



Oregon HPV
SUMMIT
Jun. 11, 2019

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Breakout Session 2
2:10-3:00 p.m.

OHSU Knight Cancer Institute's HPV Vaccination Environmental Scan Results

Learning Objectives

- Audience will gain knowledge about themes and cultural influences uncovered by the conduct of an environmental scan in 7 Oregon rural/frontier counties.

Summary

Oregon Health & Science University (OHSU) is conducting a multi-level environmental scan to identify facilitators, barriers, and levels of influence on behavior relating to human papillomavirus (HPV) vaccination. Our environmental scan focuses on seven rural counties geographically similar but with divergent HPV immunization rates.

Our environmental scan approach included semi-structured key informant interviews with people from four different sectors per county; policy, education, healthcare services and public health. We also conducted separate parent and provider focus groups, tallied HPV vaccination materials in clinical and non-clinical rural and frontier settings as well as media and policy scans.

Common themes in the research included lack of accessibility for the vaccine in rural counties and not enough education about vaccinating males. In three of the seven targeted counties, there are no pharmacies and very few health centers administering the HPV vaccine. Themes emerging from interviews include preventing girls from getting cervical cancer is the only reason for vaccinating; information disseminated implies sexuality v. cancer prevention; people in public health fields do not know the vaccine is for boys and girls and/or have concerns relating to long-term effects; and the HPV vaccine should be a requirement not a recommendation. We expect data compilation and cultural influences on knowledge, attitudes, and beliefs will help generate regionally and culturally-appropriate messages toward improved uptake of HPV vaccination in rural Oregon and results from the policy scan may help influence legislative effort.