



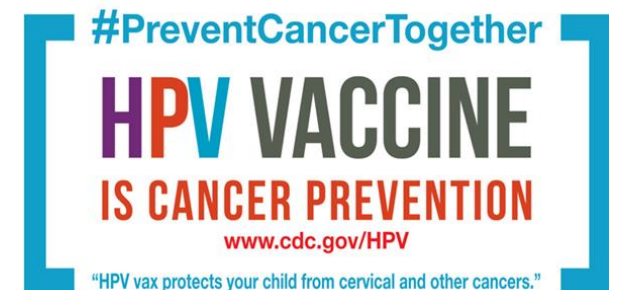
WASHINGTON STATE HPV TASK FORCE

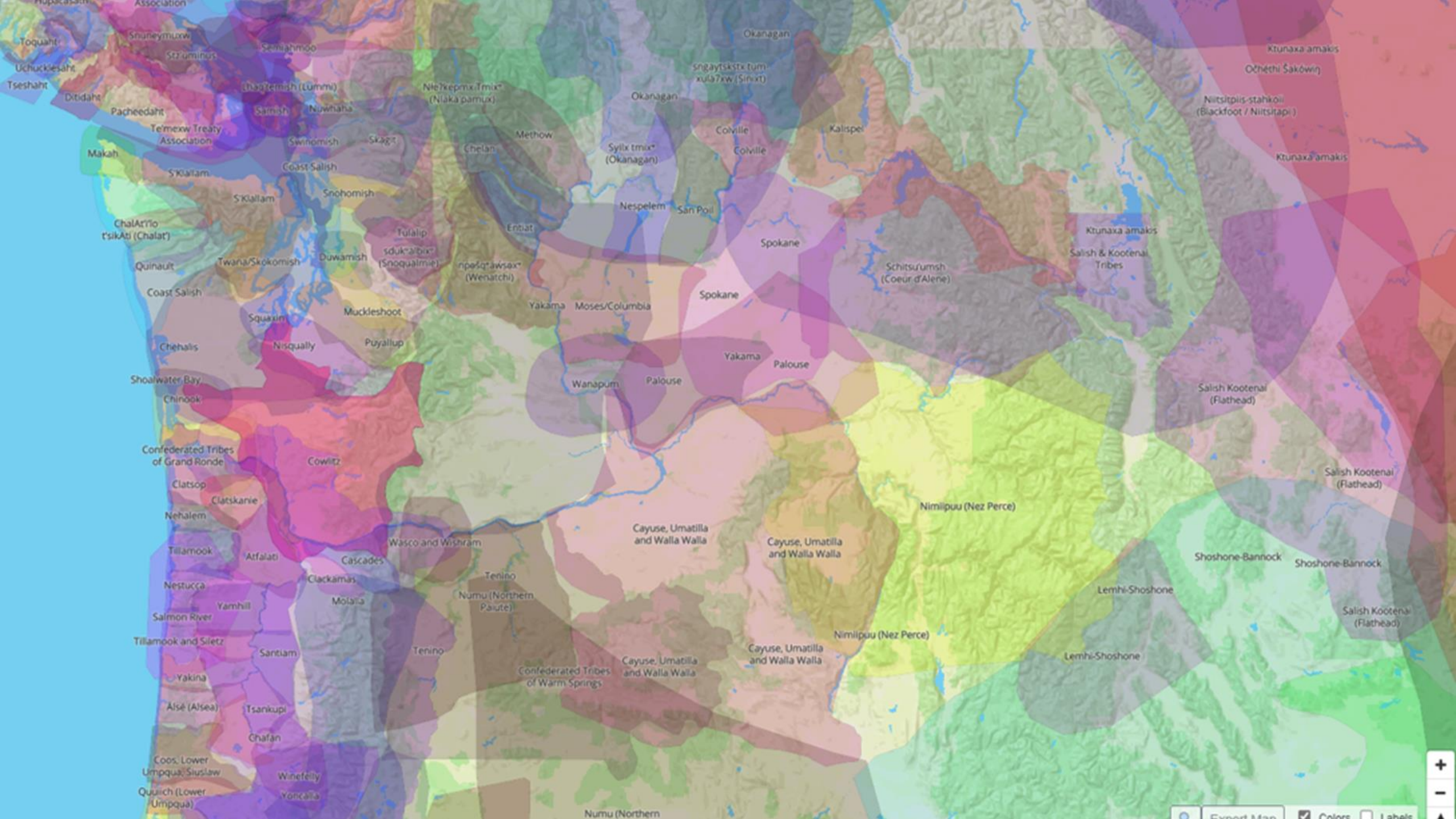
February 2nd, 2024



Agenda

1. Land Acknowledgement
2. Housekeeping and Updates
3. Where are we Now?
4. Announcement of New HPV@9 Awards
5. Plans for 2024
6. **BREAK**
7. Presentation: HPV Vaccine Media Campaign by Utah DHHS
8. Project Breakout & Report out
9. Wrap Up





Housekeeping

- We will be recording this webinar so you can find it and all the resources referenced today on the WithinReach website. You will receive a follow up email with links to the material covered once it is available.
- While the focus is absolutely on HPV vaccination – we are also looking at adolescent immunizations collectively as they are all significantly impacted by pandemic, too narrow a focus on just HPV can create missed opportunities and the actions steps we are going to be discussing can increase rates and protection against many vaccine preventable disease.



Code of Conduct

A friendly reminder that the HPV Taskforce invites all who attend today to help us create a safe, positive experience for everyone. Members and participants agree to support our mission and strengthen HPV prevention efforts in Washington State based on evidence-based guidance from the Advisory Committee on Immunization Practices (ACIP).


If you are subjected to an unacceptable behavior, notice that someone else is being subjected to unacceptable behavior, or have any other concerns, please notify any of the HPV Task Force planning team members as soon as possible. All reports will remain completely confidential.

See that chat message for more details.





Save the Date

- 2024 Meeting Dates:
 - May 10th, 2024: Roundtable (4-hour meeting)
 - October 11th, 2024: Task Force (2-hour meeting)
 - Meetings will be virtual
- 

Cancer Action Plan of Washington

- State-Wide Cancer Coalition
- 5-Year Cancer Plan
 - Includes HPV vaccine and HPV-related Cancer priorities
 - Current phase: Building strategies
- Next Meeting September 18th , 2024
- Contact: Katie.Trend@doh.wa.gov

Resources

- New Video Abstract of HPV@9 Publication:
<https://www.youtube.com/watch?v=A3zA9-irQel>
 - Link to the Publication: [Effect of immunization registry-based provider reminder to initiate HPV vaccination at age 9, Washington state](#)
- [WA State HPV Free Task Force Website](#)
- [Human Papillomavirus \(HPV\) | Washington State Department of Health](#)



Nicole Rhodes, CHES

**Immunizations Health Educator
Washington State Department of Health**



HPV - WHERE ARE WE NOW?

Washington State Department of Health



Nicole Rhodes (she/her)

Immunization Health Educator

nicole.rhodes@doh.wa.gov

Health Promotion and Education (HPE)
Office of Public Affairs and Equity (OPAE)
Washington State Department of Health

Happy First Birthday to HPV at Nine!



HPV at Nine

- In 2022, the Washington state Vaccine Advisory Committee (VAC) passed a motion to take action to encourage HPV vaccination.
- On January 20th, the Washington state Immunization Information System (IIS) updated the forecast for HPV to start at nine.

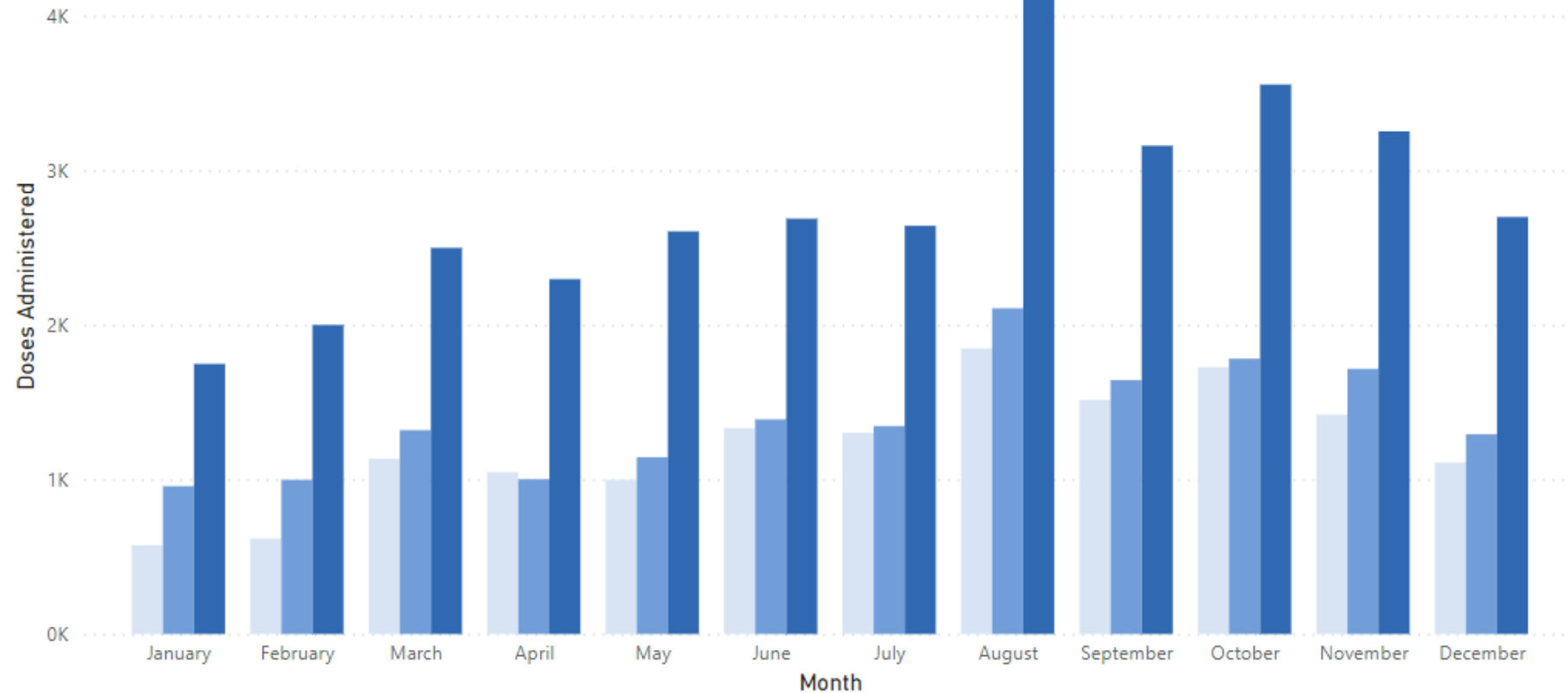
WAIS Data



HPV Doses Administered 9-10 Year Olds

Doses Administered by Age Group and Vaccine

● 2021 ● 2022 ● 2023



Source: Data based on doses administered data documented in the Washington State Department of Health Immunization Information System

HPV Doses Administered 9-10 Year Olds

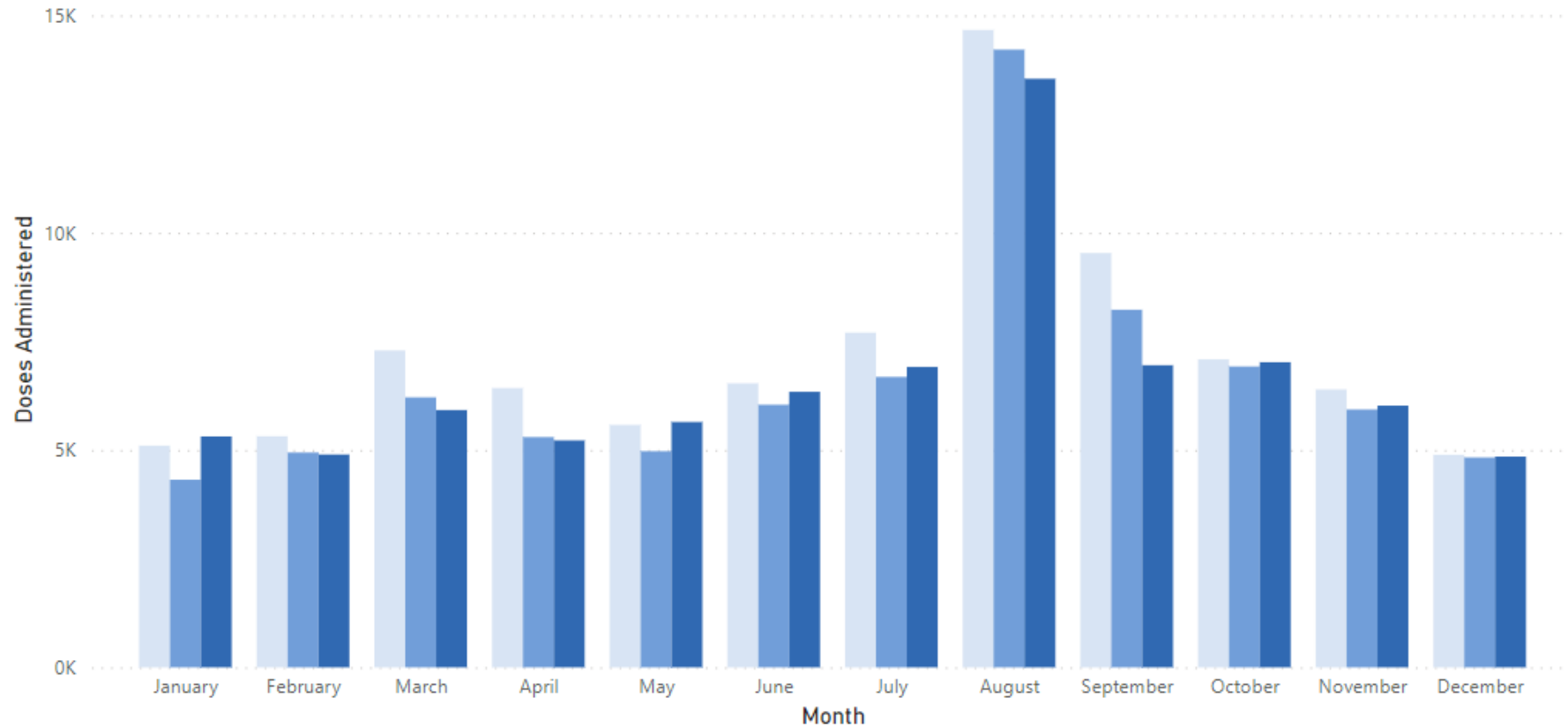
Month	2021	2022	2023
January	575	957	1,748
February	618	998	2,000
March	1,134	1,319	2,499
April	1,048	1,002	2,297
May	998	1,144	2,606
June	1,331	1,389	2,688
July	1,302	1,346	2,642
August	1,848	2,108	4,163
September	1,515	1,643	3,160
October	1,727	1,782	3,556
November	1,419	1,716	3,253
December	1,109	1,293	2,699
	14624	16697	33311

Source: Data based on doses administered data documented in the Washington State Department of Health Immunization Information System

HPV Doses Administered 11-12 Year Olds

Doses Administered by Age Group and Vaccine

● 2021 ● 2022 ● 2023

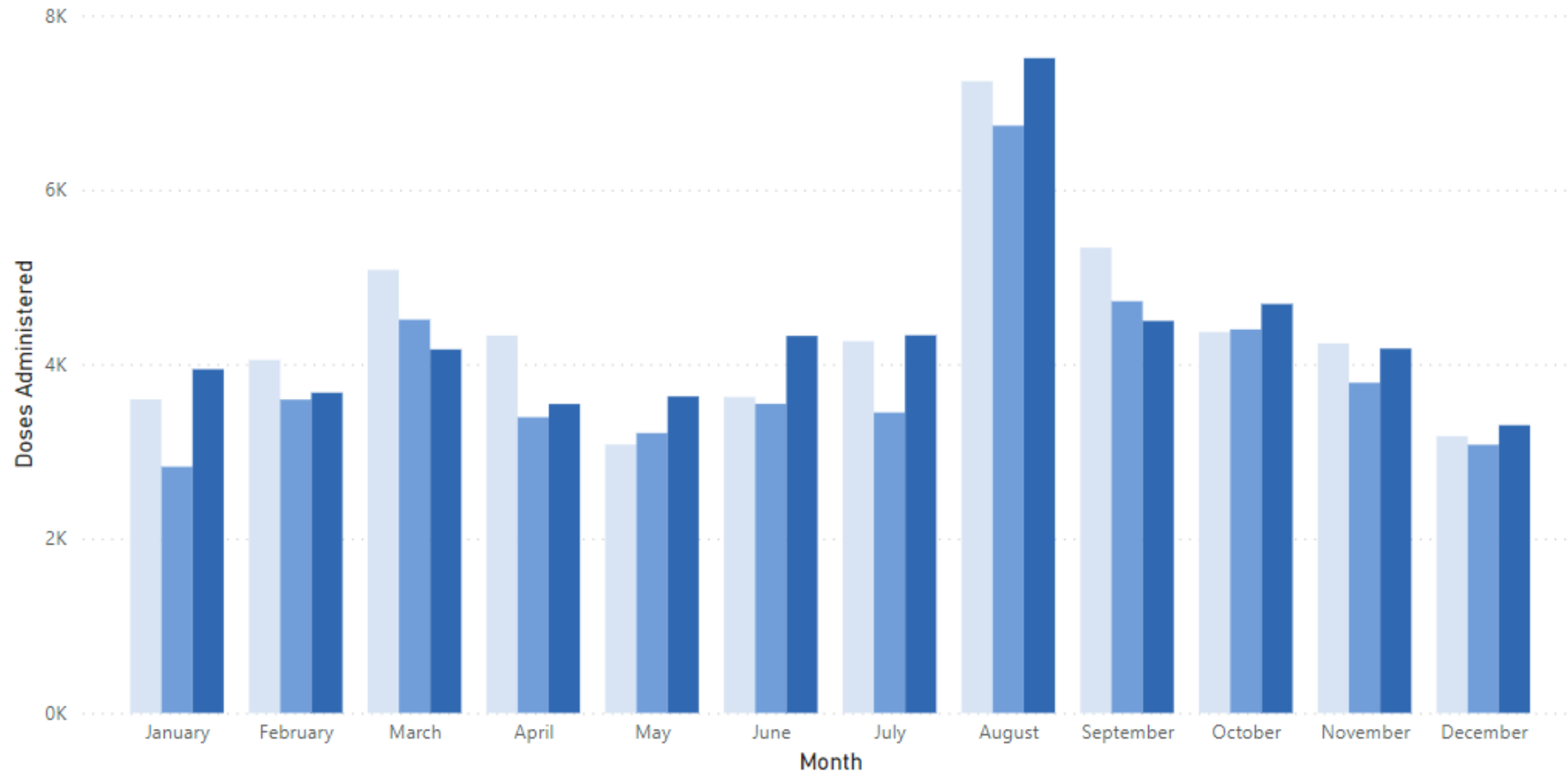


Source: Data based on doses administered data documented in the Washington State Department of Health Immunization Information System

HPV Doses Administered – 13-17 Year Olds

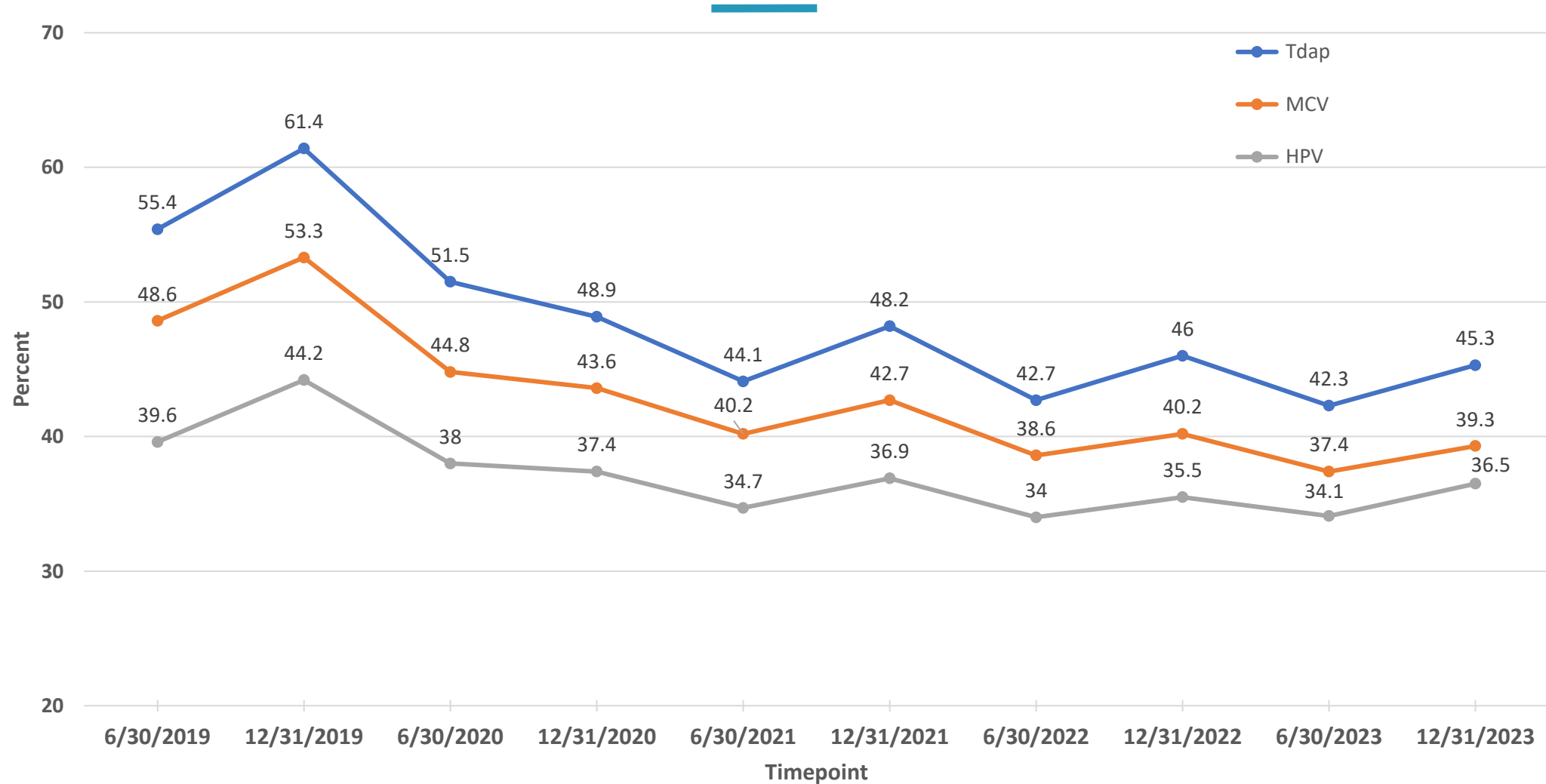
Doses Administered by Age Group and Vaccine

● 2021 ● 2022 ● 2023

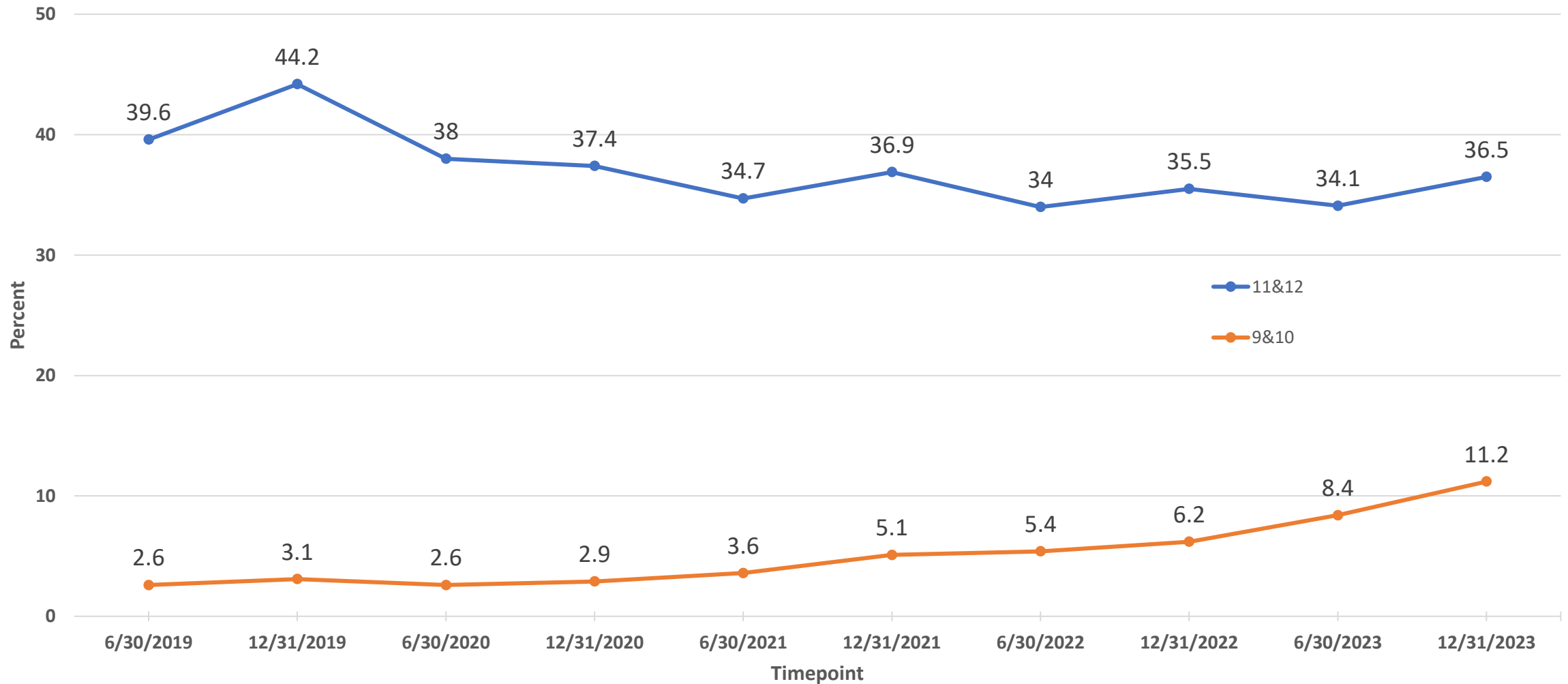


Source: Data based on doses administered data documented in the Washington State Department of Health Immunization Information System

Percent of 11-12 year olds with at least 1 dose (initiated) of Tdap, MCV, and HPV, June 2019 - December 2023



Percent of HPV-initiated (≥ 1 dose) adolescents by age group, June 2019 - December 2023



Summary

- Celebrating one year of HPV at nine initiative
- Age 9-10 administrations and percentage of the age group vaccinated continue to rise but still have a ways to go.
- Percent of 11–12-year-olds with at least one dose of HPV remain lower than those with at least one dose of Tdap and meningococcal. Efforts still need to be made to close that gap.



To request this document in another format, call 1-800-525-0127. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email civil.rights@doh.wa.gov.



**Announcement:
Immunize WA - HPV @ 9 Awards**



**Immunize
Washington**

Immunize WA Goals

Increase

- Increase immunization rates at the clinic level by using best practice tools and the Washington State Immunization Information System (IIS).

Support

- Support activities to provide on time vaccination to children and adolescents

Encourage

- Encourage clinics to measure their immunization rates so they know where they are doing well and areas to improve.

Engage in

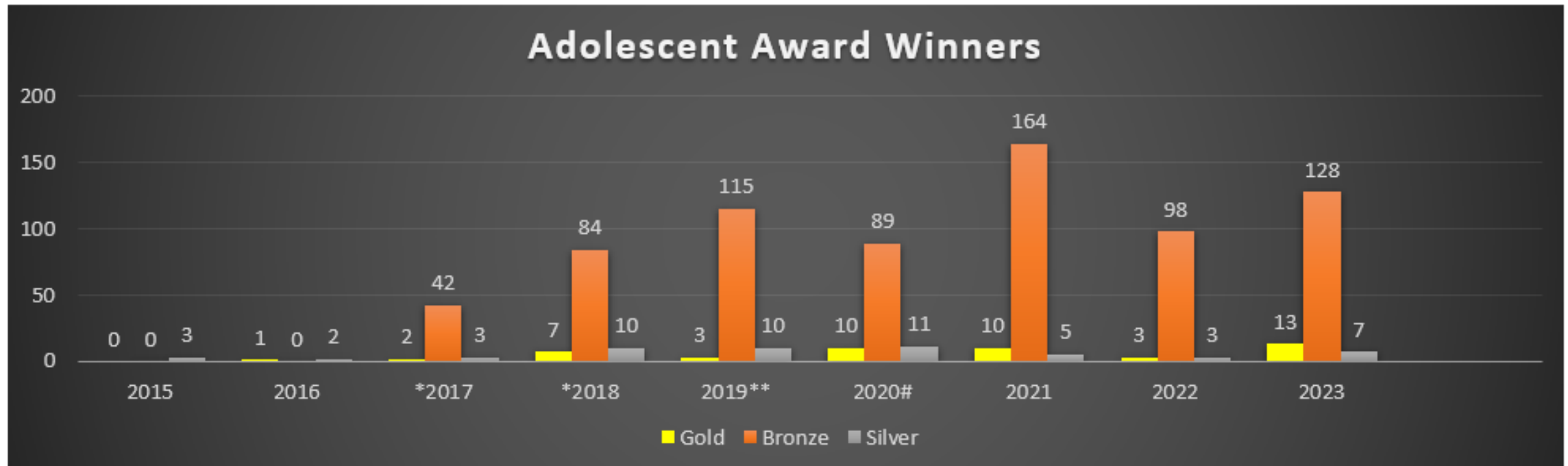
- Engage in immunization quality improvement activities

Help

- Help Washington meet national goals for child and teen vaccines

Adolescent Series

- 2017 Bronze Award Level introduced to encourage providers to complete series





Immunize WA HPV Prevention Award

HPV Prevention Award is for age group 9-10 years that have achieved 1 dose of 25% or higher

This award is in partnership with HPV Free Task Force, Health Plan Partnership, and other partners

January is Cervical Cancer Awareness Month and is the 1-year anniversary of forecasting changes in the IIS

Vaccine Blurbs Issue 216 (Feb 1, 2023) was sent, Immunize WA website will be updated soon!

Awards will be announced in August along with childhood and adolescent awards

Certificates and window cling will be awarded

Immunization Quality Improvement

IQIP or HPV at 9 or WA-CHIP

	IQIP	HPV at 9	WA-CHIP
Dates	Rolling Start	Feb -- June 2024	Mar -- Sept 2024
Project Length	12 months	5 months	7 months
Goal	Increase immunization rates (2 year-olds; 9-10 year-olds; 13 year-olds)	Increase HPV vaccination rates (9-10 year olds)	Decreased missed opportunities for immunizations (4-6 and 9-17 year olds)
Specifics	Clinics pick 2-5 strategies: Return to clinic leverage IIS, Strong recommendation, Strengthening vaccine communication, HPV at age 9	Streamlined workflows for HPV vaccination at age 9-10, Training materials and posters provided (English/Spanish), Educational webinars providers and staff	Select evidence-based improvement(s), Data visualization and equity performance, QI coaching, and resources, Learning community of clinics
Incentives	CME	MOC Part 4; possibly CME/CE	MOC Part 4; CME/CE
Time Investment	Clinics can decide on the time and strategies that they would like to dedicate to improve immunization practices; three check-ins (10 min phone call) at 2, 6, 12 months	2-3 hours per month for clinic leads (especially in Feb-April), 1 hour per month for providers (4 hours total for entire project)	2 hours per month for 2 clinic leads + 2.5 hours per month for chart reviews
Notes	Lots of flexibility; Not a learning collaborative	Very practical and focused learning collaborative to implement HPV at age 9	Structured learning collaborative, flexibility in chosen strategies, chart reviews (monthly) are required
Contact Info	Chrystal Averette Chrystal.Averette@DOH.WA.GOV	DeAnna Dudley Pittenger ddudley@wcaap.org	Marina Martinez mmartinez@wcaap.org



For more information on the Immunize WA award program or to connect with one of the immunization quality improvement activities

email

immunizewa@doh.wa.gov



Plans for 2024

2024 Goals for HPV Free Taskforce

1. Increase the % of kids with 1 or more doses of HPV at 9/10 from Dec. 2023 rate of 11% to 20% by Dec. 2024
2. Increase the % of kids with 1 or more doses of HPV at 11/12 from Dec. 2023 rate of 36% to 40% by Dec. 2024
3. A Goal specific to disparities in HPV immunization rates among rural and Medicaid populations – once baseline data is available

* All adolescent rates will be increased at end of Dec. 2024

The 2024 Strategies to meet these goals

- Awareness & Education around HPV at 9
 - Increase provider participation in available CME webinars
 - Create basic HPV @ 9 presentation to healthcare organizations – school nurses, nursing school, residents, OBGYNs etc.
 - Target rural and tribal clinics
- Implement best practices in clinical setting for HPV @ 9
 - Get leadership on board and involve the whole clinic
 - Cancer prevention messaging
 - Create a standing orders template for HPV at 9
 - Create social media “drop and go” messaging for clinics
 - Targeted reminder/recall
 - Hard wire HPV @ 9 in clinic – EMR alerts, immunization schedule posters, etc.

The 2024 Strategies to meet these goals

CONT -

- Community Outreach with HPV awareness day March 4, 2024
- Outreach education to specific organizations such as Boys&Girls Club, Scout troops, PEPS, PFLAG, LGBTQ, Youth council and school-based health clinics

What's missing?

- Overall goals?
- Strategies to meet these goals?
- What other ideas do you have?



Quick Poll

1. What additional goals be included in our 2024 plans?
2. What additional strategies should be included in 2024 plans?



Break
Back at 8:45



HPV Vaccine
Moving to age 9 recommendation
HPV Media Campaign

Kayla Rypien
Immunization Coordinator
Utah Department of Health and Human Services

Human Papillomavirus (HPV) Vaccine

Moving to age 9 recommendation

**Utah Department of Health and Human Services
HPV Media Campaign**

Kayla Rypien

Immunization Coordinator

Utah Department of Health and Human Services

Recommending HPV Vaccination at Age 9:

Recommended by the American Cancer Society, American Academy of Pediatrics, UDHHS. Previous guidance from CDC and ACIP recommend routine HPV vaccination at age 11 or 12 but notes that the HPV vaccine can be given starting at age 9.

Recommended Vaccination Schedule Guideline



Benefits to initiating HPV at age 9

1
Offers more time
for completion of
the series by the
age of 13

2
Results in a strong
immune response to
the HPV vaccine

3
Increases the
likelihood of
vaccinating prior to
first HPV exposure

4
Decreases questions
about sexual activity
by parents and
guardians

5
Decreases requests
for only vaccines that
are “required” for
school

6
Decreases the
number of
administered
shots per visit

7
Increases
vaccinations and
therefore the number
of cancers prevented

8
Has been shown
by several systems
to increase
vaccination rates

9
Has been shown to be
highly acceptable to
systems, providers,
and parents

Where this all began for Utah Department of Health and Human Services....

- American Cancer Society and Huntsman Cancer Institute both approached us about recommendations at age 9 and USIIS forecast
- Gathering research from all current data on age 9 recommendation
- Buy in from UDHHS leaders (biggest concern was why we had not done this sooner)
- Buy in from the Utah Scientific Vaccine Advisory (*includes but not limited to State epidemiologist, AAP, AAFP, local health officers, pediatric infectious disease specialist, UDHHS Division of Disease Control and Prevention Director*) to change the USIIS forecast

Once it was approved, the work began:

- Worked with USIIS on all the technical issues to change the forecast (wording of the forecast and when it is recommended, due and overdue)
- Educating providers on the change in USIIS and when it was going to happen
 - **Wrote a letter and distributed through VFC list serv**
 - **Also in the quarterly Immunization newsletter**
 - **Educated providers on why vaccination is so successful at age 9**
- Promoting at yearly IQIP (Immunization Quality Improvement Project) visits with VFC providers
 - **One of the Strategies in the IQIP visits is to give a strong recommendation for HPV vaccination**

USIIS HPV Forecast

"Patient" is Benji Test DOB-1/1/2014 (was 9 at the time of the forecast being pulled)

Immunization Forecast

Series	Recommended Due Date	Minimum Due Date	Past Due Date	Status
DTP/DTaP/DI/Tdap/Td	01/01/2025	01/01/2025	01/28/2027	Current
HIB				Aged Out
POLIO				Complete
MMR				Complete
HEP-B				Complete
CHICKENPOX				Complete
HEP-A				Complete
FLU	07/01/2023	07/01/2023		Due
PNEUMO PCV				Aged Out
PNEUMO PPV23	01/01/2079	01/01/2079		Current
MEN ACWY	01/01/2025	01/01/2025	01/28/2027	Current
ROTAVIRUS				Aged Out
HPV	01/01/2023	01/01/2023	01/28/2027	Due
ZOSTER (SHING)	01/01/2064	01/01/2064		Current
COVID-19	07/01/2014	07/01/2014		Due
RSV	01/01/2074	01/01/2074		Current

Dr David Cope

Cope Family Medicine

Ogden Clinic

(On giving the HPV vaccine at age 9)

"It has been a game changer. It is hard to believe what a small, seemingly insignificant change made in immunization rates and acceptance. The two biggest advantages are that it dissociates from the idea this is for kids having sex. Also, at this age, the kids hear there is only one shot and are less resistant. Then when they're here for the 11 y/o vaccines, it finishes the series for them. I also like the fact this often opens the door to the conversation that giving this at a younger age is increasing the effectiveness of the vaccine, hence only two doses are needed.

I had a young man this morning where this exact scenario played out. Letting him know it is "just one poke" (because no other vaccines were due at the time) went a long way to his and his mother's acceptance to get it today."



So far the success

- USIIS Forecast at age 9
- Becoming more of a “norm”
- Peer education through providers who have been recommending for awhile and have seen an increase in HPV uptake and less parent hesitation
- Finishing HPV dose 2 at the 11 year old visit for a much higher completion rate in the adolescent population in Utah

UDHHS HPV “Growing Up” Media Campaign



Pimples happen

6 types of cancer don't have to.

Call 1-800-275-0659 for more information.

[Play Video →](#)



Mustaches happen

6 types of cancer don't have to.

Call 1-800-275-0659 for more information.

[Play Video →](#)



Texting happens

6 types of cancer don't have to.

Call 1-800-275-0659 for more information.

[Play Video →](#)

HPV Media Campaign Goals & Objectives

- Increase the number of 9-12 year olds immunized
- Increase the number of 13-18 year olds immunized
- Increase HPV Awareness
- Increase referral traffic to the UDHHS HPV Website (English & Spanish)
- The HPV vaccine is Cancer Prevention

Media Platforms

- Social Media: FB, Instagram Youtube, SnapChat
- Radio Traditional/Pandora
- Public Relations: TV & Radio Interviews
- Digital HPV Ads sent electronically thru Utah School Districts (Peachjar)
- Playbill Ads

UDHHS English/Spanish HPV Webpage

www.cancer.utah.gov/hpv

The screenshot shows a web browser window with the URL cancerutah.org/cancers/hpv/. The browser's address bar and tabs are visible at the top. The website header includes the UTAH logo and the text "Utah Department of Health & Human Services Population Health". A navigation menu contains links for Home, Resources, Cancers (with a dropdown arrow), Healthcare Professionals (with a dropdown arrow), About Us, FAQs, and Contact Us. A search icon is located on the right side of the navigation bar. Below the navigation is a large banner image featuring a blue background with glowing particles and a large, detailed HPV particle. The text "Human Papillomavirus" is overlaid on the right side of the banner. Below the banner is a green bar with a white button that says "En Español →". At the bottom of the page, there is a row of three small images: a young girl in a pink shirt looking thoughtful, a young man in a green shirt talking to a woman, and a woman looking at her phone.

Social Media/Male “Texter Boy”



Social Media/Female “Zit Girl”



Animation Video English/Spanish



Utah Physician Testimonials (English/Spanish)



Utah Physician Testimonials (English/Spanish)



What is Peach Jar?

This screenshot shows a Gmail inbox with a search bar containing "lakeside". The email subject is "2 School Announcements or Opportunities for Your Child" from "Davis District <school@peachjar.com>". The email content features the Peach Jar logo and a flyer for a "Spanish - Learning to Breathe Class". The flyer text includes: "APRENDIENDO A Respirar", "Una clase de seis sesiones basada en mindfulness (atención plena) para ADULTOS.", "Las clases comienzan en Febrero 2024", "Jueves", "Febrero 8 - Marzo 14", and "6:00-7:15pm @ Ellison Park Elementary, 800 Cold Creek Way Layton". A "6 semanas" (6 weeks) duration is noted at the bottom of the flyer.

This screenshot shows a Gmail inbox with a search bar containing "lakeside". The email subject is "All Current Opportunities" from "Sent from Syracuse High School, West Point Jr High, Lakeside Elementary". The email content features the Peach Jar logo and a flyer titled "All Current Opportunities". The flyer text includes: "Peachjar provides all of your child enrichment opportunities in one convenient place." and "View All Flyers". The flyer also displays images of various flyers: "FUNDRAISER", "PICTURE DAY", and "BACK TO SCHOOL". The footer of the email contains: "Sent with ❤️ from Peachjar, 15373 Innovation Dr Suite 160 San Diego, CA 92128", "Unsubscribe from Email Notifications", and "Flyers are sent to the email address you provided to your child's school. kayryp@gmail.com".

Digital PeachJar Flyers



Learn more at
cancer.org/hpv

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Models used for illustrative purposes only.



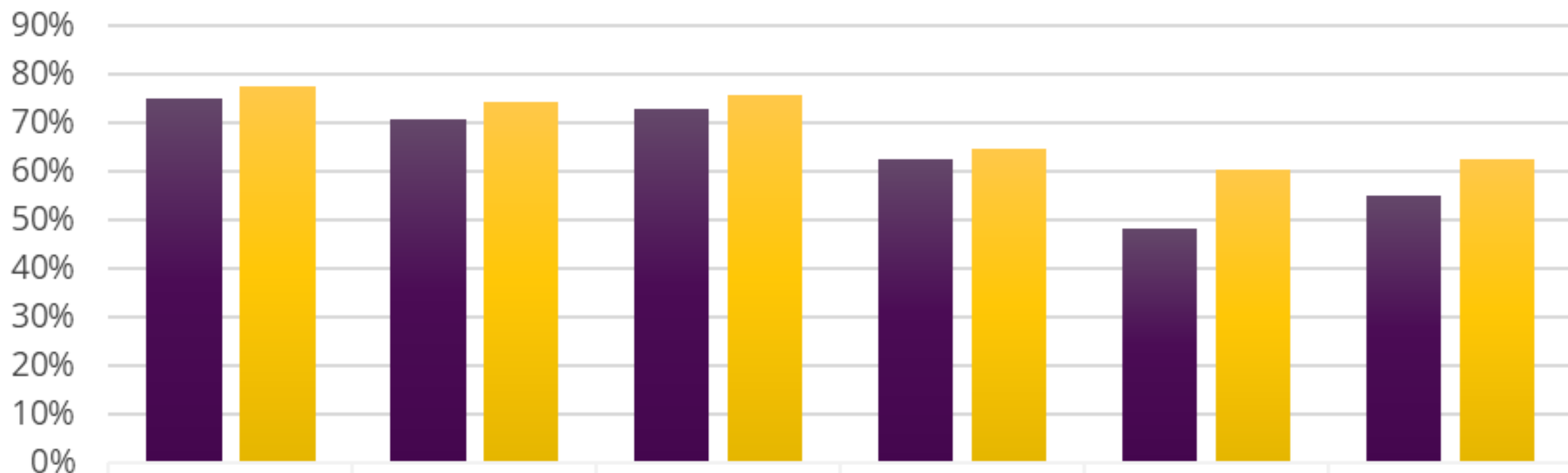
Aprenda más en
cancer.org/vph

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Models used for illustrative purposes only.

Peachjar Impact & Reach

- Participation from 10 Utah School Districts
- Approximately 400 Schools (Elementary-High School)
- 31,613 HPV Flyer Views

HPV vaccination measures, NIS data, 2022, Utah and U.S.



	≥ 1 Dose, Females	≥ 1 Dose, Males	≥ 1 Dose, Males and Females	Up-to-Date, Females	Up-to-Date, Males	Up-to-Date, Males and Females
■ Utah	75%	71%	73%	63%	48%	55%
■ U.S.	78%	74%	76%	65%	61%	63%

Questions?



Project Breakout

Project Brainstorming Topics

- **Breakout Room 1: Clinical Intervention/Provider Engagement**
 - Awareness & Education around HPV@9
 - Implementation best practices in clinical setting for HPV@9
- **Breakout Room 2: Community Outreach**
 - Plan HPV Awareness day social media post
 - Outreach & Education Project

Time in the breakout rooms: ~30 minutes




Report Out



Wrap Up



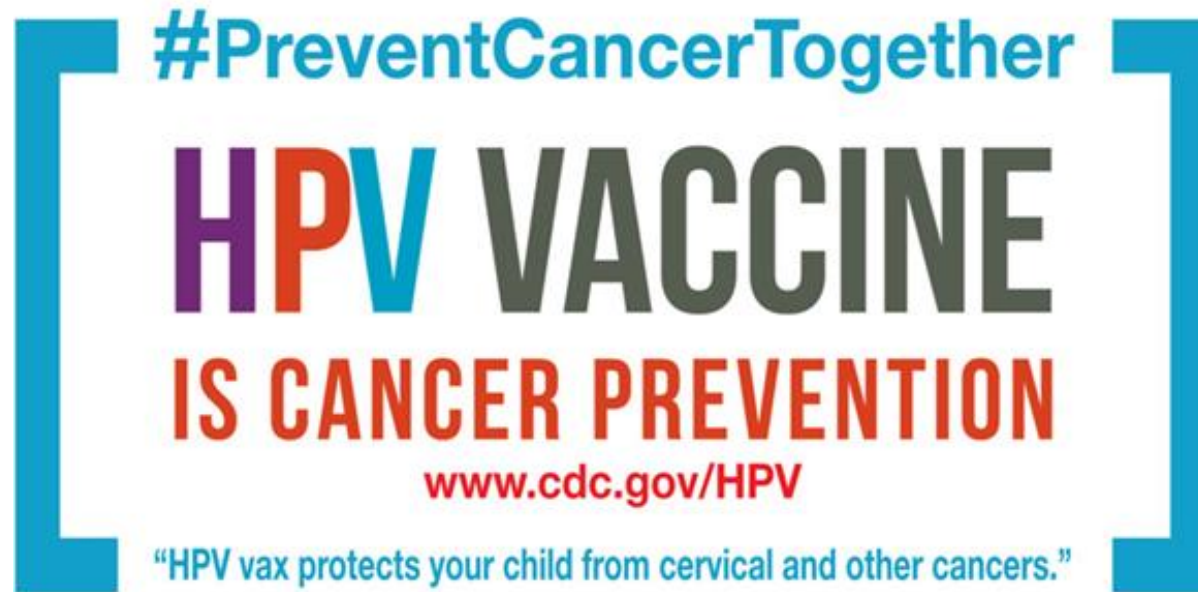
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Cancer Action Plan of Washington

- State-Wide Cancer Coalition
- 5-Year Cancer Plan
 - Includes HPV vaccine and HPV-related Cancer priorities
- Current Phase: Building strategies
- Next Meeting September 2024
 - Venue: TBD
- Contact: Katie.Treend@doh.wa.gov

Thank you for doing your part to prevent
HPV Cancers!

A graphic for the HPV vaccine campaign. It features a large blue bracket on the left and right sides. Inside the bracket, the text is arranged as follows: the hashtag #PreventCancerTogether in blue at the top; the words HPV VACCINE in large, bold letters, with HPV in purple and blue and VACCINE in grey; the phrase IS CANCER PREVENTION in red below that; the website address www.cdc.gov/HPV in red below the phrase; and a quote "HPV vax protects your child from cervical and other cancers." in blue at the bottom.

#PreventCancerTogether

HPV VACCINE

IS CANCER PREVENTION

www.cdc.gov/HPV

"HPV vax protects your child from cervical and other cancers."