



# HOUSTON HEALTH DEPARTMENT

[HOUSTONHEALTH.ORG](http://HOUSTONHEALTH.ORG)



# Building Community Partnerships: Utilizing evidence based strategies to improve HPV coverage rates

Presented by: Sean Dade  
Immunization Bureau: Management Analyst IV

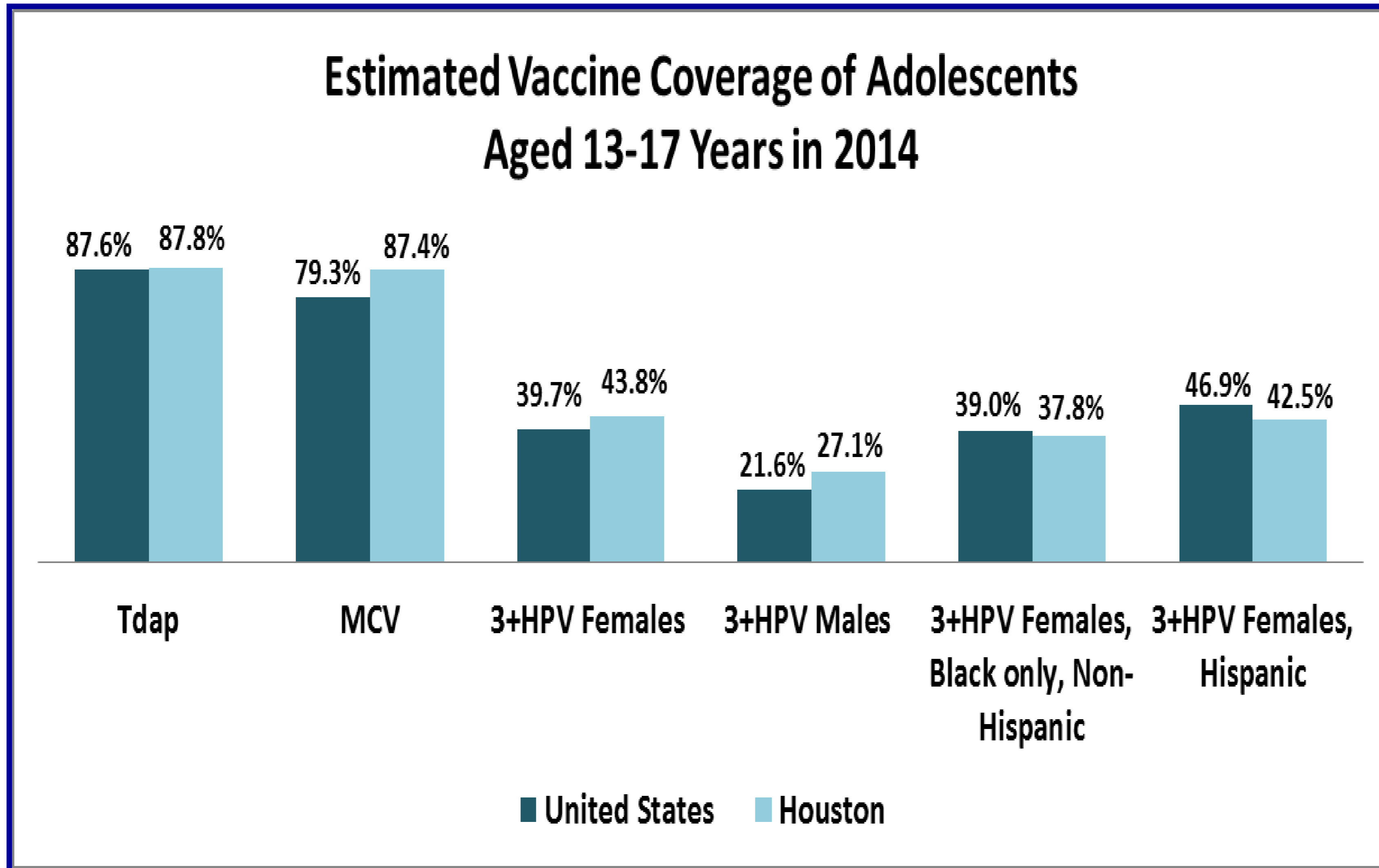
Presented on: June 17, 2016



**HOUSTON HEALTH  
DEPARTMENT**

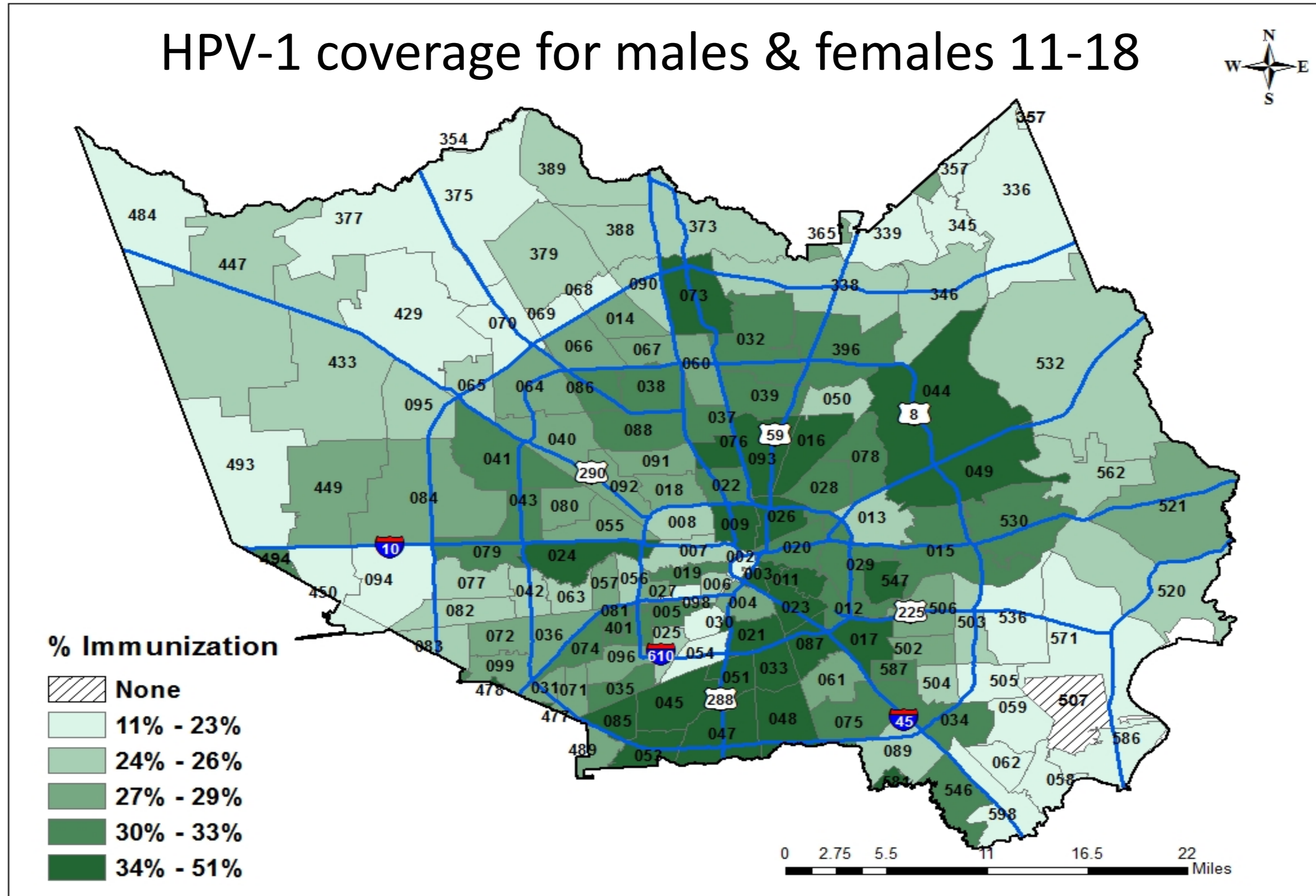


- Current National, State, and Local Immunization rates
- Community Partnerships: evidence based strategies
- Internal and external partnerships to improve HPV vaccination rates



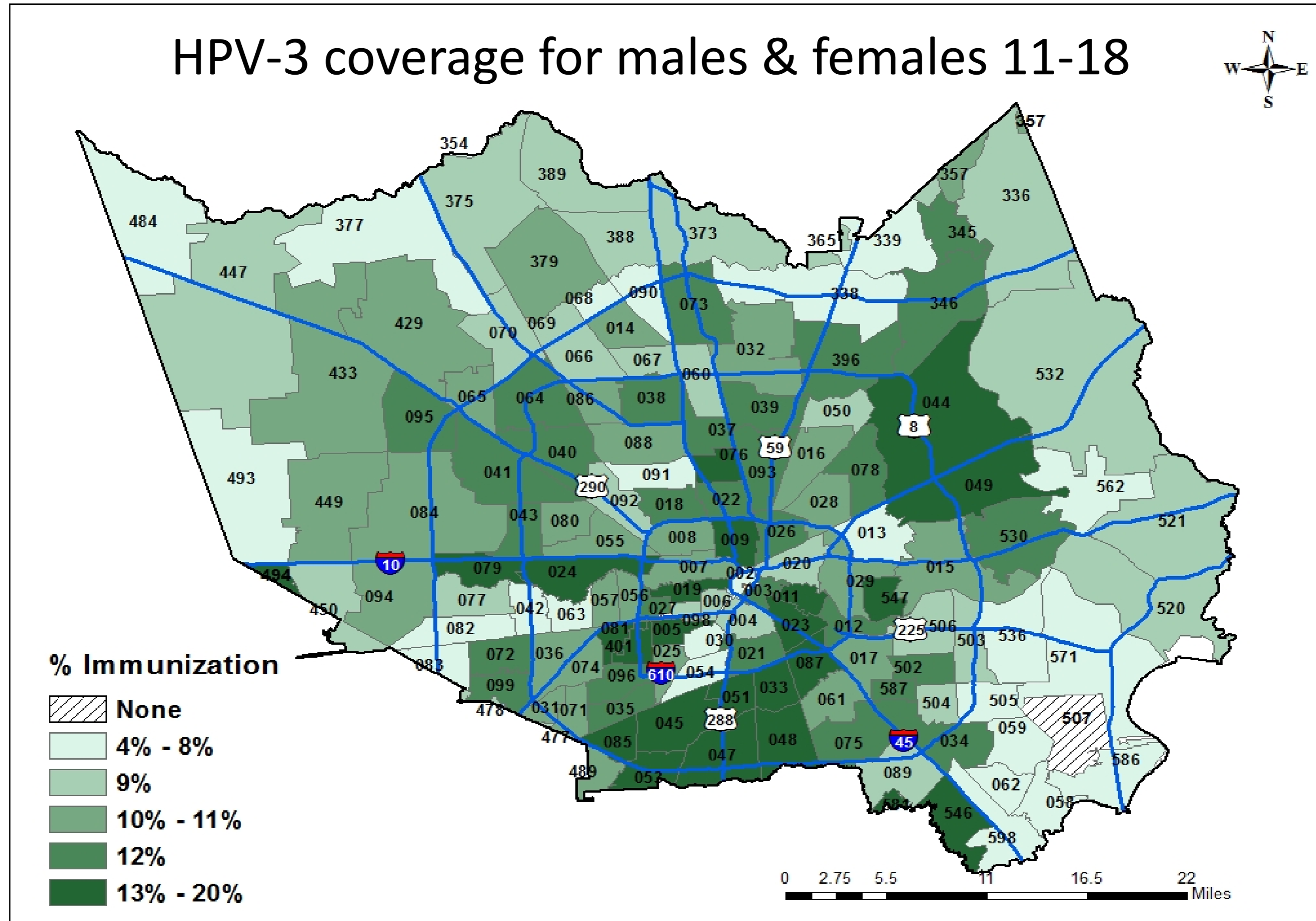
Source: NIS-Survey

# ImmTrac HPV1 Coverage Rates



Source: ImmTrac

# ImmTrac HPV3 Coverage Rates



Source: ImmTrac



- **Extracted and screened** over 3,000 immunization records to determine HPV status
- **Contacted and educated** parents about HPV status
- **Took services on the road.** Made vaccination easy and accessible
- **Established Partnership** with Houston Independent School District to vaccinate child while at school
- Distributed **HPV educational materials** in City of Houston Health Centes.

# HPV Improvement Project Highlights



## Phase 1

<u>Activity</u>	<u>Frequency</u>
Number of attempted outreach	574
Home Visit	29
School Vaccination	23
Provider Office	73
Pending Cases	52
<b><u>Total linkage to HHD services after phase 1</u></b>	<b>177</b>

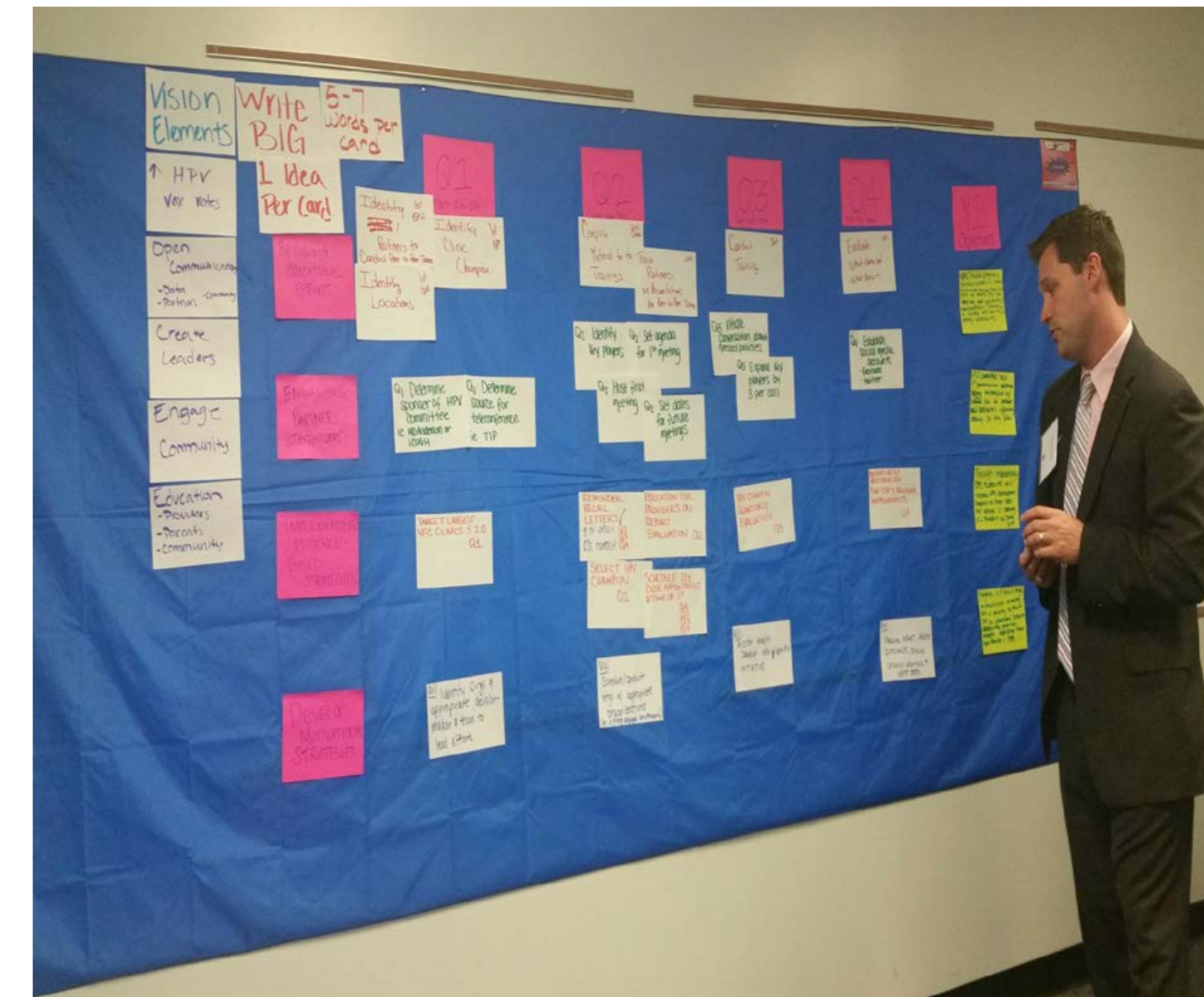
## Phase 2

<u>Activity</u>	<u>Frequency</u>
HPV Letter	397
HPV Letter: Return to provider office	63
HPV Letter: Home visit	9
<b><u>Total linkage to HHD services after phase 2</u></b>	<b>249</b>
<b>% of adolescents engaged within services</b>	<b>43%</b>





- Funding from National Association of Counties and Cities Health Officials (NACCHO) to coordinate HPV strategic plan
- Two day strategic plan facilitated by NACCHO (March 22-23)
- Various stakeholders: 23 Participants
  - School district, medical providers, pharmacies, non-profit agencies, City, County, State, public health representatives
- Conducted SWOT assessment
- Identified SMART objectives
- Created three year rollout of SMART objectives
- Drafted HPV Strategic Plan



# Houston HPV Strategic Action Plan



<b>Project Activities (By Quarter)</b>	<b>Q1 (Sept.- Nov. 2016)</b>	<b>Q2 (Dec. 2016 - Feb. 2017)</b>	<b>Q3 (March - May 17)</b>	<b>Q4 (June - Aug. 2017)</b>
<b><u>Bridging Educational Efforts</u></b>	<ul style="list-style-type: none"> <li>Identify partners to conduct peer-to-peer training</li> <li>Identify locations</li> </ul>	<ul style="list-style-type: none"> <li>Compile material to conduct trainings</li> <li>Train partners on presentations for peer- to-peer trainings</li> </ul>	<ul style="list-style-type: none"> <li>Conduct peer-to-peer trainings with identified Vaccine for Children (VFC) providers</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate efficacy- determine if HPV doses administered increased</li> </ul>
<b><u>Engaging Partners</u></b>	<ul style="list-style-type: none"> <li>Determine sponsor of HPV committee (i.e. MD Anderson or Immunization Coalition of Greater Houston)</li> <li>Determine source for teleconference (i.e. Texas Immunization Partnership)</li> </ul>	<ul style="list-style-type: none"> <li>Identify key players</li> <li>Host first meeting</li> <li>Set dates for future meetings</li> <li>Set agenda for first meeting</li> </ul>	<ul style="list-style-type: none"> <li>Initiate conversation about needed policies</li> <li>Expand key players by adding three committee members per call/meeting</li> </ul>	<ul style="list-style-type: none"> <li>Establish social media accounts (i.e. Facebook, Twitter)</li> </ul>
<b><u>Implementing Evidence-Based Strategies</u></b>	<ul style="list-style-type: none"> <li>Target largest VFC clinics with 2.0 ratio or less</li> </ul>	<ul style="list-style-type: none"> <li>Reminder/ recall letters and/or other R/R contact</li> <li>Select HPV champion</li> <li>Education for providers on report evaluation</li> <li>Schedule 2/3 dose appointment on first visit</li> </ul>	<ul style="list-style-type: none"> <li>Feedback with provider regarding HPV champion quarterly evaluation report</li> </ul>	<ul style="list-style-type: none"> <li>Incentive/recognize for top three (3) provider improvements</li> </ul>
<b><u>Develop Motivational Strategies</u></b>	<ul style="list-style-type: none"> <li>Identify organizations, appropriate decision- makers and teams to lead effort</li> </ul>	<ul style="list-style-type: none"> <li>Schedule/conduct meetings with appropriate organizations (2-3 simultaneously)</li> </ul>	<ul style="list-style-type: none"> <li>Assist and/or develop HPV-specific initiative</li> </ul>	<ul style="list-style-type: none"> <li>Measure impact, assess outcomes, discuss lessons learned and next steps</li> </ul>



- Awardee in person meeting attended in Atlanta, GA June 8-10<sup>th</sup> to discuss HPV strategic plan
- Poster sessions: discussion of developed and implemented HPV strategic plans
- Discussion of key aspects to improve HPV rates.
  - Partnerships
  - Funding
  - Communication
  - Outreach
- Innovative strategies to increase HPV vaccination rates
  - Diversify stakeholders
  - Create incentive based competition to improve HPV doses administered
  - Expand partnerships to reach diverse populations



- Collaboration with Office of Program Evaluation and Research Effectiveness (OPERE)
- Focus on four City of Houston Health Centers
- Case study approach to determine the following:
  - staff and provider knowledge/attitudes about HPV vaccination
  - HPV-specific training
  - SOPs and compliance regarding promotion, initiation, and follow-up for HPV vaccine
- Data Collection Methods
  - Patient exit interviews
  - Direct observation
  - Key informant interviews
  - Document review



Thank you!!

[Sean.Dade@houstontx.gov](mailto:Sean.Dade@houstontx.gov)