

Making Education Easy

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Human Papillomavirus Vaccination: Hesitancy and Uptake

2019

This article provides an overview of human papillomavirus (HPV) vaccination hesitancy in NZ. The impact of vaccination hesitancy is discussed and current HPV vaccination uptake rates are reported. The article considers healthcare provider, parental, and patient vaccination hesitancy in the context of a funded national HPV vaccination programme. Proposed strategies to overcome vaccination hesitancy, with the aim of increasing vaccination uptake rates, are also discussed. This review is sponsored by an educational grant from Segirus New Zealand.

Background

Human papillomavirus (HPV), which infects epithelial cells and is spread via skin-to-skin contact, is the causative agent for almost all cases of cervical cancer and is responsible for a significant proportion of other anogenital (anal, vaginal, vulvar, and penile) cancers as well as oropharyngeal cancers (**Table 1**).^{1,2} HPV infection is also responsible for the development of genital warts, with genital warts being the most commonly reported sexually-transmitted disease in NZ.³

Type of cancer	Crude incidence rates per 100,00 per year	
	Men	Women
Cervical	-	7.9
Anal	0.6-1.0	0.7-1.7
Vulvar	-	1.0-2.4
Vaginal	-	0.7-1.0
Penile	0.1-0.6	-
Oropharyngeal	3.3	0.7

Table 1. Burden of cervical and other HPV-related cancers in NZ.1

Because 80% of men and women who are sexually active develop some form of HPV infection during their lifetime, HPV infection can be considered to be an almost inevitable consequence of being a sexually-active adult.² Although most HPV infections are cleared by the body within 18 months without adverse health consequences, clearing an infection does not necessarily lead to immunity and re-infection and co-infection with multiple types are possible.^{3,4} Moreover, even individuals who clear the virus without developing an HPV-related cancer can still pass HPV on to others.⁵ With most sexually-active individuals becoming infected with HPV at some point in their lives, the impact of HPV on cancer rates is considerable (**Table 1**).

Although there are multiple ways to reduce cancer risk due to HPV infection, few interventions are more effective than HPV vaccination.⁵ HPV causes many types of cancer and HPV vaccination can safely and effectively prevent infection with HPV types that cause most of these cancers.

Success of HPV vaccination programmes

The success of a vaccination programme is primarily dependent on having a highly effective vaccine coupled with adequate vaccination uptake. 6

In settings that have an HPV programme with at least moderate uptake, the vaccine is already proving effective in reducing the incidence of persistent HPV infection, genital warts, and cervical dysplasia.^{3,7} More than 70 countries have included the HPV vaccine on their national vaccination programme.

Where vaccination uptake is high, the health impact is greater as evidenced by data indicating that elimination of genital warts is possible.³ In a meta-analysis of studies that reported the effectiveness of HPV vaccination on infection, anogenital warts, and cervical cancer, the greatest impact of vaccination was seen in countries that achieved high vaccine uptake rates and when vaccination occurred prior to the onset of sexual activity and HPV infection.⁷

The current burden of HPV-related disease in NZ includes approximately 190 new cervical cancer cases diagnosed annually (making it the 12th leading cause of female cancers) and 72 cervical cancer deaths annually (making it the 18th leading cause of female cancer deaths).¹ In addition, oropharyngeal cancers



attributable to HPV are increasing in both men and women, with 95 new cases of oropharyngeal cancer and 25 deaths from oropharyngeal cancer estimated for 2018.

A marked reduction in the prevalence of vaccine-type HPV that is correlated with vaccination coverage in the population provides evidence for the impact of a vaccination programme on HPV infection.³ In countries with high HPV vaccination coverage, such as Australia (estimated coverage rate of 73% for 3 doses in 2014), there has been a dramatic reduction in the number of cases of genital warts. Four years after its national vaccination programme was commenced in 2007, a reduction of up to 92.6% in genital warts cases was observed. Even countries with more modest coverage rates, such as NZ (estimated coverage rate of 56% for 3 doses in 2014), have observed significant reductions in cases of genital warts.³ Between the start of the programme in 2008 and 2015 there was a 61% reduction in the rate of genital warts in NZ.²

Cervical cancer registration rates are already declining and registrations for precancers are considerably higher than registrations for cancer due to the success of the cervical screening programme and treatment of these cases.³ It has been estimated that HPV vaccination has the potential to prevent >2300 cases of cervical cancer and cervical pre-cancer per year based on 2012 cancer registry data.

HPV-related disease remains a source of morbidity and mortality in NZ and a primary role for HPV vaccination in reducing this burden is clearly evident, emphasising the need for an HPV vaccination programme that achieves high population coverage and targets boys and girls before HPV infection occurs.⁷

Vaccination uptake rates

NZ's nationally-funded HPV vaccination programme started on 1st September 2008 and provided vaccination for girls and young women born in 1990 and 1991.⁴ It was extended in 2009 to girls and women born from 1992 onwards and in 2017 to males when the programme was extended to all males and females aged \leq 26 years.

Since the national programme was started in 2008, HPV vaccination coverage in NZ has gradually increased from approximately 40% in the 1990 birth cohort to about 68% in the 2004 birth cohort (data as of December 2017, **Figure 1**).⁸ The lowest uptake rate is in European/Others (65%), with Māori (68%), Asian (76%), and Pacific peoples (78%) achieving higher rates.

The aim of the HPV vaccination programme is to achieve herd immunity against HPV at a level that reduces the transmission of HPV infections. Although NZ's HPV vaccine uptake rate is trending upwards and is currently 68% (**Figure** 1), modelling studies suggest that the rate of uptake may need to reach at least 80% for herd immunity to be achieved.^{9,10}





Vaccination hesitancy

Vaccination hesitancy is a delay in acceptance or refusal of vaccination despite the availability of vaccination services.^{11,12} Vaccination hesitancy impacts directly on vaccination coverage rates.

Parents

In the setting of national vaccination programmes that target adolescent girls and boys, parents are the key decision maker with regard to their child's health and perceive that they should be significantly involved in the decision to have their daughter or son vaccinated against HPV.^{13,14}

Many factors play a role in parental vaccination hesitancy but the key factors associated with HPV vaccination declines are believing their son or daughter is not sexually active or too young to be vaccinated, limited knowledge and understanding of HPV (especially the widespread nature and consequences of HPV infection) and HPV vaccination (especially vaccine safety and that vaccination can benefit male as well as female health), and lack of a healthcare provider HPV vaccination.^{5,15-17}

Data from a nationally-representative sample of US parents with adolescent children suggest that parental HPV vaccination hesitancy is common.¹⁸ Of the parents surveyed, 28% reported having refused and 8% having delayed getting HPV vaccination for their child. The vaccination beliefs and communication preferences of parents who refused differed from those who delayed. The main difference was that parents who delayed vaccination did so because they needed more information, whereas parents who refused vaccination had specific concerns. Most parents reported that talking to a doctor or reading an information sheet would be helpful in making a decision about HPV vaccination, although these resources were endorsed less often by vaccination refusers (**Figure 2**). Poor or inadequate communication can contribute to increased levels of parental vaccination hesitancy, indicating the need for targeted communication strategies irrespective of the setting.¹¹



Figure 2. Perceived helpfulness of information sources about HPV vaccination among US parents who refused (n=432), delayed (n=118), or neither refused nor delayed (n=934) HPV vaccination for their child according to an online survey conducted in the US.¹⁸

Healthcare providers

Healthcare providers have an essential role to play in optimising vaccination uptake.⁶ Of the many factors that influence HPV vaccination uptake, the role of healthcare providers is probably the most critical; indeed, a healthcare provider's recommendation is an important predictor of HPV vaccination.¹⁹

However, HPV vaccination hesitancy also exists among healthcare providers.²⁰ For example, in a survey of healthcare providers in Spain, one in four respondents reported having doubts about at least one vaccine in the current recommended childhood vaccination schedule, with there being most doubt about the HPV vaccine (15.5% of respondents).²¹ Similarly, a survey of GPs in France found that



Human Papillomavirus Vaccination Hesitancy and Uptake

only 83% would recommend HPV vaccination for their patients and even fewer (74%; p<0.001) would recommend HPV vaccination for their own daughters.²² In a US survey, only 76% of healthcare providers reported routinely recommending HPV vaccine for girls (ages 11 to 12 years) and significantly less (46%) did so for boys (p<0.001).¹⁹

The main reasons for HPV vaccination hesitancy among healthcare providers are summarised in **Table 2**. Some of these challenges include time constraints, the prospect of awkward conversations about sexual health, and feeling ill-equipped to address parental vaccination hesitancy.^{5,19-21}

In terms of recommending HPV vaccination to young adolescents, some healthcare providers find it uncomfortable discussing issues of sexual health and behaviour associated with HPV transmission, particularly with younger adolescents, making it less likely that they will strongly recommend HPV vaccination.^{23,24} It is possible that value judgements about HPV vaccination, including values relating to sexual activity, may discourage healthcare providers from routinely recommending the vaccine to young women, hence restricting access to the vaccine.²⁴

Another of the reasons for vaccination hesitancy among healthcare professionals is a lack of understanding of HPV. A recent local study found that, although the overall level of HPV knowledge among NZ healthcare professionals was adequate, significant gaps in knowledge do exist.²⁵ The study authors proposed the need for more provider education to avoid misinformation and stigma being unintended outcomes of conversations between healthcare professionals and the public.

There is also evidence that some physicians consider discussions with parents about adolescent HPV vaccination and sexual health to be burdensome, requiring more time than discussions about other adolescent vaccines and consequently may recommend HPV vaccination less strongly.^{20,26} Indeed, healthcare providers who perceive parents as being opposed to HPV vaccination for their child may be reluctant to recommend the vaccine due to concerns about initiating time-consuming or confrontational discussions.^{5,19}

Reasons for HPV vaccination hesitancy in parents	Reasons for HPV vaccination hesitancy in healthcare providers
 Lack of an HPV vaccination recommendation from a healthcare provider 	 Limited understanding of HPV- related diseases, especially in males
Concerns about vaccine safety	Concerns about vaccine safety
 Lack of knowledge about the number and types of cancer that HPV causes 	Discomfort talking about sexual behaviour
 Belief that their child is not sexually active or does not need vaccination 	 Anticipating parental hesitancy and lack of ability to address hesitancy
Lack of information	Lack of time for vaccination discussions

 Table 2. Summary of key reasons for HPV vaccination hesitancy in parents of adolescents and healthcare providers.
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Overcoming vaccination hesitancy

Vaccination hesitancy is complex, having multiple determinants and involving the beliefs and attitudes of multiple players.^{11,24} Vaccination strategies targeting healthcare providers, parents, and young adolescents that address the main reasons for hesitancy will likely be needed to reduce vaccination hesitancy and increase HPV vaccination uptake.

Healthcare provider recommendation

A convincing HPV vaccination recommendation by a healthcare provider is associated with improved parental vaccination attitudes and acceptance,^{17,28} and does not seem to negatively affect the provider-parent encounter or the parents' trust in the information provided, even among parents who are vaccination hesitant.²⁸ Physicians who take an approach that presupposes a parent will

vaccinate their child or directs a parent to have their child vaccinated is more likely to be successful in ensuring that child is vaccinated against HPV than physicians who take a collaborative approach or merely inform a parent of the availability of the vaccine.^{29,30} For example, a qualitative analysis of US healthcare provider conversations with HPV vaccination-hesitant parents found that, even in discussions with parents who were assertive in their initial hesitancy, providers who were persistent rather than acquiescent in addressing their concerns were successful in getting teenagers vaccinated against HPV.³¹

Examples of healthcare provider-parent conversation messages

Provider: "I know there are stories in the media and online about vaccines, and I can see how that could concern you. However, I want you to know that HPV vaccine has been carefully studied for many years by medical and scientific experts. Based on all of the data, I believe HPV vaccine has a very good safety profile."

Parent: "Could HPV vaccine cause my child to have problems with infertility?"

Provider: "There is no data to suggest that the HPV vaccine will have an effect on future fertility. However, women who develop cervical cancer could require treatment that would limit their ability to have children. Starting the HPV vaccine series today could prevent that from happening and protect your daughter's ability to bear children."

It is possible that healthcare providers may overestimate parental vaccination hesitancy.¹⁶ Having determined via an online survey that many parents who refuse or delay HPV vaccination subsequently have their child vaccinated anyway, a group of US researchers has suggested that healthcare providers who encounter parental hesitancy should persist in offering vaccination recommendations.¹⁸

In addition, a recent Cochrane review of randomised controlled trials found that face-to-face interventions to inform or educate parents about childhood vaccination have the potential to improve parents' vaccination knowledge, parents' intention to vaccinate, and improve children's vaccination status.³²

There is a need to develop tools that support and enable healthcare providers to deal with HPV vaccination hesitancy.¹⁹ Potentially useful tools for counselling hesitant parents include HPV information sheets or brochures, especially those tailored to specific parent concerns or to parents' cultural background.^{19,33} Training on delivering a presumptive vaccination recommendation and to help healthcare providers to address vaccination hesitant parents' questions is likely to be valuable.^{20,33}

In terms of non-parent consultations, having a healthcare provider as a source of factual information and positive vaccination attitudes has been cited as being associated with higher vaccination uptake among teenage girls.³⁴ In an Australian survey, a majority (61%) of unvaccinated adolescent girls and young adult women not yet having received the HPV vaccine reported that a recommendation from a GP would increase their HPV vaccination acceptance.¹³ According to a US study, young adult women and men who received a recommendation from a physician or healthcare provider were >35-times more likely to receive at least one dose of HPV vaccine relative to those who did not receive a recommendation.³⁵

These findings suggest that healthcare providers should make the effort to inform and strongly recommend HPV vaccination to parents and adolescent and young adult patients.

Recall/reminder systems

Substantial evidence exists that parent/patient reminder or recall systems can improve vaccination uptake rates,^{36,37} including for HPV vaccination and especially for vaccine series completion.³⁸⁻⁴¹ The recall-reminder tools typically used have been phone calls, mailed postcards or brochures and letters, and text messages. The results of one study suggest that allowing parents to choose their preferred recall method for HPV vaccination is effective in increasing vaccination series completion rates.⁴⁰

Social media

There now exists the potential for vaccination attitudes to be informed and influenced by online and social media sources,^{42,43} and vaccine hesitancy to be monitored and addressed.^{44,45} Analysis of health-related debates and sentiment expressed on social media may help to direct the targeting and design of strategies to improve health communication and facilitate vaccine uptake.^{43,45}

Examples of using social media to raise awareness and help to increase vaccination uptake include Facebook and Twitter accounts devoted to adolescent health, including HPV infection and vaccination, and a dedicated HPV vaccination web site designed for anyone to access evidence-based information, materials, and FAQs.⁴⁶

Currently, however, there is a lack of systematic and rigorous research examining the effects of social media on HPV-related knowledge, attitudes, and behaviours.⁴⁷ Further research is required to better determine how social media can be utilised to reduce vaccine hesitancy and increase HPV vaccine uptake.

Multi-component strategies

In terms of HPV vaccination strategies, there is increasing evidence that no single intervention is effective in mitigating vaccination hesitancy and facilitating vaccination uptake and that multi-component interventions are more effective (and may even work synergistically), resulting in increased healthcare provider vaccine support, improved parental/patient attitudes toward HPV vaccination, and increased vaccination uptake.^{38,48,49} In particular, healthcare provider education and training that support strong healthcare provider recommendation and parent/patient reminder or recall systems should be the basis of any multicomponent strategy.

For example, a pragmatic trial of a five-component healthcare provider communication training intervention on adolescent HPV vaccination, which was implemented in 16 primary care practices in the US, found that it significantly improved HPV vaccination uptake and completion among adolescent patients.³³ Healthcare providers reported that the communication training and customised patient information fact sheets were the most used and useful intervention components.³³ They considered communication training that taught a presumptive approach to be most beneficial component for introducing the HPV vaccine and motivational interviewing to be the most beneficial component for countering HPV vaccine hesitancy.⁵⁰

School-based vaccination

The most rapid declines in HPV-related outcomes have occurred in countries with school-based vaccine delivery (e.g., the UK, Australia, and NZ), suggesting that this strategy achieves faster introduction and higher vaccination uptake than community-based vaccine programmes.⁵¹ Moreover, higher and more equitable uptake of HPV vaccination is generally achieved with school-based compared with community-based vaccination programmes.^{52,53} Indeed, a retrospective analysis of school-based HPV vaccination in the Auckland region identified high rates of uptake overall (71.5%) with uptake being highest for Pacific (88%) and Māori (78%) sub-populations.⁵⁴

School-based vaccination is also an effective strategy because vaccination targets can be reached directly, there is no need for a healthcare provider's recommendation, and parents are easily contacted for consent. Because written parental consent is required in this setting, reaching disengaged or vaccination hesitant parents is important.²⁴ However, schools are ideal channels for health promotion and education and school-based HPV vaccination for parents and students can be effective in increasing acceptability of HPV vaccination.^{55,56} HPV vaccine uptake in school-based HPV vaccination can be further increased by sending text message reminders to parents or guardians, as demonstrated in a recent randomised controlled Australian study.⁵⁷

IMMUNISATION ADVISOR COMMENTS – LISBETH ALLEY

The positive impact of preventing infection with cancer-causing types of HPV has been well demonstrated and the evidence for the safety of HPV vaccines is impressive. There is global evidence of a decline in vaccine type HPV infections, cervical pre-cancers, and genital warts in countries that are offering HPV vaccine, and vaccine effectiveness has been demonstrated even with moderate vaccine coverage.

A health provider's skills and confidence around vaccine conversations can have a significant impact on parental confidence and acceptance. A positive recommendation by a trusted health professional has been shown to strongly influence the likelihood of children receiving childhood vaccines, including acceptance of HPV vaccination. Social media plays a significant role in spreading myths and misinformation about HPV vaccines, which can undermine community confidence. Health professionals need to be aware of circulating myths and be able to respond confidently to any concerns encountered on social media.

Health provider strategies that have been shown to be effective at improving HPV vaccine uptake are:

- Actively recommending the vaccine, using motivational interviewing techniques and taking a persistent and presumptive approach to vaccine discussions.
- Using current resources, accessing health professional education and updates around the safety and effectiveness of HPV vaccines to increase knowledge and confidence.
- Ensuring pre-calls and recalls are enabled and actioned using the client's nominated preferred method, e.g. texting/emailing/phoning.
- Addressing vaccine hesitancy by creating a trusting relationship, having an ongoing conversation, and proactively offering accurate, supportive and encouraging information whenever opportunities present.
- If parents/patients initially decline or delay vaccines, continuing to
 offer all subsequent vaccine events when due, so that they are aware
 the vaccines continue to be recommended and relevant, and that
 catch-ups are available.

We need to ensure that parents and young people in NZ are aware of the benefits provided by HPV vaccines and can access the protection they provide. Health professionals have a responsibility to ensure their knowledge around HPV vaccines is up to date so they can confidently recommend HPV vaccine to parents and young people, and to employ strategies to encourage access to, and uptake of HPV vaccines.

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EXPERT'S CONCLUDING COMMENTS – HELEN PETOUSIS-HARRIS

Despite the impressive impact on disease HPV vaccines have made, along with the notable safety profile, there has been considerable opposition to the vaccine since its introduction. The HPV vaccines are some of the best vaccines ever developed in terms of form and function, so much so that it might be possible to eliminate cervical cancer. So, why have these remarkable vaccines been plagued by such active obstruction and hesitancy?

The answer is simple or complex, depending how you want to break it down. The simple answer is the money trail. The more complex answer involves the interplay between the opportunities offered by litigious societies, cognitive biases and motivated reasoning, together with the unprecedented penetration of an uncensored social media. The result of all this is a problem of such monumental significance that the World Health Organization signalled vaccine hesitancy as one of the top ten public health challenges for 2019. This issue is up there with climate change, pollution, and pandemic flu. What does this mean for HPV vaccination?

While it might all seem overwhelming, there are ways forward. Some of the countries that have been most affected by HPV vaccine hesitancy have fought their way back. Denmark watched their HPV vaccine coverage dive from 79% in the 2000 birth cohort to 17% in the 2003 cohort. After some research to ascertain knowledge, attitudes, and decision patterns it was found that nearly all parents who doubted whether to vaccinate their daughters had heard stories about the suspected side-effects, primarily through media and online. A campaign (Stop HPV, Stop Cervical Cancer) was launched using a network comprised of medical and patient organisations and support from the WHO Europe. Various media were used, in particular Facebook where most of the debate occurred. The result? By early 2018 uptake had doubled. The lessons from Denmark were shared with other countries in Europe, such as Ireland, who as a result of a similar collaborative campaign, are seeing a rapid return to higher coverage.

These successful approaches drew the collective health organisations, such as nurses, paediatricians, public health, pharmacies, cancer societies ... etc together to provide a loud unified voice about the diseases and the vaccine. Parents were offered and encouraged to seek the facts about the diseases and the vaccines through social media and other channels. The response to these efforts was immediate and positive with dramatic increases in coverage.

The case of HPV vaccine hesitancy illustrates that with a collective effort we can overcome the rising tide of vaccine hesitancy and take control of the communication environment. However, this takes commitment and leadership. Should we wait for a crisis to occur, like Denmark, Japan, Ireland, Columbia and many other countries have experienced, or should we focus on building resilience and trust in our community so that when a vaccine scare hits town we are prepared?

What can you do as an individual healthcare professional or small organisation?

- Have good science-based resources on hand (many sources).
- Be up to date with knowledge and confident.
- · Have example stories to discuss.
- Promote the vaccine confidently cancer prevention and the vaccine are extremely safe.

TAKE-HOME MESSAGES

- HPV vaccination has the potential to substantially reduce rates of HPV-related cancer and the associated disease burden.
- The success of a national HPV vaccination programme is dependent on an effective vaccine achieving high vaccination coverage.
- NZ's HPV coverage rate is 68% (in females) and increasing; vaccination rates may need to be >80% for herd immunity to be achieved.
- Low HPV vaccination uptake is at least partly driven by vaccination hesitancy, especially parental hesitancy.
- HPV vaccination is more likely to occur if it is healthcare provider directed.
- Perceived parental hesitancy and time constraints discourage some healthcare providers from routinely recommending HPV vaccination.
- A strong healthcare provider recommendation and parent/patient reminder or recall systems are key components for increasing HPV vaccination uptake.
- Multicomponent HPV vaccination strategies are likely to be more effective than single-component strategies for increasing HPV vaccination uptake.
- School-based vaccination programmes generally achieve higher and more equitable uptake of HPV vaccination than community-based strategies.

Gardasil Funding

Human papillomavirus (6, 11, 16, 18, 31, 33, 45, 52 and 58) vaccine [HPV] is funded for any of the following:

- 1. Maximum of two doses for children aged 14 years and under; or
- 2. Maximum of three doses for patients meeting any of the following criteria:
 - 1. People aged 15 to 26 years inclusive; or
 - 2. Either:
 - People aged 9 to 26 years inclusive
 - 1. Confirmed HIV infection; or
 - 2. Transplant (including stem cell) patients: or
- 3. Maximum of four doses for people aged 9 to 26 years inclusive post chemotherapy

https://www.pharmac.govt.nz/wwwtrs/ScheduleOnline.php?osq=Gardasil



Human Papillomavirus Vaccination Hesitancy and Uptake

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