

Research Question: What educational/social marketing strategies are successful in increasing the rate of immunization with HPV vaccine in girls completing the 6th grade physical requirement?

Summary of Recommendations

Recommendation: The IPHA Nursing Section: Immunizations Evidence Base Committee found evidence which indicates strategies aimed at providing educational materials to parents and adolescent girls is likely to increase the rate of immunization of the HPV vaccine.

Rating: B

Rationale: The three studies reported below were used to determine the committee's finding.

- Marlow, Waller, & Wardle, (2007) in a quantitative-qualitative survey designed study found that effective educational materials that address safety, justification, and socially normative nature of vaccine are likely to increase uptake.
- Korfage, et. al., (2008) in a qualitative questionnaire designed study concluded that educational interventions should be aimed at addressing confused knowledge about and anxiety regarding the vaccine because there is a low level of public awareness.
- Kwan, et. al., (2008) in a qualitative-quantitative study approach using focus group discussions and questionnaires concluded that authoritative information on cervical cancer, HPV, and vaccine is needed to increase understanding about age of administration.

Recommendation: The IPHA Nursing Section: Immunizations Evidence Base Committee found evidence which indicates strategies to increase health care providers' acceptance of and endorsement of the HPV vaccine are likely to enhance the rate of immunization.

Rating: B

Rationale: The two studies reported below were used to determine the committee's finding.

- Tissot, et. al., (2007) in a qualitative study of interviews with 31 pediatricians concluded that the views of pediatricians will be valuable as HPV vaccine delivery strategies are designed.
- Zimet, et.al., (2000), in a qualitative interview type study concluded that health care providers' recommendations and endorsement of the vaccine were strongly correlated with intent to receive the vaccine.

Recommendation: The IPHA Nursing Section: Immunizations Evidence Base Committee found evidence which indicates strategies that would make the HPV vaccine less costly to the target population are likely to enhance the rate of immunization.

Rating: B

Rationale: The two studies reported below were used to determine the committee's finding.

- Fazekas, Brewer, & Smith, (2008) in a qualitative cross-sectional study using self-administered questionnaires found that women who perceived that the vaccine was affordable reported higher acceptability.
- Zimet, et. al., (2000) in a qualitative interview type study concluded that cost predicted vaccine acceptability.

Supporting Documents

Fazekas, K., Brewer, N.T., & Smith, J.S. (2008). HPV vaccine acceptability in a rural southern population. *Journal of Women's Health*, 17(4), 539-548.

Korfage, I.J., Essink-Bot, M.L., Daamen, R., Mols, F., & van Ballegooijen, M. (2008). Women show mixed intentions regarding the uptake of HPV vaccinations in pre-adolescents: a questionnaire study. *European Journal of Cancer*, (44), 1186-1192.

Kwan, T.T.C., Chan, K.K.L., Yip, A.M.W., Tam, K.F., Cheung, A.N.Y., Young, P.M.C., et al. (2008). Barriers and facilitators to human papillomavirus vaccination among Chinese adolescent girls in Hong Kong: a qualitative-quantitative study. *Sexually Transmitted Infections*, (84), 227-232.

Marlow, A.V., Waller, J., & Wardel, J. (2007). Parental attitudes to pre-pubertal HPV vaccination. *Vaccine*, (25), 1945-1952.

Tissot, A.M., Zimet, G.D., Rosenthal, S.L., Bernstein D.I., Wetzel, C., & Kahn, J.A. (2007). Effective strategies for HPV vaccine delivery: the views of pediatricians. *Journal of Adolescent Health*, (41), 119-125.

Zimet, G.D., Mays, R.M., Winston, Y., Kee, R., Dickes, J., & Su, L. (2000). Acceptability of human papillomavirus immunization. *Journal of Women's Health and Gender-Based Medicine*, 9(1), 47-50.