Conversation 1: How to Encourage Primary-Care Clinicians to Improve HPV Vaccination Rates

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Practical Actions

- OBGYNs talk to pediatricians
- College health systems to spread the message
- Peer Educators (college level)
- Team approach→ The “whole office” being a part of the training/ messaging/conversation
- HEDIS Measures
- Offering CEC+ Food
- Dental Association Partnership- education
- Mandating HPV vaccination for school entry
- Immunization registry- records & scheduling
- Health Plan Data
- Work with Medicaid office- follow up on vaccine schedule

Opportunities/Challenges

- Opportunities
  - Community training
  - Time with clinics
  - Financial health plan- incentives
  - Printed materials for offices- healthy lifestyle tips
  - American Academy of Pediatrics chapter partners
  - Legislation for vaccines
  - Dental Association partnerships
  - Vaccination history from database/ registry
  - College health facilities
  - Patient Navigation (Peer to Peer)
  - College health fair
  - Saturation of message
• Challenges
  o OBGYNs not seizing all opportunities
  o Vaccination hesitation
  o Multiple providers may give more than prescribed

Describe the current climate in your workplace / community
• MD state law makers hesitant
• Health Department priority
• Clinicians- some yes, some no, some neutral
• WA state is very apprehensive
  o Roundtable created, Dental Associations as partners for starting the conversation
• Hesitations – trust, religious beliefs, association as “girls only”, association with sexual activity
• VA state – Task force : provider education
  o State legislature for girls= large opt out numbers
  o Don’t want to lose ground
  o Priority in VA wellness strategic plan
• CO state funding for vaccination program
• Office staff as champions= training in messaging
• Individualized time with clinics

What policies, practices, or systems are working?
• FQHC
• Approaching primary care:
  o Survey PCP as to their challenges
  o Refine messaging—for successful patient interaction
  o Continuing Education Units
  o Go with the “trusted messenger” – who has the relationship with PCPs
  o Documentary “Someone You Love” as education tool
• Pharmacy driven messaging
• GYNS speaking to pediatricians
  o Refocus the messaging