Improving HPV Vaccination Rates in Michigan: A Call to Action

Strategies to Raise HPV Immunization Rates Among Preteens and Teens

MDCH and MCC Joint Webinar
September 10, 2014
Goals and Outline

- To review current state and national adolescent immunization rates, with a focus on HPV

- To discuss evidence-based strategies for increasing vaccination rates

- To share best practices and resources for:
  - Strongly recommending and promoting vaccines across the lifespan
  - Reaching adolescents and parents of adolescents
Adolescent Immunization Coverage Levels

Michigan Care Improvement Registry (MCIR) Data
Adolescent Immunization Coverage
MCIR Data as of May 2014
13-17 years of age

Healthy People 2020 Goal is 80% coverage for 3+ HPV doses among females

Source: MCIR data current as of May 2014; MCIR flu data reflect July 1, 2013 to June 30, 2014 coverage. Census denominator used for both estimates.

These slides are the property of the presenter. Do not duplicate without express written consent.
HPV Vaccination Rates in Michigan
MCIR Data as of August 2014

2013 US Census used as Denominator.

These slides are the property of the presenter. Do not duplicate without express written consent.
1+ and 3+ HPV Coverage, Males and Females
13-17 years of age, MCIR Data, August 2014

Percent Coverage

1+ HPV Coverage

Percent Coverage

3+ HPV Coverage

2013 Census Data used for the Denominator.

These slides are the property of the presenter. Do not duplicate without express written consent.
Actual and Potential Vaccination Coverage with 1+ Dose HPV Vaccine, No Missed Opps

![Graph showing actual and potential vaccination coverage over years of birth.](http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6329a3.htm?s_cid=mm6329a3_e)

These slides are the property of the presenter. Do not duplicate without express written consent.
Sample Strategy 1: Enhancing Access

- Vaccines for Children (VFC) Program provides vaccines to eligible children birth through 18 years of age who:
  - Are eligible for or have Medicaid
  - Do not have health insurance
  - Are American Indian or Alaskan Native
  - Are under-insured
  - Insurance doesn’t cover the cost of vaccines

- VFC is an entitlement program and vaccines are purchased with federal tax dollars

- Healthy Michigan Plan, Medicaid, and most other insurance plans cover HPV vaccine for adults

www.michigan.gov/vfc
Sample Strategy 2: Increasing Community Demand, IIS-Based Recall

- **2012 Adolescent Recall Grant**
  - 94 enrolled providers in SE Michigan
    - 71 private providers, 10 school-based health centers, 6 teen health centers, 5 FQHCs, 2 adolescent health centers
    - 5 Genesee, 5 Livingston, 25 Macomb, 0 Monroe, 12 Oakland, 3 St. Clair, 15 Washtenaw, 29 Wayne
    - Serving 61,377 adolescents 13-17 years of age
    - 5 recall rounds with 31,000 to 50,000 letters per round

- **2014 HPV Grant**
  - Statewide recall with county-by-county staggering
    - Approximately 2,500 providers in MI serving adolescents 11-18 years of age
    - First two rounds focusing on 2nd and 3rd doses
  - Communication campaign targeting health care providers and parents of adolescents and adolescents
Coverage Levels for 2012 Adolescent Recall Grant - Enrolled Providers

<table>
<thead>
<tr>
<th></th>
<th>June 2013</th>
<th>July 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>1+ Dose Tdap</td>
<td>82.7</td>
<td>84.7</td>
</tr>
<tr>
<td>1+ Dose MCV</td>
<td>82.0</td>
<td>84.7</td>
</tr>
<tr>
<td>1 Dose HPV</td>
<td>34.1</td>
<td>43.9</td>
</tr>
<tr>
<td>3+ Dose HPV</td>
<td>15.0</td>
<td>20.7</td>
</tr>
<tr>
<td>2+ Dose MMR</td>
<td>89.2</td>
<td>89.9</td>
</tr>
<tr>
<td>3+ Dose Hep B</td>
<td>92.4</td>
<td>92.7</td>
</tr>
<tr>
<td>2+ Dose Var</td>
<td>81.2</td>
<td>84.2</td>
</tr>
</tbody>
</table>
Sample Strategy 3: Provider- or System-Based Interventions, AFIX

- Assessment, Feedback, Incentives, eXchange (AFIX) program
  - Quality improvement process for immunization providers
  - Focuses on:
    - Improving immunization behaviors
    - Decreasing identified barriers to immunizations
    - Increasing coverage level percentages
  - Classic AFIX: 60 minute feedback meeting with staff that are decision makers as well as other clinical and non-clinical staff
  - If interested, contact Stephanie Sanchez at sanchezs@michigan.gov or 517-335-9011
HPV-Specific Strategies: Target Groups

- Those who have initiated but not completed the series (under-vaccinated)
  - May be dealing with access issues and other barriers

- Those who have not initiated the series (unvaccinated)
  - May be vaccine hesitant, perceive the risk of HPV to be low, want more information
Strategies for HPV Under-Vaccinated

- Increase Access
  - Make vaccine convenient
- Reduce Financial Burdens
  - Participate in VFC
- Time
  - Offer extended clinic hours
  - Offer vaccine only appointments
- Improve the Process
  - Use standing orders
  - Provide multiple vaccines in a single visit
- Utilize Tools
  - Reminder/Recall
  - AFIX Program
Strategies for HPV Unvaccinated

- **Recommend Vaccines**
  - Use chart notes, stickers, and flags to prompt you to recommend vaccines

- **Answer Questions**
  - Answer questions about vaccine safety
  - Address the issue of starting the vaccine “too early”
  - Address the issue of starting the vaccine “too late”

- **Plan and Prepare**
  - Allow for extra time
  - Prepare key messages
  - Communicate benefits and risks clearly
Best Practices & Resources for Health Care Providers
AAP Sample Office Immunization Statement

- We firmly believe:
  - In the effectiveness of vaccines to prevent serious illness and save lives.
  - In the safety of our vaccines.
  - That all children and young adults should receive all of the recommended vaccines according to the schedule published by the CDC and AAP.
  - That vaccinating children and young adults may be the single most important health-promoting intervention we perform as health care providers.

http://www2.aap.org/immunization/pediatricians/refusaltovaccinate.html

Source: http://www2.aap.org/immunization/pediatricians/refusaltovaccinate.html

These slides are the property of the presenter. Do not duplicate without express written consent.
Making it Personal

Welcome to the Office of Dr. <<>>
My Kids Are Immunized!

Talk To Me About Immunizing Yours!

The American Academy of Pediatrics supports a full range of vaccines for your child, and so do I. As a parent, I know how much you want to protect your children. Vaccines can protect them against 14 serious diseases.

Love them. Protect them. Immunize them today!

Got Flu & Tdap Vaccines? www.michigan.gov/flu - click on “flu gallery”

We’ve Got Ours.
Talk to us about getting flu & Tdap vaccines for yourself & your family.

My Kids Are Immunized Poster: http://www2.aap.org/immunization/pediatricians/refusaltovaccinate.html
Earn Your Stripe Poster: http://www2.aap.org/immunization/pediatricians/influenzaguidance.html
Got Flu/Tdap Vaccines? www.michigan.gov/flu - click on “flu gallery”

These slides are the property of the presenter. Do not duplicate without express written consent.
CDC “You are the Key” Provider Portal

HPV Vaccine Resources for Healthcare Professionals

http://www.cdc.gov/vaccines/who/teens/for-hcp/hpv-resources.html

These slides are the property of the presenter. Do not duplicate without express written consent.
MDCH Educational Resources for HCP

- Immunization Nurse Education and Physician Peer Education Modules
  - Free!
  - Continuing education credits available
  - Offered at a time and location convenient to you and your staff!

- Regional Immunization Conferences (8)
  - Visit www.michigan.gov/immunize for 2014 dates and locations

- Newsletters and Articles for Medical Professional Organizations

- Manage immunization listerv of over 8,000 people
  - To subscribe e-mail cmarkzon@msms.org with SUBSCRIBE in subject

- Websites: www.michigan.gov/immunize
  www.michigan.gov/teenvaccines
  www.michigan.gov/vfc
  www.aimtoolkit.org
Adolescent Immunization Toolkit

Table of Contents
- Immunization Schedules
- Storage and Handling
- Vaccine Administration
- Vaccine Safety / Patient Education
- School Immunization Rules for 2010
- Vaccines for Children (VFC) Program Information
- American Recovery and Reinvestment Act (ARRA)
- Michigan Care Improvement Registry (MCIR)
- Adolescent Immunization Data
- Vaccine Adverse Event Reporting System (VAERS)
- MDCH Contact Information
- Evaluation Survey

In recent years, more vaccines have become available to protect pre-teens and adolescents from serious diseases. The Michigan Department of Community Health (MDCH) follows recommendations made by the Centers for Disease Control and Prevention's (CDC) Advisory Committee on Immunization Practices (ACIP).

Beginning in September 2010, new school immunization requirements go into effect. The American Academy of Pediatrics (AAP), the American Academy of Family Physicians (AAFP), the Society for Adolescent Medicine (SAM), and other professional medical organizations recommend that providers vaccinate based on current ACIP recommendations. In doing so, Michigan's school immunization requirements will be met.

www.michigan.gov/teenvaccines
Quick Looks for HCP

One page summary of key points an immunizer must know before giving a particular vaccine

- Vaccine types/brands
- Indications for use
- Schedule & minimum intervals
- Administration
- Storage & handling
- Contraindications
- Much more!

www.michigan.gov/immunize

These slides are the property of the presenter. Do not duplicate without express written consent.
AIM Provider Toolkit

www.aimtoolkit.org

Thank You!

Thank you to the following organizations for their generous support:

These slides are the property of the presenter. Do not duplicate without express written consent.
Resources for Reaching Parents and Adolescents
Awareness Raising Posters: Teens and Parents

Make the Call to Protect Yourself


How Does Your Pre-Teen Stack Up?
Your child needs vaccines to fight these diseases by 11-12 years of age.

Influenza (Flu): Serious disease spreads each season, happens to wherever children are concentrated. Ask your doctor about what vaccines you may need today.

Mumps: Can make you feel sick and dangerous, especially when you are older. Your child needs to be vaccinated to protect your health.

Between classes, practice, shopping, and friends, make sure you protect your health.

College is an exciting time. Stay healthy to enjoy it.

Tetanus, Diphtheria, Pertussis: Your child needs to be vaccinated to protect your health.

Ask your parents or doctor about which vaccines you may need.

Keep your pre-teens safe from serious diseases.

Varicella (Chickenpox): Comes on this rash all over the body. Can cause serious illness and even death if not vaccinated. Your child needs to be vaccinated to protect their health.

Call your doctor today and ask about vaccines they need.

These slides are the property of the presenter. Do not duplicate without express written consent.

www.michigan.gov/teenvaccines
www.aimtoolkit.org
Health Care Professionals →
Patient Education Gallery
Available in multiple languages

These slides are the property of the presenter. Do not duplicate without express written consent.
Thank you!

Courtnay Londo, MA
Adolescent and Adult Immunization Coordinator
Michigan Department of Community Health
Division of Immunization
londoc1@michigan.gov
(517) 335-9948