

American Cancer Society & Oregon Pacific Area Health Education Center

Oregon HPV Vaccination Week Toolkit

August 10 – August 17, 2019





HPV CANCER PREVENTION STARTS WITH YOU.

We invite your organization to participate in the Oregon HPV Vaccination Week – **AUGUST 10-17, 2019** – to help prevent HPV cancers and pre-cancers.

By instituting system changes to improve HPV vaccination, your system or organization can improve HPV vaccination rates and reduce future suffering, lower costs associated with treatment, and ultimately help save patients' lives.





2019 Partner Toolkit

Toolkit Suite Includes:

- Oregon HPV Vaccination Project Goals
- Oregon HPV Vaccination Rates
- Project Phases
- Commitment of Partnership
- Target Audience
- Facts on HPV Vaccination
- Social Media Resources
- ► HPV Vaccination Information Resources
- Project Contact Information













Learn more at www.vaccines.gov/hpv-toolkit







Learn more at www.vscones.gov/hpv-toolidt







PROJECT GOAL

The goal of the Oregon HPV Vaccination Week is to reduce the number of HPV-associated cancers by supporting improved vaccine uptake among adolescents in Oregon through education and collaboration.



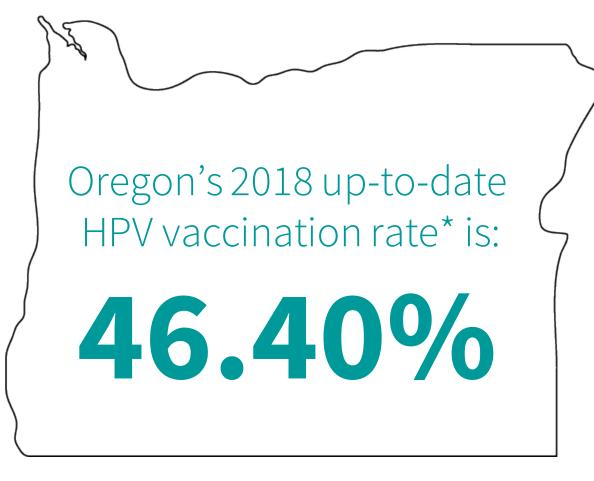


OREGON'S VACCINATION RATES

HPV VACCINATION IS CANCER PREVENTION:

HPV vaccination is strongly recommended for boys and girls. The vaccine helps prevent infection with the most common types of HPV that can cause cervical, throat, vulvar, vaginal, penile, and anal cancers.

The vaccine also protects against the types of HPV that cause oral cancers. Studies show that the majority of cervical and anal cancers and up to 90% of genital warts can be prevented with the vaccine.



*Oregon Health Authority, 2018





PROJECT PHASES











COMMITMENT OF SIGNING HPV-PLEDGE

Plan & implement at least one evidence-based intervention to increase HPV Vaccination rates in your community.

Host an event during HPV Vaccination Week (August 10-17) to educate community about the safety and effectiveness of the HPV Vaccine.

Develop follow-up plan to complete HPV vaccination series completion with reached population.





FOCUSED EVIDENCE-BASED INTERVENTIONS & RESOURCES









Professional CME

Training providers with an effective vaccination recommendation is critical to addressing vaccination coverage.

Client Reminders

Implement standing orders for HPV Vaccination. Next establish patient reminders via text messaging, mail, email, and/or phone calls for a cost-effective method to improve immunization coverage on follow-up shots.

Reduce Structural Barriers

Some barriers include parent and provider vaccine education and increasing appointment accessibility (page 6.) HPV Vaccination Week is during back-to-school season and falls on two Saturdays.

Clinical Champions

Identify a "champion" among your health system to engage the team and lead outreach to increase immunization rates.





CLINIC-LEVEL STRATEGIES

by: Oregon Health Authority



HUMAN PAPILLOMAVIRUS INFECTIONS IN OREGON, 2018

Oregon Pacific

Area Health Education Center

- 1. VACCINATE TEENS AGAINST HPV WHEN OTHER FAMILY MEMBERS GET VACCINATED
- 2. PROVIDE SAME-DAY VACCINATION WHEN TEENS ARE SEEN FOR AN ACUTE CARE VISIT
- 3. ALIGN OFFICE AND CLINIC POLICIES
 - 1. Immunize at every opportunity
 - 2. Implement standing orders
 - 3. Reminder and recall
- 4. ALIGN TALKING POINTS BY ALL STAFF IN THE CLINIC: "HPV VACCINE IS AIMED AT CANCER PREVENTION"
- 5. KNOW HPV VACCINE COVERAGE RATES FOR THE CLINIC AND FOR EACH CLINICIAN RECOMMEND HPV VACCINE IN THE SAME WAY, AND ON THE SAME DAY AS OTHER ADOLESCENT VACCINES. TAKING ADVANTAGE OF THE TDAP IMMUNIZATION OPPORTUNITY IS CRITICAL, AND KNOWING HOW TO COMMUNICATE A STRONG RECOMMENDATION IS ONE OF THE MOST IMPORTANT THINGS THAT A PROVIDER CAN DO.







PROJECT'S TARGET AUDIENCE:

- 1. Parents of adolescent boys and girls in Oregon, with a special focus on rural communities.
- 2. Providers seeing adolescent patients and working to make a strong and effective HPV Vaccination recommendation.



FACTS ON THE HPV VACCINATION AND VIRUS

HPV
VACCINATION
IS CANCER
PREVENTION

4/5

PEOPLE HAVE HPV

The virus is so common that it will infect most people at some point in their lives. About four out of five people will get HPV. 71%

LESS HPV CANCERS& GENITAL WARTS

Infections with the HPV types that cause most HPV cancers and genital warts have dropped 71% since children first started getting the vaccine in 2006. 6

HPV RELATED CANCERS

HPV vaccination helps prevent the infections that cause six types of cancers: cervical, oropharynx, vulva, penis, anus, and vagina.

2x

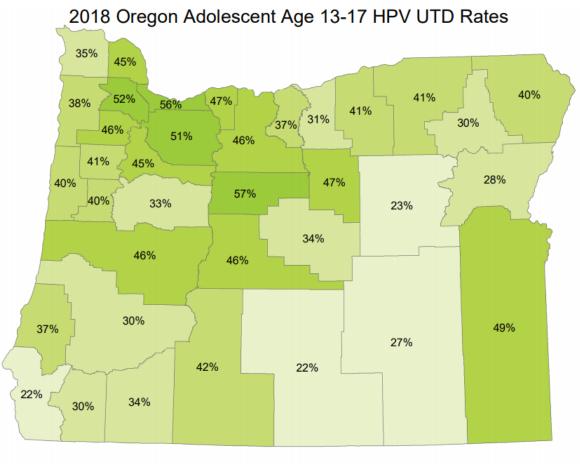
SHOTS

The HPV vaccine is given in a series of two shots six to 12 months apart. Doctors recommend that girls and boys get vaccinated against HPV at age 11 or 12.





OREGON VACCINATION RATES from Oregon Health Authority



- 2018 Oregon Adolescent Age 13 to 17 Immunization Rates by County - PDF
- 2017 Oregon Adolescent Age 13 to 17 Immunization Rates by County - PDF
- 2016 Oregon Adolescent Age 13 to 17
 Immunization Rates by County PDF







TWEETS & SOCIAL MEDIA TOOLKITS

Immunization Social Media Toolkit by American Academy of Pediatrics

The AAP has developed guidance to help pediatricians develop social media accounts, and sample messages to share. Includes memes, videos and tweets.



HPV Vaccine Promotional Toolkit by National Vaccine Program Office

NVPO created promotional graphics to highlight the importance of the HPV vaccine. Each graphic includes a fact or statistic to help people understand why children and young adults need to get vaccinated.







TWEETS & POSTS from The American Academy Of Pediatrics

Facebook Posts for Parents and Caregivers

Provides sample HPV vaccine Facebook posts for use with a parent audience. Seasonal and health observances are included to participate in social media awareness campaigns.

- Did you know HPV vaccine prevents cancer? Learn more about getting this life-saving vaccine for your child.
- Cancer and other diseases caused by HPV (human papillomavirus) can be prevented with HPV vaccine. 27,000 men and women get HPV cancers every year in the U.S. Get your kids this life-saving vaccine when they are 11 or 12 years old to prevent cancer.
- If you could protect your child from cancer, would you? HPV vaccine protects against cancers in boys and girls, and you can get the vaccine for your child during the same visit you get their tetanus and meningitis shots.

- Do you have preteen or teen kids in your home? Are they up to date on their vaccinations? Preteens and teens need 4 vaccines to protect them from serious, and sometimes deadly, diseases. Any visit to the doctor—when they are sick, getting a physical for sports, camp or school—can be a good time for preteens and teens to get the recommended vaccines.
- Don't miss an opportunity to protect your child from cancer.
 HPV vaccine is recommended for girls and boys at ages 11–
 12 to protect against cancers and other diseases caused by HPV.





RESOURCES ON HPV VACCINATION

Protecting Our Children from **HPV Cancers**











Don't wait to vaccinate. Doctors recommend that boys and girls get HPV vaccine at age 11 or 12. Teens who start the series late may need 3 shots.





Don't Wait to Vaccinate



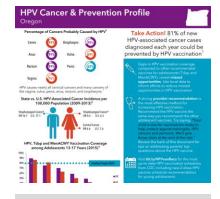


HPV CANCER PREVENTION

HPV Cancer Prevention



HPV Vaccine Safety and Effectiveness

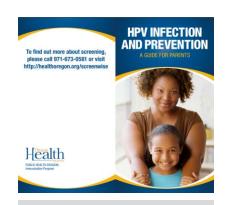


Oregon HPV Profile

Protecting our Children



What You Need to Know



Guide for Parents



VIDEO RESOURCES: <u>American Cancer Society - HPV Vaccination YouTube Page</u>

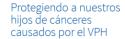
- ► Talking About HPV Vaccination, <u>Video</u> ► Addressing Concerns on the HPV Vaccine, <u>Video</u> ► HPV Yoga, Video
- Mission HPV Cancer Free, Video, Spanish

www.OregonHPVcancerFREE.org



Guide for Physicians

SPANISH RESOURCES ON HPV VACCINATION





La vacunación contra el VPH es prevención del cáncer. Podemos avudar a reducir el

riesgo de cáncer en nuestr ayudándoles a hacer elecci saludables de por vida.

los 11 o 12 años de edad. No hay que demorarse para la vacuna.

el VPH es para niños y niñas. La vacunación contra el VPH ayuda a preveni







ausados por VPH con solo 2 dosis de la vacuna contra el VPH a











What You Need to Know



Take a **Shot** at Cancer



Don't Wait to Vaccinate



Guide for Parents









HPV Vaccine Safety





¿Oué tan grave es el VPH?



tra el VPH?

Information on HPV



Parents: Did you Know?

www.OregonHPVcancerFREE.org

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MISSION HPV: CANCER FREE

ACS launched a global public health campaign, called **Mission: HPV Cancer Free**, to increase HPV vaccination rates among boys and girls to 80% by 2026.

Additional information about HPV-related cancers and ACS's work to reduce them can be found at <u>cancer.org/HPV</u>. ACS Elimination <u>Statement</u> for HPV Cancers

THANK YOU!



