

# Evaluating Effective Messaging for HPV Vaccination Promotion

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# Introduction

- Areas of interest: sexual health, adolescent health, women's health and health disparities.
- Constantly seek opportunities to learn and implement programming in these areas.
- Faculty mentor at school advised me of the current literature surrounding the HPV vaccination and the need for better promotion.
- There exists a health disparity among African Americans for this vaccine
- Central Mississippi Health Service has a majority African American patient population so it seemed to be the perfect place to conduct this project
- Objective was to hold focus groups and individual sessions to:
  - Learn the most effective/preferred promotional message out of four current educational documents regarding the HPV vaccination
  - Gain insight on how to better educate the public about the HPV vaccination



# Background

## Facts:

- Human Papilloma Virus (HPV) has over 100 subtypes: 6 and 11 are high risk for genital warts, 16 and 18 are high risk for cervical cancer.
- Gardasil: Vaccine that reduces risk for all 4 strains & Cervarix: Vaccine that reduces the risk 16 and 18.
  - Administered to boys, ages 11-26 and girls, ages 9-26.
  - Consists of a 3 vaccine series scheduled over 6 months

## Problems:

- Many parents have felt that having this vaccine administered will send the message that they condone sexual activity.
- Completion of the series has been reported to be lower among minority and poverty status individuals.
- This series has a lower initiation rate compared to other routine adolescent vaccinations

## Problem Solving:

- In February 2014, the President's Cancer Panel called for a coordinated effort to address these issues
- "Evaluating Effective Messaging for HPV Vaccination Promotion" was developed to learn how to better promote the vaccine.



# Methodology

- Educational materials were selected: 3 from CDC and 1 Google Images
  - 4 commonly used strategies of health promotion are:
    - Educating about a disease and prevention
    - Correcting misperceptions
    - Use of a dramatic narrative
    - Use of visual images of a disease
  - Selected 1 per category
- Focus groups and individual sessions were held and at CMHS over 5 weeks
- Participants were given a survey and asked to:
  - Rate effectiveness of the 4 documents in promoting the HPV vaccination
  - Provide advice on effective promotional strategies to increase the vaccination rates

# Results

## Demographics:

- 21 participants filled out the survey: 22 provided advice on how to potentially better educate the public on the HPV vaccination.
- All were African American, 2 were eligible to receive the vaccination, 15 were parents and 5 were grandparents

## Basic Results:

- More than 70% of participants reported that they were more likely to obtain the vaccination for themselves, their child or grandchild after reading each of the four documents.
- It was suggested that a combination of the documents would enhance the promotional effort.
- The picture of cervical cancer and the fact sheet about HPV = most selected combination.
- New locations for promotion - churches, health fairs, schools and doctors' offices.
- Use the messages: Cancer prevention and Help children live longer, more successful lives



# Results In Detail

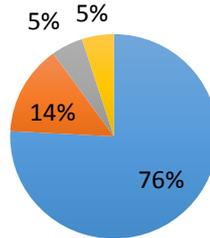
- Results were reported after reading each document separately

- Doc 1: Facts sheet
- Doc 2: Correcting Misperceptions
- Doc 3: Narrative of someone who had cervical cancer
- Doc 4: Picture of cervical cancer

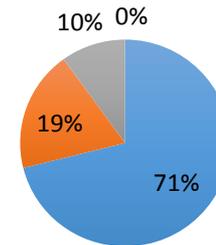
- Options:

- More likely or less Likely to get the vaccine for myself, my child or grandchild
- My opinion is unchanged
- I'm more confused.

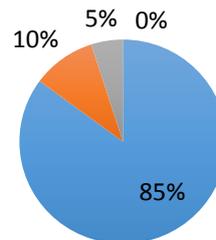
**Document 1**



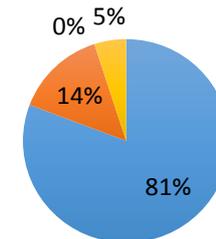
**Document 2**



**Document 3**



**Document 4**



# Discussion

- The documents were thought to be adequate to promote the HPV vaccination.
- The single most influential document is one with simple facts and pictures.
- The most impactful public health strategy was the visual image of cervical cancer, followed by the narrative.
  - Shows that people are more persuaded by pictures of a health condition and person's story of being affected by a health condition, more than learning the facts or having a misperception corrected.

## Question:

- A common suggestion was to use the message: The vaccine will prevent cancer
  - Document 2 stated these words exactly
- Why was document 2 the among the least favorite?
  - Underscores the importance and impact of visual images since it was the most selected promotional document.



# Recommendations

Based on the results, these are a few recommendations:

- Public promotion (health fairs, campaigns, churches): it may be useful to use a story or visual image to capture the attention of the audience, and then share the facts regarding HPV and the vaccination.
- Small settings or in person: Okay to begin with a small discussion of HPV and then discuss the vaccination.
  - Also provide a one-page document with a few facts about HPV and a picture of cervical cancer.
- Expand the locations of promotion to health fairs, churches, community centers and schools.
- Use electronic sources:
  - Develop a short video discussing HPV and ways to prevent it for the CMHS website, Facebook page and T.V. in the waiting rooms.
  - Discuss HPV at all annual physical exams with children and parents/grandparents

# Conclusion

- Objectives were met:
  - To learn the most effective/preferred promotional message out of four current educational documents regarding the HPV vaccination
  - To gain insight on how to better educate the public about the HPV vaccination
- Only 21 participants, but provides a start
  - Try to obtain more data
- Future research: Health literacy should be studied to determine how and if it plays a role in HPV vaccination promotion.

# Acknowledgements

- National and State Vaccination Coverage Among Adolescents Aged 13–17 Years — United States, 2011. Morbidity and Mortality Weekly Report (MMWR). 31 August 2014.
- Accelerating HPV Vaccine Uptake: Urgency for Action to Prevent Cancer. A Report to the President of the United States from the President’s Cancer Panel. Bethesda, MD: National Cancer Institute; 2014.
- Nyhan, B., Reifler, J., Richey, S., Freed, G., Effective Messages in Vaccine Promotion: A Randomized Trial. Pediatrics. 3 March 2014.
- Center for Disease Control and Prevention
- Google Images

