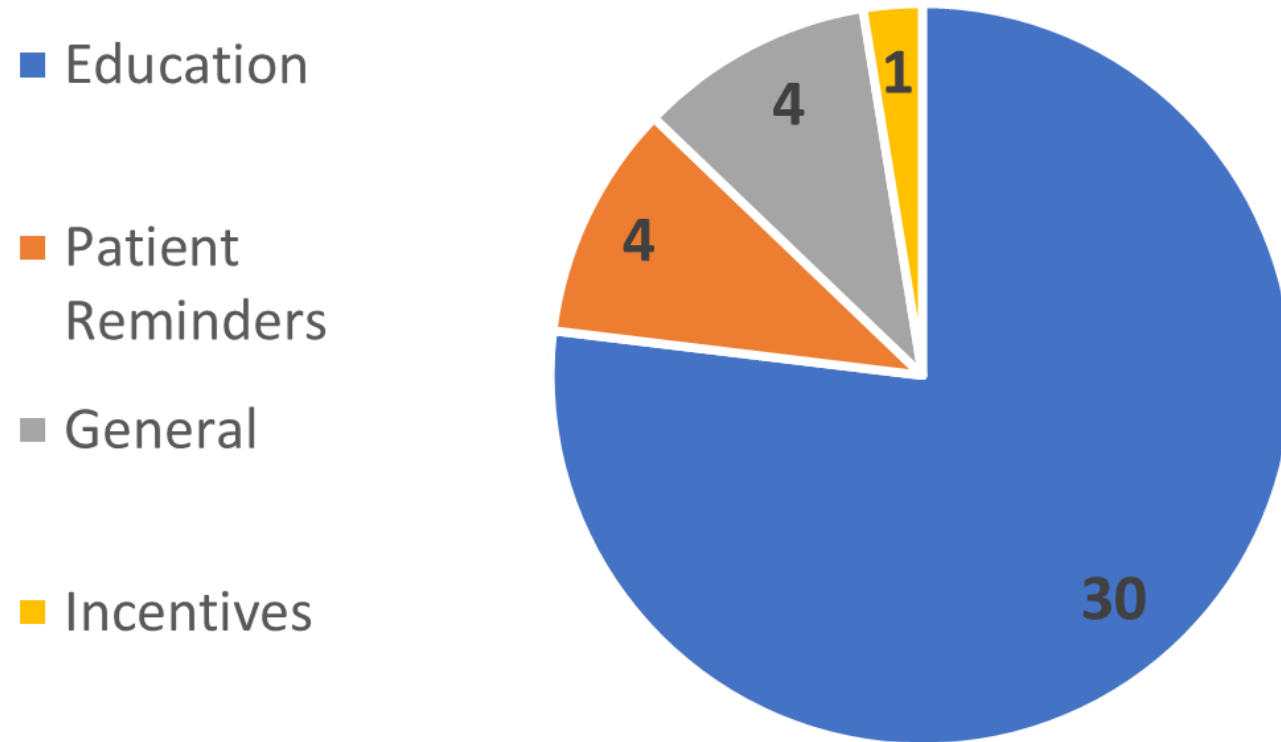


Work with partners to:

1. Assess the community prevalence of HPV-related cancers and HPV vaccination rates.
2. Collaborate with immunization coalitions to provide unified messages about the importance of HPV vaccination to prevent HPV-related cancers.
3. Inform plans to develop or enhance activities to increase awareness among community partners to include providers, parents, educators, decision-makers, etc.
4. Promote and support evidence-based interventions to increase vaccination rates.
5. Provide forums for community planning and conduct and sponsor education of community leaders.

HPV-Vaccination-
related Strategies
in NCCCP
Program YR01
Workplans

HPV Vaccination Uptake Strategies



NCCCCP Program Examples





Iowa Department of Health: Making Effective HPV Vaccinations Recommendations

- Worked with 11 clinics and 46 providers in areas across the state with low vaccination rates
- Partners included ACS and the University of Iowa Cancer Prevention and Control Network. Offered 1-hour trainings on the “announcement approach”.
- Providers reported increased confidence in addressing parents’ concerns as well as their intentions to routinely recommend vaccination.



COURSE:

INCREASING PARENTAL ACCEPTANCE OF HPV VACCINATION (1.0 CEU)

[← Return to Courses page](#)

Pennsylvania Cancer Coalition

- Partners with the Pennsylvania Oral Health Coalition, Temple University and others to make HPV-vaccination-related trainings available to dental providers.
- Example course: "Increasing Parental Acceptance of HPV Vaccination": this course was developed by Temple University Harrisburg with funding from the Centers for Disease Control and Prevention and help from the Pennsylvania Cancer Coalition. It helps identify the role of dental providers in HPV prevention and HPV Vaccination promotion.
- Coalition also works with university partners to promote its HPV Dental Toolkit which includes posters, reminder cards, brochures, etc.



Connecticut Cancer Partnership

Strategies include:

- Work with CT Immunization Coalition
- Support provider trainings on using the “announcement approach”
- Increase awareness among parents
- Collaborate with schools and universities

WHY THIS IS IMPORTANT

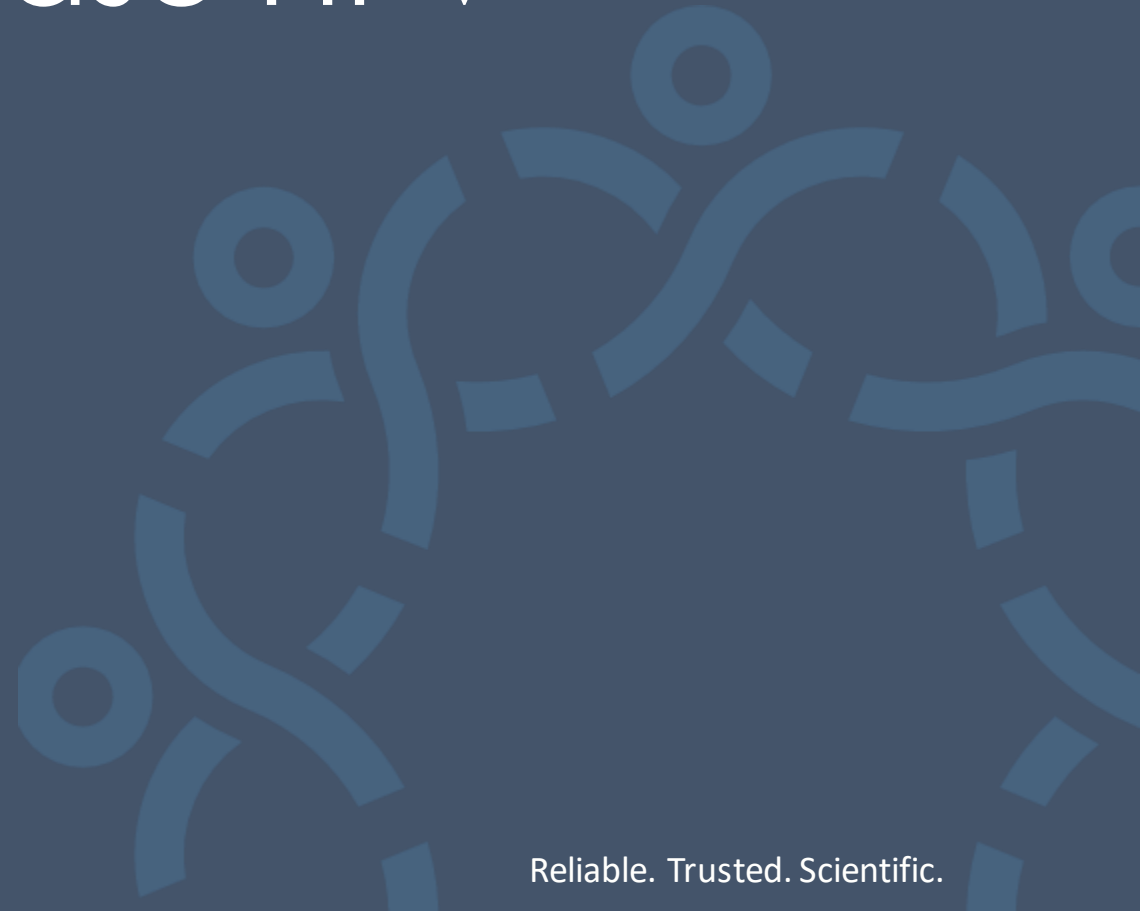
- HPV can cause cancer of the cervix, oropharynx (back of the throat, including the base of the tongue and tonsils), vulva, vagina, penis, and anus. Each year, more than 35,000 men and women are diagnosed with a cancer caused by HPV in the U.S.
- Vaccines protect against the types of HPV that cause most of these cancers. The vaccine used in the United States also protects against the HPV types that cause most genital warts. It is estimated that HPV vaccination can prevent more than 90% of cancers caused by HPV, or about 33,000 cases annually, in the U.S.²⁴
- Populations that include large numbers of recent immigrants, such as Hispanics and Asians, have higher rates of cancer related to infectious agents such as HPV. Hispanic women have the highest incidence rate for cervical cancer
- The COVID-19 pandemic resulted in a decline in vaccination rates. The CDC estimates that HPV vaccinations are down by more than 20%, compared to 2019²⁵

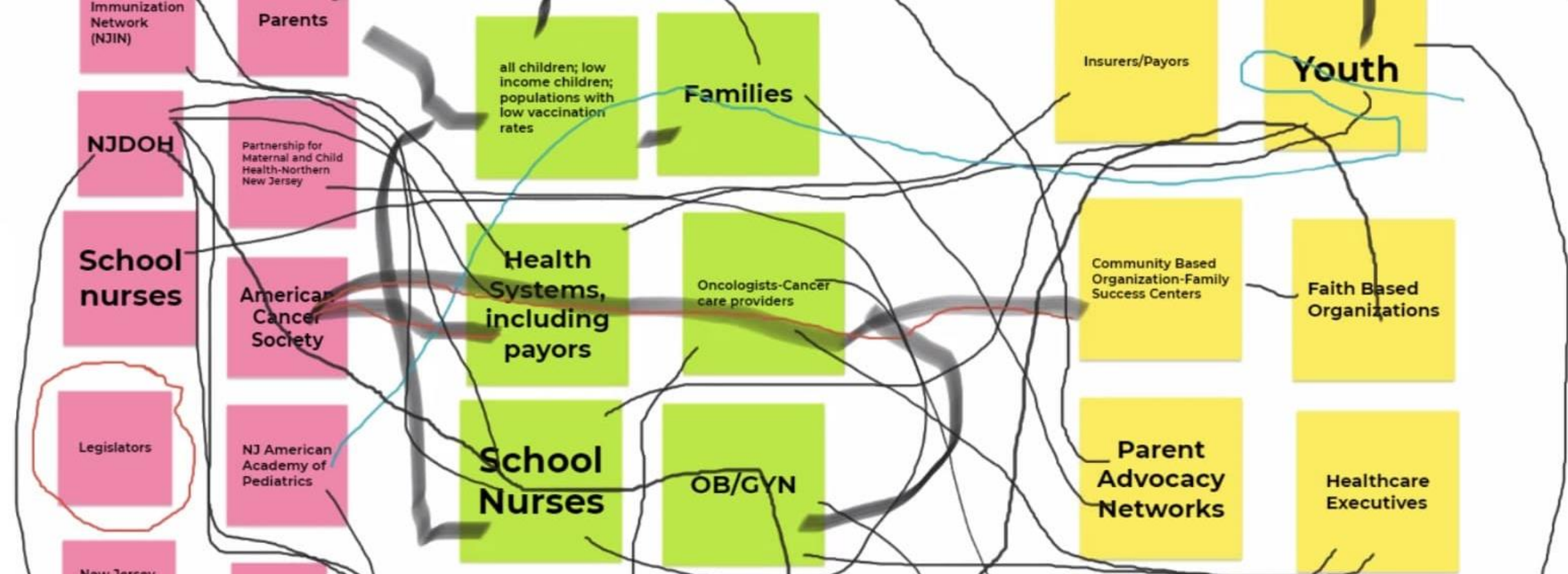
HPV vaccination objectives

- Increase HPV vaccination rates for males and females ages 13 – 17 from 41.3% to 45.43%²⁶ (NIS-TEEN dataset)
- Increase HPV vaccination rates for males and females ages 13 – 17 from 41.3% to 45.43%
- Increase HPV vaccination rates for Black students ages 13 – 17 from 29.2% to 32% (NIS-TEEN dataset)
- Establish commitments from three organizations to offer HPV vaccination in a trusted setting identified by the population of focus
- Establish commitments from 10 primary care clinics and/or Federally Qualified Health Centers in Connecticut to identify clinic hours to offer evening vaccination options
- Increase the proportion of oral and pharyngeal cancers detected at the earliest stage—from 29.5% to 34.2²⁷ (2016 SEER)



National Support for State-Level Efforts to Increase HPV Vaccination Rates





Communities of Practice working together to prevent HPV-related Cancers

- CDC's consortium of national networks to prevent tobacco-related cancer health disparities provides training resources to cancer coalitions.
- FL, GA, IN, MI, NJ, OH, TN were participants in one recent cohort.
- Support for creating action plans for working with community partners to increase vaccination rates.

CDC's National Breast & Cervical Cancer Early Detection Program

Authorized 30 year ago through Breast and Cervical Cancer Mortality Prevention Act



- Provide screening and diagnostic services through local providers
- Serves low-income, uninsured or under-insured women
- Special emphasis geographically or culturally isolated and racial/ethnic minorities
- Expand use of evidence-based strategies in clinics and working with community organizations to reach women

**NATIONAL PROGRAM
of CANCER REGISTRIES**



1992

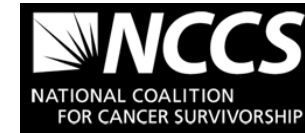
30 YEARS

2022

National Program of Cancer Registries

Cancer Data Driving Action

CCC National Partnership



Thank you!

Go to the official federal source of cancer prevention information:
www.cdc.gov/cancer



Division of Cancer Prevention and Control
Reliable. Trusted. Scientific.

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

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Leveling Up Communication Strategies For Success

Jennifer Young Pierce, MD, MPH, FACOG, Senior Staff Physician and Professor of Gynecologic Oncology, Mitchell Cancer Institute, University of South Alabama

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Leveling up: Communication strategies for success



Jennifer Young Pierce, MD, MPH
Professor of Gynecologic Oncology
Division Director, Cancer Control and Prevention
University of South Alabama Mitchell Cancer Institute,
Mobile, AL

February 29, 2024

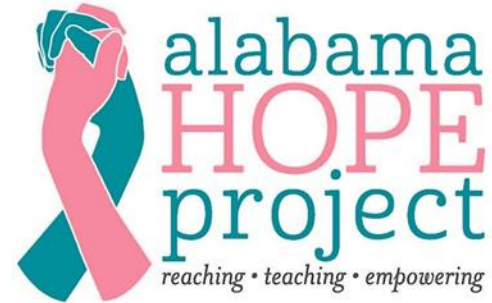
Financial Disclosures

▶ I have no financial disclosures.



Alabama Chapter
INCORPORATED IN ALABAMA

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN®



Alabama
COMPREHENSIVE CANCER
CONTROL COALITION



Dedication to Henrietta Lacks

...and all of the women who have died of this disease

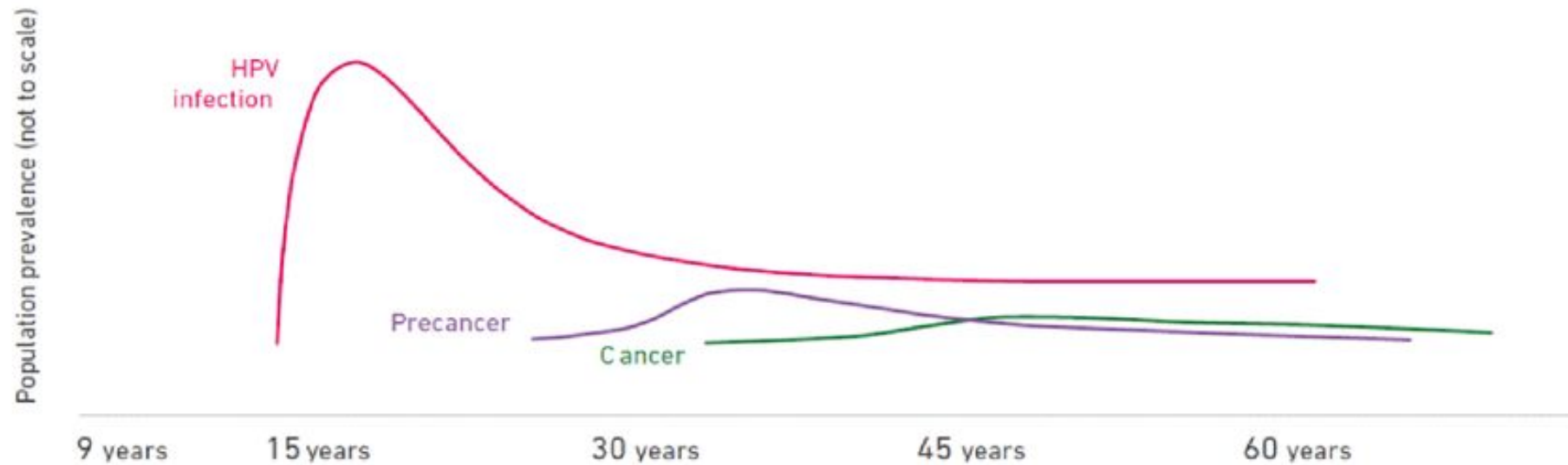


Worldwide cervical cancer elimination

- ▶ In May 2018, the WHO Director-General announced a global call for action to eliminate cervical cancer
 - ▶ First time ever the world has committed to eliminate a cancer!
- ▶ In August 2020 the World Health Assembly adopted the [Global Strategy for cervical cancer elimination](#).
 - ▶ Vaccinate 90% of girls with HPV vaccine by age 15
 - ▶ Screen 70% of women with high performance test by age 35 and 45
 - ▶ Treat 90% of women with pre-cancer and 90% with invasive cancer
 - ▶ Reach and maintain an incidence rate of below 4 per 100,000 women
 - ▶ Lowers cervical cancer incidence by 97% by 2120
 - ▶ 62 million deaths averted



Life Course Approach to Cervical Cancer Prevention and Control



Primary Prevention

Girls 9-14 years

- HPV vaccination

Girls and boys, as appropriate

- Health information and warnings about tobacco use
- Sexuality education tailored to age & culture
- Condom promotion/provision for those engaged in sexual activity
- Male circumcision

Secondary Prevention

Women > 30 years of age

“Screen and treat” – single visit approach

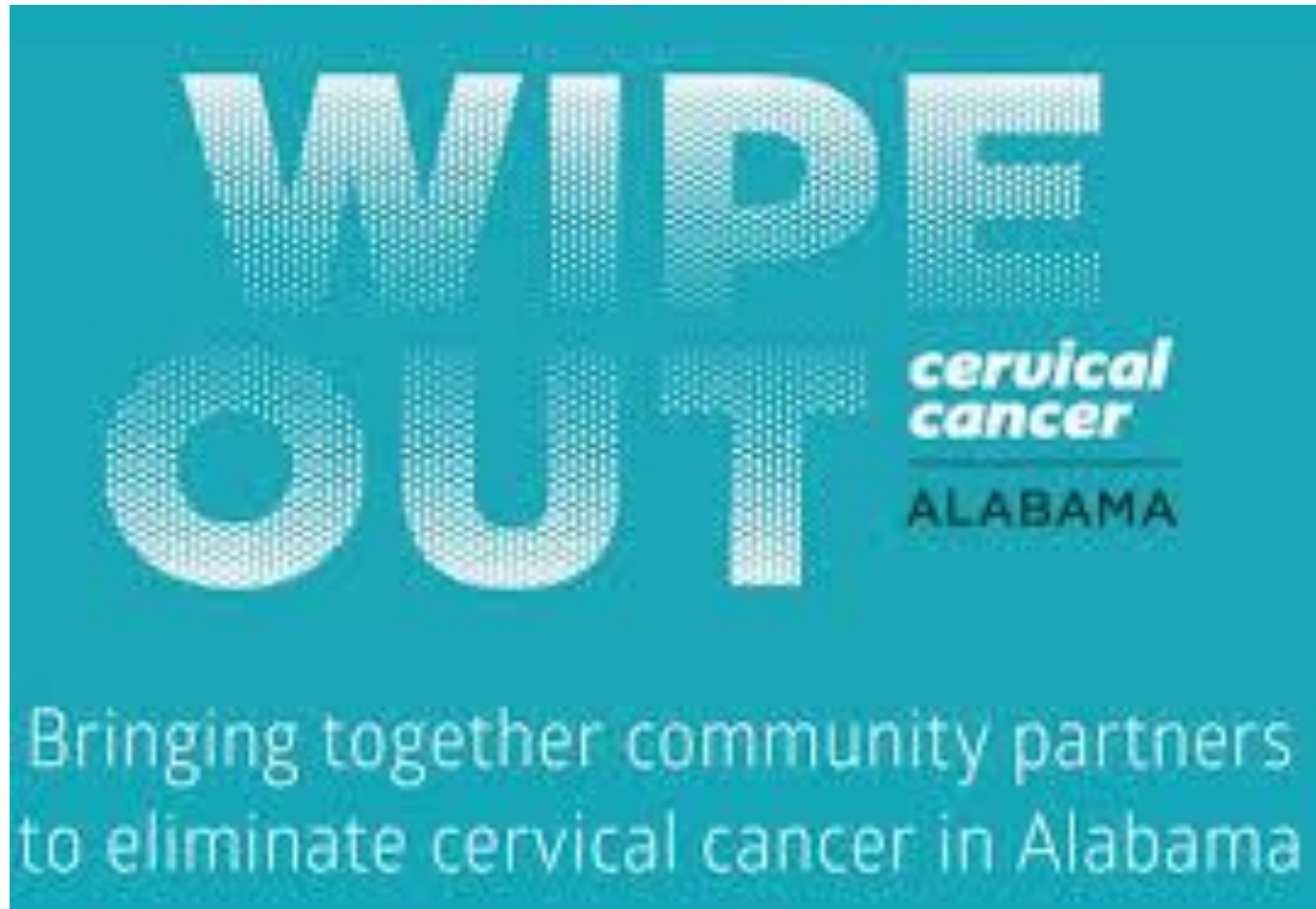
- Point-of-care rapid HPV testing for high risk HPV types
- Followed by immediate treatment
- On site treatment

Tertiary Prevention

All women as needed

Treatment of invasive cancer at any age and palliative care

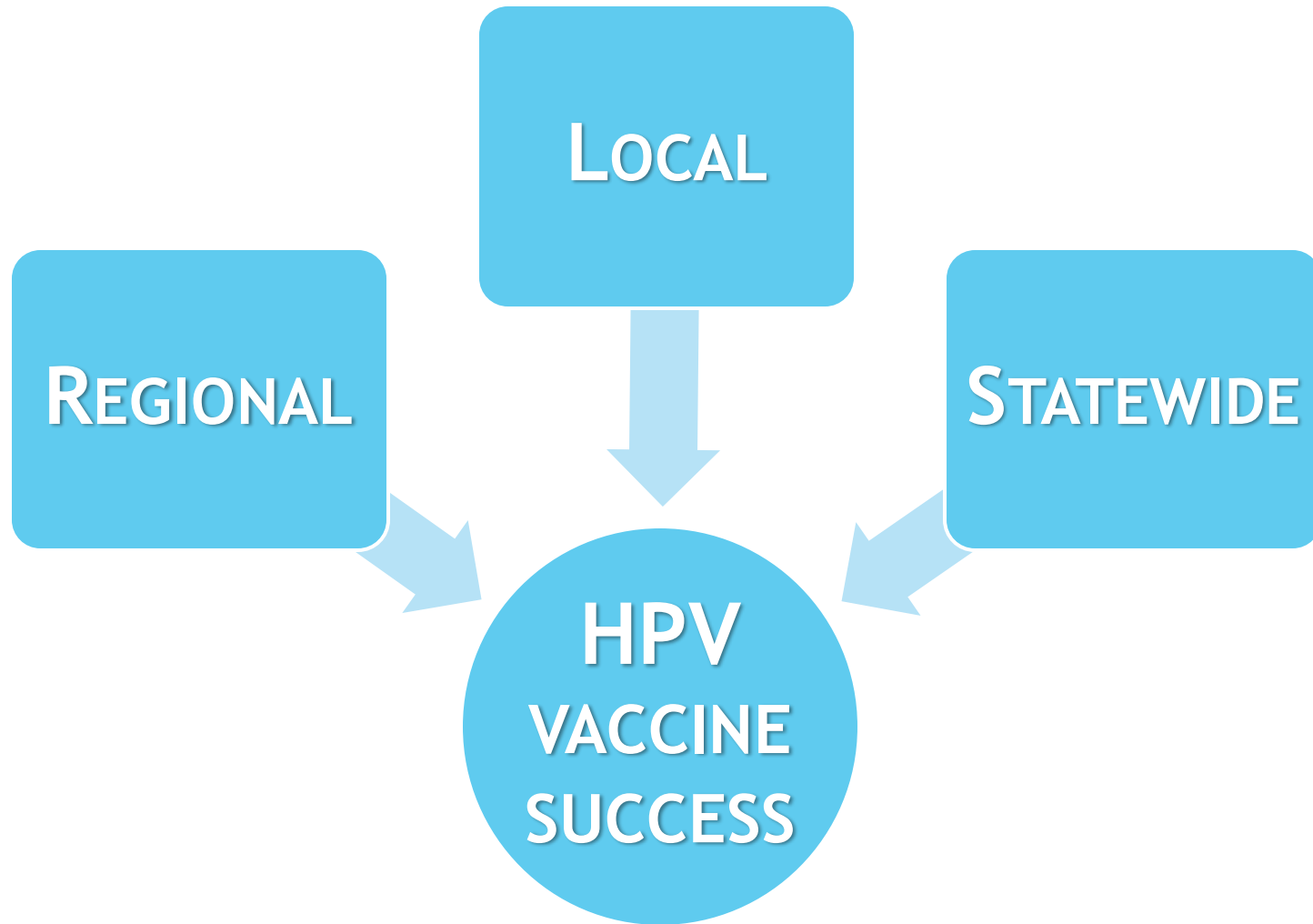
- Ablative surgery
- Radiotherapy
- Chemotherapy
- *Palliative Care*



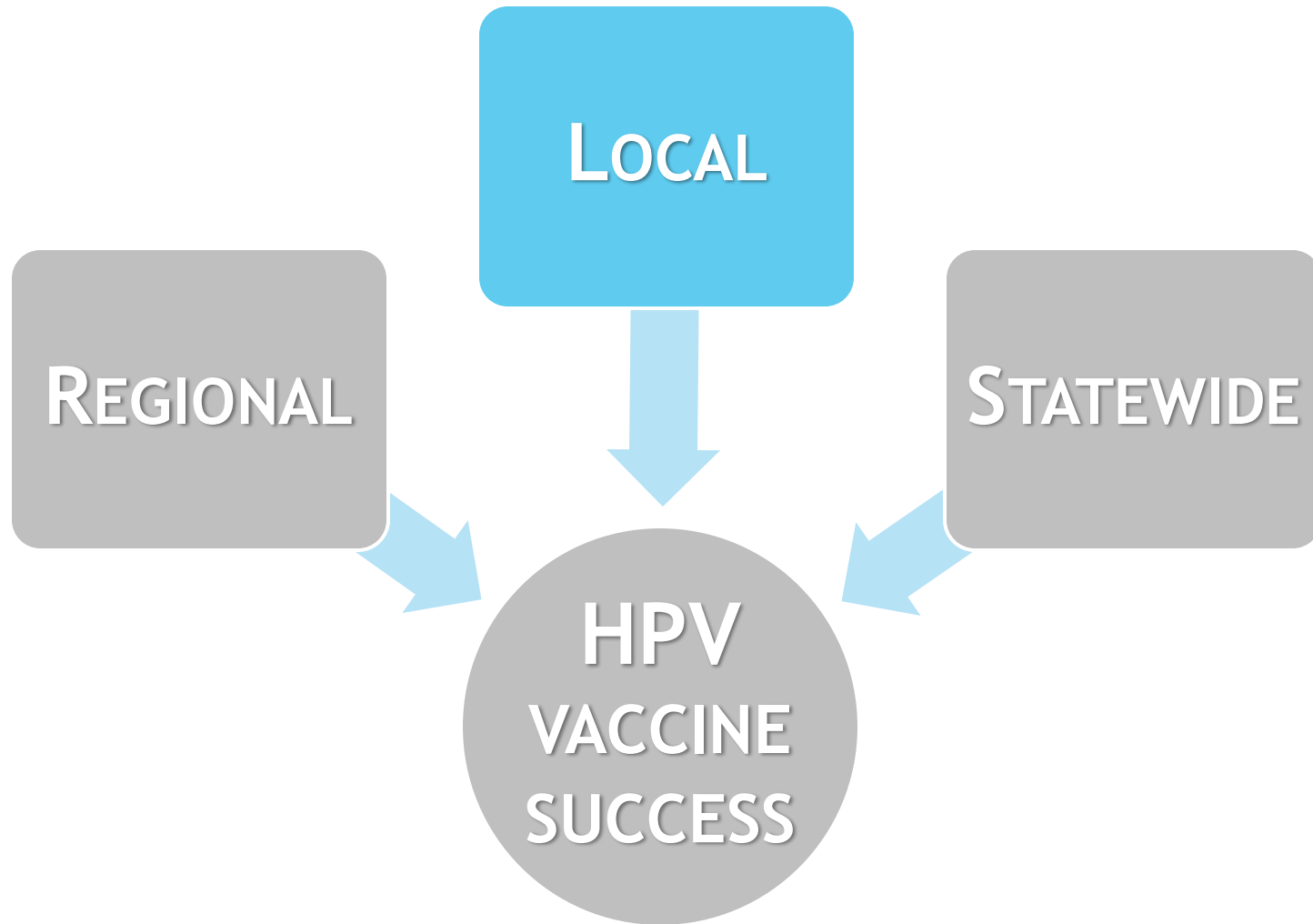
Alabama became the first state to announce a strategic action plan for the elimination of cervical cancer 2022-2023

But before that...

Communication strategies



Communication strategies



Local

- ▶ Posters in 200 local businesses in area
 - ▶ Coffee shops, hair salons, restaurants, boutiques, stores
 - ▶ Partners statewide took posters to local businesses
 - ▶ ADPH - Montgomery
 - ▶ UAB/ACS - Birmingham
 - ▶ HRW - Black belt area
- ▶ Businesses encouraged to interact with campaign
 - ▶ Provided teal ribbons for employees to wear
 - ▶ Encouraged to decorate in teal and white
 - ▶ Encouraged to dress in teal and white on GO Teal and White Day
 - ▶ Revisited businesses and shared pictures on social media
- ▶ Repeated yearly with increasing return on investment of \$350

JANUARY IS CERVICAL CANCER AWARENESS MONTH

GO TEAL & WHITE

Learn more about cervical cancer at usahealthsystem.com/go-teal-and-white

- ✓ **Get Screened**
Pap Test (women 21-65)
HPV Test (starting at age 30)
- ✓ **Follow Up**
On abnormal screening results
- ✓ **Vaccinate****
Adolescents at age 11-12
Catch-up to age 26

*Women ages 21-29 should get a Pap test and HPV test every 3 years or a Pap test and HPV test every 5 years at least once. **HPV vaccination is recommended for all children ages 11-12.

SHOW YOUR COLORS DURING JANUARY CERVICAL CANCER AWARENESS MONTH

USA HEALTH MITCHELL CANCER INSTITUTE

- 8 out of 10 men and women will get HPV in their lifetimes
- HPV vaccination is cancer prevention
- 14,100 women are diagnosed with cervical cancer each year
- 99% of cervical cancer is preventable
- Get the HPV vaccine
- Schedule regular screenings
- Follow up on abnormal results

For more information, please visit: usahealthsystem.com/go-teal-and-white

Logos for Alabama Department of Public Health, American Cancer Society, American Academy of Pediatrics, Project Inspire, and Vax 2 Stop Cancer are visible at the bottom.



GO Teal and White: Raising awareness

- ▶ Over 2 million impressions across Alabama last 5 years
 - ▶ Average 600-800k per year
 - ▶ Largest impact is AL.com - earned media and op eds
 - ▶ Events hosted by businesses make great social media content and are FREE!
 - ▶ Teal and White Day - we light up Mobile and Montgomery!



JANUARY IS CERVICAL CANCER AWARENESS MONTH



98
TEAL & WHITE


#gatealandwhite

Learn more about cervical cancer prevention:

- ✓ **Get Screened***
Pap Test (women 21 to 64 every 3 to 5 years)
HPV Test (starting at age 30 as recommended)
- ✓ **Follow Up**
On abnormal screening results
- ✓ **Vaccinate****
Adolescents at ages 11 to 12
Catch-up to age 26

*Women ages 21-29 should get a Pap test every 3 years. Women ages 30-64 should get a Pap test and HPV test every 5 years or a Pap test alone every 3 years. If any of your tests are abnormal, you may need to be tested more often. **Human ages 11 and over may no longer need to be screened for cervical cancer. Talk with your doctor about when it's right for you. ***HPV vaccination recommended for boys and girls ages 9 to 26.

U.S. HEALTH
MITCHELL CANCER INSTITUTE



Social media

▶ January 2024

▶ Tuesday, Jan. 2

▶ *Sample Facebook*

▶ It's January, which means it's Cervical Cancer Awareness Month. The good news is that cervical cancer can be prevented with HPV vaccination, and regular screenings with the pap test and HPV test. Help us spread the word by sharing our posts from the GO Teal and White campaign. #gotealandwhite

▶ Monday, Jan. 8

▶ *Sample Facebook*

▶ Friday, Jan. 19, is GO Teal and White Day in recognition of Cervical Cancer Awareness Month. Join us in wearing teal and white, sharing your photos and encouraging your friends, family and coworkers to get screened for cervical cancer.

▶ *Sample X*

▶ Show support for #gotealandwhite by wearing teal and white on Jan. 19 in recognition of GO Teal and White Day.

▶ *Sample Instagram*

▶ Friday, Jan. 19, is GO Teal and White Day, when we raise awareness about the importance of preventing cervical cancer. Break out your teal and white threads and share your pics. #gotealandwhite

▶

▶ *Anytime in January*

▶ We invite you to join the GO Teal and White campaign by posting this art on social media. Help us raise awareness about cervical cancer and the need for prevention. #gotealandwhite

▶

▶ Wednesday, Jan. 10

▶ Eight out of 10 adults will get HPV in their lifetime. The HPV vaccine prevents six different cancers in men and women, including cervical cancer. It's recommended for boys and girls ages 9 to 12 with catchup through age 26. Adults up to age 45 can even get the vaccine as recommended by their doctor. #gotealandwhite



HPV Prevalence among 18-59 yo in the US 2014



1 in 4 men infected with cancer-causing HPV

1 in 5 women infected with cancer-causing HPV

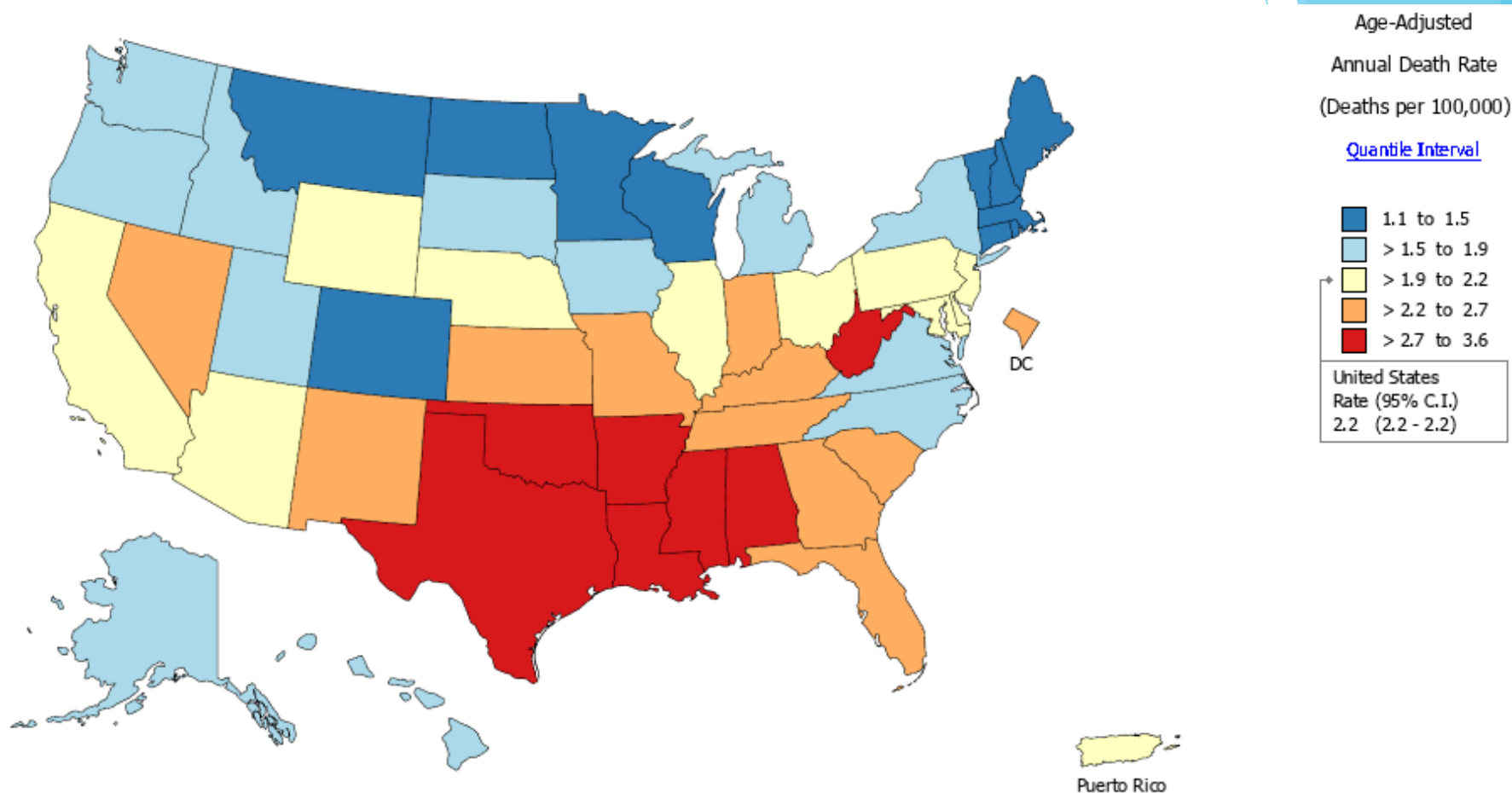


McQuillan et al. NCHS Data Brief. No 280. April 2017



HPV-associated Cervical cancer mortality rates by state, females, US 2016-2020

Alabama ranks 4th in mortality for cervical cancer in the US



Notes:

Note: Alaska, DC, Hawaii and Puerto Rico are not drawn to scale.

[State Cancer Registries](#) may provide more current or more local data.

Data presented on the State Cancer Profiles Web Site may differ from statistics reported by the State Cancer Registries ([for more information](#)).

Source: Death data provided by the [National Vital Statistics System](#) public use data file. Death rates calculated by the National Cancer Institute using [SEER*Stat](#). Death rates (deaths per 100,000 population per year) are age-adjusted to the [2000 US standard population](#) (19 age groups: <1, 1-4, 5-9, ... , 80-84, 85+). The Healthy People 2030 goals are based on rates adjusted using different methods but the differences should be minimal. Population counts for denominators are based on the Census [US Population Data](#) File as modified by NCI.

Data for the United States does not include data from Puerto Rico

HPV Vaccination is Recommended at Age 11 or 12 Years

Girls & Boys can start HPV vaccination at age 9

**Preteens should finish the HPV vaccine
series before their 13th birthday**



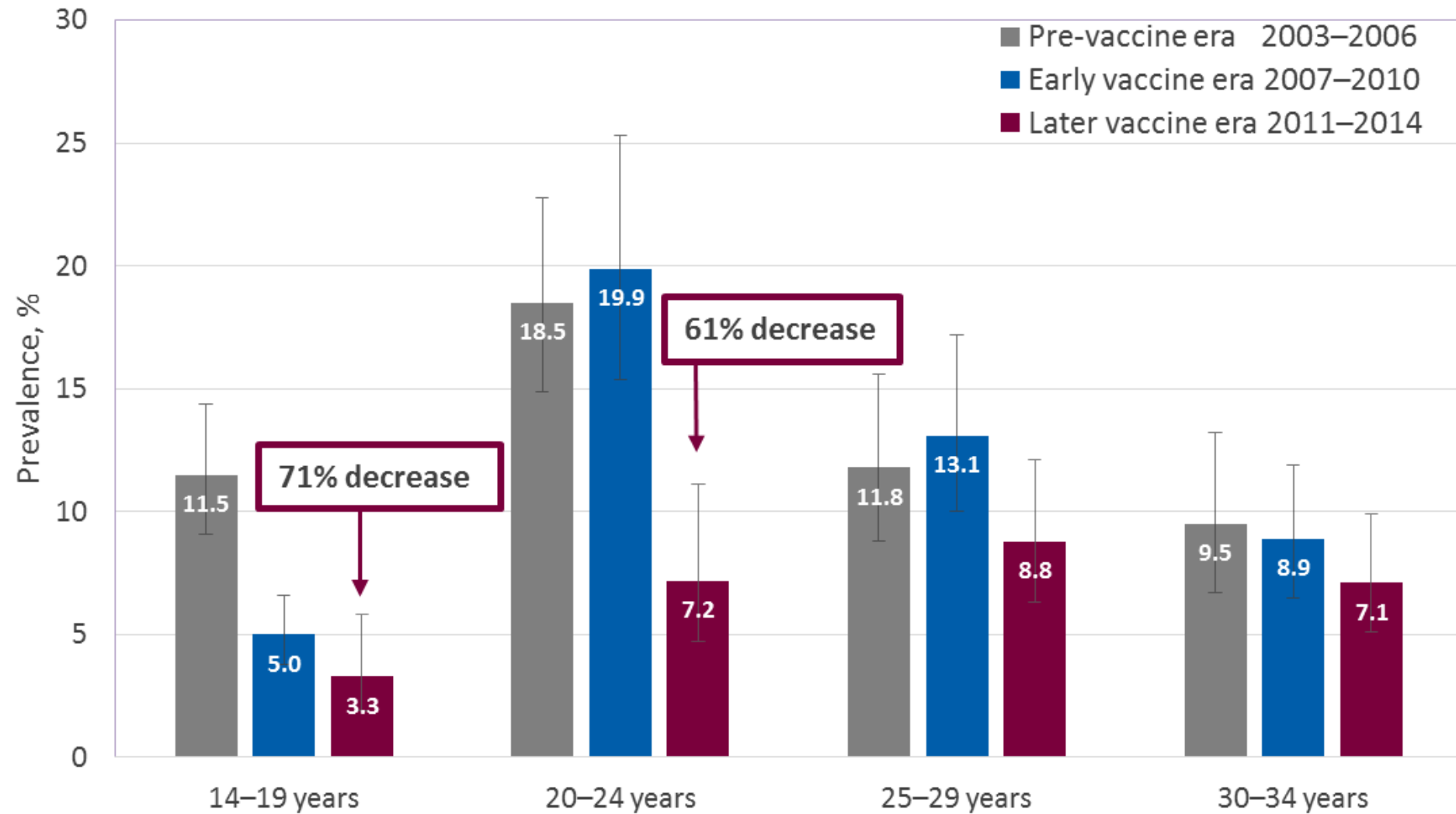
**Plus girls 13-45 years old who
haven't started or finished
HPV vaccine series**



**Plus boys 13-45 years old who
haven't started or finished HPV
vaccine series**

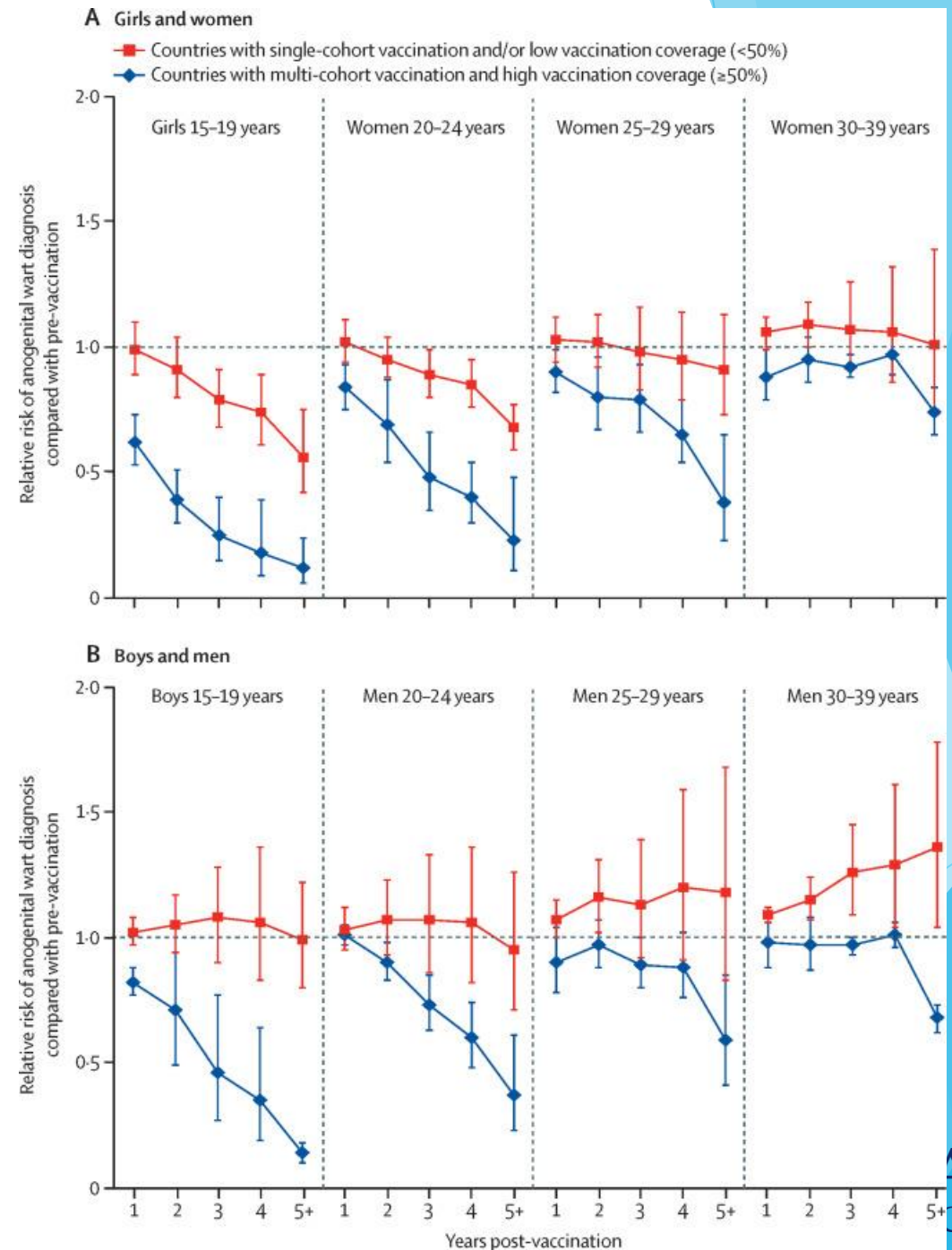
Vaccine-specific HPV type Prevalence, NHANES

Later vaccine era compared to pre-vaccine era



Reduction in HPV related disease globally post-vaccination

- ▶ Girls age 15-19 with largest reduction in HPV related disease
- ▶ More catch-up vaccination results in greater disease reduction

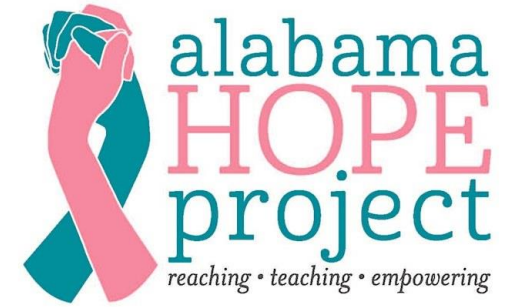


Drolet et al. Lancet 2019; 394: 497-509



Cervivors sharing their stories

- ▶ The Witness Project - the origins of this approach
- ▶ Cervivor Schools
 - ▶ Hosted Survivor course 2019 Mobile, AL
- ▶ Alabama Hope Project
 - ▶ Survivors being trained in all major cancers in our region
 - ▶ Teamed with a lay health educator and/or community health advocate
 - ▶ Connect participants specifically to services
 - ▶ At health fairs with mobile mammography
 - ▶ Working with AL Breast and Cervical cancer
 - ▶ Obtaining free screenings for those who qualify
 - ▶ Making sure these patients are connected to systems for diagnostic and treatment services FOR FREE




Earned media

ports ▾ Special Reports ▾ Community ▾ Gulf Coast CW ▾ Watch Now ▾ Jobs ▾

SPECIAL COVERAGE ▾
Alabama Election 2024: Your Guide to District 1 and 2 Congressional Candidates ▾ 1 MORE ALERTS ▾

CERVICAL CANCER AWARENESS MONTH

MEDICAL MOMENT



Jennifer Young Pierce... with

0:11 / 2:24

Medical Moment: Cervical Cancer Awareness



GO Teal and White, Cervical Cancer Awareness

Updated: Jan. 17, 2024 at 12:10 PM CST



GO TEAL & WHITE
USA HEALTH

STUDIO 10

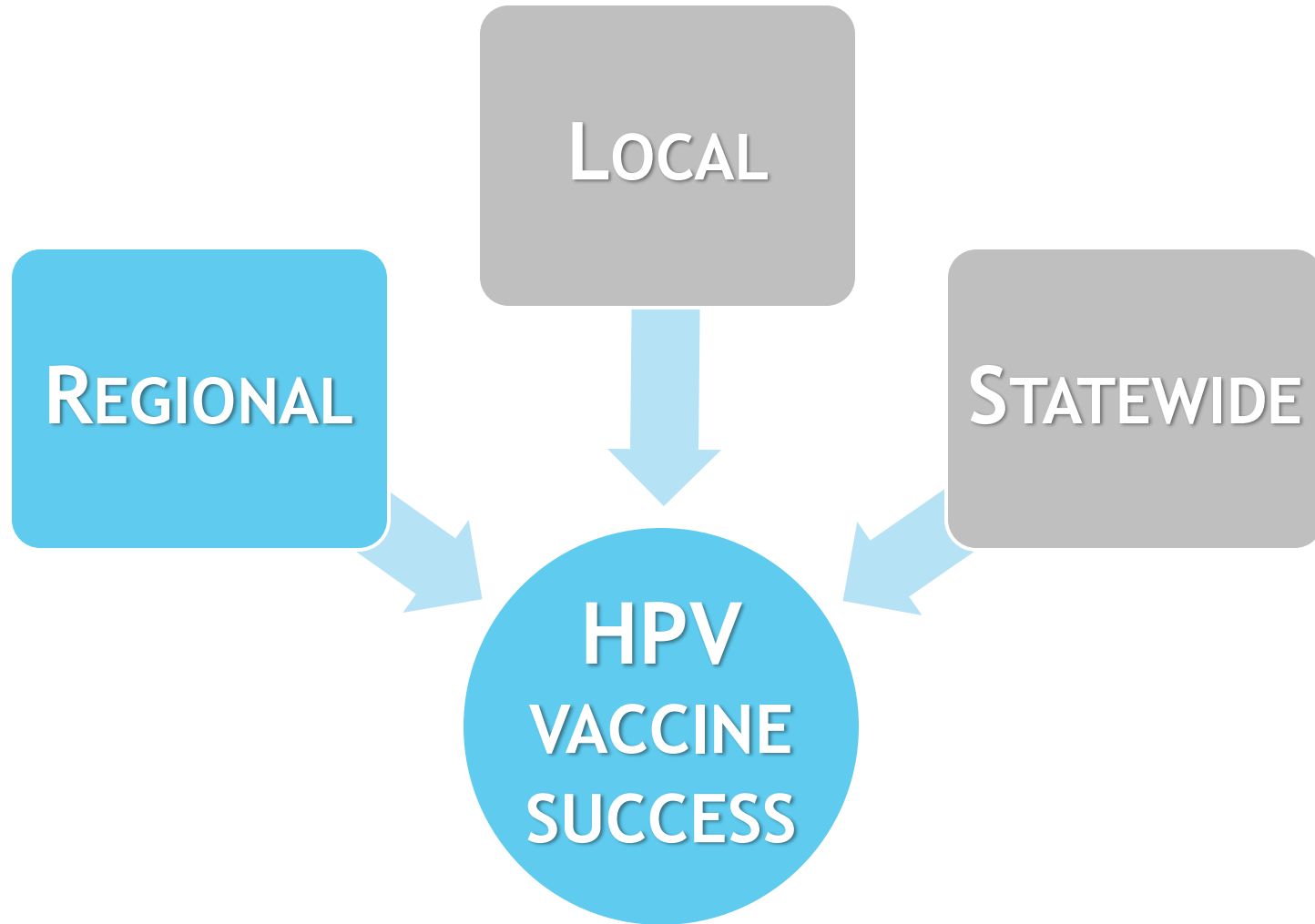
FOX 10 News at 7:00 AM

Updated: 39 minutes ago



USA HEALTH
MITCHELL CANCER INSTITUTE

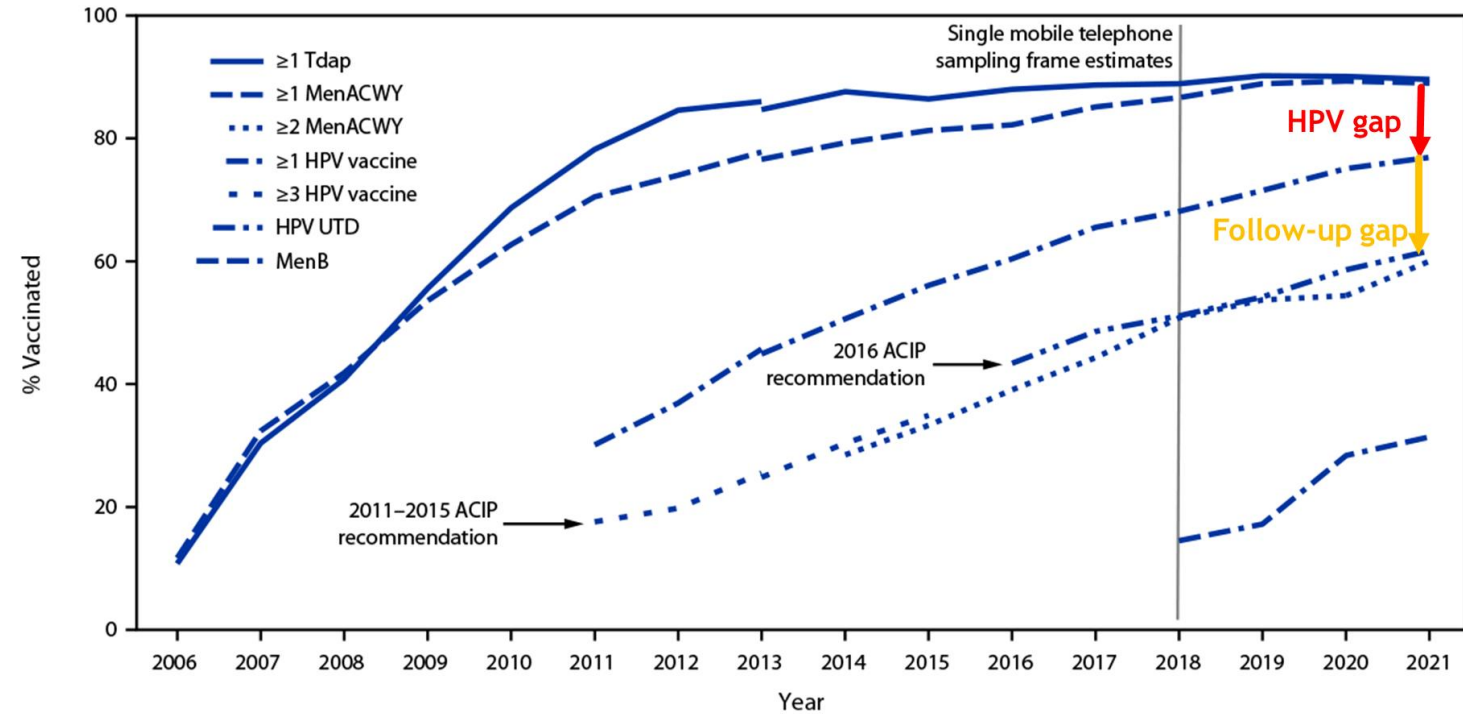
Communication strategies



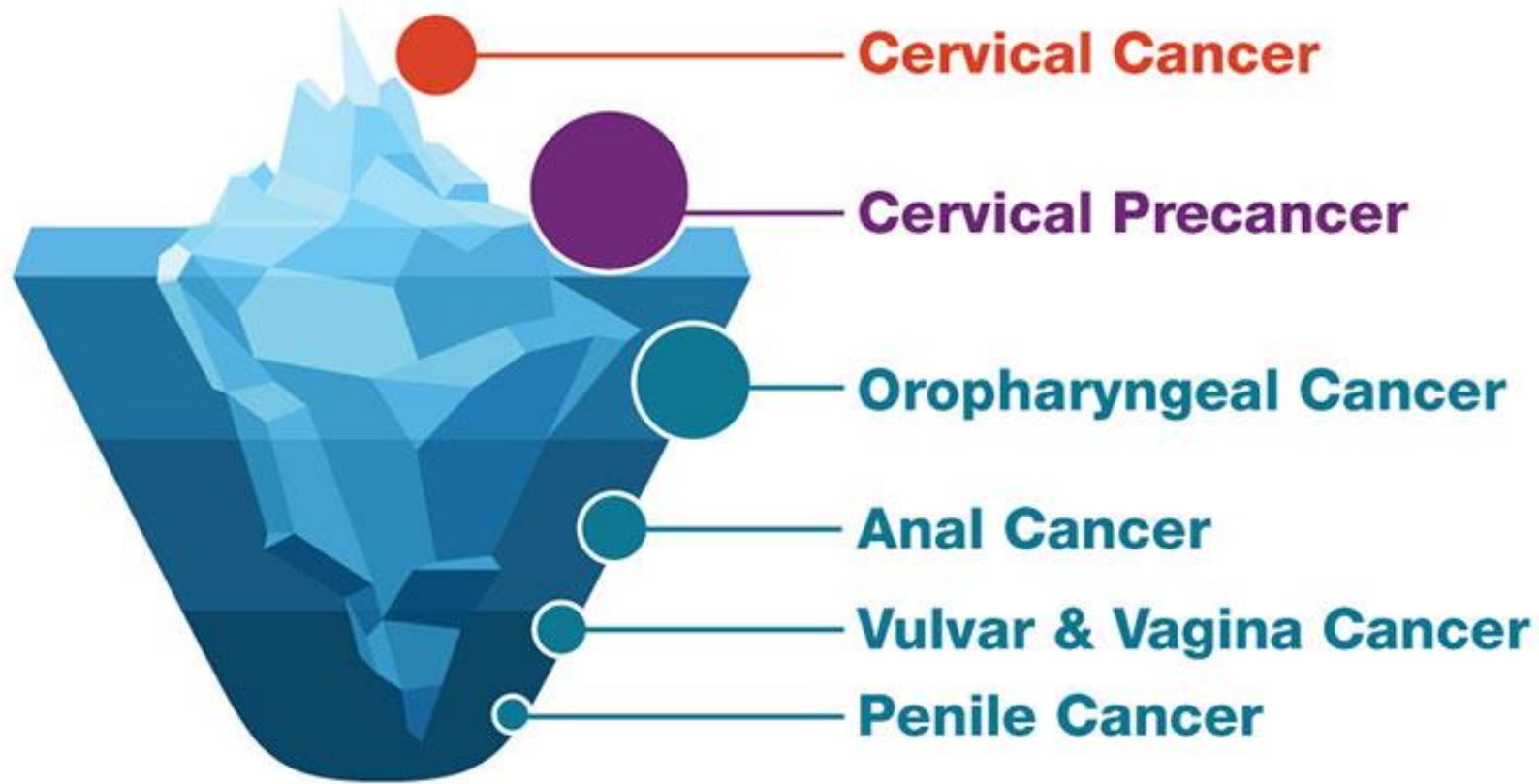
Vax2StopCancer



- ▶ In partnership with AAP and state programs
- ▶ Train the Trainor session
 - ▶ Trained high performing pediatricians
- ▶ In office trainings of low performing practices
 - ▶ Contacted low performing practices
 - ▶ Set up in office trainings
 - ▶ Evidence based strategies for QI
 - ▶ Virtual provider to provider training
 - ▶ Used provider report cards
- ▶ 330 providers trained
 - ▶ 80 practices
 - ▶ 27 counties
 - ▶ On average 11-15% improvement over 12 months



Cervical cancer is the tip of the iceberg



<https://www.cdc.gov/hpv/hcp/protecting-patients.html>

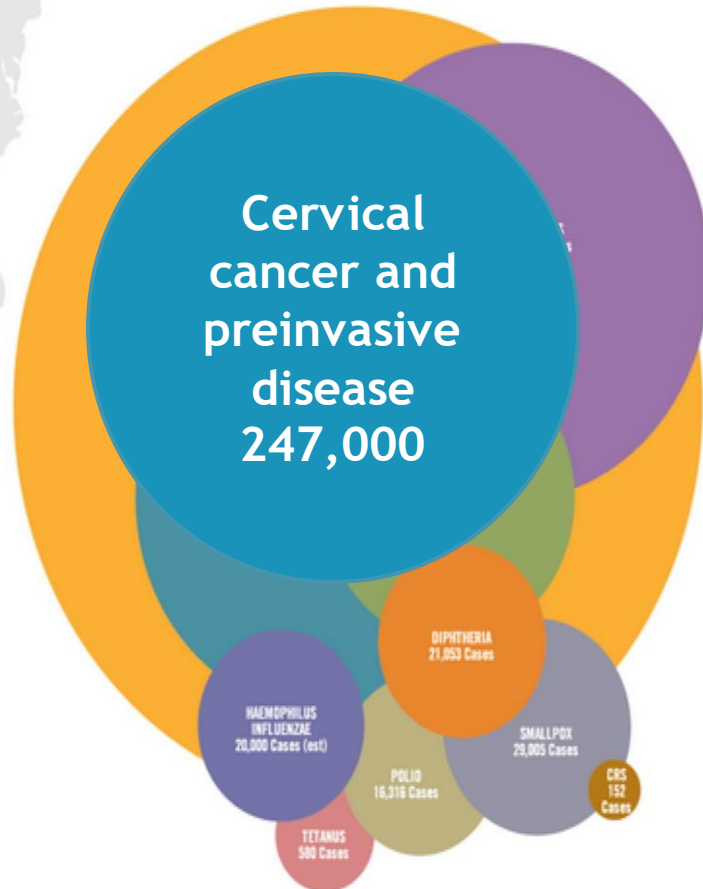
VACCINES WORK

These bubbles are sized according to the annual number of disease cases in the US during the 1900s versus 2010. We've come so far. It's a reminder that while disease rates are low, most diseases haven't disappeared. This is why we continue to vaccinate.

SMALLPOX	MEASLES
THEN 29,005	THEN 530,217
NOW 0	NOW 61
DIPHTHERIA	MUMPS
THEN 21,053	THEN 162,344
NOW 0	NOW 2,528
PERTUSSIS	RUBELLA
THEN 200,752	THEN 47,745
NOW 21,291	NOW 6
TETANUS	CRS
THEN 580	THEN 152
NOW 8	NOW 0
POLIO	HAEMOPHILUS INFLUENZAE
THEN 16,316	THEN 20,000
NOW 0	NOW 270

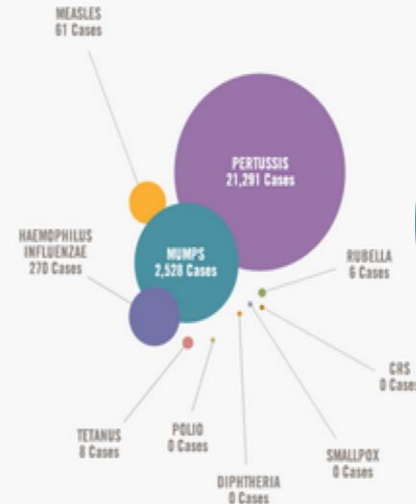
THEN

Annual US disease cases in the 1900s



NOW

US disease cases in 2010



All HPV related cancers
46,711

⁸ Centers for Disease Control and Prevention (CDC). Parents Guide to Childhood Immunizations. <http://www.cdc.gov/vaccines/pubs/parents-guide/default.htm>. Accessed August 15, 2011.
¹⁰ CDC. Impact of Vaccines in the 20th & 21st Centuries. <http://www.cdc.gov/vaccines/pubs/pinkbook/downloads/appendices/G/impact-of-vaccines.pdf>. Updated January 2011. Accessed August 15, 2011.

HPV cancers outnumber ALL other cases of childhood vaccine preventable illnesses COMBINED.

HPV Vaccination is Safe

- HPV vaccine safety studies have been very reassuring
 - 106 studies on 2.5 million people in 6 countries
 - As safe as every other vaccine
- To date, we have not observed any signal that shows that HPV vaccination causes...
- 350 million doses given around the world over 15 years (2021)
- Clinicians can reassure parents who may have concerns, that HPV vaccination is safe.



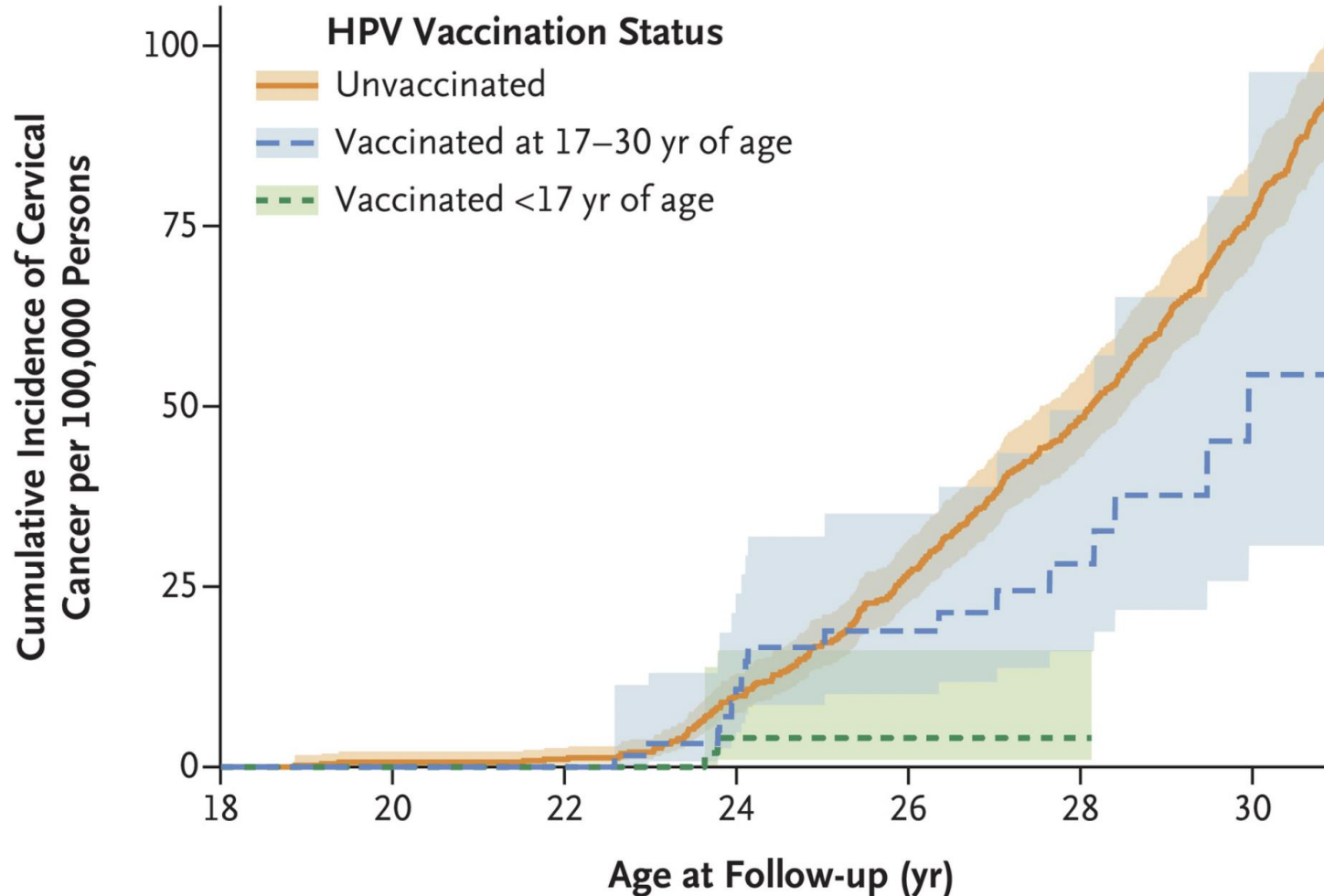
Population based study documented 0 HPV cancers

End-point	HPV-vaccinated women (33 792 person years)		Non-HPV-vaccinated women (174 340 person years)	
	n	Rate (95% CI)	n	Rate (95% CI)
Cervical cancer				
HPV16	0	-	9	5.2 (2.7 to 9.9)
HPV18	0	-	2	1.1 (0.3 to 4.6)
HPV16/18	0	-	11	6.3 (3.5 to 11.4)
HPV33	0	-	2	1.1 (0.3 to 4.6)
HPV45	0	-	1	0.6 (0.1 to 4.1)
HPV52†	0	-	1†	0.6 (0.1 to 4.1)
Any HPV	0	-	14	8.0 (4.8 to 13.6)

Lehtinen et al. *BMJ Open*. 2021 Dec 30;11(12):e050669.



Cervical cancer prevention better for younger age of vaccination



Lei et al. N Engl J Med. 2020 Oct 1;383(14):1340-1348. doi: 10.1056/NEJMoa1917338.



Give an Effective Recommendation to Receive HPV Vaccine

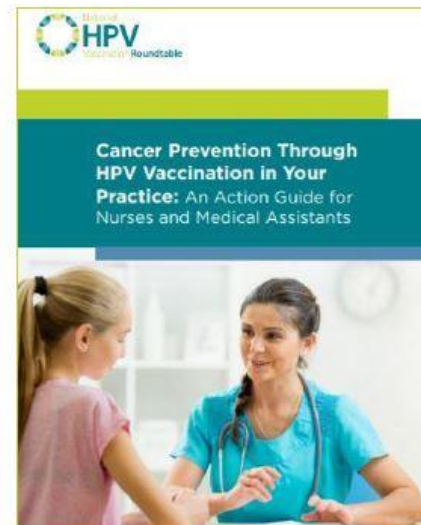
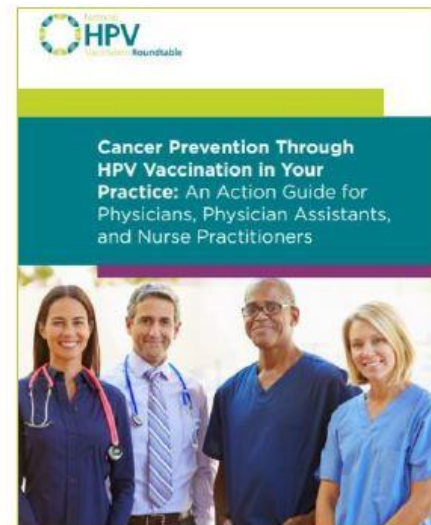
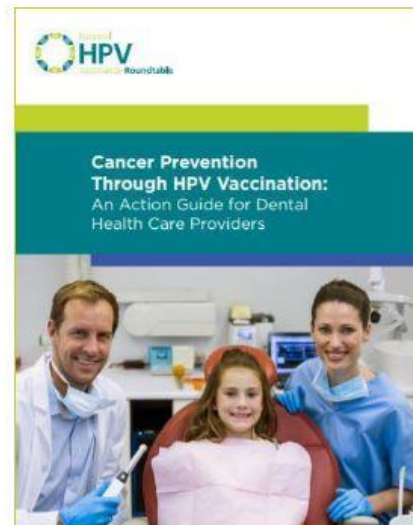
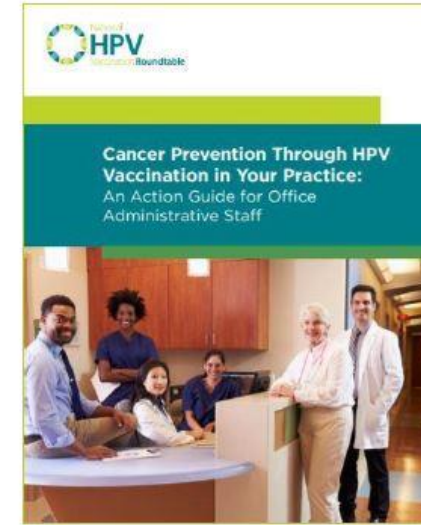
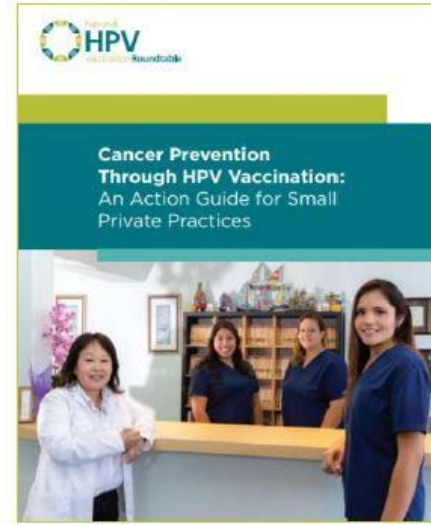
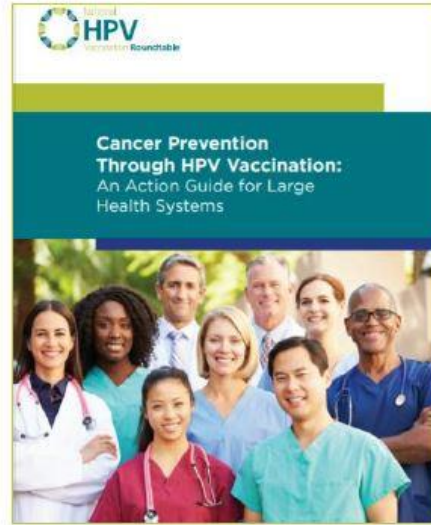
- ▶ *An effective recommendation from you is the main reason parents decide to vaccinate*
- ▶ Many moms in focus groups stated that they trust their/their child's doctor and would get the vaccine for their child as long as they received a recommendation from the doctor
- ▶ **Moms also reported information from their own physician would have helped them to decide**



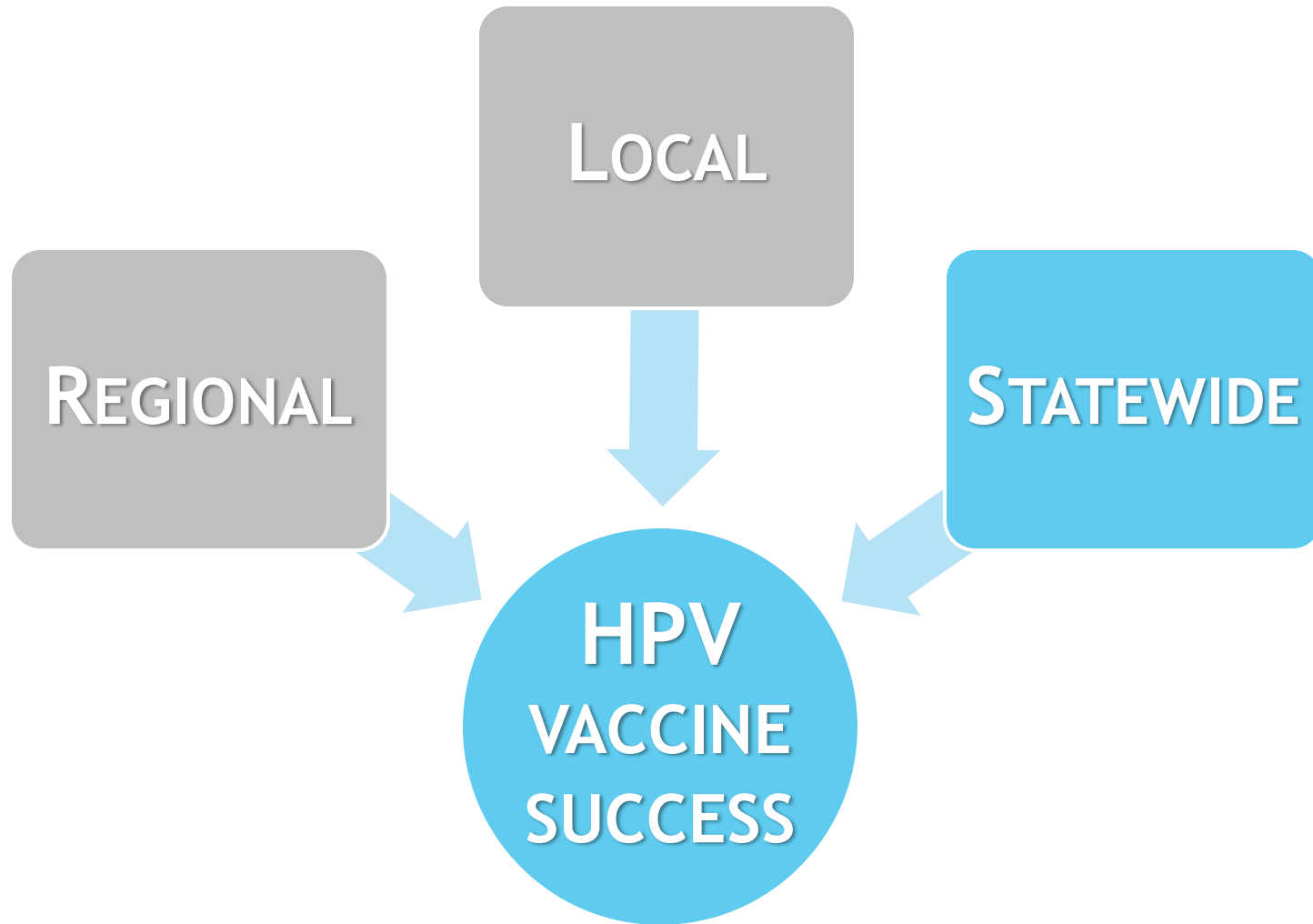
Smith et al. Vaccine. 2016. Unpublished CDC data, 2013.

National HPV Roundtable Action Guides

<http://hpyroundtable.org/action-guides/>



Communication strategies



HPV vaccine work in Alabama

- ▶ Alabama Adolescent Immunization Task Force
 - ▶ Provider education
 - ▶ Webinar/video conf/AFIX visits to all AAP AAFP
 - ▶ In person talk to AHEC providers in the state
 - ▶ Dental provider education
 - ▶ Peer to Peer intervention for low performing providers
 - ▶ ADPH Public awareness
 - ▶ Billboards
 - ▶ Social media
 - ▶ GO Teal and White Campaign
 - ▶ Mobile units and school sites for vaccination
 - ▶ Policy change
 - ▶ Insurance coverage for older adults
 - ▶ HEDIS measures for adolescent vaccination
 - ▶ Requiring immunization registry input by VFC providers
 - ▶ Making pharmacists VFC providers



Alabama has highest rate of cervical cancer death in nation, says report

Published: Nov. 30, 2018, 11:13 a.m.



The HPV vaccine protects against cancers caused by the human papillomavirus, including cervical cancer. Sam Owens | MLive.com



TOGETHER
for health

HUMAN
RIGHTS
WATCH



AL.com
<https://www.al.com/news/2018/11/alabama-has-hig...>

Alabama has highest rate of cervical cancer death in nation ...

Nov 30, 2018 — **Alabama** is unique, according to the report, in that it has high **cervical cancer screening rates**, but also the highest **cervical cancer mortality** ...

Missing: ed | Show results with: ed

AL.com
<https://www.al.com/news/2020/01/alabama-tied-for...>

Alabama tied for most cervical cancer deaths in country

Alabama tied for most **cervical cancer deaths** in country - Updated: Jan. 09, 2020, 9:26 a.m. | - Published: Jan. 07, 2020, 11:48 a.m..

Missing: ed | Show results with: ed

Alabama Department of Public Health (.gov)
<https://www.alabamapublichealth.gov/cancer/cervical>

Cervical Cancer

Jan 22, 2024 — Alabama ranks **third in the nation** in the incidence and deaths from cancer that can be prevented, cervical cancer. To address this serious public ...

AL.com
<https://www.al.com/opinion/2022/01/guest-opinion...>

Guest opinion: Let's eradicate cervical cancer once and for all

Jan 15, 2022 — This is a guest **opinion** column. Now, more than ever, we have the ability to protect women from **cervical cancer**.

Missing: mortality | Show results with: mortality

The New Yorker
<https://www.newyorker.com/magazine/2020/04/06>

A Preventable Cancer Is on the Rise in Alabama

Mar 30, 2020 — Women who develop **cervical cancer** in **Alabama** are more likely to die than ... late—and in recent years **Alabama's** ...

29 | it-should-not-happen

Alabama's Failure to Prevent ...

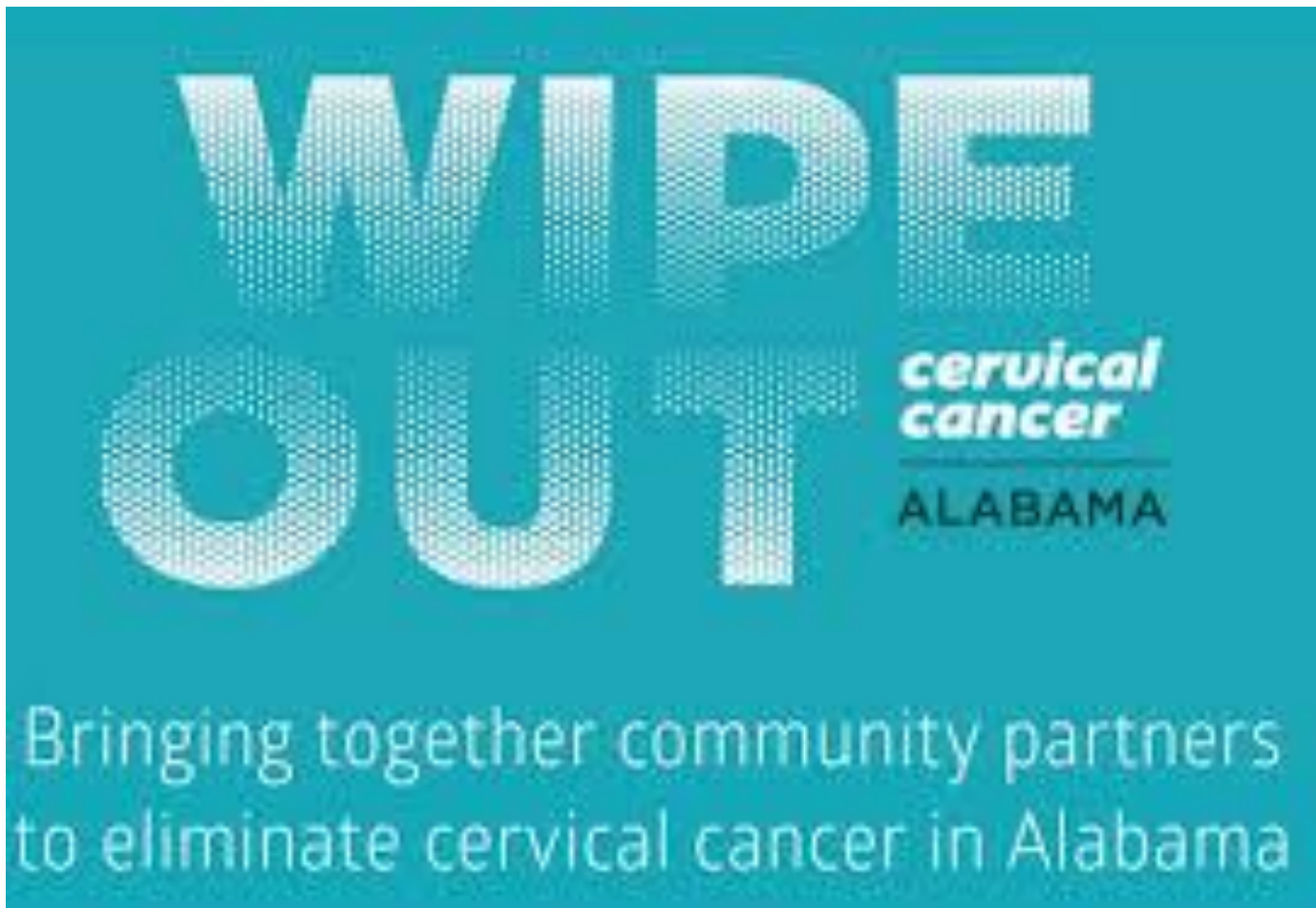
er deaths should not happen. This cancer is ultimately preventable and highly curable. The later the disease is diagnosed, the more ...

Statewide summit of primary care providers 2022

- ▶ Hosted by ADPH, UAB, TogetHER, Rotary Club of Birmingham, and ACS
- ▶ 65 PCPs representing 43 counties largely rural practices
- ▶ Working meeting to discuss barriers to screening, facilitators, and solutions

Barriers	Facilitators	Solutions
<ul style="list-style-type: none">• Lack of trust in vaccines• Lack of trust in government• Lack of trust in health care professionals• Lack of information/misinformation• Lack of urgency• Stigma• Fear of side effects	<ul style="list-style-type: none">• No cost• School systems• Churches• Engaged dentists• Engaged public officials	<ul style="list-style-type: none">• School-based education• Increased awareness• HPV vaccine in pharmacies• Vaccination at colleges• Sharing survivor stories• Partnership with churches, dentists, public officials• Provider education





- Strategic plan developed
- Press release/press conference
- Recruitment of statewide partners
- Putting plan into action

Alabama became the first state to announce a strategic action plan for the elimination of cervical cancer 2023-2033

Putting the pieces together for elimination

1. **Get girls and boys (men and women) vaccinated**
 1. As early as possible
 2. Follow-up for 2nd (or 3rd) shot if indicated
 3. After treatment for pre-invasive disease
2. **Get every woman screened**
 1. With an HPV test
 2. Use self-sampling as needed to reach more women
3. **Follow-up for abnormal results**
 1. Use HPV typing to triage
 2. Make sure f/u and treatment are FREE for all women, efficient, and effective



Operation Wipeout: Putting the plan into action

- ▶ **Regional meetings**
 - ▶ ADPH Director of Cancer Control
 - ▶ Gyn oncologist
 - ▶ Outreach
 - ▶ Breast and Cervical regional coordinators
- ▶ **All Ob/gyn and internal medicine providers**
 - ▶ Reviewing current breast and cervical data as well as prevention and screening strategies
 - ▶ Highlighting state Breast and Cervical programs
 - ▶ Including HPV vaccination and opportunities for improvement
 - ▶ On average 10-12 attendees (3-30)
 - ▶ Data still forthcoming on outcomes

WIPEOUT Cervical Cancer
Eliminating Cervical Cancer in Alabama
**CHAMBERS, LEE, MACON, RUSSELL,
AND TALLAPOOSA COUNTIES**

Regional Meeting with clinicians to discuss:

- Local cervical cancer data
- Local HPV vaccination data
- Reimbursement for screening uninsured women
- Reimbursement for diagnostic tests
- HPV insights
- Optional workshop to tackle regional barriers

SPEAKERS

Jennifer Young-Pierce, MD
Gynecological Oncologist
USA Mitchell Cancer Institute

Nancy Wright, MPH
AL Breast & Cervical Cancer
Early Detection Program
Alabama Department
of Public Health

March 12, 2024 • 12-1pm
1-2 pm (optional working meeting)

Spencer Cancer Center
2501 Village Professional Dr.
Opelika, AL

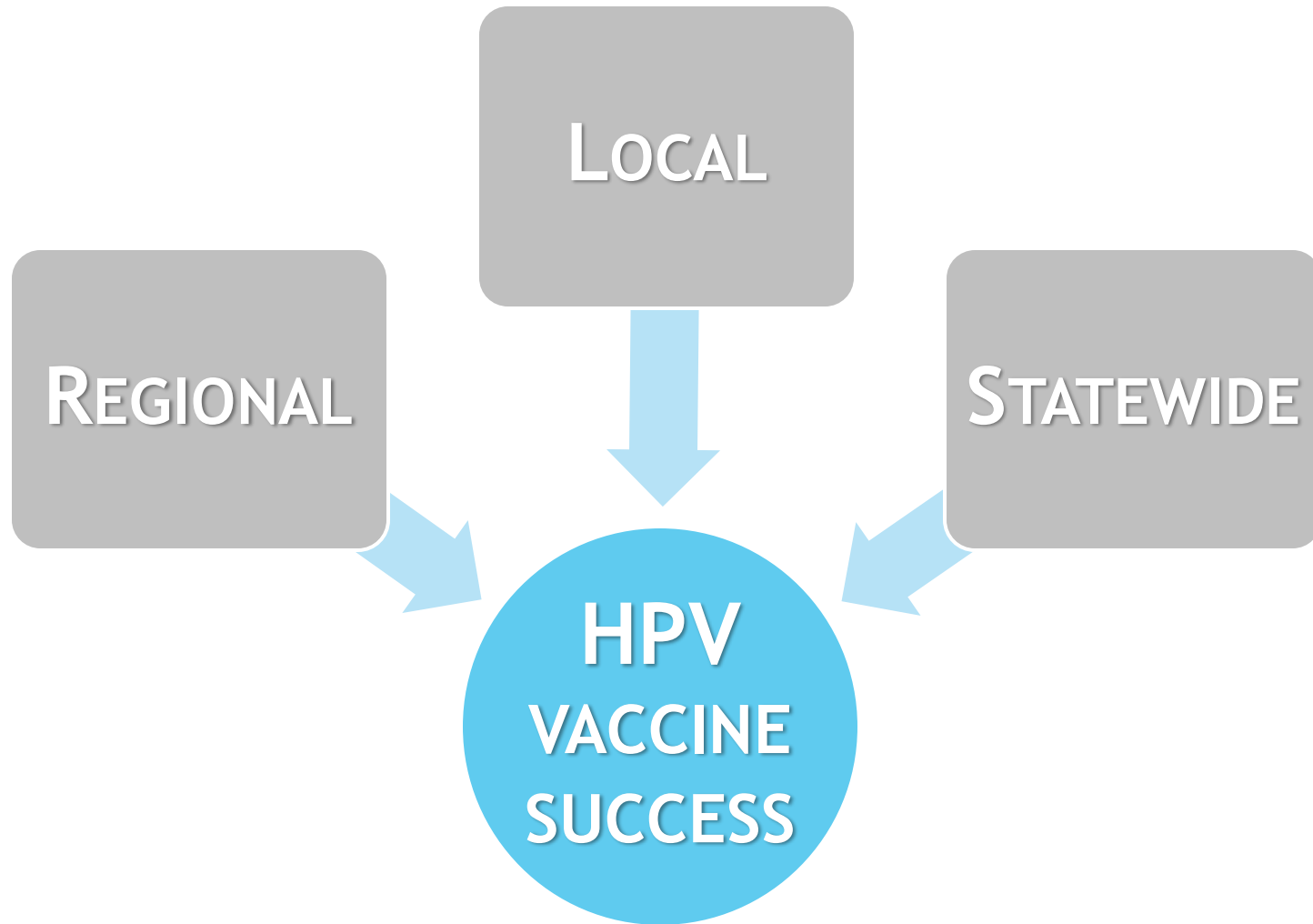
Virtual Available
Free CME/CNEs
Lunch Included

Registration Link:
alabamapublichealth.gov/bandc/news.html

ALABAMA PUBLIC HEALTH **BREAST & CERVICAL CANCER** **WIPEOUT** **USA HEALTH**
Alabama Department of Public Health Program of Alabama MITCHELL CANCER INSTITUTE



Communication strategies



Alabama has increased HPV vaccine uptake by 25% and UTD by 24% since 2016

Second highest percent increase in the southeast region

- For the first time AL above national average for uptake at 77% according to NIS-teen
- State ImmPRINT data still puts us at or below 50% depending on the county
- Still a long way to go!

Conclusions

- ▶ Use all levels of communication
 - ▶ Small/print media
 - ▶ Social media
 - ▶ News/earned media
 - ▶ Provider/direct parent education
- ▶ Engage partners at all levels
 - ▶ Local, regional, state
 - ▶ Payers and health systems
 - ▶ Government, NGO, foundation and private
 - ▶ Including national/international partners to level-up impact
- ▶ Connect survivors sharing their stories to parents, providers, and media



Questions?

jypierce@health.southalabama.edu
@JYoungPierce
www.cancering.com



Q&A

PATH →
to prevention



St. Jude Children's
Research Hospital

HPV Cancer
Prevention
Program

MARCH 4 IS
INTERNATIONAL HPV
AWARENESS DAY

stjude.org/southeast-roundtable #EndHPVcancers

Closing Remarks

PATH →
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St. Jude Children's
Research Hospital

HPV Cancer
Prevention
Program

MARCH 4 IS
INTERNATIONAL HPV
AWARENESS DAY

International HPV Awareness Day 2024 Virtual Seminar Series

- **Feb 28:** Aligning Efforts, Amplifying Impact: Boosting HPV Vaccination Rates in the Southeast
- **Feb 29:** Rural Reach: Accelerating HPV Vaccination Coverage
- **Mar 1:** The A-B-Cs of HPV Vaccination in School-Based Settings: Easy as 1-2-3
- **Mar 4:** Promoting the Power of Elimination through HPV Vaccination
- **Mar 5:** Navigating HPV Vaccination Challenges in Childhood Cancer Survivors



stjude.org/IHAD2024

PATH →
to prevention

MARCH 4 IS
INTERNATIONAL HPV
AWARENESS DAY

2024 SEMINAR SERIES

International HPV Awareness Day

The St. Jude HPV Cancer Prevention Program is hosting a series of five virtual seminars leading up to **International HPV Awareness Day** on March 4.

The program envisions a world free of HPV cancers and focuses on increasing on-time HPV vaccination for all children through education, promoting best practice models, and strategic partner engagement.

- Feb 28** Aligning Efforts, Amplifying Impact: Boosting HPV Vaccination Rates in the Southeast
- Feb 29** Rural Reach: Accelerating HPV Vaccination Coverage
- Mar 1** The A-B-Cs of HPV Vaccination in School-Based Settings: Easy as 1-2-3
- Mar 4** Promoting the Power of Elimination through HPV Vaccination
- Mar 5** Navigating HPV Vaccination Challenges in Childhood Cancer Survivors

All seminars will be held from noon - 1:15 p.m. Central Time.

REGISTER NOW

Register for one seminar or the entire series. Seminars will be recorded for those who are unable to join live.

If you have questions, please email hpv@stjude.org or stjude.org/16400024

HPV Cancer Prevention Program
St. Jude Children's Research Hospital

stjude.org/southeast-roundtable #EndHPVcancers

Evaluation

We hope you enjoyed this webinar, and we would like to ask for your feedback.

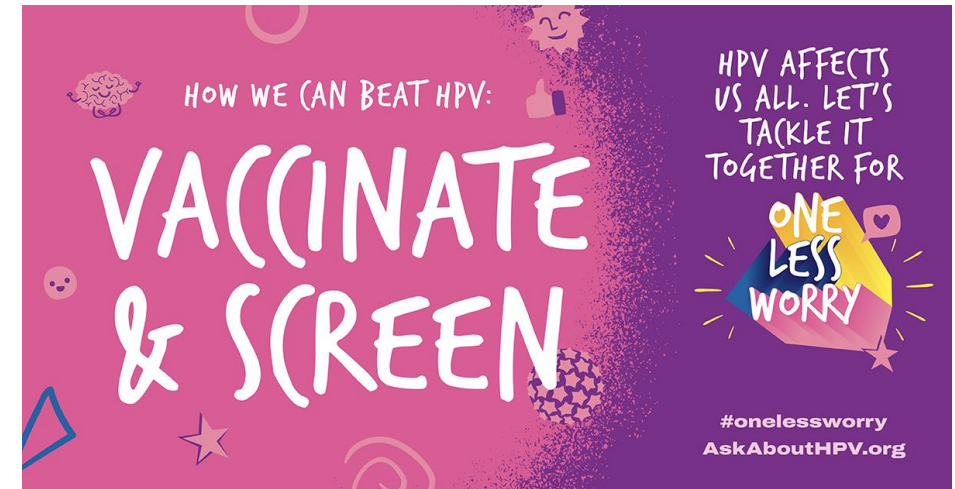
Please take a few minutes to complete a brief evaluation that you will receive via email or using the QR code below.



International Papillomavirus Society (IPVS): International HPV Awareness Day Campaign 2024

MARCH 4 IS
INTERNATIONAL HPV
AWARENESS DAY

- HPV Cancer Stories
- Social media graphics #onelessworry
- HPV Facts
- Information about HPV vaccination & cervical cancer screening



Use the QR code to access the campaign or visit askaboutHPV.org.

THANK YOU

PATH →
to prevention



St. Jude Children's
Research Hospital

HPV Cancer
Prevention
Program

MARCH 4 IS
INTERNATIONAL HPV
AWARENESS DAY

stjude.org/southeast-roundtable #EndHPVcancers