

Multimedia Education to Increase Hispanic HPV Vaccination

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Background

Public Health Concerns

- 4/5 people will contract HPV at some point in their life.
- HPV causes 100% of cervical cancers.
- Causes multiple head, neck, and anogenital cancers.
- \$4 million spent annually for related disease/cancer treatment.
- HPV vaccine is inadequately utilized for HPV cancer prevention.
- CDC 2015, HPV diagnosed cancers:
 - 17,600 women
 - 9,300 men
- Healthy People 2020, individuals sufficiently vaccinated in 2012:
 - 28.1%, 13-15yr females
 - 6.9%, 13-15yr males
- Hispanics low vaccine uptake with high rates of HPV disease.

Literature:

- Vaccine Barriers
 - Parents/Providers/Missed Opportunities
- Vaccine interventions
 - Reminder/Education/ Culture/ Free
- Hispanic's
 - Highest teenage pregnancy
 - Highest school drop out rate
 - Lack of preventative healthcare

Dependents of the Study Sample:

- <30% , 9-26yr olds vaccinated
- >80% Hispanic

Purpose:

- **To implement culturally modified educational interventions to increase vaccine rates among dependents of Hispanic, Spanish speaking, meat processing plant, employees.**

HPV Vaccine Marketing Assessment Tool

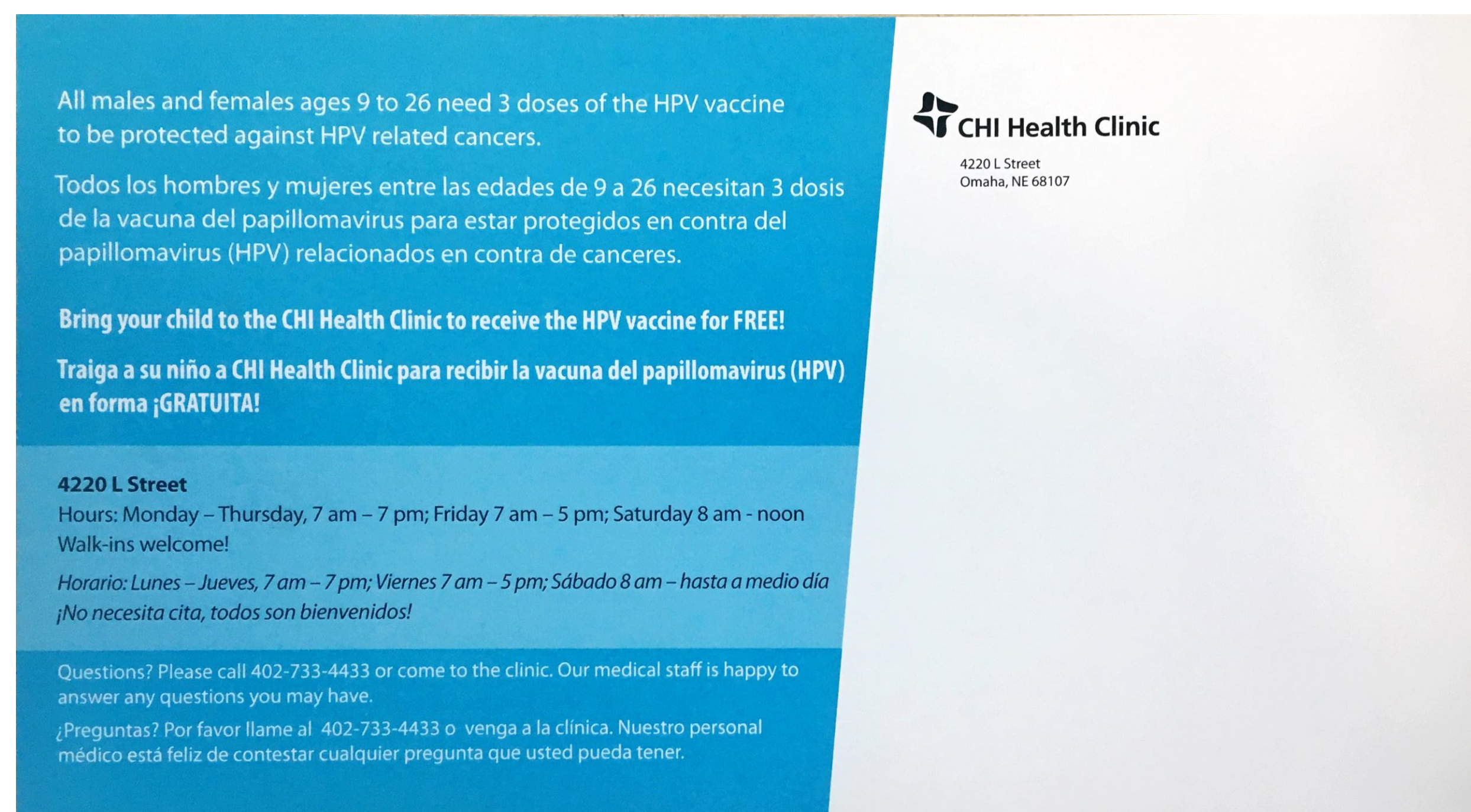
*To be filled out with every HPV vaccination given from Thursday, Dec. 29th – Thursday March, 15. Remember, 2 doses for those 9-12yr, at 6 months apart. Those 15 and older still need 3 doses.

| Date ____/____/____ | Male | Female | Age _____ | Guardian Present Mother Father Grandparent Sibling Other >18yr old |
|--|---|--------|-----------|--|
| RN/MA/LPN Initials: | Dose | | | Ethnicity Hispanic/Latino White Other |
| | 1 | 2 | 3 | |
| Reason for Vaccination Inquiry JBS Work Family Friends Other | Appointment made for next dose: Yes No Appointment: ____/____/____ | | | Is the Patient a Dependent of a JBS Employee? Yes No |
| | | | | Insurance Medicaid Private JBS (BCBS-Out of State) None |

Marketing assessment tool used for data collection



Postcard Front



Postcard Back

Methods

Participants: ~500 meat processing plant employees

- 80% Hispanic
- 80% Spanish speaking
- 70% Spanish literate
- 70% no high school diploma or GED

Setting: Meat processing plant lunch rooms during 30 minute lunch break on 4 different occasions.

Multimedia:

- Health clinic staff educated during staff meeting.
- Oral HPV presentation
- 3 educational handouts
- HPV video
- Postcard

Results

Marketing Assessment Tool:

- 36 vaccines administered over 10 week period.
 - 2 vaccines (meat processing plant dependents).
 - Both were Hispanic and 16 years of age.
 - One individual accompanied by adult sibling, for dose #2.
 - One individual accompanied by unknown adult, for dose #1.
 - None scheduled for follow up.
- ### Observational Findings:
- Overall lack of HPV knowledge.
 - Men unaware of role in contraction/transmission.
 - Men unaware of cancer risk.
 - Women unaware of preventative screening.
 - Vaccine acceptance.

Discussion

Successes

- Acceptance
- Postcard

Barriers

- No surveys allowed for the sample
- No EHR access by the project lead
- Only 1 population health coach for the entire clinic
- IRB: Quality Improvement

Future Development

- Vaccine registry
- Scheduling system
- Inter-organizational efforts and buy-in
- Missed Opportunities
- Vaccine Records
- Provider Documentation

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