

# The Announcement Approach for Increasing HPV Vaccination

Take these steps to more effectively recommend HPV vaccination. They will save you time and improve patient satisfaction.

1

..... If a parent is hesitant .....

## ANNOUNCE

Start with a presumptive announcement that assumes parents are ready to vaccinate. This is an effective way to recommend adolescent vaccines, including HPV vaccine.<sup>1</sup>

### KEY ELEMENTS OF AN ANNOUNCEMENT:

Note **child's age** to cue that this is part of routine care

Say you will vaccinate **today**

Announce children this age get a vaccine that prevents six HPV cancers.

### ANNOUNCEMENT EXAMPLE

“Marcus is now 9, so today he'll get a vaccine that prevents six HPV cancers.”

2

## CONNECT & COUNSEL

Connect with parents by asking for their main concern about HPV vaccine. Counsel parents by using a research-tested message to address their concern.<sup>2</sup> Then clearly recommend getting HPV vaccine today.

..... If a parent declines .....

3

## TRY AGAIN

Say you'll bring up HPV vaccine at the next visit. Then make a note in the child's chart. Almost 70% of parents who initially decline later agree to HPV vaccine or plan to soon.

1. Brewer, et al., 2017, *Pediatrics*. 2. Shah, et al., 2019, *Pediatrics*. 3. Kornides, et al., 2018, *Academic Pediatrics*.

# Research-Tested Messages to Address HPV Vaccine Concerns

1,200 parents told us these were the best messages to use when addressing their concerns.<sup>2</sup>

## AGE

"Kids have a stronger immune response to HPV vaccine when they're younger. That may give them better protection against HPV cancers later on."

## REQUIREMENTS

"School requirements don't always keep up with medical science. The HPV vaccine is an important vaccine that can prevent many cancers."

## SEX

"This really isn't about sex. The HPV vaccine is about preventing cancer."

## BOYS

"HPV infections don't care if you're a boy or girl. The virus can cause cancer and many other diseases."

## SAFETY

"Researchers have conducted over 100 studies on the safety of HPV vaccine. They've consistently found that it's really safe, just like the other vaccines given at this age."

## GUIDELINES

"The American Academy of Pediatrics recommends that kids get the HPV vaccine starting at age 9 to prevent six cancers."

## EFFECTIVE

"Over 36,000 Americans get cancer from HPV every year. Most could be prevented with the HPV vaccine."



2. Shah, et al., 2019, *Pediatrics*. Messages adapted to reflect current clinical practice.