

Title: Use of Multimedia Educational Interventions to Increase HPV Vaccination Rates in a Hispanic Population

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Purpose: The aim of this project was to implement culturally modified human papillomavirus (HPV) educational interventions to increase vaccine rates among dependents of Hispanic, Spanish speaking, meat processing plant, employees. The HPV is the most common sexually transmitted infection (STI) in the U.S. and is the leading cause of cervical cancer in women worldwide. Every year, an estimated 30,000,000 HPV infections and over 500,000 cases of invasive cervical cancer are diagnosed worldwide and 275,000 of those diagnosed die, with Hispanic women being disproportionately affected. The Hispanic population accounts for the largest ethnicity adversely affected by HPV. Multiple confounding cultural and socioeconomic factors create this disparity as evidenced by a Midwestern health system's discovery of low vaccine rates among a Hispanic population.

Methods: The project took place on site, in lunchrooms of a Midwest beef processing plant with ~500 employees, 80% of whom identify as Hispanic. This quality improvement project encompassed multimedia, educational interventions to increase awareness of HPV and the vaccine in an attempt to increase vaccine uptake in a Hispanic population. Bilingual multimedia interventions were used, as well as clinical staff education. Data collection was performed over a 10 week period through completion of a marketing assessment tool by clinical staff for every HPV vaccine administered

Findings: 36 vaccines were administered, and of those 2 were dependents of the meat processing plant employees.

Implications for practice: Results of this quality improvement project and supporting literature identify that increasing vaccination rates in a Hispanic population requires multiple interventions which involve: utilizing vaccine registries, obtaining vaccine records, reducing missed opportunities, scheduling follow up, and providing culturally based education. Additionally, the development of a bilingual HPV, educational postcard displays sustainability through its use as a HPV vaccine-marketing tool. Further development of a similar project within a clinical setting would require the use of multiple interventions, simultaneously implemented.