

PATH →  
to prevention

# Preventing HPV Cancers with Rural Communities: Updates and Opportunities

Quarterly Update

November 29, 2023

1:00 – 2:00 pm Central Time



**HPV Cancer  
Prevention  
Program**



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# Welcome

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Heather Brandt, PhD  
Director, HPV Cancer Prevention  
Program



**HPV Cancer  
Prevention  
Program**



# AGENDA



Welcome



Priorities for Improving Rural HPV Vaccination Coverage: How did we get here?



What have we done so far?



ACS National HPV Vaccination Roundtable



ACS Geographic Focus on Rural HPV Vaccination



Discussion



Next meetings

# Priorities for Improving Rural HPV Vaccination Coverage

How did we get here?

Heather Brandt, PhD

Director, HPV Cancer Prevention Program



**HPV Cancer  
Prevention  
Program**



# Why focus on rural HPV vaccination?



Higher HPV cancers among rural populations



Lower HPV vaccination among rural populations



Rural doesn't mean "one size fits all"

# Holding the Introductory St. Jude Rural HPV Vaccination Meeting

## St. Jude Introductory Rural HPV Vaccination Meeting • January 23, 2023

### PURPOSE

Rural life is a choice made by 1 in 5 people, but they don't choose to be at higher risk of cancers, including HPV cancers. HPV vaccination is cancer prevention. We must do more to make sure those living in rural America are protected too. The purpose of this introductory meeting was to bring together thought leaders to share information and identify ways to act.

### PRE-MEETING SURVEY RESULTS

Prior to the meeting, attendees completed a brief survey to explore rural HPV cancer prevention challenges and opportunities. Of the 132 pre-registered participants, 88 (66%) completed the survey.

Strengths	Primary Challenges	Most Pressing Issue
<ul style="list-style-type: none"> <li>• Collaboration</li> <li>• Resilience</li> <li>• Tight-Knit</li> <li>• Trust</li> </ul>	<ul style="list-style-type: none"> <li>• Access to care</li> <li>• Lack of specialists</li> <li>• Transportation</li> </ul>	<ul style="list-style-type: none"> <li>• Access to care</li> <li>• Funding</li> <li>• Lack of education</li> <li>• Lack of resources</li> </ul>

### WHO LIVES IN RURAL COMMUNITIES?

**59.5**  
million  
people



**20%**  
of the  
population

**40%**  
know their  
neighbors



**63%**  
have been  
living rural  
for 11+ years

### WHY HPV CANCER PREVENTION?

↑ HPV  
cancers  
are high

↓ HPV  
vaccination  
coverage is  
low

Sign up today to be added to the rural HPV vaccination listserv.  
Email [PreventHPV@stjude.org](mailto:PreventHPV@stjude.org).



SCAN ME



HPV Cancer  
Prevention  
Program

- Meeting invitation included organizational representatives and researchers to develop ideas for action
- Goal: share information and generate action steps to improve HPV vaccination coverage with rural communities
- Expert Presenters:
  - Marvella Ford, PhD
  - Whitney Zahnd, PhD
  - Sandy Pingali, MPH, MS
  - Caryn Peterson, PhD
  - Scher Mama, DrPH
  - Deanna Kepka, PhD

### Next steps

Convey a “think tank” to create priority action steps to improve HPV Vaccination rates with rural communities.

# Offering Programming on Rural HPV Vaccination: International HPV Awareness Day 2023

- Improving HPV Cancer Prevention with Rural Communities, March 3, 2023

- Meeting objectives:

Identify	Discuss	Engage
Identify ways to improve HPV vaccination coverage within rural pharmacies.	Discuss best practices to improve HPV vaccination coverage among adolescents.	Engage with HPV cancer survivor and OBGYN to learn how to improve HPV cancer prevention.

- Presentations:

- Improving HPV Vaccination Using Implementation Strategies in Rural Community Pharmacies (Dr. Ben Teeter)
- Using Best Practices to Promote HPV Vaccination among Adolescents in Primary Care Settings (Dr. Daisy Morales-Campos)

- Guests:

- Anne Zajic (HPV Cancer Survivor).
- L. Joy Baker, MD (Wellstar West GA Medical Center)


# Convening a Rural HPV Vaccination Think Tank

## Dictionary

Definitions from [Oxford Languages](#) · [Learn more](#)

Search for a word



 think tank

/ˈθɪŋk ˌtɑŋk/

*noun*

a body of experts providing advice and ideas on specific political or economic problems.  
"a think tank devoted to the study of political and economic integration"

## Meetings:

- March 21, 2023
- May 31, 2023
- June 22, 2023
- August 24, 2023

## Members:

- Amy Baldwin, PhD
- Ryan Baltic, MPH
- Angelina Blank
- Sherrie Booker, MEd
- Shirley Borghi
- Brian Boyce, MD, FACS
- William Calo Perez, PhD, JD
- Jillian Causey, MHA
- Casey Daniel, PhD, MPH
- Sabrina Ford, PhD
- Debra Friedman, MD
- Gillian Gibbs
- Jessica Hawley
- Deanna Kepka, PHD, MPH
- Lisa Klesges, PhD, MS
- Jennifer Moss, PhD

- Caryn E. Peterson, MS, PhD
- Holly Rasmussen, MA
- Brittany Rhynard
- Jane Richards-Montealegre, PhD
- Mary Robertson, MPH
- Martha Ryan
- Stephen Thacker, MD, FAAP
- Whitney Zahnd, PhD

## St. Jude Team Members:

- Heather Brandt, PhD
- Duha Magzoub, MPH
- Kasia Mitchell



# 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.**



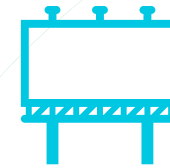
**Training Providers**

**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.**

# What have we done so far?

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Cristobal Valdebenito

Program Coordinator, HPV Cancer Prevention Program



**HPV Cancer  
Prevention  
Program**



# Existing Resources for Rural HPV Vaccination

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

Who is leading this effort? St. Jude.

## Aims

- Identify and implement a strategy to crowdsource resources.
- Develop an approach to make resources accessible.
- St. Jude Rural website to supplement accessibility.

## Strategy:

- a) conduct online and database searches for relevant resources;
- b) create an online platform using Dropbox and encourage healthcare professionals, community leaders, and individuals from rural areas to upload/share available resources;
- c) document this inventory of resources for future dissemination to partners.

Call to action: share your insights, resources, and success stories via this online platform.

Examples: HPV rural communities awareness campaigns, NORC (University of Chicago) Vaccination in Rural Communities (adapt to HPV).



Existing  
Resources

# Training Providers

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

Who is leading this effort? St. Jude

## Aims

- Identify existing healthcare provider training resources to adopt for promotion.
- Explore collaboration to offer online training experiences for healthcare providers.

## Strategy:

- a) use a similar strategy via an online platform (Dropbox), crowdsource training, and educational materials for healthcare providers working with rural communities;
- b) review and adapt existing evidence-based interventions, peer-reviewed literature, and best guide practices to be employed in the rural context.

Call to action: share your insights, resources, and success stories via this online platform.

Examples: interactive online modules, webinars, and vaccine communication strategies.



Training  
Providers

# Progress on Other Priorities



## Advocacy and Policy

**Explore policy influences on HPV vaccination in rural areas.**

### Strategy:

- a) Identify and assess how HPV-related policies result in barriers or facilitators to HPV vaccination in rural communities;
- b) engage with people living in rural communities, healthcare providers, and policymakers to understand their perspectives and opportunities for action.



## Data

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

### Strategy:

- a) Gather available data on rural HPV vaccination rates, HPV-related cancers, and healthcare infrastructure;
- b) scrutinize the quality, reliability, and completeness of the data to identify gaps;
- c) develop and update online platforms to disseminate information.

# National Rural Health Day

Celebrating the **Power of Rural!**®



**THURSDAY, NOVEMBER 16, 2023**



St. Jude Children's Research Hospital

66,740 followers

5d • 🌐

Human papillomavirus (HPV), which causes six preventable cancers, is more common than you might think. Nearly 80 million people in the U.S. are infected with HPV and a majority of them live in rural areas. Today is [#NationalRuralHealthDay](#). Rural life is a choice made by 1 in 5 people, but they don't choose to be at higher risk of cancers. The St. Jude HPV Cancer Prevention Program, led by director [Heather M. Brandt](#) is committed to addressing disparities in rural HPV vaccination coverage. They are working with people living in rural communities to understand how to change the pattern and then act to improve on low HPV vaccination rates and high HPV cancer rates.

Learn how Dr. Brandt's team is working to boost HPV vaccination rates.



Heather M. Brandt (She/Her) • You

HPV vaccination is cancer prevention.

6d • 🌐

On National Rural Health Day, I want to raise awareness and promote action to improve HPV cancer prevention with rural communities. One in five people choose rural life, but they don't choose to be at increased risk of HPV cancers. Rural communities have the power to make sure everyone is protected against HPV cancers.

If you are interested in learning more about our efforts to improve rural HPV cancer prevention in the HPV Cancer Prevention Program at [St. Jude Children's Research Hospital](#), go to <https://lnkd.in/ex6wWDCn>.

[#EndHPVcancers](#) [#PowerOfRural](#) [#NRHD2023](#) [#Rural](#) [#HPVvaccination](#) [#HPVvax](#)



The power to prevent HPV cancers with rural communities.

Heather M. Brandt on LinkedIn • 3 min read

Some of you may know, I grew up in a small town in northeastern Iowa. I was raised by lovin...

👍👍👍 You and 38 others

4 reposts

Reactions



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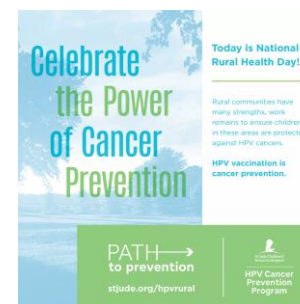
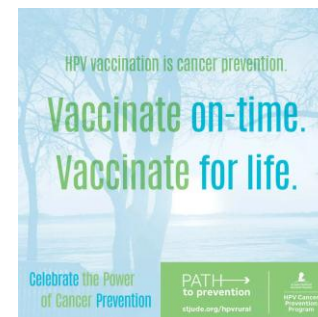
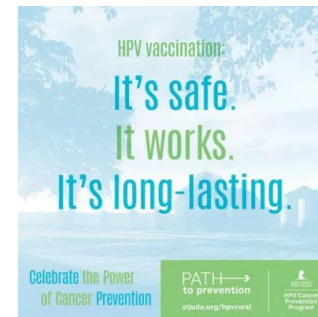
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Add a comment...



# Preventing HPV Cancers with Rural Communities Resources

Visit our website: [stjude.org/hpvrural](https://stjude.org/hpvrural)

Where you can find:

- Fact Sheet on Preventing HPV Cancers with Rural Communities
- Past meeting recordings and materials: January 2023, March 2023
- *Wide Open Spaces* newsletter
- Action steps for improving rural HPV vaccination
- Policy paper: *Analysis of Public Policy Decisions and Factors Driving HPV Vaccination Coverage in the United States* (available at [stjude.org/hpv-policy-summary](https://stjude.org/hpv-policy-summary))



# Preventing HPV Cancers with Rural Communities: Quarterly Updates

- February 21, 2024, 2:00 – 3:00 PM ET / 1:00 – 2:00 PM CT

Registration: <https://stjude.webex.com/weblink/register/rb6e6d58c8821da59dd274efabba6fb97>

- May 22, 2024, 2:00 – 3:00 PM ET / 1:00 – 2:00 PM CT

Registration will be provided at the February 21 meeting

We also are planning for programming during the week leading up to and immediately following **International HPV Awareness Day on March 4, 2024**. If you have recommendations for programming focused on improving rural HPV vaccination coverage, please reach out to us at [PreventHPV@stjude.org](mailto:PreventHPV@stjude.org).

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# ACS National HPV Vaccination Roundtable

National Partnerships for Rural HPV  
Vaccinations

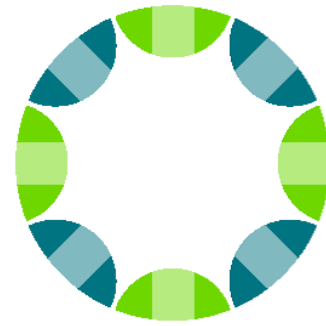
Christina Turpin

Director, National HPV Vaccination  
Roundtable



**HPV Cancer  
Prevention  
Program**





NATIONAL  
HPV  
VACCINATION  
ROUNDTABLE

## National Partnerships for Rural HPV Vaccination November 29<sup>th</sup>, 2023

# Introductions



## Speaker



**Christina Turpin**  
*Director*  
*National HPV Vaccination Roundtable, ACS*

Christina Turpin is the Director for National HPV Vaccination Roundtable with the American Cancer Society (ACS). Along with the HPV Vaccination Roundtable team, she leads nationwide efforts to raise HPV vaccination rates and prevent HPV cancers with the ultimate vision of ending vaccine-preventable HPV cancers as a public health problem. She also serves as the current President of the Comprehensive Cancer Alliance of Idaho since 2017 and was recognized in 2020 by the Idaho Business Review Accomplished Under 40 for her efforts in the community. Christina has been with ACS for 12 years and started her career with ACS in Baltimore, Maryland before relocating home to Idaho. Prior to her current position, she focused on advancing priorities around cancer screening, HPV vaccination, quality of life, access to care, and health equity.

# The ACS National HPV Vaccination Roundtable

- ❖ *The American Cancer Society National HPV Vaccination Roundtable (ACS HPVRT) was established in 2014, in partnership with the Centers for Disease Control and Prevention. The ACS HPVRT is a national coalition of over 80 member organizations working to raise HPV vaccination rates and prevent HPV cancers in the US.*
- ❖ *The ACS HPVRT is working 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.*



Funding for the HPV Roundtable was made possible (in part) by the Centers for Disease Control and Prevention Cooperative Agreement grant number NH23IP922551-04, CFDA # 93.733. The content does not necessarily reflect the official policies of the Department of Health and Human Services, nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government



American Academy of Pediatrics  
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HAGER SHARP



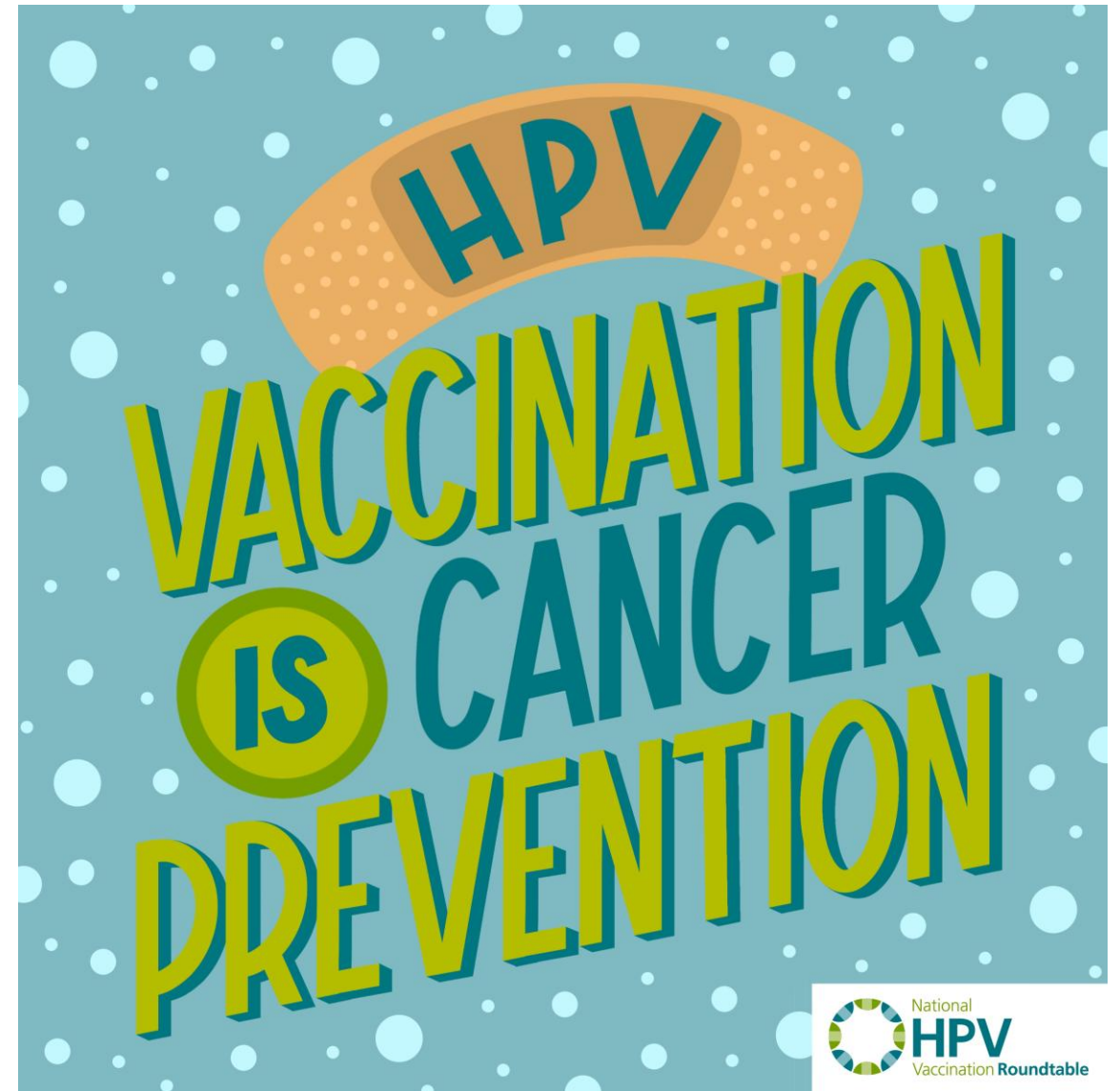
Immunization Action Coalition



An NCI-Designated Cancer Center

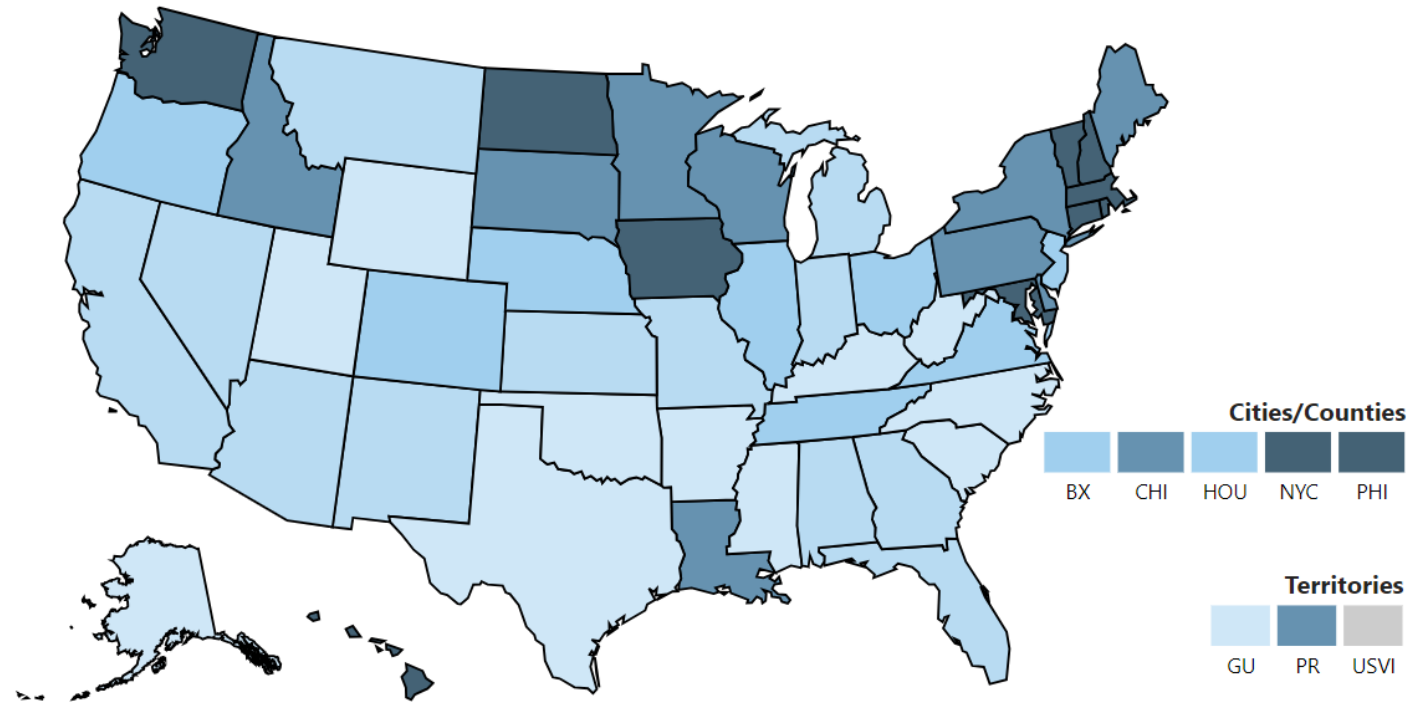
# ACS HPVRT Rural HPV Vaccination Strategies

- Start at Age 9
  - Why?
  - Evidence – HVI Journal Supplement
  - Resources
- Provider Training Series
- Emerging Leaders Program
- Partnerships:
  - St. Jude Rural Think Tank
  - AAP
- Elimination
- Access to HPV Vaccination Resources

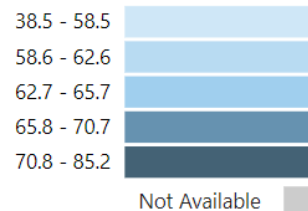


# Starting at Age 9: Why?

Up-to-Date HPV Vaccination Coverage among Adolescents Age 13-17 Years, 2022, National Immunization Survey-Teen



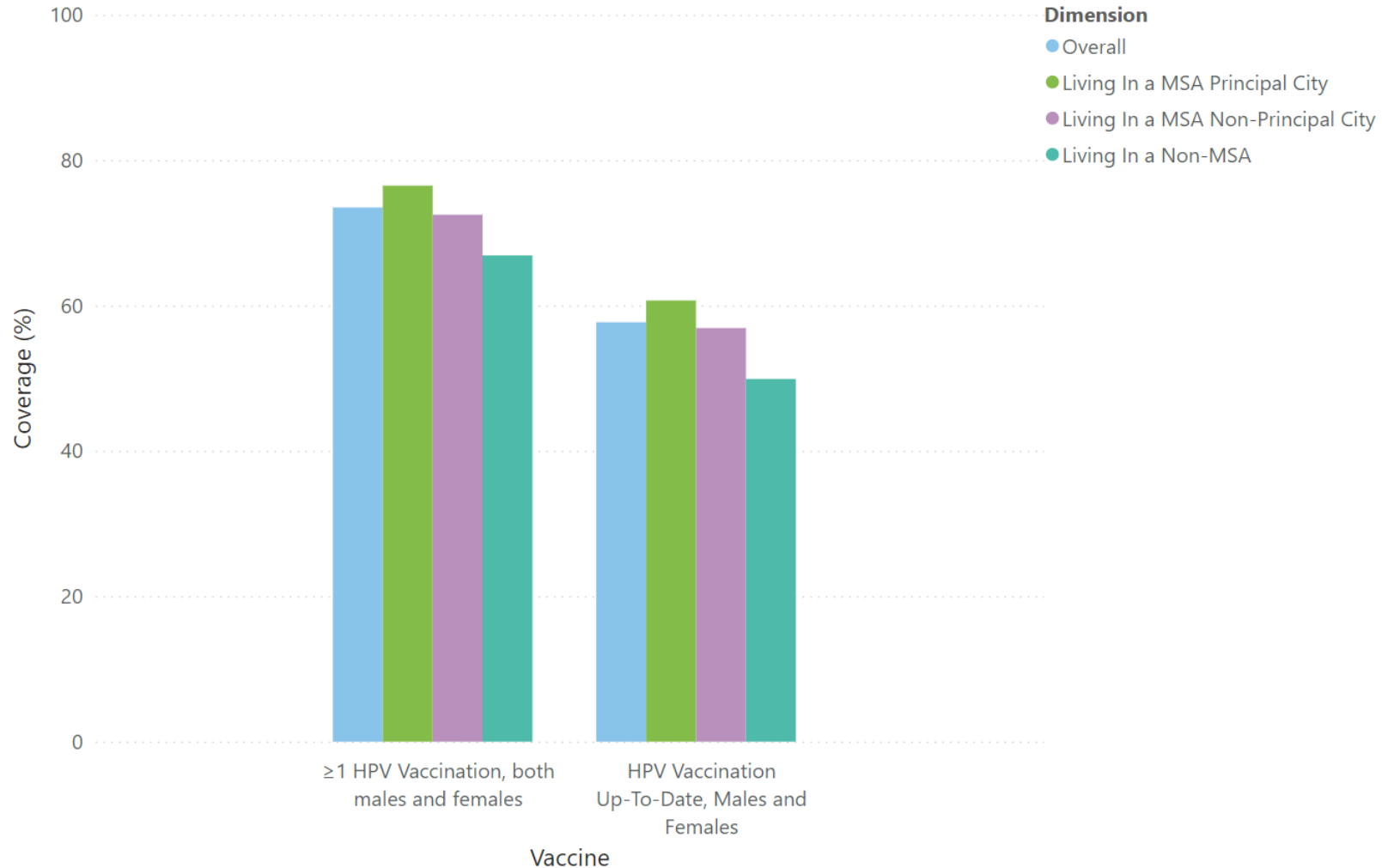
Legend – Coverage (%)



City & Territory Abbreviations <sup>?</sup>

# Starting at Age 9: Why?

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



Source: [CDC TeenVax View: Up-To-Date HPV Vaccination Coverage 13-17 as of NIS 2022](https://www.hpvroundtable.org/cdc-teenvax-view-up-to-date-hpv-vaccination-coverage-13-17-as-of-nis-2022)

[www.hpvroundtable.org](http://www.hpvroundtable.org)

## Starting at Age 9

1. More time for completion by age 13
2. Results in a strong immune response
3. Increased likelihood of vaccinating prior to first HPV exposure
4. Decreased questions about sexual activity by parents and guardians
5. Decreased requests for only vaccines that are required for school
6. Decreased number of shots per visit
7. Increased vaccinations and therefore cancers prevented
8. Shown to increase vaccination rates in health systems
9. Shown to be highly acceptable by health systems, providers, and parents

## Downsides of Vaccinating at Age 9

Vaccination has shown no sign of protection waning over time.

No known downside



# New Research Reinforces the Recommendation to Start Offering HPV Vaccines



A screenshot of the Taylor &amp; Francis Online website. The header includes the Taylor &amp; Francis logo and 'Taylor &amp; Francis Online'. Navigation links include 'Log in', 'Register', and 'Cart'. The breadcrumb trail shows 'Home &gt; All Journals &gt; Human Vaccines &amp; Immunotherapeutics &gt; Collections &gt; HPV Vaccination Starting at Age 9'. The main title is 'Human Vaccines &amp; Immunotherapeutics'. A search bar contains the text 'Enter keywords, authors, DOI, ORCID etc'. Below the search bar are links for 'Advanced search' and 'Citation search'. Navigation options include 'Submit an article', 'About this journal', 'Browse all articles &amp; issues', and 'Alerts &amp; RSS feed'.

Use this journal

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## HPV Vaccination Starting at Age 9

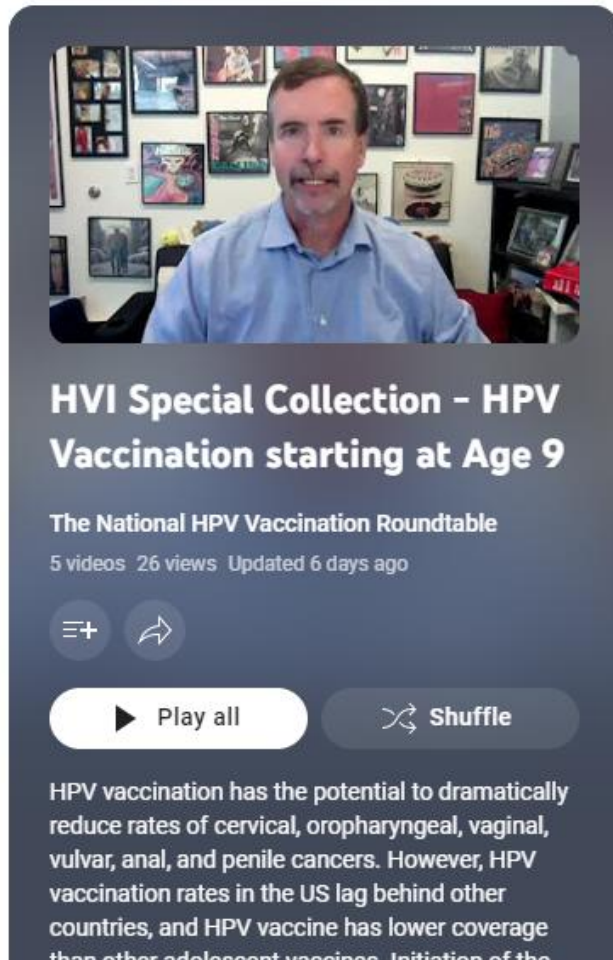
Created 17 Feb 2023 | Last updated 02 Aug 2023 | Collection in progress

HPV vaccination has the potential to dramatically reduce rates of cervical, oropharyngeal, vaginal, vulvar, anal, and penile cancers. However, HPV vaccination rates in the US lag behind other countries, and HPV vaccine has lower coverage than other adolescent vaccines. Initiation of the vaccine series at ages 9-10 has been suggested as a way to improve vaccination utilization and increase the number of adolescents who complete their series on time. This Collection presents original research on the impact of initiating HPV vaccination at ages 9-10, including population studies and quality improvement projects, as well as commentaries from medical organizations and leading experts in the field. The Collection is still open for new submissions.

<https://www.tandfonline.com/journals/khvi20/collections/HPV-vaccination-starting-age-9>



# Vaccinating at Age 9: Creating an Evidence Base



**HVI Special Collection - HPV Vaccination starting at Age 9**

The National HPV Vaccination Roundtable

5 videos 26 views Updated 6 days ago

Play all Shuffle

HPV vaccination has the potential to dramatically reduce rates of cervical, oropharyngeal, vaginal, vulvar, anal, and penile cancers. However, HPV vaccination rates in the US lag behind other countries, and HPV vaccine has lower coverage than other adolescent vaccines. Initiation of the

Articles include research that:

- Considers benefits to subpopulations
- Compares rates by age and demographics
- Describes implementation and/or QI initiatives
- Describes parent experiences
- Describes healthcare provider experiences

[Article collection: HPV Vaccination Starting at Age 9 \(tandfonline.com\)](https://tandfonline.com)

[YouTube Video Abstracts Playlist](#)

# Key Findings for Starting HPV Vaccines at Age 9 Include:



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

# HPVRT Resource: Start at Age 9 Campaign

<https://hpvrtable.org/start-hpv-vaccination-at-age-9/>

## Why Age 9? FACT SHEET



Every year in the United States, it is estimated that nearly 36,000 individuals are diagnosed with cancer caused by an HPV infection.<sup>1</sup> Human papillomavirus (HPV) cannot be treated, but there is a vaccine that can prevent transmission and protect against six cancers if initiated prior to exposure. HPV vaccination is a critical prevention tool, safeguarding children and adolescents against more than 90% of HPV cancers when given at recommended ages.<sup>2</sup> Because cancer prevention decreases as the age of vaccination increases, it is important to start early!

**Why Age 9?**  
Starting the HPV vaccination series at age 9 is recommended by the American Cancer Society, the American Academy of Pediatrics, and the National HPV Vaccination Roundtable. Previous guidance from the Centers for Disease Control (CDC) and Advisory Committee on Immunization Practices (ACIP) recommends routine HPV vaccination at age 11 or 12 years but notes that the HPV vaccine can be given starting at age 9.

**Recommended Vaccination Schedule Guideline**

<b>On Time</b> AGE 9-12 2 Doses 6-12 months apart	<b>Late</b> AGES 13-14 2 Doses 6-12 months apart	<b>Critical</b> AGES 15-26 3 Doses 1st dose at visit one 2nd dose 5-12 months later 3rd dose 6 months after 2nd
--	---	--

### Benefits to Initiating the HPV vaccine series at age 9. These include:

- Results in a strong immune response to the HPV vaccine
- Increases the likelihood of vaccinating prior to first HPV exposure
- Decreases requests for only vaccines that are "required" for school
- Decreases the number of administered shots per visit
- Has been shown by several systems to increase vaccination rates
- Has been shown to be highly acceptable to systems, providers, and parents

The HPV vaccine has been given for more than 15 years and provides long-lasting protection. The HPV vaccine is safe and effective, with no long-term side effects. In fact, 109 studies conducted among 2.5 million people in 6 countries have shown that there have been no serious side effects other than what is typical for all vaccines (i.e., allergic reactions, fevers).<sup>3</sup>

Age 9 Sell Sheet

## Protect Your Preteen/Teen with Vaccines

Protect them from serious diseases including meningitis, tetanus, whooping cough, flu

## Check Off the Routine School Age Vaccines

By 4 years old

9 years old

- Hep A - Hepatitis A
- Hep B - Hepatitis B
- DTaP - Diphtheria/Tetanus, and Pertussis (whooping cough)
- PCV - Pneumococcal
- Rotavirus
- MMR - Measles, Mumps and Rubella
- Varicella - Chickenpox
- HPV - 2 doses, 6-12 months apart



## START AT 9 TOOLKIT

National HPV Vaccination Roundtable

## HPV Vaccine: It's Cancer Prevention

**Who?** All kids (both boys and girls) should get the vaccine starting at age 9.

**What?** The human papillomavirus (HPV) vaccine is a cancer prevention vaccine.

**Why?**

- The HPV vaccine prevents 6 different cancers (mouth/throat, cervix, vulva, vagina, penis and anus).
- The HPV vaccine prevents most genital warts.
- The HPV vaccine is safe and effective, with no long term side effects.
- HPV vaccine has been given for more than 15 years and provides long lasting protection.

**When?**

<b>On Time</b> AGE 9 2 Doses 6-12 months apart	<b>Critical</b> AGES 10-14 2 Doses 6-12 months apart	<b>Last Chance</b> AGES 15-26 3 Doses 1st dose at visit one 2nd dose 1-2 months later	<b>CATCH-UP</b> AGES 10-14 2 Doses
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## HPV Vaccination - Start at Age 9

Full Name \_\_\_\_\_

Birthdate \_\_\_\_\_ Medical # \_\_\_\_\_

Vaccinate your child starting at age 9 to protect them from human papillomavirus (HPV) cancers. Keep this card with you to ensure your kids are vaccinated on time. Record the dates on the back side of this card.

American Cancer Society | HPV

AGES 15-26

## Record of HPV Vaccinations

Dose 1 Date \_\_\_\_\_ Clinic \_\_\_\_\_


Dose 2 Date \_\_\_\_\_ Clinic \_\_\_\_\_

Dose 3 Date \_\_\_\_\_ Clinic \_\_\_\_\_

3 doses if initiated at or after age 15

For more information, visit [cancer.org/health/hpv.vaccine.html](http://cancer.org/health/hpv.vaccine.html)

## HPV PREVENTION STARTS AT AGE 9



National HPV Vaccination Roundtable

## HPV Vaccination Education Toolkit INSIDE!

National HPV Vaccination Roundtable

Age 9 Provider Toolkits

# Provider Education Series

<https://hpvroundtable.org/provider-education-series/>

## Modules:

### Session 1: Vaccine Hesitancy & Communication

- Seth and Kellie Kelley
- Lacey Eden, DNP

### Session 2: HPV Related Cancer: HPV 101

- Mike Sim, MD
- Rebecca Perkins, MD, MSc

### Session 3: Current HPV Vaccine Guidelines & Why Age 9 Matters?

- Sean O'Leary, MD, MPH, FAAP
- Debbie Saslow, PhD
- Andrea Polkinghorn, BSN, RN, AMB-BC

### Session 4: HPV Disparities & Unique Populations: Where You Live Matters

- Benjamin Teeter, PhD
- Shannon Christy, PhD
- Milkie Vu, PhD

### Session 5: Effective EBI'S & Implementation

- Marcie Fisher-Borne, PhD, MPH, MSW
- Andrea Stubbs, MPA

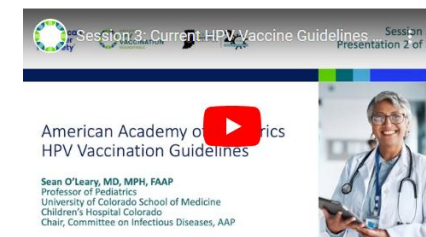
### Session 6: LIVE Panel

- Debbie Saslow, PhD
- Sean O'Leary, MD, MPH, FAAP
- Benjamin Teeter, PhD
- Milkie Vu, PhD

Session 3: Current HPV Vaccine Guidelines & Why Age 9 Matters  
Debbie Saslow, PhD



Session 3: Current HPV Vaccine Guidelines & Why Age 9 Matters  
Sean O'Leary, MD, MPH, FAAP



[www.hpvrroundtable.org](http://www.hpvrroundtable.org)

# HPVRT Emerging Leaders Program

- 3 group projects around geographic disparities including a data deep dive and inclusive of rural areas.
- 10 Emerging Leaders from diverse backgrounds (racial/ ethnic diversity, geographical location, identity/orientation, scope of work, work setting).



# HPVRT Emerging Leaders Program: Project Goals



Understanding the challenges and solutions to HPV vaccination in rural areas



Comparing rural HPV vaccination rates with urban within and across different areas



Documenting policy, activities, or programs that have been implemented to increase rural HPV vaccination rates



Identifying barriers to and facilitators of HPV vaccination in rural areas



Reporting on promising programs and best practices

# National Partnership Focus

- St. Jude Rural Think Tank
- AAP Partnership looking at Rural HPV vaccination
- Upcoming Forums & Engagement Opportunities

**PATH to prevention**

## 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

## Professional Tools and Resources

### How to Recommend HPV Vaccination

Read tips on how pediatricians can recommend the HPV vaccine to parents and caregivers as well as how to address vaccine hesitancy.

### Addressing HPV Vaccination in Rural Communities

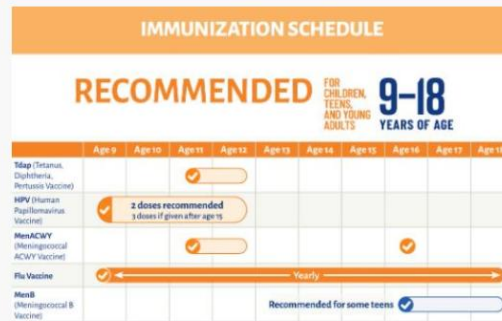
Rajiv "Raj" Michael Naik, MD, FAAP visits with patients and families and discusses HPV vaccination. This video was supported by the Cooperative Agreement Number 5NU380T000282 funded by the CDC. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the CDC or the Department of Health and Human Services.

### AAP Adolescent Immunization Discussion Guides

This portable digital tool makes it easy to talk with patients and families about the HPV vaccine and other vaccines that are recommended for adolescents. The AAP Adolescent Immunization Discussion Guides pair easy-to-understand infographics for families with talking points for pediatricians and other health care providers. View online or download to share or print.

# HPVRT Resource Center: Partner Resources

## Adolescent Immunization Discussion Guides



These guides will improve your vaccine conversations with the following resources and tools to help you address immunization issues for preteens and teens age 9 through 18 years old.

### Using the Adolescent Immunization Discussion Guides

Created for pediatricians and other primary care providers to share with patients and families during clinical encounters, the Adolescent Immunization Discussion Guides focus on vaccines recommended for preteens and teens age 9 through 18 years old. Family-friendly infographics are paired with helpful speaking points to promote efficient, productive conversations and explain what's behind each vaccine recommendation.

American Academy of Pediatrics

14 October 2023

[AAP Adolescent Immunization Discussion Guides](#)

PDF

## The Announcement Approach for Increasing HPV Vaccination



Take these steps to more effectively recommend HPV vaccination. The Announcement Approach will save you time and improve patient satisfaction.

HPV IQ: Immunization Quality Improvement Tools

14 October 2023


[The Announcement Approach for Increasing HPV Vaccination](#)

PDF

# Eliminating HPV-Related Cancers Starting with Cervical Cancer



## Roundtable Vision



**American Cancer Society** | **NATIONAL ROUNDTABLE ON CERVICAL CANCER**

Equitable elimination of HPV-related cancers – starting with cervical cancer – as a public health problem in the United States.

**American Cancer Society** | **NATIONAL HPV VACCINATION ROUNDTABLE**

A world without cervical cancer

## Proposed Elimination Targets for the U.S.

- Reach  $\leq 4$  cases per 100,000 by 2030-2038; ultimate goal of  $\leq 1$  per 100,000 by 2063<sup>1</sup>
  - 90% vaccination rates, **with no subpopulation left behind**
  - 90% cervical screening rates, **with no subpopulation left behind**
  - 90% follow-up/treatment rates, **with no subpopulation left behind**
- **No less than 80% of these rates in any identifiable subpopulation or geographic area**

<sup>1</sup>Berger et al, 2020: [Projected time to elimination of cervical cancer in the USA: a comparative modelling study \(thelancet.com\)](https://www.thelancet.com)



# Eliminating HPV-Related Cancers Starting with Cervical Cancer



Bring together a joint ACS HPVRT & ACS NRTCC Elimination Task Group  
(tentatively planned for kick-off in March 2024)



**Focus:** to write national elimination plan



Receive feedback from larger advisory counsel



Disseminate elimination national plan



Who We Are ▾

Learn About HPV ▾

Resource Center

News And Events ▾

Get Involved ▾



**HPV Vaccination**  
Age 9 - From Research  
to Implementation

**WEBINAR**  
Thursday, November 9  
2 PM EST

**Webinar: HPV  
Vaccination: Age  
9 – From  
Research to**

<https://hpvroundtable.org/resource-center/>





### New in 2023:

- Health Plan Action Guide

### Exploring for 2024:

- Pharmacy
- ENTs
- Immunization Managers
- Let us know of any other needs!



Interested in helping with the updating of these guides? Join an Ad Hoc Taskgroup Here:

<https://wkf.ms/3Op0u2s>

# HPVRT Resource: YouTube Channel

The screenshot shows the YouTube channel page for the ACS National HPV Vaccination Roundtable. At the top, there is a banner with the text "HPV Roundtable TV" and the American Cancer Society logo. To the right of the banner is the "NATIONAL HPV VACCINATION ROUNDTABLE" logo, which consists of a circular arrangement of green and blue segments. Below the banner, the channel name "ACS National HPV Vaccination Roundtable" is displayed, along with the handle "@HPVRountable", 438 subscribers, and 117 videos. A "Subscribed" button is visible. The channel description reads: "A national coalition, established by the American Cancer Society, dedicate...". Below the description are navigation tabs for HOME, VIDEOS, SHORTS, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. The "VIDEOS" tab is selected, showing a grid of video thumbnails. The first video is titled "Part 1: Catalyzing Your Communication : HPV..." with 112 views. Other videos include "How to make effective HPV vaccine recommendations...", "Multi-level quality improvement strategies to...", "Implementing interventions to start HPV vaccination at...", "HPV vaccine recommendations by age: A...", and "HPV vaccination is Cancer Prevention". At the bottom of the video grid, there is a "HPV Roundtable TV" playlist section.

<https://www.youtube.com/@HPVRountable>

[www.hpvroundtable.org](http://www.hpvroundtable.org)



**HPV vaccination  
is cancer prevention**



National  
**HPV**  
Vaccination Roundtable



**Thank you!**

Christina Turpin  
American Cancer Society  
Director, National HPV Vaccination Roundtable

[christina.turpin@cancer.org](mailto:christina.turpin@cancer.org)

[www.hpvrountable.org](http://www.hpvrountable.org)

# ACS: Geographic Focus on Rural HPV Vaccination

PATH →  
to prevention

Jennifer Nkonga, Sr. Director, Regional Strategy & Implementation Interventions & Implementation Team

Kaela Momtselidze, Sr. Manager Cancer Support Strategic Partnerships



**HPV Cancer  
Prevention  
Program**



A landscape photograph showing rolling green hills under a bright blue sky with scattered white clouds. The foreground is filled with tall, golden-brown grasses.

# **Geographic Disparities: Special Projects & Future Directions**

Jennifer Nkonga  
Sr. Director,  
Regional Implementation &  
Strategy

St. Jude Children's Research Hospital  
Rural Think Tank  
Nov. 29, 2023

# Mountain West Project





# Mountain West HPV Vaccination Project

ACS received funding in 2020 for a project to reduce geographic disparities in HPV vaccination rates for adolescents living in rural states. The states included in this project are Idaho, Montana, Nevada, Utah, and Wyoming. These states experience geographic and gender gaps in HPV vaccination rates.

**Regional Consortium**







**Quality Improvement**



**Professional Education**



# NIS Teen Data by State 2019-2021

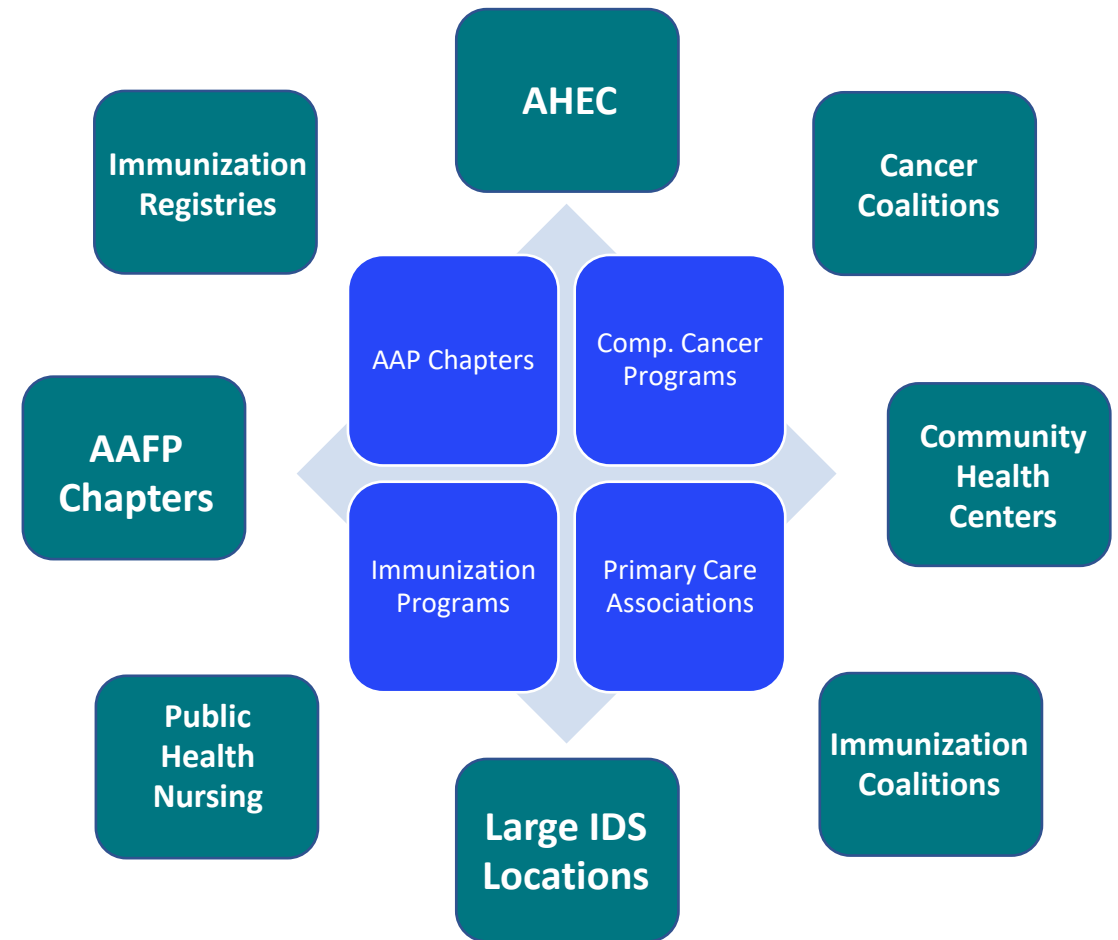
State	Up-to-date HPV Vaccination, Males and Females (13-17 yr.) 2019	Up-to-date HPV Vaccination, Males and Females (13-17 yr.) 2020	Up-to-date HPV Vaccination, Males and Females (13-17 yr.) 2021	Tdap 2021	MenACWY 2021	 2021	 2021		
Idaho	44.1%	54.5% <i>(+10.4%)</i>	<b>61.6%</b> <i>(+7.1%)</i>	89.4%	89.1%	<b>63.7%</b>	59.5%	36.9%	42.8%
Montana	46.7%	54.4% <i>(+7.7%)</i>	<b>52.6%</b> <i>(-1.8%)</i>	88.8%	77.1%	49.5%	<b>55.5%</b>	41.1%	48.4%
Nevada	52.9%	50.1% <i>(-2.8%)</i>	<b>56.5%</b> <i>(+6.4%)</i>	91.2%	89.5%	54.9%	<b>58%</b>	38.9%	47.2%
Utah	44.6%	45% <i>(+0.4%)</i>	<b>61.4%</b> <i>(+16.4%)</i>	92.9%	94%	62.5%	60.2%	27.7%	42.4%
Wyoming	41.5%	44.8% <i>(+3.3%)</i>	<b>48%</b> <i>(+3.2%)</i>	89.8%	75.9%	48.7%	47.4%	31.7%	35.9%

*Note: geographic disparity: Survey Years 2015-2019*

# Pillar 1: Regional Consortium

From 2020-2023, ACS convened 235 stakeholders from more than 100 organizations in a combination of region-wide virtual consortium meetings as well as in-person individual state meetings.

Stakeholders talked through best practices and learned more about current conditions surrounding HPV vaccination and HPV cancer prevention in the 5-state region as well as their respective states. Attendees networked, shared current work, and participated in activities to help shape future opportunities and identify areas of focus.



# Pillar 2: Quality Improvement

## through the Mountain West HPV Learning Collaborative

### Objectives:

- Minimize the effects of the pandemic on missed adolescent HPV vaccines
- Collaborate with health care partners to implement evidence-based interventions through QI and by sharing of practices
- Use data to inform all aspects of the project
- Execute sustainable and meaningful process improvement

### 2022 Cohort:

- 6 total systems
- More than 35,000 active 9-13yo. patients
- 65 interventions implemented
- 7.32% increase in HPV initiation for 9–10-year-olds across the cohort
- 6 out of 7 systems continued their work into 2023 cohort

### 2023 Cohort:

- 16 total systems more focused on rural and frontier
- 17/31 of participating clinics are rural with total cohort reach of 19,000 9-13 year olds in cohort
- Continuing systems met 3/yr. (n=6) and new systems (n=10) monthly with optional office hours



**New systems in 2023**



## Pillar 2: Quality Improvement through the Mountain West HPV Learning Collaborative

*"Prior to the ACS project, there were system lectures and webinars given on HPV risk and vaccination. As a result of the ACS partnership, we have added electronic health record (EHR) clinical decision support (CDS) that cues providers and parents to initiate vaccination at age nine and emphasizes the importance of equal vaccination for boys and girls. **After implementation of the EHR changes, we increased our initiation rate in 9-10 year-old children by 200% and we closed the gender gap.** Because vaccination data is well-curated in registries, In 25 years we will be able to show how many cancers we prevented."*

# Pillar 3: Professional Education

**Method 1-Project ECHO:** Connect experts via distance learning to providers, QI staff and other healthcare partners to increase HPV vaccination through didactic presentations & case-based learning

- In 2021, two series focused on clinical providers
- In 2023, series focused on Nevada Community Health Workers

**Method 2- Specialized learning series:** Host sessions for partners who influence community decision-making

- Dental Providers
- Pharmacy
- Medical Students

**Method 3- Individual educational sessions:** Present to key stakeholders via Grand Rounds, annual conferences, project updates, etc.

- School nurses & administrators
- Community Health Workers
- Dental providers
- Pharmacists
- Clinical providers
- Immunization coalitions



## Quotes from Participants

*"This was one of my favorite CE's I have ever done. I loved the variety of opinions and ideas and I feel like I can take a lot back to my work and this applied directly to me. I love the confidence this gave me in patient education."*

*"Dental professionals can play a big role in vaccine advocacy. Especially with HPV vaccinations in children aged 9-14."*

*"I am now more knowledgeable surrounding why people are hesitant to receive the HPV vaccine and I feel better equipped to deconstruct incorrect beliefs with patients in a respectful, non-judgmental way."*

# Professional Education in 2023



- **ECHO:**
  - ECHO 8-part series for NV CHWs
- **Specialized Learning Series:**
  - ID State 5-part learning series for pharmacy professionals
  - UT AHEC learning series (age 9 and motivational interviewing)
  - HPV dental education
    - Online Canva course (still available)
    - MT Dental Hygienist Assoc.
    - Sealant group
- **Educational Sessions/Presentations:**
  - 4 conferences (UT immunization conf., primary care conf., MT CHW conf./medical conf.)
  - Health systems: staff trainings/grand rounds
  - NV Cancer Coalition updates

# Mountain West Project Leads



**Hannah Nein, Senior HPV Program Manager**  
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**American Cancer Society**



**Ashley Lach, HPV Program Manager**  
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**American Cancer Society**





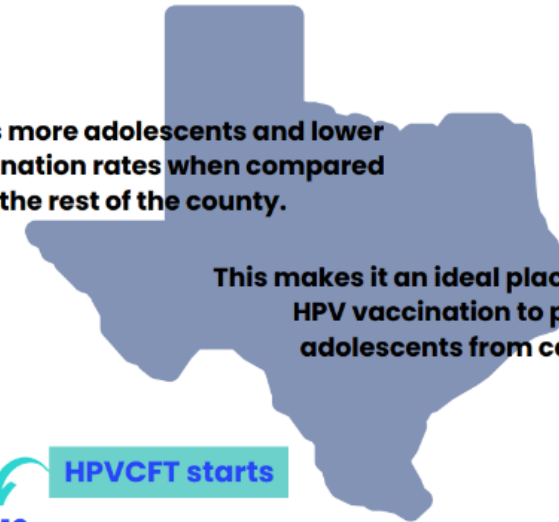
Mission:  
**HPV** **CANCER**  
**FREE TEXAS**



## WHY HPV VACCINATION IN TEXAS?

Mission: HPV Cancer Free Texas (HPVCFT) boasts an audacious goal: to increase the HPV vaccination series completion rate in Texas from **40% (2017) to 80% by 2026**.

Texas has more adolescents and lower HPV vaccination rates when compared to the rest of the country.



This makes it an ideal place to address HPV vaccination to protect adolescents from cancer.

HPVCFT starts

2019

Texas ranks 41st out of 50 states and D.C. for HPV vaccination among adolescents.

12% of all U.S. adolescents age 13-17 who had not started the HPV vaccine series reside in the state.

2020

In 2020, Texas' ranking improves greatly, increasing from 41st to 31st out of 50.

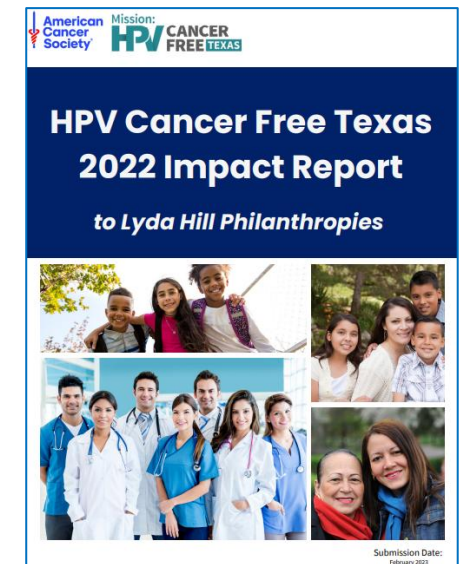
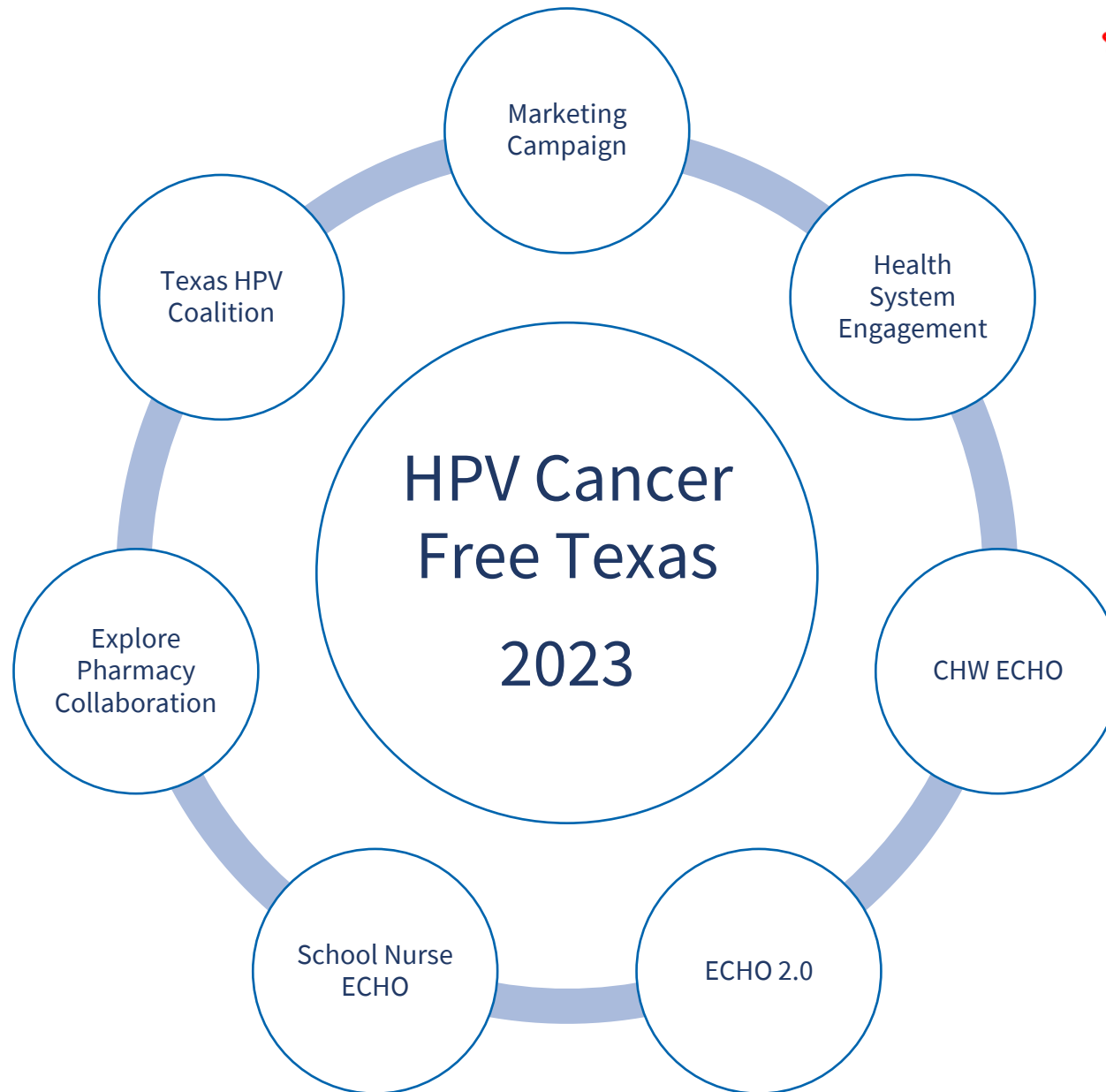
For the first time, more than half of 13-17 year-olds have completed the

HPV series.

2021

As a result of the pandemic, Texas' national HPV ranking drops back down to 48th.

Despite this statewide-setback, health systems in this project demonstrate remarkable results in 2021 and 2022.



**2022 Report:**  
[https://hpvroundtable.org/wp-content/uploads/2023/08/ACS-HPVCFT-2022-LHP-EOY-Report\\_FINAL.pdf](https://hpvroundtable.org/wp-content/uploads/2023/08/ACS-HPVCFT-2022-LHP-EOY-Report_FINAL.pdf)

# Texas/Geo Disparities Project Leads



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# 2024 Geographic Disparities Plans

1

Launch rural health systems learning community  
Help us with recruitment!

2

Host rural specialty learning series (pharmacy, dental)  
Help us plan/reach audiences

3

Provide summer social media package  
Help provide input on messaging

4

Expand CHW ECHO to national audience  
Help us plan/reach audiences



PATH →  
to prevention

# Discussion

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**HPV Cancer  
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Program**



# Next Meetings

February 21, 2024, 1:00 – 2:00 PM CT

May 22, 2024, 1:00 – 2:00 PM CT

August TBD

November TBD



**HPV Cancer  
Prevention  
Program**





**Thank you!**

Learn more at [stjude.org/hpvrural](https://stjude.org/hpvrural)