



Conversation 2: Opportunities and Challenges for Community Programs on Viruses and Cancer (Hepatitis B or C and Liver Cancer, HPV and Cervical, Oropharyngeal, Other Cancers)

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Practical Actions

- Convening meetings with stakeholders
- Changing the culture of the climate around viruses
- Let people know the vaccine cost can be covered
- Improving health education materials
- Use trusted community members to distribute information on HPV, HepB, and Hep C
- Educate the family about primary health
- Identify the “change agents”
- Educate through school based health systems
- Look for anthropological methods for recruiting people to health education events
- Add immunization message into the school system
- Make sure survivors are at the table for conversation
- Community health workers- learn from the HIV education world

Opportunities/Challenges

- Opportunities
 - Partnerships
 - Policy/ Legislation
 - 2 dose HPV vaccine coverage
 - Medicaid restriction to Hep C cure
 - Severity restriction laws
 - Comorbidity of addiction
 - Provider restriction – must be expert to provide Rx
 - Training next generation of medical/ health professionals
 - Increase community work opportunities in medical school
 - Health Literacy
 - Improve health education materials (print materials v. video)
- Challenges
 - Storage of vaccines in medical practices

- Pressure on doctors to see more patients for money

Current programs focused on viruses and cancer in your work place or community

- Assessment of HPV perceptions and attitudes
 - Training with providers
 - Education of parents
- Family planning clinics providing HPV tests and vaccines
- Women's Cancer Control Program in Montgomery County
- Breast and Cervical Cancer Program funded by CDC
- Chronic Disease Public Opinion Poll
- Think About the Link
- Philadelphia FIGHT
 - Examine EMR protocols for baby boomers
 - HepCAP to educate PCPs

Current climate around viruses and cancers in terms of awareness and implementation

- Anti-vaccine advertisements
- Concerns with privacy of their health information
- Stigma around contracting STI's
- Confusion of when to provide HPV tests and vaccines

Parking Lot

- Value of storytelling to increase awareness of link between viruses and cancer
- Funding for community health educators
- Tailoring public health messages for diverse audiences
 - Play videos in locations where people primarily convene
- Accessibility of vaccine
- Improve implementation of vaccine programs
 - Storage of vaccines
 - Hours of operation for health clinic operations