




Why so Young? Age and HPV Vaccination Acceptability for 11-12 year old girls

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Presenter Disclosures


Joan R. Cates, PhD, MPH

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose.

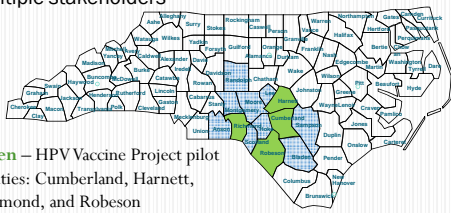
HPV vaccines

- Prevent most cervical cancers
- Routine vaccination against human papillomavirus (HPV) recommended for 11-12 year old girls since 2006
- Vaccination at this age provides the greatest protection, before sexual debut



The HPV Vaccine Project

- Multi-county health department initiative to increase HPV vaccination rates
- Desire to create a culturally relevant campaign
- Multiple stakeholders



Green – HPV Vaccine Project pilot counties: Cumberland, Harnett, Richmond, and Robeson

Higher rates of cervical cancer

Cervical Cancer Incidence
 1999-2003, age adjusted to US 2000 Census Population

	All Females	
	CASES	RATE
Anson	6	8.4
Bladen	10	10.6
Cumberland	69	10.3
Harnett	20	8.7
Hoke	9	12.8
Lee	8	6.5
Montgomery	6	8.5
Moore	19	8.2
Randolph	37	10.5
Richmond	17	13.2
Robeson	47	15.5
Sampson	17	11.0
Scotland	13	13.3
NORTH CAROLINA	1,741	8.0

Lower rates of HPV vaccination

HPV Vaccination Rates*

	11-12 year old Females	
	N in registry	% vaccinated
Cumberland	5,894	3.9
Harnett	1,572	12.5
Richmond	751	17.2
Robeson	2,150	12.5
SCPPH Region	17,966	11.7
NC	128,593	13.3
US*		25.1

*from the North Carolina Immunization Registry, as of 10/2008; at least 1 dose;
 *from a national sample of 5,474 13-17 year old females; source: MMWR weekly, 57(40); 10/10/08

Formative Research



- ❖ Review of interventions and best practices
- ❖ Review of existing data
- ❖ **Primary data collection and analysis of 4 focus groups with mothers and 14 key informant interviews**
- ❖ Intercept interviews with 39 mothers for reactions to draft campaign materials
- ❖ Consultation with health department directors, health professionals, and other leaders

Data from 4 pilot counties

- Conducted 14 key informant interviews and 4 focus groups (n=40)
- Identified key themes with content analysis techniques



Focus groups in 2 counties

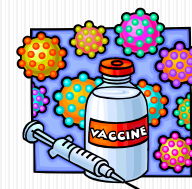
Four groups with mothers of 11-12 year old girls who had not had the HPV vaccine

- African American (20)
- American Indian (10)
- White (6)
- Latina (2)
- Mixed race (2)



Key informants in 4 counties

- Public health department (4)
- Health care provider (3)
- School system (1)
- Community leader (5)
- Immunization coordinator (1)



Discussion questions

- Knowledge and attitudes about HPV, cervical cancer and the HPV vaccine
- HPV vaccine decision making
- Trusted sources of information
- Preferred communication channels
- Access to the vaccine
- Possible campaign messages and designs

Limited understanding of vaccine

"I don't truly think that a lot of mothers in Richmond County know about it because even though we have heard somewhat about it on television you hear it and it goes over your head."

- Why so young? At ages 11-12, still a child
- Link between HPV vaccine and sexual activity
- Link between HPV vaccine and STD
- Something for the long run



Limited information to decide

"They say they're scared of the vaccine because it's not been out there long enough and she's at this time not sexually active..."(physician)

- An awareness of the vaccine but a limited basis for informed decision-making
- Mothers wanted multiple sources of information
- Doctors, the Internet, brochures and word of mouth
- Talk with daughter about the decision

Desire to protect

"Let her go ahead and have it because I'm under no illusions that at some point she's not going to be sexually active so if I can protect her now I'm going to protect her now."

- Mother's decision depends on how vaccine is explained
- Prevention of cervical cancer is good idea
- Doctor's recommendation is key



Fear of side effects

"What if I give (the vaccine) to her - what if it's not necessary? Am I sort of hurrying on a process that may not have actually come about anyway?"

- Reservation about vaccine at ages 11-12
- Reservation about vaccine being approved for only 2 years
- Long term side effects – will it make her sterile?



Feeling pushed to get the vaccine

"I guess my question is, 'what's the push?' I mean (drug companies) are really, really pushing (the vaccine). Why?"

- Fear of unknown side effects, both short and long term
 - Reluctance to assume responsibility for making decision for daughter
- or
- Willingness to 'take a chance'



Focused the message

- Mother & daughter together
- Recommended age of 11-12
- Cancer prevention rather than HPV (sti) prevention
- Materials appropriate for parents of younger girls
- Details on safety, efficacy, and access
- Photos of multiple races/ethnicities on materials



Help Protect Your Daughter from Cervical Cancer
Vaccinate today. Protect her tomorrow.

Ayude a proteger a su hija contra el cáncer del cuello uterino
Vacínela hoy y protéjala para el futuro

Ayude a proteger a su hija contra el cáncer del cuello uterino
Vacínela hoy y protéjala para el futuro.

Help Protect Your Daughter From Cervical Cancer
Vaccinate today. Protect her tomorrow.

Take Action!
Get her the HPV vaccine.

Here's why:

- Cervical cancer is caused by a common virus called human papillomavirus (HPV).
- You can help prevent your daughter against cervical cancer (Cervix) by having her vaccinated now. Vaccines have shown the vaccine is effective.
- For the HPV protection against HPV, doctors recommend vaccination girls who are 11 and 12 years old. The vaccine has been approved for girls and women ages 9-18.
- It's safe and it works. The vaccine has been widely studied in thousands of girls and women in the U.S. and around the world.

You have hopes and dreams for her future and they don't include cervical cancer.

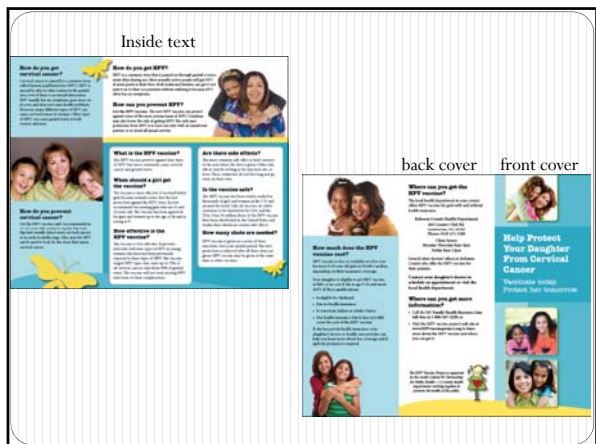
The HPV vaccine is available at little or no cost for most girls ages 11-18.

Here's how:
Contact your daughter's doctor to schedule an appointment to visit the local health department.

Behavioral Science Health Department
400 Coonsey's Club Rd.
Lenoir, NC 28640
Phone: (757) 471-3200
Clinic Hours: 9:30 AM-5:00 PM, Monday-Friday
Friday Hours: 10:00 AM-12:00 PM

For more information about the HPV vaccine and where to get it, call the toll-free Health Department Line toll-free at 1-800-367-2229 or visit www.HPVvaccine.org.

Approved by the North Carolina Health Department, Department of Health Services




Focused the channels


- Community locations
- Health practices
- Newspapers
- Newsletters
- Radio
- Hotline
- Website



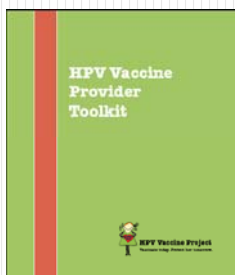
Provider Outreach Materials



Button



Sticky note




Provider Toolkit cover

www.HPVvaccineproject.org

HPV Vaccine Project
Vaccinate today. Protect her tomorrow.


You have hopes and dreams for her future and they don't include cervical cancer.




Help Protect Your Daughter From Cervical Cancer

Cervical cancer is caused by a common virus called Human Papillomavirus (HPV). You can help protect your daughter against cancer-causing HPV by having her vaccinated now. The vaccine is safe and it works.

To learn more about cervical cancer, HPV, and the vaccine, click one of the links below...



Cervical Cancer, HPV, and HPV Vaccine Information



How to Get the HPV Vaccine

Supported by the South Central Partnership for Public Health

[Cervical Cancer, HPV, and HPV Vaccine Information](#) | [Where to Get the HPV Vaccine](#) | [For Health Professionals](#) | [For Community Partners](#) | [About](#) | [Contact](#)

Acknowledgements

South Central Partnership for Public Health of the North Carolina
Public Health Incubator Collaboratives

State of North Carolina for funding

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