



HPV Cancer Prevention Program

Preventing HPV Cancers with Rural Communities:

Quarterly Updates Meeting

Summary

February 21, 2024

2:00 – 3:00 PM ET / 1:00 – 2:00 PM CT

Access the recording of the Rural HPV Vaccination Quarterly Updates Meeting at: [sjr-redesign.stjude.org/content/dam/research-redesign/videos/02-21-2024-preventing-hpv-cancers-with-rural-communities-updated.mp4](https://redesign.stjude.org/content/dam/research-redesign/videos/02-21-2024-preventing-hpv-cancers-with-rural-communities-updated.mp4)

Presenters:

- Heather Brandt, PhD, Director, HPV Cancer Prevention Program, St. Jude Children's Research Hospital
- Cristobal Valdebenito, MA, Coordinator, HPV Cancer Prevention Program, St. Jude Children's Research Hospital
- Sara Lolley, MPH, Program Manager, Immunization Initiatives, American Academy of Pediatrics
- Kim Wolfe, Associate, Unity Consortium

Updates on the Priorities for Improving Rural HPV Vaccination Coverage – Heather Brandt, PhD and Cristobal Valdebenito, MA

Progress continues to be made on the [six priority action steps](#) to increase HPV vaccination with rural communities. During this meeting updates were provided for all action steps.

- **Promote starting HPV vaccination at age 9 in rural communities.**
 - A review is being conducted of submitted and publicly available resources (such as [those](#) from ACS and the ACS National HPV Vaccination Roundtable) to assess and identify opportunities to adapt and disseminate appropriate resources in rural communities. If you have resources to share, please email PreventHPV@stjude.org.
- **Compile and share existing resources for addressing HPV vaccination with rural communities.**
 - As relevant resources are identified, they are assessed for suitability for inclusion using an iterative process. Applicable resources will be disseminated via an online platform and through programming by St. Jude and its partners. If you have resources to share, please email PreventHPV@stjude.org.
- **Develop or adapt HPV vaccination training resources for health care providers and professionals serving rural communities.**
 - We are following the same process as with the previous action step for assessment and dissemination. Relevant resources include ACS and ACS National HPV Vaccination Roundtable [programming for rural healthcare providers](#) and in conjunction with the Indiana Immunization Coalition, the [HPV Provider Video Series](#) for providers. Additional examples include the [Unity Consortium 3Cs](#) program and [Announcement Approach Training](#).
- **Explore policy influences on HPV vaccination in rural areas.**

- Assess the current landscape to understand current policies and promote [existing policy](#) analysis.
- **Develop, test, and disseminate easy-to-use messages for rural audiences.**
 - The St. Jude HPV Cancer Prevention Program has contracted with an external vendor to develop a reimagined national public awareness campaign that will include a specific focus on rural communities.
- **Review and update existing resources and data on HPV vaccination and HPV cancers in rural communities.**
 - The St. Jude HPV Cancer Prevention Program is working with an external consultant on this analysis to prepare and publish updated rural HPV vaccination and HPV cancer results and share them posteriorly through webinars and other communications.

Supporting Pediatricians to Increase HPV Vaccination Rates – Sara Lolley, MPH

- **Interviews with Rural Pediatricians**
 - Conducted 14 interviews with pediatricians and family medicine physicians in the Spring of 2023.
 - Core findings from the interviews included vaccine hesitancy, access to care barriers, the importance of personal relationships, and clinical considerations.
 - Opportunities for action include campaign development (e.g., partnership campaign, community-based), and resource creation (e.g., centralized AAP vaccine website, data collection toolkits).
- **Promoting Rural Action Plans**
 - Immunization partnership grants to organizations such as Centers for Rural Health Development, San Juan Basin Health Department (Colorado), and Washington AAP Chapter. Some activities included communication campaigns, provider education, and vaccination clinics.
- **Provider Education**
 - Focused on Chapter Immunization Representatives (CIR) receiving ECHO training and opportunities to network through the Community of Practice Meeting Series, January – June 2024.
- **Communications & Resource Development**
 - Partnership with social media influencers to reach rural families in the Spring of 2024 using various platforms (e.g., TikTok). Influencers will share HPV and immunization information using a parent-to-parent communication style.
- **Resources mentioned:** [AAP's website](#), [Adolescent Immunization Discussion Guides](#), [AAP HPV Toolkit](#).

Unity Consortium and Adolescent Immunization Action Week 2024 – Kim Wolfe

- Unity Consortium has the mission to provide action-oriented leadership, innovation, and education on preventive health and immunization for adolescents and young adults. Invitation to participate in Adolescent Immunization Action Week (AIAW) is April 1-5. Campaign resources are available at [Unity4teenvax.org/aiaw24](https://unity4teenvax.org/aiaw24).

Next Preventing HPV Cancers with Rural Communities: Updates and Opportunities

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

You can register by following our [link in the HPV Rural Website](#) or at <https://stjude.webex.com/weblink/register/r6396534f3a82483c2b9fec2ac307b2d9>

Visit the rural HPV vaccination website at stjude.org/HPVrural.

Email PreventHPV@stjude.org with any questions.