

Preventing HPV Cancers with Rural Communities: Updates and Opportunities

Quarterly Updates Meeting

May 14, 2025

12:00 pm – 1:00 pm Central Time



**HPV Cancer
Prevention
Program**

stjude.org/hpvrural

PATH →
to prevention



PATH →
to prevention

Welcome

Nicole Williams, MPH

Program Coordinator, St. Jude HPV
Cancer Prevention Program



**HPV Cancer
Prevention
Program**

stjude.org/hpvrural

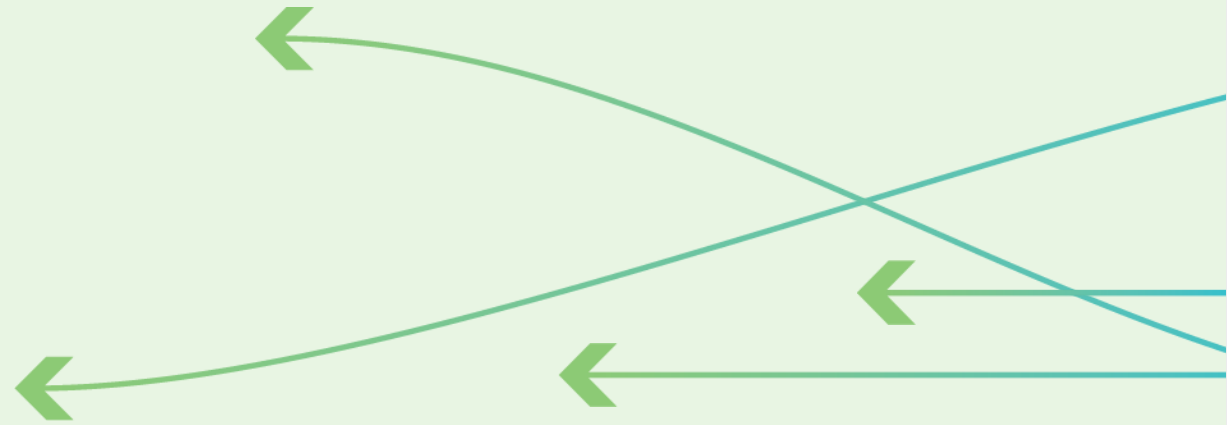


AGENDA

- Welcome
- Progress on Priority Actions to Increase HPV Vaccination Coverage within Rural Communities
- Revisiting Rural HPV Vaccination Priorities
- Moderated Discussion with Rural HPV Subject Matter Experts
- Next Meetings and Upcoming Events



Progress on Priority Actions to Increase HPV Vaccination Coverage within 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.



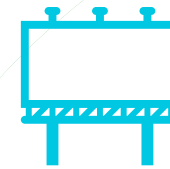
Training Providers

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

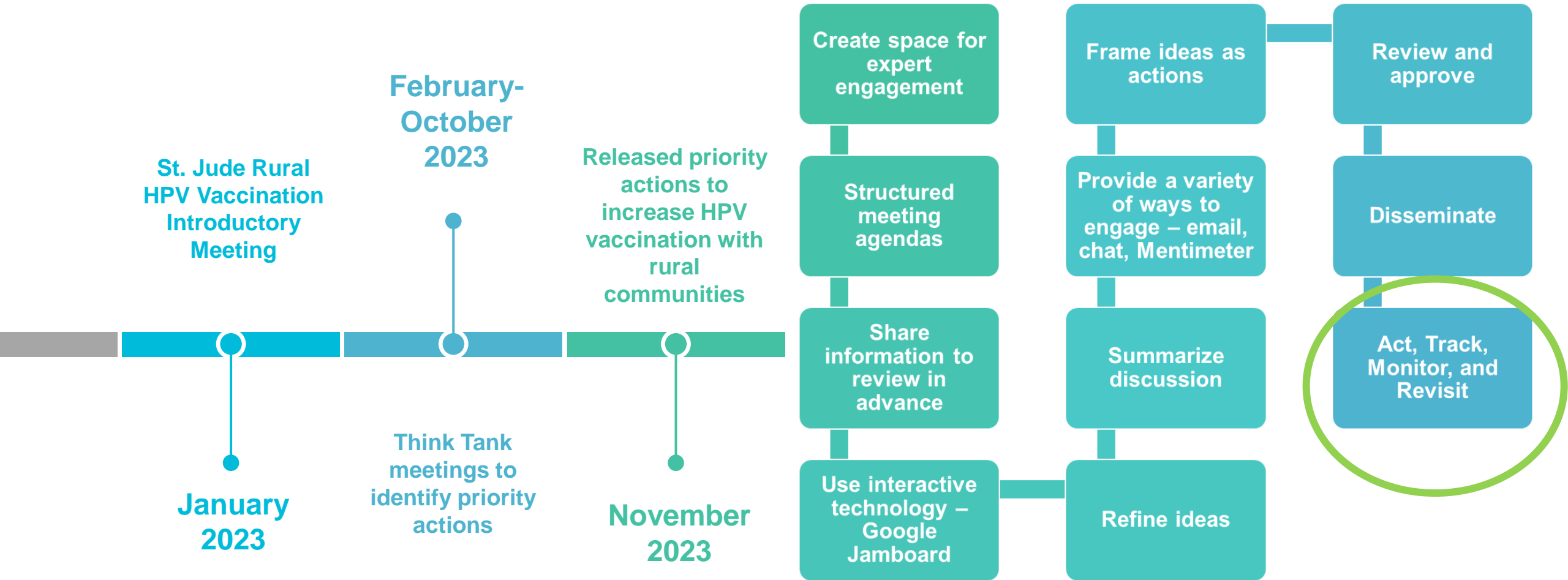
Develop, test, and disseminate easy-to-use messages for rural audiences.



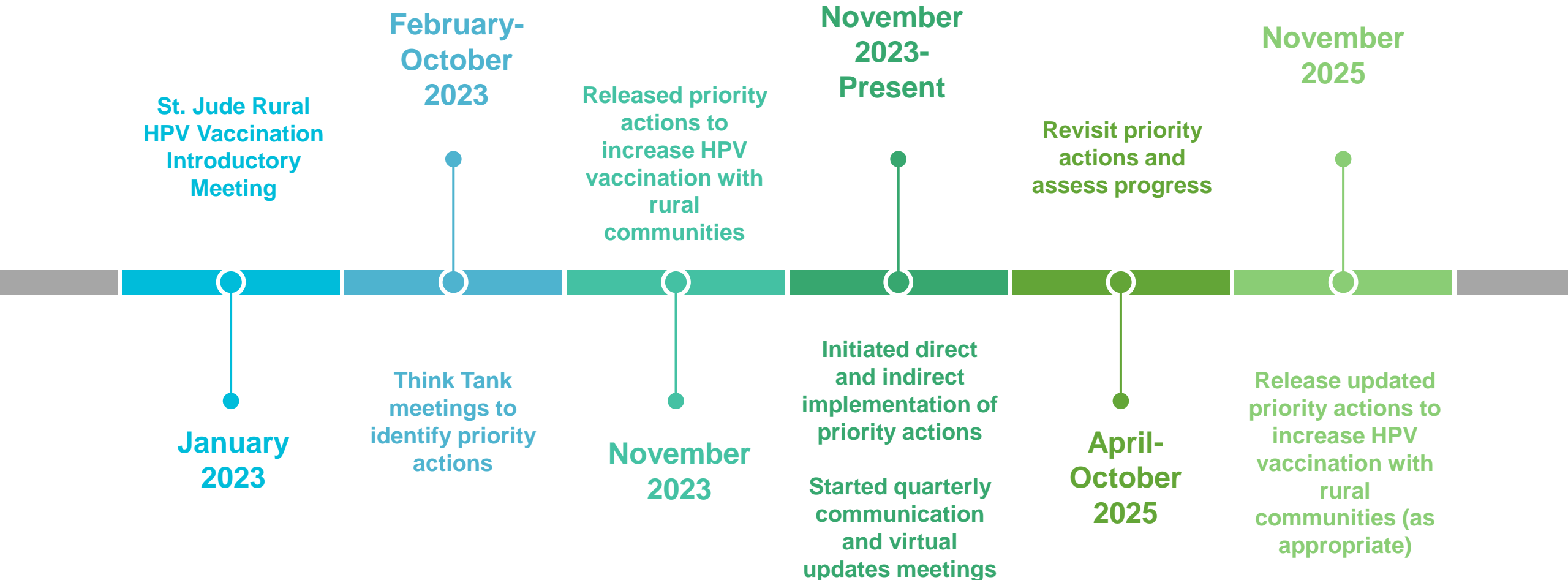
Data

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

Timeline of Rural HPV Vaccination Implementation



Timeline of Rural HPV Vaccination Implementation





Rural HPV Vaccination Priorities



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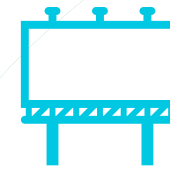
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Communication

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Data

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

Progress on Rural HPV Vaccination Priorities*



Start at Age 9

- Actively promoted ACS National HPV Vaccination Roundtable resources on starting HPV vaccination at age 9



Existing Resources

- Gathered and disseminated existing rural HPV vaccination resources
- Developed and disseminated rural HPV vaccination fact sheet



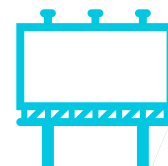
Training Providers

- Actively promoted Unity 3Cs vaccination training
- Actively promoted and implemented Announcement Approach Training
- Actively promoted ACS Rural HPV Vaccination Learning Community



Advocacy and Policy

- Examined the influence of policies on rural HPV vaccination coverage
- Identified reimbursement by provider type as a significant barrier



Communication

- Stjude.org/HPVrural website
- Quarterly email communication
- Wide Open Spaces article series to share successful implementation efforts



Data

- Conducted a review of existing HPV vaccination and HPV cancer data to understand current trends
- Published articles describing results and presented findings in quarterly updates meetings

*Selected examples

Current Context: The Future of Rural Health Summit

Key Takeaways

- **Vision for Rural Health:** aligned incentives, essential services, and integrated public health strategies
- **Core Themes:** community voice, compelling messaging, asset-based approach, service gap solutions
- **Strategic Actions:** local needs assessments, integrated health and social services, infrastructure investments
- **HPV Vaccination Relevance:** emphasis on local engagement and systemic support alignment with rural HPV cancer prevention goals

THE FUTURE OF RURAL HEALTH SUMMIT

Report on a Special Convening Held November 19-20, 2024



Current Context: Rural-Urban Gap in HPV Vaccination Persists

THE JOURNAL OF
RURAL HEALTH



ORIGINAL ARTICLE | Full Access

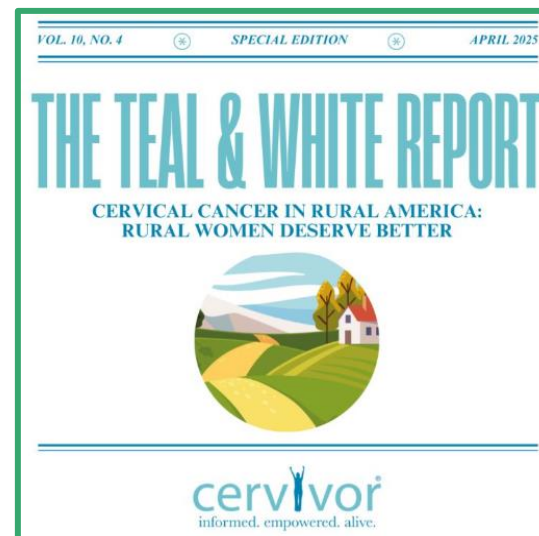
Rural-urban disparities in human papillomavirus vaccination: Findings from a cross-sectional survey of 13 southern US states, December 2019-January 2020

Lavanya Vasudevan PhD, MPH, CPH Yunfei Wang DrPH, Jan Ostermann PhD, Valerie Yelverton PhD, MSc, Jingyi Yang MA, Laura J. Fish PhD, Sayward E. Harrison PhD, MA, CAS, Charnetta Williams MD, Emmanuel B. Walter MD, MPH ... See fewer authors

ORIGINAL PAPER

Perceived Risk and HPV Vaccination Awareness Among Women in Rural and Underserved Communities in the State of Louisiana

Deborah Gurgel Smith¹ · Emily M. Dantes² · Robbie Beyl³ · Yanna X. A. de Koter³ · Margaret Bourg⁴ · Corey D. Smith² · Gelinia Jackson⁵ · Justin Brown³ · Jerry W. McLarty⁶



JAMA Network | **Open**

Research Letter | Oncology

Rural-Urban Disparities in Cervical Cancer Incidence and Mortality Among US Women

Trisha L. Amboree, PhD, MPH; Haluk Damgacioglu, PhD; Elizabeth Y. Chiao, MD; Kathleen M. Schmeler, MD; Kalyani Sonawane, PhD; Ashish A. Deshmukh, PhD; Jane R. Montealegre, PhD

SHORT REPORT

Barriers and facilitators to HPV vaccination in rural South Carolina pharmacies: a qualitative investigation



Abby Davies¹ · Sarah Beth Tucker¹ · Macie Goodman¹ · Heather M. Brandt² and Tessa J. Hastings¹

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RURAL HEALTH



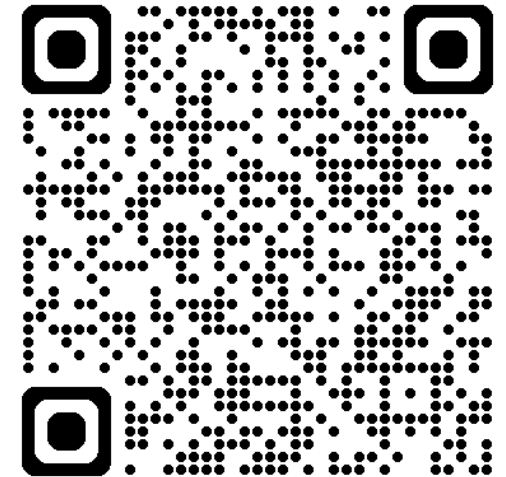
ORIGINAL ARTICLE | Open Access |

Evaluating implementation by rural clinics of evidence-based interventions to promote HPV vaccination

Stephanie Evett MPH Shelley Walker · Grace W. Ryan MPH, PhD, Eliza Steere MPH, Eliza Daly MPH, CHES, Emily A. Janio MPH, Stephanie Pedraza Marin AA, Natoshia M. Askelson MPH, PhD

Current Context: Rural Health Policy and Funding Landscape

- Proposed federal budget includes significant cuts to Medicaid and public health programs
- Threats to key cancer control and prevention efforts
- Closing of rural hospitals
- Exacerbation of risks and disparities in rural communities
- Destabilizing immunization infrastructure
- Added pressure of policy uncertainty to already resource-constrained rural health systems
- **Changes to entire rural health landscape due to funding cuts**



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National Rural Health Association
Advocacy News

Revisiting Rural HPV Vaccination Priorities

Moderated Discussion

What do we need to be doing to improve HPV vaccination and prevent HPV cancers within rural communities?

Subject Matter Experts



Trisha Amboree, PhD
Assistant Professor, Medical University
of South Carolina, Hollings Cancer
Center



Natoshia Askelson, PhD, MPH
Associate Professor, Community &
Behavioral Health, Holden
Comprehensive Cancer Center



Gabriel Benavidez, PhD
Assistant Professor of Epidemiology,
Dept of Public Health, Baylor University



Deanna Kepka, PhD, MPH
Professor, College of Nursing &
Huntsman Cancer Institute University of
Utah



Ashley Lach, MHA, CPHQ
Program Manager, HPV Disparities,
American Cancer Society



Jason Semprini, PhD
Assistant Professor, Master of Public
Health Program, Des Moines University



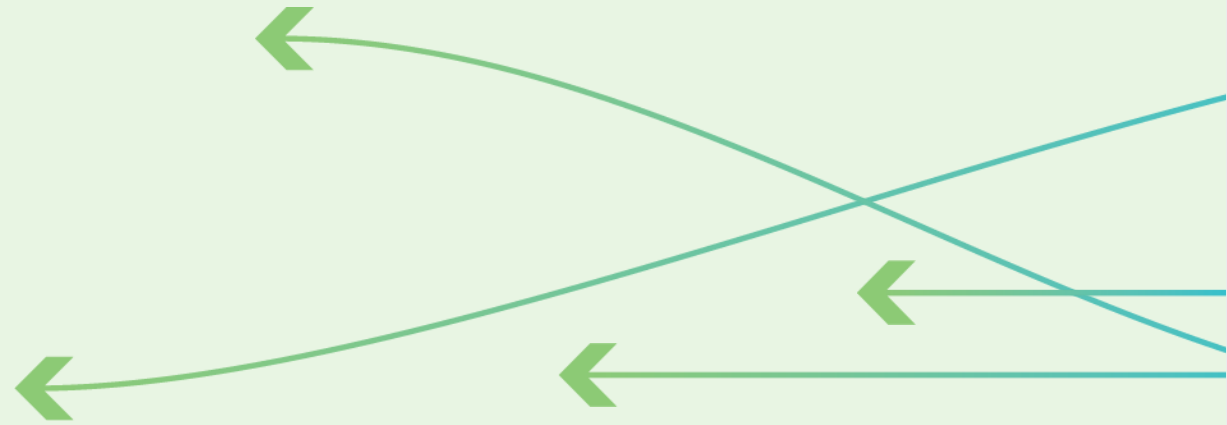
Christina Turpin
Director, National HPV Vaccination
Roundtable, American Cancer Society



Whitney Zahnd, PhD
Assistant Professor, Department of Health
Management and Policy in the College of
Public Health at the University of Iowa



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:

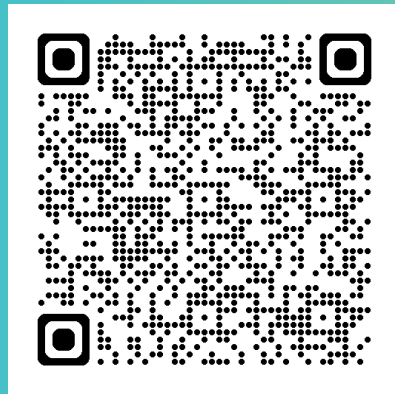
- Presenting as part of an upcoming quarterly updates meeting
- Sharing information in the quarterly communication (sent one week prior to each quarterly meeting), and/or;
- Contributing to our monthly *Wide Open Spaces* article series

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

2025 Meetings

- August 20
- November 20: National Rural Health Day 2025

All meetings from noon-1:00 p.m. Central Time



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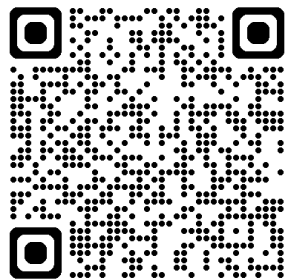
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2025 Rural Quarterly
Communication

Upcoming Events

National Rural Health Association Conference

Atlanta, Georgia

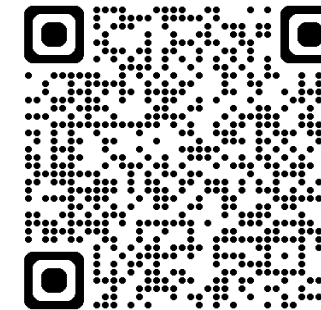
May 20-23, 2025

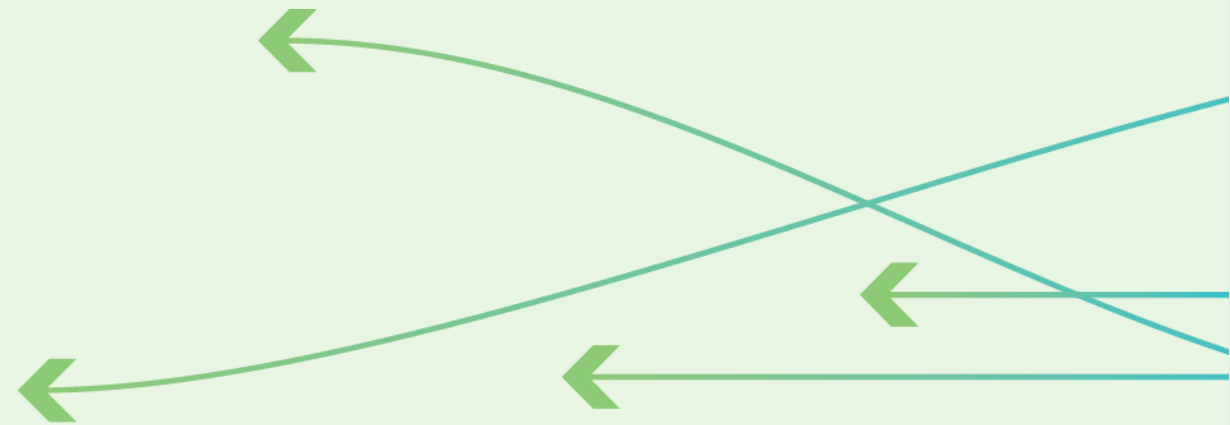


Rural Health and Cancer Conference

Burlington, Vermont

June 19-21, 2025





Thank You!

Learn more at stjude.org/HPVrural