URGENT CALL TO PREVENT CANCER – TAKE THE HPV VACCINE CHALLENGE

YOUR HELP IS NEEDED TO INCREASE HPV VACCINATION RATES

Health care providers and public health professionals in Massachusetts and across the country have started a campaign to dramatically increase adolescent vaccination rates against HPV. For each year we stay at current vaccination rates, girls and boys will go on to acquire cervical, oral, anal and other HPV-related cancers.

THE PROBLEM

Our three-dose HPV vaccine coverage has stagnated at 33% nationally and missed opportunities for vaccination are high. The CDC, AAP and AAFP recommend that all 11-12 year-olds receive HPV, meningococcal, and Tdap vaccines together.

WHAT CAN PROVIDERS DO?

The most significant factor in parents' decision to vaccinate their children with HPV vaccine is a clear, brief, and strong recommendation from the child's healthcare provider. Research shows that simply changing the wording used to introduce the HPV vaccine makes a tremendous difference. Try changing your discussion for one week, and see how it improves your vaccine acceptance.

Providers: TAKE THE HPV VACCINE CHALLENGE	Start your vaccine discussion with all 11 and 12 year-olds and their parents by saying: **"Your child needs 3 vaccines today – HPV, Tdap, and meningococcal."**

This simple change works because by putting HPV first, parents perceive that it's a normal, recommended vaccine, not a controversial or optional vaccine. CDC provides a "Tips and Time-savers for Talking with Parents about HPV Vaccine" resource that translates research into effective communication tools:
http://www.cdc.gov/vaccines/who/teens/for-hcp-tipsheet-hpv.pdf

OTHER RESOURCES

Clinician Web Portal: www.cdc.gov/vaccines/who/teens/for-hcp/hpv-resources.html
National Dear Colleague Letter: http://www.immunize.org/letter/recommend_hpv_vaccination.pdf

WE CAN DO BETTER

This is a call to action!

We invite you to join the MA HPV Vaccination Initiative. Please contact Allison Hackbarth at ahackbarth@jsi.com for more information.

Massachusetts Department of Public Health
Massachusetts Chapter, American Academy of Pediatrics
March 11, 2014