

The Power of PhotoVoice to Invoke Interest and Discussion about the HPV Vaccine

Summary

The project has been a positive experience that has yielded positive results and sparked continuous improvement focused on increasing vaccination that will continue past the end of this project.

District Health Department #10 (DHD10) is committed to decreasing the region's cancer rates and will work tirelessly to accomplish this goal, which includes continuing to promote the Human Papilloma Virus (HPV) vaccine and utilizing the HPV PhotoVoice in future marketing campaigns.

Challenge

Interest in increasing HPV vaccination compliance rates to reduce the cervical and related cancer incidence across all ten DHD10 counties has prompted rigorous cancer prevention efforts to reduce the burden of disease. DHD 10 is working to reduce the 10 county cancer rate through various approaches, including increasing awareness through an innovative PhotoVoice technique and increasing access and compliance to the HPV vaccine.

The HPV vaccine faces many challenges due to unfounded misconceptions about safety of the vaccine. The project and promotion of the HPV vaccine encountered delays due to lack of adult acceptance for the vaccine in one community. To address the issue, the project was moved to a different community where youth have been active in promoting health and wellness as peer educators. There the PhotoVoice project flourished. It was completed with enthusiasm.

"DHD10 is fully committed to increasing HPV vaccination rates through working with our area vaccine providers, tackling common immunization misconceptions, and continuing to promote the benefits of vaccination through a multi-faceted media campaign."

- Melanie Perry, Program Coordinator

Solution

In response to the underutilization of the HPV vaccine, DHD10 implemented a multi-component campaign. The Oceana Prevention Partnership for Change (TOPPC) created the PhotoVoice, utilizing their own artistic abilities and ideas about the HPV vaccine.

Although the primary focus was to increase HPV vaccine compliance through social media, quality improvement practices within the agency became a secondary focus.

Success Stories

<http://nccd.cdc.gov/nccdsuccessstories/>

Results

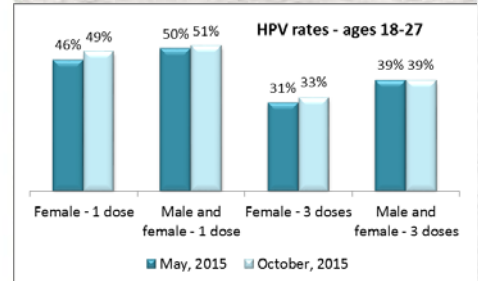
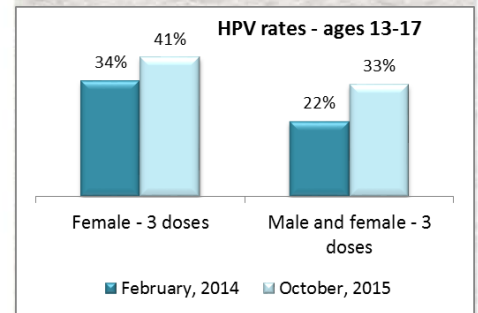
Rates of HPV compliance for 13-17 year olds receiving three doses were compared from February, 2014 and October, 2015. The rate for females increased from 34% to 41%. When combining rates for 13-17 year old males and females, the rate increased from 22% to 33%. HPV compliance rates in May, 2015 and October, 2015 for 18-27 year olds were compared as part of the QI project focused on no missed opportunities. During that time, females receiving one dose of HPV vaccine increased from 46% to 49%; females receiving three doses increased from 31% to 33%. Males and females in the 18-27 year old age group receiving one dose of HPV vaccine increased from 50% to 51%, while those receiving three doses remained at 39%. The increase in compliance rates for both of these groups is very encouraging and efforts will continue.

Sustainable Success

Although this project may have come to an end, there is still work to be done in terms of social impact and unfounded misconceptions surrounding the HPV vaccine. This was evident during the first year of the project and an area which DHD10 is committed to continue to work on in an effort to increase vaccine compliance and, ultimately, reduce cancer rates throughout the region, working toward the Healthy People 2020 Objective of 80% compliance for 3 doses of HPV vaccine for males and females age 13-15.

Your Involvement is Key

Don't be passive in cancer prevention. If you have adolescents in your life, discuss the benefits of receiving the HPV vaccine with them. If youth have any concerns, urge them to speak with their trusted healthcare provider or call their local health department. This truly is the first vaccine that has the potential to prevent cancer later in life, so don't wait, vaccinate!



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