ACTION Health HPV Programming in Appalachian PA

Allison Clark
Executive Director
ACTION Health
ACTION Health

Mission: “A collaborative partnership in the Central Susquehanna River Valley that provides community health outreach & education”

Sponsored by & partner with all 6 hospitals in our service region:

- Berwick Hospital Center
- Bloomsburg Hospital
- Evangelical Community Hospital
- Geisinger Health System
- Shamokin Area Community Hospital
- Sunbury Community Hospital
ACTION Health

Manages 5 Task Force Groups which oversee our health education programs:

- Aging & Wellness Task Force
- Cancer Task Force
- Community Wellness Task Force
- Dental Task Force
- Health Communications Task Force
ACTION Health Cancer Task Force

Mission: “To heighten community awareness about cancer, its prevention and early detection, in order to improve the overall quality of life of residents within our five-county area”

Primary Goals:
- HPV & Cervical Cancer programming
- Skin Cancer programming
HPV Programming

- 2006/2007 Population Based Survey
- 2008 Educational Programming for women 18-26 year olds
- 2009 Educational Programming for parents of 9-17 year olds
“Primary Care Physicians’ Attitudes and Recommendations of the Gardasil® HPV Vaccine: A Population-based Survey”

In December 2006, Cancer Task Force conducted a survey of all primary care practices (family medicine, pediatric & OB/GYN clinics) (n=65) in our 5 county region

- Initial phone call was placed & followed up with a faxed survey
2006/2007 Population-based Survey

Initial survey assessed:

- Provider recommendation of the vaccine
- Age range of patients offered the vaccine
- Provider concerns
- Acceptance of non-patient referrals
- Cost of the vaccine
- Willingness to post HPV program flyers
In May 2007, a follow-up survey was faxed to providers who completed the first survey. Follow-up survey also assessed:

- Patient request for vaccine (from mother or daughter)
- Doses given per week
- Patient compliance with 2nd and 3rd doses
- Willingness to be a guest speaker for HPV & Cervical Cancer programs
Survey Results:

- 55 (83%) providers completed the initial survey; of these, 49 (89%) completed the follow-up survey.
- 44 (80%) were offering the vaccine to their patients at the time of the 1st survey; 4 additional providers did so at the time of the 2nd survey.
- 40 (91%) (1st survey) and 37 (76%) (2nd survey) offered the vaccine to girls and women, aged 9-26.
- 41 (84%) reported patient compliance with 2nd & 3rd dose.
Survey Results, cont.:

- 11 (25%) accepted referrals of non-patients
- 30 (68%) were willing to post flyers about HPV educational programs
- 15 (27%) had concerns about the vaccine, including:
  - Cost and insurance - 9 (16%)
  - Recommended age was too young - 4 (7%)
  - Vaccine was too new to recommend - 2 (4%)
Conclusions:

- Most primary care practices in the ACTION Health service area are providing the HPV vaccine to patients aged 9-26 as recommended, and this number is growing.

- The largest barrier identified by the survey was cost and insurance coverage of the vaccine (i.e., some insurance companies cover HPV vaccination up to age 18 or 21).

- Providers are willing to promote community education programs about HPV and cervical cancer.
2006/2007 Population-based Survey

Next Step:
- Use the survey information to design community-based HPV and cervical cancer educational programs for each of the 5 counties

Survey results were published:
2008 HPV Programming

- Received ACCN Community Development Grant
  - "Increasing HPV-related Knowledge and HPV Vaccination Intent among Women Aged 18-26 in a Five-County Area of Appalachia"

- Evidence-informed strategy - adapted a published, tested survey (Kahn et al, 2003) that assessed knowledge and attitudes of women about the HPV vaccine, prior to the vaccine’s licensure
  - Adapted survey served as the outline for our educational programs and pre/post testing
Method:

- Single-session, community-based educational program with PowerPoint & pre/post tests

3 educational sessions were held (n=224):

- Bloomsburg University (n=66)
- Bucknell University (n=80)
- McCann School of Business (n=78)
Results:

- A significant increase in both HPV knowledge ($p<.0001$) and intent to receive HPV vaccination ($p=0.0001$) among females, aged 18-26, the primary target group.

- A significant increase in HPV knowledge ($p<.0001$) was also shown for women, aged 27-45 who attended the educational sessions.

- Among male participants, aged 18-26, significant increases were demonstrated in both HPV knowledge ($p=0.0020$) and intent to vaccinate (if a vaccine was to be made available) ($p=0.0120$).
Next Steps:

- Since Gardasil® is available for 9-26 year old females:
  - 2008 program focused on 18-26 year olds
  - 2009 programs to focus on parents of 9-17 year olds
- Currently drafting journal submission
2009 HPV Programming

- Received ACCN Community Development Grant
  - “Increasing HPV Knowledge and Vaccination Intent among Parents of Adolescent Girls, Aged 9-17, through Group Education and a Social-Networking Approach”

- Evidence-informed strategy, based on Kahn et al, 2003 study and 2008 ACTION Health HPV programming
Methods:

- Single-session community-based educational program with pre/post tests
- Social networking approach includes the dissemination of HPV-related information to other parents of age-eligible adolescent girls

Programs still in progress; thus far:

- Conducted 10 sessions (n=111) for PTA’s and other groups
- 109 of these participants completed the pre/post
- Conducting one-month follow up phone calls
2009 HPV Programming

Next Steps:
- Completion of programs, analysis of data & completion of grant final report
- Additional programs to reach more 18-26 year old females and parents of 9-17 year olds
- Considering a web-based educational module on ACTION Health’s new website
- Considering applying for CEU’s for nurse education
Acknowledgments

ACTION Health Cancer Task Force

6 sponsoring hospitals:
- Berwick Hospital Center, Bloomsburg Hospital, Evangelical Community Hospital, Geisinger Health System, Shamokin Area Community Hospital & Sunbury Community Hospital

Appalachia Community Cancer Network, National Cancer Institute

National Cancer Institute’s Cancer Information Service – Atlantic Region

Community Participants, Universities, Primary Care Providers
ACTION Health

Any Questions?

Thank you!