

**1. Report Card** (1 week post-intervention)

**Subject:** Immunization Report Card for *[clinic name]*

**Body:**

**Your QI Project to improve HPV vaccination**

Last week, your clinic committed to increasing HPV vaccine coverage. Over the next 6 months, a representative from your clinic will conduct an immunization quality improvement (QI) project in partnership with the *[health department name]*. To meet your QI goal, we need the help of all clinicians and staff.

**How to help**

To support these QI efforts, please take a moment now to:

1. Review your clinic's immunization report card, including QI goals (attached).
2. Recommend HPV vaccination for all male and female adolescents, starting at age 11.
3. Get CME credits for learning about HPV vaccination.

<http://www.cdc.gov/vaccines/ed/hpv/>

**Rationale**

Increasing your HPV vaccine coverage will help protect your patients against HPV-related cancers. Immunization QI also helps you to:

- Follow AAP and AAFP practice guidelines
- Prepare for a new HEDIS measure of HPV vaccine coverage
- Fulfill QI requirements toward PCMH certification

Look for email updates in 3 and 6 months to track your improvement. If you have questions, please get in touch with me or your clinic's project leader. Good luck!

*[name]*

*[contact information]*

## 2. Provider Recommendations (1 month post-intervention)

**Subject:** Recommending HPV vaccine

**Body:**

### **Tips for recommending HPV vaccine**

What's the single biggest influence on parents' decision-making about HPV vaccination? A healthcare provider's recommendation. Unfortunately, we often miss opportunities to deliver strong recommendations for HPV vaccine. Here are tips for making effective recommendations:

- Start early. Patients should get HPV vaccine at age 11 or 12.
- Be brief and direct.
- Treat HPV vaccine like other adolescent vaccines.

Try saying: "Your child is due for three shots today: HPV vaccine, Tdap vaccine and meningitis vaccine. With your okay, we'll give these vaccines at the end of the visit."

### **How to Help**

The [\[health department name\]](#) is partnering with your clinic to raise HPV vaccine coverage. To support ongoing QI efforts, please review additional tips for recommending HPV vaccine (attached).

With 5 months to go, you still have plenty of time to meet your clinic's QI goal. Keep going!

[\[name\]](#)

[\[contact information\]](#)

### 3. Parent Concerns (3 months post-intervention)

**Subject:** Addressing concerns about HPV vaccine

**Body:**

#### **Addressing concerns about HPV vaccine**

Parents report a variety of reasons for not getting HPV vaccine for their adolescent children. The most common reasons are: not getting a providers' recommendation, not having enough information, believing the vaccine is not needed, and concerns about safety or side effects.

Strategies for addressing concerns:

- Find common ground: "HPV vaccine has gotten a lot of media attention, so I can understand why you have concerns."
- Give the evidence: "Of all the medications I prescribe, vaccines are among the safest. HPV vaccine has been studied extensively and has not been linked to serious side effects."
- Provide a strong recommendation: "HPV vaccine prevents cancer, and it's something I recommend strongly for all my 11- to 12-year-old patients."

#### **How to Help**

The [\[state health department name\]](#) is partnering with your clinic to raise HPV vaccine coverage. To support ongoing QI efforts, use CDC's educational materials with families who raise questions about HPV vaccination (attached).

Next month, you will receive your clinic's 3-month progress report. Let's make this month count!

[\[name\]](#)

[\[contact information\]](#)

#### 4. 3-Month Report (3 months post-intervention)

**Subject:** Immunization QI 3-month report

**Body:**

##### **Immunization QI: 3-month report**

###### *For clinics with $\geq 50\%$ of goal patients vaccinated:*

Congratulations! As you will see from the attached report, you are making good progress toward your goal to improve HPV vaccine coverage in your clinic. We encourage you to build on this success. Keep up the good work to ensure that you meet your 6-month goal.

###### *For clinics with $< 50\%$ of their goal patients vaccinated:*

The attached 3-month report shows your progress toward improving HPV vaccine coverage in your clinic. Although coverage is improving, your clinic is not currently on track to meet your QI goal. However, there is still time. Renew your quality improvement efforts to ensure that you meet your 6-month goal.

##### **How to Help**

The [\[state health department name\]](#) is partnering with your clinic to raise HPV vaccine coverage. To support ongoing QI efforts, you can:

1. Recommend HPV vaccination for all male and female adolescents, starting at age 11.
2. Get CME credits for learning about HPV vaccination.

<http://www.cdc.gov/vaccines/ed/hpv/>

<http://www.medscape.org/viewarticle/826415>

<http://www.medscape.org/viewarticle/827912>

We're now at the project's half-way mark, and this is a great time to renew your commitment to increasing HPV vaccination.

[\[name\]](#)

[\[contact information\]](#)

## 5. 6-Month Report (6 months post-intervention)

**Subject:** Immunization QI 6-month report

**Body:**

### **Immunization QI: 6-month report**

#### *For clinics meeting their vaccination goals:*

Congratulations! As you will see from the attached report, you have met the QI goals you set for increasing HPV vaccination in your clinic. In a 6-month period, you've succeeded in vaccinating twice as many adolescents as the typical clinic. You can expect this effort to translate into higher clinic coverage.

#### *For clinics not meeting their vaccination goals:*

The attached report shows your progress toward improving HPV vaccine coverage in your clinic. Although coverage has improved, you have not yet met your goal. We encourage you to continue working to improve by experimenting with different strategies for supporting HPV vaccination in your clinic. Remember that quality improvement is an ongoing process and requires trial and error. You may need several QI cycles to find a strategy that works, so don't give up.

#### *For all clinics:*

#### **How to keep improving**

Over the last 6 months, the [\[state health department name\]](#) has partnered with your clinic on a project to raise HPV vaccine coverage. To support QI efforts, you can:

1. Recommend HPV vaccination for all male and female adolescents, starting at age 11.
2. Get CME credits for learning about HPV vaccination.

<http://www.cdc.gov/vaccines/ed/hpv/>

Thank you for your participation. We look forward to partnering with you again in the future.

[\[name\]](#)

[\[contact information\]](#)