



Providing Patient Education Materials Before and During Visits



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Learning Objectives

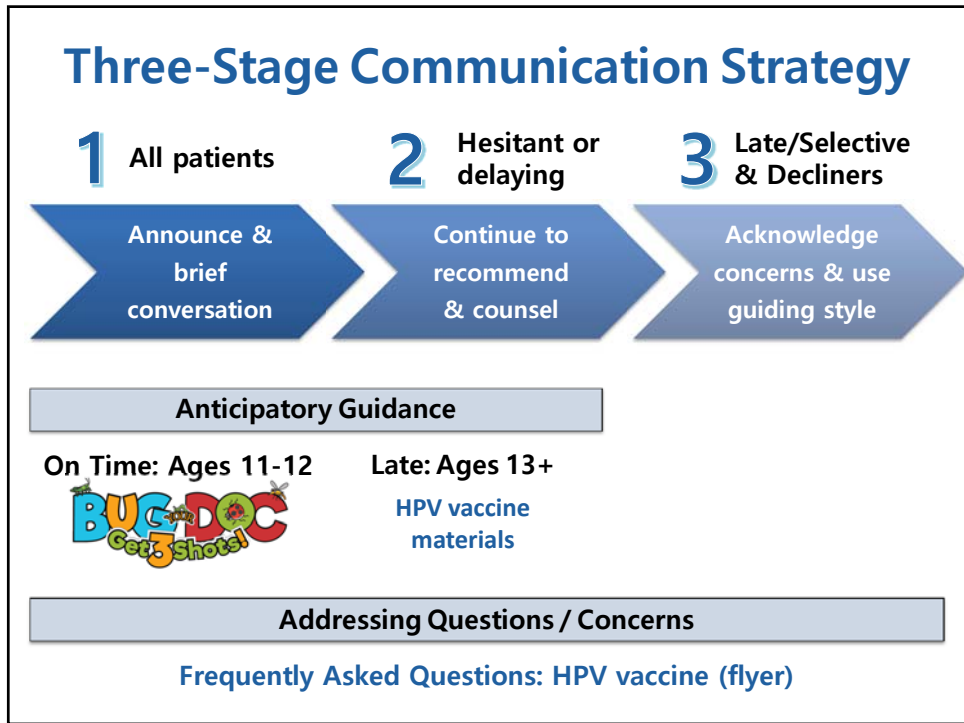
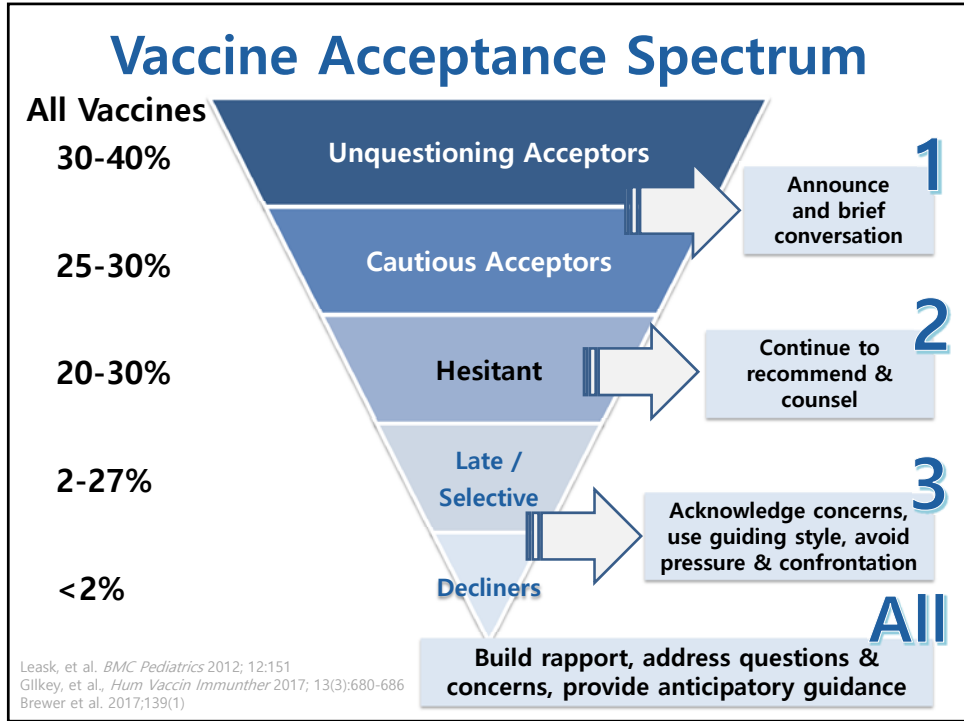
1. Identify best practices for using patient education materials
2. Utilize a three-stage approach for adolescent vaccine recommendations
3. Explain options for integrating new patient education materials into your practice's workflow

Benefits & Best Practices for Educational Materials

- Patient-centered materials can improve effectiveness and acceptability
 - child's doctor: preferred info source
- Anticipatory guidance can give parents time to prepare and save provider time
- Provide information multiple times
 - prior to visit, at check-in, during visit
 - multiple methods (e.g. flyers, mailers, website, video)
- Bundling pre-teen vaccine platform "normalizes" HPV vaccine as routine.



Dempsey, A. F. & Zimet, G. D. Interventions to Improve Adolescent Vaccination: What May Work and What Still Needs to Be Tested. *Am. J. Prev. Med.* 49, S445-454 (2015).
Rencancio, A. M. et al. Using Social Marketing Theory as a Framework for Understanding and Increasing HPV Vaccine Series Completion Among Hispanic Adolescents: A Qualitative Study. *J. Community Health* 42, 169-178 (2017).
Hull, P. C. et al. Assessing community readiness for change in the Nashville Hispanic community through participatory research. *Prog. Community Health Partnersh. Res. Educ. Action* 2, 185 (2008).





Anticipatory Guidance: On Time: Ages 11-12

Announcement Approach

Announce

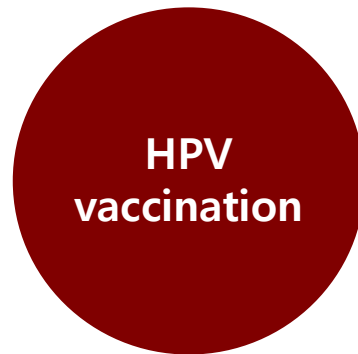
child is due for 3 vaccines →

Ease main concern

about HPV vaccine

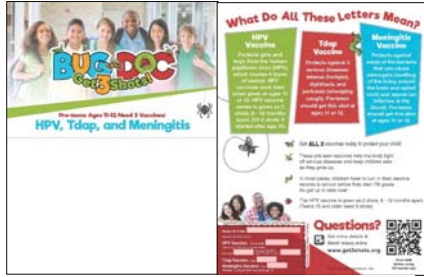
Recommend

HPV vaccine strongly →

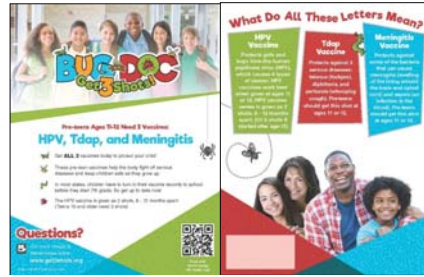


Schedule follow up appointment

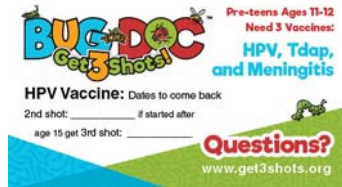
“Bug Your Doc – Get 3 Shots!” Materials



Clinic Mailer (add return address)



Clinic Flyer (space for logo)

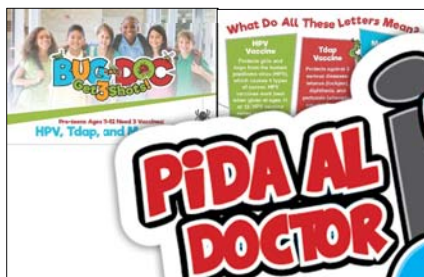


Magnet



“Bug Your Doc – Get 3 Shots!” website and video

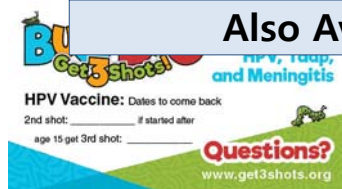
“Bug Your Doc – Get 3 Shots!” Materials



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Magnet



“Bug Your Doc – Get 3 Shots!” website and video



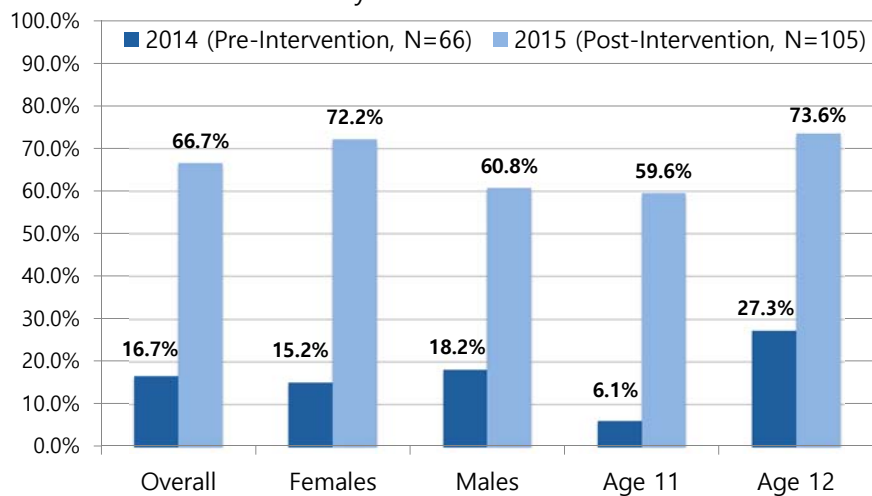
Also Available in Spanish!

Integrating Educational Materials Before and During Visits

| | |
|----------------------------|--|
| 1 week before well visit: | Send educational mailer or email |
| Appointment reminder call: | Remind parent to read mailer or email |
| Check in: | Give flyer & magnet |
| Exam room: | After intake, nurse asks parent to watch video & browse website on phone |
| Giving shot: | Nurse gives parent sheet with return dates |
| Check out: | Make appointment for follow up dose(s) |

HPV Vaccine: Next Dose Due

Integrating patient education materials into patient workflow for 11-12 year old well-child visits



All pre-post differences significant at $<.001$
 One child in each year had already received HPV vaccine

Benefits Perceived by Providers*

- Parents having the flyers in hand served as prompt for provider
- Anticipatory guidance saved time in counseling patients about the vaccines during the visit
- Parents less often delayed to “talk to spouse”
- Most parents accepted 3 vaccines

*Anecdotal feedback



Anticipatory Guidance: Catch Up: Ages 13+

Catch-Up HPV Vaccination: Materials for Older Teens

- Flyer for patients age 13 and older who:
 - Already received Tdap
 - Have **not** started HPV vaccine
- Direct parents/patients to the HPV page of website: <http://www.get3shots.org/hpv>
 - Videos
 - Links to reliable websites

6 REASONS TO GET THE HPV VACCINE

- Preventing cancer is easier than ever before**
If you missed getting your HPV vaccine at 11-12, it's not too late to catch up.
Before 15th birthday: 2 shots
After 15th birthday: 3 shots
- HPV: common virus that infects men and women**
80% of people will get an HPV infection in their lifetime.
HPV = Human Papillomavirus
- HPV vaccination prevents cancer**
Over 30,000 cases of cancers each year could be prevented with HPV vaccination. Same as the average attendance for a baseball game.
- Preventing cancer is better than treating cancer**
HPV infections can cause cancer of the cervix, throat, anus, penis, vagina and vulva. But we only have screening for cervical cancer.
- HPV-linked throat cancer is highest in men**
22% increase in HPV-linked throat cancers are on the rise, while alcohol- and tobacco-linked throat cancers are going down.
- HPV vaccination works**
HPV infections that cause cancer and genital warts have dropped 71 percent among teen girls.

Most parents have chosen to get the HPV vaccine for their children

[Talk to your child's doctor about HPV cancer prevention]

www.get3shots.org/HPV

Based on information from the Centers for Disease Control and Prevention (CDC) www.cdc.gov/HPV



Addressing Concerns: Frequently Asked Questions

Frequently Asked Questions

- Flyer for patients who have specific concerns and want more details
- Can use at any stage
- Only give out when needed

BUG DOC HPV Vaccine: Common Questions

Human papillomavirus (HPV) infection is very common. Every year about 14 million people in the US become infected, including teenagers, and 4 out of 5 people become infected during their lifetime. Usually the body fights off HPV infections on its own. But if the infection lasts for a long time, it can increase risk of cancer! Each year in the US over 30,000 men and women are diagnosed with an HPV-related cancer! That is 1 person every 20 minutes of every day.

QUESTION: How does the HPV vaccine work to prevent cancer?
FACTS:

- The HPV vaccine works very well. We have already seen the number of HPV infections among girls in the US drop by half since the vaccine was first introduced in 2006.³
- HPV infection can cause cancers of the cervix, vagina, and vulva in women and cancer of the penis in men. It can also cause cancers in the back of the throat (tongue and tonsils) and anal cancer in men and women.⁴ Most of these cancers can be prevented with the HPV vaccination.⁵

QUESTION: Why does my child need the vaccine if he or she is not yet sexually active?
FACTS:

- The Centers for Disease Control and Prevention (CDC) recommends the HPV vaccine at age 11 or 12, or as early as age 9. This is because it produces stronger immune protection at these ages versus older ages.⁶
- The HPV vaccine only works when given **before** exposure to the virus. This means it is important for children to get the vaccine **well before** becoming sexually active.

QUESTION: Will getting the HPV vaccine encourage my child to become sexually active?
FACTS:

- No. Studies have found **no evidence** that girls or boys who get the vaccine have sex earlier than those who did not get the vaccine.⁷

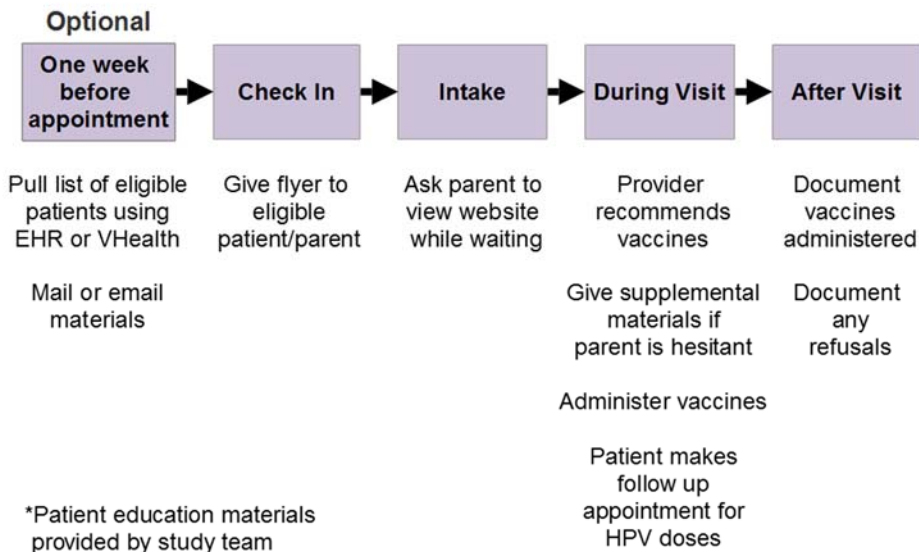
QUESTION: What are possible side effects of the HPV vaccine?
FACTS:

- All of the medicines and vaccines that we take have a small chance of allergic reactions or rare side effects.
- The most common reactions that people have after the HPV vaccine are like other vaccines:⁸
 - redness/swelling/pain at injection site
 - mild fever
 - headache
 - tiredness
 - dizziness or fainting
- No deaths or serious long-term side effects have been linked to the HPV vaccine.

Customize Your Workflow

Provide patient education materials

Sample Workflow:





Thank You!

Vanderbilt University Medical Center
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Meharry-Vanderbilt-TSU Cancer Partnership

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