HPV Clinical Update, Hesitancy and “On the Horizon” for Immunizations

- There are about 31,400 cases of HPV-attributable cancers each year in the US
- HPV-associated oropharyngeal cancer rates in males surpassed cervical cancer rates in females
- Vaccine hesitancy has been around since vaccines were invented
  - Anti-vaccine sentiment spans political parties
  - But, political views DO NOT influence how much patients trust their primary health care provider
- Build an empathetic relationship with your patients/parents – you are two people trying to figure out what is best for a child you both care about
- Vaccines on the horizon
  - Pneumococcal (PCV15 Vaxneuvance & PCV20 Prevnar 20)
  - Pentavalent Meningococcal vaccine (ACWY finally meets B)
  - RSV

HPV Best Practice Panel from the HPV QI Program

- Have a pro-vaccine office culture!
- From the front office staff, to nurses, physicians and even billing, create an office flow that prioritizes vaccines.
- Techniques to increase HPV immunization rates:
  - At least begin having HPV conversations starting at age 9
  - Make a firm statement of “You are due for the HPV vaccine"
  - Use personal stories like, “I can’t wait until my daughter is old enough to get the HPV vaccine”
    - If you have office staff who received the HPV vaccine they may share their own story
  - Sandwich technique (“Today, your child is due for Tdap, HPV and the meningitis vaccine”)
  - Use cancer prevention language (Call the HPV vaccine the “cancer prevention vaccine”)
  - Use educational rack cards vs. other education handouts

Learn more or register at: https://ohioaap.org/qi-programs-moc-iv/hpv-qi-project/
Why are school-based clinics important?
- Helps overcome barriers to accessing traditional medical care
- Is a way to connect kids and teens to a medical home, especially ones who have no other options or are very sick
- Home life is complicated for many, health care shouldn’t be!
- Accessible in the community and a place kids already feel safe and comfortable
- Many school nurses are trusted adults which can help kids buy into the importance of healthcare and disrupt generations of mistrust
- Some school-based health centers can also see young adults not enrolled in school
  - May see young adults up to 19 years through Medicaid; new moms have asked for their follow-up care at school-based clinics because of the relationships and trust built
- School-based clinics goals = keeping kids healthy in schools
- Do school clinics report back to the medical home once a child is seen?
  - School clinics can be a great partner with traditional medical homes, and efforts to communicate with PCP are made
  - Creating a system of communication is key - as a pediatrician, know some key contacts in your schools to help facilitate, such as school nurses or school psychologists
- Get to know your local schools - be a trusted medical partner
  - Partner with schools on vaccine education; utilize student advisory committees
  - Look for volunteer opportunities
  - Most importantly, build relationships!

Contact Lory Sheeran Winland at lwinland@ohioaap.org to request a Maximizing Office Based Immunization (MOBI) or Teen Immunization Education Sessions (TIES) training today!