



**TEAM MAUREEN**



**CAPE COD HEALTHCARE**

Improving HPV Vaccination Rates through Local Partnership

Eileen Lind, CPNP  
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Kelly Welch

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Disclosure

- I, Eileen Lind, have been asked to disclose any significant relationships with commercial entities that are either providing financial support for this program or whose products or services are mentioned during my presentations.
  - I have no relationships to disclose.
- I may discuss the use of vaccines in a manner not approved by the U.S. Food and Drug Administration.
  - But in accordance with ACIP recommendations.



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Disclosure

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### Objectives:

- Discuss the HPV-related cancer burden;
- Describe the partnership created between Cape Cod Health Care and Team Maureen to develop activities to prevent HPV-related cancers;
- Review the activities undertaken through this collaborative effort (education of general public, youth, dental providers and medical providers);
- Discuss the lessons learned from these activities and future collaborative efforts.



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### The HPV-related cancer burden

- Recognizing the HPV disease burden is central to our work
- HPV is Human Papillomavirus
- Sexual transmitted infection spread by skin-to-skin contact



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### Low Risk vs. High Risk HPV

- Many types or strains
- Some types act externally causing warts on skin of penis, anus, vulva (**low risk**)
- Some types infect internally and can cause cancer cervix, vulva, vagina, penis, tongue, tonsils, and throat (**high risk**)




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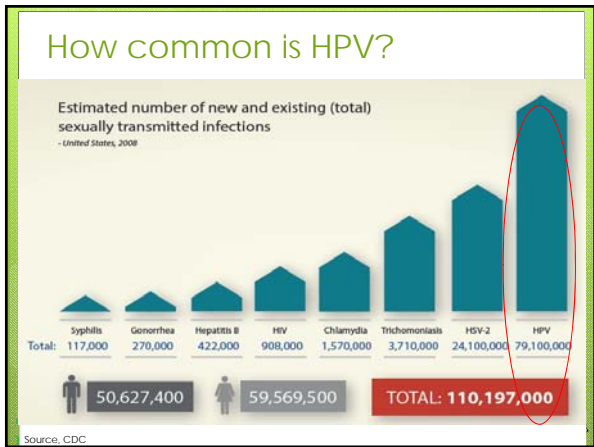
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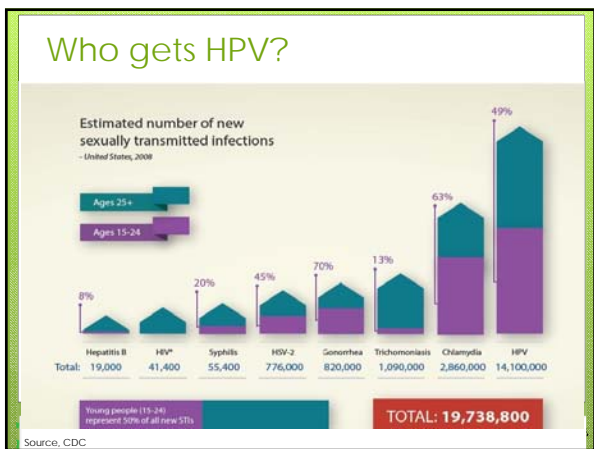
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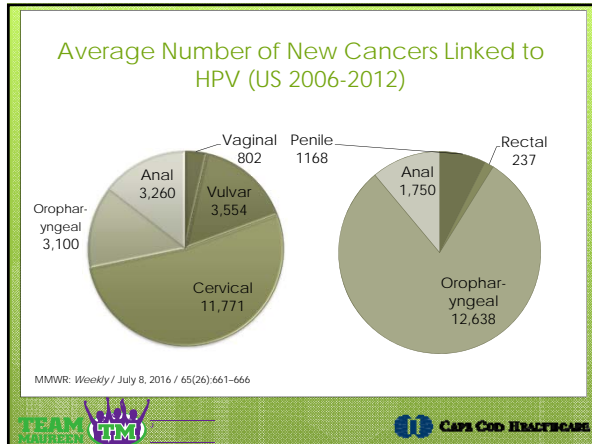
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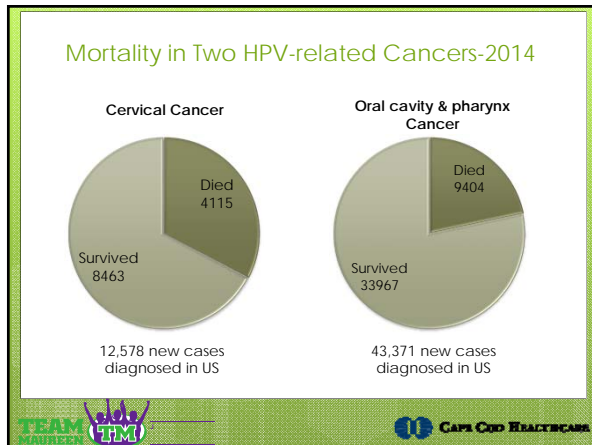
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### Can HPV infection be prevented?

- **Vaccination**
  - Early vaccination is the key
    - Best immune system response is before age 15
    - Before before sexual activity or exposure to HPV
  - Doctors recommend **girls and boys** get vaccinated starting at age 11 or 12, but can start as early as 9 years -- and continue vaccination up through age 26
  - Persons starting vaccination before their 15th birthday only need 2 shots; those starting on or after their 15th birthday will need 3 doses, as well as those with certain immunocompromising conditions (regardless of age)

TEAM MATHS™ CAPI COD HEALTHCARE

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### Vaccine Safety and Efficacy

- The vaccine is safe and effective
- 60 million doses have been administered in the US
- Similar side effect profile as other vaccinations



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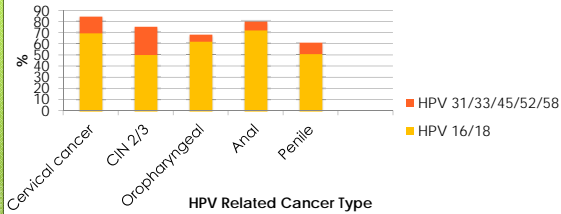
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### Percentage of HPV types found in common HPV related cancers, US Data



**9-valent vaccine is estimated to prevent:  
85% of cervical, 70% of oropharyngeal,  
80% of anal, and 60% of penile cancers**



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### The Cape Cod Health Care & Team Maureen Partnership

- Community Benefits support
- Role of Cancer Committee in prevention work
- Development of joint activities



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### Community Benefits

- The CCHC Community Benefits department implements and supports regional initiatives to improve the health of Barnstable County residents
- CCHC Community Benefits conducts a community health needs assessment every 3 years to identify the top health priorities in the region
- Cancer has been identified as one of the top health priorities in the region over the last 7 years due to disease prevalence and mortality



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- CCHC dedicates resources to improve education, screening, detection & treatment of cancer across the region – Women’s Cancer Expo is excellent vehicle to meet this objective
  - Event brings exhibitors in women’s related health and cancer prevention together for public education
  - Exhibit tables; distribution of materials; connections



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### Role of the Cancer Committee/purpose

- Each calendar year, the Cape Cod Hospital and Falmouth Hospital cancer committee outreach coordinators organize and offer cancer prevention and cancer screening programs
- Outreach projects support the hospitals’ accreditation obligations



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### How the Cancer Committee Benefits from Partnership

- Partnering with mission-driven organizations allows for additional projects that wouldn't be possible otherwise
- Builds connections in community
- Utilizes the expertise of community organizations
- Meets accreditation needs



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### How Team Maureen Benefits from Partnership

- Funding: for videos, for events, materials
- Connections: distribution of materials; broad reach; access to doctors and nurses
- Ability to offer CEU credit
- Innovation
- Creation of Team Maureen advocates
- Good for reputation to be CCHC partner



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### Areas of Partnership:

- Intervention Project in Pediatrician offices
- Public Education/Outreach
- Provider Education Dinners



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### Intervention Project in Pediatrician offices

- Included a training for staff on HPV, vaccination, and communication
- Gave patients/parent a tablet to read online info on HPV and watch the short video, "Closing the Door to Cancer"
- Gave patients/parents a brochure on HPV and the Cancer Connection
- Utilized a pre/post test



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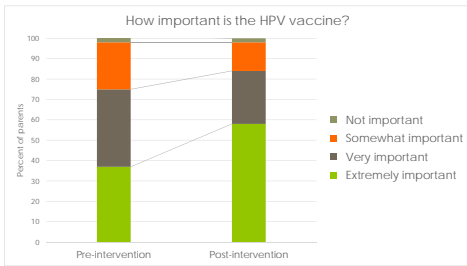
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### Intervention Project in Pediatrician offices--RESULTS



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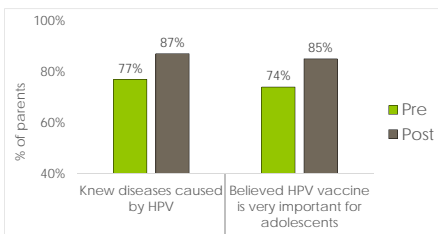
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### Intervention Project in Pediatrician offices--RESULTS



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### Public Education/Outreach

- **Youth education**—"Take the Shot" basketball event; school vaccine talk; school health class presentations.



- **Public education**—Articles in newspapers/CCHC newsletters, community television shows. Exhibit tables at sport events like Falmouth Road Race & baseball games. Hosted movie screenings. Produced a PSA.




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### Public Education/Outreach: PSA

- Idea from the Cancer Committee
- Content from Team Maureen
- Joint connections to find local cancer survivors willing to be filmed
- Joint distribution via Facebook, newsletters, websites etc
- Over10,000 views; Shot by Shot Campaign, DPH blog
- Accepted into APHA Global Public Health Film Festival




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### Provider Education Dinners

#### Medical Provider Dinner:

- Brought an expert in HPV and vaccination to speak to doctors and nurses
- CCHC offered dinner and CEUs
- Offered materials on HPV and vaccination and access to local resource, Team Maureen




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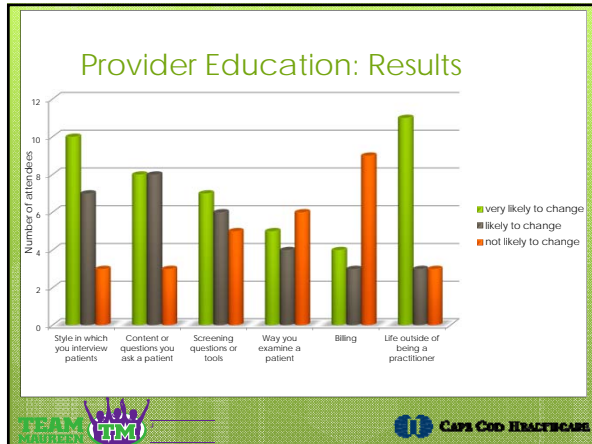
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### Provider Education Dinners

**Dental Provider Dinner:**

- Brought an expert in oral HPV to speak to dentists/hygienists about oral cancer screening, vaccination, communication
- CCHC offered dinner and CEUs
- Offered materials on HPV in the form of the Dental Toolkit

Logos: TEAM WHOLEHEALTH TM, CAPI COD HEALTHCARE

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**TOOLKIT COMPONENTS:**

- Tear off pad
- Poster
- Talking tips sheet
- Brochure

Logos: TEAM WHOLEHEALTH TM, CAPI COD HEALTHCARE

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Lessons learned from our partnership:

- Mix it up to reach varied audience
- Partnership prevents extra work for either partner
- Our projects need to work for both us; meet both our needs (credentialing for CCHC and mission-related for TM)
- Bringing new people to table is key
- Do what we are good at



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Planning for the future

- Joint Cape-wide data collection on vaccination rates
- Long-range planning with more formalized funding stream/goals through Strategic Grant
  - Video contest
  - Engaging women's clinics/imaging centers/specialty doctors
  - Leveraging CCHC connections to increase presence in schools
  - Regular articles in newsletters/newspapers



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## Resources:

- **General info:**  
www. CapeCodHealth.org      www. TeamMaureen.org
- **Dental toolkit** available for free download at:  
TeamMaureen.org/about/materials
- **Videos** from Team Maureen on YouTube. Search: *Team Maureen's YouTube channel*

HUMAN VACCINE & IMMUNOTHERAPEUTICS  
2017, VOL. 6, NO. 6, 1-7  
<https://doi.org/10.1080/21645515.2017.1388861>



COMMENTARY

### HPV-related cancer prevention through coalition building

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<sup>a</sup>Team Maureen, Falmouth, MA, USA; <sup>b</sup>Dana Farber Cancer Institute, Boston, MA, USA; <sup>c</sup>Boston University School of Medicine/Boston Medical Center, Department of Obstetrics and Gynecology, Boston, MA, USA



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## Questions?



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