

State of California: Collaborative Efforts to Prepare for the HPV Vaccine

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California HPV Vaccine Workgroup

Goal & Members

- **Goal:** *Provide statewide leadership, coordination and support for HPV vaccine implementation efforts*
- **Lead agencies:**
 - Immunization**
 - STD Control**
 - Cancer Control**
- **State gov't partners:**
 - Office of Women's Health
 - CA Dept of Education
 - Maternal Child Adolescent Health
 - Office of Family Planning
 - Office of AIDS



California HPV Vaccine Workgroup Activities

- Internal meetings (Aug 05, Nov 05, Mar 06)
 - Informational presentations
 - Discussion and planning
- Progress
 - Recognition of questions, barriers, and opportunities
 - HPV vaccine launch framework and the identification of internal resources
 - External stakeholder interviews



Key Questions Identified

- Duration of protection, booster shots needed?
- Target population, benefit for post-sexual debut?
- Acceptance – parental, health care provider?
- Will school entry requirement become an issue?
- Vaccine cost and coverage?
- Long term effect on Pap screening?
- Effective against anal/other cancers?
- Cost-effective to vaccinate males?
- Exact timing for licensure, final ACIP recommendations?



Challenges to Vaccine Implementation

- Reaching target: preteen vaccine visit not yet mainstream
- Female-only vaccine, a new concept
- 3-dose series requires extra follow-up
- Expected high cost
- Anticipated gaps in funding
- Controversy and discomfort with STD vaccine
- Lack of public knowledge about HPV
- Potential for miscommunication about HPV, vaccine effects, need for Pap screening



Opportunities

- Collaborate across different branches of state government
- Promote preteen/adolescent health
- Promote other new immunizations for preteens
- Increase awareness of cervical cancer and role of Pap screening
- Create partnerships between state government and advocacy, professional, and healthcare organizations



Launch Framework

- ❑ Consumer education
- ❑ Provider education
- ❑ Policy & Funding
- ❑ Epi, surveillance and evaluation
- ❑ Media relations and risk communication
- ❑ Stakeholder relations



Stakeholder Interviews: Goals

1. Understand the perspective of potential stakeholders
2. Discover stakeholders' activities and plans
3. Plan for a statewide meeting (this one!)



Stakeholder Interviews: Methods

- Stakeholders
 - Professional societies
 - Women's health advocacy organizations
 - Health service providers (FP, MCO)
 - Local health departments
 - Academic researchers
 - Vaccine manufacturers
- Recruitment via email/phone
- Qualitative data collection and analysis



Interview Questions

- How important is the HPV vaccine to your organization?
- Do have questions or concerns?
- What is your organization doing (or planning to do) to prepare?
- How would you like to be further involved with the HPV vaccine workgroup?



Interview Response Rate

Interview Questions total number of stakeholders identified: **150**

Total number contacted:
111 (high & med priority)

Total number interviewed:
54 (~90% of high priority)



Stakeholder Activities (n = 54)

Health care provider outreach and education	53%
Policy and legislative activities (e.g., media and vaccine & funding advocacy)	47%
Social marketing to parents and youth	41%
Patient/client counseling and education	25%
Vaccine delivery	25%
Interventions in public education (e.g., teacher training and curriculum development)	18%
Surveillance and/or research	14%



Importance of the HPV Vaccine to Stakeholders

HPV vaccine is <u>VERY</u> important and they have <u>specific plans</u> for the introduction of the vaccine	51%
HPV vaccine is <u>important</u> but NO plans currently	29%
Not familiar with the HPV vaccine, but would like to have more information and guidance	16%
Not interested in working on the HPV vaccine issue	4%



Other Workgroup Activities

- Dialog with other groups/plan for coordinating activities
- Advisory to partner organizations
- Technical assistance for policymakers
- Facts for media advocacy
- Website
- Provider fact sheet & PowerPoint
- Health care provider educational events
- Patient/public education materials
- Support Preteen Vaccine Week (Jan 21-27, 2007)



Final Thoughts

Successful implementation of the HPV vaccine will depend on coordination and strategic planning among government agencies, professional and community organizations, healthcare and academic institutions, policymakers, and private industry



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