



VCU Health Behavior
and Policy
School of Medicine

HPV Uptake Communication in the Social Media Environment

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Agenda



Background: Using social media for environmental scanning and communication research



Phase 1: Social media-based **focus groups** for surveillance on HPV vaccination in rural areas



Phase 2: Leveraging social media and crowdsourcing platforms for **message-testing experiments**



Phase 3: **Social media campaigns** for HPV uptake communication in rural areas



Future directions and questions



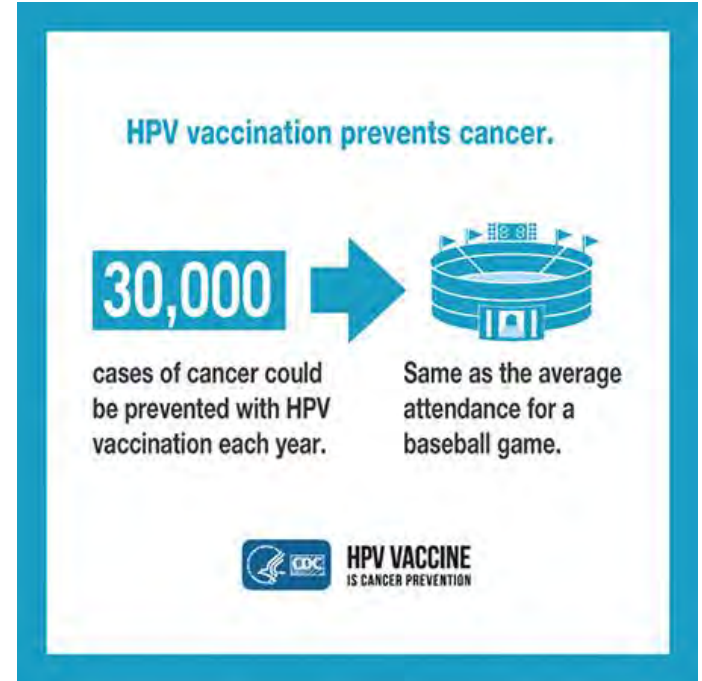
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Phase I. Virtual focus groups for surveillance on HPV vaccination in rural areas

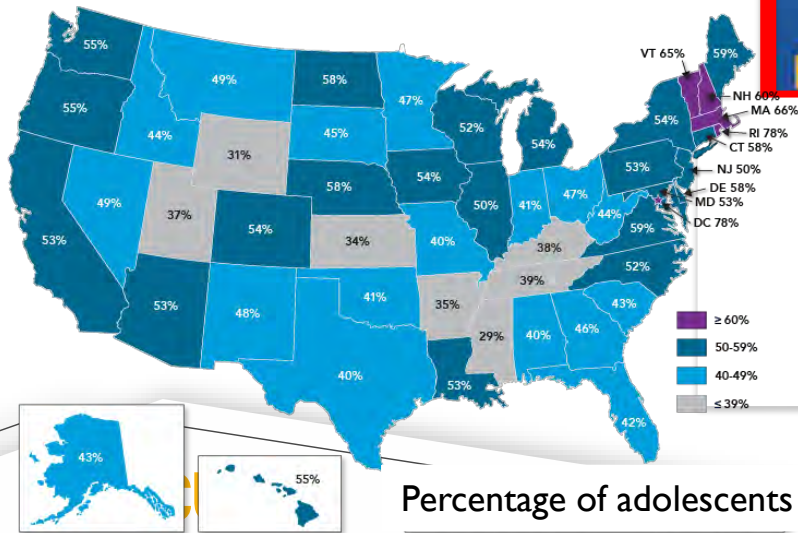
Each year...

- 79 million Americans are infected with HPV
- 30,700 develop HPV-related cancers
- Incidence rate is increasing, fastest among men
- HPV causes as many deaths as measles did in the pre-vaccine era



The current HPV vaccine prevents up to 93% of cancer cases caused by HPV.

Yet, rates of HPV vaccination in U.S. lag behind other countries; No state had reached the Healthy People 2020 goal of full vaccination of 80% of adolescents aged 13~15 years.



Benefits **TODAY** from the HPV Vaccine

In just 5 - 6 years after HPV vaccination became available, studies found...

<p>64% DROP in cancer-causing HPV Infections in girls age 14 - 19</p>	<p>2.8 No vaccine 1.5 Vaccine <small>rate per 1,000 person-years</small></p>	<p>47% LOWER risk of Cervical Pre-Cancer</p>	<p>61% DROP in treatment of Genital Warts</p>
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But rates of HPV vaccination in U.S. lag behind other countries.

<https://www.cdc.gov/hpv/infographics/vacc-coverage.jpg>
National Immunization Survey – Teen, 2013; Stokley et al., 2014

Percentage of adolescents who are current with their HPV vaccinations by state.

- **HPV vaccination rates** among certain populations, such as adolescents in **rural areas** are not as high as other adolescent vaccines.
- Parents who decline the vaccine maintain **myths** and **negative/ambivalent attitudes** toward HPV vaccination.

Anti-Vaxxer

**The HPV Vaccine:
Why Parents Really Choose to Refuse**

Join us as we **expose** one of the most **controversial** topics in **healthcare** today.

VACCINES

You can be sure that this \$30 billion a year industry affects you, your children, and the rest of our society.

GARDASIL FULLY EXPOSED



**REST IN PEACE,
SHAZEL ZAMAN**



DESPITE THOUSANDS OF CRIPPLING ADVERSE REACTIONS AND DEATHS, INFANTS ARE NEXT

The Washington Post

Democracy Dies in Darkness

Health

Teen who defied anti-vax mom says she got false information from one source: Facebook

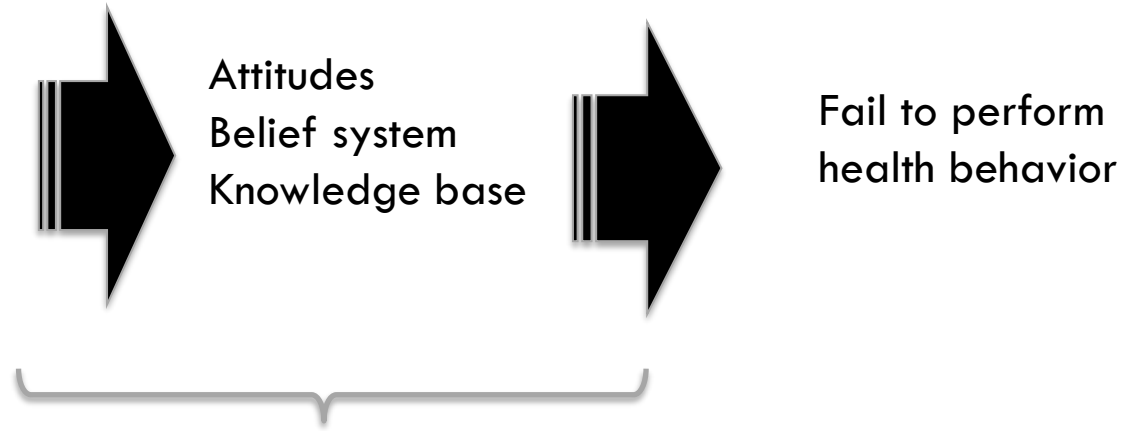
MYTHS

Public Health Threats

**Information
Pollution**

MISINFORMATION

- Communication noise
- Exposure to misinformation
- Repeated exposure over time



Psychological factors : Barriers

Identify psychological factors why parents in rural areas have or have not vaccinated their children against HPV.

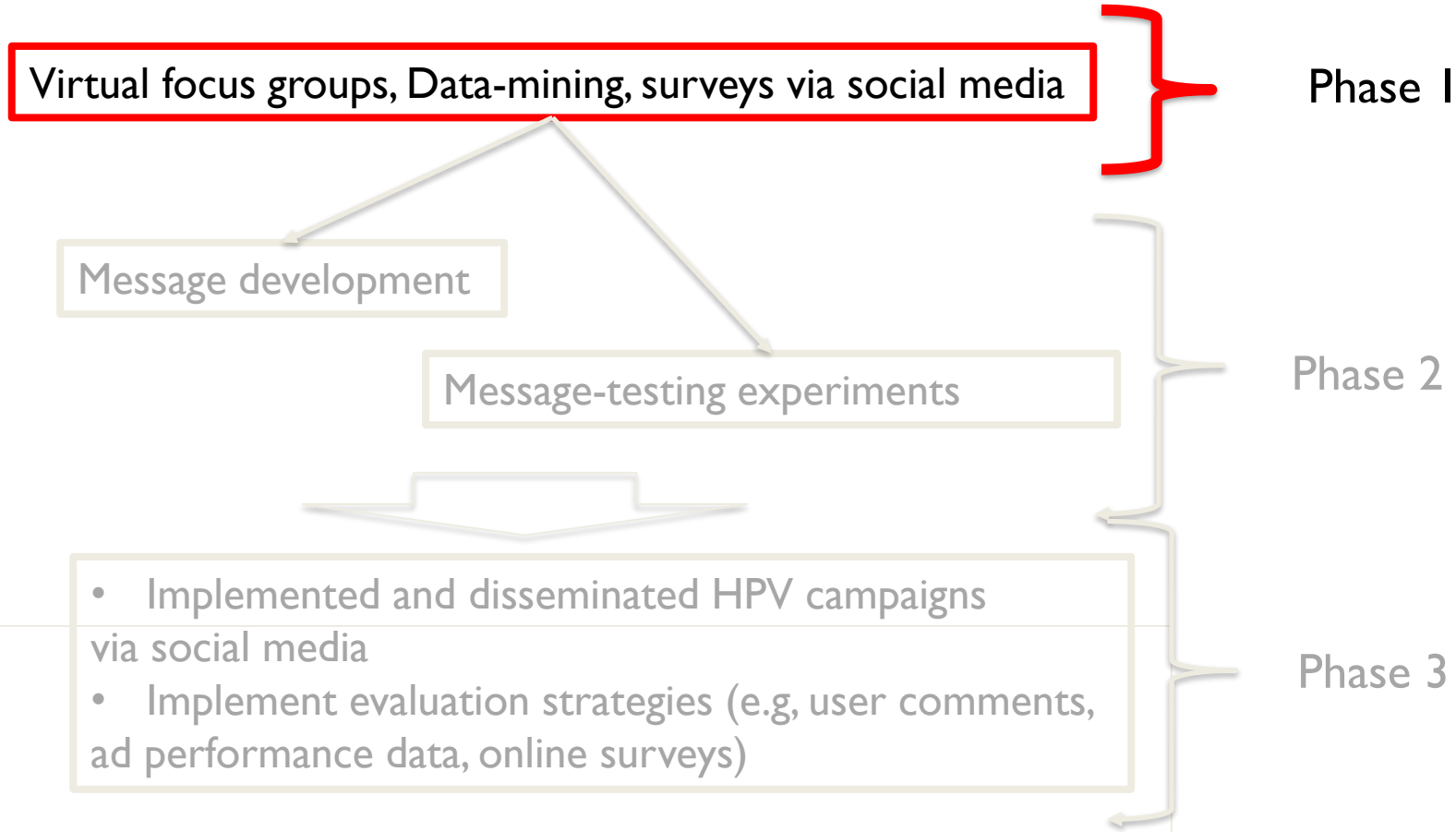
Harnessing **social** **technology**



- Reach (e.g., underserved populations, geographically distant individuals)
- User engagement and interactive communication
- Social support
- Cost-effective
- Naturally occurring communication
- Scalability (intervention content, methods, and outcomes)

Methods:

Multiphase sequential designs of translational communication research

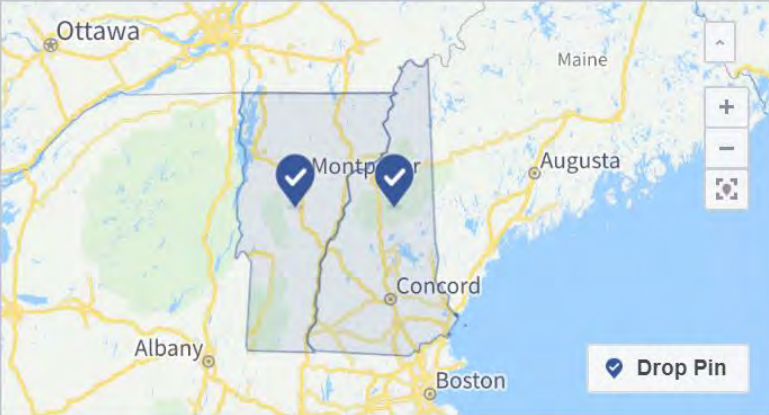


Everyone in this location ▾

United States

- ✓ New Hampshire
- ✓ Vermont

Include ▾ | Type to add more locations | Browse



Ottawa, Albany, Boston, Concord, Montpelier, Augusta, Maine

Drop Pin

Add Locations in Bulk


18 ▾ - 65+ ▾

All Men Women

Two rural states, NH/VT.
➔ Feasible?



Audience Definition

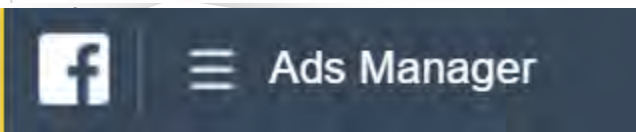


Specific Broad

Your audience selection is fairly broad.

Potential Reach: 1,400,000 people ⓘ

1,535,688 adult population in NH/VT
[United States Census Bureau](#) (2018)

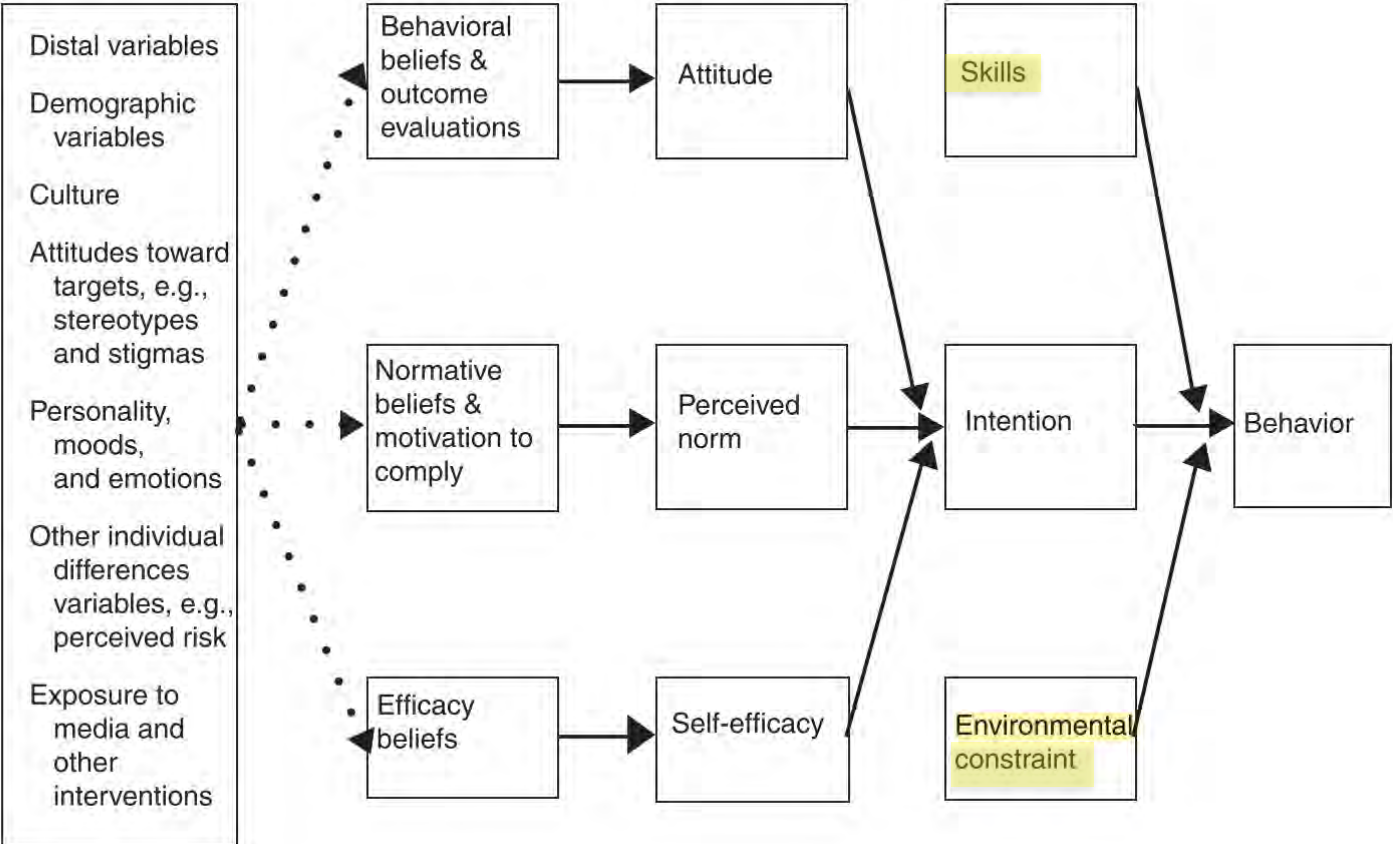


f ≡ Ads Manager

Focus group questions on Facebook

- 6 sets of questions in a structured format
- Consistent format across virtual focus groups
- Disseminated focus group postings via rural and urban areas using zip codes on Facebook
- Data-mined user comments for thematic analyses

An integrative model of behavioral prediction





Parents! We'd like to understand what parents of adolescents think about the HPV vaccine and related information.

Almost everyone will have HPV at some point in their lives. For most people, HPV goes away on its own, but can sometimes cause cancer and other diseases. Over 90% of cancer cases caused by HPV could be prevented with the HPV vaccine. It is recommended that all 11 and 12 year-olds should get two shots of the HPV vaccine 6-12 months apart and should get both shots before they turn 13. It's best given at this age range, because they are less likely to have been exposed to HPV and because they have a strong immune response. If they wait until they're older, they will need three shots.

- Based on what you just read, do you know enough about HPV and the HPV vaccine to get your child vaccinated?
- Please tell us about any other information you've seen or heard about getting the HPV vaccine.
- Do you have the resources and support you need to get your child vaccinated against HPV?
- Has your child already received the HPV vaccine? If not, why not?
- Would you consider the HPV vaccine for your child if your child hasn't received it yet?
- What, if anything, would you need in order to get your child this vaccine?

If you want to share your thoughts, experiences, and concerns anonymously, click "<https://goo.gl/q2mF9H>" to go to our online survey. Participation in this research study is voluntary. Your responses will be kept confidential with researchers at Dartmouth College. You can enter to win a drawing for e-gift cards. Click "<https://goo.gl/q2mF9H>" for more details.

Please Note: Regarding comments on this post researchers at Dartmouth College will use your comments below for RESEARCH purposes to learn about people's views on the HPV vaccine. Leaving comments and participating is completely voluntary, and we will not collect your name or any other identifying information. Please note: your comments on this post may be publicly available.



Neutral source

Greetings & Background information

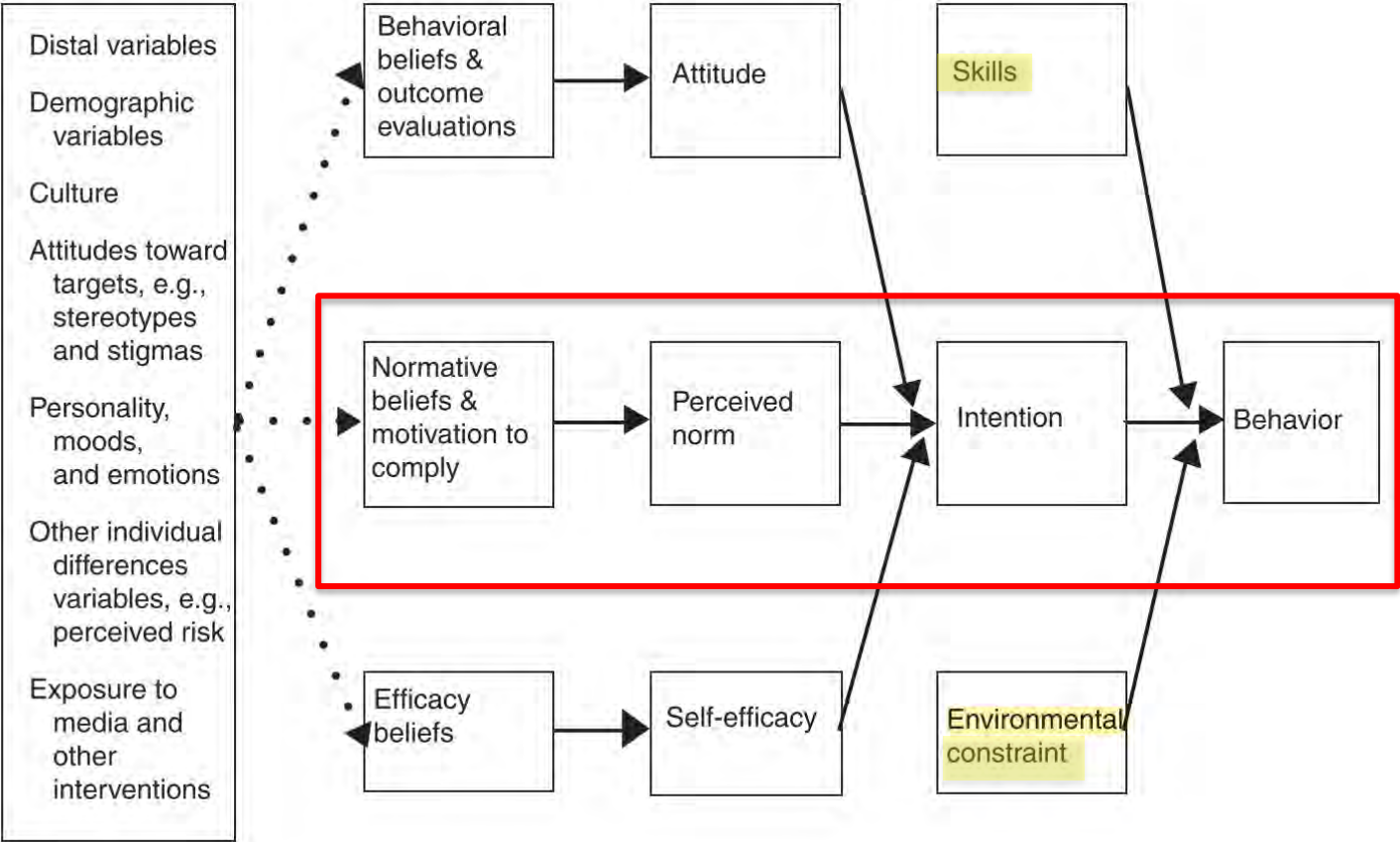
Questions driven by the model

Ending statement. Embedded survey

Disclaimer (observational study on social media).

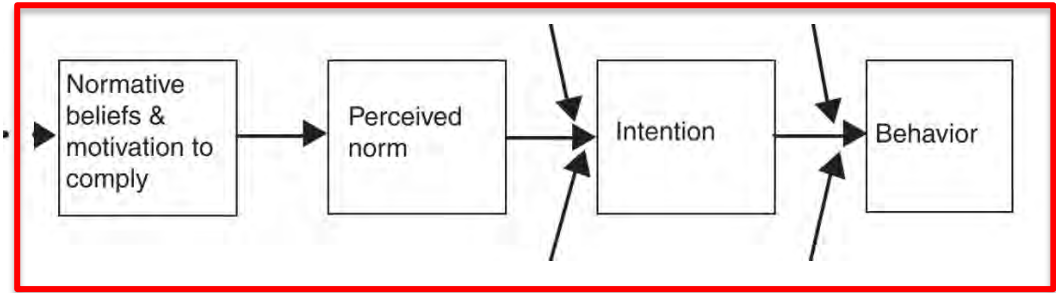
Message-congruent image

An integrative model of behavioral prediction



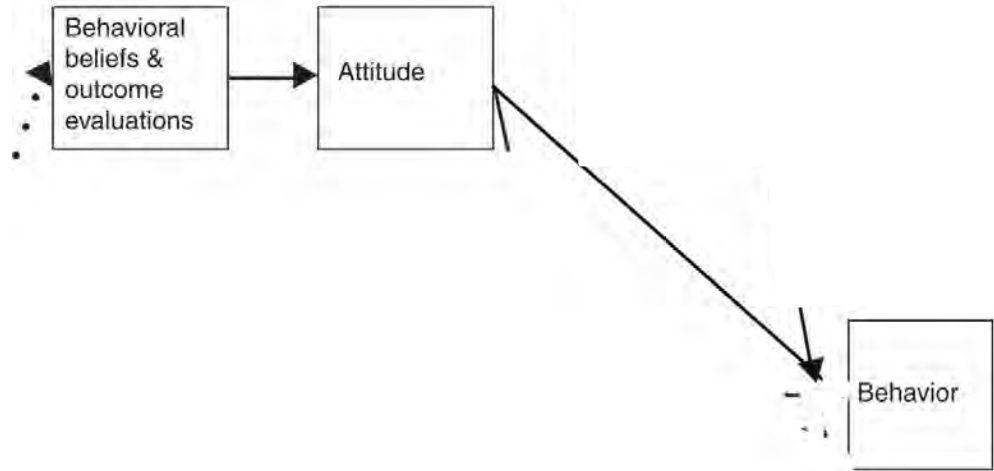
I. Normative beliefs and motivation to comply → perceived norm → behavioral intention → Behavior

- Do you believe that boys AND girls in this age range should get the vaccine? Would you be motivated in following this recommendation?
- Do you believe that the age range of 11-12 is appropriate?

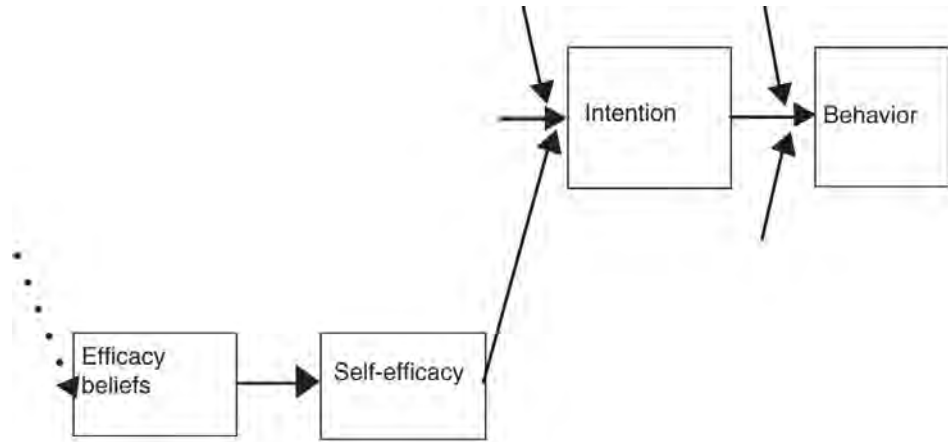


2. Behavioral beliefs and outcome evaluations/response efficacy belief → attitudes → BI

- Do you believe HPV vaccine will protect your children against genital warts and cervical cancer?
- Do you believe the HPV vaccine is safe, beneficial, and important for children ages between 9 and 15? Or, do you have the opposite opinions about the HPV vaccine?

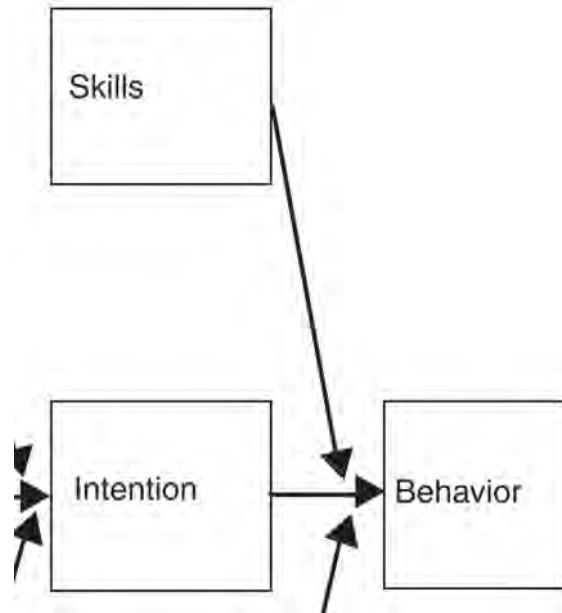


3. self-efficacy → behavioral intention



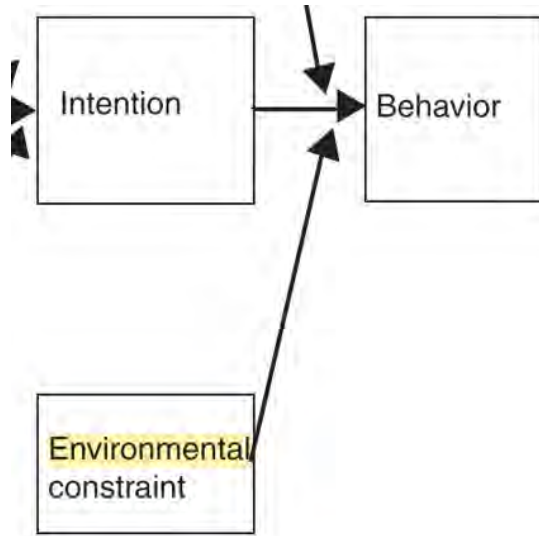
- As a parent, how challenging would it be for you to meet this recommendation?
- How confident are you that you have the ability to meet this recommendation?

4. Skills /lack of knowledge/ lack of exposure to recommendation



- 90% of people have HPV at some point in their lives. Although most people clear the virus without ever knowing they have it, the virus can persist in the cells and some types of HPV can, usually over decades, cause cancer.
- The HPV vaccine protects against nearly 90% of cervical cancers, and it provides protection against most of the genital cancers in men caused by HPV infection. The HPV vaccine also works effectively when given at a younger age. Children aged 11 and under only need two HPV vaccines instead of 3 doses.
- **Do you have enough knowledge about the HPV infection and the HPV vaccine? Have you read or seen any information about the importance of receiving HPV vaccines? Please share if you think you have enough knowledge, access to the information, and support to accomplish the recommended doses of the HPV vaccine for your child. If not, please share what skills, knowledge, resources you would like to have.**

5. Environmental constraint/Perceived barriers (access to care),



- E.g., Are there any obstacles or constraints that are preventing you from successfully giving the HPV vaccines for your child? If there are any things that make it difficult for you to get your child vaccinated, please let us hear. Share your concerns, barriers, and any difficult situations that made it hard for you to achieve the recommended doses for your child.

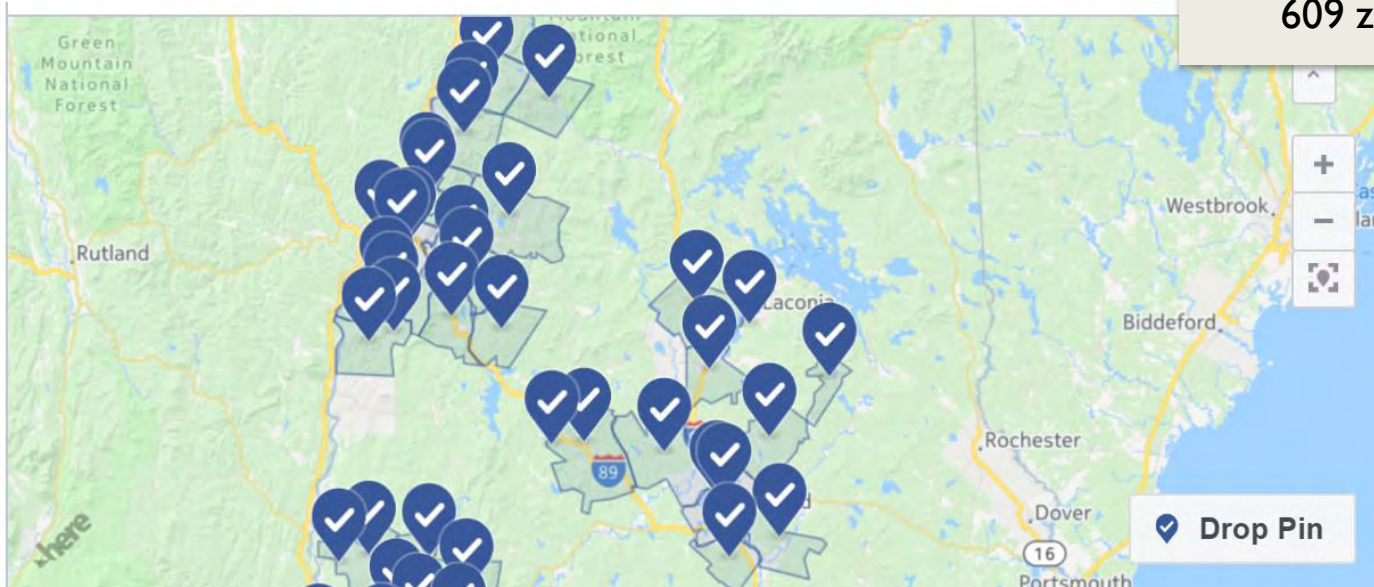
Audience geo-targeting

Geo-targeting by zip code levels
on Facebook Ads Manager

NH = 297 zip codes

VT = 312 zip codes

609 zip codes in NH/VT



Audience Targeting by geographic & demographic characteristics

Custom Audiences ⓘ **INCLUDE** people who are in at least ONE of the following

Add a previously created Custom or Lookalike Audience

EXCLUDE people who are in at least ONE of the following

Add a previously created Custom or Lookalike Audience

Create New ▼

Locations ⓘ **Everyone in this location** ▼

United States

📍 **United States**

📍 Include ▼ | Type to add more locations | **Browse**

Add Locations in Bulk

Age ⓘ 13 ▼ - 65+ ▼

Gender ⓘ **All** Men Women

Languages ⓘ

English (US) ×

English (UK) ×

Enter a language...

Data monitoring

- Anti-vaxxers
- Not relevant to the topic
- Swear, attack, trolls
- No intervention but observation
- 6 different Facebook Ads in a random order over time

Data analysis

- Thematic analyses
 - 327 user comments
 - Coding scheme: 23 pre-defined coding schemes concerning barriers and facilitators for HPV vaccination
- Linguistic analysis
 - 12,622 words from focus groups

5 most salient themes from virtual focus groups

- Theme 1: Safety/Side Effects/Risk/Ingredient Concerns and Long-Term or Major Adverse Events (of HPV Vaccine)
- Theme 2: Distrust of the System
- Theme 3: Effectiveness Concerns/HPV Vaccine Doesn't Work
- Theme 4: Connected to Sexual Activity
- Theme 5: Mis-States Facts

Discussion and limitations

- To collectively inform communication strategies for public health campaigns.
- Social media platforms were effective in engaging parents in hard-to-reach areas for discussions on HPV vaccination.
- Important to monitor focus groups in real time (e.g., trolls, spiral of silence)
- Geo-targeting but no validation on locations

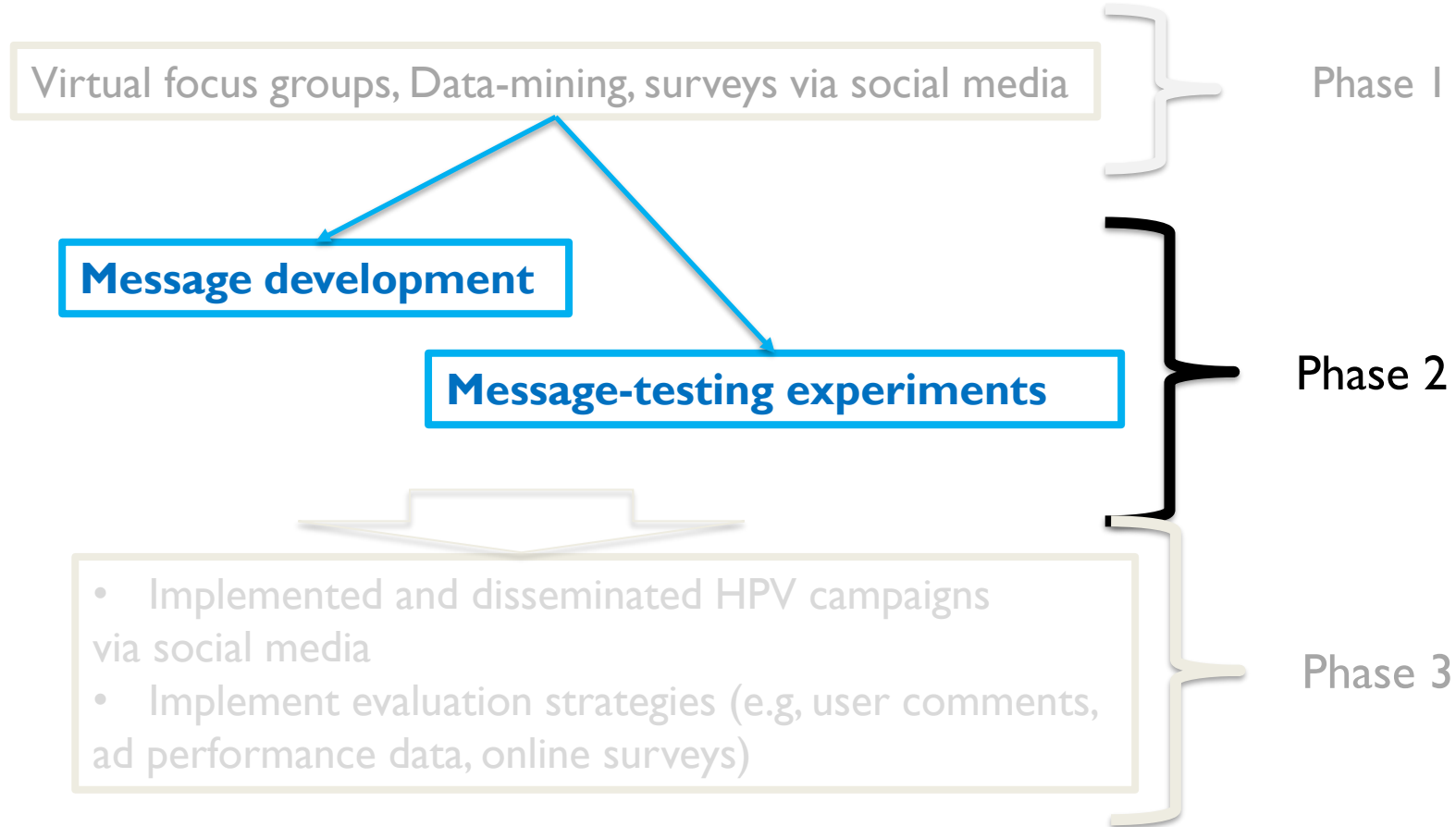


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Phase 2: Messages Testing Experiment for HPV social media campaign



Methodological approach: Multiphase sequential designs of translational communication research



Principles applied in the message development

- Developed 5~6 messages for each theme from focus groups
- Persuasion tactics:
 - Emotional appeal, rational appeal, concordance between image and text; neutral source; recency effect in promoting target statement
- Controlled for the length of messages
- Used neutral source
- Simulated social media environments within the message-testing experiment



Health Promotions
Sponsored · 🌐

Each year, over 20,000 women and 13,000 men in the U.S. get six types of cancer caused by human papillomavirus (HPV); thankfully, we have a safe vaccine to prevent these cancers. While some people worry about vaccine safety and the chemicals widely used in all vaccines, only very small amounts of chemicals are used to preserve the vaccines and to improve their long-term effectiveness. All boys and girls who are 11 or 12 years old should get the HPV vaccine to protect them against cancers caused by HPV, as well as genital warts. Talk to your child's doctor about the vaccines they need, including the HPV vaccine. Click "Learn More" for more information.



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Examples of stimulus materials

Theme 1:
Countering ‘Side Effects/Risk/Ingredient Concerns’

Theme 2:
Countering ‘Distrust of the System’

Theme 3:
Countering ‘Effectiveness Concerns’

Theme 4:
Countering ‘Connection to Sexual Activity’

Theme 5:
Countering ‘Misinformation’

Health Promotions
Sponsored

Study results show that the human papillomavirus (HPV) vaccine is effective in preventing cancers caused by HPV. As you'll learn from the video and article linked below, among women who were vaccinated in Finland 15 years ago, none of them got HPV cancers—showing that this vaccine works in preventing cervical cancer and other types of cancer caused by HPV. In addition, we have seen a 71% decrease in HPV infections that cause most HPV cancers and genital warts among teen girls vaccinated in the U.S. All boys and girls who are 11 or 12 years old should get the HPV vaccine. Talk to your child's doctor about the vaccines they need—including the HPV vaccine. Click "Learn More" for more information.



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Health Promotions
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The human papillomavirus (HPV) vaccine is for both boys and girls to prevent six types of cancer caused by HPV. While some people worry about vaccine safety, the HPV vaccine has a long and strong history of being a very safe vaccine. Watch this video from the CDC to learn more about the vaccine's safety, and talk with your child's doctor about the vaccines they need—including the HPV vaccine. Click "Learn More" for more information. <https://www.youtube.com/watch?v=dgmXKDIya8>



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The human papillomavirus (HPV) vaccine prevents against six types of cancer caused by HPV, and it is safe. Before the HPV vaccines were licensed by the FDA, each went through years of testing to make sure they were safe. The vaccine's safety has continued to be studied in the 12 years since it became available in the U.S. As shown below, large safety studies throughout the U.S. and other countries continue to show that HPV vaccine is safe. All boy and girls who are 11 or 12 years old should get the HPV vaccine to protect them against cancer. Talk to your child's doctor about the vaccines they need—including the HPV vaccine. Click "Learn More" for more information.



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Health Promotions
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The human papillomavirus (HPV) vaccine prevents against six types of cancer caused by HPV. The vaccine is also safe. As you will hear in this video from the Minnesota Department of Health, the HPV vaccine has been recommended and licensed since 2006 and there are not any serious safety concerns. All boys and girls who are 11 or 12 years old should get the HPV vaccine to help protect them from getting HPV cancers and genital warts. Talk to your child's doctor about the vaccines they need—including the HPV vaccine—and watch this video to learn more about the HPV vaccine's safety record. Click "Learn More" for more information. <https://www.youtube.com/watch?v=yiXghP8D00>



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Health Promotions
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Human papillomavirus (HPV) causes six types of cancer, but there is a vaccine that can prevent these cancers. Some people worry that vaccines like the HPV vaccine are just helping drug companies make money. Fortunately, that is not true. While vaccines protect each individual person against disease, they also have an important role in protecting everyone. A 2013 study found that over 103 million cases of disease in the U.S. have been prevented by vaccination in the last century. With the HPV vaccine, we can increase that number even more. All boys and girls who are 11 or 12 years old should get the HPV vaccine. Talk to your child's doctor about the vaccines they need, including the HPV vaccine. Click "Learn More" for more information.



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Message testing experiments:

- Kim & Hancock 2016, CR
- Kim & Niederdeppe 2014 JoHC

Randomization / Message exposure



Pre-test survey measures:

- Demographic information,
- Environmental Factors
- Prior knowledge
- Issue involvement
- Attitudes toward HPV vaccine
- HPV vaccination status

Social media & Crowdsourcing for recruitment & screening



Post-test survey measures:

- Manipulation checks
- Attitudes toward HPV vaccine
- Behavioral intention to vaccinate their kids against HPV
- Message effectiveness
- Social Economic Status

Recruitment/
screening

- 1,713 were recruited;
- 1,671 screened for eligibility

- 631 had no child and ineligible
- 42 (2.45%) dropped during the screening test
- 24 declined to consent

Consent/
Pre-test

- 1,016 eligible and provided a consent

- 18 dropped before random assignment

Randomization/
Message exposure

- 834 Experimental conditions
 - 167 Theme 1 “Safety/Side Effects/Risk/Ingredient Concerns and Long-Term or Major Adverse Events”
 - 165 Theme 2 “Distrust of the System”
 - 168 Theme 3 “Effectiveness Concerns/HPV Vaccine Doesn’t Work”
 - 167 Theme 4 “Connected to Sexual Activity”
 - 167 Theme 5 “Mis-States Facts”
- 164 Control condition

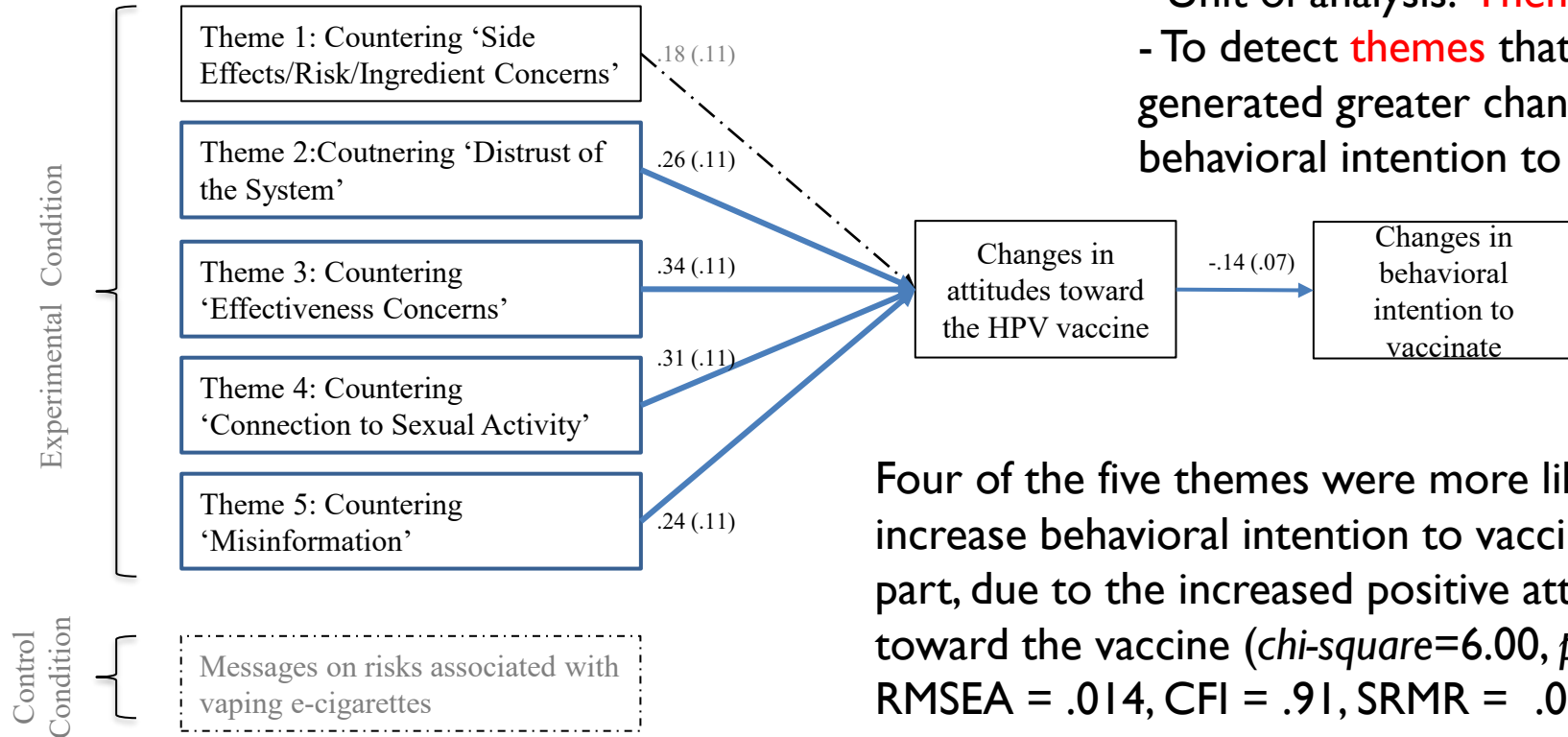
- 7 dropped during the post-test

Post-test/
Completion

- **991** started post-test measures and included in data analysis

Preliminary path models

- Unit of analysis: **Themes**
- To detect **themes** that generated greater changes in behavioral intention to vaccinate



Four of the five themes were more likely to increase behavioral intention to vaccinate, in part, due to the increased positive attitudes toward the vaccine (*chi-square*=6.00, *p* = *ns*, RMSEA = .014, CFI = .91, SRMR = .031). The messages about safety/side effects (Theme 1) **did not show this effect.**

Message selection for social media campaigns

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The human papillomavirus (HPV) vaccine prevents six types of cancer caused by HPV and is safe. Over 100 million doses of the vaccine have been given in the U.S., and over 12 years of research and monitoring continue to show it's safe. The most common side effects are similar to what is expected with other vaccines, such as redness, and swelling where the shot was given; dizziness; and fainting. As with other vaccines, children should sit in the doctor's office for 15 minutes after the vaccine is given to prevent fainting. All boys and girls who are 11 or 12 years old should get the HPV vaccine to protect against HPV cancers. Talk to your child's doctor about the vaccines they need, including the HPV vaccine. Click "Learn More" for more information.

Health Promotions
Sponsored

The human papillomavirus (HPV) vaccine is for both boys and girls to prevent six types of cancer caused by HPV. While some people worry about vaccine safety, the HPV vaccine has a long and strong history of being a very safe vaccine. Watch this video from the CDC to learn more about the vaccine's safety, and talk with your child's doctor about the vaccines they need—including the HPV vaccine. Click "Learn More" for more information. <https://www.youtube.com/watch?v=dgmXKNDya8>

Theme 1: Safety/Side Effects/Risk/Ingredient Concerns and Long-Term or Major Adverse Events (of HPV Vaccine)

Learn More

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Theme 2: Distrust of the System

Health Promotions
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The human papillomavirus (HPV) vaccine is safe and effective in protecting against six different cancers caused by HPV. A common myth is that vaccines like the HPV vaccine are simply a way for pharmaceutical companies to make money. That isn't true. Drugs, rather than vaccines, are

Theme 2: Distrust of the System




Learn More

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Theme 3: Effectiveness Concerns/HPV Vaccine Doesn't Work

Health Promotions
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Study results show that the human papillomavirus (HPV) vaccine is effective in preventing cancers caused by HPV. As you'll learn from the video and article linked below, among women who were vaccinated in Finland 15 years ago, none of them got HPV cancers—showing that this vaccine works in preventing cervical cancer and other types of cancer caused by HPV. In addition, we have seen a 71% decrease in HPV infections that cause most HPV cancers and genital warts among teen girls vaccinated in the U.S. All boys and girls who are 11 or 12 years old should get the HPV vaccine. Talk to your child's doctor about the vaccines they need—including the HPV vaccine.



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Theme 4: Connected to Sexual Activity

Health Promotions
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Throat cancers caused by human papillomavirus (HPV) are on the rise in both men and women. It's true. As shown in this video, more people—especially men—are getting throat cancers caused by HPV. While many parents think that you can only get HPV through sexual contact, HPV can also be spread through French kissing. The good news is that the HPV vaccine can prevent HPV infection and HPV cancers. The preteen years are the best time to get the vaccine because it's most effective when it's given before kissing and sexual activity. All boys and girls who are 11 or 12 years old should get the vaccine. Talk to your child's doctor about what vaccines your child needs, including the HPV vaccine. Click "Learn More" for more information.



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Theme 5: Mis-States Facts

Health Promotions
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Human papillomavirus (HPV) can cause six different types of cancer, including cervical cancer and throat cancer. The HPV vaccine can prevent these cancers. All 11-12 year-old boys and girls should get 2 doses of the HPV vaccine. Why both boys and girls? Because everyone can get HPV cancers caused by HPV. Why at 11-12 years old? Because most of them haven't been exposed to HPV yet and younger children have a high immune response to protect against future HPV infection. Why two doses? For full protection against about 93% of HPV cancers, more than one vaccine dose is needed. Children under 15 years old only need two doses because their

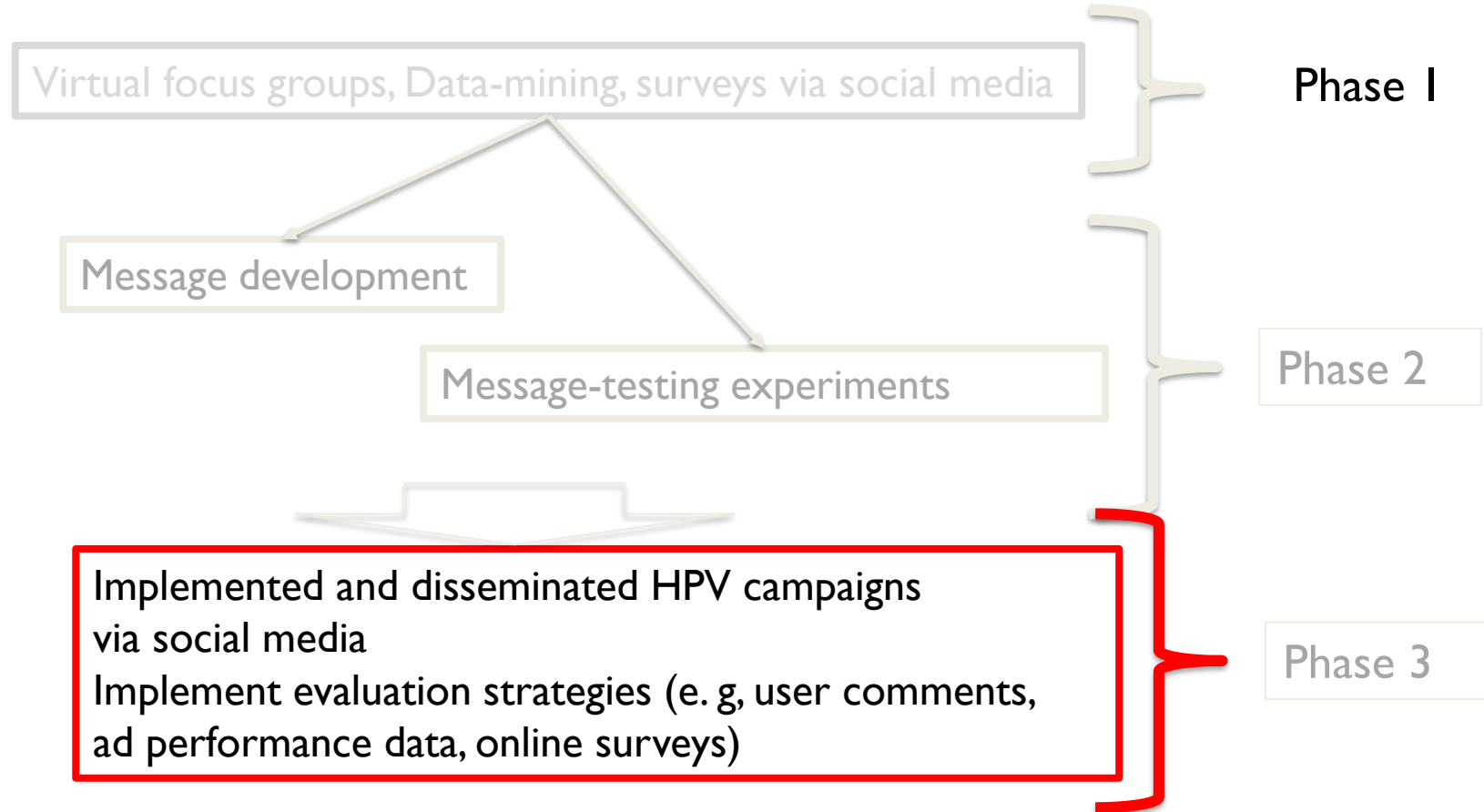


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- Message effectiveness scores
- Rank order

Methodological approach: Multiphase sequential designs of translational communication research





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Phase 3: HPV uptake social media campaign

A systematic implementation of selected messages via Facebook ads



- ❑ Facebook Ads manager platform offers a rich set of audience targeting features
 - ❑ e.g., geographic and personal interests-based targeting
- ❑ Rapid prototyping for campaigns
 - ❑ Message exposure frequency
 - ❑ Health communication delivery over time
- ❑ Coordinated campaign timeline schedules

Health Promotions
Sponsored

Human papillomavirus (HPV) can cause six different types of cancer, including cervical cancer and throat cancer. The HPV vaccine can prevent these cancers. All 11-12 year-old boys and girls should get 2 doses of the HPV vaccine. Why both boys and girls? Because everyone can get HPV cancers caused by HPV. Why at 11-12 years old? Because most of them haven't been exposed to HPV yet and younger children have a high immune response to protect against future HPV infection. Why two doses? For full protection against about 93% of HPV cancers, more than one vaccine dose is needed. Children under 15 years-old only need two doses because their immune response is stronger than older teens. Once they turn 15, they need three doses. Click "Learn More" for more information.



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24 mins
Author Johann Hari says work may be at the root of widespread depression and anxiety. There is one key factor that makes many jobs cause stress. Addressing it could lead to re-organizing many companies but much happier workers.

One factor causing

0 new likes this week
Create Promotion

Watchlist: Latest Episodes

- Is the Multiverse real?
Hashem Al-Ghaili
about a day ago
- Latest Treatments For Kidney Failure
Hashem Al-Ghaili
3 days ago
- The Importance of Vitamin D
Hashem Al-Ghaili
5 days ago

See All

Suggested Groups

- RECOVERY ROCKS
1,092 members
- Alcoholics Anonymous - CLOSED MEETING
5,618 members
- Pittie Nation
130,168 members

Disseminated pre-tested messages in a random order while controlling for:

- Content (tested messages only, randomized)
- Cost (fixed)
- Days of ads promotion
- Geo-targeting of message exposure (rural vs. urban areas by zip codes)

- Sunny J. Kim
- News Feed
- Messenger
- Watch
- Marketplace
- Shortcuts
- SMHealth
- People in Drug Add...
- Opiate
- Health Promotions
- Explore
- Pages
- Groups
- Events
- Fundraisers
- Manage Apps
- See More...
- Create
- Ad Page Group Event Fundraiser

ScienceTake
Why Grapes Exploded

823 166 Comments 349 Shares

Like Comment Share

Health Promotions
Sponsored

Human papillomavirus (HPV) can cause six different types of cancer, including cervical cancer and throat cancer. The HPV vaccine can prevent these cancers. All 11-12 year-old boys and girls should get 2 doses of the HPV vaccine. Why both boys and girls? Because everyone can get HPV cancers caused by HPV. Why at 11-12 years old? Because most of them haven't been exposed to HPV yet and younger children have a high immune response to protect against future HPV infection. Why two doses? For full protection against about 93% of HPV cancers, more than one vaccine dose is needed. Children under 15 years-old only need two doses because their immune response is stronger than older teens. Once they turn 15, they need three doses. Click "Learn More" for more information.



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Hashem Al-Ghaili
about a day ago
 - Latest Treatments For Kidney Failure
Hashem Al-Ghaili
3 days ago
 - The Importance of Vitamin D
Hashem Al-Ghaili
5 days ago
- See All

- Suggested Groups
- RECOVER 1.00
 - Alcoholics Anonymous - CLOSED MEETING
5,618 members
 - Pittie Nation
130,168 members



Welcome!
Information Sheet for The Survey

This research project is being conducted by Ardis Olson, MD from the Norris Cotton Cancer Center at Dartmouth and Sunny Kim, PhD from Virginia Commonwealth University. The study is to understand psychological and behavioral effects of messages promoting some pre-teen and teen health topics, including how parents process and respond to those health messages.

You are being asked to take part in a research study about some advertisements because you clicked our ads on social media for this study. We are interested in your thoughts about health-related messages about pre-teen and teen health. Please read this form carefully and ask any questions you may have before taking part in the study.

Background: The purpose of this study is to better understand how people think about different types of health-related messages. This project aims to learn about your psychological reactions and behavioral intentions toward the behavior promoted in the messages.

Procedures: If you agree to participate in this study, we will ask you to read a message carefully. You will first be asked a set of questions to determine if you are eligible for the study; these questions are required but you can stop at any time. If you are eligible, you will be asked to complete a survey. We expect this to take less than 15 minutes. You may choose to not answer any or all of these questions.

Risks and discomforts

...those encountered in day-to-day life and ...participating in this research. Please note that the ...of Qualtrics, and this software is not affiliated ...University. It has its own privacy and security



INFORMED

CONSENT



Ad performance data

Ad feature data

- Days ad was running
- Delivery Status
- Delivery Level
- Result Type (reach, traffic)
- Cost per Result
- Amount Spent



Ad engagement data

- Reach
- Impressions
- Result Rate
- Frequency
- Link Clicks
- Page Engagement
- Page Likes
- Post Engagement
- Post Reactions
- Post Shares
- Unique Link Clicks
- Clicks All
- Post Comments



Ads Manager

Harnessing social technology

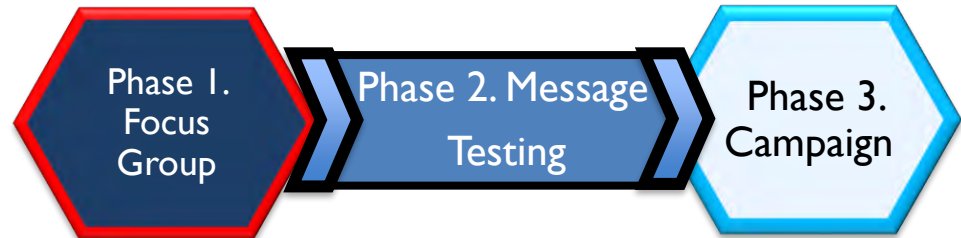


Translational research



- Persuasive technology
- Health communication
- Social/health psychology
- Science of behavior change

Multiphase Sequential Designs



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