Evidence-based Strategies to Increase HPV Vaccination Levels

- Recommend HPV vaccine in the same way and on the same day you recommend other routine immunizations for 11- and 12-year-olds.
  - “Bundle” your recommendation, and use a statement rather than a question: “Your child is due for three shots today to help protect against meningitis, HPV cancers, and whooping cough. We’ll give those shots at the end of the visit.” A recent study demonstrated the effectiveness of this strategy, and the CDC has found that healthcare provider recommendation is the single best predictor of vaccination. See CDC’s tip sheet on answering common questions from parents.

- Use the “HPV vaccine is cancer prevention” message, because parents identify cancer prevention as important in their decision to vaccinate their children.
  - “HPV vaccine is important because it prevents cancer. That is why I recommend that your daughter/son be vaccinated today.” Emphasize your belief in the importance of the HPV vaccine.

- If a parent asks about delaying the series, explain that there are no benefits to waiting until later to get immunized.
  - “HPV vaccination works best at the recommended ages of 11 or 12 years, plus if your daughter/son starts the series now, she/he only needs two doses instead of three.”

- Start the HPV vaccination schedule at the 11-12 year old visit and schedule follow-up appointments for the next dose(s) before the patient leaves the clinic. Use reminders and recalls to inform patients that vaccinations are due or late.

Online Webinars and Resources

- Register today for an upcoming webinar on Tuesday, February 21, 12:00-1:00 PM, Be an HPV Vaccination Champion at [http://bit.do/HPVpresentation](http://bit.do/HPVpresentation). The webinar will describe new ACIP recommendations, effective parent communication strategies, and resources to support quality improvement activities. (An archived version will be made available.)

- View American Cancer Society’s Steps for Increasing HPV Vaccination in Practice, an action guide to implement evidence-based strategies for clinicians.

- Access archived webinars on HPV immunization recommendations, quality improvement strategies, and communication on [www.EZIZ.org at Events & Training](http://www.EZIZ.org).

Free Patient Education Materials

- HPV vaccine reminder cards (also in Spanish)
- An Ounce of Prevention fotonovela (bilingual)
- Protect Their Health for the Years Ahead poster (bilingual)
- Vaccines for Your Preteen flyer (bilingual)
- How Important is HPV Vaccine? flyer (also in Spanish)
- Parents: Did You Know HPV Causes… poster for parents (bilingual)
- Hey! Did You Know? poster for preteens and teens (bilingual)

The above materials are available from your local health department.