

# California's State HPV Workgroup: A Model for Interdisciplinary Public Health Collaboration

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[www.GetImmunizedCA.org](http://www.GetImmunizedCA.org)

## ▶ California HPV Vaccine Workgroup Planning

- **Goal:** Provide statewide leadership, coordination and support for HPV vaccine implementation efforts
- **Lead agencies:**  
Immunization Branch  
STD Control Branch  
Cancer Control Branch
- **State government partners:**  
Office of Women's Health  
California Department of Education  
Maternal Child Adolescent Health  
Office of Family Planning  
Office of AIDS

## ▶ Workgroup Purpose: Share Information

- Collaborate across branches of state government; consistent messaging
- Promote preteen/adolescent health
- Promote preteen immunizations
- Increase cervical cancer/Pap screening awareness
- Create partnerships between State, advocacy, professional, and health care organizations

## ▶ Making Collaboration Work

- Workgroup members represent different populations, perspectives and agendas. Initially, a neutral facilitator was required.
- Realization that *not* collaborating would duplicate efforts. And some programs lacked resources on their own.
- A core planning team representing lead agencies took on concrete projects and worked effectively.

## ▶ Workgroup Activities

- Survey community stakeholder interests/plans
- Convene statewide HPV Vaccine Summit
- Build webpage
- Develop professional training
- Create/share consumer education materials
- Support Preteen Vaccine Week (Jan 2007)
- Provide technical assistance for policymakers
- Compile and distribute facts to media

## ▶ Community Stakeholders Survey Questions

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

## ▶ Importance of the HPV Vaccine to Stakeholders (N = 54)

HPV vaccine is VERY important and they have specific plans for the introduction of the vaccine	51%
HPV vaccine is important 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%

## ▶ Stakeholder Current/Planned Activities

Health care provider outreach and education	53%
Policy and legislative activities	47%
Social marketing to parents and youth	41%
Parent/child counseling and education	25%
Vaccine delivery	25%
Interventions in public education (e.g., teacher training and curricular development)	18%
Surveillance and/or research	14%

(Spring 2006)

## ▶ California HPV Vaccine Summit

- 100+ attendees from stakeholder groups across CA
- Presentations from State experts on HPV, disease, vaccine, policy issues
- Participant breakouts; brainstorming for collaborative opportunities
- A key finding: Consistent messaging on HPV vaccine valued. State seen as credible source.
- Proceedings posted on [www.ImmunizeCA.org](http://www.ImmunizeCA.org)



## ▶ HPV Vaccine Web Page

- [www.HpvVaccineCa.org](http://www.HpvVaccineCa.org)
- One web page, hosted by Immunization Branch, serves needs across California State public health programs



## ▶ New Online Training Tool

- Professional training via webcast hosted on Public Health Café via partnership with California Distance Learning Health Network [www.cdlnh.com](http://www.cdlnh.com)



## ▶ Fact sheet for Health Care Providers

- Consistent messaging milestone: One fact sheet developed across programs (IZ, STD, Cancer) for a variety of provider constituencies



## ▶ Next Steps:

- Continue coordination among State programs
- Collaborate with community stakeholders,
- Create consumer materials: Formative research on select at-risk populations
- Keep abreast of policy issues (e.g., school mandates)

## ▶ 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

## Acknowledgements

Eileen Yamada, MD, Heidi Bauer, MD, Sharla Smith, MPH, Joyce Lisbon, MPH, Terri Thorfinnson, JD, California Distance Learning Health Network (CDLHN), Amanda Roth, MPH, MSW, Marcy Jones

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