

HPV Vaccine is Cancer Prevention: June ACIP Update and Opportunities for Summer HPV Vaccination

**Centers for Disease Control and Prevention
National Center for Immunization and Respiratory Diseases**

Friday, June 26, 2015

12:00 PM – 1:00 PM ET



Centers for Disease
Control and Prevention
National Center for Immunization
and Respiratory Diseases

Webinar Logistics

- **Audio:** All participant lines are muted.
- **Webinar Recording:** We are recording this webinar. We will notify all participants when the recording and presentation are available online.
- **Q&A Session:** Type your question into the “Questions” panel. We will read selected questions out loud for the presenters to answer.

ACIP Meeting Recap

Dr. Cindy Weinbaum

General Recommendations

- Last published in January 2011
- Updated every 3-5 years
- ACIP voted on 1st half at Oct 2014 meeting
- If the CDC Director approves the vote, updated General Recommendations on Immunization will be sent forward for publication in MMWR

Meningococcal Vaccines

- Two vaccines for serogroup B meningococcal disease have been licensed for use in the US
 - MenB-FHbp (Trumenba, Pfizer) on October 29, 2014
 - MenB-4C (Bexsero, Novartis) on January 23, 2015
- Both vaccines are licensed for use in persons 10 through 25 years of age

HPV Vaccines

- Updated HPV vaccine Policy Note published in the MMWR on March 27, 2015
- 9-valent HPV vaccine will eventually replace quadrivalent HPV vaccine in the US market
- No recommendation for routine additional vaccination with 9-valent HPV vaccine for persons who have completed an HPV vaccination series

Tdap Vaccine

- Only pregnant women are recommended to receive more than one dose of Tdap
- Recent studies have identified siblings as the major source of infant pertussis

Flu Vaccine

- US Influenza Vaccine Effectiveness Network
- End-of-season analysis of VAERS data found no new safety concerns after any influenza vaccines

National Immunization Awareness Month 2015

Ian Branam, MA





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2015

National Immunization Awareness Month

Work group members:

Nancy Erickson, Vermont Department of Health

Catherine Martin, California Immunization Coalition

Bill Walker, NPHIC

John Stieger, NPHIC

Ian Branam, CDC

Leslie Rodriguez, CDC

NCIRD HCSO Campaign Teams



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Introduction

- NIAM is sponsored by the National Public Health Information Coalition (NPHIC)
- NPHIC, in collaboration with the CDC, has developed a communication toolkit to assist in promoting vaccination
- You can mix and match the materials in the toolkit any way you'd like depending on the resources and priorities of your organization



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Objectives

- Highlight value of immunization for people of all ages
- Promote vaccination through traditional media, social media, and partner outreach
- Utilize social media networks to circulate information and resources to target audiences
- Highlight the campaign and encourage dissemination of materials



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NIAM Weeks

- August 2-8: Preteens and Teens
- August 9-15: Pregnant Women
- August 16-22: Adults
- August 23-29: Infants and Young Children



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Support to help you promote it!

- **NIAM Communication Tool Kit**
- Key messages for each week
- Specific vaccine information
- Frequently asked questions
- Ready-to-publish articles and news releases
- Social media messages
- Logos and banners to place on your website and/or social media platform(s)
- Web links and resources if you want to take a deep dive



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Key Messages

- You can use the key messages provided in each toolkit in a number of ways, including:
 - Creating your own materials
 - Adding a fresh touch to your existing materials
 - Using for media interviews



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Ready-to-Publish Articles

- Each toolkit has ready-to-publish articles and news releases that you can place in newsletters, on your website, or in local news outlets.
- The ready-to-publish articles provided in the tool kit assist in:
 - Educating and motivating consumers to talk to their health care professional and get vaccinated; and
 - Encouraging healthcare professionals to strongly recommend vaccines patients need.
- You can also tailor the articles to your particular audience(s) to maximize their impact.
- In addition to the ready to publish articles provided in the toolkit, CDC has also developed a number of ready-to-publish articles for use during NIAM and throughout the year.



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Social Media

- Join #teamvax during #NIAM15.
- CDC will be active on social media throughout the month generating tweets and posts for each week of NIAM.
- We also encourage you to engage with us on social media and circulate our content.
- We will be running a number of CDC Features (www.cdc.gov/features) throughout the month to correspond to the weeks of NIAM.
 - We encourage you to promote those on your social media platforms



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Thunderclap

- Join #teamvax during #NIAM15 by supporting CDC's Thunderclap page
- What is Thunderclap?
 - Thunderclap is a crowdspeaking platform that amplifies social media messages.
 - Here's how it works:
 - CDC sets up a page with one social media message and sets a goal to get X number of people to support that page (similar to a Kickstarter)
 - The social media message on the page will be disseminated automatically at the same time for all the profiles that support that page
 - This allows us to expand the reach of our social media messages and amplify each other's messages
 - Stay tuned for more details and how to participate closer to NIAM
 - For more information, visit: <https://www.thunderclap.it/>



LOGOS & BANNERS



Logos and Banners

- The NPHIC site has a number of eye-catching logos and banners you can use to highlight your organization's participation in NIAM.
 - You can place banners on your website
 - Logos and banners are also optimized to be used as a cover photo or timeline photo for Facebook



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Submission Form

- NPHIC has developed an online submission form as a way to document all of the great work that's being done for NIAM.
- We encourage you to fill out this form with any activities you have planned for NIAM.
- The form even offers suggestions for things you can do, such as placing ready-to-publish articles in newsletters or local news outlets, leveraging local media to place PSAs, posting to Facebook or Twitter, etc.



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Questions or ideas?

- Email Ian Branam at ibranam@cdc.gov
- For more information, go to <http://www.nphic.org/niam>

Back2School

Jill Roark, MPH



Is Cancer Prevention on your to-do list?

Back-2-School

- School supplies*
- New clothes*
- Vaccinations!*

Beating the Back2School Rush



- Encourage July appts
- Late July vaccine clinics
- Utilize sick visits

August = Lots of Opportunities




Resources

- Hold-line messages
- Matte articles
- The Letter
- Posters
- NIS-Teen on July 31

Preteen and Teen Home

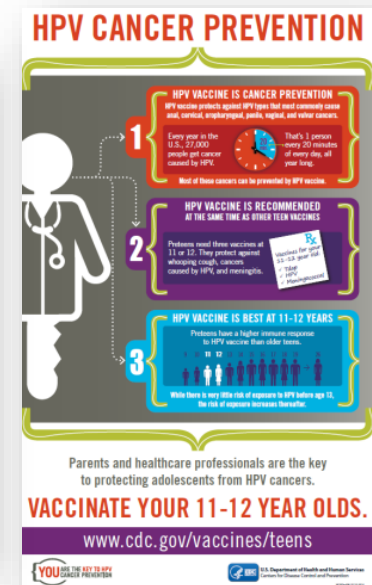
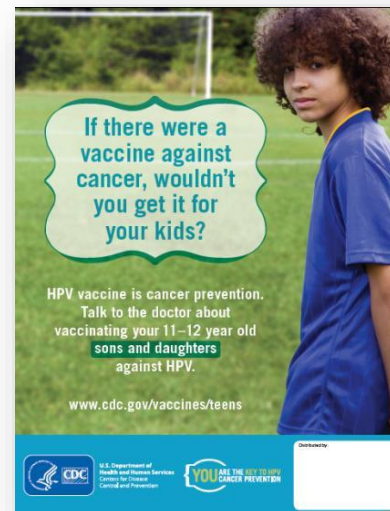
- About Teen Vaccines
- For Parents
- For Preteens and Teens
- For Health Care Professionals**
- For Partners
- Teen Vaccination Coverage

[Vaccines Home](#) > [Specific Groups](#) > [Preteen and Teen Home](#)

Adolescent Vaccination Messaging for Practice Hold Lines

CDC has created messages that can be used for your practices hold lines. These messages, or messages like them, can be heard by parents who call the office and are placed on hold. This turns their wait-time into a time where they can be educated about adolescent vaccination and HPV vaccine.



For Preteens and Teens

For Health Care Professionals

For Partners

Teen Vaccination Coverage

Multimedia Products

Print Materials

Video and Audio Resources

Online Resources

► **Matte Articles**

References and Publications

Related Links

[Vaccine Information Statements](#)

[Basics and Common Questions](#)

[Why Immunize?](#)

[Vaccines: The Basics](#)

Matte Articles

Matte articles (also known as mat/matte releases or formatted releases) are formatted, ready-to-print articles that are free to use in any publication.



Beat the Rush

School will be out soon, and many families will be getting ready for summer vacations, camps, and other fun activities. Before you start your summer, make an appointment for your preteen's vaccinations.

- [English](#) [1 page] **NEW JUL 2014**
- [Spanish](#) [2 pages] **NEW JUL 2014**



PREVENT cervical cancer now

If there were a vaccine to prevent a cancer that kills 4,000 women each year, would you get it for your children?

- Libby Malphrus' personal battle against cervical cancer convinced her how important it is to protect her own daughter.
 - [English](#) [1 page] **UPDATED JUL 2014**
- Patti Casa is ready to remind you that cervical cancer can affect anyone.
 - [English](#) [1 page] **UPDATED JUL 2014**
 - [Spanish](#) [1 page] **UPDATED JUL 2014**



Preventing HPV cancer in communities of color

Cervical cancer was once the leading cause of cancer death for women in the United States. Now it is the most preventable of all of the female cancers. Yet cervical cancer affects women of color and their communities more than their white counterparts. Black women are more likely to die from cervical cancer than women of other races or ethnicities.

- [Long version](#) [2 pages]
- [Short Version](#) [1 page]



Hispanic women and HPV cancer prevention

While cervical cancer is the most preventable of all female cancers, Hispanic women have the highest rates of cervical cancer in the United States. For every 100,000 women living in the U.S., about 11 Hispanic women are diagnosed with cervical cancer, compared to only seven non-Hispanic women.

- [English](#) [1 page]

[INSERT NURSE NAME], School Nurse
[INSERT SCHOOL ADDRESS]

[INSERT CURRENT DATE]

Dear Parent or Guardian:

As your child's school nurse, I want to remind you of the importance of getting your son or daughter vaccinated before they go back to school this fall. Vaccines are the best way you can protect your child from a number of serious diseases, including cancers caused by HPV.

As you are making your back-to-school checklist for your preteen, I encourage you to make vaccines a priority. Schedule your child's appointment today to ensure they are up-to-date on the vaccines they need. The Centers for Disease Control and Prevention (CDC) and the Advisory Committee on Immunization Practices (ACIP) recommend your son or daughter receive the following vaccines:

- Meningococcal conjugate vaccine is recommended for preteens at age 11 or 12 for protection against bacteria that cause meningococcal disease and meningitis, very serious illnesses where death can occur in as little as a few hours. A second shot is recommended for teens at age 16 to continue providing protection.
- HPV vaccine is recommended for preteens at age 11 or 12 to protect against cancers and other diseases caused by HPV infection. Both boys *and* girls should receive three doses of HPV vaccine to protect against these serious diseases. Your preteen should receive the second dose a month or two after the first dose, and the third dose six months after the first dose.
- One dose of Tdap vaccine is recommended for preteens at age 11 or 12 as a booster for continued protection against tetanus, diphtheria, and pertussis (whooping cough).
- Preteens and teens should also get the flu vaccine every year, ideally as soon as vaccine is available.

[INSERT NAME OF STATE] requires [INSERT REQUIRED VACCINES] for school entry; to learn more about state immunization requirements, go to: www.immunize.org/laws.

Protect your preteen and talk with your child's clinician about what vaccines they need. You may also contact me with any questions. I can be reached at [PHONE NUMBER] and I am in my office [INSERT OFFICE HOURS FOR VISITS]. I can also provide you with additional resources about vaccination and other health topics for the preteens and teen years. To learn more about adolescent immunization, please visit CDC's Vaccines for Preteens and Teens website at www.cdc.gov/vaccines/teens.

Sincerely,
[INSERT NAME OF SCHOOL NURSE]
Your School Nurse

Old Minnesota State High School League physical assessment form:

IMMUNIZATIONS [Consider Td or Tdap (age 12); MMR (2 required); hep B (3 required); varicella (2 required or history of disease); poliomyelitis (IPV); influenza]

Up-to-date (see attached school documentation) Not up-to-date / Specify _____

IMMUNIZATIONS GIVEN TODAY: _____

New language (adds MCV4 and HPV):

IMMUNIZATIONS [Consider Tdap; meningococcal (MCV4); HPV (3 doses); MMR (2 required); hep B (3 required); varicella (2 required or history of disease); poliomyelitis (IPV); influenza]

Up-to-date (see attached school documentation) Not up-to-date / Specify _____



IMMUNIZATIONS GIVEN TODAY: _____

Newer language (no distinction between recommended and required):

IMMUNIZATIONS [Tdap; meningococcal (MCV4, 1-2 doses); HPV (3 doses); MMR (2 doses); hep B (3 doses); varicella (2 doses or history of disease); polio (3-4 doses); influenza (annual)]

Up-to-date (see attached school documentation) Not up-to-date / Specify _____

IMMUNIZATIONS GIVEN TODAY: _____



Office of Adolescent Health

Vaccines for your preteens: what you need to know

Dr. Wilma Robinson
Deputy Director, Office of Adolescent Health
U.S. Department of Health and Human Services

June ACIP Meeting Update/Opportunities for Summer HPV Vaccination:
NIAM and Beating the Back-to-School Rush
June 26, 2015



Objective: To educate parents of adolescents and pre teens on vaccines using WebMD's Educational Hub consisting of:

- 7 videos
- 3 articles
- One quiz
- One downloadable parent health guide
- One page housing HHS developed content

Start date: 6/29/2015

End date: 11/15/2015

ADVERTISEMENT

Have you talked to **your kids** about HPV?

LEARN MORE AT **vaccines.gov**

VACCINES FOR YOUR PRETEEN

The following content is an [educational collaboration](#) between WebMD and Department of Health and Human Services.



0:39 | 1:06 About CC Settings Full Screen

What You Should Know

View:



01:01 Catch-up Vaccines



02:10 Flu Vaccine



01:22 HPV: Human Papillomavirus Vaccine



01:20 Kids, Teens, and Vaccines



01:27 Meningitis Vaccine



Now Playing
Tdap: Tetanus, Diphtheria, and Pertussis Vaccine



01:06 Vaccines for Travel and Study Abroad

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LEARN MORE AT **vaccines.gov**

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TRACK THEIR VACCINES

Meningococcal

HPV

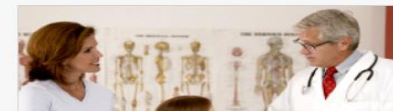
Tdap

Flu

Need help keeping it all straight? Use this list.

[View Printable Guide](#)

HPV: Why Vaccinate at Ages 11 or 12?



What You Should Know

View:  



Now Playing

Catch-up Vaccines



02:10

Flu Vaccine



01:22

HPV: Human Papillomavirus Vaccine



01:20

Kids, Teens, and Vaccines



01:27

Meningitis Vaccine



00:56

Tdap: Tetanus, Diphtheria, and Pertussis Vaccine



01:06

Vaccines for Travel and Study Abroad

Quiz & Three Articles



QUIZ
Call the Shots



ARTICLE
Your Vaccine Guide



ARTICLE
Are These Shots Safe?



ARTICLE
Importance of Following Through

Quiz: Vaccines and Your Preteen



✓ 1 ✗ 0



QUESTION 1/11

Once your child gets a vaccine, she won't ever need another one for that disease.

a

True

b

False

Reviewed by [Roy Benaroch, MD](#) on January 22, 2015

[Sources](#)

This tool does not provide medical advice. [See additional information](#)

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More on Vaccines



CHECKLIST Track Their Vaccines

[Click to Download and Print](#)

WebMD Health Guide

CHECKLIST: VACCINES FOR PRETEENS AND TEENS

To keep your child healthy, up-to-date vaccinations are a must. Use this guide to make sure your preteen or teen is covered.

Vaccines for your preteen, ages 11 to 12

VACCINE	DOSES	DATE RECEIVED
Tetanus, Diphtheria, Pertussis (Tdap)	1 dose	
Meningococcal Conjugate	1 dose	
Human Papillomavirus (HPV)	3 doses over 6 months	Dose 1: Dose 2: Dose 3:
Flu Shot	Once a year	

Vaccines for your teen, ages 13 to 18

VACCINE	DOSES	DATE RECEIVED
Meningococcal Conjugate Booster	1 dose at age 16	
Flu Shot	Once a year	

Ask about other vaccines

Kids with certain health conditions that put them at high risk for serious diseases might need extra vaccines. Ask your doctor if your teen needs any of these shots.

VACCINE	WHAT AGES?	DATE RECEIVED
Pneumococcal Conjugate Vaccine (PCV13) and Pneumococcal Polysaccharine Vaccine (PPSV23)	6-18 years	
Hepatitis A	Any age	

Where to get them

There are plenty of places to go to get your child vaccinated. Some of them are at a low cost or even free. Most insurance companies cover them. Ask about shots at:

- Your child's annual checkup
- A physical exam for sports or camp
- School clinics
- County or city health departments
- Pharmacies

SOURCES:
 CDC: "2014 Recommended Immunization Schedule for Children from 12 Through 18 Years Old."
 CDC: "The MMRs for Preteens and Teens."
 CDC: "VFC: Detailed Questions and Answers for Parents."
 CDC: "VFC: Provider Vaccines for Uninsured Children."
 News Release, CDC.

Reviewed by: Harris R. Joffe, MD, Jan 25/2015
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Branded page

(FDA) and recommended by the CDC. These vaccines prevent infection by HPV 16 and 18, the HPV types that cause most HPV-associated cancers. Two of the vaccines (quadrivalent and 9-valent) also prevent infection by HPV 6 and 11, the HPV types that cause most genital warts.

HPV vaccination is recommended by the CDC and major medical groups. These include the American Academy of Pediatrics (AAP) and the American Academy of Family Physicians (AAFP). Adolescents should receive the vaccine at age 11 or 12 years as a part of the routine vaccination schedule. Girls and boys have the best protection against HPV-related diseases when they receive the entire series of shots before they could be exposed to the HPV virus. Under the Affordable Care Act (ACA) immunizations for adolescents, including the HPV vaccine, are covered with no co-pay.

What Are the CDC Recommended Immunizations for Preteens and Adolescents?

11-12 YEARS

- Tetanus, Diphtheria, Pertussis (Tdap) Vaccine¹
- Human Papillomavirus (HPV) Vaccine (3 Doses)²
- Meningococcal Conjugate Vaccine (MCV4) Dose 1³
- Influenza (Yearly)⁴
- Pneumococcal Vaccine⁵
- Hepatitis A (HepA) Vaccine Series⁶
- Hepatitis B (HepB) Vaccine Series
- Inactivated Polio Vaccine (IPV) Series
- Measles, Mumps, Rubella (MMR) Vaccine Series
- Varicella Vaccine Series

¹ These shaded boxes indicate when the vaccine is recommended for all children unless your doctor tells you that your child cannot safely receive the vaccine.

² These shaded boxes indicate the vaccine is recommended for children with certain health conditions that put them at high risk for serious diseases. Note that healthy children can get the HepA series⁶. See vaccine-specific recommendations at www.cdc.gov/vaccines/pubs/ACIP-list.htm

³ These shaded boxes indicate the vaccine should be given if a child is catching-up on missed vaccines.

HPV: Why Vaccinate at Ages 11 or 12?



Human Papillomavirus (HPV) vaccines offer the best protection to girls and boys who have time to develop immunity before being exposed to the virus.

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VACCINES FOR YOUR PRETEEN

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HPV Vaccine: A Routine Vaccination for Adolescents



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What Is HPV?

Human papillomavirus (HPV) is a virus that can cause cancer. Often, people who have it don't have symptoms. So they unknowingly pass it to others during intimate skin-to-skin contact. Most types of HPV go away on their own. However, certain types that don't go away can cause cervical cancer and other cancers. These include cancers of the anus, penis, vulva, vagina and throat.

HPV is extremely common. The Centers for Disease Control and Prevention (CDC) estimates there are 14 million new cases of HPV in the U.S. each year. About 79 million Americans currently have an HPV infection.

What Is HPV Vaccine?

HPV vaccines ensure safe, effective and lasting protection against most cancers caused by HPV infection. Currently there are three vaccines approved by the Food and Drug Administration (FDA) and recommended by the CDC. These vaccines prevent infection by HPV 16 and 18, the HPV types that cause most HPV-associated cancers. Two of the vaccines (quadrivalent and 9-valent) also prevent infection by HPV 6 and 11, the HPV types that cause most genital warts.

HPV vaccination is recommended by the CDC and major medical groups. These include the American Academy of Pediatrics (AAP) and the American Academy of Family Physicians (AAFP). Adolescents should receive the vaccine at age 11 or 12 years as a part of the routine vaccination schedule. Girls and boys have the best protection against HPV-related diseases when they receive the entire series of shots before they could be exposed to the HPV virus. Under the Affordable Care Act (ACA) immunizations for adolescents, including the HPV vaccine, are covered with no co-pay.

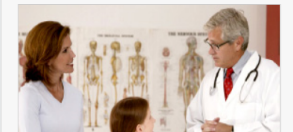
TRACK THEIR VACCINES



Need help keeping it all straight? Use this list.

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HPV: Why Vaccinate at Ages 11 or 12?





HPV: Why Vaccinate at Ages 11 or 12?



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Human Papillomavirus (HPV) vaccines offer the best protection to girls and boys who have time to develop immunity before being exposed to the virus.

[Learn More](#)



Get the Facts about Human Papillomavirus (HPV)



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HPV Is Extremely Common

Certain Types of HPV Can Cause Cancer

Certain Cancers Caused by HPV Can Be Prevented with Vaccines

[Find Out More](#)



Which Vaccinations Should Your Adolescent Have?



FROM OUR SPONSORS



Find out what the CDC's recommended routine vaccination schedule is for preteens and teens.

[Learn More](#)





Vaccines for Your Preteen

Vaccines aren't just for babies. Learn about the ones your **preteens and teens need** as they grow up.

An educational collaboration with



<http://www.webmd.com/preteen-vaccines>

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Questions and Answers



Polling Question 1: How helpful was the information presented during this webinar?

Polling Question 2: How likely are you to use the information presented during this webinar?

Thank you for participating!

For more information, visit
www.cdc.gov/vaccines/teens