The Announcement Approach for Increasing HPV Vaccination

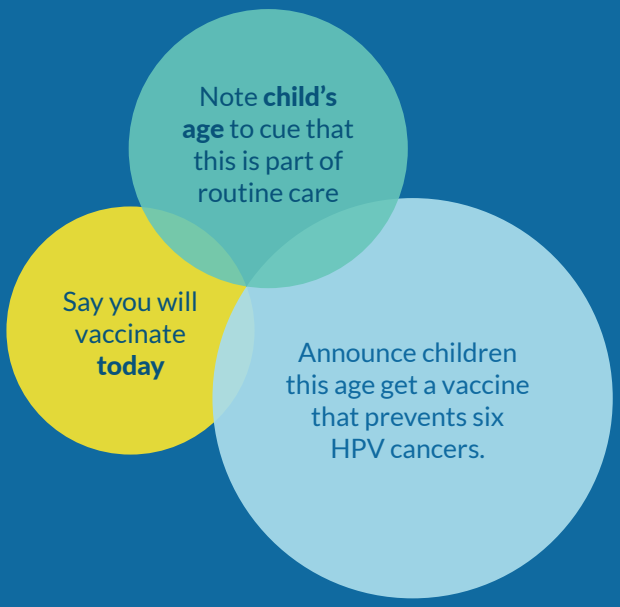
Take these steps to more effectively recommend HPV vaccination. They will save you time and improve patient satisfaction.

1

ANNOUNCE

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:



ANNOUNCEMENT EXAMPLE

"Marcus is now 9, so today he'll get a vaccine that prevents six HPV cancers."

If a parent is hesitant

2

CONNECT & COUNSEL

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.

If a parent declines

3

TRY AGAIN

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.

1. Brewer, et al., 2017, *Pediatrics*. Brewer et al., 2023, Hum Vaccin Immunother . 2. Shah, et al., 2019, *Pediatrics*.
3. Kornides, et al., 2018, *Academic Pediatrics*.

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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."

SEX

"This really isn't about sex. The HPV vaccine is about preventing cancer."

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."

EFFECTIVE

"Over 36,000 Americans get cancer from HPV every year. Most could be prevented with the HPV vaccine."

GUIDELINES

"The American Academy of Pediatrics recommends that kids get the HPV vaccine starting at age 9 to prevent six cancers."

BOYS

"HPV infections don't care if you're a boy or girl. The virus can cause cancer and many other diseases."

REQUIREMENTS

"School requirements don't always keep up with medical science. The HPV vaccine is an important vaccine that can prevent many cancers."



2. Shah, et al., 2019, *Pediatrics*. Messages adapted to reflect current clinical practice.

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