

HPV Cancer
Prevention
Roundtable
MEMPHIS & SHELBY COUNTY



BBQ, Blues, HPV Vaccination & YOU



2021 MEETING SYNOPSIS

The roundtable is a group of stakeholders seeking to increase HPV cancer prevention efforts in Memphis and Shelby County.

INTRODUCTION

This report provides a synopsis of the Memphis and Shelby County HPV Cancer Prevention Roundtable virtual kickoff event held on September 24 and October 1, 2021. Additional resources and materials are available at stjude.org/hpv.

WHY

One hundred and fifteen stakeholders in Memphis and Shelby County, Tennessee joined forces to create a roundtable focused on increasing HPV vaccination and preventing HPV cancers in our community.

The objectives of the virtual kickoff event were to:

- (1) Examine national, statewide, and local data, sources of evidence, and perspectives; and
- (2) Identify opportunities for collective action to prevent HPV cancers in Memphis and Shelby County.

WHO

Participants attending the two-day virtual kickoff event represented multiple sectors, including clinicians, researchers, public health professionals, non-profit and community-based organization representatives, policymakers, survivors and family members, thought leaders, and other stakeholders.

WHAT

National, statewide, and local presenters provided important information and insights about opportunities to improve and barriers that may impede HPV cancer prevention efforts. Topics covered included a review of HPV vaccination, HPV cancer, and social and behavioral data; evidence-based interventions and promising approaches to increase HPV vaccination; policy and advocacy opportunities; perspectives of HPV cancer survivors and family members; and opportunities to build on local context. Each day, participants engaged in action planning sessions to discuss and collaborate on efforts to convert information to action locally in Memphis and Shelby County.

Building on the quintessential Memphis theme, “BBQ, Blues, HPV Vaccination, & You,” the sessions were titled with songs recorded in Memphis. Alternate, descriptive titles are provided as well in this report. All the virtual kickoff event materials, including the recordings, are available on the stjude.org/hpv webpage. Click [here](#) to access the materials directly.



“ If your child asks for their own cell phone, it may be time for their HPV vaccination. – Dr. Seokwon Jin, Associate Professor of Social Work, University of Memphis ”

HIGHLIGHTS

Objective 1: To examine national, statewide, and local data, sources of evidence, and perspectives.

DAY 1: Friday, September 24, 1-4:15 p.m.

Review of Existing Data **ALL SHOOK UP – Elvis Presley**

This session offered a review of national, state, and local data to understand the current state of HPV vaccination and HPV cancers and also opportunities for action. Presenters were Dr. Debbie Saslow, American Cancer Society, Dr. Seokwon Jin, University of Memphis, and Dr. Jennifer Erves, Meharry Medical College.

- In 2019, NIS-Teen data showed 71.5% of respondents received the first dose of HPV vaccination and 54.2% completed the HPV vaccination series. Disparities by geographic region and among some populations persist. Tennessee has improved from previous years with 52.9% UTD in 2020. However, Shelby County ranked 94th out of 95 counties in Tennessee for HPV vaccination among publicly insured children in 2020.
- The effects of the COVID-19 pandemic on HPV vaccination have been severe with HPV vaccination rates down by about 18% among children who are publicly insured representing 1.4 million missed doses.
- A recent study of parents in Memphis and Shelby County, led by Dr. Jin, revealed differences between parents who vaccinated their children and those who did not. To reduce barriers to HPV vaccination, vaccination hesitancy and HPV-related beliefs must be addressed. A health care provider's recommendation and social media approaches offer options for building confidence and addressing questions.
- A recent study of parents in Tennessee, led by Dr. Erves, showed parents have several concerns about HPV vaccination. The concerns were ranked as high (e.g., too young, safety), middle (e.g., too many vaccines, not needed), and low (e.g., natural immunity, effectiveness). Based on this study, to build confidence in and improve HPV vaccination, health care provider interventions and parent-focused interventions are necessary.

Putting What Works Into Practice **I'LL TAKE YOU THERE – The Staples Singers**

This session was focused on putting what works, i.e. evidence-based interventions, into practice by providing a review of priority evidence-based interventions to improve HPV vaccination and prevent HPV cancers. Presenters were Dr. Susan Vadaparampil, Moffitt Cancer Center, Dr. Marcie-Fisher-Borne, American Cancer Society, Dr. Melissa Gilkey, University of North Carolina at Chapel Hill, Dr. Rebecca Perkins, Boston University, Dr. Michelle Bowden, University of Tennessee Health Science Center and Le Bonheur Children's Hospital, and Dr. Jennifer Berger, Memphis Pediatrics.

- A range of partners and intervention approaches are necessary for successful HPV vaccination intervention implementation. Establishing strong partnerships is a key ingredient for success.
- The American Cancer Society *Steps for Increasing HPV Vaccination in Practice* guide offers a combined approach focused on health care provider recommendations and supportive clinical systems for vaccination by age 13.
- A recommendation from a health care provider is important, and the type of recommendation matters. An announcement style or presumptive recommendation has been shown to be the most effective.
- The American Academy of Pediatrics and American Cancer Society recommend beginning HPV vaccination at age 9. This has been shown to be acceptable by health care providers, parents, and caregivers and offers additional time to complete the HPV vaccination series by age 13.
- Drs. Bowden and Berger presented on an example of an intervention in Memphis focused on provider and nurse education, vaccine information sheets for parents, and starting HPV vaccination at age 9. This was a successful program leading to increases in HPV vaccination.

“Engagement is beyond your “day to day.” – Dr. Susan Vadaparampil, Associate Center Director, Community Outreach Engagement and Equity, Moffitt Cancer Center

”



DAY 2: Friday, October 1, 1-4:15 p.m.

Policy and Advocacy Influences on HPV Vaccination

CALL ME – AI Green

This session described the policy landscape influences on the current HPV vaccination environment in Tennessee. Presenters were The Honorable London Lamar, Tennessee House of Representatives, Emily Ogden, American Cancer Society, Dr. Dee Sinard, ImmunizeTN, and Kinika Young, Tennessee Justice Center.

- Communicating regularly with elected officials helps to build a relationship. When it comes to HPV vaccination, these interactions help policymakers understand what is needed to improve from a policy standpoint.
- Vaccinations have been a popular topic in the state of Tennessee among policymakers. There have been several attempts to expand exemptions, limit vaccination requirements, and promote misinformation. It is more important than ever to make sure accurate information about vaccinations is heard by policymakers.
- While school mandates in Tennessee may not be an option in the near future, there are other policy considerations to support HPV vaccination, such as expanding provider authorization for HPV vaccination administration and allowing for HPV vaccination at age 9 to begin in any setting.
- Four steps for effective collaboration with policymakers were shared by Ms. Young: 1) Identify target audience, 2) Determine the action that the audience must take to achieve goal, 3) Engage with key messengers, and 4) Frame the facts.

Learning from HPV Cancer Survivors' Footsteps

WALKING IN MEMPHIS – Marc Cohn

This session illuminated the voices and perspectives of HPV cancer survivors and family members to emphasize the importance of HPV cancer prevention efforts. Presenters were Michelle Whitlock, Cervical Cancer Survivor, Award Winning Author, and Super Advocate, Pastor David Horne, HPV Cancer Survivor, Joyette Wright, National Cervical Cancer Coalition – Memphis Chapter Leader, and Donna Wright, Caregiver and Mother.

- The powerful voices and perspectives of HPV cancer survivors and family members were shared through this discussion-based session.
- Shock, surprise, and stigma may be the first reactions, but the importance of pursuing accurate information, high quality care, and support take over.
- Inspiration can be found in their experiences to underscore the importance of HPV cancer prevention.

Building on the Local Context

LET'S STAY TOGETHER – AI Green

This session engaged community voices to embrace local context and diversity of Memphis and Shelby County regarding HPV vaccination hesitancy and ways to build confidence in HPV vaccination. Presenters were Dr. Michelle Taylor, Shelby County Health Department, Dr. Nate Boutté, Walgreen's Community Specialty Store, and Dr. Amanda Miller, University of Tennessee Health Science Center.

- Framing HPV vaccination as cancer prevention in all messages is critical.
- Sources of information about HPV vaccination must be viewed as trustworthy. This highlights the importance of working with trusted community partners on awareness and educational efforts.
- Community-wide awareness and education is needed along with access to get vaccinated.
- Every visit with a health care provider is an opportunity for HPV vaccination.
- Normalizing HPV vaccination through sharing information and stories will help build confidence.



“

There is a vaccine for cancer. – Emily Ogden,
American Cancer Society Cancer Action Network

”

ACTION PLANNING

Objective 2: To identify opportunities for collective action to prevent HPV cancers in Memphis and Shelby County.

WHOLE LOTTA SHAKIN' GOIN' ON – Jerry Lee Lewis

Attendees were placed into 10 small groups on Day 1 and 5 small groups on Day 2 to identify action opportunities for the roundtable. The overall guiding questions for the action planning sessions were as follows: What can we do in Memphis and Shelby County to prevent HPV cancers?; How can we collaborate on efforts to convert information to action locally in Memphis and Shelby County?; and What are the most effective ways to use evidence-based approaches to increase HPV vaccination in Memphis and Shelby County?. Following is a high-level overview of main action steps to be undertaken by the roundtable.

Annually



Organize and hold an **annual meeting** of the Memphis and Shelby County HPV Cancer Prevention Roundtable.

Now: In the Next Six Months



Establish a **governance (operations) structure** for the Memphis and Shelby County HPV Cancer Prevention Roundtable, including Executive Committee, Planning Committee.



Set an **HPV vaccination goal** for Memphis and Shelby County. The *Healthy People 2030* [objective for HPV vaccination \(IID-08\)](#) is to increase the proportion of adolescents who receive recommended doses of the HPV vaccine among children aged 13 through 15 years to 80% based on NIS-Teen data.



Coordinate and implement a Memphis and Shelby County HPV Cancer Prevention Roundtable **seminar series**.

Next: In the Next Year



Establish a **speaker's bureau** of experts in Memphis and Shelby County who can speak to a range of different audiences on various HPV cancer prevention topics.



Develop and implement an **HPV champions or ambassadors training program** for community members.



Explore a **clinical intervention** focused on 1) training for strong provider recommendations, 2) building supportive clinical setting and environment, 3) starting at age 9 with HPV vaccination, and/or 4) using reminders and recall to get back on track and reach those due for HPV vaccination.

For more information and to get involved, contact the St. Jude HPV Cancer Prevention Program at PreventHPV@stjude.org.

PLANNING COMMITTEE

Special thanks to the members of the Planning Committee for BBQ, Blues, HPV Vaccination, & You for the virtual kickoff of the Memphis and Shelby County HPV Cancer Prevention Roundtable!

Cara Azhar, Memphis Medical Society and Memphis Pediatric Society
Leanne Bailey, Merck
Elizabeth Berardi, Tennessee Department of Health
Dr. Jennifer Berger, Memphis Pediatrics
Dr. Michelle Bowden, University of Tennessee Health Science Center and Le Bonheur Children's Hospital
Dr. Heather Brandt, St. Jude Children's Research Hospital
Benita Carney, Shelby County Health Department
Rob Clark, St. Jude Children's Research Hospital
Dr. Seokwon Jin, University of Memphis
Ursula LeFlore, St. Jude Children's Research Hospital
Dr. Ariel Long, Cherokee Health Systems
Lauren McCann, Le Bonheur Children's Hospital
Carol Minor, St. Jude Children's Research Hospital
Julia Neely, St. Jude Children's Research Hospital
LQ Rouser, American Cancer Society
Andrea Stubbs, St. Jude Children's Research Hospital
Dr. Michael Ulm, West Cancer Clinic
Michelle Whitlock, Cervical Cancer Survivor, Award Winning Author, and Super Advocate
Dr. Tina Williams, Williams Comprehensive Health Care

Join us as the Memphis and Shelby County HPV Cancer Prevention Roundtable works to increase HPV vaccination and prevent HPV cancers in our community. For more information and to get involved, contact the St. Jude HPV Cancer Prevention Program at PreventHPV@stjude.org.

**HPV vaccination provides safe, effective, and long-lasting protection.
HPV vaccination is cancer prevention.**



“ We need your help to close the adolescent vaccination gap. –
Dr. Debbie Saslow, Managing Director for HPV and GYN
Cancers, American Cancer Society

”