

A New Side to Preventative Oral Health Care- Increasing HPV Vaccination

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Presenter Background

- **Graduated with Doctor of Dental Surgery from UMKC Dental School**
- **Graduated with Master of Science and Certificate in Orthodontics from University of Nebraska- Medical Center- School of Dentistry**
- **Worked as orthodontist at private practice in Washington, Eureka, and Sullivan, MO for 29 years**
- **24 medical/dental brigades to Central & South America**
- **Completed Master of Public Health online through AT Still University**
 - **Master's practicum: Implementation of Dental HPV Vaccination Program**

Program Schedule

01. Background

02. Our Role as Dental
Care Providers

03. HPV Program
Implementation

04. Motivational
Interviewing

05. Addressing Barriers



Course Objectives

01.

Raise awareness of the importance of the HPV vaccination to prevent oral cancer.

02.

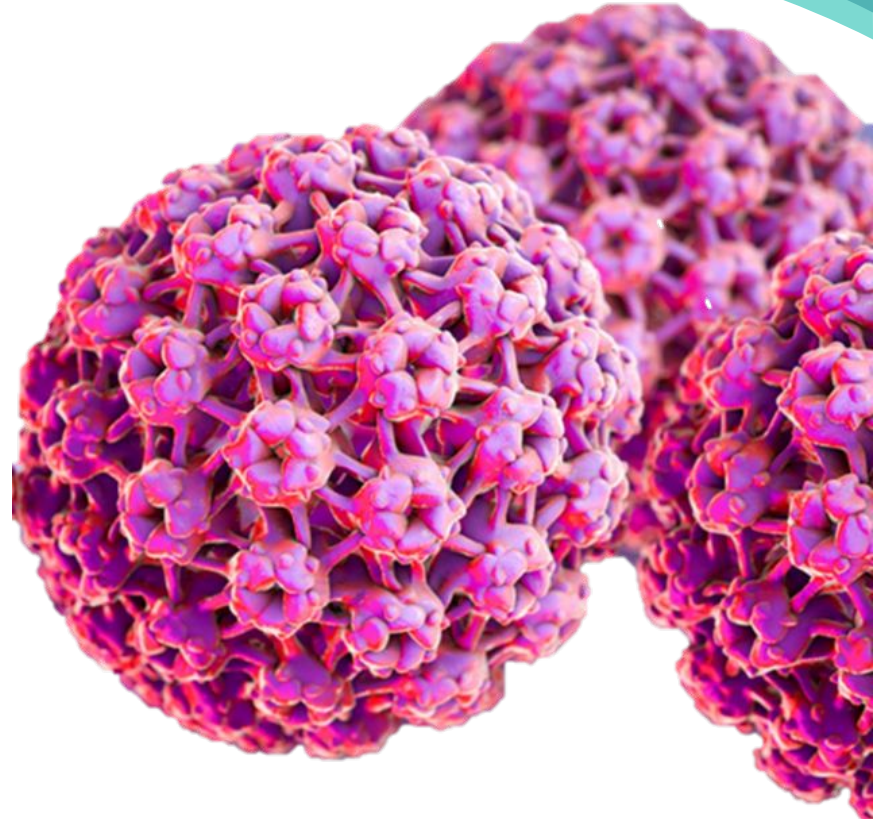
Teach the dental team how to educate patients on the importance of the HPV vaccination series.

03.

Increase awareness of the program utilized in New Jersey to boost HPV vaccination rates in FQHCs and the implementation in Missouri clinics.

Overview: Human Papillomavirus

- HPV is a common virus that can lead to 6+ types of cancer, including oropharyngeal cancer
- Spread through intimate skin-to-skin contact
- Commonly asymptomatic



Prevalence of HPV



43,000,000

Americans currently infected with HPV
types that cause cancer¹

4 out of 5

U.S. population will be infected with HPV in
their lifetime¹

14.7%

Americans currently infected with oral
HPV²

Source: 1. CDC. (2020, November 17). *HPV Can Cause Certain Cancers in Men and Women*. Centers for Disease Control and Prevention.

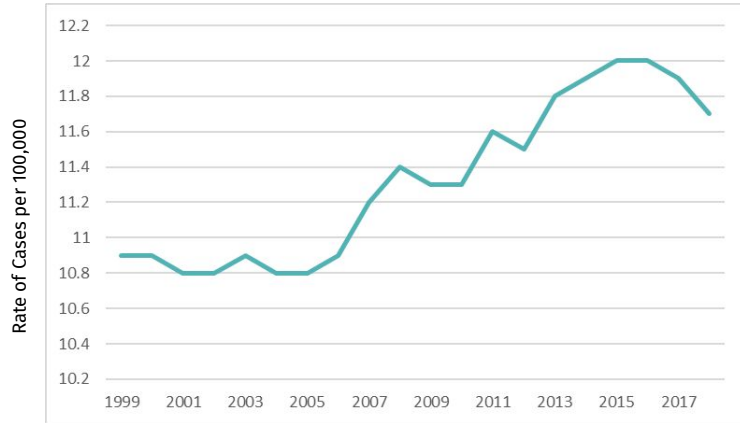
<https://www.cdc.gov/hpv/parents/cancer.html>

2. *HPV and Oropharyngeal Cancer* | CDC. (2021, December 15).

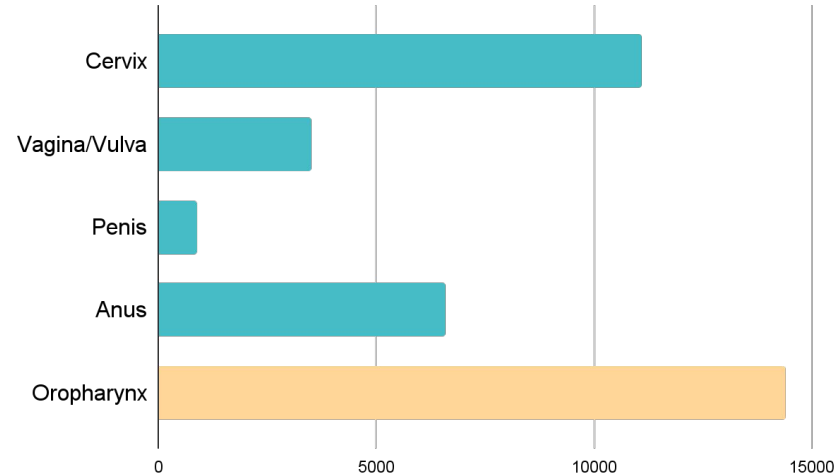
https://www.cdc.gov/cancer/hpv/basic_info/hpv_oropharyngeal.htm

HPV & Oral Cancer

Rates of Oropharyngeal Cancer per Year¹



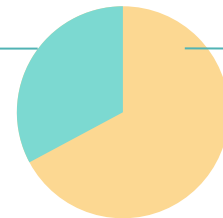
Estimated Number of Cancer Cases Caused by HPV per Year²



Causes of Oropharyngeal Cancer³

30%

Other causes
(smoking & heavy
substance use)



70%

HPV

Source: 1. *USCS Data Visualizations*. (n.d.). Retrieved April 6, 2022, from <https://gis.cdc.gov/grasp/USCS/DataViz.html>

2. *How Many Cancers Are Linked with HPV Each Year?* | CDC. (2021, December 14). <https://www.cdc.gov/cancer/hpv/statistics/cases.htm>

3. *HPV and Oropharyngeal Cancer* | CDC. (2021, December 15). https://www.cdc.gov/cancer/hpv/basic_info/hpv_oropharyngeal.htm

Prevention: HPV Vaccine



EFFECTIVE

More than 34,000 cancers can be prevented with the vaccine



IMPORTANT

Over 90% of HPV cancers are preventable with the vaccine



URGENT

Among teen girls, infections with HPV types that cause most HPV cancers have dropped 88%



SAFE

Over 135 million doses of the vaccine have been administered since 2006, with no serious side effects

Vaccine Administration



DOSE 1

Youth 11-12
years-old (can be
given as early as
age 9)



DOSE 2

6-12 months after
first dose

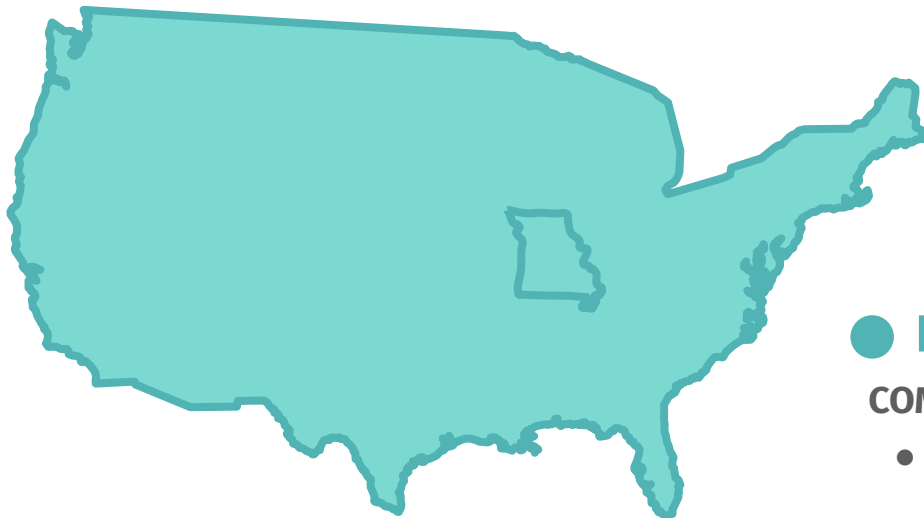


DOSE 3

Youth who begin
the vaccine series
on or after age 15
need 3 doses over
a 6 month period

Vaccination Rates

- **NATIONAL**
COMPLETE SERIES
 - 58.6% (2020)



- **MISSOURI**
COMPLETE SERIES
 - 53.6% (2020)

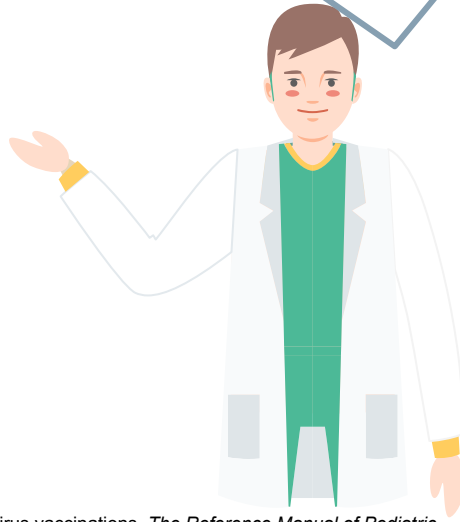
Role of Dental Care Providers

AAPD

AMERICAN ACADEMY OF
PEDIATRIC DENTISTRY

- Educate patients & parents on health consequences of HPV & relationship with oral cancer
- Counsel patients regarding HPV vaccination¹

~73% of parents report they feel dentists are qualified to counsel patients about HPV vaccination²



ADA

AMERICAN DENTAL
ASSOCIATION

- Adopts the position that HPV vaccination is safe & effective in decreasing burden of oral & oropharyngeal HPV infection
- Urges dentists to support the use and administration of HPV vaccine³

Source: 1. American Academy of Pediatric Dentistry. Policy on human papilloma virus vaccinations. *The Reference Manual of Pediatric Dentistry*. Chicago, Ill.: American Academy of Pediatric Dentistry; 2021:106-7.

2. Stull, C., Freese, R., & Sarvas, E. (2020). Parent perceptions of dental care providers' role in human papillomavirus prevention and vaccine advocacy. *Journal of the American Dental Association* (1939), 151(8), 560–567. <https://doi.org/10.1016/j.adaj.2020.05.004>

3. *Summary of the evidence on the safety, efficacy, and effectiveness of human papillomavirus vaccines—The Journal of the American Dental Association*. (n.d.). Retrieved April 6, 2022, from [https://jada.ada.org/article/S0002-8177\(19\)30737-8/fulltext?_ga=2.252815424.830495529.1649295320-876709064.1649295320](https://jada.ada.org/article/S0002-8177(19)30737-8/fulltext?_ga=2.252815424.830495529.1649295320-876709064.1649295320)

Project Aim

BACKGROUND

Published in 2020, implemented at Zufall Health Center, New Jersey, a federally qualified health center (FQHC)

SUMMARY

A collaborative program integrating dental and medical teams to prevent oral cancers by increasing HPV vaccination rates

PROCESS

Community Dental Health Coordinators identified & engaged patients ages 9-18 & their parents using motivational interviewing to communicate oral cancer risk of HPV

EVALUATION

Collaborative teams met monthly to review challenges and successes, and make modifications

HPV Vaccination Increase

259%

Missouri HPV Public Health Initiative



McAuley Clinic

Washington, MO

Comtrea Health Center

House Springs, Hillsboro,
and Arnold, MO

SEMO Health Network

Bernie, East Prairie,
Sikeston, Kennett, and
Caruthersville, MO

Program Objectives



Spread Awareness

Use social media and educational materials to inform patients of the benefits of HPV vaccination



Now

Better to vaccinate children now (9-14 years old), than later; better immune systems=better protection



Protect

Engage with adolescent patients and parents to increase vaccination rates to protect them from 6+ types of cancer, including oropharyngeal cancer



Follow Up

Follow up with the 2nd or 3rd dose of the HPV vaccination series to fully protect adolescents

In-Office Implementation

IDENTIFY

Patients age 9-18 who have not started the HPV vaccination series

DESIGNATE

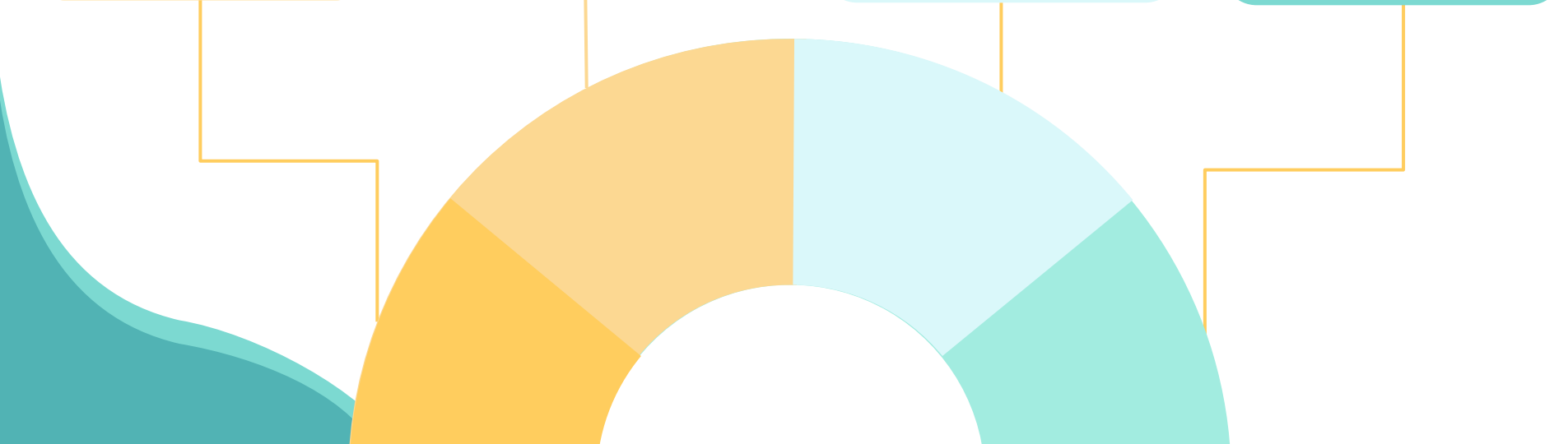
Vaccination Champion utilizes motivational interviewing to discuss HPV vaccination

COMMUNICATE

With parents and patients to determine their concerns and questions

COLLABORATE

With the medical team to collect data and vaccinate



Identifying Patients



**Work with IT to flag
potential patients age 9-18**

01

**Utilize ShowMeVax to
identify who has been
vaccinated**

02

**Develop reminders on
electronic records to speak
with those who have not
been vaccinated**

03

Vaccination Champion: Motivational Interviewing



ASK

- May we talk about...?
- What do you know about...?



INFORM

- The risk of HPV is...
- HPV can cause...



REFLECT

- Let's see if I understand your concerns...
- What I'm hearing is you need help with...

Vaccine Hesitancy

- **Safety concerns/side effects**
- **Lack of necessity**
- **Reporting adolescent is already up-to-date**
- **Reporting adolescent is not sexually active**
- **Lack of provider recommendation**

Determining parents' level of hesitancy and targeting their specific concerns with engaging and informative conversation could be more effective and impactful

Messaging

Why are you recommending the HPV vaccine?

HPV is very common, and most people will be exposed to the virus in their lifetime. The HPV vaccine can prevent several types of cancers, including head and neck cancer.

Isn't my child too young for the HPV vaccine?

The CDC recommends that children between the ages of 9-14 receive the 2 shot vaccine, when they have a stronger immune system. On or after age 15, they have to receive 3 shots to be fully protected.

Why are you recommending the vaccine for my son?

When the vaccine was first introduced, it was recommended for girls; it is now recommended for all children. The vaccine prevents mouth and throat cancer, which has become more common in men than cervical cancer in women.

Is the vaccine expensive?

Depending on your insurance and financial circumstances, many times the HPV vaccine is free for children through age 18 in Missouri through the Vaccines for Children (VFC) program or your insurance plan. Your health provider can provide details.

Collaborate with Medical Team

Collect

Baseline numbers of HPV
vaccinations

Track

Number of vaccination
recommendations from
dental team

Evaluate

Follow up appointments
for vaccine series

Set Up

Same day vaccination
appointments



Motivational Interviewing



Reflective Listening



Invite dialogue

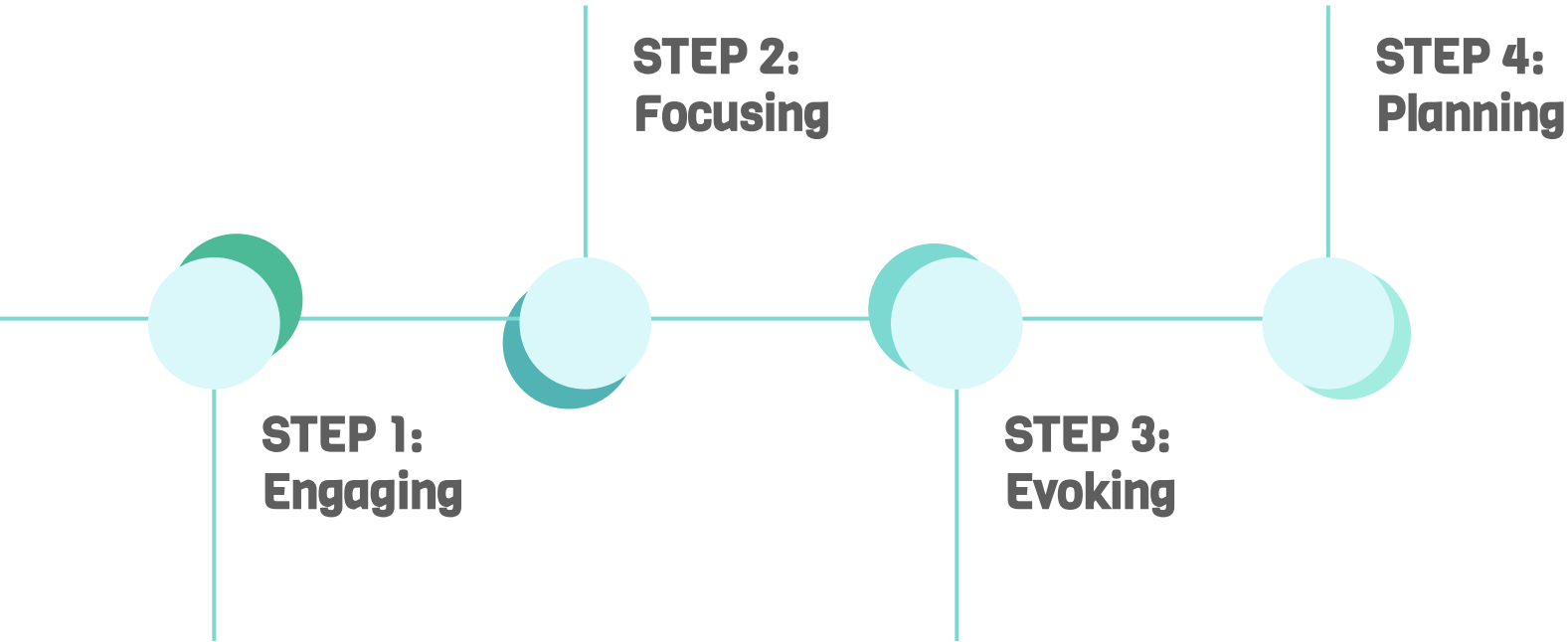


**Reflect content
& feeling**



**Clarify
assumptions**

Processes in Motivational Interviewing



Change Talk

Desire

“I want to...” “I wish...”

“I can...”

Ability

Reasons

“For my child’s health...”

“I really need to...”

Need

Recognizing Discord

Arguing

Ignoring

Non-Answer

Interrupting

Negating

Pseudo-complying

Motivational Interviewing Process

Elicit

Ask what the patient knows or would like to know.
Ask if it's okay if you offer them information.

Provide

Give information in a neutral, nonjudgmental fashion.
Avoid "I" and "You".

Elicit

Gather what the patient's interpretation was, what else they would like to know, or what they make of the information

Discussion Flow

STEP 1: Partnership language

STEP 2: Ask for permission

STEP 3: Affirm your recommendation

STEP 4: Reflect on the conversation

STEP 5: Elicit-Provide-Elicit

STEP 6: Empathize & empower

STEP 7: Emphasize autonomy

STEP 8: Evoke reasons & needs

STEP 9: Guide toward goal

Welcome to the webinar!

Motivational Interviewing for HPV Vaccination



Presented by Colleen Marshall, MA, LMFT
December 7, 2020

Addressing Barriers & Challenges



Work Flow

How to
incorporate an
extra step into
work flow



ShowMeVax

Designating time to
identify which
patients have
vaccinated



Parents

Involving parents if
they are not
present in
treatment rooms



Backlash

Addressing
backlash or stigma
about the vaccine

Vaccines for Children

- **Missouri resident**
- **Up to 19 years old**
- **Medicaid-eligible**
- **No insurance**
- **American Indian/Alaska Native**



health.mo.gov/living/wellness/immunizations/vfc-parents.php

Recommendations for Dental Health Providers



Adolescent patients tend to see the dentist twice yearly, which is likely more often than they see their primary care provider. **Capitalize on this opportunity** to encourage the prevention of head and neck cancers



Parents may be unaware of the link between HPV and oral cancer. **Educate parents of your pediatric patients** about the risks of HPV and the importance of getting the HPV vaccine as cancer prevention

Next Steps

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	Provide education and training for Vaccination Champion(s) on motivational interviewing and encouraging HPV vaccination
	Communicate with families to discuss the risks of HPV and oral cancer, as well as any vaccination hesitancy they might have
	Set up follow up reminders for patients and track vaccination rates
	Continuous check-ins and re-evaluation with dental and/or medical teams

National HPV Vaccination Roundtable

1.

Know your role

Dental health providers play an important role in HPV cancer prevention for their patients

Refer patients

If a patient is interested in HPV vaccination, refer them to their PCP

2.

Practice prevention

Educate patient and parents that the HPV vaccine is cancer prevention

3.

Engage with team

Work with your team to create a culture of cancer prevention in your office

4.

Collaborate

Consider collaborating with local PCPs and pediatricians to ensure continuum of care for patients

5.

Source: *Cancer Prevention Through HPV Vaccination: An Action Guide for Dental Health Care Providers*. (n.d.). 8. National HPV Vaccination Roundtable. <http://hpvroundtable.org/wp-content/uploads/2018/04/DENTAL-Action-Guide-WEB.pdf>

Conclusion

01. 90% of HPV cancers are preventable with the HPV vaccine

02. You are the key to cancer prevention

03. Become informed & be prepared

04. Collaborate within teams

Thank You!

Special “thank you” to the sponsors of this presentation:

- **Missouri Coalition for Oral Health**
- **Bureau of Immunizations, Department of Health & Senior Services**
- **St. Jude Children’s Research Hospital**

Questions

Discussion

- What challenges do you expect in implementing this program in your office?
- How do you expect parents to respond?
- Are you familiar with where to refer patients for HPV vaccines in your area?
- Do you know where you can find information or training related to this topic?

Contact

smyldr@yahoo.com
(636) 259-0171

Resources (Shared Google drive)

<https://tinyurl.com/MillerHPVResources>

