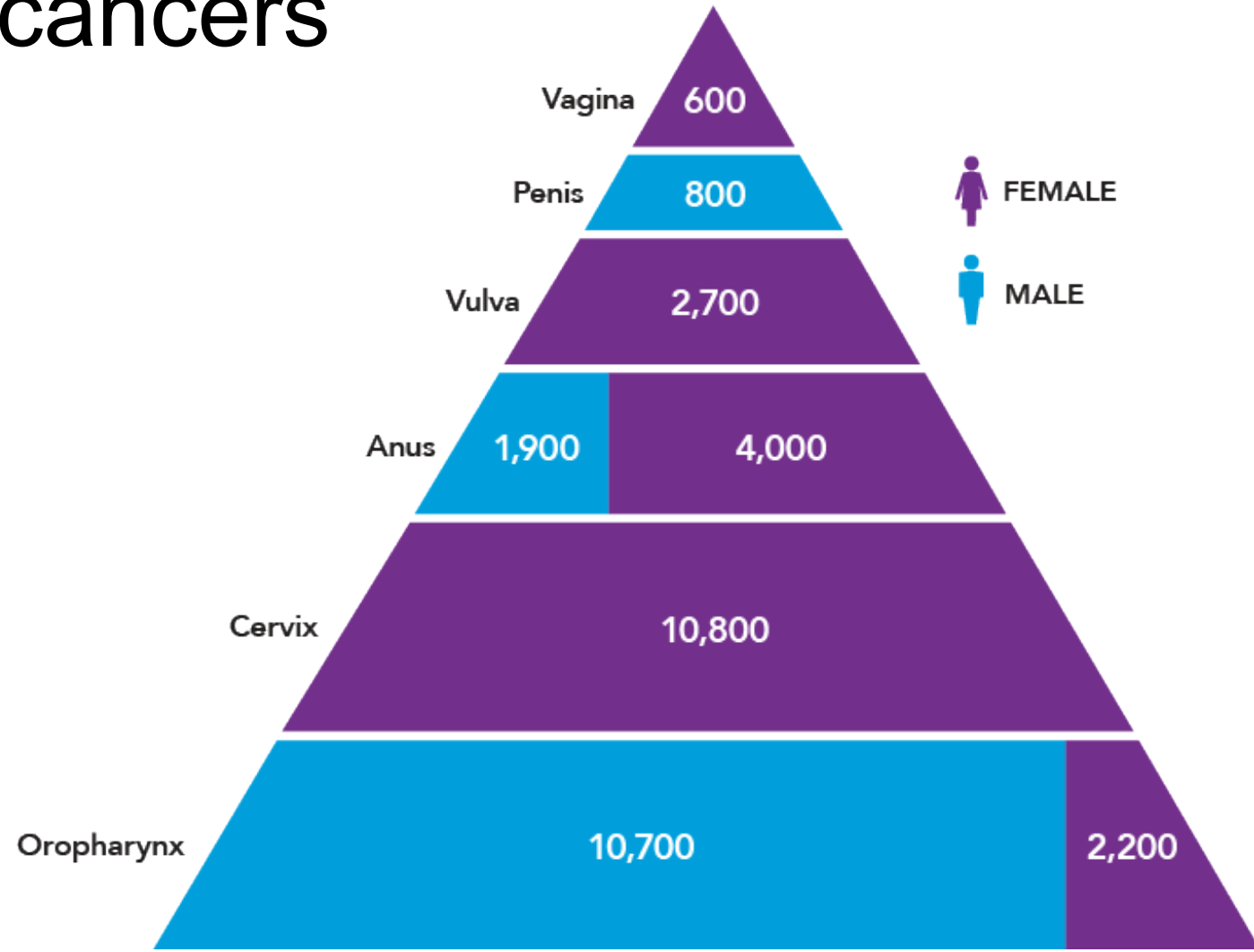




## **The Announcement Approach:** Making Effective HPV Vaccine Recommendations

## HPV causes 6 cancers



President's Cancer Panel Annual Report, 2018

## Slide 7. HPV causes 6 cancers

HPV is common.

Almost 80 million Americans are currently infected with at least one strain of the virus.

As this graphic shows, HPV causes 6 cancers. This translates into tens of thousands of new HPV cancers in the US each year.

Notice the purple regions that show for example, vaginal cancer, vulvar cancer, anal cancer, and cervical cancer in women.

But also notice the blue regions that show penile cancer, anal cancer and oropharyngeal cancer in men.

It is alarming that the incidence of oropharyngeal cancer has tripled in recent years. New cases of this cancer are now more common than cervical cancer.

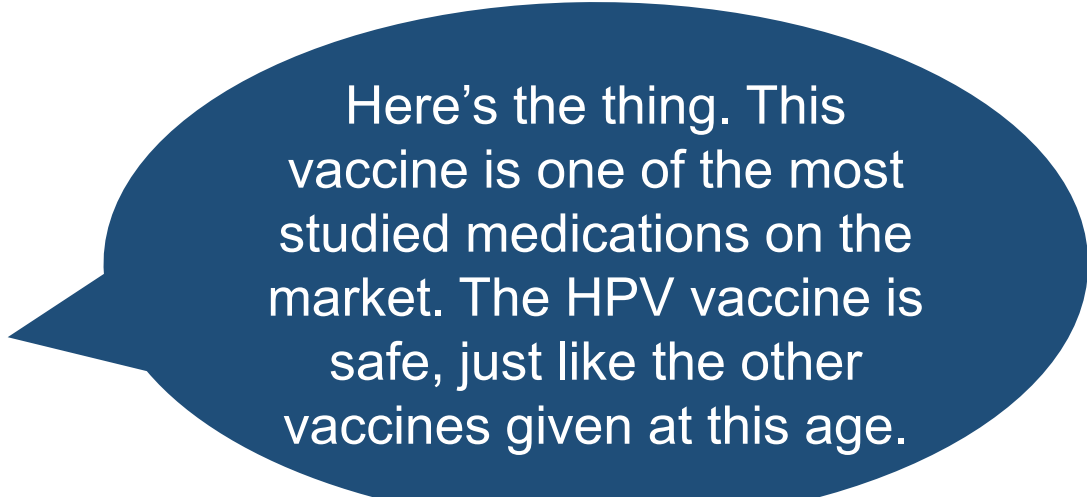
In addition, HPV also causes thousands of cases of genital warts.

**[CLICK]**

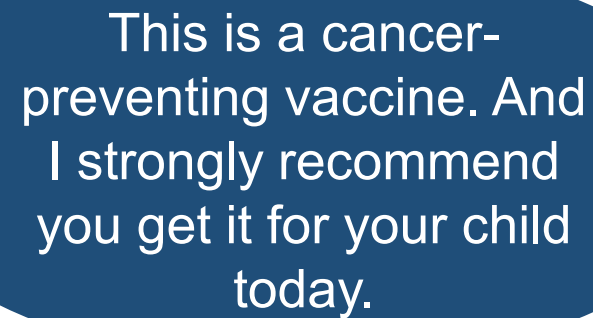
## Counsel

Address parent's concern using a **research-tested** message

Clearly recommend getting HPV vaccine **today** and give a reason



Here's the thing. 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.



This is a cancer-preventing vaccine. And I strongly recommend you get it for your child today.

## Slide 23. Counsel

Now it's time to counsel the parent.

**[CLICK]**

Address their concern using a research-tested message.

In general, parents want objective statements.

Research shows that it's best to stay away from anecdotes about what your family did or how often you give the vaccine in your clinic.

Now give your recommendation as a health care professional.

**[CLICK]**

Clearly recommend getting HPV vaccine today.

Some providers may think the counselling they just did is enough. But many parents won't know that you want them to vaccinate today unless you plainly state your opinion as their provider.

It also helps to give a brief reason to vaccinate. You could say that you believe HPV vaccine is very important for their child.

Here's what the Counsel step might look like when addressing a parent's concern about safety.

**[CLICK]** "Here's the thing. 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."

## Next steps

Use the Announcement Approach

- 5 patients in next 2 weeks

Build communication into clinic flow

- Announcements
- Hesitant parents
- Parents who decline



## Slide 33. Next steps

Let's talk about next steps for you and your clinic.

**[CLICK]** Now that you have learned the Announcement Approach, please use it in your practice.

A good idea is to set a goal to use this approach with 5 patients in the next 2 weeks.

**[CLICK]** It's also important to build vaccine communication into clinic flow. It's a team effort, from the time a patient is greeted until they leave.

So I have a couple questions about how your clinic's nurses and medical assistants might play a role in supporting the Announcement Approach.

**[CLICK]** In your clinic, could nurses and medical assistants make announcements? **[PAUSE]**

**[CLICK]** Okay, so who should counsel hesitant parents? **[PAUSE]**

**[CLICK]** Who should follow up if a parent declines HPV vaccination?  
**[PAUSE]**

We recommend that your clinic discuss how they will communicate about HPV vaccine so that everyone is on the same page. An all staff meeting is a good place for this discussion.

While communication is only one part of primary care, standardizing your