The Alliance for HPV Free Colorado: a multi-faceted approach to improve HPV vaccination uptake

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Background
- There are currently an estimated 80 million Americans infected with Human Papillomavirus (HPV)
- Each year approximately 45,300 people are diagnosed with an HPV-attributable cancer in the US
- The Healthy People 2030 goal is 80% vaccination coverage for adolescents; however, only 47.1% of Colorado teens in the Alliance’s region are currently fully protected against HPV
- The Alliance consists of 6 local public health agencies, two vaccine expert partners, and numerous HPV and cancer prevention stakeholders representing a 15-county region across the Denver-metro region and northeastern Colorado.

Objectives
- Describe the Alliance’s framework and structure
- Discuss our Health Systems, Communications, and Education approaches
- Discuss the Alliance’s next steps

Methods
- Health Systems Approach
  - Goal: implement quality improvement projects to increase adolescent HPV vaccination rates
  - Align with health system leaders and work on system-level barriers
  - Identify clinical champions to push work forward
  - Data drives improvement: mixed-method evaluations include qualitative and quantitative data to understand the success and barriers to the project
- Communications Approach
  - Call to Action (CTA): Talk to your health care provider to learn more
  - Social media, website, community advocates, educational and promotional materials, and largescale media campaign
  - Radio, TV, and video streaming platforms
  - In summer/fall of 2020, over 18.5 million impressions were delivered between our display and remarketing efforts
- Education Approach
  - Free trainings for CE and CME offered:
    - HPV 101: Overview of HPV including burden of disease, HPV vaccination guidelines, and how to provide a strong recommendation for the HPV vaccine
    - Motivational Interviewing: Provides skills to counsel vaccine hesitant parents and patients
    - Human Papillomavirus and Oropharyngeal Cancer - Provides dental health professionals information about HPV, the burden of disease, how to counsel patients, and how to conduct an oropharyngeal exam.
- Analytics
  - An analytical infrastructure was developed to measure HPV vaccination rates in the 15-county region. It uses a regional data-sharing approach whereby patient data are uploaded, aggregated, and analyzed in a way that aligns program metrics and population outcomes. The Alliance can track improvements, identify areas for interventions, and adapt the tool as needed.

Results
- Alliance Vaccination Rates (Dec 2020)
  - Figure 5: Initiation vaccination rates by race
  - Figure 6: Initiation vaccination rates by gender
  - Figure 7: Up-to-date vaccination rates by Race
  - Figure 8: Up-to-date vaccination rates by Gender

Discussion
- The Alliance has concentrated on:
  - Engaging health systems and dental practices by providing HPV training, offering quality improvement approaches, and tools to improve system-level HPV vaccination rates
  - Providing comprehensive communication using call-to-action and educational materials
  - Developing a data analytic system to monitor vaccination progress
- The Alliance’s next steps are to:
  - Continuously evaluate engagement strategies
    - Diversify and expand outreach across Colorado
    - Engage Regional Accountable Entities (RAEs) that serve Medicaid clients
  - Focus on gathering evaluation data
  - Strengthen ability to apply for future grant funding