Arizona Immunization Program Office Collaborates with The Arizona Partnership for Immunization to Increase HPV Vaccination Rates

The Arizona Immunization Program collaborated with The Arizona Partnership for Immunization (TAPI) and used TAPI’s Teen award as an incentive for providers to administer the HPV vaccine to teen patients.

For the past 18 years, The Arizona Partnership for Prevention, a non-profit coalition focused on improving vaccination rates, has financed and granted the Daniel T. Cloud Outstanding Practice Award to distinguished healthcare that have achieved 90 percent immunization coverage levels for their 2 year olds. In 2011, a new award was created for teenagers. Providers are able to attain the teen practice immunization award if they reach 90 percent immunization coverage levels for their 15 year olds. The vaccines assessed include one Tdap (protects against diphtheria, tetanus, and whooping cough) and one MCV (protects against meningitis). Any physician’s office or clinic with at least 20 eligible teen patients may be nominated. Upon nomination, coverage levels are assessed and validated by the Arizona Department of Health using vaccination information from the Arizona State Immunization Information System (ASIIS).

In 2014, TAPI partnered with the Arizona Immunization Program Office (AIP0) and used TAPI’s Teen Award to improve HPV vaccination rates. Through this collaboration, a new HPV vaccine requirement was instated for the 2014 TAPI Teen Award. To qualify, providers were required to reach 90 percent coverage for a series of 1 Tdap, 1 MCV, and one dose of the HPV vaccine for their population of patients who turned 15 in 2013.

Steps Taken:

- In 2013 TAPI and AIP0 collaborated to apply for and successfully receive an HPV grant from CDC. One of the goals of the grant was to use assessment and feedback to evaluate HPV vaccination practices among providers. The TAPI teen award was identified as a useful method of analyzing such practices.
- A detailed, two-round assessment is conducted to evaluate providers who apply for the TAPI teen award. After the application opens each year in January, providers submit inquiries to be evaluated and the state conducts first round assessments using data from ASIIS. Results are then sent back to TAPI and providers are notified of their status, giving them time to clean up their data. The second round of assessments are completed at the end of February and awards are then distributed based on end results of the two assessments.
- TAPI and AIP0 held weekly meetings and closely collaborated with the Arizona Department of Health Services, TAPI standing committee members, and The Arizona Chapter of the American Academy of Pediatrics (AZAAP) to disseminate print materials to providers. The materials focused on the safety and usefulness of the HPV vaccine, related to cancer prevention strategies, and harmonization of HPV vaccine with other routine teen vaccines. AZAAP received funding to organize three provider training sessions to increase awareness and educate clinicians about the HPV vaccine. Cancer prevention was also included as a concept in all

- 53 practices in Arizona applied for 2014 Teen Award.
- 37 practices reached 90 percent coverage and received the Teen Award.
State Story

outreach immunization training sessions across Arizona, and all materials were provided by the TAPI and AIPO collaboration in 2014.

- The educational resources and teen vaccine campaign were assessed for utility and appropriate messaging through standing TAPI committee meetings, which served as informal focus groups. The “Protect Me With 3” and “Take Control” campaigns target parents, providers and teens, respectively. The educational materials are available in English and Spanish and are appropriate for use in provider offices, PTA groups, school health offices, and with social service and community groups.

- In 2015, eligibility requirements for the TAPI teen award will include 1 Tdap, 1 MCV, and two doses of the HPV vaccination series, and in 2016 the teen award will require 1 Tdap, 2 MCV, and three doses of the HPV vaccination series. Both TAPI and AIPO are confident that the teen award will continue to incentivize providers and spread awareness about the importance and effectiveness of the HPV vaccination series.

- Next steps included a promotional event with the Arizona Coyotes hockey team and the Arizona Cancer Coalition. In conjunction with the National Hockey League’s “Hockey Fights Cancer Night.” TAPI and AIPO participated in the Arizona Cancer Coalition’s tail gate event and staffed an exhibit table during the game to promote cancer prevention through HPV vaccination.

Results:

- 54 practices, including private, public, and Indian Health Service clinics, applied for the 2014 Teen Award.
- The final assessment, measuring 2013 coverage, resulted in a total of 37 practices (70%) reaching 90 percent coverage. All 37 practices received the TAPI Teen Award.
- The TAPI Teen Award is highly coveted amongst providers and is a useful tool to incentivize clinicians to administer the HPV vaccine. During Arizona’s annual immunization conference, which assembles approximately 350 providers and educates them about new vaccination requirements, a dinner in honor of the TAPI immunization awardees was held to recognize their achievements.
- The teen award not only improved HPV vaccination rates among adolescents in Arizona, but also made strides in normalizing and reducing the stigma associated with HPV vaccination practices.

Lessons Learned:

- To end the stigma associated with HPV vaccination, consistent messaging across all programs about desexualizing and refocusing the HPV vaccine as a routine component of the adolescent vaccine series and as a cancer prevention tool is crucial.
- Upon further reflection, 2015 Teen Award eligibility requirements could have phased in 2 MCV doses, instead of waiting until 2016, but eligibility requirements had already been established.
- Collaborating with other organizations, such as AZAAP, school nursing organizations, health insurance representatives, and the Arizona Cancer Coalition, was extremely beneficial in terms of receiving help, advice, and input from multiple sources. These collaborations have helped communicate and disseminate information to different providers.
- Although TAPI and AIPO anticipated resistance from parents and providers, overall opposition proved to be minimal. Practices applying for the award were offered the opportunity to have
teens with parental HPV refusal forms on file removed from the assessments, however only three or four practices submitted parental refusal forms.

For More Information:

Dana Goodloe
Immunization Program Manager
Arizona Department of Health Services
Email: Dana.Goodloe@azdhs.gov

Gail Hock, MS, RN, PHCNS-bc
Program Manager – Community Partnerships
The Arizona Partnership for Immunization
Email: GailH@TAPI.org

ASTHO Infectious Disease:
infectiousdisease@astho.org