

# *Think About the Link Campaign: Advancing Awareness of the Connection between Viruses and Cancer*



March 14, 2016



*Stop Cancer Before It Starts!*

# ***Think About the Link Campaign Overview***



*Stop Cancer Before It Starts!*

# Campaign Objectives

**Focus:** Human papillomavirus (HPV), Hepatitis B, & Hepatitis C

## Goals are to Raise Awareness:

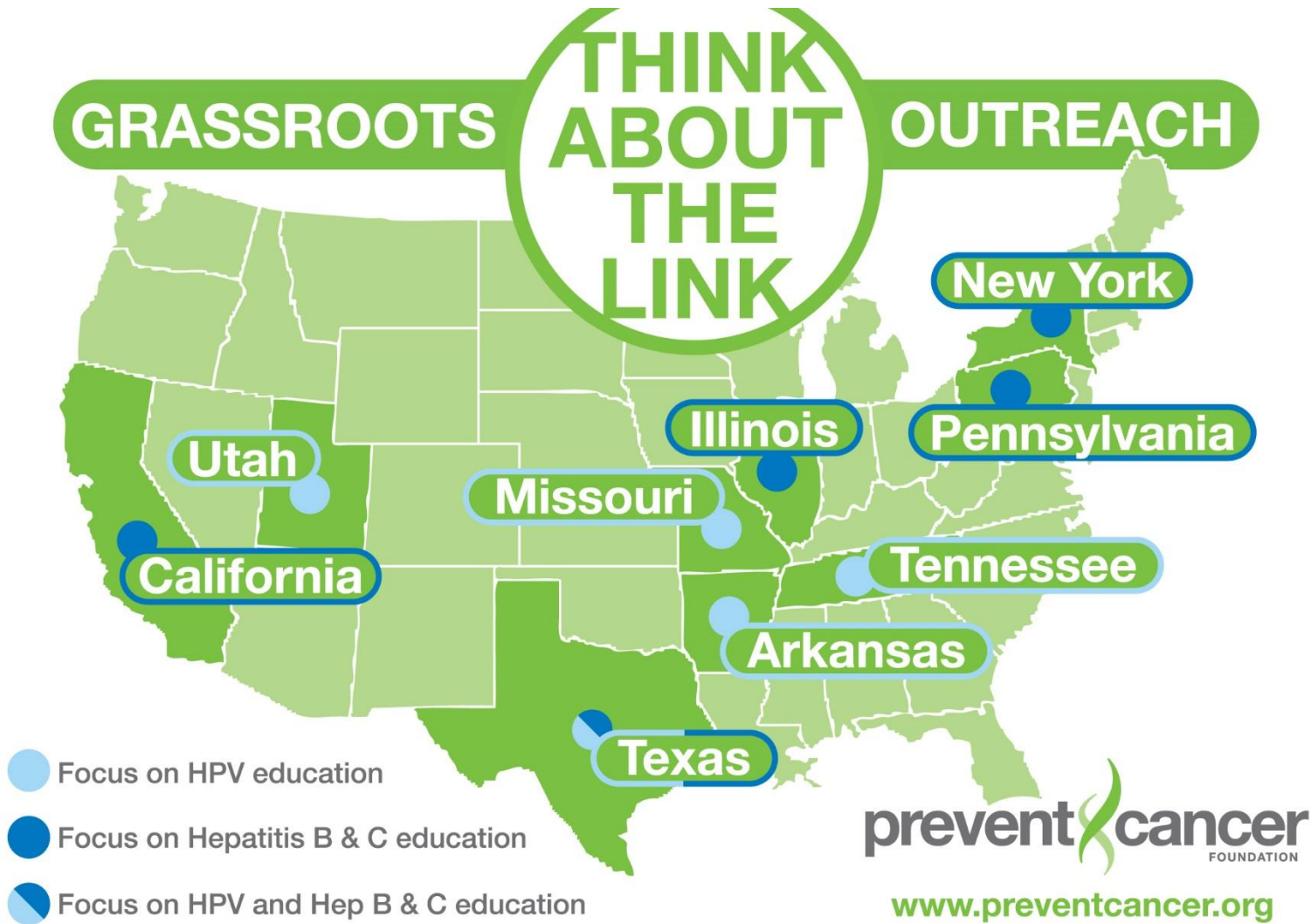
- Link between these viruses and specific cancers
- Such cancers are preventable through vaccination &/or treatment
- Effectiveness of HPV and hepatitis B vaccines
- Effectiveness of hepatitis C treatment

*There is a link between certain viruses and cancer.*

*Vaccination and/or treatment can prevent cancer.*

*Make an appointment now to talk to your – or your child's – physician.*

# Grassroots Outreach: How You Can Help



# Survey Overview

**Purpose:** To understand familiarity, perceptions, and behavior

## **Research objectives:**

- Measure virus and vaccine familiarity
- Evaluate vaccination recommendations, education methods, and strategies for and barriers against compliance
- Measure awareness of HPV, hepatitis B, and hepatitis C facts
- Evaluate perceptions of vaccinations in general

## **Study Population**

- 657 healthcare professionals
- 1,026 general population adults; augmented to have readable segments: African-Americans, Hispanic-Americans and Asian-Americans

\* Online study by Russell Research, independent survey research firm

# *Survey Highlights:* **Healthcare Professionals**



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# Not All Patients Receiving HPV Recommendation

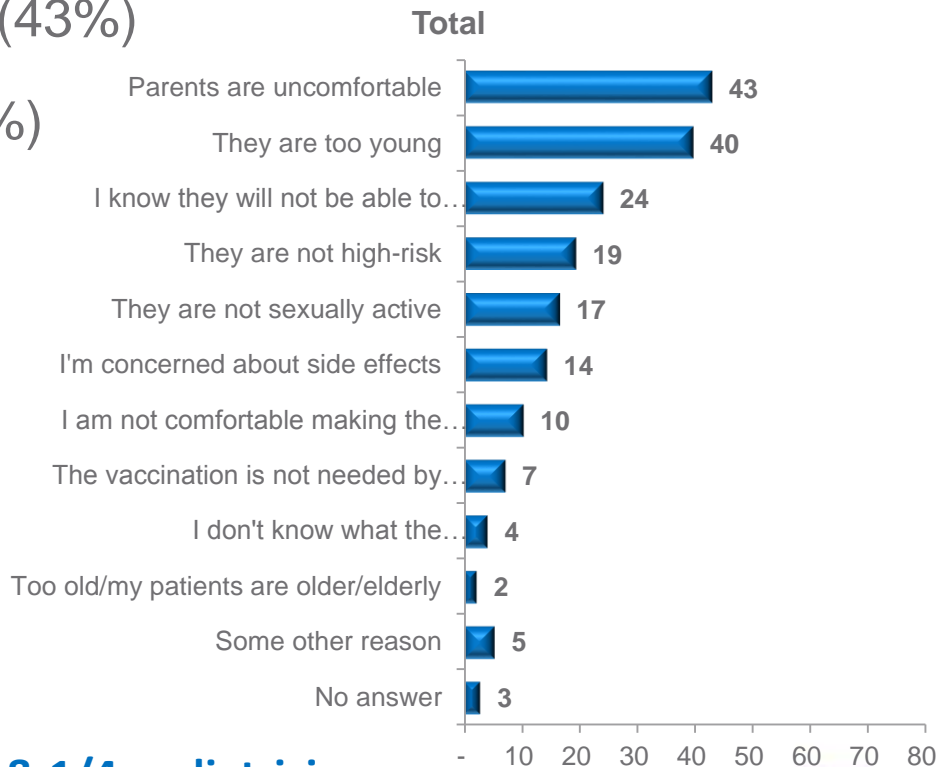
*Not all patients who meet the CDC guidelines receive recommendation for HPV vaccination*

- Three of ten pediatricians (29%) **do not** recommend HPV vaccination to all patients.
- Two of three general practitioners (63%) **do not** recommend to all patients.
- Three of five (57%) of nurse practitioners/physician assistants **do not** recommend to all patients.

# Primary Barriers to HPV Vaccine Recommendation

*Healthcare professionals not always recommending the HPV vaccine most often cite following reasons:*

- Parents being uncomfortable (43%)
- Patients being too young (40%)

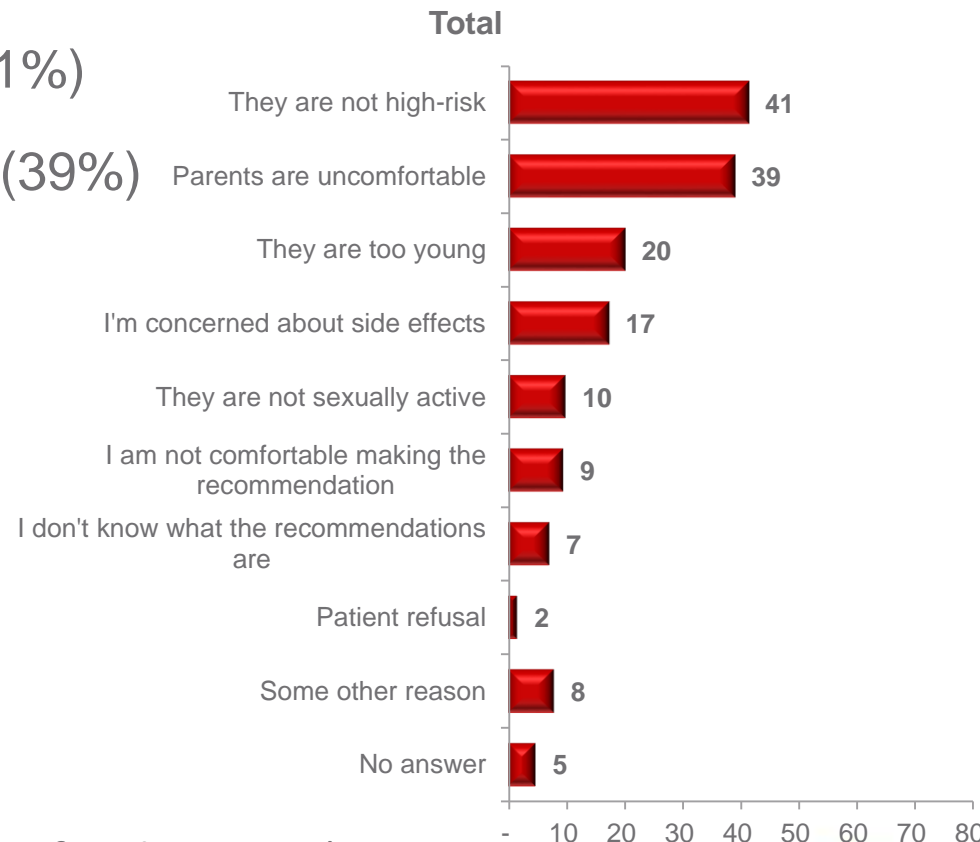




# Primary Barriers to Hepatitis B Vaccine Recommendation

*Healthcare professionals not always recommending hepatitis B vaccine most often cite the following reasons:*

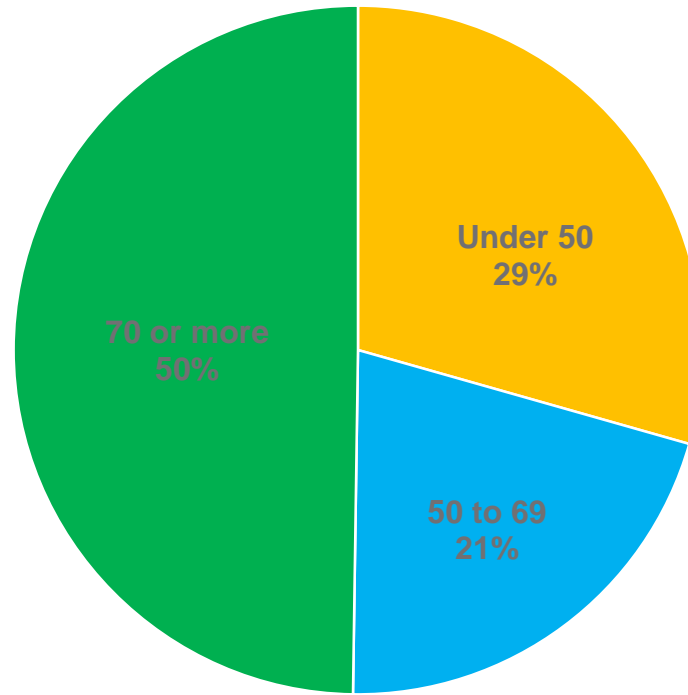
- Adult patients not high risk (41%)
- Parents being uncomfortable (39%)



1/3 GPs (8% of pediatricians)  
Not always recommending vaccination

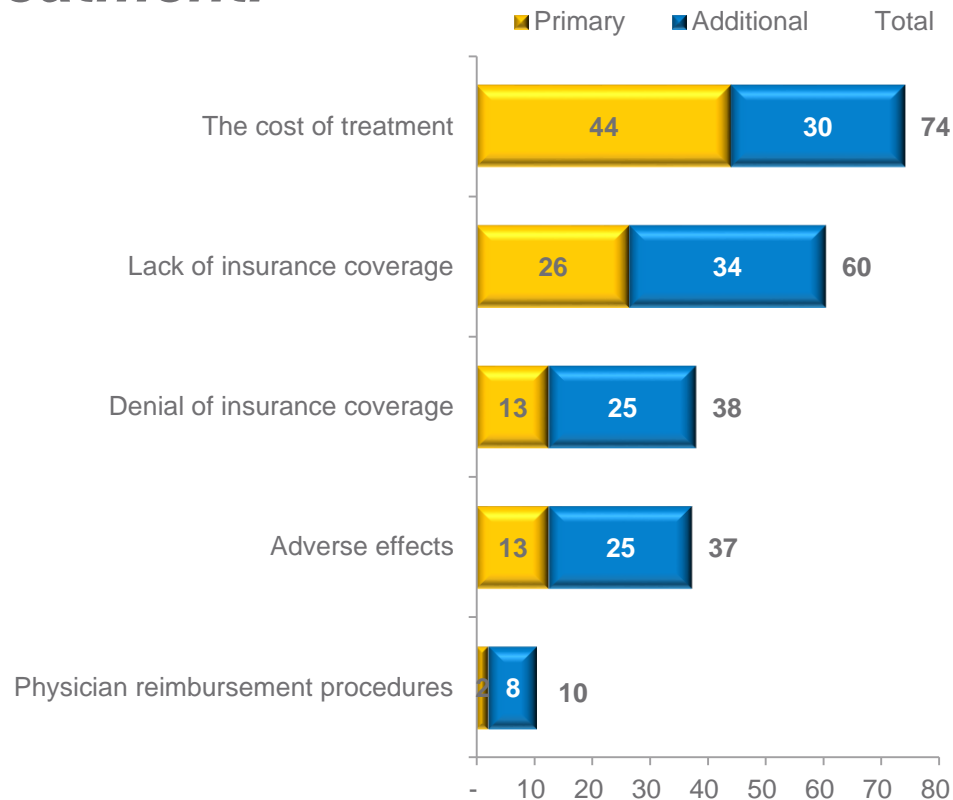
# Patients Receiving Hepatitis C Treatment

*Only three in five patients (59%) diagnosed with hepatitis C ultimately receive treatment (Curative).*



# Primary Barriers to Hepatitis C Treatment

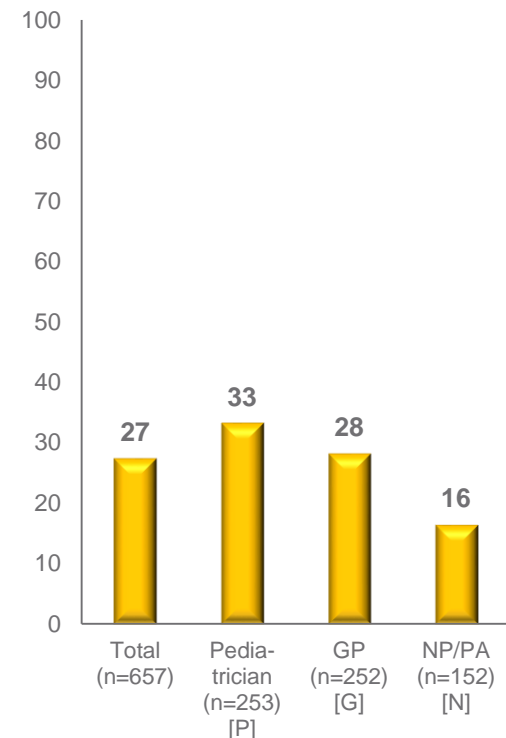
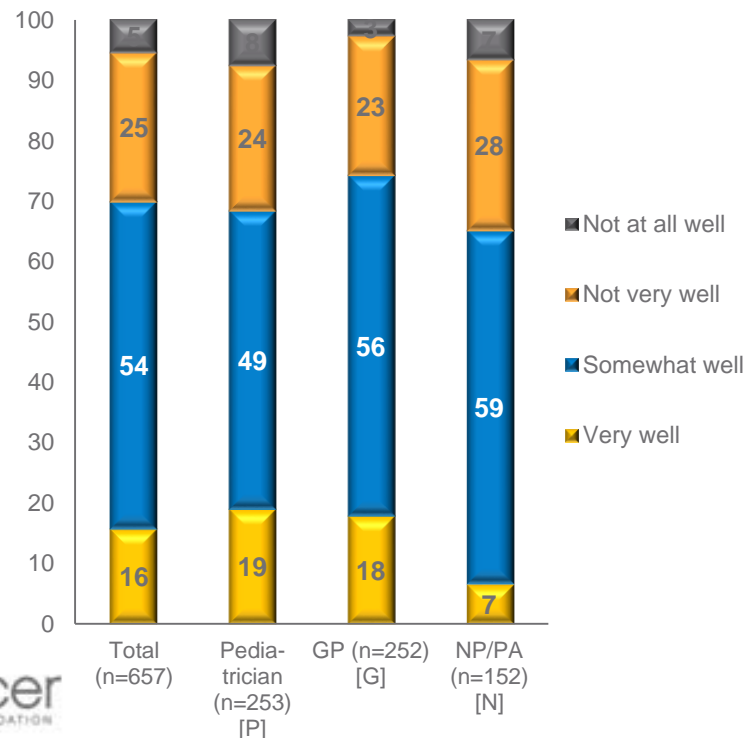
***Cost and lack of insurance are the primary barriers of hepatitis C treatment.***



# Link to Cancer Prevention

**70% healthcare professionals state cancer prevention works very/somewhat well for hepatitis B vaccination compliance.**

**But only 27% HC professionals use cancer prevention as a compliance strategy for the hepatitis B vaccination.**



# *Survey Highlights:* **General Population**



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## Lack of General Knowledge

- Less than half of adults are very/somewhat familiar with hepatitis C (49%), HPV (45%), and hepatitis B (44%).
- Fewer than one in seven (13%) adults are very familiar.
- Only one in five adults (20%; 22% females) are very/somewhat concerned with being at increased risk for HPV.
- Fewer than one in six are very/somewhat concerned about hepatitis C (16%) and hepatitis B (16%).

# Lack of Screening

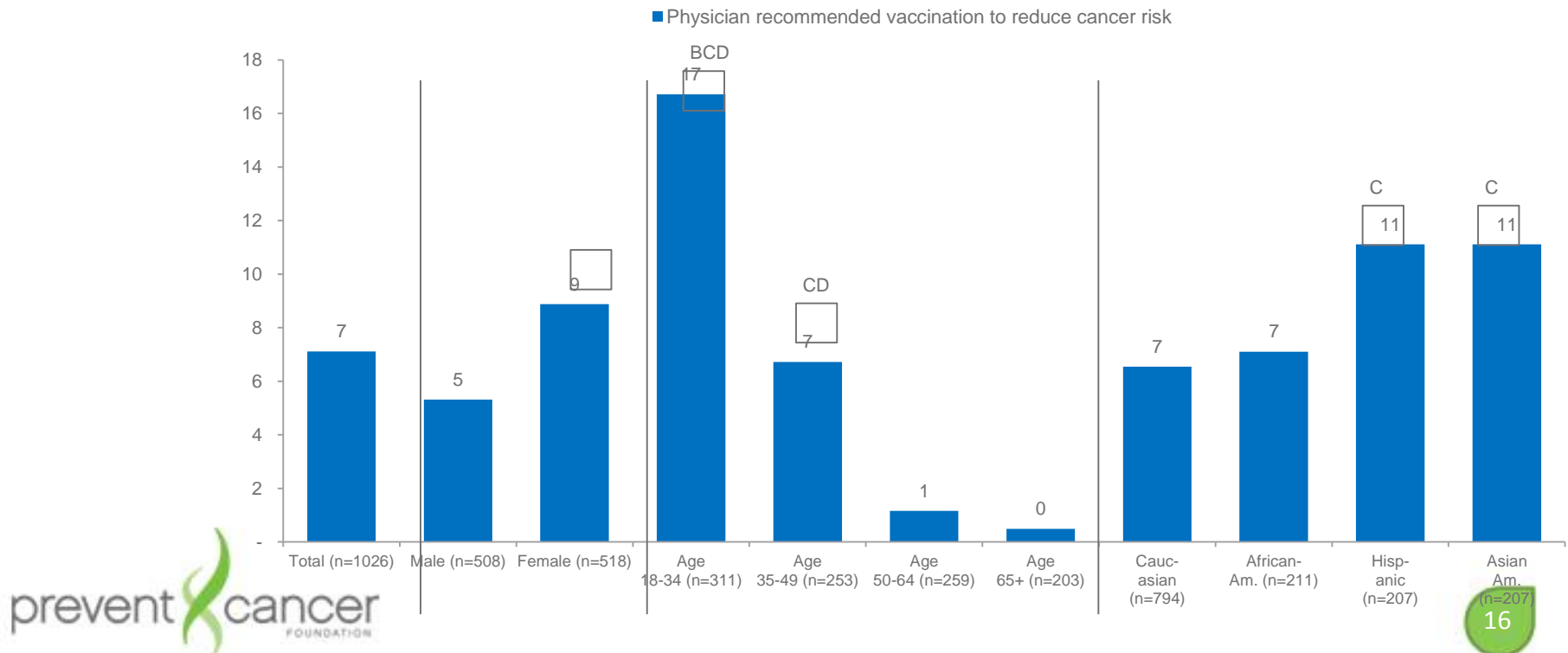
***Many adults in at risk populations have never been screened in the past.***

- Three in ten Asian-Americans (30%) have been screened for hepatitis B.
- One in four Hispanic-Americans (24%) have been screened for hepatitis C and one in five (21%) have been screened for HPV.

# Need for Increased Cancer Prevention Message

*Adults report cancer prevention is a rarely used strategy for vaccine compliance.*

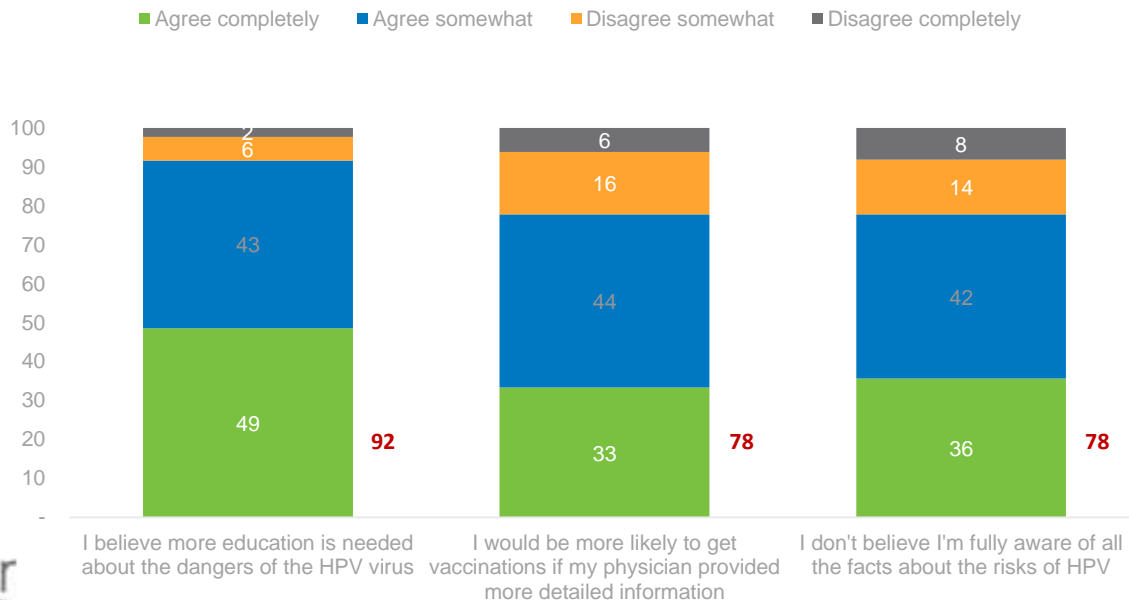
- Only 7% of adults indicate a physician has recommended one or more vaccinations to specifically to reduce the risk of cancer.





# Need for Increased Physician Communication

- More than nine in ten adults (92%) believe **more education is needed** about the dangers of the HPV.
- Four in five adults (81%) would **more seriously consider vaccination** if their physician discussed the benefits.
- Almost four in five adults (78%) would be **more likely to get vaccinations** if their physician provided more detailed information.



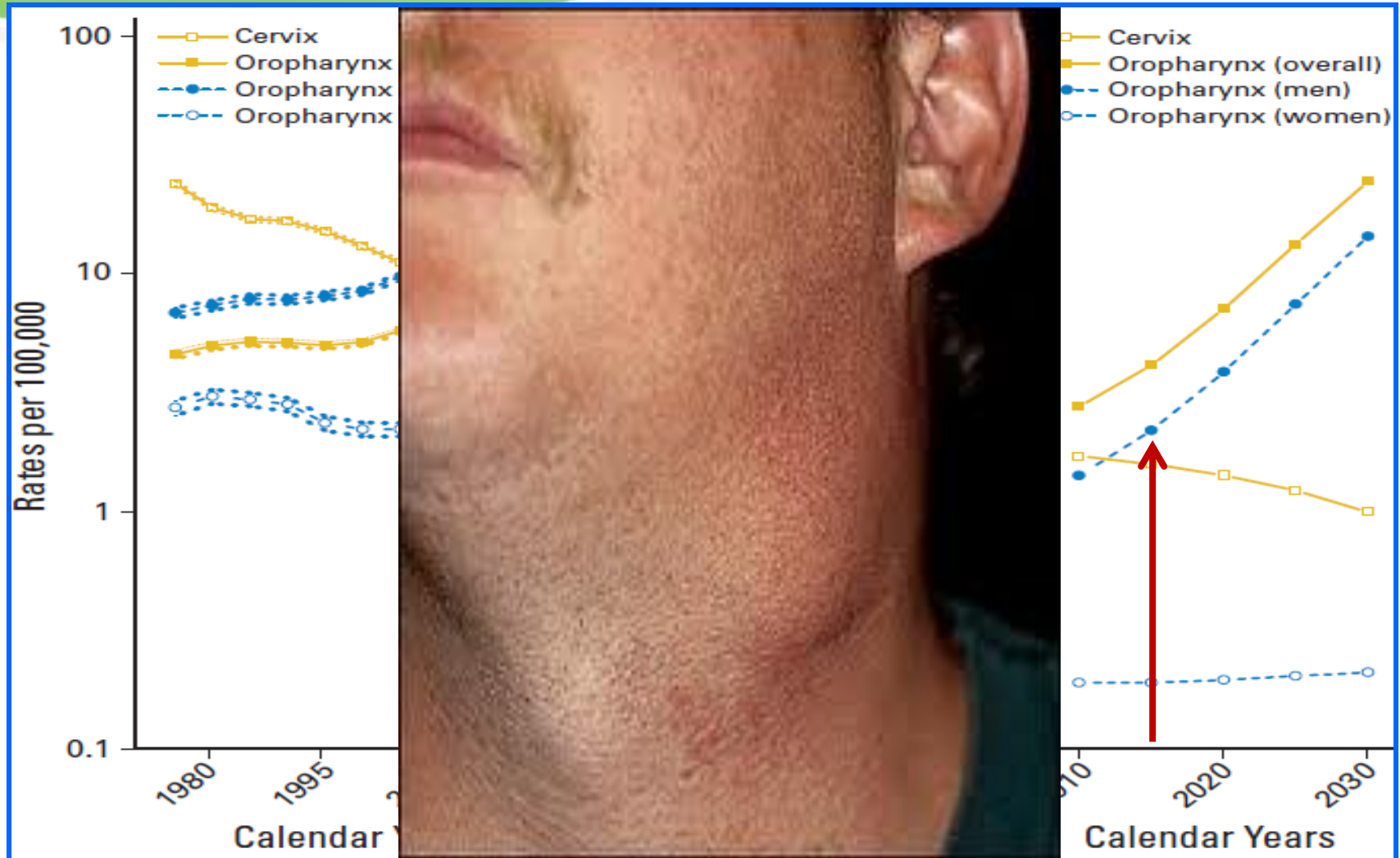
## Need for Increased Education

***Large percentages of at risk populations do not know they are at risk.***

- One in eight Hispanic-American adults (12%) were aware Hispanics have higher rates of hepatitis C-associated liver cancer.
- One in nine Baby Boomers (11%) were aware Baby Boomers have higher rates of hepatitis C.
- Nearly three in ten Asian-American adults (29%) were aware Asians have higher rates of hepatitis B.

# Trends in Cancer Incidence & Number

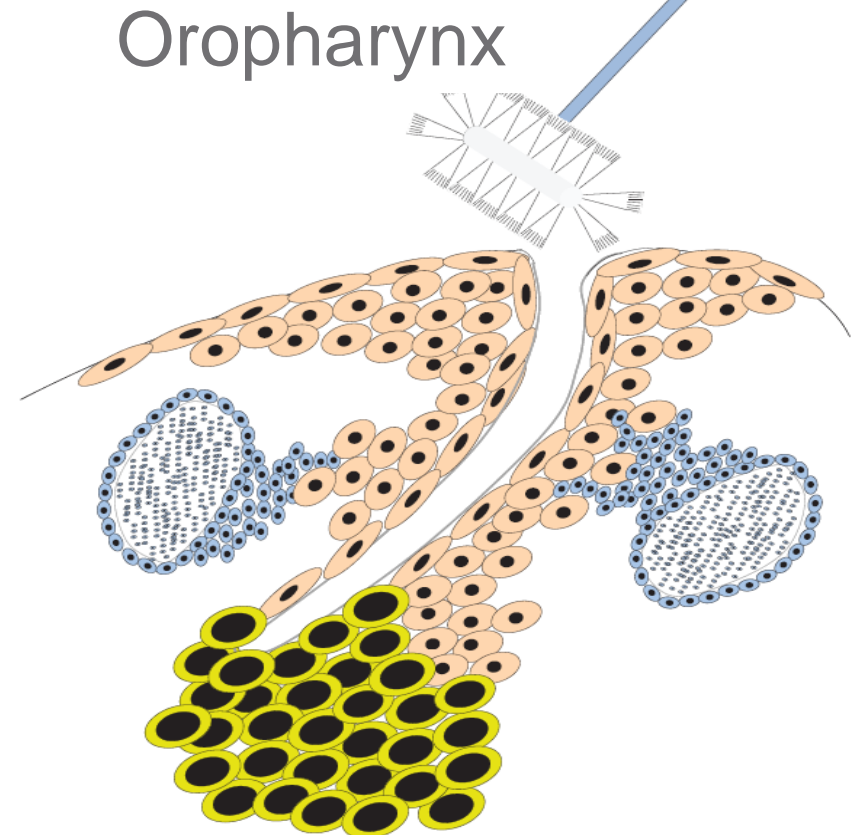
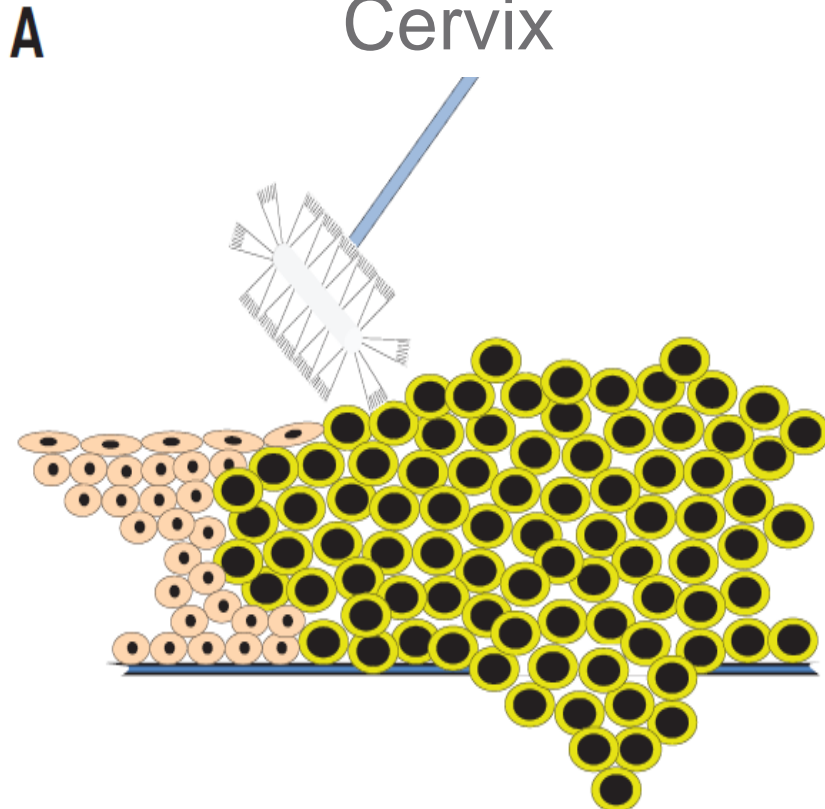
## Oropharynx vs. Cervix



# Brush-based Cytology Screening in the Tonsils and Cervix: There Is a Difference!

Mark W. Lingen

Median Age at Presentation:  
45yo 55yo



***Thank You***



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