## **State Vaccine Promotion Efforts:**



## Promoting the HPV Vaccine: An Opportunity For Medical-Dental Collaboration

## Christina A. Demopoulos, DDS, MPH

Diplomate, American Board of Dental Public Health Associate Professor, UNLV School of Dental Medicine

National Oral Health Conference April 16, 2018

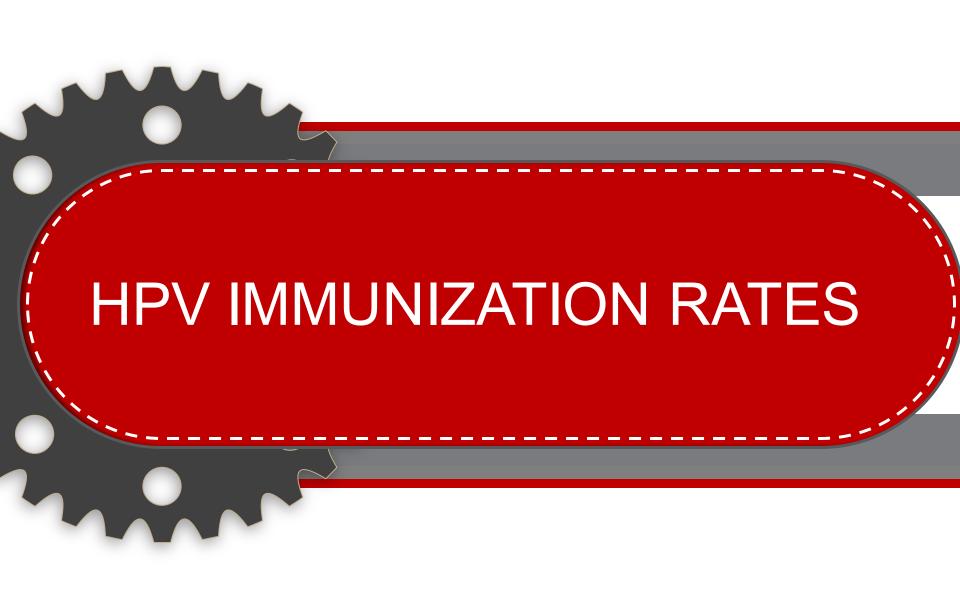




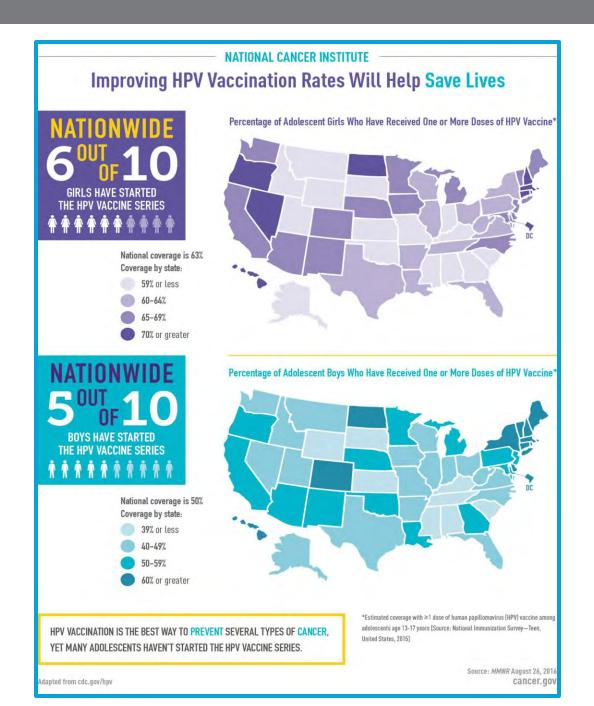
## Learning Objective – Part III



 Identify strategies for communication in and among the health professions about HPV including tools for how to do this effectively and comfortably, in order to increase the use of the HPV vaccine and to raise public awareness about signs, symptoms, risk factors and changing demographics of HPV-related OPC in comparison to non-HPV related OPC.



- 60% of girls received at least one HPV dose (2016)
- 50% of boys received at least one HPV dose (2016)



## Nevada Rates (2015) Immunize Nevada Report

## **GIRLS**

- 72% of girls received at least one HPV dose (US: 60%)
- 42% of girls received the 3 doses of HPV

### BOYS

- 44% of boys received at least one HPV dose (US: 42%; 2015 figure)
- 24% of boys received the 3 doses of HPV

 Healthy People 2020: 80% of 13-15 year olds complete the 3 dose series

## **Oral Health Care Educators**

- There is no current practice behavior to counsel patients on the benefits of HPV vaccine.
- Dental health care providers are now being encouraged to become more familiar with HPV and its connection with oropharyngeal cancer.
- Dental health care providers play a very important role in the prevention of oral HPV.
- Dental providers must have reliable foundation knowledge of basic clinical medicine to safely and effectively treat individuals with chronic and other diseases (health care educators).

# What Oral Health Care Providers Can Do to Close the Gap?

- Promote risk-based oral cancer screenings (children/adults)
- Talk to parents/caregivers about HPV vaccine (cancer prevention)
- Promote integrated health care model
- Oral HPV infections need to be studied and investigated thoroughly to help promote HPV awareness in oral health settings.

## **HPV Cancer and Prevention Profiles 2017**

- George Washington University School of Medicine and Health Sciences/GW Cancer Center
- <a href="https://smhs.gwu.edu/cancercontroltap/resources/hpv-cancer-and-prevention-profiles-2017">https://smhs.gwu.edu/cancercontroltap/resources/hpv-cancer-and-prevention-profiles-2017</a>

#### **HPV Cancer & Prevention Profile**



#### Percentage of Cancers Probably Caused by HPV<sup>1</sup>



Penis

Vagina

Nevada

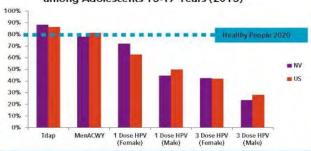
Rectum

HPV causes nearly all cervical cancers and many cancers of the vagina, vulva, penis, anus, rectum, and oropharynx.

#### State vs. U.S. HPV-Associated Cancer Incidence per 100,000 Population (2009-2013)2



#### HPV, Tdap and MenACWY Vaccination Coverage among Adolescents 13-17 Years (2015)3



Take Action! 81% of new HPV-associated cancer cases diagnosed each year could be prevented by HPV vaccination



Gaps in HPV vaccination coverage opportunities. Use local data to



A strong provider recommendation is Recommend the HPV vaccine the adolescent vaccines. Try saying, "Your child is due for vaccinations today to help protect against meningitis, HPV cancers and pertussis. We'll give those shots at the end of the visit. tips on addressing parents' top



Usit bit.ly/HPVvaxRecs for the most up-to-date HPV vaccination schedules from CDC including new 2-dose HPV



Consider conducting quality improvement activities around HPV increase HPV vaccination coverage.

Institute, 176,54 (See A. Institute of Section Description of the Automatical Control of the Automatic



Cancer Center



For more information, contact:

#### **Talking to Parents about HPV Vaccine**

Recommend HPV vaccination in the same way and on the same day as all adolescent vaccines. You can say, 44 Now that your son is 11, he is due for vaccinations today to help protect him from meningitis, HPV cancers, and pertussis.) Remind parents of the follow-up shots their child will need and ask them to make appointments before they leave.

Why does my child need HPV vaccine?

HPV vaccine is important because it prevents infections that can cause cancer. That's why we need to start the shot series today.

Is my child really at risk for HPV?

HPV is a very common infection in women and men that can cause cancer, Starting the vaccine series today will help protect your child from the cancers and diseases caused by HPV.

Why do they need HPV vaccine at such a young age?

Like all vaccines, we want to give HPV vaccine earlier rather than later. If you wait, your child may need three shots instead of two.

I'm worried about the safety of HPV vaccine. Do you think it's safe?

Yes, HPV vaccination is very safe. Like any medication, vaccines can cause side effects, including pain, swelling, or redness where the shot was given. That's normal for HPV vaccine too and should go away in a day or two.

Sometimes kids faint after they get shots and they could be injured if they fall from fainting. We'll protect your child by having them stay seated after the shot.

Would you get HPV vaccine for your kids?

Yes, I gave HPV vaccine to my child (or grandchild, etc.) when he was 11, because it's important for preventing cancer.

Why do boys need HPV vaccine?

HPV vaccination can help prevent future infection that can lead to cancers of the penis, anus, and back of the throat in men. Some HPV infections can cause cancer—like cancer of the cervix or in the back of the throat—but we can protect your child from these cancers in the future by getting the first HPV shot today.

Studies continue to prove HPV vaccination works extremely well, decreasing the number of infections and HPV precancers in young people since it has been available.

Studies tell us that getting HPV vaccine doesn't make kids more likely to start having sex. I recommend we give your child her first HPV shot today.

will think that getting this vaccine makes it OK to have sex.

I'm worried my child

What diseases are

caused by HPV?

There is no known link between HPV vaccine cause infertility in my child? children in the future. However, women who develop an HPV precancer or cancer could require treatment that would limit their ability to have children.

I strongly recommend each of these vaccines and so do experts at the CDC and major medical organizations. School entry requirements are developed for public health and safety, but don't always reflect the most current medical recommendations for your child's health.

What vaccines are actually required?



U.S. Department of Health and Human Services Centers for Disease Control and Prevention HPV VACCINE
IS CANCER PREVENTION

December, 2016 | CS269453B

## **Contact Information:**

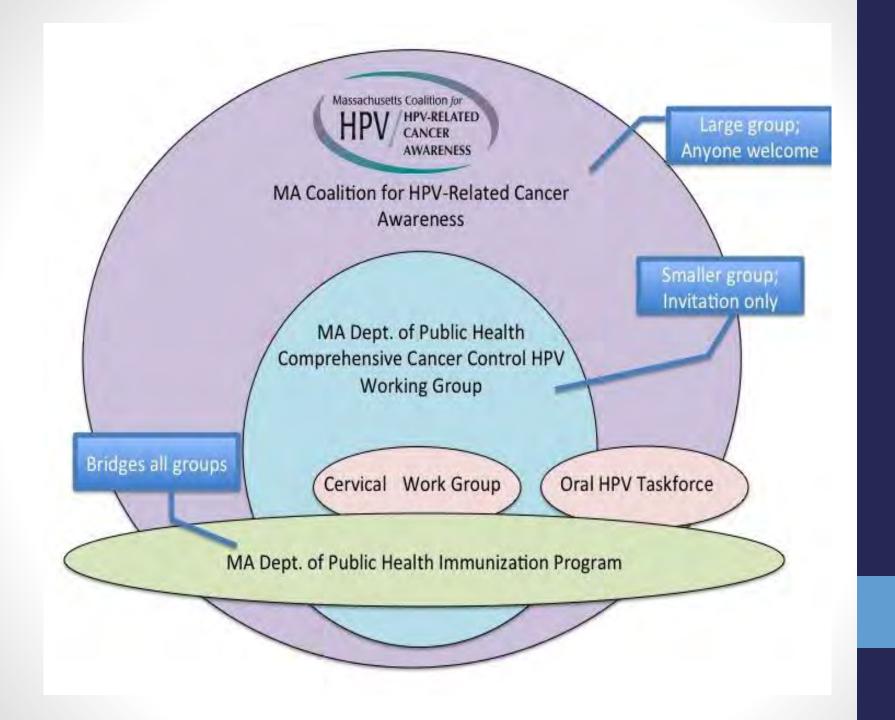
Dr. Christina A. Demopoulos
UNLV School of Dental Medicine
1001 Shadow Lane, MS 7425
Las Vegas, NV 89106
Christina.Demopoulos@unlv.edu

## **State Vaccine Promotion Efforts:**



## Massachusetts Coalition for HPV-Related Cancer Awareness





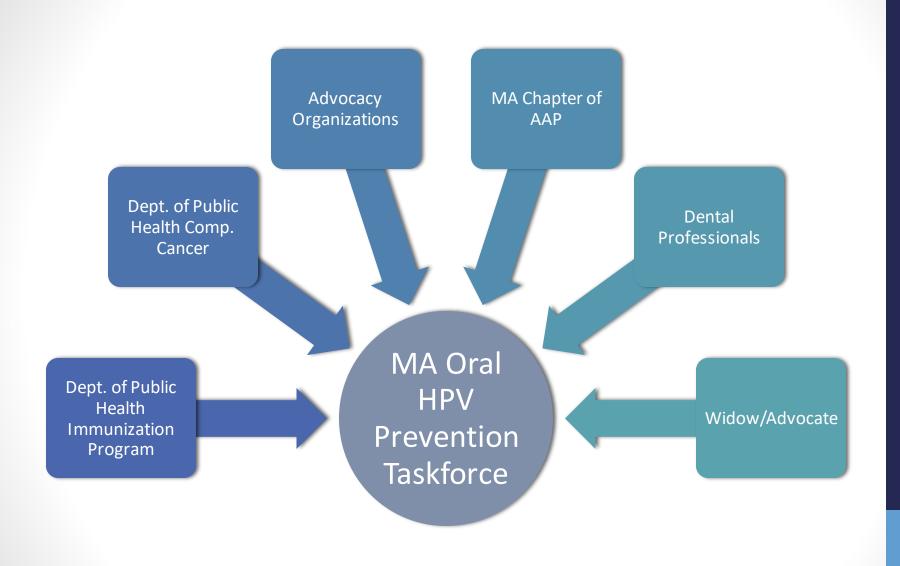
HPV cancer rates rising ~31,500 a year

HPV
Vaccination
can prevent
~28,000 of
those
cancers

Oropharyngeal cancer now surpassed cervical cancer as most common

Dental providers as advocates

No screening for Oropharyngeal cancer



## Connect

- Dental world
- Cancer partners

## Meet

- Conference calls
- In-person

## Collaborate

- Presentations
- Projects

## For more information, contact:

Rebecca Vanucci

Immunization Outreach Coordinator, Immunization Program
Bureau of Infectious Disease and Laboratory Sciences
Massachusetts Department of Public Health
617-983-6534

Email: Rebecca.Vanucci@state.ma.us

Website: www.mass.gov/dph/imm

Or visit:

Team Maureen www.teammaureen.org/

## **State Vaccine Promotion Efforts:**



# Integrating Vaccine Promotion Efforts – State Oral Health Programs, State Health Agencies, and Outreach

Katy Battani, RDH, MS
Stacy Costello, MPH, CHES
Maryland Office of Oral Health
April 16, 2018



### MISSION AND VISION

#### **MISSION**

The mission of the Prevention and Health Promotion Administration is to protect, promote and improve the health and well-being of all Marylanders and their families through provision of public health leadership and through community-based public health efforts in partnership with local health departments, providers, community based organizations, and public and private sector agencies, giving special attention to at-risk and vulnerable populations.

#### **VISION**

The Prevention and Health Promotion Administration envisions a future in which all Marylanders and their families enjoy optimal health and well-being.



## **Barriers to Vaccination**

#### **Accelerating HPV Vaccine Uptake: Urgency for Action to Prevent Cancer**

A Report to the President of the United States from the President's Cancer Panel. Bethesda, MD: National Cancer Institute; 2014.

http://deainfo.nci.nih.gov/advisory/pcp/annualReports/HPV/index.htm

#### **Missed Opportunities with Providers**

Factors Contributing to Provider Hesitancy

- Limited understanding of HPV-associated diseases & benefits of vaccination
- Concerns about safety
- Concerns about inadequate reimbursement for vaccines
- Personal attitudes and beliefs
- Discomfort talking to parents and adolescents about a topic related to sexual behavior

- Concerns about parental resistance
- Preference for vaccinating older versus younger adolescents
- Lack of time or incentives to educate parents and patients about HPV and HPV vaccines
- Lack of systems to remind providers to offer vaccines to age-eligible patients

## **Barriers to Vaccination - Continued**

#### Parental/Caregiver Acceptance

Reasons Parents Have Given for NOT Intending to Vaccinate:

- Vaccination not needed, particularly for males
- Vaccination not recommended by healthcare provider
- Safety concerns
- Lack of knowledge about the vaccines or diseases caused by HPV infections
- Son or daughter not sexually active
- Son or daughter too young to be vaccinated against HPV
- Cost of vaccines



## Maryland Department of Health HPV Task Force

#### **GOAL**

Implement a Maryland Department of Health (MDH)-wide effort to increase the percent of Maryland adolescents that are fully vaccinated against HPV.

#### TARGET AUDIENCES

Based on the documented barriers to the uptake of HPV vaccines, the effort implemented by MDH is a multi-pronged approach focusing on:

- Maryland providers in a position to recommend and/or administer HPV vaccine
- Maryland parents of adolescents eligible for HPV vaccine.

#### **MDH PARTICIPATING OFFICES**

· Center for Cancer Prevention and Control · Office of Oral Health · Center for Immunization

· Office of Family Planning and Home Visiting · Office of School Health · Medicaid

· Center for Chronic Disease Prevention and Control · MDH Leadership



## **HPV Task Force Activities Aligned with Promising Strategies**

#### **Promising Strategy Maryland Efforts** MDH HPV Task Force Joint initiatives with cancer prevention and immunization comprised of internal PHPA stakeholders (including clinical offices meets quarterly professional organizations like • Continue collaboration with Medicaid to report HPV AAP) vaccination rates to MCOs in annual report Continue funding two primary prevention grants focusing on increasing HPV vaccination



## **HPV Task Force Activities Aligned with Promising Strategies**

#### **Promising Strategy Maryland Efforts -Previous/Ongoing** Using all opportunities to educate Created toolkits for LHDs, clinicians and parents about the Community Partners, Medicaid, importance of on-time HPV Parents. Toolkits included: vaccination Links to existing CDC TV & radio ads (including materials in Spanish) CDC Print materials (including option for materials in Spanish) • Cover letter from MDH leadership indicating HPV vaccines as a priority &

**ND** ∶of Health

encouraging use of toolkit

with current

patients/providers\*

## **HPV Dental memo from MDH Leadership**



August 2: 2017

Dear Colleague

We are inting to side for your being in olderstamp the cartool public health uses of substructuration of Manyland's addresserin against Human Popullomerrous 100°V. According to the Centers for Dissuac Centrol and Pervention (CDC), about 14 testilion people, including tense, become affected with 10°V early year, peoing a sagnificant public health rath. 10°V is a common view that can come served types of common effecting time and vicesses, including cervical, peoils, and, and threat common. According to the CDC, cropharyaged timeer is the most common 10°V-associated control in term.

A presence measure exists to present against these HPV assisted consess. The HPV section of present the present between the present provides present to the few appearance to the true and produces a trans related immune response through the present years. The HPV vaccine has been shown to be very effective an preventing HPV. However, current data from the 2015 CDV National Immunication during, there exist 43.7% of grid and 11.7% of these sectors all does of the FPV vaccine in Many loads.

We are monoraging physicians, dental beginning, dietarn, Local Handh Departments, and purein of children around the state to take part on occreming HPV communitor coverage or Maryland. As a dental professional, you can join this statewide effort and help to prevent tunce by excessing family members varing your offers with up-eligible children to minus and or complete the full series of the HDV vaccine. Your recommendation non-Wellyberne of the greatest influencing factors as a papers's decision to have their children vaccinated against 1897. We encourage you to provide information, and discuss the benefits of 1897 varioustics. noth parents of ann-eligible children. Additionally, CDC research has shown that mass parents. do not know what the full vaccous series requires. Your encouraging parents to make appointments for their children with their physician for all abots in the verse, will help their to complete the series. To must your efforts, please access the promotional materials listed in the table below for your HPV vaccination assumess afform. The fact sharm may be used by provides in convenience with parents, and the coleo radio PSAs may be used as provider office warring come. All of the tookst materials are available at no cost by vioting https://phys.health.maryland.gov/cancer/Pages/HPV.espx, or by incling the included inks listed in the table or page ?

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## **HPV Task Force Activities Aligned with Promising Strategies**

#### **Promising Strategy**

Using all opportunities to educate clinicians and parents about the importance of on-time HPV vaccination (continued)

### Maryland Efforts- Previous/Ongoing

- Utilized regularly scheduled Vaccines For Children provider trainings to include focus on HPV.
- Collaborated with American
   Academy of Pediatricians (AAP) to
   provide education to providers
   through bi-weekly digests and special
   issue of AAP newsletter
- Printed and distributed approximately 5,200 CDC HPV vaccination fact sheets to providers
- Launched webpage with resources\*



## **HPV Task Force Website**

#### https://phpa.health.maryland.gov/cancer/Pages/HPV.aspx

#### **HPV**

#### (Human Papillomavirus)

HPV is a very common and widespread virus, consisting of more than 150 related viruses. Nearly everyone will be infected in their lifetime. In fact, the Centers for Disease Control and Prevention (CDC) estimates that more than 90% of sexually active men and 80% of sexually active women will be infected with at least one type of HPV at some point in their lives. Around one-half of these infections are with a high-risk HPV type. 1

- . High-risk HPVs can cause cancer. About a dozen high-risk HPV types have been identified.
- Low-risk HPVs do not cause cancer but can cause skin warts on or around the genitals, anus, mouth, or throat.

Most high-risk HPV infections occur without any symptoms, go away within 1 to 2 years, and do not cause cancer. Some HPV infections, however, can persist for many years. Persistent infections with high-risk HPV types can lead to cell changes that, if untreated, may progress to cancer.<sup>2</sup>

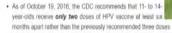


#### **Getting Vaccinated**

The HPV vaccine can prevent infection with the HPV types that most commonly cause HPV related cancers

The CDC recommends the HPV vaccine be given to f1- to 12-yearold boys and girls so they are protected **before ever being exposed** to the virus. Research has shown that preteens have a better immune response to the vaccine than those in their late teens and early

20s. Vaccination recommendations include:





you get it for

- Young women can get the HPV vaccine through age 26, and young men can get vaccinated through age 21.
- The vaccine is also recommended for any man who has sex with men through age 26, and for men with compromised immune systems (including HIV) through age 26, if they did not get the HPV vaccine when they were younger.



#### **Tools and Resources**

#### Información en español (Information in Spanish)

- . Hoja Informativa para Padres (Parent Fact Sheet)
- . Recursos de HPV (HPV Resources)

#### For the General Public:

- . Fact Sheet for Parents (English)
- . HPV Vaccine Overview by Maryland MDH
- HPV Vaccine FAQ
- HPV Just the Facts
- . HPV Vaccine Information for Young Women
- . For Parents: Vaccines for Your Child
- . Why Are Childhood Vaccines So Important?
- · Middle School Health Starts Here
- HPV Vaccine Safety

#### For Health Professionals:

- . The HPV Vaccine. Access and Use in the U.S.
- . HPV Resources for Health Professionals
- · Adolescent Vaccination Messaging for Practice Hold Lines
- Steps to Increasing HPV Vaccination in Practice An Action Guide to Implement Evidence-based Strategies for Clinicians
- · HPV Vaccine Report Card
- PSAs, Videos, and Podcasts
- · Matte Articles to Promote Preteen and Teen Vaccination
- . Template Letter Targeting General Providers
- . Tips & Time-Savers for Talking with Parents about HPV Vaccine
- . Print Materials (English and Spanish)
- Fact Sheet for Parents (English)
- Fact Sheet for Parents (Spanish)

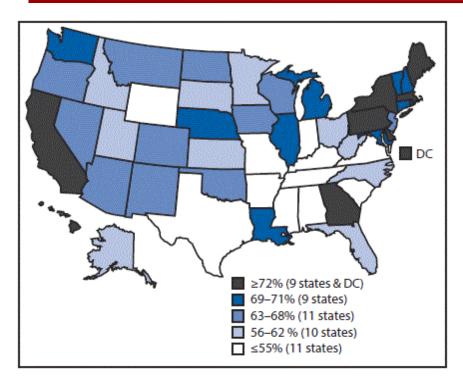


## **HPV Task Force Activities Aligned with Promising Strategies**

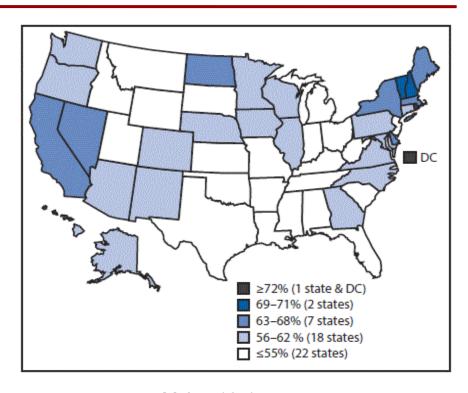
<b>Promising Strategy</b>	Maryland Efforts- Previous/Ongoing
Comprehensive public communication campaigns	CCPC funded radio/TV PSA campaigns statewide targeting parents with an estimated 12,300,000 impressions



## ≥ 1 dose HPV coverage, United States, 2016



Females 13-17 years



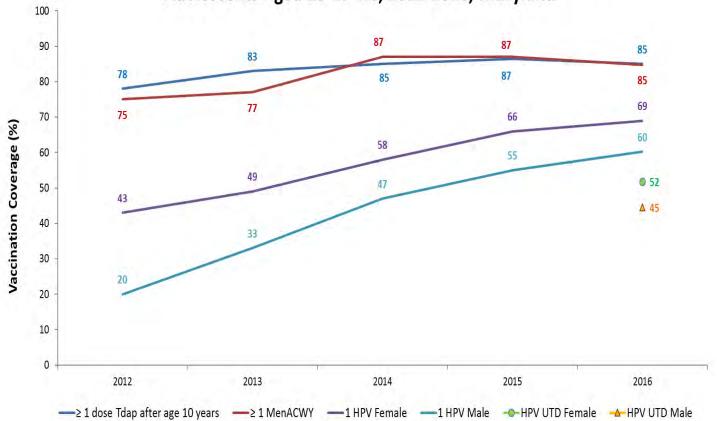
Males 13-17 years

Source: National Immunization Survey



## Adolescent Vaccination – Maryland, 2012-2016

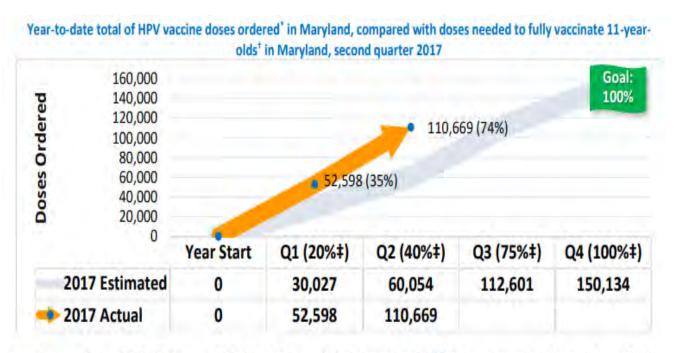
## Estimated Vaccination Coverage With Selected Vaccines Among Adolescents Aged 13-17 Yrs, 2012-2016, Maryland





Source: National Immunization Survey

## HPV doses ordered, Maryland, 2017



Based on an estimated 75,067\* 11-year-olds in Maryland, your jurisdiction ordered 74% of the estimated total annual doses of HPV vaccine needed to vaccinate all 11-year-olds. If all the ordered doses are used for 11-year-olds, Maryland is on track for ordering a sufficient amount of vaccine for that age group in 2017 and should have extra doses for catch-up vaccination of older adolescents and young adults.



<sup>&#</sup>x27;These data represent an estimate of all HPV vaccine doses distributed in Maryland. The 9-valent HPV vaccine is currently the only HPV vaccine available in the United States.

The 11-year-old population estimate was obtained from the U.S. Census:

https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=PEP\_2015\_PEPSYASEX&prodType=table.

<sup>\*</sup>Estimated percentages of vaccine orders are based on the 11-year-old population estimate and national HPV vaccine ordering patterns over the last several years.

## Thank you

Contact Information:

Katy Battani, RDH, MS <u>Katy.Battani@Maryland.gov</u>

Stacy Costello, MPH, CHES Stacy.Costello@Maryland.gov



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**Questions?**