



HPV Cancer Prevention Program

Preventing HPV Cancers *with* Rural Communities: Quarterly Updates Meeting

Summary

August 21, 2024

12:00 – 1:00 PM ET / 11:00 – 12:00 PM CT

Access the recording of the Rural HPV Vaccination Quarterly Updates Meeting at: <https://sjr-redesign.stjude.org/content/dam/research-redesign/videos/082624-rural-hpv.mp4>

Presenters:

- Heather Brandt, PhD, Director, HPV Cancer Prevention Program, St. Jude Children's Research Hospital
- Cristóbal Valdebenito, MPH, MA, Coordinator, HPV Cancer Prevention Program, St. Jude Children's Research Hospital
- Jason Semprini, PhD, Assistant Professor, Des Moines University
- Sara Lolley, MPH, Program Manager, Immunization Initiatives American Academy of Pediatrics

Updates on the Priorities for Improving Rural HPV Vaccination Coverage – Cristóbal Valdebenito

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: Start at Age 9

- The goal is to find and disseminate resources to start HPV vaccination at age 9 in rural communities.
- An example includes [“Nine is Fine”: Preventing Cancer with Earlier HPV Vaccination](#). This article describes two organizations increased HPV vaccination rates using reminders in Epic, training for clinicians, and simplifying ordering and scheduling processes.

Rural Priority Action Steps: Existing Resources and Training Providers

- The goal is to assess and feature resources on the St. Jude rural webpage and in rural communications. The process involves identifying, evaluating, and promoting existing resources that can improve HPV vaccination in rural communities.
- Examples of education resources for providers serving rural communities include:
 - [Steps for Increasing HPV Vaccination in Practice An Action Guide to Implement Evidence-Based Strategies for Clinicians](#)
 - [You Are the Key to HPV Cancer Prevention](#)
- Register [here](#) for the webinar on “Strengthening Rural Health Through HPV Vaccination,” hosted by the National Association of Rural Health Clinics on October 1, 2024, at 2:00 PM CT.

Rural Priority Action Steps: Communication

- St. Jude is working on developing an educational campaign to promote HPV vaccination in rural communities, including materials for National Rural Health Day to be launched in early November 2024. View the 2023 National Rural Health Day Campaign [here](#).

- The 2024 campaign will feature assets like postcards, posters for providers, and social media content, among other resources. [Join our listserv](#) to receive these materials as they become available.

Rural Priority Action Steps: Advocacy and Policy

- The St. Jude HPV Cancer Prevention Program is working with an external consultant on understanding HPV vaccination reimbursement by provider type in rural and urban contexts.
- Preliminary information indicates that HPV vaccination reimbursement is significantly lower for rural providers than urban ones, with family physicians facing the greatest financial losses. Rural providers, particularly family physicians, experience negative net returns, exacerbating disparities in vaccine administration.

Rural Priority Action Steps: Data

- Rural HPV-associated cancer rates continue to surpass urban rates, widening the gap.
- Cervical cancer remains the most prevalent in females; oropharyngeal cancer incidence rates increasing fastest overall.
- HPV-associated cancer disparities are worsening, particularly in rural males with oropharyngeal cancer.

Understanding HPV Cancer Rural Disparities - Dr. Jason Semprini

- HPV causes various cancers, with cervical cancer most prevalent among females and oropharyngeal cancer rising fastest among males.
- Rural areas show a faster increase in cancer rates and wider disparities compared to urban areas.
- The research highlights significant differences in HPV-associated cancer incidences based on geography, sex, and race.
- Cervical cancer is notably higher in American Indian/Alaska Native and non-Hispanic Black females in rural areas.
- Non-Hispanic White males have higher overall HPV-related cancer rates than other groups.
- There is a need for targeted interventions considering these disparities to reduce HPV cancer burdens in rural communities.

American Academy of Pediatrics Social Media Influencer Campaign - Sara Lolley

- The campaign targeted parents and guardians in rural areas, partnering with seven influencers who were also parents.
- Influencers created content based on personal stories across platforms like Instagram ([reel 1](#), [reel 2](#)), TikTok, Facebook, and YouTube ([video clip](#)). Content aimed to encourage HPV vaccination and direct audiences to AAP resources.
- Despite budget constraints limiting partnerships to smaller influencers, this led to higher engagement rates and positive responses.
- The campaign focused on authenticity and varied influencer backgrounds (nurses, teachers, cancer survivors) to enhance message impact.
- A toolkit was provided to influencers for consistent messaging and handling misinformation.

Discussion and Q&A

- Sara emphasized the use of parent influencers over physicians for peer-to-peer outreach, resulting in positive social media feedback and minimal negative comments due to smaller influencers. Geographic engagement data wasn't tracked, but demographic data like age was collected.
- Dr. Semprini noted variations in cancer data by race and ethnicity, with access often limited and differences in cancer incidence potentially linked to multiple factors, including HPV vaccination, becoming clearer as data improves.

Next Preventing HPV Cancers with Rural Communities: Updates and Opportunities

November 21, 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/rb0b876a67ff5fb070c0bc25c823cfa29>

Email PreventHPV@stjude.org with any questions.