

Follow the Path to Increasing HPV Vaccination

Take these steps for effectively recommending HPV vaccination. They will save you time and improve patient satisfaction.

1

USE A

PRESUMPTIVE ANNOUNCEMENT

A presumptive announcement assumes parents are ready to vaccinate. This is an effective way to recommend adolescent vaccines, including HPV vaccine.¹

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 are **due** for vaccines that prevent several diseases, placing HPV cancers in **middle of list**

ANNOUNCEMENT EXAMPLE

“Now that Sophia is 12, she is due for three vaccines. Today, she'll get vaccines against meningitis, HPV cancers, and whooping cough.”

..... If a parent is hesitant

2

ASK FOR THEIR MAIN CONCERN AND ADDRESS IT

Connect with parents by showing you heard them. Counsel using a research-test message. Examples are available on the other side of this flyer or at hpvIQ.org²

..... If a parent declines

3

TRY AGAIN ANOTHER DAY

Almost **70%** of parents who initially declined later agree to HPV vaccine or plan to soon.³

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

Effective Responses to HPV Vaccine Concerns

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

AGE

"Kids respond more strongly to HPV vaccine when they are younger. This may give better protection against some cancers."

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

"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."

GUIDELINES

"Experts at the CDC agree that kids should get the HPV vaccine by age 11 or 12 to prevent several cancers."

EFFECTIVENESS

"Over 30,000 Americans get cancer from HPV every year. Most could be prevented with the HPV vaccine."



2. Shah, et al., 2019, Pediatrics.