

HPV Vaccine Facts for Health Care Providers

Social Media Toolkit



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Tip:
Viewing this PDF in Google Chrome? Use "Ctrl+Click" on links to open them in a new tab.

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INTRODUCTION

Despite advances in awareness and prevention, human papillomavirus (HPV) remains a major public health threat. Seventy-nine million Americans are currently infected with HPV and approximately 14 million people become newly infected each year.¹ HPV is so common that most sexually active men and women will get at least one type of HPV at some point in their lives if they do not receive the HPV vaccine.¹ In addition, 35,900 women and men are estimated to be diagnosed with a cancer caused by HPV infection every year.²

Don't have the time or capacity to implement this toolkit? Don't fret! You can still engage your audience by retweeting messages from [@GWCancer](https://twitter.com/GWCancer)

The Centers for Disease Control and Prevention (CDC) state that the HPV vaccine works extremely well. According to the CDC, in the 10 years after the vaccine was recommended in 2006 in the United States, HPV infections from HPV strains 6, 11, 16 and 18 decreased by 86% in female teens aged 14 to 19 years and 71% in women in their early 20s.³ Since the use of HPV vaccines in the United States, cervical precancers have thus decreased.³ The HPV vaccine is also proven to help prevent future infections that can lead to cancers of the penis, anus, and back of the throat.⁴ While the HPV vaccine has been proven to be a safe and highly effective form of protection against the disease, vaccination rates continue to lag behind those of other preventable diseases. In 2019, it was estimated that only 54.2% of adolescents aged 13-17 were up to date with the HPV vaccine, and only 71.5% had received at least 1 dose in the series.⁵

There are many reasons contributing to low HPV vaccination rates, including lack of awareness and general vaccine hesitancy,⁶ as well as missed opportunities among clinicians in offering or recommending the HPV vaccine.⁷ In a study on HPV vaccine awareness in working, uninsured adults, it was shown that only half of participants had heard of HPV, and only one-third had heard of the HPV vaccine.⁸ Even among those who are aware of the vaccine, many parents are hesitant to vaccinate their children due to exposure to negative messages about the vaccine on social media,⁹ safety concerns,¹⁰ and stigma associated with sexual activity.¹¹ To prevent HPV-related cancers, health care providers must effectively communicate with HPV vaccine-hesitant parents¹² and clearly explain current vaccine safety information, including how the vaccine is safe and shows little evidence of severe side-effects.¹³

Recent studies show that a patient who receives a recommendation from a provider is 4 to 5 times more likely to receive the HPV vaccine.¹⁵ While HPV vaccine hesitancy in parents is not uncommon, many providers overestimate it, which can dilute the strength of their recommendation for vaccination.¹⁶ The CDC encourages providers to recommend the HPV vaccine the same way they recommend other adolescent vaccines. Strong messages are effective in communicating with parents.¹⁷

A provider recommendation is the single most important factor in whether parents choose to vaccinate their children.¹⁴

Despite increasing awareness of HPV, racial and ethnic disparities exist when it comes to HPV knowledge, HPV vaccine awareness, and access to information about the vaccine. Studies show that Black and Latina women as well as caregivers of Black and Latina adolescent girls are significantly less likely to have heard of HPV and the HPV vaccine.^{18,19} Additionally, fewer Black and Latina women completed the HPV vaccine series compared to White women.^{20,18} In order to improve HPV awareness and eliminate racial disparities in HPV and related cancer diagnoses, targeted educational programs and use of different communication channels are needed.^{18,19}



ABOUT THIS TOOLKIT

This toolkit is designed to help public health professionals establish a social media strategy to encourage providers to effectively talk to parents and adolescents about the HPV vaccine. Public health professionals, state area health education centers, and community-based organizations can all use this toolkit and adapt its messaging to reach health care providers most effectively.

SOCIAL MEDIA 101

This toolkit offers recommended posts for [Facebook](#), [Twitter](#), and [LinkedIn](#). For information about social media platforms, key terms, and strategies to promote health observances using social media, please review the social media guide available at <http://bit.ly/GWCCSMTKs>.



BEST PRACTICES FOR PROVIDER COMMUNICATION ABOUT THE HPV VACCINE




1. Strength of Endorsement

- Show a clear understanding of the vaccine and be able to explain its purpose.²¹
- Be able to clearly explain current vaccine safety information.²¹
- Acknowledge minor risks and side effects: indicating no risks may lead patients to view the vaccine as risky.²²
- Frame non-vaccination as an active decision given the risk associated with not receiving the HPV vaccine.²²
- Explain that the vaccine protects against cervical cancer, other cancers and genital warts (mentioning all 3 is more effective and compelling).²¹
- Have materials available for parents who have questions, including a list of credible websites parents or adolescents can use as a source of information. Visual aids can also help providers communicate complex information.²¹
- Discuss the vaccine as cancer prevention and avoid discussing sexual risk factors.²³



2. Timeliness

- Recommend the HPV vaccine for all children ages 11-12, even if it is not the specific purpose of the visit.
- Emphasize that vaccines are most effective when initiated far in advance of risk of exposure).
- Start conversations about the HPV vaccine by saying the child is due (as opposed to giving information).²⁴

- Recommend the vaccine for all patients  not just those they perceive as being at high risk.
- Recommend the vaccine for both boys and girls.
- Explain that there is no association between getting the HPV vaccine and more/earlier sexual activity.¹¹



4. Urgency

- Recommend that patients in the correct age group receive the vaccine during their visit (not at a later date).
- Start the conversation with parents by saying that their child is due for the vaccine today.²⁴
- Explain the vaccine is most effective in 11-12 year olds because they have the strongest immune response.²¹



SAMPLE TWEETS AND FACEBOOK POSTS

Tip: These correspond to the strategies above.

Tweets	Facebook Posts	Message Category
<p>Providers: Your recommendation for the #HPVvax matters! Follow these tips & time-savers for talking w/parents: https://bit.ly/3qFJXZR</p>	<p>Providers: Did you know your recommendation is the single biggest predictor of whether a parent vaccinates their child against HPV? Follow these tips and time-savers for talking to parents here: https://bit.ly/3qFJXZR</p>	1, 2
<p>Providers: Patients are 4-5 times more likely to be vaccinated because of your recommendation. Learn how to answer common parent #HPVvax questions here: https://bit.ly/35n17Tn</p>	<p>Providers: Your recommendation is the single most important factor in whether parents choose to vaccinate their children. Learn more on answering common parent questions about the HPV vaccine here: https://bit.ly/35n17Tn</p>	1, 4
<p>Providers: When talking about #HPVvax, clearly explain safety info & share how vaccines get tested: http://goo.gl/7FkHnw #PreteenVaxScene</p>	<p>Providers: Since 2006, 120 million doses of HPV vaccines have been given in the U.S. NO serious safety concerns have been identified. Share how vaccines are tested & monitored: http://goo.gl/7FkHnw</p>	1
<p>Providers: Let parents know that side effects of #HPVvax are mild, similar to other shots. Follow these tips when talking to parents: https://bit.ly/35joilu #PreventCancer</p>	<p>Providers: It's important to acknowledge minor side effects of the HPV vaccine. Communicating that vaccination has NO risks can backfire. Follow these quick tips when talking to parents: https://bit.ly/35joilu</p>	2, 3
<p>Providers: Choosing not to vaccinate for #HPV is an ACTIVE choice w/risks that include #cervicalcancer, #penilecancer, and #oropharyngealcancer: https://bit.ly/36qOIT9 #PreventCancer</p>	<p>Providers: When talking about HPV vaccination, frame not vaccinating as an ACTIVE choice, one that comes with risk of cervical cancer, other cancers & genital warts. https://bit.ly/36qOIT9</p>	1, 2
<p>Providers: Don't let hesitant parents keep you from recommending #HPVvax. Follow these tips when talking w/parents: https://goo.gl/SlaENv #HPVvax</p>	<p>Providers: Did you know providers often over-estimate vaccine hesitancy in parents. Don't let that stop you from strongly recommending the HPV vaccine. Follow these tips when talking to vaccine-hesitant parents: https://goo.gl/SlaENv</p>	1
<p>Providers: #HPVvax protects against more than just #cervicalcancer. Talk w/ parents about all the benefits #CancerPrevention + more: https://bit.ly/3p2SleQ</p>	<p>Providers: Did you know the HPV vaccine protects against more than just cervical cancer? Mention cervical cancer, other cancers & genital warts to make your recommendation even stronger for parents: https://bit.ly/3p2SleQ</p>	3, 4
<p>Providers: Parents have ?s about #HPVvax, you've got answers. Share these @CDCgov resources with them: https://bit.ly/39DqtyW #PreteenVaxScene</p>	<p>Providers: Have materials available for parents who have questions, including credible websites parents or teens can use as a source of information. Share these CDC resources for parents to start: https://bit.ly/39DqtyW</p>	1

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>Providers: The #HPVvax is #CancerPrevention- Let parents know it's most effective EARLY: https://bit.ly/3lhSQ8N</p>	<p>Providers: Parents need a concrete reason to vaccinate their 11 or 12 year old against HPV. Emphasize that it's cancer prevention & most effective when given early: https://bit.ly/3lhSQ8N</p>	2, 4
<p>Providers: Start conversations about #HPVvax by saying the child is due for vaccination, then answer ?s. Share this resource about the vaccine's safety: http://goo.gl/3OoX7n</p>	<p>Providers: Starting conversations by saying the child is DUE for the HPV vaccine is shown to be more effective. Share this resource about the vaccine's safety: http://goo.gl/3OoX7n</p>	1,2,3
<p>Providers: Be consistent in recommending the #HPVvax to ALL patients, not just those at ↑ risk: https://bit.ly/3lrFWoM</p>	<p>Providers: When it comes to recommending the HPV vaccine, consistency is key: Recommend it to ALL patients, not just the ones you think are high risk. This schedule can help keep parents on track: https://bit.ly/3lrFWoM</p>	3
<p>Providers: Boys should get the #HPVvax too. #PreventCancer by letting parents know: https://bit.ly/2Ufv9NB</p>	<p>Providers: The HPV vaccine protects boys against certain types of cancer & genital warts, and makes them less likely to spread HPV to others: https://bit.ly/2Ufv9NB</p>	3
<p>Providers: Tell parents there's no link between getting #HPVvax & ↑ rates of sexual activity: https://bit.ly/37LFmN7</p>	<p>Providers: There's no association between getting the HPV vaccine and ↑ rates of sexual activity (or an earlier start to sexual activity): https://bit.ly/37LFmN7</p>	1, 3
<p>Providers: Patients 11-12 yrs old, even 9-10 yrs old, should get #HPVvax during their visit (don't wait until later). Download the @CDCgov app for latest schedules: http://goo.gl/9w0COK</p>	<p>Providers: Recommend that patients 11-12 years old, even 9-10 years old, receive the HPV vaccine during their visit (not later). Studies show this makes parents more likely to vaccinate. Download CDC's app for the latest vaccine schedules: http://goo.gl/9w0COK</p>	2, 4
<p>Providers: You can recommend the #HPVvax even if it's not the reason for a visit. Commit to #CancerPrevention: https://bit.ly/35IOgki</p>	<p>Providers: A quality HPV vaccine recommendation should be timely (11-12 years old). Recommend the vaccine even if it's not the specific purpose of the visit. Follow these tips for HPV vaccination success: https://bit.ly/35IOgki</p>	2, 3, 4
<p>Providers: Bundling the #HPVvax with other routine vaccinations can ↑ acceptability. Get latest schedules for teens: https://bit.ly/3phBKdz</p>	<p>Providers: Did you know that bundling HPV vaccination with other routine adolescent vaccinations can increase vaccine acceptability? Get the latest vaccine schedules for teens: https://bit.ly/3phBKdz</p>	2, 4



SAMPLE TWEETS AND FACEBOOK POSTS DURING COVID-19

Following guidance from the [American Cancer Society](#) and [National HPV Vaccination Roundtable](#), use sample messages below to promote continued HPV vaccination during the COVID-19 outbreak.^{25, 26}

Tweets	Facebook Posts	Message Category
Providers: Combine telehealth visits with in-person #HPVvax delivery. Find new means to vaccinate through parking lot clinics, mobile units, pharmacies and more: https://bit.ly/3IMB4us	Providers: Combine telehealth visits with in-person HPV vaccination delivery. Find new means to vaccinate through parking lot clinics, mobile units, community partnerships, pharmacies and more. More tips to promote HPV vaccination: https://bit.ly/3IMB4us	1
Providers: #HPV cancer disparities are already evident and will increase due to COVID-19. Don't let your patients fall behind: https://bit.ly/3IMB4us	Providers: HPV cancer disparities are already evident and, without deliberate focus, will increase due to COVID-19. Don't let your patients fall behind. Follow these tips: https://bit.ly/3IMB4us	1
Providers: Educate your patients about the measures you are taking to protect from COVID-19 to get them back to your office for a #HPVvax: https://bit.ly/39KB5fy	Providers: Educate your patients about the measures you are taking to protect from COVID-19 to get them back to your office for the HPV vaccine: https://bit.ly/39KB5fy	2, 4
Providers: Despite the challenges we face with COVID-19, reassure your patients about the importance of resuming cancer screening and the #HPVvax: https://bit.ly/32YKFHc	Providers: Reassure your patients about the importance of resuming cancer screening and the HPV vaccination even during the COVID-19 pandemic. Remind your patients that you are taking infection control measures at your office to keep them protected: https://bit.ly/32YKFHc	4
Providers: Show a video or invite an HPV cancer survivor to virtually talk to your staff and colleagues to promote #HPVvax uptake: https://bit.ly/3nEIWA6	Providers: Show a video or invite an HPV cancer survivor to virtually talk to your staff and colleagues to remind them of the importance of a strong recommendation for the HPV vaccination and its role in preventing cancer: https://bit.ly/3nEIWA6	1
Providers: Communicate that well-child visits and receiving routine vaccinations, including the #HPVvax, are essential even during the COVID-19 outbreak: https://bit.ly/35MttqI	Providers: Communicate to parents that well-child visits and routine vaccinations, including the HPV vaccination, are essential even during the COVID-19 outbreak as recommended by CDC and American Academy of Pediatrics: https://bit.ly/35MttqI	4
Providers: There is a lot you can do to improve adolescent #HPVvax during COVID-19 such as optimizing patient data, educating your staff, sending patient reminders and more: https://bit.ly/3qxGsnY	Providers: There is a lot you can do to improve adolescent #HPVvax during COVID-19 such as optimizing patient data, educating your staff, reminding and scheduling your patients and more. Review best practices from key vaccination stakeholders: https://bit.ly/3qxGsnY	2, 4
Nurses: You have the ability to prevent HPV cancer. Be the strongest #HPVvax champion using this Nurses Get It Done toolkit: https://bit.ly/2VSup6Z	Nurses: You have the ability to prevent HPV cancer. Be the strongest HPV vaccination champion by using the Nurses Get It Done toolkit which includes HPV 101 for immunizers, answers to FAQs about HPV vaccination and more: https://bit.ly/2VSup6Z	1



SAMPLE LINKEDIN POSTS

LinkedIn Message	Message Category
Providers: Did you know that HPV vaccination could prevent more than 90% of cancers caused by HPV-estimated to be 33,000 cases every year- from ever developing? Learn more about what the #HPVvax protects against here: https://bit.ly/3ngkJP8	1
Providers: Looking for ways to boost your HPV Vaccination Rates? Check out these 5 tips from the CDC- including strategies to effectively answer parent questions: https://bit.ly/2lxfn2M	3, 4
Providers: Oral HPV infections were 88% lower among young adults who received at least one HPV vaccine dose. Read more from the National Cancer Institute on how #HPVvax linked to decreased oral HPV infections: https://bit.ly/2Ui235f	1, 3
Providers: When it comes to vaccination, parents trust your expertise more than anyone else. Check out the #HowIRecommend Vaccination Video Series to see how clinicians routinely recommend same day vaccination to their patients: https://bit.ly/32CjSAt	1, 2, 4
Providers: Women and transgender men who have been vaccinated against HPV still need to be screened for cervical cancer. Learn more about the importance of recommending routine cervical cancer screening, even after a negative HPV test: https://bit.ly/3ltDgXC	3
Providers: Despite the challenges we face during COVID-19, prevention of HPV-related cancers remains a public health priority. Learn more from the American Cancer Society on providing safe opportunities to vaccinate against HPV-related cancers during the pandemic: https://bit.ly/3lMB4us	1
Clinicians: Check out American Cancer Society's Steps for Increasing HPV Vaccination in Practice. This action guide includes 4 steps to help you implement evidence-based strategies to increase vaccination uptake. It also includes downloadable tools, educational materials, survivor videos and links to CME/CEU. https://bit.ly/39VQGJj	1, 2, 3



Remember that other suggestions on social media strategies, links to images and graphics, analytic tools, and a glossary of social media terms can be found on the GW Cancer Center's Social Media Guide at <http://bit.ly/GWCCSMTks>



ADDITIONAL TOOLS AND RESOURCES

Tool	Description
ACS Guidance on Cancer Screening during COVID-19	This resource summarizes the current state of research available and provides guidance on how health care providers can promote and deliver cancer screening appropriately, safely, and equitably during the COVID-19 pandemic. It includes guidance on HPV vaccination.
Cancer Prevention Through HPV Vaccination: An Action Guide for Dental Health Care Providers	Oral health professionals play a critical role in combating growing rates of HPV. Learn more about how oral health professionals should strongly recommend HPV vaccination to all age-eligible patients with this guide.
Cancer Prevention Through HPV Vaccination: An Action Guide for Physicians, Physician Assistants, and Nurse Practitioners	Learn how to strongly and clearly recommend vaccination to eligible patients with this fact sheet and action guide.
Cervical Cancer Awareness Social Media Toolkit 2019	This toolkit is designed to help stakeholders implement evidence-based practices when communicating about cervical cancer. It can be used throughout the year or during Cervical Cancer Awareness Month.
Closing in on the Bull's Eye: Moving from Volume to Value through HPV Vaccination	Published in the American Medical Group Association's Group Practice Journal, this article by AMGA and the National HPV Vaccination Roundtable makes the case for why health systems hold the key to preventing and eliminating HPV cancers.
Fostering Mentorship to Advance Cancer Control: A Case of Promoting HPV Vaccinations to Parents and Clinicians	This presentation provides tailored technical assistance on health communication and fostering mentored relationships between comprehensive cancer control (CCC) professionals to increase HPV vaccination rates.
Gynecologic Cancer Awareness Month Social Media Toolkit 2020	This toolkit contains best practices for communicating about gynecologic cancer and sample messaging for social media.
HPV IQ-Immunization Quality Improvement Tools	The site is designed for public health professionals and primary care providers who want to increase and improve the delivery of the HPV vaccine to adolescents. It provides evidence-based tools and strategies on quality improvement and communication training.
HPV Vaccination Initiative Contact Map	This map provides a visual display of U.S. HPV vaccination uptake initiatives that is public and searchable by state and organization.
National HPV Vaccination Roundtable-We're In! Campaign	The We're In! 2020 Initiative for HPV Cancer Prevention is a national movement to support U.S. health systems in protecting adolescents from future cancers.
Promising Practices for Adolescent Vaccination During COVID-19	Given the significant negative impact of COVID-19 on adolescent immunization rates, the National HPV Vaccination Roundtable hosted 2 webinars to share promising practices from the field.
Steps for Increasing HPV Vaccination in Practice	This "Action Guide to Implement Evidence-based Strategies for Clinicians" provides a toolkit, road map, and portal to resources for providers interested in increasing HPV vaccination rates in their practice.
Us vs. HPV 2020	This webinar series is hosted by the American Medical Women's Association, Global Initiative Against HPV and Cervical Cancer, and Indiana University's National Center of Excellence in Women's Health. The series is intended for members of the public, patients, providers, and anyone who wishes to learn about aspects of HPV-related diseases and HPV prevention.



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