

Preventing HPV Cancers with Rural Communities: Updates and Opportunities

Quarterly Updates Meeting

November 21, 2024

1:00 pm – 2:00 pm Central Time



**HPV Cancer
Prevention
Program**

PATH →
to prevention



stjude.org/hpvrural

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Welcome

Julia Brown, MPH
Manager, St. Jude HPV Cancer
Prevention Program



HPV Cancer
Prevention
Program

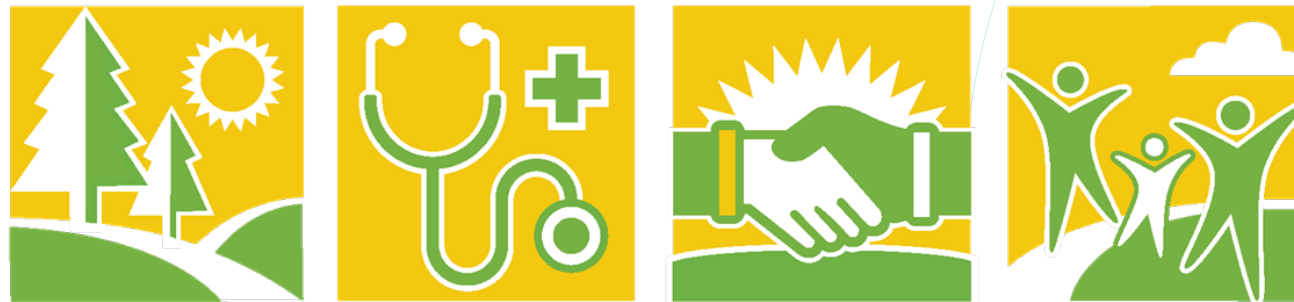
stjude.org/hpvrural



Celebrating National Rural Health Day

National Rural Health Day

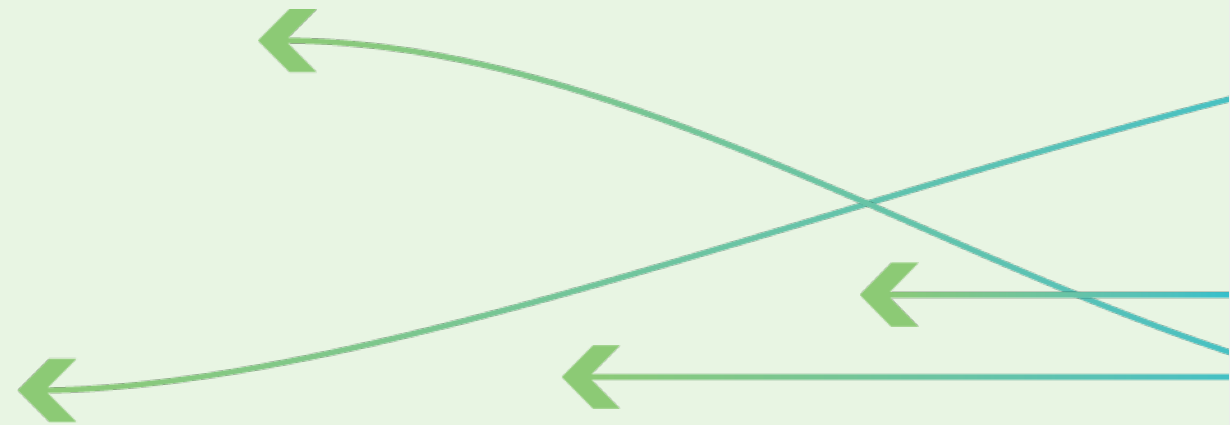
Celebrating the **Power of Rural!**®



THURSDAY, NOVEMBER 21, 2024

AGENDA

- Welcome
- Progress on Priority Action Steps to Increase HPV Vaccination Coverage with Rural Communities
- #WeThePeopleVax – Working Together to Reframe Medical Freedom
- Place holder for Dr. Kepka
- Discussion
- Next meetings



Progress on Priority Action Steps to Increase HPV Vaccination Coverage with Rural Communities



Rural HPV Vaccination Priorities



Start at Age 9

Promote starting HPV vaccination at age 9 in rural communities.



Existing Resources

Compile and share existing resources for addressing HPV vaccination with rural communities.



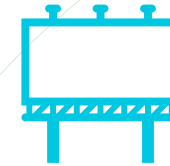
Training Providers

Develop or adapt health care provider and health care professional HPV vaccination training resources for those serving rural communities.



Advocacy and Policy

Explore policy influences on HPV vaccination in rural areas.



Communication

Develop, test, and disseminate easy-to-use messages for rural audiences.

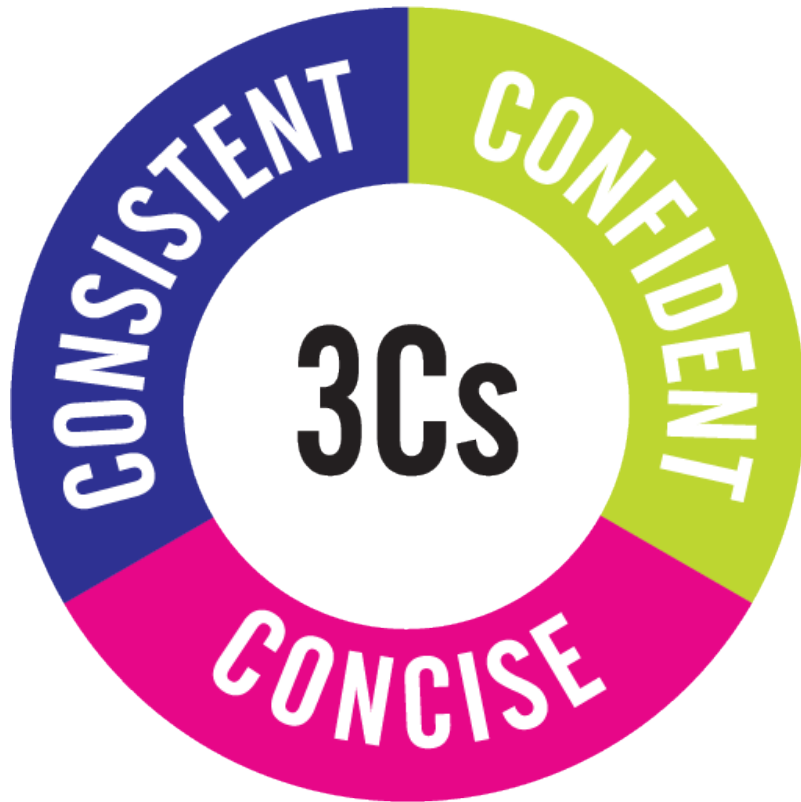


Data

Review and update existing resources and data on HPV vaccination and HPV cancers in rural communities.

Rural Priority Action Steps: Starting at Age 9 & Training Providers

Navigating Vaccine Hesitancy: Providing Confident, Concise and Consistent Vaccine Recommendations for Adolescents



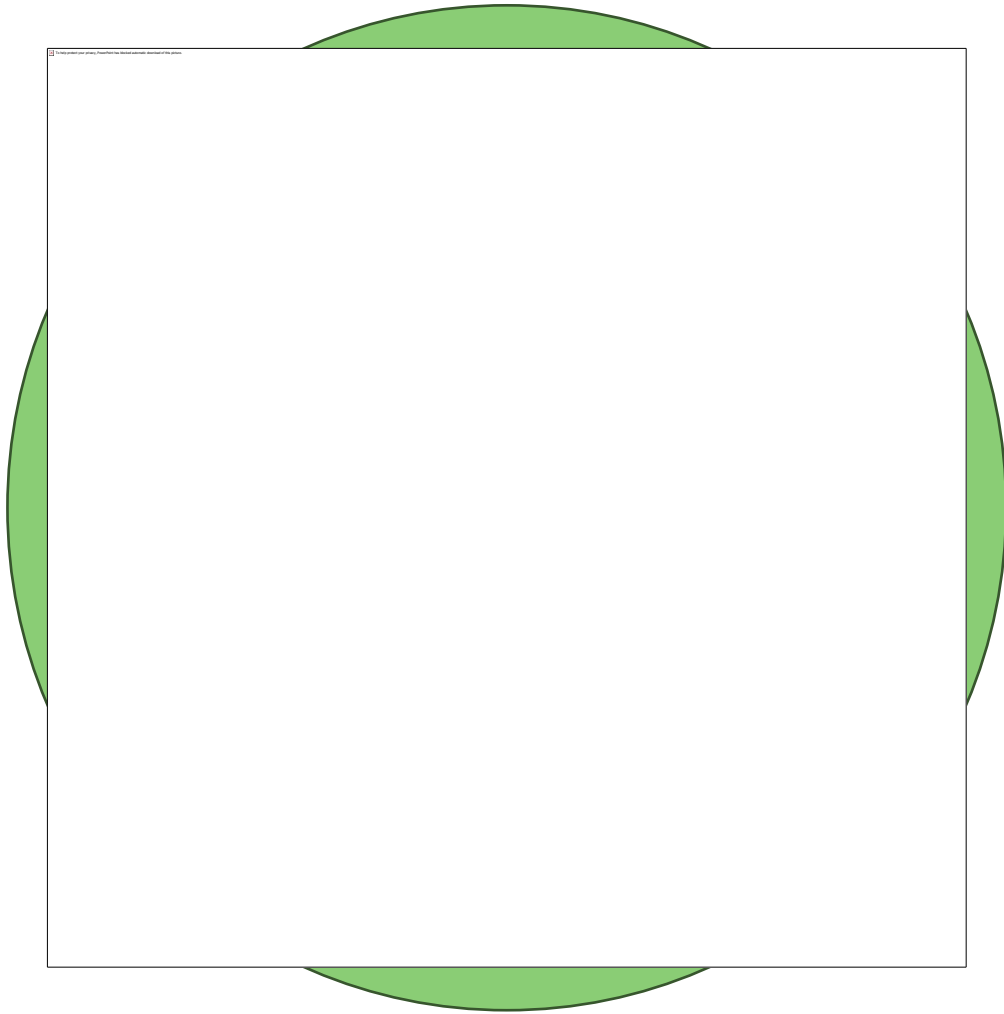
Free self-paced, comprehensive communication training initiative designed to help healthcare providers address common concerns and objections to recommended adolescent vaccines.

Enroll for free using the link in the chat.

To request group registration for a healthcare practice or other group, please contact Unity at unity@unity4teenvax.org

Rural Priority Action Steps: Starting at Age 9 & Training Providers

Announcement Approach Training

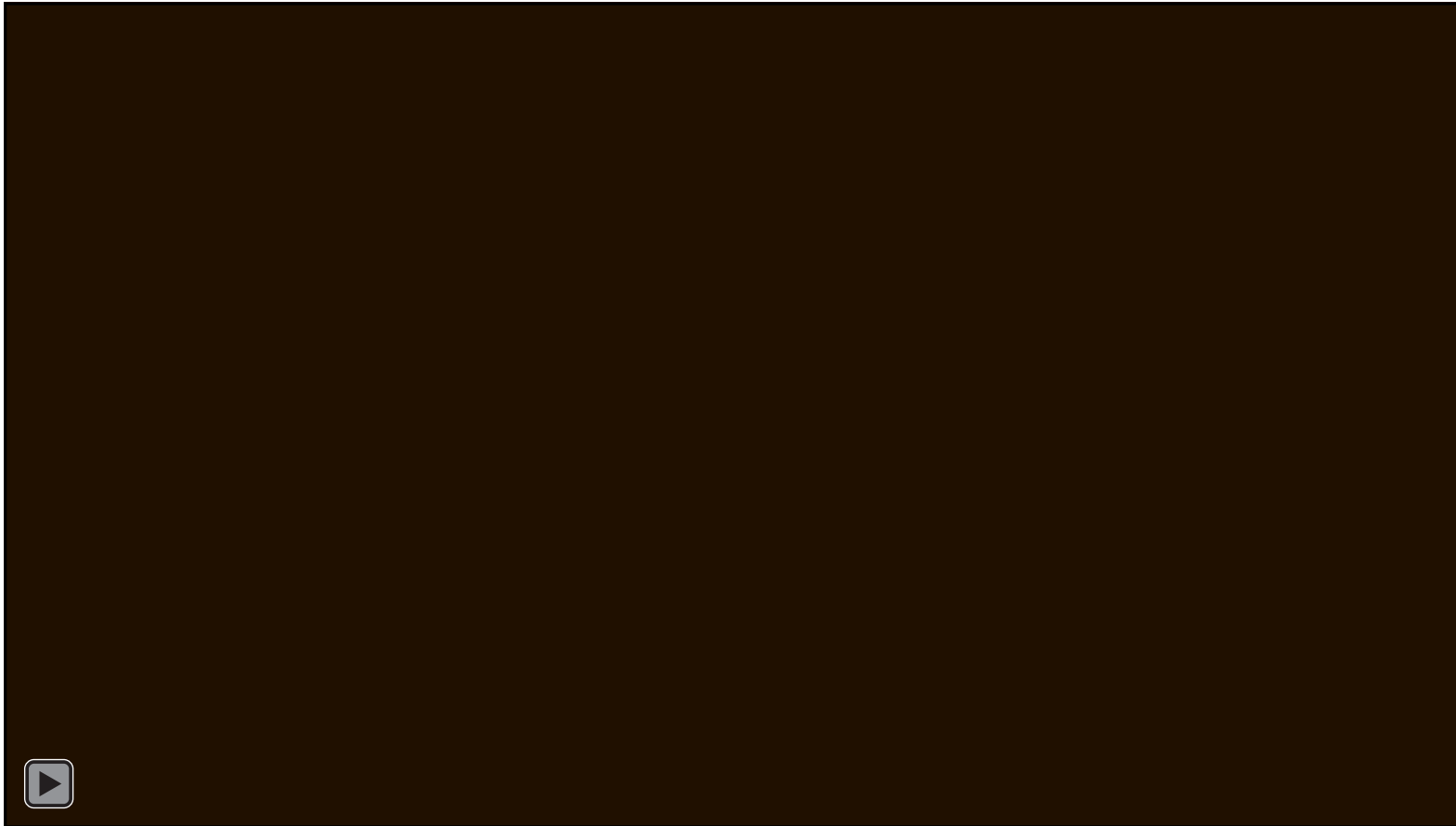


St. Jude HPV Cancer Prevention Program now offers health care provider and professional training programs on the [announcement approach](#).

Email us at PreventHPV@stjude.org to request more information and schedule a training program in-person or virtually.

Rural Priority Action Steps: Existing Resources & Training Providers

Increasing Immunization Confidence Training



Free module to empower healthcare staff with the skills to engage in immunization conversations with patients and families and to promote a culture of infection prevention and control.

Developed by bodyswaps in In collaboration with American Academy of Pediatrics.

Rural Priority Action Steps: Existing Resources & Training Providers

American Cancer Society Rural HPV Vaccination Learning Community

Rural HPV Vaccination Learning Community

News & Views

Featured

- [Advocacy](#)
- [Fundraising](#)
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- [Research](#)
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ACS & ACS CAN News

- [ACS Cancer in the News](#)
- [ACS CAN Press Room](#)
- [ACS Press Room](#)

Making progress for future generations

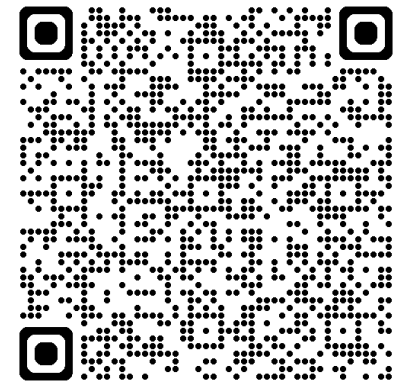
The American Cancer Society (ACS) and The National HPV Vaccination Roundtable (HPVRT) are partnering with rural healthcare partners to expand knowledge and increase on-time HPV vaccination.

Important Links

- [Rural HPV Vaccination Learning Community Overview](#)
- [Registration Form](#)
- [American Cancer Society HPV Vaccination Resources](#)
- [National HPV Vaccination Roundtable](#)
- [National HPV Vaccination Roundtable Rural Disparities Summary](#)
- [Monthly Session Recordings](#)
- [Rural HPV Vaccination Resource Roundup](#)

Next Meeting: December 4, 2024, 2-3 pm ET - Celebrate & Sustain Success

Use the QR code or link in the chat to register.



Rural Priority Action Steps: Communication

National Rural Health Day

Protect your children
with the **HPV vaccination**

National
Rural Health
Day

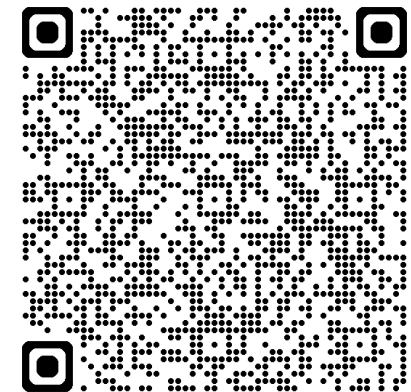
 HPV Cancer
Prevention
Program

National
Rural Health Day

Take good care of your family by choosing
HPV vaccination

 HPV Cancer
Prevention
Program

Download these
assets and
share through
your social
media channels
to celebrate the
power of rural!



Access the full communication by using the QR
code or the link in the chat.

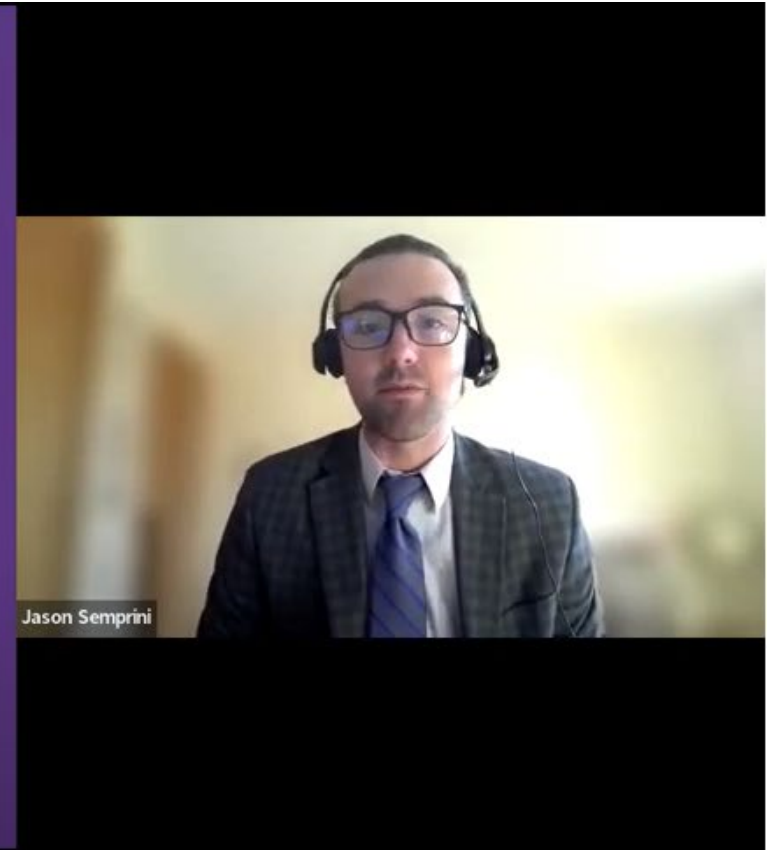
Rural Priority Action Steps: Data

The Burden of HPV-associated Cancer in Rural America Beyond 2020

The burden of HPV-associated cancer in rural America beyond 2020

Jason Semprini, PhD, MPP

Assistant Professor, Department of Public Health



Semprini J. The burden of HPV-associated cancer in rural America beyond 2020 . Rural and Remote Health 2024; 24: 9281. <https://doi.org/10.22605/RRH9281>

Access St. Jude HPV Cancer Prevention Program Rural HPV Vaccination Resources

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Preventing HPV Cancers with Rural Communities

The U.S. encompasses many geographic regions, cultural traditions and health care norms. **About 20% of the population lives in rural regions of the country**, which accounts for approximately 50 million Americans.

Americans living in rural areas possess numerous strengths, such as resiliency, self-sufficiency and a strong sense of community. And yet these same strengths can make many of these individuals less likely to seek preventive medical care, including cancer screening and HPV vaccination.

HPV is an extremely common virus that can cause six forms of cancer in adults – including cervical, vaginal, vulvar, anal, penile and oral/throat cancers. **HPV vaccination has been proven to prevent 90% of those cancers.** Healthy People 2030 goals aim for an 80% HPV vaccine completion rate. Unfortunately, people living in rural areas have higher rates of HPV cancers and have lower HPV vaccination coverage as compared to their urban counterparts. We want to change that.

HPV vaccination is cancer prevention.

BARRIERS TO VACCINATION IN RURAL COMMUNITIES

Barriers in rural communities that lead to a lack of awareness about the safety and effectiveness of HPV vaccination include:



Low levels of HPV vaccination knowledge, especially among parents and caregivers



Lower overall childhood vaccination rates



Health care provider shortages, limiting access to vaccinations



Lack of health care provider recommendations for vaccinations



Lack of transportation and access to health care facilities



WIDE OPEN SPACES: SUPPORTING HPV VACCINATION IN RURAL COMMUNITIES

Bridging Gaps: Addressing HPV Awareness and Vaccination Challenges in Hispanic/Latino Rural Communities

October 2024

By Gabriel A. Benavidez, PhD

Hispanic and Latino populations represent a significant and growing demographic in the United States, including in rural communities. Despite the overall decline in rural populations from 2010 to 2020, the number of people identifying as Hispanic and Latino living in rural areas has grown by nearly a million people. This growing demographic of Hispanics/Latinos and rural populations presents unique challenges in combating HPV cancers in rural areas.

Previous research by our team at Baylor University indicates that Hispanic/Latino adults were less likely than non-Hispanic White adults to be aware of HPV, recognize it as a sexually transmitted infection, understand its potential to cause cancer, and know that a vaccine is available. This is particularly troubling given the established link between increased knowledge about HPV and the initiation and completion of the vaccination series.

This same research from our team examined where individuals reported receiving the majority of medical information with options including family members, the internet, or medical/health professionals. We found that Hispanic/Latino respondents had the highest proportion of individuals reporting they received HPV-related medical information from family members, compared to non-Hispanic Black and White respondents. This highlights the strong cultural value of familism, which emphasizes family unity and values, and plays a key role in the sharing of health information within Hispanic/Latino families.

Combined with the traditional physical barriers to HPV vaccine access, such as lack of providers and other access points, in rural communities, Hispanic/Latino residents experience additional challenges due to cultural barriers. These factors may include language barriers, mistrust of health care systems, and limited health literacy, all of which can hinder understanding of the HPV vaccine's benefits and reduce uptake. As a result, these communities face greater difficulty in accessing and accepting preventive care, leading to disparities in HPV vaccination rates and at later stages disparities in the incidence and mortality from HPV cancers – predominantly cervical cancer.



Gabriel A. Benavidez, PhD, epidemiologist and Assistant Professor in the Department of Public Health at Baylor University

Quarterly Meetings

2024

August

St. Jude's quarterly meeting shared updates on rural HPV vaccination progress, featuring new resources and policy changes. Jason Semprini, PhD discussed the disparities in HPV cancer rates between rural and urban areas. Additionally, Sara Lolley, MPH presented on a Social Media Influencer Campaign.



PRESENTATION SLIDES | MEETING SUMMARY



Working Together to Reframe “MEDICAL FREEDOM”

**Sara Dillard, Communications Director,
Indiana Immunization Coalition**

**<https://wethepeplevax.org/>
[#WeThePeopleVax](https://twitter.com/WeThePeopleVax)**



Working together to reframe
“MEDICAL FREEDOM”

#WETHEPEOPLEVAX

A group of immunization coalitions and health organizations across the nation joined together to raise awareness that vaccinating ourselves and our families is **patriotic.**



WHAT IS **PATRIOTIC** ABOUT VACCINATIONS?

America's founding is in part due to the success of immunizations.

George Washington ensured his troops were healthy enough to fight the British by having each soldier in the Continental Army inoculated against smallpox.



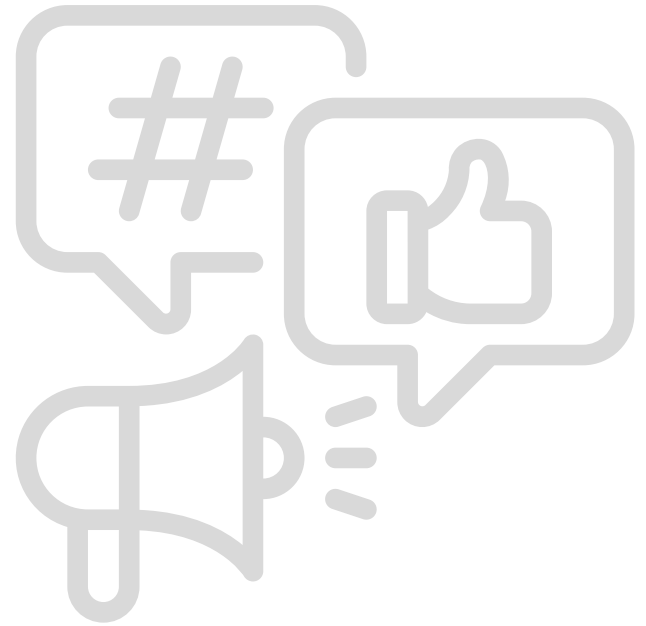
WHY IS THIS IMPORTANT?

We all deserve **freedom and liberty** — freedom from getting sick and the liberty to work and live in healthy environments free from vaccine-preventable diseases.



OUR PLAN OF ATTACK

We produce easy-to-use social media campaigns designed to be shared around certain times of the year with one coordinated message. **#WeThePeopleVax**



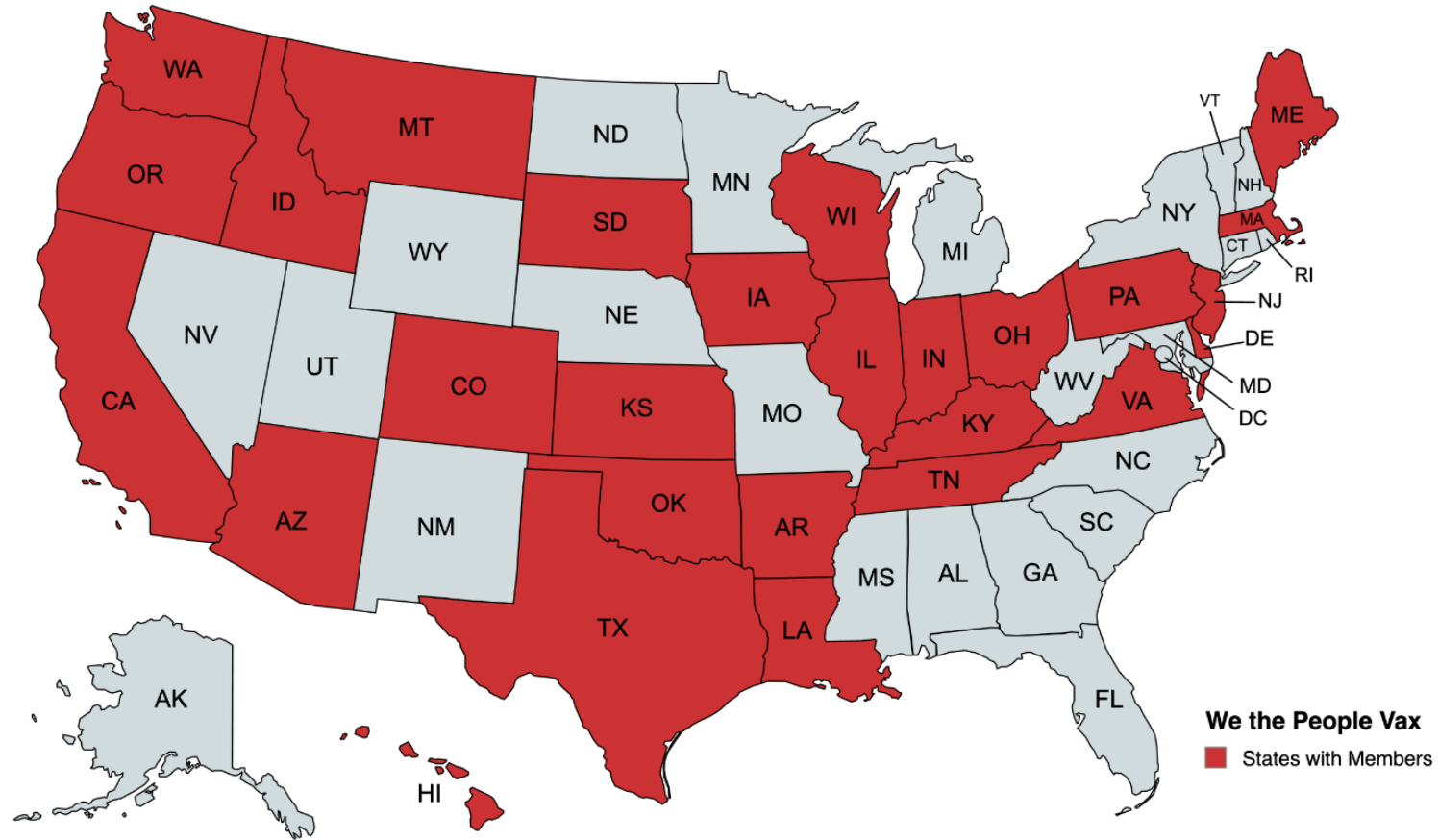
PRESIDENTS DAY CAMPAIGN

John Adams, Thomas Jefferson, and George Washington all supported immunizations. Benedict Arnold did not.

#DontBeLikeBen #WeThePeopleVax #HappyPresidentsDay



JOIN THE MOVEMENT



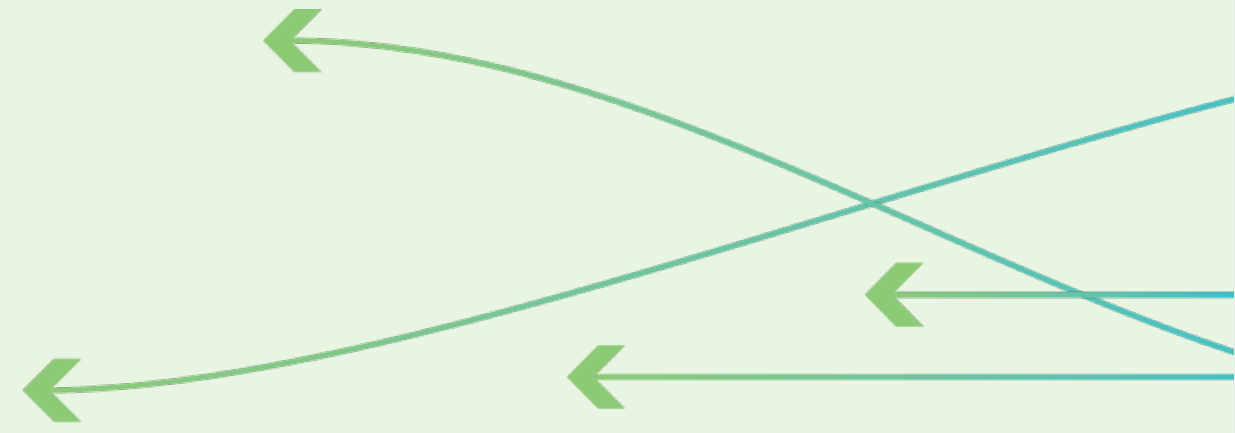
SHAMELESS



www.wethepeoplevax.org



Hold for Dr. Kepka



Discussion

2025 Meetings

- February 19
- May 14
- August 20
- November 20 (National Rural Health Day 2025)

All meetings from 12-1 pm CT



Celebrating National Rural Health Day

Protect your children
with the **HPV vaccination**



**National
Rural Health
Day**



**HPV Cancer
Prevention
Program**



Thank you!

Learn more at stjude.org/HPVrural