

# Creating a National Coalition to Increase Human Papillomavirus Vaccination Coverage



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THE NATIONAL HPV Vaccination Roundtable (HPV Roundtable) is a coalition of more than 75 organizations dedicated to reducing incidence of and mortality from human papillomavirus (HPV)-associated cancers in the United States. The HPV Roundtable (<http://bit.ly/HPVRoundtable>) develops and implements projects focused on overcoming barriers to HPV vaccination by focusing on 5 priority areas: providers, parents, systems, policies, and health disparities. This is accomplished through 6 task groups and under the leadership of a Steering Committee. The HPV Roundtable is modeled after the National Colorectal Cancer Roundtable (<http://www.nccrt.org>), established in 1997. In addition to adapting the governance and structure of the National Colorectal Cancer Roundtable, the HPV Roundtable has drawn on many lessons learned from its prototype. The American Cancer Society is planning to convene several additional roundtables that might serve as models for addressing other health and policy issues. Our commentary provides an overview of the goals, structure, projects, accomplishments, and challenges of the Roundtable's first 2 years.

Vaccination against HPV could prevent an estimated 29,100 cases of cancer in the United States annually.<sup>1</sup> Still, HPV vaccination continues to be underused despite overwhelming evidence for its effectiveness and safety. The HPV Roundtable started in 2015 to convene and prompt national organizations to work together to increase US HPV vaccination coverage. This coalition of organizations is funded by the Centers for Disease Control and Prevention (CDC) and managed by the American Cancer Society. A steering committee of representatives from 12 prominent organizations advises on strategy and vision. The HPV Roundtable has 4 goals related to its mission of increasing HPV vaccination: 1) convene stakeholders, 2) increase exchange of information, 3) identify gaps and opportunities, and 4) catalyze efforts.

The HPV Roundtable functions primarily as a convener. The HPV Roundtable brings together member organizations from diverse sectors that include public health, academia, advocacy organizations, professional societies, industry, and state and federal agencies. The HPV Roundtable focuses especially on connecting immunization and cancer prevention.

Through regular meetings, the HPV Roundtable seeks to increase the exchange of information between representative organizations as well as allied stakeholders working to prevent HPV cancers. The HPV Roundtable provides a forum for representatives of member organizations to meet and share information about what their organization is doing and what challenges they face, and share information, resources, and products from the HPV Roundtable with their organizations.

With a view across diverse organizations and sectors, the HPV Roundtable is uniquely suited to identify knowledge and practice gaps and opportunities, and to catalyze action to address them. One gap identified was the lack of survivor stories to describe the mid- and long-term effects of HPV cancers to provider audiences. The Survivor Involvement Task Group worked across multiple organizations to create 13 videos that stress the importance of HPV vaccination. These videos opened the 2016 National Immunization Conference and continue to be used at immunization and cancer meetings across the country. Any organization may access the videos to share these powerful HPV-cancer survivor stories (<http://bit.ly/HPVVideos>).

Six task groups actively engage coalition members in collaborating and implementing projects that address low HPV vaccine coverage. These current task groups are: Best Practices; Communications; Electronic Health Records/Immunization Information Systems; Empowering Parents and Allies; Provider Training; and State Coalitions and Roundtables. Each group project addresses identified priority areas and must be collaborative, impactful, feasible, and novel. The completed projects are evaluated, disseminated, and promoted, and successes and lessons learned are shared through HPV Roundtable communication channels, including member organizations, publications, and at a national meeting.

The newest group, the State Coalitions and Roundtables Task Group, launched in November 2016 and aspires to provide guidance and support to state HPV vaccination coalitions. In a recent survey it was found that 39 states and Puerto Rico have HPV vaccination stakeholder groups in some form. This task group is hosting a regional meeting with several Midwestern state coalitions in May 2017 to better understand the needs, challenges, and successes of

coalition efforts, while creating opportunity for leaders to connect and exchange ideas across states. Feedback from stakeholders will drive the next steps of the task group to develop supportive tools and resources.

In the first 2 years of the HPV Roundtable, the coalition completed 13 collaborative projects available to the public (Table). Virtual and in-person gatherings facilitate idea exchange, best practice dissemination, and innovation for new opportunities. Arguably, the HPV Roundtable's greatest success might be facilitation of new connections between organizations through the task groups as well as at the national meeting. An evaluation of collaborative initiatives after the August 2016 national meeting reported that

cancer prevention organizations, advocacy and survivor groups, and academic cancer centers were most likely to have noted higher levels of cross-sector collaboration through HPV Roundtable participation. They noted higher levels of completing collaborative projects, discussing collaboration, and communicating with each other outside of HPV Roundtable activities.

Other signs of organizational success include high interest from national organizations, participation of national experts on the Steering Committee, receipt of the National Center for Immunization and Respiratory Diseases' 2016 Excellence in Partnering Award for domestic partners, valuable partnership with the CDC, including synergies

**Table.** Roundtable Task Group Projects and Products 2015 to 2016

Task Group	Goal	Projects and Products	Web Links
Provider training	Drive efforts to educate, inform and equip health care providers with current evidence, science, tools, and resources	<ul style="list-style-type: none"> <li>• Clearinghouse of resources for providers and parents</li> <li>• "Increasing Adolescent Vaccination Coverage" CME e-learning module for office detailing</li> <li>• "Protecting Your Patients from HPV-associated Cancer: What Providers Need to Know about Oropharyngeal Cancer" training video</li> </ul>	<a href="http://bit.ly/HPVClearinghouse">http://bit.ly/HPVClearinghouse</a> <a href="http://bit.ly/HPV_OroVideo">http://bit.ly/HPV_OroVideo</a> <a href="http://bit.ly/ProviderHPVVideo">http://bit.ly/ProviderHPVVideo</a>
Communications	Develop communications products and strategies to promote the HPV Vaccination Roundtable and task group projects	<ul style="list-style-type: none"> <li>• Letter and information packet for insurers to send to in-plan providers</li> <li>• Case studies for states to use data to customize CDC national campaign</li> <li>• "We're In!" symbol</li> </ul>	<a href="http://bit.ly/HPV_Insurers">http://bit.ly/HPV_Insurers</a> <a href="http://bit.ly/HPV_CaseStudyTX">http://bit.ly/HPV_CaseStudyTX</a> <a href="http://bit.ly/HPV_CaseStudyMI">http://bit.ly/HPV_CaseStudyMI</a> <a href="http://bit.ly/WereIn">http://bit.ly/WereIn</a>
Survivor involvement	Increase and amplify HPV-associated cancer survivors' voices, particularly for provider trainings, conferences, and other events	<ul style="list-style-type: none"> <li>• Survivor speaker database with 30 organizations</li> <li>• Videos of HPV-associated cancer survivors and their providers (13 videos)</li> </ul>	<a href="http://bit.ly/HPV_speakers">http://bit.ly/HPV_speakers</a> <a href="http://bit.ly/HPVVideos">http://bit.ly/HPVVideos</a>
EHR/IIS	Explore and advance strategies to increase vaccination using EHRs/IISs	<ul style="list-style-type: none"> <li>• White paper on barriers to using EHRs/IISs to capture HPV vaccination, on the basis of EHR user experience interviews</li> <li>• Literature scan</li> </ul>	<a href="http://bit.ly/HPVRT_EHRreport">http://bit.ly/HPVRT_EHRreport</a> <a href="http://bit.ly/IIS-HPV-LitReview">http://bit.ly/IIS-HPV-LitReview</a>
Pharmacy	Identify issues, challenges, and opportunities for pharmacy-located HPV vaccination to increase access to series completion	<ul style="list-style-type: none"> <li>• Pilot test of community pharmacy-located vaccination (4 states)</li> </ul>	<a href="http://bit.ly/HPVPharmacyReport_MI">http://bit.ly/HPVPharmacyReport_MI</a> <a href="http://bit.ly/HPVPharmacies_IA-KY-OR">http://bit.ly/HPVPharmacies_IA-KY-OR</a>
Parent awareness and education	Create strategies to address parent hesitancy and equip allies for proactive promotion of HPV vaccination	<ul style="list-style-type: none"> <li>• Toolbox message testing with parents</li> <li>• School nurse and parent education toolbox/middle school health Web site (<a href="http://middleschoolhealth.org">middleschoolhealth.org</a>)</li> </ul>	<a href="http://www.middleschoolhealth.org/">http://www.middleschoolhealth.org/</a> <a href="https://www.bit.ly/HPVRNToolkit">https://www.bit.ly/HPVRNToolkit</a> <a href="http://bit.ly/HPVParentToolkit">http://bit.ly/HPVParentToolkit</a> <a href="http://bit.ly/HPV_Padres">http://bit.ly/HPV_Padres</a>
Best practices	Identify and showcase emerging evidence-based practices to increase HPV vaccination at a national conference and in publication	<ul style="list-style-type: none"> <li>• Live-streamed conference with presentations on best and promising practices for achieving increases in HPV vaccine coverage</li> <li>• Article describing 33 promising practices</li> </ul>	<a href="http://bit.ly/HPVpresi">http://bit.ly/HPVpresi</a> <a href="http://bit.ly/HPVRT_BPConf2016">http://bit.ly/HPVRT_BPConf2016</a>

CME indicates continuing medical education; HPV, human papillomavirus; CDC, Centers for Disease Control and Prevention; EHR, electronic health record; and IIS, immunization information system.

All products can be found at [http://bit.ly/HPVRT\\_SP](http://bit.ly/HPVRT_SP).

among other CDC grantees, identification of research gaps,<sup>2</sup> a brand-neutral awareness symbol and communications plan, and prominent mention in the Cancer Moonshot Cancer Plan.

As a new coalition, the HPV Roundtable faces challenges in building partnerships. These challenges include the need to build trust and social capital among members who might be competing for resources, difficulty in eliciting active engagement on task group conference calls, competing member organizational priorities and demands that can limit participation and contributions, dissemination of products and resources beyond the representative members to their constituencies in strategic, impactful ways, limited capacity to accommodate all organizations interested in participating, and identifying specific actions that individuals can take to activate their organizations more broadly. Further, although we have engaged in extensive process evaluation, assessing the effect of the HPV Roundtable is an additional challenge.

As member organizations increase their engagement and collaborative efforts with each other, the roundtable format will further facilitate partnership development with a particular focus on increasing collaboration between cancer prevention and immunization stakeholders. With the rollout of the 9-valent HPV vaccine, the addition of males to national recommendations, and the updated 2-dose schedule, coalition members believe that timing and mo-

mentum are optimal to raise HPV vaccination coverage to be on par with tetanus, diphtheria, pertussis (Tdap) and meningococcal vaccination. Coalition members want to share information, exchange ideas, and collaborate in the broadest sense while counting on the staff and leadership to drive the strategies, projects, and deliverables. Other like endeavors would be well advised to identify strategies to engage, activate, and connect stakeholders in addition to accomplishing the primary mission work. Effective stakeholder engagement will further the HPV Roundtable's efforts and ultimately its effects.

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