

MEETING ABSTRACT

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# Evaluating dissemination strategies to promote preteen HPV vaccination

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## Introduction

Adoption of vaccination against human papillomavirus (HPV) has been slow in the US. Routine HPV vaccination of 11-12 year old boys was recommended by CDC in late 2011, five years after the recommendation for routine vaccination was issued for girls. We developed and evaluated a social marketing intervention with parents and health-care providers to stimulate adoption for preteen boys.

## Methods

Our intervention promoted HPV vaccine with both parents of preteen boys and health providers in 13 south central NC counties, July-September, 2012. The 'Protect Him' campaign included distribution of posters and brochures (English and Spanish) to county health departments (n = 13) plus 184 providers, two radio PSAs, a one hour online training for providers and a website. To assess changes in awareness, knowledge, attitudes, beliefs and vaccination actions, we evaluated the campaign using: 1) two independent, cross-sectional telephone surveys of parents with 9-13 year old boys (pre n = 516, post n = 455); 2) pre- and post-intervention surveys with enrolled providers; and 3) NC Immunization Registry (NCIR) data to compare vaccination rates in the 13 intervention vs. 14 control counties.

## Findings

Post intervention, providers reported increased likelihood of discussing (p=.03), recommending (p=.004) and vaccinating (P < .0001) 11-12 year old boys against HPV. Parents with campaign recall (62%; n = 284) were more likely to have heard of the HPV virus and vaccine (adjusted OR = 5.44 and 9.70 respectively, P < .0001). A Cox proportional hazards model for the NCIR data showed an intervention effect

(HR = 1.34, p=.0024), as the probability of vaccination increased by 34% in the intervention counties relative to control counties during the three months of the intervention.

## Implications of research

This focused, time-limited, low intensity dissemination intervention boosted preteen HPV vaccination. Multiple evaluation strategies provide insight into intervention impact and potential explanatory mechanisms.

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