

The Announcement Approach

to recommending adolescent vaccines

Announce

- Note **child's age**
- Announce children this age are **due** for vaccines that prevent several diseases, placing HPV cancers in the **middle of the list**
- Say you will vaccinate **today**

Because Michael just turned 11, he is due for vaccines against meningitis, HPV cancers, and whooping cough.

If parent hesitates...

Connect

- Ask parent for their **main concern**
- Show you are **listening**

So, what's your main concern?

I hear what you're saying...

Counsel

- Address parent's concern using a **research-tested** message
- Recommend getting HPV vaccine **today**

Messages for counselling hesitant parents

Age.	Kids respond more strongly to HPV vaccine when they are younger. This may give better protection against some cancers.
Sex.	This really isn't about sex. The HPV vaccine is about preventing cancer.
Safety.	This vaccine is one of the most studied medications on the market. The HPV vaccine is safe, just like the other vaccines given at this age.
Effective.	Over 30,000 Americans get cancer from HPV every year. Most could be prevented with the HPV vaccine.
Guidelines.	Experts at the CDC agree that kids should get the HPV vaccine by age 11 or 12 to prevent several cancers.
Boys.	HPV infections don't care if you're a boy or girl. The virus can cause cancer and many other diseases.
Requirements.	School requirements don't always keep up with medical science. The HPV vaccine is an important vaccine that can prevent many cancers.

Exercise

Provider

1. Say how you would announce HPV vaccination.

2. Read messages for hesitant parents.

Circle two messages that you could use in your practice in the next 2 weeks.
Pick one message to practice using now.

3. Recommendation practice.

Try the Announcement Approach with you as the provider and another person as the parent.

Parent

1. Respond as the child's parent.

The child is 11 years old. Routine well visit with no serious health concerns.
Child has not had meningitis, HPV, or Tdap vaccines.

2. Voice a concern.

Ask your partner for message they want to practice, and voice a relevant concern.
Whatever you do, be tough on the provider!

3. Evaluate the provider's recommendation and share feedback.

Announce

- Noted child's age
- Said due for vax against 3 diseases
- Placed HPV cancers in middle of list
- Said they will vaccinate today

Connect and Counsel

- Asked for main concern
- Made a personal connection with parent
- Used a research-tested message
- Used the words **recommend** and **today**