

**Texas Department of State Health Services**

# Innovations in Cancer Prevention

Increasing HPV Vaccination Coverage  
in Texas

Immunization Branch



[www.ImmunizeTexas.com](http://www.ImmunizeTexas.com)



# Topics

- HPV Coverage Rates in Texas
- Texas specific HPV vaccination strategies
- Adolescent Media Campaign
- Texas HPV Research Study

# HPV Coverage Rate

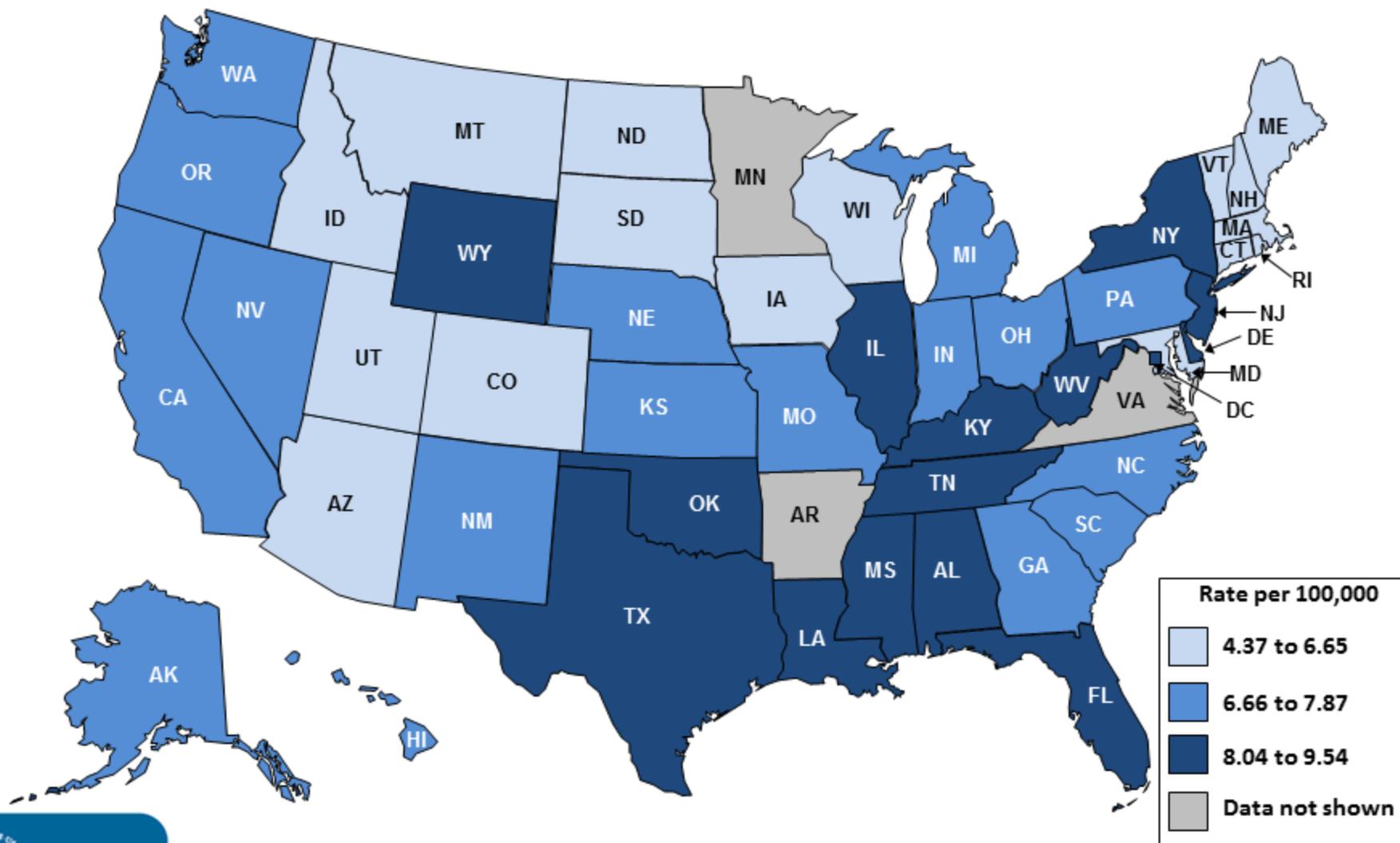
## National Perspective

- Low HPV vaccination rates are leaving another generation of boys and girls vulnerable to devastating HPV cancers.
- Vaccination could prevent most of these cancers.
- If HPV vaccine had been administered during health-care visits when another vaccine was administered, vaccination coverage for  $\geq 1$  dose could have reached 92.6%.
- Despite availability of safe and effective vaccines and ample opportunities for vaccine delivery in the health-care setting, HPV vaccination coverage has failed to increase.

# National and Texas Trends

- **Cervical Cancer**
- **HPV Vaccine Coverage**

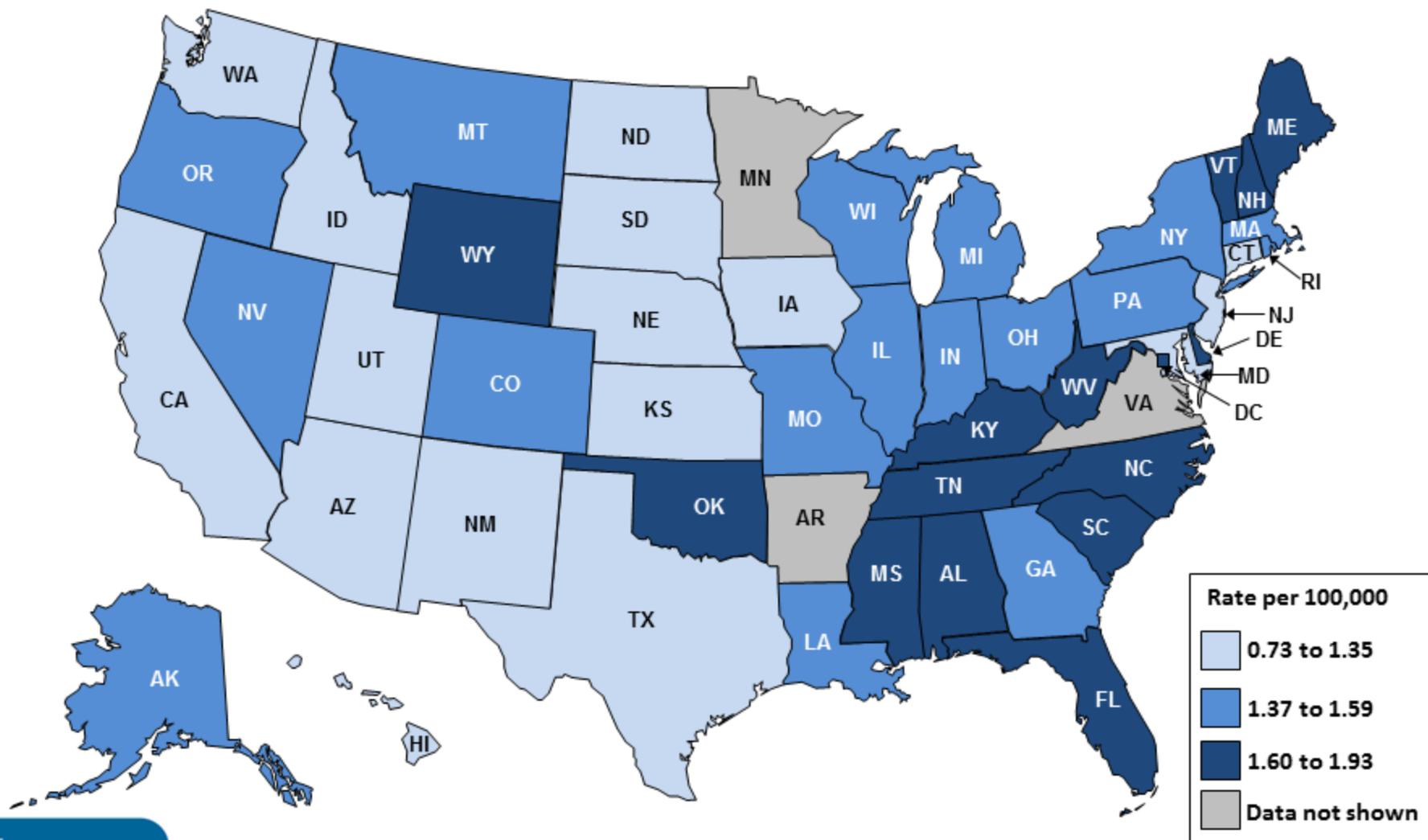
# HPV-Associated Cervical Cancer Incidence Rates by State, United States, 2006-2010



Data from population-based cancer registries participating in the CDC's supported National Program of Cancer Registries ([www.cdc.gov/cancer/npcr](http://www.cdc.gov/cancer/npcr)) or NCI's -supported Surveillance, Epidemiology, and End Results Program, includes all states meeting USCS publication criteria for all years 2006-2010 and covers approximately 94.8% of the US population.



# HPV-Associated Oropharyngeal Cancer Incidence Rates by State, Females, United States, 2006-2010



Data from population-based cancer registries participating in the CDC's supported National Program of Cancer Registries ([www.cdc.gov/cancer/npcr](http://www.cdc.gov/cancer/npcr)) or NCI's -supported Surveillance, Epidemiology, and End Results Program, includes all states meeting USCS publication criteria for all years 2006-2010 and covers approximately 94.8% of the US population.

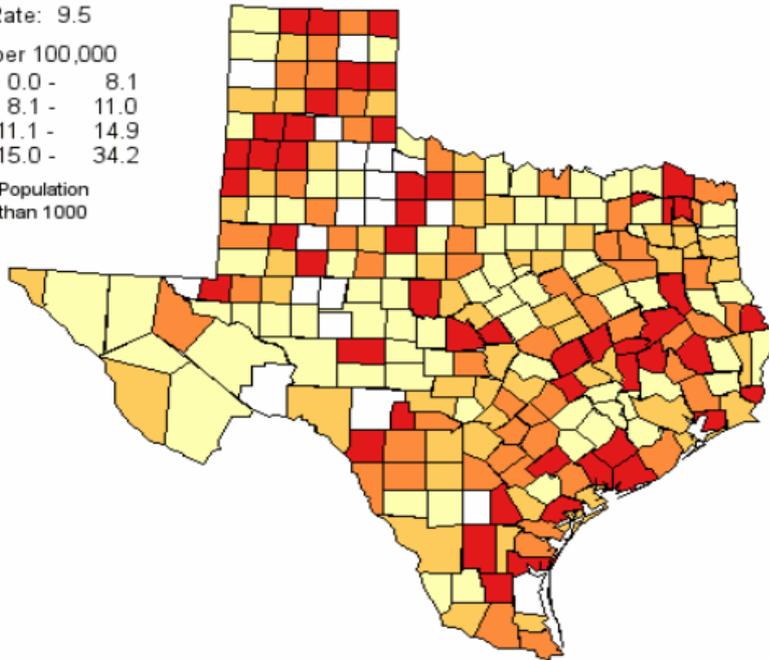
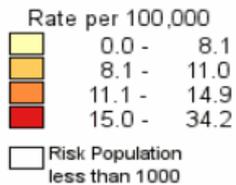


# County Comparison of HPV Vaccine Coverage and Cervical Cancer Rates

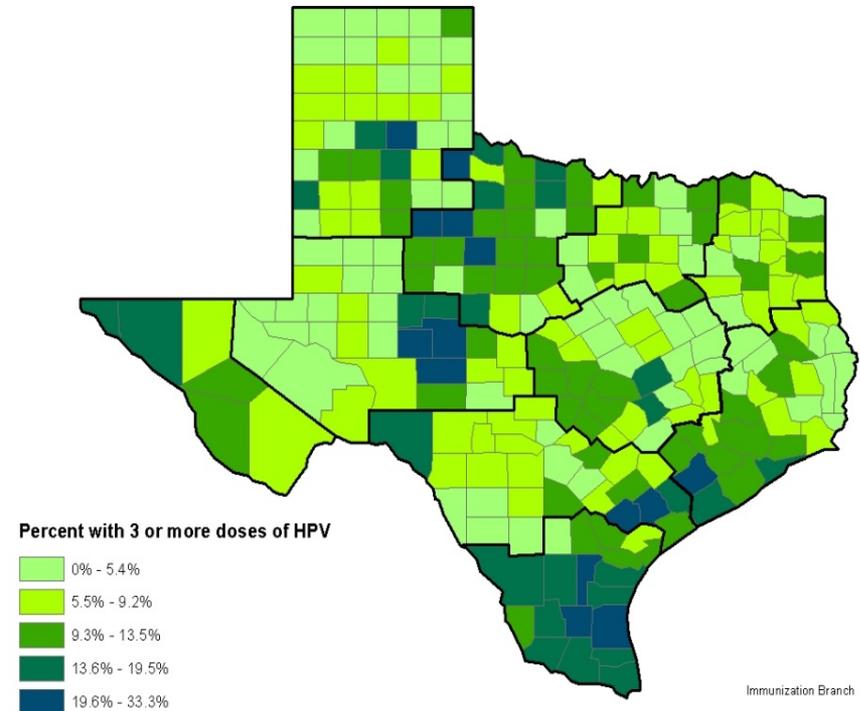
**Age-Adjusted Invasive Cancer Incidence Rates in Texas  
Cervix Uteri, 2005-2009  
By County**

Age-Adjusted to the 2000 U.S. Standard Population

Texas Rate: 9.5

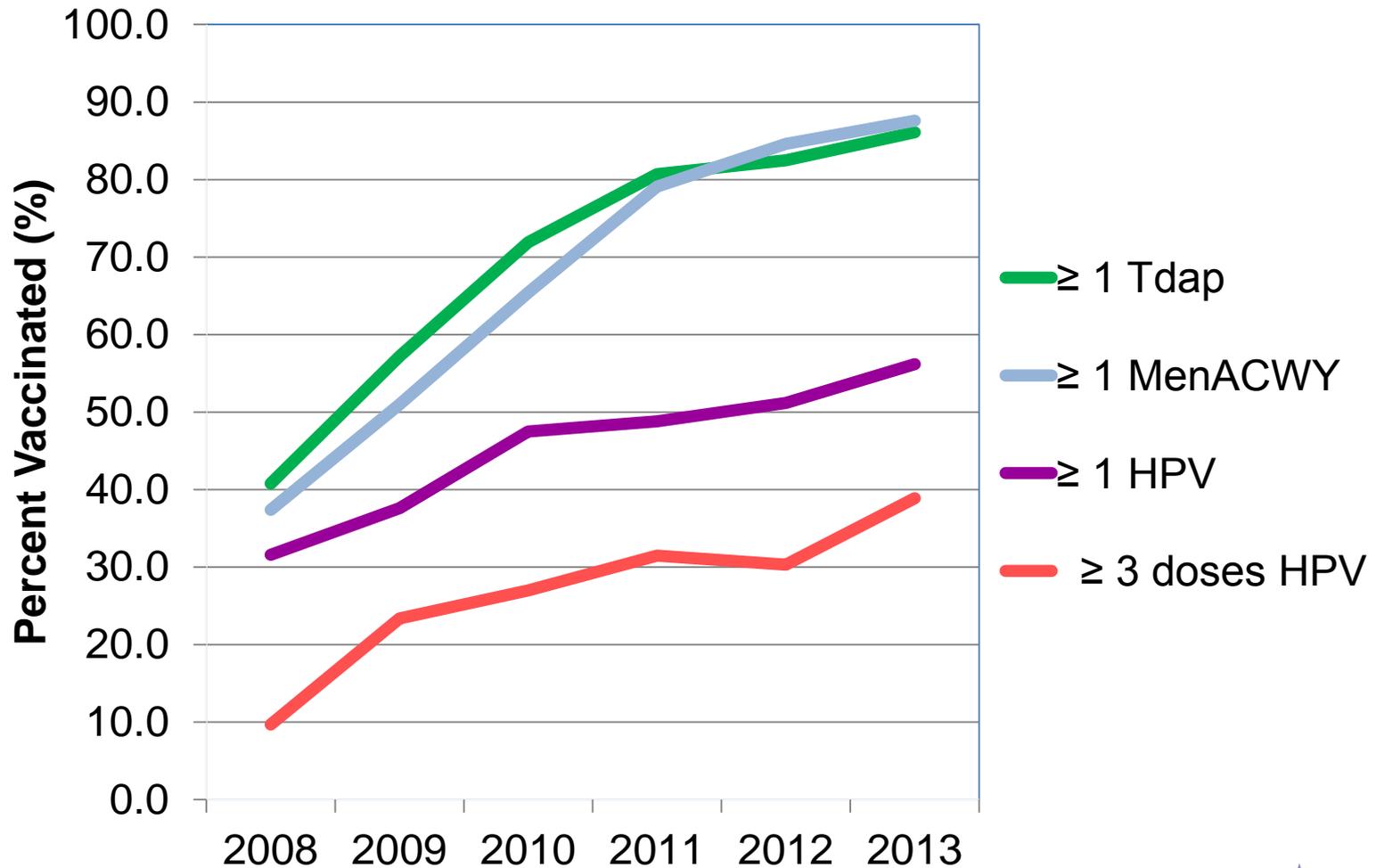


**Estimated Coverage with 3 or more doses of HPV Among 13-17 Year Olds, 2012**

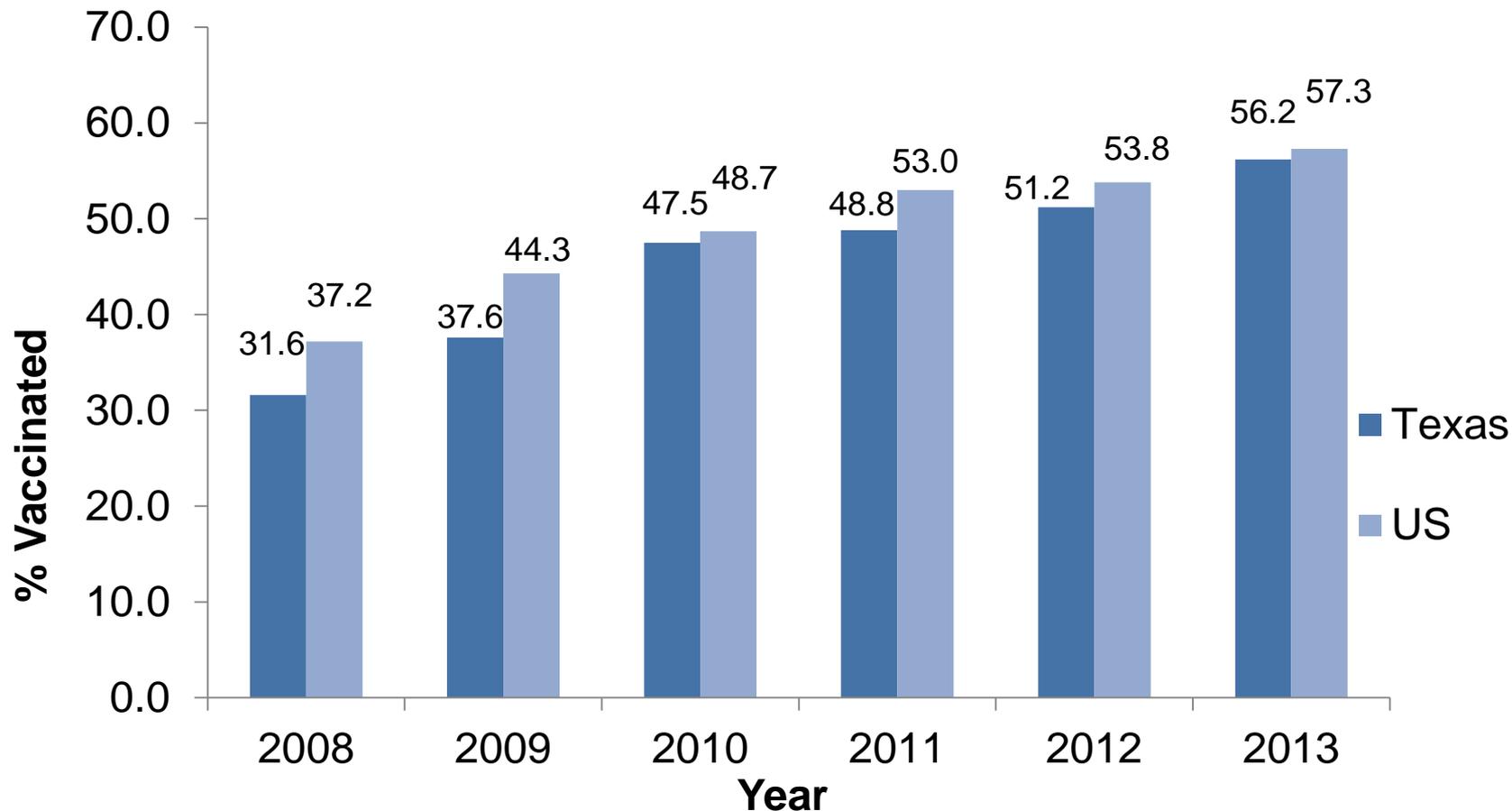


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# Adolescent Vaccination Rates in Texas From 2008-2013, NIS-Teen

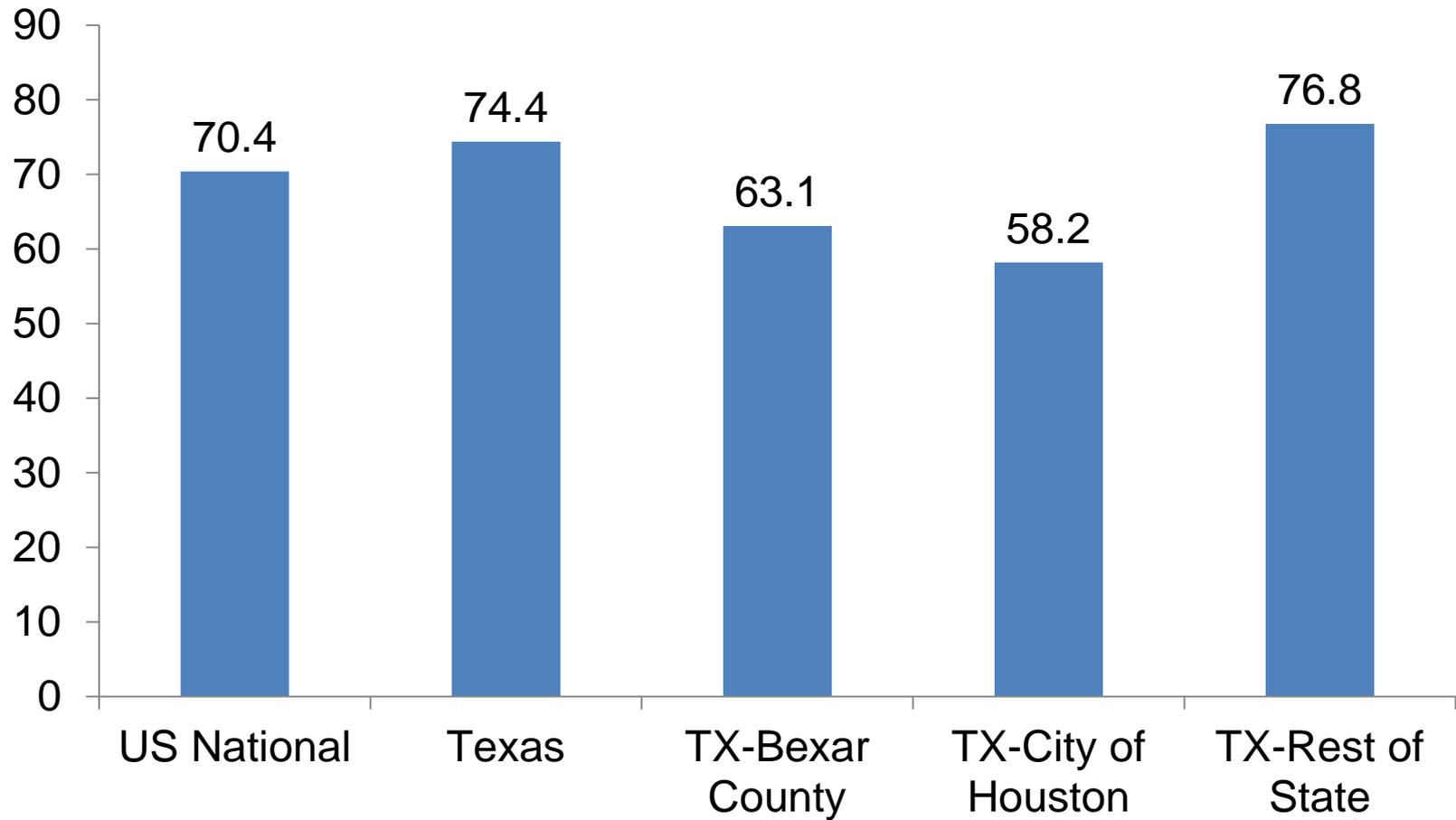


# HPV First Dose Coverage in Texas, 2008-2013, NIS-Teen

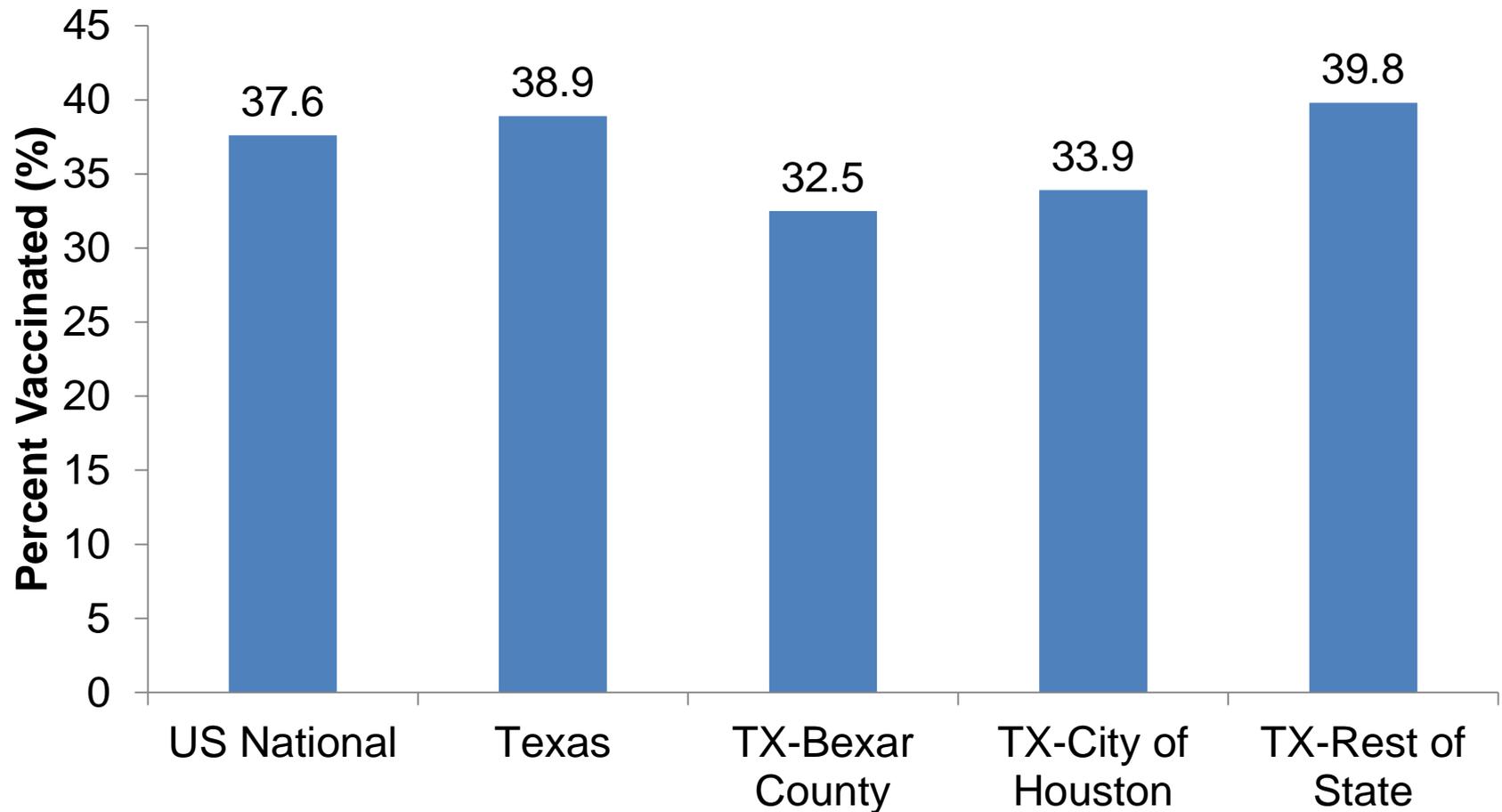


\* ≥1 dose of human papillomavirus vaccine, either quadrivalent or bivalent. Percentage reported among females only.

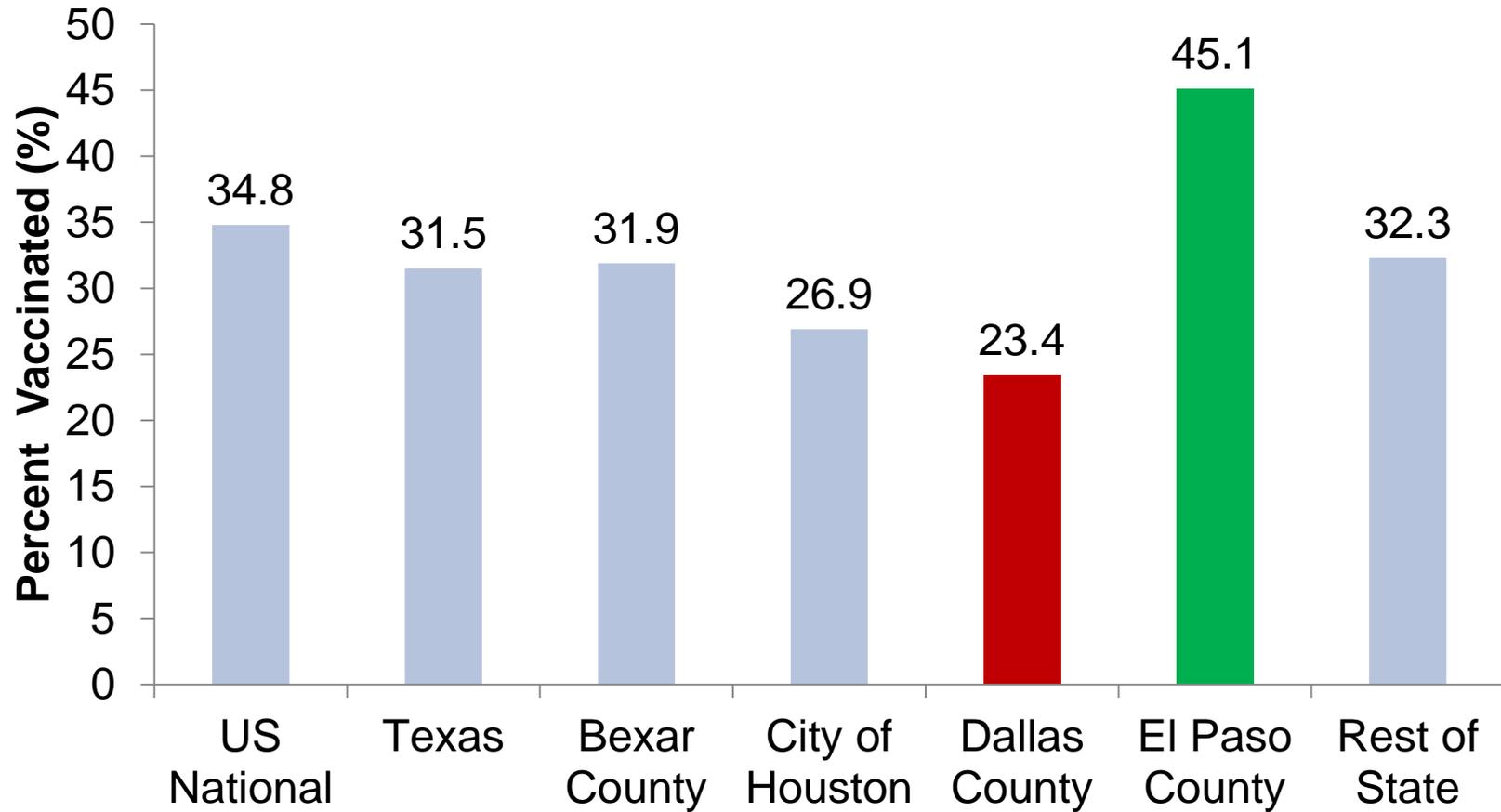
# HPV Series Completion Among Females 13-17 years of Age that Initiate the HPV Series, US and Texas, 2013 NIS-Teen



# Three Dose HPV Vaccination Coverage Among Females 13-17 Years of Age, US and Texas, 2013 NIS-Teen



# Three or more Doses of HPV Vaccination Coverage, Texas Major Metro Areas and US, 2011 NIS-Teen



# Texas HPV Research

- Series of focus groups conducted in El Paso and Dallas Counties
  - Physicians
  - Parents
  - School Nurses

# Overall Focus Group Findings: Health Care Providers are Key Motivators



- Approximately 50% of parents in focus groups reported that they only became aware of the need for adolescent immunizations during a routine office visit.
- Many parents want to do their own research about immunizations and they said that medical journals are a trusted source.
- The way doctors and nurses present information about immunizations impacts parental acceptance.

# El Paso Parent Focus Groups Feedback

- Physicians are big influencers in decision making regarding immunizations.
- Parents say that the physician offices often send reminder letters for immunizations.
- Parent attitudes were influenced by the Texas/Mexico border
  - Desire to protect children from diseases perceived to be prevalent along the US and Mexico border.
- Hispanic parents expressed increased trust for their physicians.
- Immunize El Paso, a local immunization coalition, actively advertises its services .
- The majority of children in El Paso are VFC eligible.
- School districts in the area are actively engaged in sending immunization messages home.

# Dallas Parent Focus Group

## Feedback

- Parents stated that if HPV is not a required school vaccine then it may not be necessary.
- Parents perceived the HPV vaccine as “new.”
- Concerns on vaccine safety and efficacy.
- Parents wanted to do their own research on the need for the vaccine citing WebMD, Google and blogs for information.
- Parents expressed desire to delay HPV vaccination until children were older.

# Physician Focus Group Feedback

- Most health care providers stated that adolescents do not generally come in for preventive care.
- Most parents believe 11 is too young for HPV vaccination.
- Physicians report that the cancer prevention message is effective.
- Physicians state that injection site pain and “bad” stories about fainting deter teens.
- Many physicians reported text messages are effective methods to communicate with parents.
- Most of the physicians state that they hear concerns about HPV vaccine safety from parents.
- Physicians report that they often can convince parents about the first dose but then the teens don’t return to their office until sick.

# Texas HPV Strategies

1. Increase community demand for HPV vaccine
  - Adolescent media campaign
  - Increase HPV awareness through clinic based education
2. Provider and System Interventions
  - Increase knowledge and strengthen health care provider recommendation of HPV vaccine.
  - Support the use of the Texas Immunization Registry (ImmTrac) and reminder recall systems.
3. Establish and strengthen partnerships with State and local organizations
  - Strengthen outreach to providers through professional organizations and local coalitions.

# Adolescent Media Campaign

- Raise awareness and promote use of adolescent vaccines including HPV.
- Campaign included television, radio, online ads and animated web banners.
  - English and Spanish





# Merging relatable aspects of preteen life with life-saving vaccine messaging

- Adolescence can be challenging.
- Preteens cope with physical, mental and social change.
- Parents want to help and can protect preteens from vaccine preventable diseases.
- Doctors can help by discussing and encouraging the recommended HPV vaccine series.

**Drama** :15  
Television – English



## Radio Spot

- 30 second spots (English/Spanish) feature parents mimicking their preteens, asking for vaccines to help deal with typical adolescent problem.
- Promotes “Asking your Doctor” about vaccination for HPV.
- “There's no vaccine for drama but there's one for HPV, it helps prevent cervical cancer”



- Drama English :30

## Mobile Ads

- Mobile ads (English/Spanish) drive Texans to ImmunizeTexas.com for vaccine information via their mobile devices.



# Strengthening Partnerships to Increase HPV Immunization Coverage

- Texas Immunization Stakeholder Working Group held to identify activities to increase HPV vaccination coverage.
- Collaboration with Texas Medical Association and Texas Pediatric Society at to increase provider knowledge of HPV.

# Sources

## Texas DSHS Immunization Branch

- <http://www.dshs.state.tx.us/immunize/default.shtm>

## CDC HPV Vaccine Resources for Healthcare Professionals

- <http://www.cdc.gov/vaccines/who/teens/for-hcp/hpv-resources.html>

## Human Papillomavirus Vaccination (HPV) Coverage Among Adolescent Girls, 2007–2012, and Post Licensure Vaccine Safety Monitoring, 2006–2013 — United States

- <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6229a4.htm>