INCREASING HPV VACCINATION AMONG ADOLESCENTS

HPV Vaccination Initiatives in Illinois: Achievable Methods to Prevent Cancers

IDPH
Illinois Department of Public Health

EverThrive Illinois
Champions for Healthy Communities
Formerly Illinois Maternal & Child Health Coalition
IDPH OVERVIEW

• **VISION**
  – Communities of Illinois will achieve and maintain optimal health and safety.

• **MISSION**
  – Protect the health and wellness of the people in Illinois through the prevention, health promotion, regulation, and the control of disease and injury.
IDPH OVERVIEW

• ORGANIZED 1877, ONE OF STATE’S OLDEST AGENCIES
• HEADQUARTERS IN SPRINGFIELD AND CHICAGO
  – 7 regional offices
  – 3 laboratories
  – 1,100 employees
• OVER 200 PROGRAMS, AFFECTING HEALTH & WELLBEING OF EVERY ILLINOIS RESIDENT & VISITOR
  – Childhood immunization
  – Food, water and drug testing
  – Hospital and nursing home licensure
  – Infectious and chronic disease control
  – Vital records
  – Health statistics collection and evaluation
  – Newborn screenings
  – Women’s health promotion
  – Emergency Preparedness
  – Workforce development
Agenda

- Review coverage levels
- Chicago Department of Public Health HPV vaccine initiative (review)
- Illinois Department of Public Health HPV initiative
- Next steps

HPV vaccination is cancer prevention
HPV3 Coverage*

HPV vaccination is cancer prevention

*2014 National Immunization Survey expected to be released at the end of July 2015
Estimates of Teen Vaccination Coverage Nationwide and in Illinois

<table>
<thead>
<tr>
<th>Vaccines</th>
<th>≥1 Tdap</th>
<th>≥1 Meningoccal</th>
<th>≥1 dose</th>
<th>≥2 doses</th>
<th>≥3 doses</th>
<th>≥1 dose</th>
<th>≥2 doses</th>
<th>≥3 doses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Illinois</strong></td>
<td>86.2%</td>
<td>79.0%</td>
<td>53.2%</td>
<td>42.6%</td>
<td>33.8%</td>
<td>34.8%</td>
<td>21.2%</td>
<td>16.3%</td>
</tr>
<tr>
<td><strong>US National</strong></td>
<td>86.0%</td>
<td>77.8%</td>
<td>57.3%</td>
<td>47.7%</td>
<td>37.6%</td>
<td>34.6%</td>
<td>23.5%</td>
<td>13.9%</td>
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</tbody>
</table>

Prevention and Public Health Fund (PPHF) Project
Increasing Human Papillomavirus (HPV) Vaccination Coverage Rates among Adolescents

As a 2013 funding recipient, CDPH worked with partners to identify issues affecting barriers to HPV vaccination
CDPH Media campaign
HPV vaccination is cancer prevention

Print and Outdoor Ads

Social Media
#UCanStopHPV

School Outreach

Public Information Campaign largest part of the grant expenditures

Used CDC developed and tested materials

We vetted the materials with our stakeholders group
CDPH Quality Improvement
Assessment, Feedback, Incentives, eXchange

QI project from the year prior to receiving funding

PPHF funding allowed for expansion on lessons learned-streamlining the AFIX process

Peer educator – trained faculty from ICAAP
  Sessions scheduled by CDPH staff – attended by faculty trained by Illinois AAP to address initiation and systems to improve adherence (peer to peer educators). 30-40 minutes.
  - Review coverage
  - Review recommendations
  - Provide resources for improving coverage
  - Phone follow up 3 months after visit
IDPH Quality Improvement
Assessment, Feedback, Incentives, eXchange (AFIX)

- IDPH is conducting AFIX visits in 2015, with a focus on adolescent vaccines: Tdap, HPV, and meningococcal.

- AFIX visits specifically target increasing HPV coverage rates
  - Assess current vaccination rates and current strategies
  - Provide feedback and goal setting
  - CME credits provided as an incentive for participating
  - Provide resources and coaching tips via e-mail
  - Provide reports on progress at 3 months and 6 months

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YOUR IMMUNIZATION REPORT CARD

1 REVIEW your clinic’s adolescent vaccine coverage.

<table>
<thead>
<tr>
<th></th>
<th>HPV</th>
<th>Meningococcal, 21 dose</th>
<th>Tdap</th>
</tr>
</thead>
<tbody>
<tr>
<td>patients, age 11-12</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>patients, age 13-17</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
</tbody>
</table>

Coverage estimates are for patients in the clinic’s immunization registry.

2 SET A GOAL to improve HPV vaccine coverage in the next 6 months.

<table>
<thead>
<tr>
<th>HPV Goal</th>
<th>Progress at 3 months</th>
<th>Progress at 6 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>patients, age 11-12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>patients, age 13-17</td>
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</table>

Goals represent the number of male and female patients in your clinic with records in your clinic’s immunization registry. A typical clinic might have 5% of their adolescent patients use the vaccine in 6 months. The goal is to double this rate.

3 RECOMMEND HPV vaccination for adolescents, starting at age 11.

Offer HPV vaccine in the same way you recommend other vaccines. Try saying:

“Your child needs three shots today: meningitis, HPV, and Tdap vaccines.”

Your recommendation is the single biggest influence on parents’ decisions to get HPV vaccine for their children. The vaccine produces a better immune response in younger adolescents. Vaccinating in the preteen years is best.
NEXT STEPS

IDPH-2014 PPHF RECIPIENT

HPV vaccination is cancer prevention
Provider Education

Webinar: August 27, 2015 from 12PM-1PM

Promote HPV Vaccination
Jill B Roark, MPH
Centers for Disease Control and Prevention

Please register at http://tinyurl.com/2015Webinars

Webinars and forum event series are approved for CME/CNE credits
Provider Education continued

ICAAP Dinner Seminars: 1-hour presentation on HPV from a national expert

**Eckerts (Belleville)**
Dr. Anton Grasch
951 S. Green Mount Rd., Belleville
**July 29, 2015: 5:30 – 7:30PM**

**Giovanni’s (Rockford)**
Dr. Darron Brown
610 N Bell School Rd, Rockford
**July 30, 2015: 5:30 – 7:30pm**

**Capri Ristorante (Berwyn)**
Dr. Rachel Caskey
6613 Roosevelt Rd, Berwyn, IL
**August 6, 2015: 5:30 – 7:30pm**

**Maldaner’s (Springfield)**
Dr. Steven Bowers
226 South 6th St, Springfield, IL
**August 18, 2015: 5:30 – 7:30pm**

To Be Scheduled Soon:
Champaign, IL

IDPH Media Campaign
HPV VACCINATION IS CANCER PREVENTION

Campaign outlets:

- Radio ads and radio interviews
- Outdoor billboards
- Social media
- Pandora ads
IDPH Media Campaign
HPV VACCINATION IS CANCER PREVENTION

• Social Media Blitz kick-off around the time of the state fair August 13\textsuperscript{th}-23\textsuperscript{rd} (tentative)
• Target will be parents and adolescents and providers
• Campaign will be state-wide
• Focus on benefits of HPV vaccination: HPV vaccination is cancer prevention
LHD (& other partners) Social Media Toolkit
HPV vaccination is cancer prevention

#UCanStopHPV

- EverThrive II & IDPH will distribute Social Media Toolkit to LHD and partners
- Includes sample tweets, Facebook posts, blog posts, matt articles
- Includes suggested timeline for when to post social messaging
- Timeline will align with social media blitz from state
- Share partner hash tags so we can follow each other

(Sample from CDPH)
I-CARE-Reminder/Recall Activities

Reports in I-CARE

- We are currently revising reminder/recall (R/R) in I-CARE
- IDPH will send R/R on behalf of selected LHDs to parents of adolescents (centralized R/R)
- IDPH is recruiting additional LHDs to participate in R/R activities
- If you are interested, please sign-up! (See Linda Kasebier to sign up)

Thank you to those LHDs who have already volunteered to participate!
- Iroquois
- Livingston
- McDonough
- Tazewell
- Whiteside

HPV vaccination is Cancer prevention!!
I-CARE Selection of Active Patients

**Just Released!** A new module to select only “Active” patients

**Why?** During the H1N1 Pandemic, many patients visited LHDs for the vaccine. Many of these patients were one-time patients who do not typically receive services from the LHD. I-CARE still recognizes these patients as being “active” in the clinic. This can skew the LHDs immunization coverage rates, making them appear lower than they truly are and also send out R/R letters to patients who are not a part of that clinic.

This revised selection criteria will allow clinics to more accurately manage their populations.
Reminder: Vaccines for Adults Program for LHDs

- Children who are eligible for the Vaccines for Children (VFC) program can be vaccinated through age 18 (until the date of their 19\textsuperscript{th} birthday) with VFC vaccines.
- Patients who are 19 years of age or older who need to complete the HPV series may be eligible for the Vaccines for Adults (VFA) program.
- Local Health Departments (LHD) enrolled in the Vaccines For Children (VFC) program may apply for the Vaccines for Adults (VFA) program.
317-Funded Vaccines for Adults Program for LHDs

• The 317-funded vaccines for:
  – Adults who are 19 years of age or older and
  – Uninsured (no insurance) or underinsured (insurance does not cover vaccines).

• Not eligible for VFA Program:
  – Fully insured, even if insurance deductible is high or not met or high co-pays.
  – Children, adults, and college students that are fully insured are not eligible for VFA or VFC vaccines.
  – Adults on Medicare Part B or Medicaid are not eligible for VFA vaccines.

• Enrolled LHD’s in the VFA program may administer VFA vaccines only to the uninsured and underinsured adults 19 years of age and older, unless IDPH expands criteria to address an outbreak response.
In summary…HPV Vaccination is Cancer Prevention

The state of Illinois must improve HPV coverage rates

IDPH is working with local partners and the CDC to create a public information campaign targeting parents, adolescents and health care providers

IDPH’s partners are working to educate health care providers on vaccination strategies

LHDs are being asked to participate in a social media campaign

IDPH is looking for additional LHDs to volunteer for reminder/recall letter efforts

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