Think About the Link Campaign: Advancing Awareness of the Connection between Viruses and Cancer

March 14, 2016
Think About the Link
Campaign Overview
Focus: Human papillomavirus (HPV), Hepatitis B, & Hepatitis C

Goals are to Raise Awareness:
• Link between these viruses and specific cancers
• Such cancers are preventable through vaccination &/or treatment
• Effectiveness of HPV and hepatitis B vaccines
• Effectiveness of hepatitis C treatment

There is a link between certain viruses and cancer. Vaccination and/or treatment can prevent cancer. Make an appointment now to talk to your – or your child’s – physician.
Grassroots Outreach: How You Can Help

Grassroots Outreach
Think about the Link
Outreach

Focus on HPV education
Focus on Hepatitis B & C education
Focus on HPV and Hep B & C education

www.preventcancer.org
**Purpose**: To understand familiarity, perceptions, and behavior

**Research objectives**:
- Measure virus and vaccine familiarity
- Evaluate vaccination recommendations, education methods, and strategies for and barriers against compliance
- Measure awareness of HPV, hepatitis B, and hepatitis C facts
- Evaluate perceptions of vaccinations in general

**Study Population**
- 657 healthcare professionals
- 1,026 general population adults; augmented to have readable segments: African-Americans, Hispanic-Americans and Asian-Americans

*Online study by Russell Research, independent survey research firm*
Survey Highlights:
Healthcare Professionals
Not all patients who meet the CDC guidelines receive recommendation for HPV vaccination

- Three of ten pediatricians (29%) do not recommend HPV vaccination to all patients.

- Two of three general practitioners (63%) do not recommend to all patients.

- Three of five (57%) of nurse practitioners/physician assistants do not recommend to all patients.
Primary Barriers to HPV Vaccine Recommendation

Healthcare professionals not always recommending the HPV vaccine most often cite following reasons:

- Parents being uncomfortable (43%)
- Patients being too young (40%)

1/3 HC professional & 1/4 pediatricians feel 11-12 yo are too young
Healthcare professionals not always recommending hepatitis B vaccine most often cite the following reasons:

- Adult patients not high risk (41%)
- Parents being uncomfortable (39%)
Only three in five patients (59%) diagnosed with hepatitis C ultimately receive treatment (Curative).
Cost and lack of insurance are the primary barriers of hepatitis C treatment.

<table>
<thead>
<tr>
<th>Barriers</th>
<th>Primary</th>
<th>Additional</th>
<th>Total</th>
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<tbody>
<tr>
<td>The cost of treatment</td>
<td>44</td>
<td>30</td>
<td>74</td>
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<tr>
<td>Lack of insurance coverage</td>
<td>26</td>
<td>34</td>
<td>60</td>
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<tr>
<td>Denial of insurance coverage</td>
<td>13</td>
<td>25</td>
<td>38</td>
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<tr>
<td>Adverse effects</td>
<td>13</td>
<td>25</td>
<td>37</td>
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<tr>
<td>Physician reimbursement procedures</td>
<td>8</td>
<td>10</td>
<td>18</td>
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70% healthcare professionals state cancer prevention works very/somewhat well for hepatitis B vaccination compliance.

But only 27% HC professionals use cancer prevention as a compliance strategy for the hepatitis B vaccination.
Survey Highlights:
General Population
Lack of General Knowledge

- Less than half of adults are very/somewhat familiar with hepatitis C (49%), HPV (45%), and hepatitis B (44%).

- Fewer than one in seven (13%) adults are very familiar.

- Only one in five adults (20%; 22% females) are very/somewhat concerned with being at increased risk for HPV.

- Fewer than one in six are very/somewhat concerned about hepatitis C (16%) and hepatitis B (16%).
Many adults in at risk populations have never been screened in the past.

- Three in ten Asian-Americans (30%) have been screened for hepatitis B.
- One in four Hispanic-Americans (24%) have been screened for hepatitis C and one in five (21%) have been screened for HPV.
Need for Increased Cancer Prevention Message

Adults report cancer prevention is a rarely used strategy for vaccine compliance.

- Only 7% of adults indicate a physician has recommended one or more vaccinations to specifically to reduce the risk of cancer.
Need for Increased Physician Communication

- More than nine in ten adults (92%) believe more education is needed about the dangers of the HPV.
- Four in five adults (81%) would more seriously consider vaccination if their physician discussed the benefits.
- Almost four in five adults (78%) would be more likely to get vaccinations if their physician provided more detailed information.
Need for Increased Education

Large percentages of at risk populations do not know they are at risk.

- One in eight Hispanic-American adults (12%) were aware Hispanics have higher rates of hepatitis C-associated liver cancer.
- One in nine Baby Boomers (11%) were aware Baby Boomers have higher rates of hepatitis C.
- Nearly three in ten Asian-American adults (29%) were aware Asians have higher rates of hepatitis B.
Trends in Cancer Incidence & Number
Oropharynx vs. Cervix

Chaturvedi AK, et al.
*JCO* 2011.
Brush-based Cytology Screening in the Tonsils and Cervix: There Is a Difference!

Median Age at Presentation: 45yo 55yo

A Cervix Oropharynx
Thank You