



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
 - OBGYNs not seizing all opportunities
 - Vaccination hesitation
 - 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
 - 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
 - State legislature for girls= large opt out numbers
 - Don’t want to lose ground
 - 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:
 - Survey PCP as to their challenges
 - Refine messaging—for successful patient interaction
 - Continuing Education Units
 - Go with the “trusted messenger” – who has the relationship with PCPs
 - Documentary “ Someone You Love” as education tool
- Pharmacy driven messaging
- GYNS speaking to pediatricians
 - Refocus the messaging