

Preventing HPV Cancers with Rural Communities: Updates and Opportunities

Quarterly Updates Meeting

February 19, 2025

12:00 pm – 1:00 pm Central Time



**HPV Cancer
Prevention
Program**

stjude.org/hpvrural

PATH →
to prevention



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Welcome

Julia Brown, MPH

Manager, St. Jude HPV Cancer
Prevention Program



**HPV Cancer
Prevention
Program**

stjude.org/hpvrural



AGENDA

- Welcome
- Progress on Priority Action Steps to Increase HPV Vaccination Coverage with Rural Communities
- American Cancer Society, National HPV Vaccination Roundtable, HPV Vaccination in Rural Communities
- Discussion
- Next meetings

Meet our new St. Jude HPV Cancer Prevention Program Team Members



Nicole Williams, MPH

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



Madeline McNee, MPH

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



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.



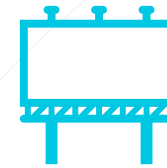
Training Providers

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.



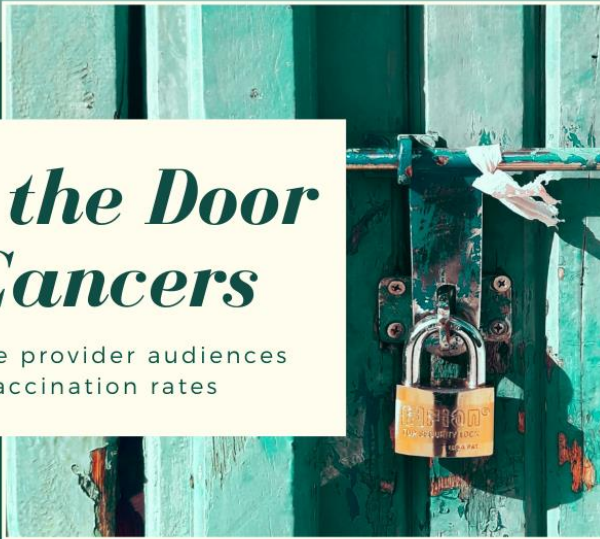
Data

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

Immunize Kansas Coalition: Shutting the Door on HPV Cancers

★ CONTINUING EDUCATION | 0.5 -HOUR ACTIVITY ★
available at **no cost** to physicians, pharmacists,
physician assistants, nurses, and nurse practitioners



*Shutting the Door
on HPV Cancers*

designed for healthcare provider audiences
to help increase HPV vaccination rates

IKC IMMUNIZE
KANSAS
COALITION

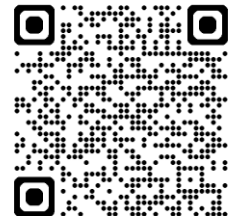
find the module at
immunizekansascoalition.org/educationmodules

Free, self-paced training designed for healthcare provider audiences to help increase HPV vaccination rates.

After taking this module, you will be able to:

- Explain why HPV vaccine is important enough to be routinely recommended for young people (i.e., HPV cancer prevention).
- Give an HPV vaccination recommendation that is effective and succinct using the same way, same day approach to the introduction of HPV vaccine.
- Answer the most frequently asked questions about HPV vaccine accurately and succinctly.

Enroll for free using the link in the chat.



Register Here:

Rural Priority Action Steps: Existing Resources & Training Providers

American Cancer Society Rural HPV Vaccination Learning Community

Rural HPV Vaccination Learning Community

News & Views

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[Fundraising](#)

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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

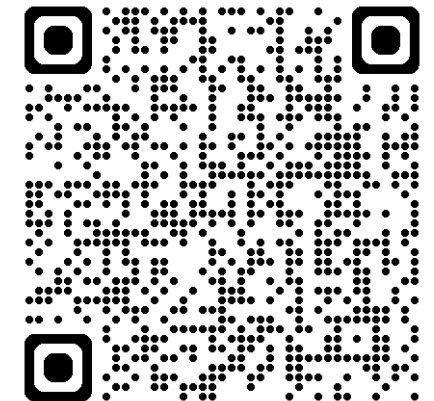
The American Cancer Society (ACS) and The National HPV Vaccination Roundtable (HPVRT) are partnering with rural healthcare partners to expand knowledge and increase on-time HPV vaccination.

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: March 12, 2025, 2-3 pm ET

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



Rural Priority Action Steps: Existing Resources & Training Providers

Cancer in Rural Communities: A GW Cancer Center Community of Practice

- Meet monthly for 90 minutes, February through July
 - Discuss basics of rural cancer
 - Connect with diverse range of experts in rural cancer control
 - Share real-world examples
 - Connect to other CCC peers
- Session Topic and Dates
 - Rural Data and Definitions – February 26
 - Education, Outreach, and Messaging – March 26
 - Geographic Considerations – April 23
 - Workforce – May 28
 - Policy – June 25
 - Psychosocial Support – July 23

Register Here:



Pour a cup of tea, let's talk about rural cancer control!

The GW Cancer Center Technical Assistance Program (TAP) invites you to join a new Community of Practice (CoP) to enhance your knowledge of cancer in rural communities! Open to all CCC program staff and coalition representatives

Rural Priority Action Steps: Communication

February Quarterly Communication



February 12, 2025

Improving Rural HPV Vaccination Coverage

In this quarterly communication about our efforts to improve HPV vaccination with rural communities in the United States, we highlight the following:

- Upcoming virtual quarterly updates meeting on February 19, featuring, Ashley Lach, MHA, CPHQ, Program Manager, HPV Disparities, American Cancer Society, and Christina Turpin, Director, National HPV Vaccination Roundtable, American Cancer Society. Register [here](#).
- HPV Awareness Day virtual seminar series March 3-7, check out our seminar focused on rural HPV vaccination on March 7, register at stjude.org/HAD2025.
- Recap of the November 2024 [quarterly updates meeting](#)
- Visit the Prevent HPV Cancers in Rural Communities website at stjude.org/hpvrural or sign up [here](#) to receive the latest information on our rural HPV coverage efforts and more!

Tell us what you are working on related to rural HPV cancer prevention.

If you are interested in presenting as part of an upcoming quarterly updates meeting, sharing information in the quarterly communication (sent one week prior to each quarterly meeting), and/or contributing to our monthly *Wide Open Spaces* article series, we would love to showcase your work with rural communities to increase HPV vaccination and prevent HPV cancers. We are all learning from each other to improve protection among people living in rural communities. Read the latest *Wide Open Spaces* article about collaborating with dental practices to improve HPV vaccination in rural Iowa [here](#).



Wide Open Spaces

Wide Open Spaces is a series of articles included in the St. Jude HPV Cancer Prevention Program's monthly Path to Prevention newsletter. The series started in January 2023. These articles address ways to improve HPV vaccination with rural communities. Articles are written by guest contributors, who share information on their efforts and success, in improving HPV vaccination with rural communities. We invite guest contributors to share information on how they are working to improve HPV vaccination in rural areas.

Recent Wide Open Spaces articles include:

- [Using Data as Our Guide](#)
- [Educate, Recommend, Refer: An Intervention to Leverage Dental Offices as Settings for Promoting the HPV Vaccine](#)
- [Advancing Health Equity Through the "Why Age 9" Campaign: A Collaborative Effort in the Nebraska Panhandle](#)
- [Increasing HPV Vaccination in American Indians/Alaska Natives: Co-Development of a Healthcare Provider Toolkit with Community Partners](#)
- [Bridging Gaps: Addressing HPV Awareness and Vaccination Challenges in Hispanic/Latino Rural Communities](#)
- [Improving HPV Vaccination Coverage in The Last Frontier Takes a Community-Centered Approach](#)

Access all Wide Open Spaces articles at stjude.org/hpvrural.

We are looking for authors for 2025 Wide Open Spaces articles. If you are interested in contributing, please email us at PreventHPV@stjude.org.



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 combatting 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

November

St. Jude's quarterly meeting shared updates on rural HPV vaccination progress, featuring new resources and policy changes.

PATH →
to prevention

Welcome

Julia Brown, MPH
Manager, St. Jude HPV Cancer
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St. Jude Children's
Research Hospital

HPV Cancer
Prevention
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Using Data as Our Guide

Wide Open Spaces, February 2025



Data

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



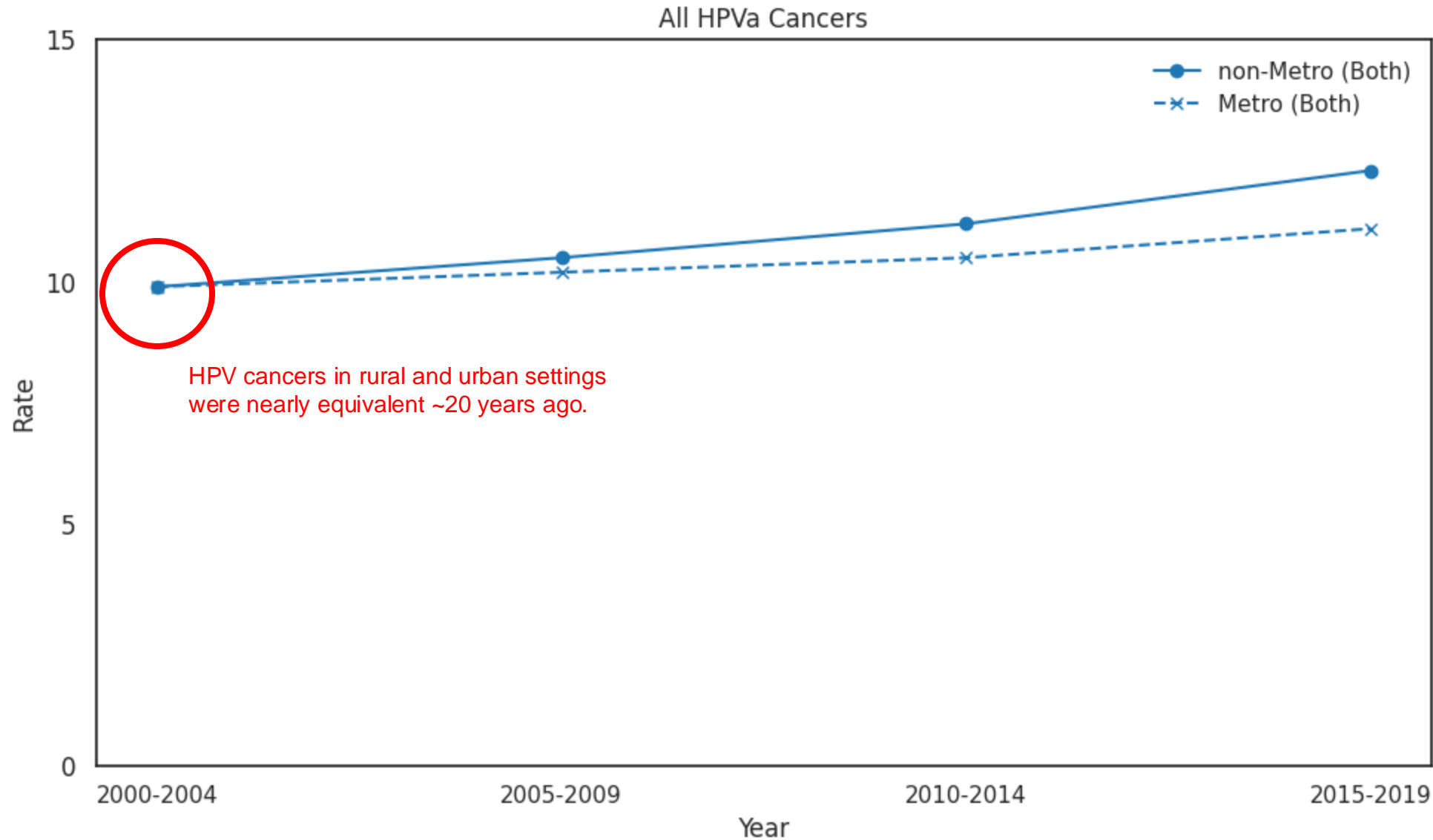
What did we know:

- Rural females had **significantly higher rates** of cervical, vaginal, vulvar, oropharyngeal, and anal cancer compared to urban peers
- Rural males had **higher rates** of penile cancer.
- Rural females and males experienced **greater rate increases or smaller rate decreases overall** for nearly every HPV cancer site

Zahnd WE et al. Rural-Urban Differences in Human Papillomavirus-associated Cancer Trends and Rates. J Rural Health. 2019 Mar;35(2):208-215.

What do we know now:

Rural incidence of HPV-associated (HPVa) cancers is rising faster than the urban rate

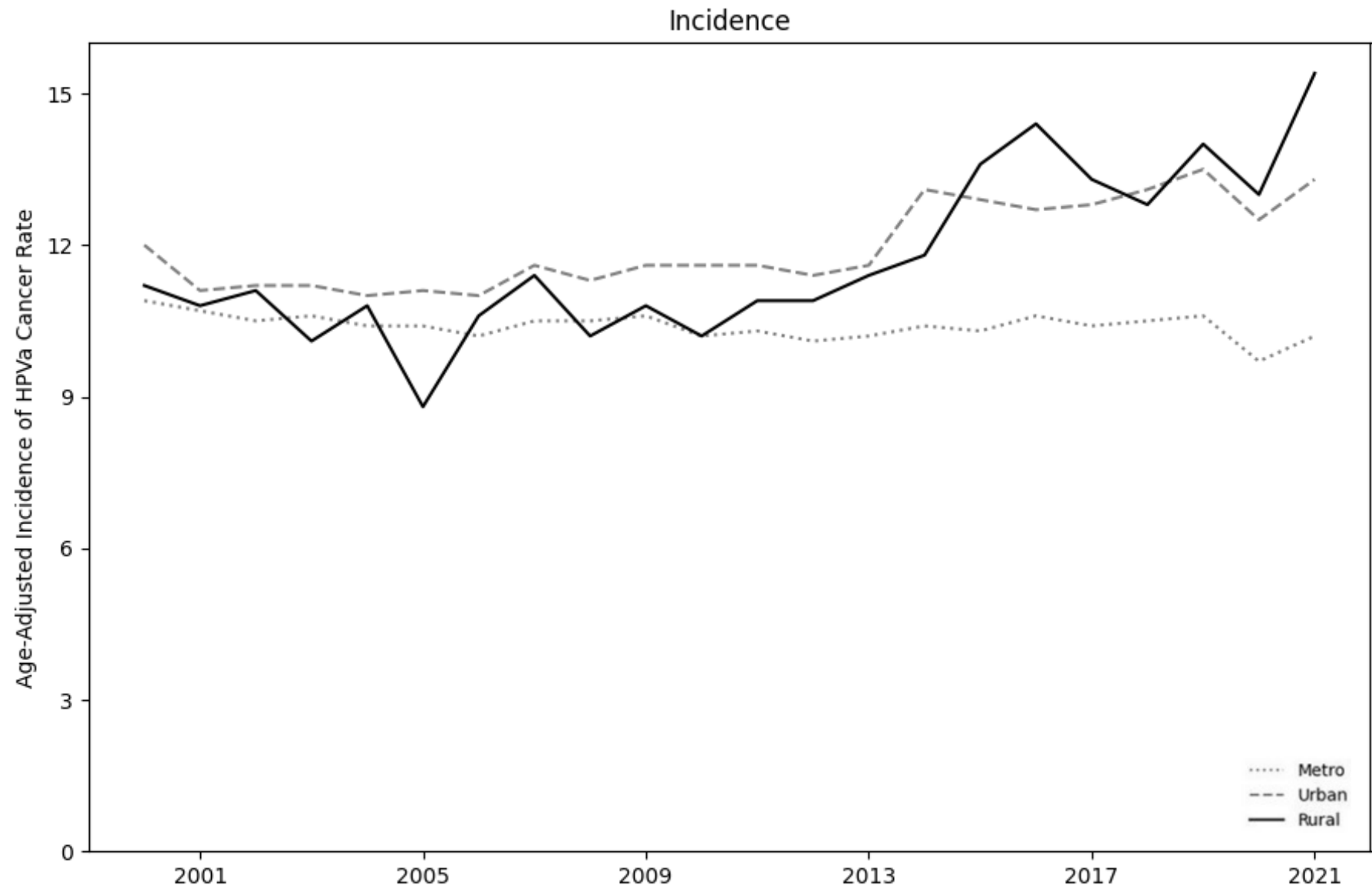


Semprini J. The burden of HPV-associated cancer in rural America beyond 2020 . Rural and Remote Health 2024; 24: 9281.

Semprini J et al. What cancers explain the growing rural-urban gap in human papillomavirus-associated cancer incidence? J Rural Health. 2025 Jan;41(1):e12915. doi: 10.1111/jrh.12915. PMID: 39757446; PMCID: PMC11701246.

What do we know now:

- Rural incidence rising faster than urban and metro incidence
- Incidence declined 7-8% during 2020.
- In 2021, urban and metro incidence rose 5-6%.
- **In 2021, rural incidence rose 18%**



Semprini J. The burden of HPV-associated cancer in rural America beyond 2020 . Rural and Remote Health 2024; 24: 9281.

Semprini J et al. What cancers explain the growing rural-urban gap in human papillomavirus-associated cancer incidence? J Rural Health. 2025 Jan;41(1):e12915. doi: 10.1111/jrh.12915. PMID: 39757446; PMCID: PMC11701246.

Using Data as Our Guide

Wide Open Spaces, February 2025

- **Recommended Actions: Closing the Rural-Urban HPV Vaccination Gap**
 - Cultivate pro-HPV vaccination environments
 - Build HPV vaccination confidence
 - Confront misinformation
 - Train healthcare providers
 - Expand HPV vaccination access points
 - Address HPV vaccination policy barriers

DATA + ACTION = CHANGE

Rural Priority Action Steps: Data

Cancer Map Stories: Rural-Urban Disparities in Cancer

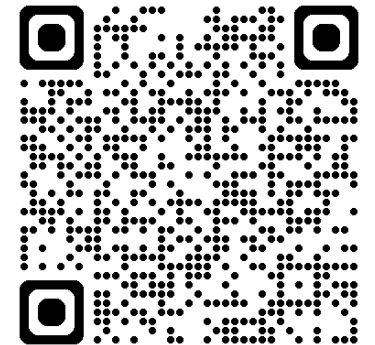


Rural-Urban Disparities in Cancer

Scroll down to view this Map Story

November 7, 2024

View Here:



Tell us what you are working on related to rural HPV cancer prevention

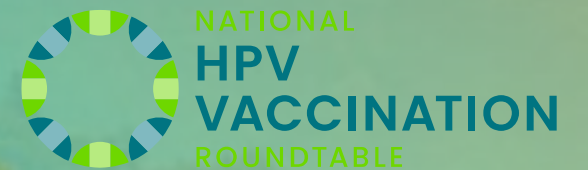
We would love to showcase your work with rural communities to increase HPV vaccination and prevent HPV cancers if you are interested in:

- Presenting as part of an upcoming quarterly updates meeting
- Sharing information in the quarterly communication (sent one week prior to each quarterly meeting), and/or;
- Contributing to our monthly *Wide Open Spaces* article series

We are all learning from each other to improve protection among people living in rural communities. Contact us at preventHPV@stjude.org.

HPV Vaccination in Rural Communities

February 19, 2025



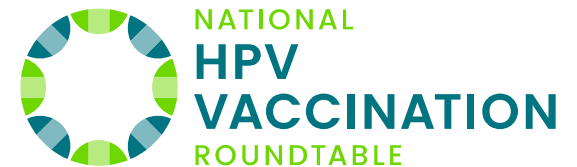
February 2025 Quarterly Updates Meeting Featured Presenters

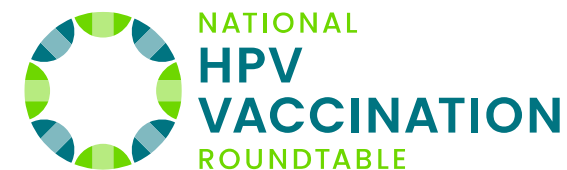


Ashley Lach
Program Manager, HPV Disparities
American Cancer Society



Christina Turpin
Director, National HPV Vaccination Roundtable
American Cancer Society

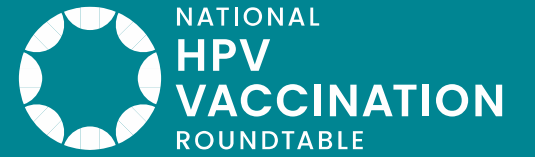




HPV Vaccination in Rural Communities

February 19, 2025





Who We Are

American Cancer Society and the ACS National HPV Vaccination Roundtable



Vision: End cancer as we know it, for everyone.

Mission: Improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

ACS HPVRT Snapshot



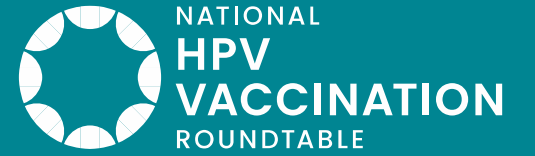
History: Established in 2014 by the ACS, in partnership with the CDC, to serve as an umbrella organization to engage all types of partners who are committed to reducing HPV –associated cancers in the US.



Mission: To reduce the incidence of and mortality from HPV-associated cancers through coordinated leadership, strategic planning, and advocacy. We believe that by working together over the long-term, the US can move towards ending vaccine-preventable HPV cancers as a public health problem.

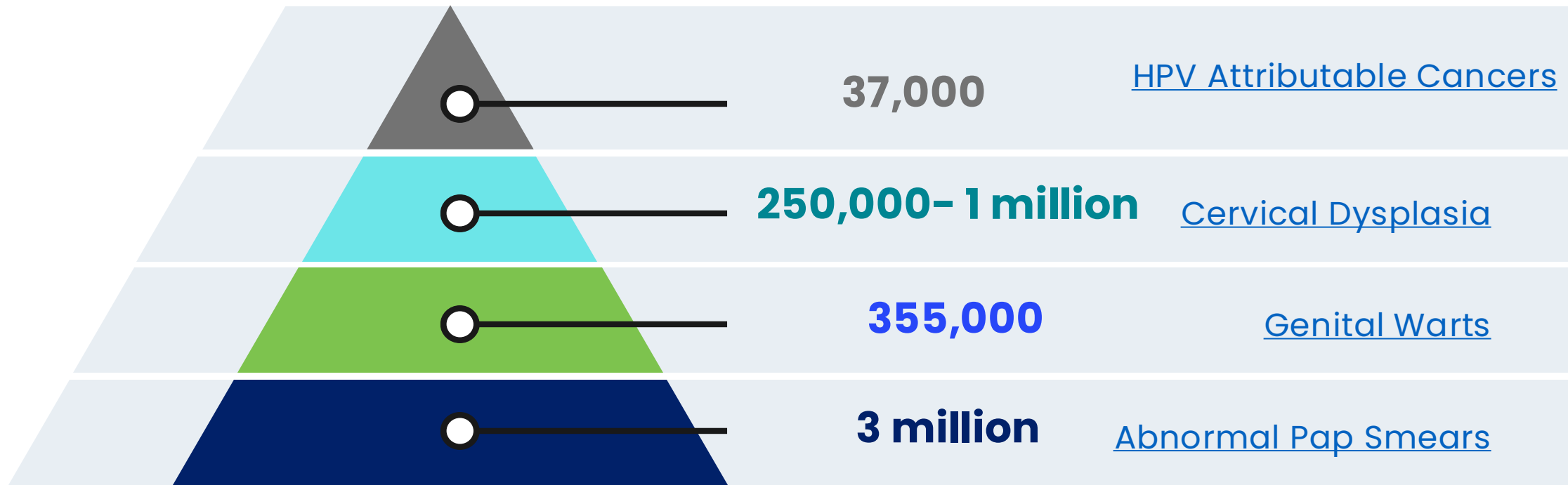


Membership: Collaborative partnership of 90+ member organizations, including nationally known experts, thought leaders, and decision makers.



HPV Vaccination is Cancer Prevention

HPV Multiple Impacts on Population Health



\$9 Billion Annual Total Cost



There are
21,220,214
10–14-year-olds in
the United States.



Source:
[https://data.census.gov/table?q=DP05&t=Age+and+Sex&g=010XX00US,\\$0400000_040XX00US32&tid=ACSDPIY2022.DP05](https://data.census.gov/table?q=DP05&t=Age+and+Sex&g=010XX00US,$0400000_040XX00US32&tid=ACSDPIY2022.DP05)

Between 2019–2022, only

41%

of all US adolescents
were fully vaccinated
by their 13th birthday.

HPV VACCINATION GUIDELINES

- Vaccinate both boys and girls
- ON TIME= ages 9 - 12
- LATE= ages 13 to 26
 - Individuals ages 22 to 26 who were not previously vaccinated should be informed that vaccination at older ages is less effective in lowering cancer risk



Proven to Work!

An exciting new study from Scotland (2024) shows that **no cervical cancer cases** have been detected in fully vaccinated women following the human papillomavirus (HPV) immunization at age 12-13 since the program started in Scotland in 2008.

The HPV immunization program has successfully almost eliminated cervical cancer in England among women born since September 1995.



Swedish study followed 1.7 million females between 10-30 years of age who were either vaccinated or not vaccinated and the effects of the HPV vaccine on cervical cancer cases. **The results found 538 new cancers in the unvaccinated group whereas there were only 19 new cases of cervical cancer found in those vaccinated. Of those vaccinated 2 cases were found in those under 16 years of age and 17 found in the older age range.** This reinforces the need to vaccinate early.

Source: [Falcaro, et al. Lancet 2021;398\(10316\):2084-2092](#)

Source: [No cervical cancer cases detected in vaccinated women following HPV immunisation - News - Public Health Scotland](#)

Source: [Lei et al., NEJM 2020](#)

HPV AT 9 WORKS!

- **Providers have positive experiences recommending before age 11**

Biancarelli, *Journal of Pediatrics* (2020) - MA

Zorn, *Human Vaccines and Immunotherapeutics* (2023) - WA

- **Providers recommend HPV at age 9 (or are willing to recommend at 9)**

Lake, *Human Vaccines and Immunotherapeutics* (2023) - USA survey in FQHCs

Kong, *Academic Pediatrics* (2022) - USA survey

- **Higher rates of on-time completion**

Goodman, *Pediatrics* (2023) - NIS-Teen analysis

Saxena, *Human Vaccines and Immunotherapeutics* (2023) - MarketScan claims analysis

Zorn, *Human Vaccines and Immunotherapeutics* (2023) - WA

O'Leary Sonja, *Human Vaccines and Immunotherapeutics* (2023) - CO

Cox, *Pediatrics* (2022) - MA

Casey, *Journal of Lower Genital Tract Disease* (2021) - MA

Perkins, *Pediatrics* (2020) - MA

St Sauver, *Preventive Medicine* (2016) - MN

- **EMR prompts/alerts help promote HPV at age 9**

O'Leary Sonja, *Human Vaccines and Immunotherapeutics* (2023) - CO

Goleman, *Acad Pediatrics* (2018) - OH

HPV AT 9 WORKS!



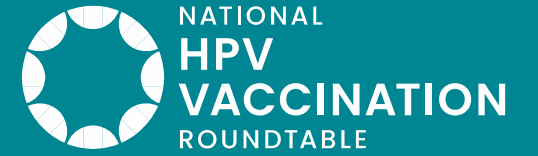
Increases of up to 30 percentage points in on-time completion rates



Larger increases in those with public vs. private insurance and those with access barriers



68–86% acceptance by providers and clinics



Why Focus on HPV Vaccination in Rural Communities

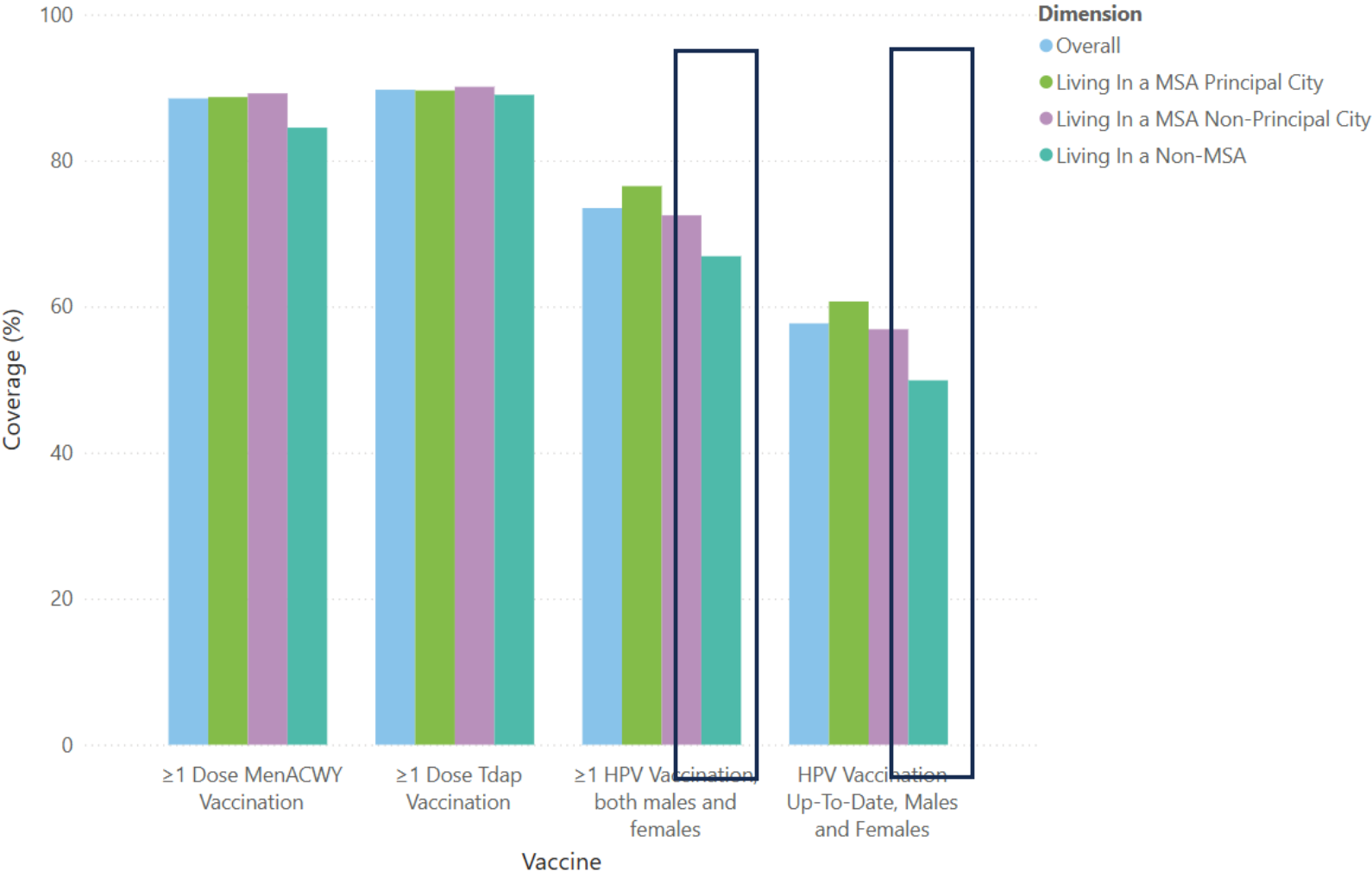
Meet Rodney



"No mom I need that shot and want it today!"

Adolescent Vaccines by Urbanicity

Vaccination Coverage among Adolescents Age 13-17 Years, Survey Years 2018-2022, United States, National Immunization Survey-Teen



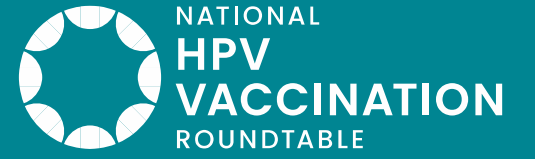
10% ↓

- HPV vaccination is lower in rural communities nationally
- **Higher HPV-related cancer incidence**
- These communities need unique and tailored resources

Barriers:

- Access to care issues
- Lack healthcare providers
- Facilities closing
- Health literacy
- Stigma

Source: [CDC TeenVaxView](https://www.cdc.gov/teenvaxview/)



Our Strategy

Timeline of Rural Strategy



Mountain West HPV Project began.

January
2020



ACS HPVRT Rural Vaccination Evidence Summary is published.

August
2021



ACS HPVRT Emerging Leaders Disparities Focus was introduced.

February
2023



St. Jude Rural Think Tank is established.

August
2023



ACS HPVRT Rural Advisory Group made its debut.

February
2024



Rural HPV Vaccination Learning Community launched.

March
2024

Mountain West HPV Project



The American Cancer Society (ACS) received three years of funding for a project titled **“Mountain West HPV Project to Reduce Geographic Disparities in HPV Vaccination Rates for Adolescents Living in Rural States.”**

The states included in this project included Idaho, Montana, Nevada, Utah, and Wyoming. The project sought to address geographic and gender gaps in HPV vaccination rates and increase on-time initiation.

ACS applied a health equity lens to implement disparity-reducing interventions through a three-pronged strategy.



Regional Consortium

For widespread state-level impact, the project required strong partnerships and stakeholder buy-in. ACS convened like-minded organizations and community partners to increase HPV vaccination by providing information, sharing knowledge, and identifying areas of need and future opportunities.



Quality Improvement

ACS engaged health systems in a learning collaborative with a focus on quality improvement (QI). This strategy catalyzes care systems and providers as the key drivers of vaccination uptake. ACS provided technical assistance on QI tools and evidence-based interventions (EBIs) to health system partners to increase on-time HPV vaccinations in 9-13 year-old adolescents.



Professional Education

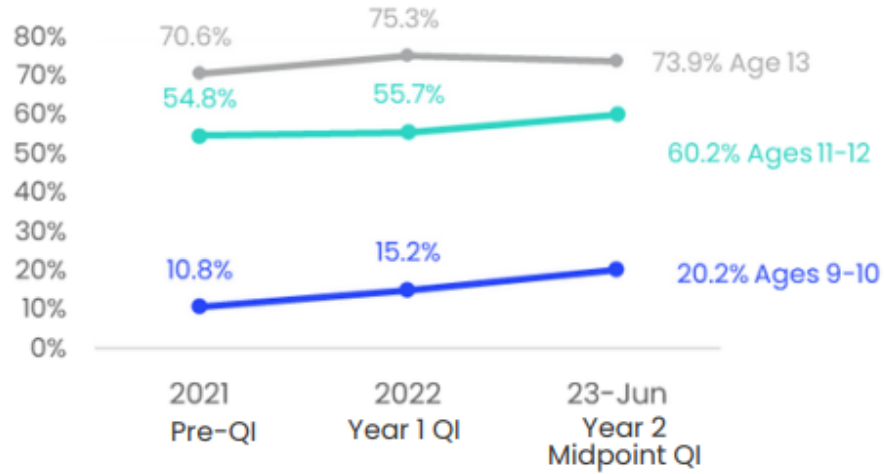
A provider's recommendation is the most important factor in whether a child receives a vaccine. ACS provided HPV vaccination education through various methods including Project ECHO, learning series, and individual education sessions to inform traditional and non-traditional vaccinators.



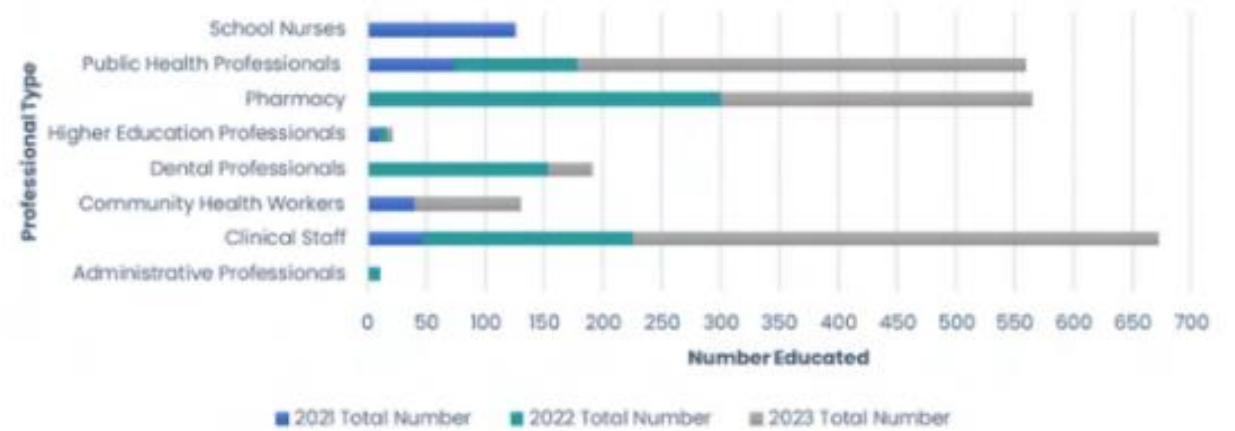
Mountain West Learning Collaborative

OUTCOMES:

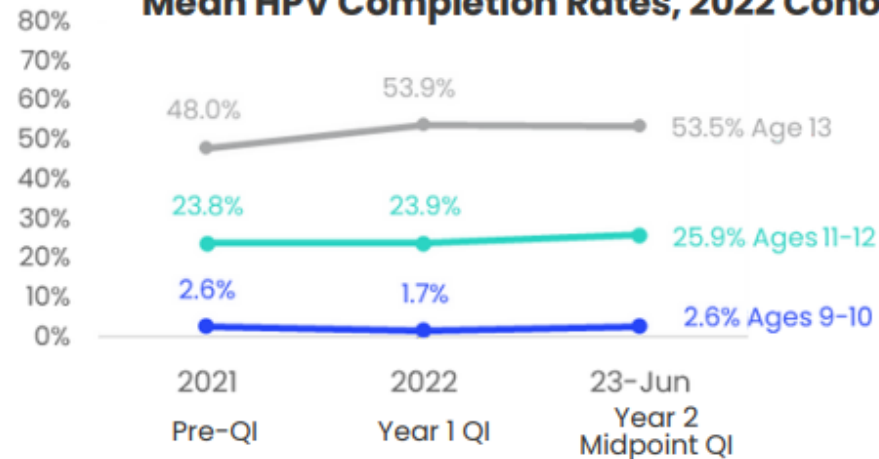
Mean HPV Initiation Rates, 2022 Cohort



Types of Professionals Educated 2021-2023



Mean HPV Completion Rates, 2022 Cohort



93
clinic sites

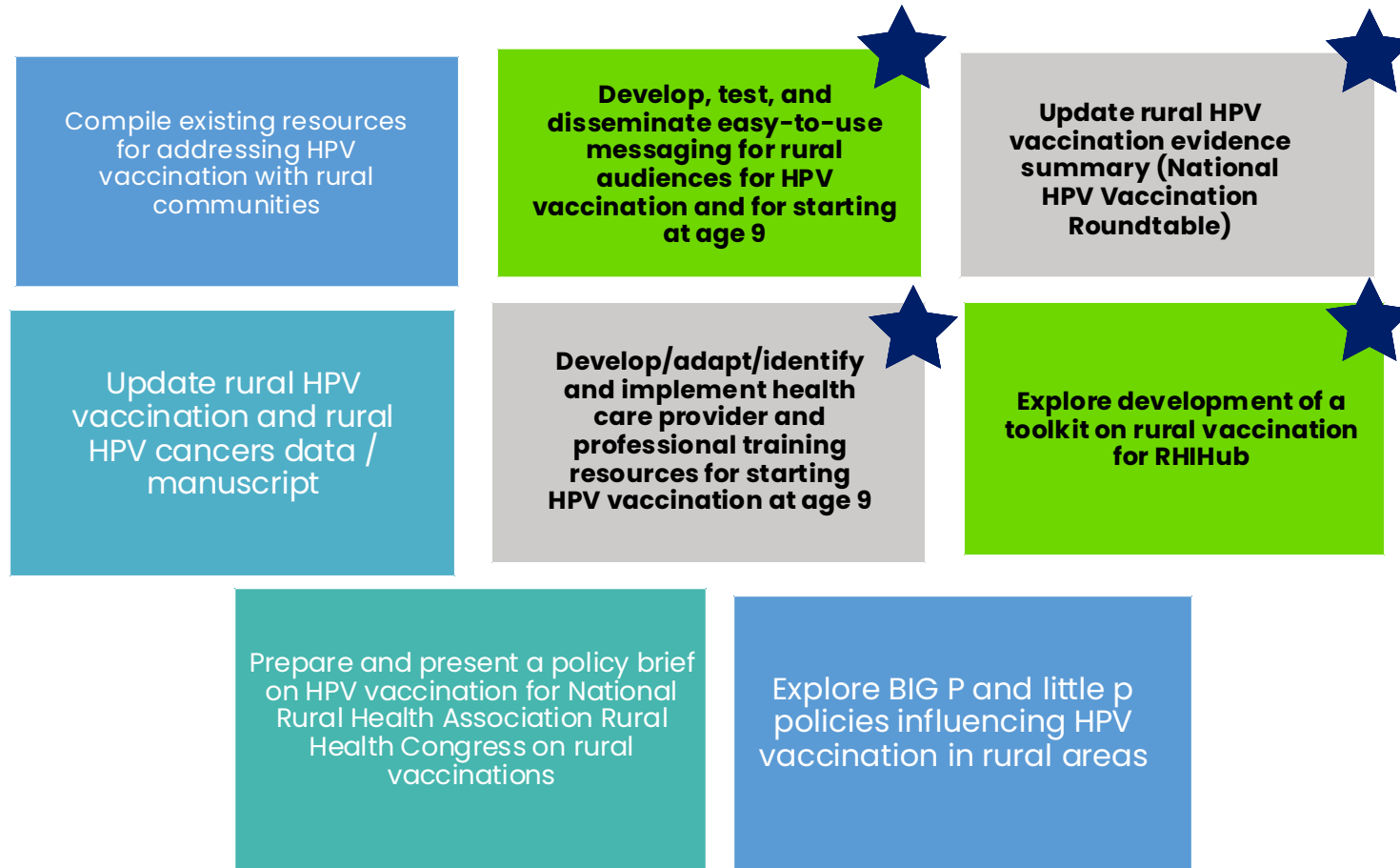
52,305
active patients
ages 9-13 yo

20
rural clinics
engaged

St. Jude Children's Research Hospital Think Tank

In 2023, St. Jude conducted a Rural Think Tank with national partners. Those Think Tank member identified Action Items. ACS is collaborating to achieve these action items and from this call to action, the ACS HPVRT developed the Rural Advisory Group to continue the rural efforts.

Action Items Identified:



ACS HPVRT Rural Advisory Group

Define

What rural communities look like nationally

Update

The rural HPV vaccination evidence summary

Create

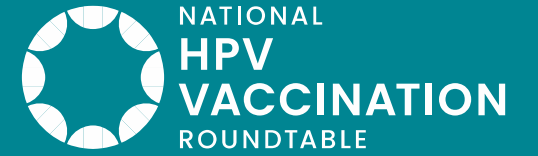
Tailored HPV vaccination resources for rural communities

Collaborate

On idea sharing for best practices

Utilize

Diverse partners to disseminate resources and best practices



Rural HPV Vaccination Learning Community

HPV Vaccination Rural Learning Community



Partner with us in 2024 to Address HPV Vaccination Geographic Disparities
Protecting our children today for a healthier tomorrow

The American Cancer Society (ACS) and The National HPV Vaccination Roundtable (HPVRT) are seeking rural healthcare partners to join a learning community focused on improving HPV vaccination among 9–12-year-olds.

Through a series of virtual sessions and peer-based learning, the rural disparities HPV vaccination learning community will use quality improvement (QI) and evidence-based interventions to increase vaccine rates. This no-cost, practical how-to learning community will serve as a forum for health partners to gain knowledge, exchange promising practices, and talk through challenges to increasing HPV vaccinations in rural settings.

Why Prioritize HPV?

- Most patients will be exposed to HPV:** HPV is extremely common. The HPV vaccine provides protection from these infections and six types of cancer.
- Pandemic impact:** Nationally 8.4 million doses have been missed, leaving many children unprotected from future cancers. The impact on publicly insured children has been significant.
- Population health management:** Rural communities lag 10% behind the national average for HPV vaccination. HPV underperforms compared to other ACIP recommended vaccines, including Tdap and MenACWY.
- Improve HEDIS IMA/CHIP metrics:** Payers may tie incentives to performance improvements on adolescent immunization measures.

Why partner with ACS?

- History of success:** Since 2014, ACS has partnered on 300+ HPV QI projects. Partners have rate improvements of 3–5%. Review our [2022-2023 HPV Impact Report](#) to learn more.
- Trusted global organization:** ACS is a leader in the HPV vaccination space. Participation includes access to thought leaders and experts.
- Mission HPV Cancer Free:** ACS set a goal to increase HPV vaccination rates and seeks to eliminate vaccine preventable HPV cancers, as a public health problem starting with cervical cancer.
- Cancer prevention in action:** Attendees will learn and apply QI tools and best practices to increase vaccine delivery.

Participation Benefits:

- Access to ACS & HPVRT resources and materials
- Co-branding opportunities
- Data utilization best practices
- Networking with peer organizations
- Practical implementation tips
- Opportunity to showcase success
- QI coaching & support
- Learning from subject matter experts
- Social media toolkit (patient-facing)
- Preventing HPV-related cancers and pre-cancers

cancer.org | 1.800.227.2345 | 1.30.2024

Increase on-time HPV vaccination rates

Build awareness around the importance of HPV vaccination data

Expand knowledge around HPV infection, related-cancers, and vaccination series

Discuss best practices and challenges increasing HPV vaccinations in rural settings

Explore evidence-based interventions to increase HPV vaccinations in your community

2024 Curriculum Overview



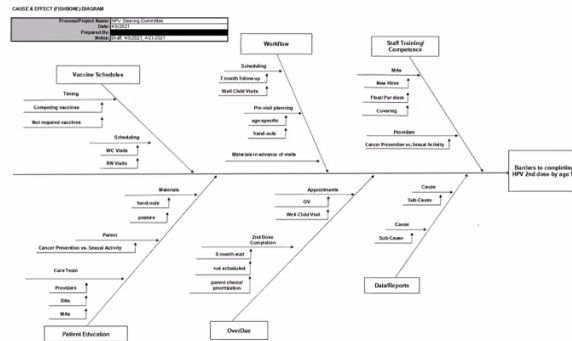
Date	Time	Topic
April 10, 2024	2-3pm EST	A Deep Dive into HPV Vaccination Data
May 22 nd , 2024	2-3pm EST	HPV Vaccination Starting at Age 9
June 12, 2024	2-3pm EST	The ABCs of Quality Improvement: AIM Statements & Building a Team
July 17, 2024	2-3pm EST	The ABCs of Quality Improvement: Process Mapping & Gap Analysis
August 7, 2024	2-3pm EST	Finding the Best Fit: Evidence-Based Interventions & HPV Vaccination
September 18, 2024	2-3pm EST	The ABC's of Quality Improvement: PDSA Cycle
October 16, 2024	2-3pm EST	Highlighting HPV Vaccination Best Practices: Reducing Structural Barriers
November 13, 2024	2-3pm EST	Highlighting HPV Vaccination Best Practices
December 4, 2024	2-3pm EST	Celebrating & Sustaining Success

Modeling Success



Cause and Effect Diagram (Fishbone)

- **Visual Problem Analysis:** Systematically identify and categorize potential causes of a problem.
- **Structured Brainstorming:** Facilitate organized brainstorming sessions by exploring all possible root causes.
- **Comprehensive Insight:** Promote thorough investigation for effective solutions.



Questions to consider:

- Why do you think that's happening?
- What else is contributing to the problem?
- What categories are missing?
- How long has this problem existed?
- What is the impact of the problem?





Visit our [Landing Page](#) for more info!

Webpage that hosts resources, monthly session replays, and program details.

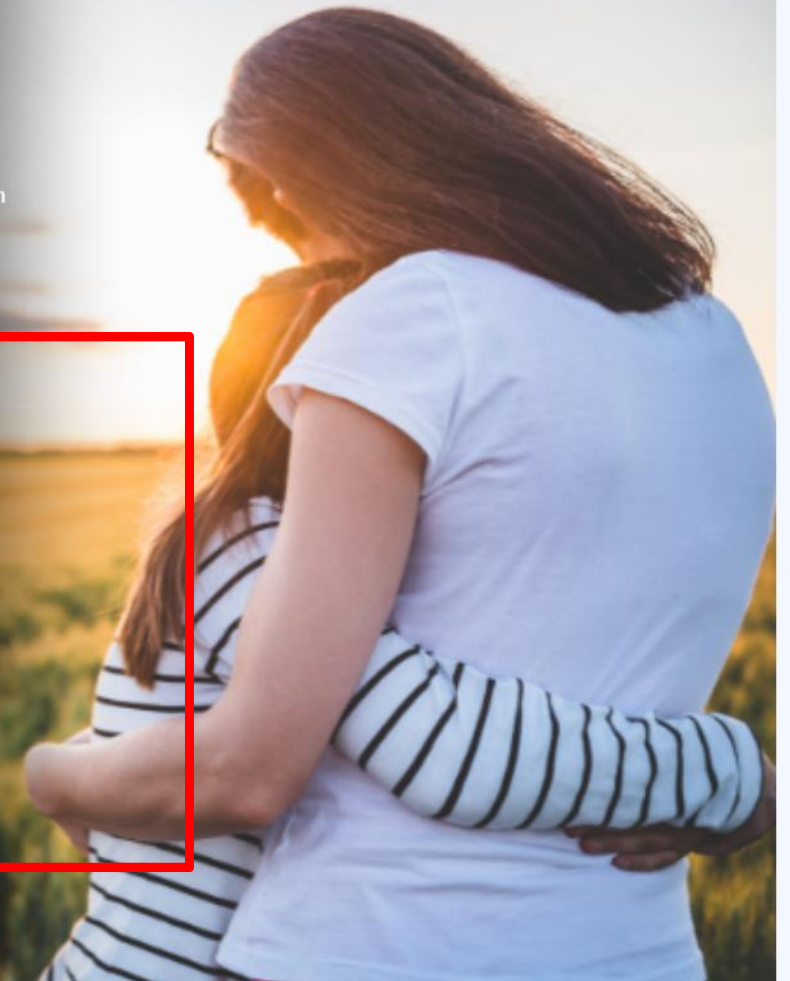


Making progress for future generations

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](#)





Rural HPV Vaccination Learning Community Resource Roundup

Program Overview

The American Cancer Society (ACS) and The National HPV Vaccination Roundtable (HPVRT) are partnering with rural healthcare organizations through a learning community to improve HPV vaccination among 9–12-year-olds.

Through a series of 10- virtual sessions and peer-based learning, the rural disparities HPV vaccination learning community will use quality improvement (QI) and evidence-based interventions to increase vaccine rates. This no-cost, practical how-to learning community is a forum for health partners to gain knowledge, exchange promising practices, and talk through challenges to increasing HPV vaccinations in rural settings.

▶ Continuing Education Resources

- [HPV Vaccination Quarterly Best Practice Calls](#)

🔍 HPV Vaccination Data Resources

- [Data definitions](#)
- [HPV vaccination data sources](#)

📌 Quality Improvement Resources

- [5 Why's template](#)
- [Action plan](#)
- [American Cancer Society AIM statement SMARTIE template](#)
- [American Cancer Society AIM statement template](#)
- [Fishbone diagram template](#)
- [Institute for Healthcare Improvement \(IHI\) Quality Improvement Plan](#)
- [Institute for Healthcare Improvement \(IHI\) 5 Whys](#)
- [Monday.com action plan template \(download\)](#)
- [Process mapping in person diagram](#)
- [Process mapping virtually \(excel spreadsheet\)](#)
- [Sample HPV vaccination fishbone diagram](#)
- [Sample HPV vaccination process map](#)
- [The Process Consultant "Is your process documented?"](#)
- [The Process Consultant "The pitfalls of process mapping"](#)
- [Quality improvement project implementation plan](#)
- [Quality improvement video series](#)



Rural HPV Vaccination Learning Community Resource Roundup

🔄 PDSA Cycles

- [Associates in Process Improvement \(API\)](#)
- [Institute for Healthcare Improvement \(IHI\) Model for Improvement](#)
- [IHI Patient Safety Essentials Toolkit](#)
- [IHI Plan-Do-Study-Act \(PDSA\) Worksheet](#)
- [Lucidchart](#)
- [PDSA cycle video](#)

🏠 Reducing Barriers to HPV Vaccination

- [Impact & effort matrix](#)
- [2x2 matrix](#)
- [Collaboration](#)
- [South Carolina Immunization Coalition Social media resources](#)
- [The Medical University of South Carolina \(MUSC\) Hollings Cancer Center \(HCC\) vaccine mobile clinic](#)

👨‍⚕️ Exploring Alternative Vaccinators to HPV Vaccination

- [Childhood and adolescent vaccination in alternative settings](#)
- [Oral health care practitioners as vaccine administrators](#)
- [Strategies for HPV vaccination of US adolescents](#)
- [Physician vaccination authority](#)
- [Interventions to help pharmacists strengthen vaccine delivery in rural communities](#)

📊 Vaccination Success

12.2.24



Rural HPV Vaccination Learning Community Resource Roundup

👨‍👩‍👧 Parent/Patient Materials (Age 9)

- [American Academy of Pediatrics vaccine discussion guides \(Parent/Provider\)](#)
- [American Academy of Pediatrics HPV vaccination toolkit](#)
- [American Cancer Society HPV vaccination resources \(English\)](#)
- [American Cancer Society HPV vaccination resources \(Spanish\)](#)
- [NEW CDC immunization schedule](#)
- [CDC HPV hub](#)
- [CDC How I recommend videos](#)
- [Family Pact Talking with families about the HPV vaccination](#)
- [Immunize.org HPV resources](#)
- [Kentucky Department of Public Health HPV start @ 9 toolkit](#)
- [National Cancer Institute HPV & cancer](#)
- [National HPV Vaccination Roundtable start at 9 campaign](#)
- [National HPV Vaccination Roundtable age 9 article collection](#)
- [National HPV Vaccination Roundtable age 9 playlist](#)
- [Texas Children's provider video \(SAMPLE\)](#)
- [Texas Children's HPV survivor stories](#)
- [Texas Children's vaccine preventable disease videos](#)

📄 Evidence-Based Interventions

- [Assessing evidence-based interventions worksheet](#)
- [Community Guide](#)
- [Evidence-based interventions guide](#)

🔄 PDSA Cycles

- [Agency for Healthcare Research and Quality \(AHRQ\) PDSA form](#)
- [AHRQ Plan-Do-Study-Act Worksheet](#)
- [AHRQ Plan-Do-Study-Act Worksheet, Directions, and Examples](#)
- [American Medical Association Plan-Do-Study-Act \(PDSA\): A Step-by-Step Approach to Improve Quality, Work-Life, and Equity](#)

12.2.24



Resource Roundup

Step by step guide to put together HPV vaccination quality improvement project



bitly

Impact of 2024 Rural Learning Community



332

**Unique participants
attended at least
one session**

80 attended 5+ sessions



223

Unique Organizations



32

States Represented

Most represented:

- California
- Wisconsin
- Texas
- Nevada
- Virginia



373,700

**Active 9-13 year old
adolescents**

Organization types:

- Social services/government
- County public health
- Hospital system
- Non-profit
- FQHC/community clinic

Participant Intentions:



46% of participants had established their **baseline HPV vaccination rates**



70% of respondents created or planned to create an **HPV vaccination QI team and AIM statement.**



42% of respondents said they **currently had or were planning to organize a process map and gap analysis around HPV vaccinations** in their clinics/organizations.



61.5% of participants strongly agreed the information provided in the age 9 session **would be incorporated into their day-to-day work.**



100% of respondents planned to implement HPV vaccinations interventions in the next 6 months

** These percentages are based off the participants who attended the session and responded to that poll; not total unique participants.*

Favorite Tools/Resources

Favorite Sessions from Attendees:

HPV vaccination at age 9

Evidence-Based Interventions & HPV Vaccination

Exploring HPV Vaccination Data

Reducing Barriers to HPV Vaccination

Learning Community Website



924 Users

1,856 Views

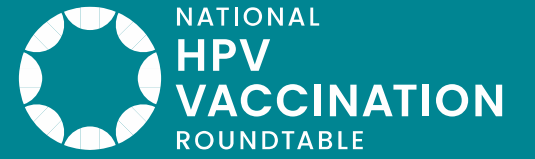
Learning Community Monthly Sessions

10 Videos

913 Views

100 CME/CNE Hours Issued





2025 Educational Programs

2025 Rural HPV Vaccination Learning Community





Fueling HPV Vaccination Efforts in Rural Communities

Protecting our children today for a healthier tomorrow

The American Cancer Society (ACS) and the ACS National HPV Vaccination Roundtable (HPVRT) are inviting rural healthcare partners to join a collaborative learning community aimed at connecting partners and improving on-time HPV vaccination rates among adolescents aged 9–13.

The 2025 learning community will offer virtual sessions and peer-based learning to enhance vaccine rates through quality improvement (QI) methodologies and evidence-based practices. Building on the success of 2024, this no-cost, hands-on forum will explore new areas of HPV vaccination, including addressing vaccine hesitancy, closing gender gaps, utilizing trusted messengers, and improving vaccine reimbursement. Participants will continue to gain knowledge, share best practices, and discuss challenges in increasing HPV vaccinations in rural communities.



Why Prioritize HPV Vaccination in Rural Communities

 <p>Most patients will be exposed to HPV:</p> <p>HPV is highly common and has emerged as a significant public health threat. Recent estimates show that the direct costs of HPV total \$9 billion annually, yet 90% of these costs could be prevented with the HPV vaccine.</p>	 <p>Increased HPV cancer incidence</p> <p>Recent data indicates that HPV-related cancers in rural communities have risen by 18% in recent years.</p>	 <p>Lower vaccination levels</p> <p>There are 4 million adolescents living in rural communities, yet they lag more than 10% behind their urban peers in HPV vaccine uptake.</p>	 <p>Improve HEDIS IMA/CHIP metrics:</p> <p>Payors may tie incentives to improvements in adolescent immunization performance.</p>
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<h3>Participation Benefits</h3> <ul style="list-style-type: none">• Preventing HPV-related pre-cancers and cancers• Reduced costs• Data-driven insights and best practices• QI coaching & support• Technical assistance• Access to ACS & HPVRT resources and materials• Networking with peer organizations• Learning from subject matter experts• Practical implementation tips• Opportunity to showcase success	<h3>Learning Outcomes</h3> <ul style="list-style-type: none">• Describe how to increase on-time HPV vaccination rates in rural communities• Review quality improvement tools like AIM statements, process mapping, and gap analysis to identify areas to improve HPV vaccination rates in organizations• List evidence-based interventions to increase HPV vaccinations in your community• Compare best practices and challenges in increasing HPV vaccinations in rural settings
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Registration & Session Details

<p>Date: 2nd Wednesday of every month (March -December)</p> <p>Time: 2-3pm EST</p> <p>Cost: Free to attend</p> <p>Location: Virtual via Zoom meeting</p> <p>Registration link coming soon!</p>	<p>Registration is on a rolling basis; participants can join at any time throughout the year.</p> <p>Once registration has been completed, Zoom will automatically send a calendar invite series.</p>	
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cancer.org | 800.227.2345 | Questions? Please reach out to Ashley Lach, HPV Program Manager | Email: Ashley.Lach@cancer.org | 1.1.2025

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Sessions will occur the **2nd Wednesday of every month** (March–Dec. 2025)

Time: 2–3pm EST

Location: Zoom meeting

Check out our [website](#) for more information on registration!

If you have any questions about the learning community, please reach out to Ashley.Lach@cancer.org

On-Demand Pharmacy Education Series



American Cancer Society Mission: **HPV Cancer Free Texas**

Pharmacists & Pharmacy Technicians as Cancer Prevention Champions

Free On-Demand Continuing Education (CE) Opportunity






HPV is a serious health threat, responsible for six types of cancer—but the good news is, it's preventable with the HPV vaccine. Yet, despite its potential to save lives, HPV vaccine uptake continues to lag behind other adolescent immunizations like Tdap and MenACWY. That's where pharmacists come in. As trusted healthcare providers who are not only highly accessible but also authorized to administer vaccines, pharmacists are essential in the fight to increase HPV vaccination rates and reduce HPV-related cancers.

The American Cancer Society invites pharmacy professionals to join a dynamic, two-part on-demand CE series. Get the latest insights on HPV vaccination, discover effective strategies to raise awareness, and gain practical tools to implement evidence-based interventions that can boost vaccination rates in pharmacies. Don't miss this opportunity to be a vital part of the solution!

Educational Objectives:

- Discuss the importance of HPV vaccination
- Identify key points around HPV infection, related cancers, and vaccination rates
- Describe communication strategies for HPV vaccination
- Identify pharmacy solutions to vaccination barriers
- Review evidence-based interventions to increase HPV vaccinations in your pharmacy
- Explain how to increase on-time HPV vaccination rates

Subject Matter Expert Speakers:

-  Tram Nguyen, Pharm. D
Registered Manager Onsite Pharmacy
Walgreens Specialty at Crofoot MD
-  Chantelle Parker, PharmD, MBA
Healthcare Specialty Supervisor
Houston Southeast
Walgreen Co.
-  Erika L. Thompson, PhD, MPH, CPH, FAAHB
Associate Professor, Department of Quantitative and Qualitative Health Sciences
UT School of Public Health San Antonio

Topic	Pharmacy CE Credit	Access Session Materials
HPV Vaccination Facts & Communication Strategies	Live CE Info Enduring CE Info	Recording Slide deck Resource Roundup
HPV Evidence Based Interventions & Immunization Champions	Live CE Info Enduring CE Info	Recording Slide deck Resource Roundup

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Don't miss this opportunity to be a vital part of the solution!

Scan the QR code or click this [link](#) to access the opportunity!

On-Demand HPV Dental Education



Free ADA-CERP for Oral Health Professionals

Oral health providers play a critical role in combatting growing rates of human papillomavirus (HPV)-positive oropharyngeal cancers. The American Cancer Society, ACS National HPV Vaccination Roundtable, Crossroads Utah AHEC, and the National Network for Oral Health Access are partnering to provide on-demand HPV education to oral health professionals to increase knowledge and uptake of HPV vaccination to prevent against HPV-related oropharyngeal cancers.

HPV Vaccination Saves Lives



HPV Vaccine is Cancer Prevention

The HPV vaccination can protect against 5 different types of cancer affecting all genders.



Oropharyngeal Cancers Are the Most Prevalent HPV Cancer

More than 14,000 people get diagnosed with oropharyngeal cancer each year. And incidence and mortality rates are increasing 2% each year.



HPV vaccination is for all children:

All national health organizations recommend on time (age 9-12) vaccination for all boys and girls. Catch up vaccination is recommended for all adolescents who are not up to date.



Vaccine Decline:

For the second consecutive year, HPV vaccination coverage has not increased among adolescents. And it always underperforms compared to other vaccines, Tdap and MenACWY.

Module	Topic
1	HPV 10!: Everything You Need to Know
2	A Guide to Oral Screenings and HPV-Related Malignancies
3	Screening, Treatment & Survivorship of HPV-Related Oropharyngeal Cancer
4	Best Practices from the Field: Dental Professionals Increasing HPV Vaccinations

Continuing Education (CE) provider:

To register, click here



This continuing education activity has been planned and implemented in accordance with the standards of the ADA Continuing Education Recognition Program (ADA CERP) through joint efforts between the host organization and the National Network for Oral Health Access. ADA CERP Continuing Dental Education credits will be available to participants.



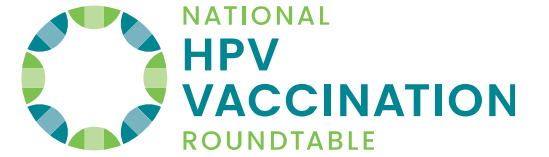
ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Concerns or complaints about a CE provider may be directed to the provider or the Commission on Continuing Education Provider Recognition at ADA.org/CEP.

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4 hours of Free ADA-CERP

Register here

For questions please contact: Ashley Lach, Program Manager, Ashley.Lach@cancer.org



We want to hear from you!

slido

Please download and install the Slido app on all computers you use



Share barriers/challenges to recommending/administering the HPV vaccine in rural communities.

① Start presenting to display the poll results on this slide.

slido

Please download and install the Slido app on all computers you use



Which HPV vaccine topics should be prioritized for rural communities?

① Start presenting to display the poll results on this slide.

slido

Please download and install the Slido app on all computers you use



Do you have an HPV vaccine related success story you would like to share with us? If yes, please add your name and email address so we can connect with you!

① Start presenting to display the poll results on this slide.

Call to Action

Join

Rural HPV Vaccination Learning Community

Promote

ACS & HPV Vaccination Roundtable Programs & Resources

Educate

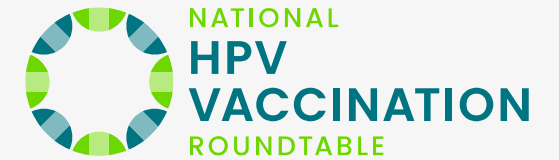
Opportunity to become a didactic presenter

Share

Best practices working in rural community



Thank you!



Contact Info:



Ashley Lach

Program Manager, HPV Disparities

Ashley.Lach@cancer.org

American Cancer Society



Christina Turpin

Director, National HPV Vaccination Roundtable

Christina.Turpin@cancer.org

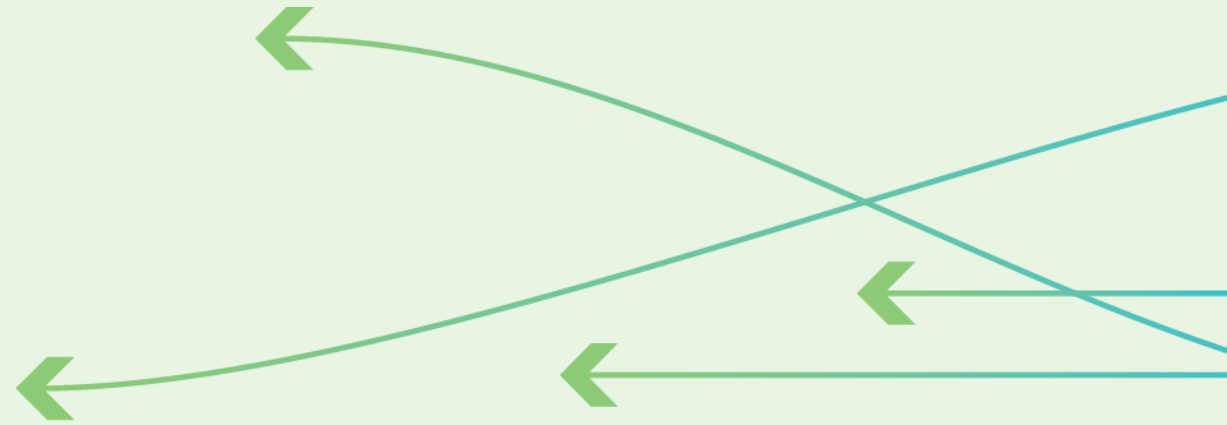
American Cancer Society



Discussion



Next Steps



Tell us what you are working on related to rural HPV cancer prevention

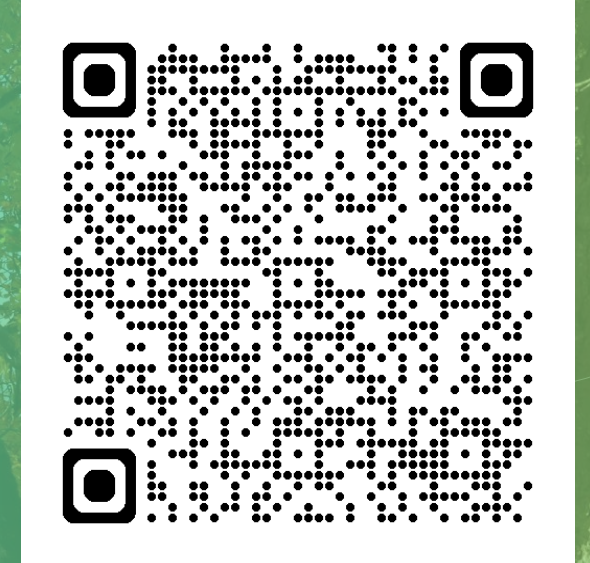
We would love to showcase your work with rural communities to increase HPV vaccination and prevent HPV cancers if you are interested in:

- Presenting as part of an upcoming quarterly updates meeting
- Sharing information in the quarterly communication (sent one week prior to each quarterly meeting), and/or;
- Contributing to our monthly *Wide Open Spaces* article series

We are all learning from each other to improve protection among people living in rural communities. Contact us at preventHPV@stjude.org.

2025 Meetings

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



All meetings from 12-1 pm CT

Direction of Future Meetings

- Revisit rural priorities through engaging facilitated conversations with subject matter experts.
- Participate in discussions that lead to knowledge and resource sharing that improves HPV vaccination with rural communities.
- Contribute to updated rural priorities and plans for 2025 and beyond.

St. Jude HPV Awareness Day Seminar Series, March 3-7

Register at
stjude.org/HAD2025



PATH →
to prevention

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

2025 SEMINAR SERIES

HPV Awareness Day

March 3 - 7, 2025

All seminars will be held from Noon - 11:5 p.m. Central Time
Virtual | Webex

The St. Jude HPV Cancer Prevention Program is hosting a series of five virtual seminars in recognition of **HPV Awareness Day** on March 4. HPV Awareness Day is a global movement dedicated to raising awareness about HPV cancers. This webinar series offers an opportunity to learn more about increasing HPV vaccination rates for all children through education, promotion of best practice models, and strategic partner engagement.

Monday March 3	Vaccines in the U.S.: A Journey Through History
Tuesday March 4	Promoting HPV Vaccination Policy to Prevent HPV Cancers
Wednesday March 5	Realizing a Regional Plan to Eliminate HPV Cancers, Starting with Cervical Cancer, as a Public Health Concern in the Southeast
Thursday March 6	Closing the HPV Vaccination Gap and Preventing HPV Cancers from Boys to Men
Friday March 7	Harvesting Best Practices to Prevent Rural HPV Cancers

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 PraventHPV@stjude.org or visit stjude.org/HAD2025

Scan to register

Harvesting Best Practices to Prevent Rural HPV Cancers, March 7, 2025

PATH →
to prevention

2025 HPV AWARENESS DAY
SEMINAR SERIES

Harvesting Best Practices to Prevent Rural HPV Cancers

March 7, 2025 | 12:00 – 1:15 PM CST

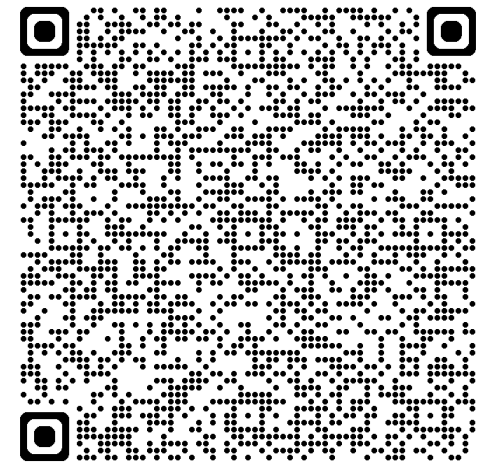
Registration is now open!
Register for one seminar or the entire series. Seminars will be recorded for those who are unable to join live.

If you have questions, please email PreventHPV@stjude.org.
stjude.org/HAD2025

 **HPV Cancer Prevention Program**

Rural life is a choice made by 1 in 5 people, but they do not choose to be at higher risk of cancers, including HPV cancers. HPV vaccination is cancer prevention. This virtual seminar will explore progress to **prevent HPV cancers with rural communities** in the U.S.

Register at
stjude.org/HAD2025



Addressing HPV Vaccination Inequities and HPV Cancer Disparities Experienced by African American and Black Communities

Our next virtual seminar in the *Empowering and Strengthening Community, Culture, and Connection to Prevent HPV Cancers Seminar Series* is on **February 20 from noon to 1:15 p.m. Central Time.**

“Addressing HPV Vaccination Inequities and HPV Cancer Disparities Experienced by African American and Black Communities” will discuss disparities in HPV knowledge, attitudes, and beliefs among African American and Black communities in the U.S.



HPV Cancer
Prevention
Program

PATH →
to prevention

Empowering and Strengthening
Community, Culture and Connection
to Prevent HPV Cancers

Addressing HPV Vaccination
Inequities and HPV Cancer Disparities in
African American and Black Communities

February 20 | Online webinar
Noon - 1:15 PM Central Time





Thank you!

Learn more at stjude.org/HPVrural