



HPV Cancer Prevention Program

Preventing HPV Cancers with Rural Communities: Quarterly Updates Meeting Summary November 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:

Presenters:

- Julia Brown, MPH, Program Manager, HPV Cancer Prevention Program, St. Jude Children's Research Hospital
- Sarah Dillard, Communications Director, Indiana Immunization Coalition
- Deanna Kepka, PhD, MPH, College of Nursing Huntsman Cancer Institute, University of Utah

Updates on the Priorities for Improving Rural HPV Vaccination Coverage – Julia Brown, MPH

November 21, [National Rural Health Day](#)- Celebrating the **Power of Rural!**

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.

Rural Priority Action Steps: Starting at Age 9 & Training Providers (3Cs)

- Enroll in Navigating Vaccine Hesitancy: Providing Confident, Concise and Consistent Vaccine Recommendations for Adolescents: <https://www.unity4teenvax.org/3cs/>

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

- Learn more about the Announcement Approach Training: <https://www.hpviq.org/train/the-announcement-approach-training>
- Email us at PreventHPV@stjude.org to request more information and schedule a training program in-person or virtually.

Rural Priority Action Steps: Existing Resources & Training Providers (Increasing Immunization Confidence Training)

- Enroll in Increasing Immunization Confidence Training: <https://bodyswaps.co/soft-skills-training-in-vr/healthcare/increasing-immunization-confidence>

Rural Priority Action Steps: Existing Resources & Training Providers (ACS Rural HPV Vaccination Learning Community)

- Register for the Rural HPV Vaccination Learning Community: <https://www.mysocietysource.org/Pages/HPV.aspx>

Rural Priority Action Steps: Communication (National Rural Health Day)

- Access the November Quarterly Communication:
<https://stjudehpvcancerpreventionprogram.activehosted.com/index.php?action=social&hash=140f6969d5213fd0ece03148e62e461e.187&s=5116e6e684119a570246ceac53381d0e>

Rural Priority Action Steps: Data (The Burden of HPV-associated Cancer in Rural America Beyond 2020)

- Watch Dr. Jason Semprini's video abstract:
<https://www.youtube.com/watch?v=fMFp0xL9A5U>

Access St. Jude HPV Cancer Prevention Program rural HPV vaccination resources.

Website:

<https://stjudehpvcancerpreventionprogram.acemlna.com/lt.php?x=3DZy~GE3U3ShD5R.yAxNVulx2H7SiNYkw~dhkHE4U6KZ5pCuyUy.zuFv2Y2hjtU~jutAZHDKKU>

- **Preventing HPV Cancers in Rural Communities Resource**
<https://stjudehpvcancerpreventionprogram.acemlna.com/lt.php?x=3DZy~GE3U3ShD5R.yAxNVulx2H7SiNYkw~dhkHE4U6KZ5pCuyUy.zuFv2Y2hjtU~jutAZHDMIC>
- **Wide Open Spaces articles are available at**
<https://stjudehpvcancerpreventionprogram.acemlna.com/lt.php?x=3DZy~GE3U3ShD5R.yAxNVulx2H7SiNYkw~dhkHE4U6KZ5pCuyUy.zuFv2Y2hjtU~jutAZHDKKU> – read the latest article <https://www.stjude.org/research/comprehensive-cancer-center/hpv-cancer-prevention-program/resources/news-hpv-program/wos-increasing-hpv-vaccination-in-american-indians-alaska-natives.html>
- **January 2023: St. Jude Rural HPV Vaccination Introductory Meeting**
<https://stjudehpvcancerpreventionprogram.acemlna.com/lt.php?x=3DZy~GE3U3ShD5R.yAxNVulx2H7SiNYkw~dhkHE4U6KZ5pCuyUy.zuFv2Y2hjtU~jutAZHDMKk> and <https://stjudehpvcancerpreventionprogram.acemlna.com/lt.php?x=3DZy~GE3U3ShD5R.yAxNVulx2H7SiNYkw~dhkHE4U6KZ5pCuyUy.zuFv2Y2hjtU~jutAZHHDIU>
- **Preventing HPV Cancers with Rural Communities: Quarterly Updates and Opportunities**
 - **November 2023 quarterly updates:**
<https://stjudehpvcancerpreventionprogram.acemlna.com/lt.php?x=3DZy~GE3U3ShD5R.yAxNVulx2H7SiNYkw~dhkHE4U6KZ5pCuyUy.zuFv2Y2hjtU~jutAZHDMJ0> and <https://stjudehpvcancerpreventionprogram.acemlna.com/lt.php?x=3DZy~GE3U3ShD5R.yAxNVulx2H7SiNYkw~dhkHE4U6KZ5pCuyUy.zuFv2Y2hjtU~jutAZHDMJC>
 - **February 2024 quarterly updates:**
<https://stjudehpvcancerpreventionprogram.acemlna.com/lt.php?x=3DZy~GE3U3ShD5R.yAxNVulx2H7SiNYkw~dhkHE4U6KZ5pCuyUy.zuFv2Y2hjtU~jutAZHDMJU> and <https://stjudehpvcancerpreventionprogram.acemlna.com/lt.php?x=3DZy~GE3U3ShD5R.yAxNVulx2H7SiNYkw~dhkHE4U6KZ5pCuyUy.zuFv2Y2hjtU~jutAZHHGIk>
 - **May 2024 quarterly updates:**
<https://stjudehpvcancerpreventionprogram.acemlna.com/lt.php?x=3DZy~GE3U3ShD5R.yAxNVulx2H7SiNYkw~dhkHE4U6KZ5pCuyUy.zuFv2Y2hjtU~jutAZHDKJ0> and <https://stjudehpvcancerpreventionprogram.acemlna.com/lt.php?x=3DZy~GE3>

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○ **August 2024 quarterly updates:**

<https://www.stjude.org/research/comprehensive-cancer-center/hpv-cancer-prevention-program/preventing-hpv-cancers-with-rural-communities/quarterly-meetings.html#aug2024> and

<https://stjudehpvcancerpreventionprogram.activehosted.com/index.php?action=social&chash=2b24d495052a8ce66358eb576b8912c8.176&s=5116e6e684119a570246ceac53381d0e>

- **International HPV Awareness Day 2024: Rural Reach: Accelerating HPV Vaccination Coverage** <https://www.stjude.org/research/comprehensive-cancer-center/hpv-cancer-prevention-program/videos.html> and <https://sir-redesign.stjude.org/content/dam/research-redesign/centers-initiatives/hpv-cancer-prevention-program/ihad24-rural-reach.pdf>

Working Together to Reframe “Medical Freedom” – Sarah Dillard www.wethepeoplevax.org

- We The People Vax is a digital media campaign that is geared towards reframing messaging around “Medical Freedom”
- A group of immunization coalitions and health organizations across the nation joined together to raise awareness that vaccinating ourselves and our families is patriotic
- Produce easy-to-use social media campaigns designed to be shared around certain times of the year with one coordinated message. #WeThePeopleVax
- There are currently 40 members nationwide representing 27 states and six national organizations
- The goal is to have representatives from each state

Building Partnerships to Improve HPV Vaccination in the Mountain West

- Helping reduce the risk of cancer in our children by helping them make a lifetime of healthy choices: Healthy diet, Physical activity, Sunscreen, No tobacco, getting the HPV vaccine between ages 9 and 12.
- The Huntsman Cancer Institute is the only designated National Cancer Institute-designated Comprehensive Cancer Center in the Mountain West region
- A supplemental grant was received in 2014 from the National Cancer Institute which was used to build partnerships to improve HPV vaccinations across the five-state region with a focus on strategies that work for rural and frontier settings
- Mountain West HPV Vaccination Coalition has 428 Active members (health care providers, primary care associations, health departments, and pediatric associations)
- Intervention work to focus to Improve HPV vaccinations among Rural and Hispanic populations
- Impact 2X increase in proportion of Utah teens ages 13-17 who are up-to-date with HPV vaccination between 2016 to 2023, from 31% to 61% moving state ranking from 47 up to 30
- 5-year project that consists of 3 Aims
 - Aim 1: Design format and content of an intervention to promote adolescent HPV vaccine coverage that will consider the unique information needs of diverse rural parents/ caregivers

- Aim 2: Test a set of automated reminders (defined during Aim 1) on timely receipt of next needed HPV vaccine dose and on series completion
 - Aim 3: Assess implementation outcomes and identify multi-level barriers and facilitators to implementation and effectiveness
- Huntsman Cancer institute will be offering the HPV vaccine on the mammography bus

Next Preventing HPV Cancers with Rural Communities: Updates and Opportunities

- February 19, 2025, 12:00 – 1:00 PM ET / 11:00 – 12:00 PM CT.
- Visit to register
<https://stjude.webex.com/webappng/sites/stjude/webinar/webinarSeries/register/3aa8483b6d6f4f40b9b88867475c92cd>
- Visit the rural HPV vaccination website at stjude.org/HPVrural.
- Email PreventHPV@stjude.org with any questions.