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

**KEY ELEMENTS OF AN ANNOUNCEMENT:**

- **ANNOUNCE**
  - Note child’s age to cue that this is part of routine care
  - Announce children this age get a vaccine that prevents six HPV cancers.
  - Say you will vaccinate today

**ANNOUNCEMENT EXAMPLE**

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

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

3. If a parent declines
   - 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.

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Research-Tested Messages to Address HPV Vaccine Concerns

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

**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."

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Developed with funding from the CDC (U01IP001073-03-04) and NCI (P01CA250989).