



County Approach to HPV Vaccination Improvement

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Executive Director

FIRST, WHO IS ISD?

OUR MISSION is to improve immunization rates through connection, education, and advocacy.

OUR VISION is to eliminate suffering from vaccine-preventable diseases.





IMMUNIZE SD

BUILDING CONNECTION THROUGH COMMUNITY

SEPTEMBER 26, 2023



SOUTH DAKOTA IMMUNNEWS



online & in-the-know



Make sure they are up to date on all recommended vaccines.

SPRING into action



Aunt Sally

- WIFE
- MOM
- ~~MICROBIOLOGIST~~
- ~~DOCTOR~~
- ~~VACCINE EXPERT~~



Will your kid pass the test?



VACCINES for THE WIN

Don't let preventable illnesses sideline them!

Get all recommended vaccines before going back to school.

HPV and the HPV Vaccine

HPV is the MOST common STI Worldwide

85% of people will get an HPV infection in their lifetime.

Almost every unvaccinated person who is sexually active will get HPV at some time in their life.

90%

-Most HPV infections (9 out of 10) go away on their own within 2 years.

-But sometimes, HPV infections will last longer and cause certain types of cancer.

HPV is almost always the cause of genital warts.

HPV can cause cancers of the: mouth and throat, cervix, vulva, vagina, penis, and anus.

The Vaccine isn't NEW, and it is SAFE!

HPV Vaccine Safety in the United States

- We have more than **15 years** of HPV vaccine safety data.
- With more than **135 million doses** of HPV vaccines distributed in the United States, there are robust data showing that HPV vaccines are safe.
- As with all vaccines, CDC and FDA continue to monitor and evaluate the safety of HPV vaccines.
- **Clinicians can reassure parents who may have concerns about HPV vaccination.**

Newer Recommendation to Start Earlier



HPV Rates Lag in Comparison

Select an Age

13-15 Years

13-17 Years

Select Vaccines

Select All

≥ 1 Dose MenACWY

≥ 2 Doses Hep A

≥ 2 Doses MMR

≥ 3 Doses HepB

HPV

≥ 1 Dose, Males

≥ 1 Dose, Females

≥ 1 Dose, Males and ...

Select a Geography

HHS Regions/National

States/Local Areas

Select Survey Years

Select All

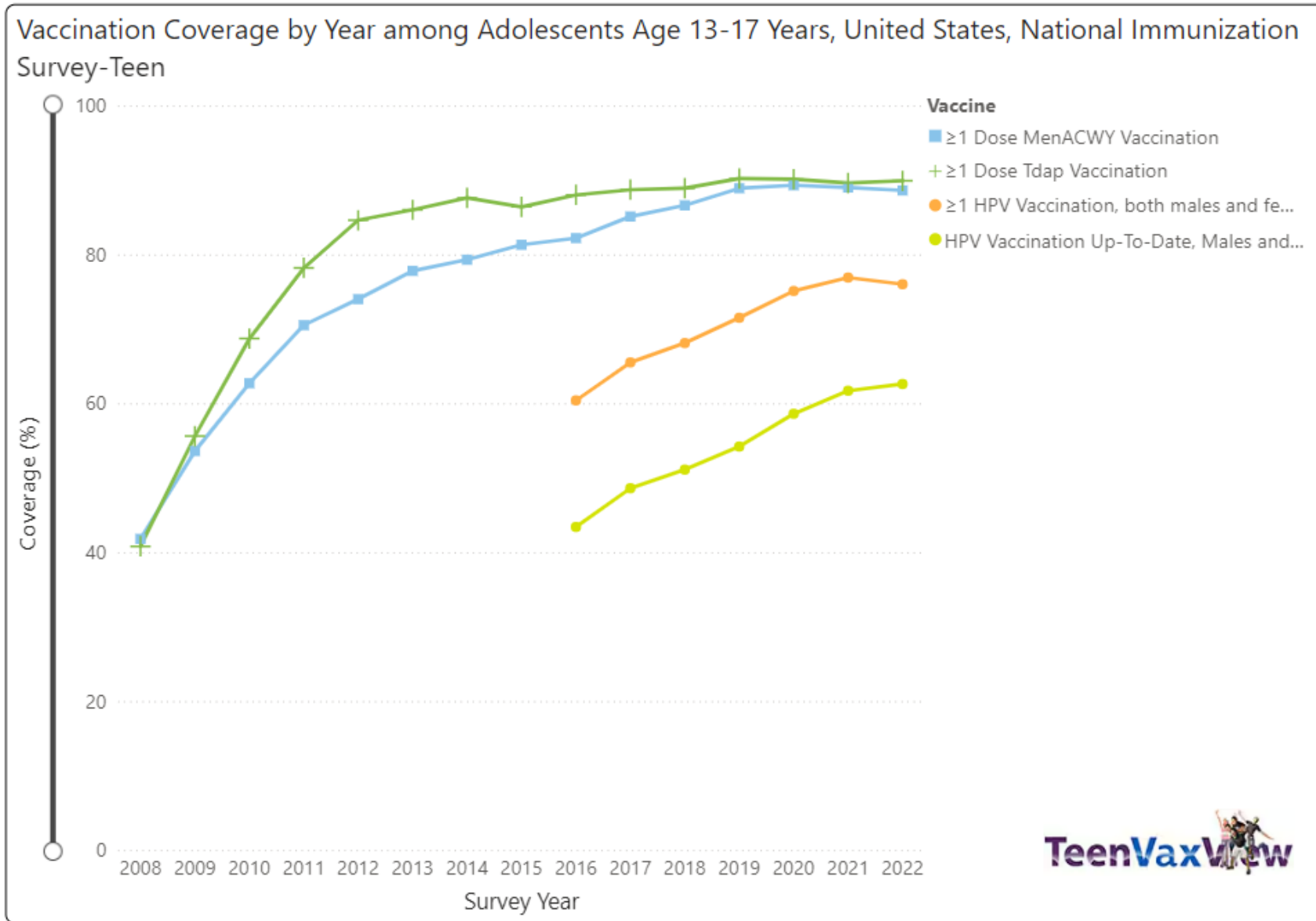
2022

2021

2020

2019

2018



HPV Immunization Rates by State

Select a Vaccine

- ≥3 Doses, Females
- ≥3 Doses, Males and...
- Up-to-Date, Males
- Up-to-Date, Females
- Up-to-Date, Males a...

▶ Tetanus

▶ Varicella

Select Geographies

- Select All
- HHS Regions/National
- States/Local Areas

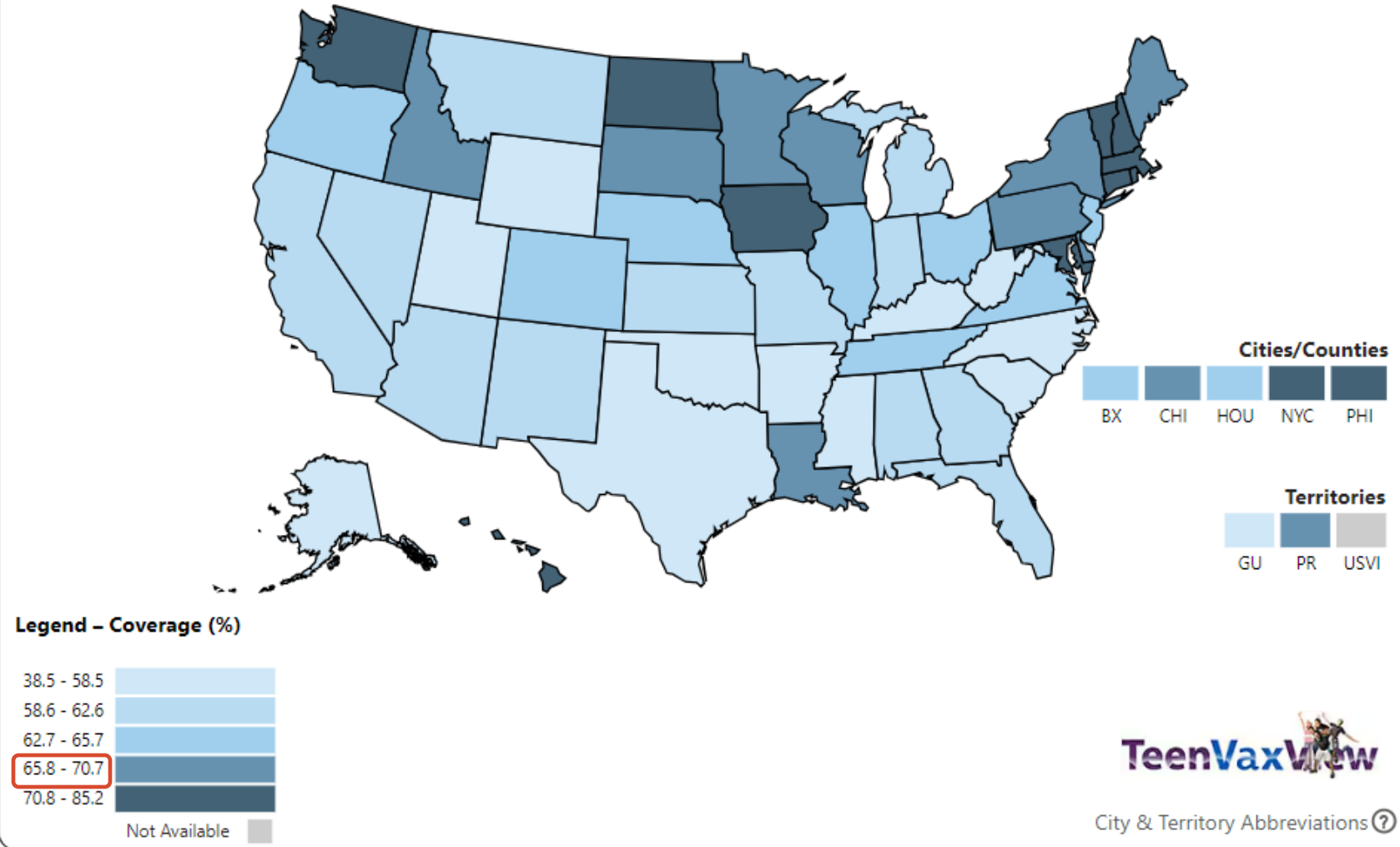
Select an Age

- 13-15 Years
- 13-17 Years

Select a Survey Year

- 2022
- 2021
- 2020
- 2019
- 2018
- 2017
- 2016

Up-to-Date HPV Vaccination Coverage among Adolescents Age 13-17 Years, 2022, National Immunization Survey-Teen



HPV Vaccination is
Cancer Prevention!

ISD County Project

Project Concept

Identify key stakeholders in the community to create County Immunization Action Teams.

Work with Teams to identify barriers to HPV vaccination and opportunities to increase vaccine confidence and immunization rates unique to their respective counties. Think outside of just health care providers.

Create and execute custom action plans utilizing evidence-based interventions for each county to overcome identified barriers to HPV vaccination. Keep focus on initiation at age nine.

Leave each county with a strong immunization neighborhood to ensure that vaccine confidence and access are equitably addressed across South Dakota.

Selection Criteria

Counties that have HPV immunization rates below 70% (used 2019 data initially), but a high enough population of ages 9-12 to make an impact (more than 100 kids and more than 50 unvaccinated kids).

<i>County Level Data from 2019 – HPV,</i>					<i>School Data 21-22</i>
County	HPV Rate one or more doses	Number of Kids	Exemption Rates	Impact (number of kids not immunized)	Tdap/Mening
Beadle	77.3	321	.9	73	
Brookings	64.3	340	.3	121	(88/88)
Brown (Aberdeen)	66.2	454	3.5	153	(95/95)
Butte (Belle Fourche)	34.3	105	5.7	69	
Coddington (Watertown)	61	396	2.3	154	(93/43)
Hamblin	63.1	106	4.7	39	
Hughes (Pierre and east)	71.9	263	1.1	74	
Hutchinson	53.2	98	8.2	46	
Lake	75.1	152	3.3	38	
Lawrence (Spearfish)	54	241	5.4	111	(83/83)
Meade (Sturgis and east)	73.6	268	1.5	71	
Minnehaha	65.9	2853	2.2	973	(92/92)
Moody	73.5	134	0	36	
Oglala Lakota (south of Rapid)	62.7	274	.7	102	(89/89)
Pennington	76.7	1451	1.8	338	
Todd	70.7	209	0	61	
Turner	65.1	105	1.9	37	
Union	78.7	238	3.4	51	
Yankton	55.1	237	1.3	106	(96/96)

Timeline

Year One (June 2023 – May 2024) Counties: Yankton, Minnehaha, Brookings, and Codington

Year Two (June 2024 – May 2025) Counties: Brown, Lawrence, Oglala Lakota, and Butte

Timeline:

- Q1: analyze data, confirm 4 counties to work with, reach out to partners in those counties
- Q2: work with partners, discuss strategies, create action plans
- Q3-Q4: travel to counties, in-person meetings, assist with strategy implementation, evaluate vaccine rate changes.



Examples of Evidence-Based Interventions in Action

Social media awareness campaigns on HPV and the HPV vaccine. (e.g., Facebook, Twitter, etc.)

Disseminate vaccine educational materials at local schools, community events, etc.

Educate parents on the VFC program - that cost should not be a barrier to the HPV vaccine.

Educate providers on best practices for HPV vaccine recommendation.

Provide incentives for vaccine appointments and overall wellness checks.

Host a school-based vaccine clinic or extended hours or offer vaccines at established school events.

Partner with trusted community organizations not traditionally associated with vaccinations.

Partner to host a pop-up clinic.

Create a proposal for leadership to standardize vaccine processes.

Partner with PHN or other services in the county.

Create a proposal for leadership to have the EHR flag the HPV vaccination at age 9.

Example Action Plan


Task <i>What we're doing</i>	Details <i>What all will be included</i>	Timing <i>When we're doing it</i>	Audience <i>Who it is meant for</i>	Distribution <i>How it is disseminated/Where it will be housed</i>
Health care professional education via staff meetings			clinic staff at any clinic available or interested	can be delivered virtually or in person
Provider letter to partners	YMC, Dr. Willman	shared in March 2024		
Myth busting posters		Created in April/May, in time to be used in summer and fall, when sports physicals, well-child checks, and vaccine appointments are high	to be used in exam rooms or other patient settings for parent education	printed, and distributed to clinics across the county for exam rooms, electronically shared with all partners, housed on ISD's website
Awareness campaign on social media		Created in March/April Running Mid-April through August	Parents and caregivers in Eastern South Dakota	TikTok, Instagram, Facebook, and Youtube
Informational fliers		Created in March/April to be used later in summer during back to school events	to be used by county public health, clinics, and school nurses to use for parent education	printed and distributed to parents of school age children, either via the school districts or through a partner event such as backpacks/school supplies for back to school, electronically shared with all partners, housed on ISD's website

Example Action Plan

Task	Details	Timing	Audience	Distribution
<i>What we're doing</i>	<i>What all will be included</i>	<i>When we're doing it</i>	<i>Who it is meant for</i>	<i>How it is disseminated/Where it will be housed</i>
Parent educational videos	In English, Spanish, and Kunama	Created in April/May, in time to be used in summer and fall, when sports physicals, well-child checks, and vaccine appointments are high	to be used by county public health, clinics, and school nurses to use for parent education	Housed on ISD website; links and QR codes to be used on various materials
Myth busting posters	with a QR code to the videos created	Created in April/May, in time to be used in summer and fall, when sports physicals, well-child checks, and vaccine appointments are high	to be used in exam rooms or other patient settings for parent education	printed, and distributed to clinics across the county for exam rooms, electronically shared with all partners, housed on ISD's website
Awareness campaign on social media	direct to the videos when appropriate	Created in March/April Running Mid-April through August	Parents and caregivers in Eastern South Dakota	TikTok, Instagram, Facebook, and Youtube
Informational fliers	In English, Spanish, Swahili, and Amharic	Created in March/April to be used later in summer during back to school events	to be used by county public health, clinics, and school nurses to use for parent education	printed and distributed to parents of school age children, either via the school districts or through a partner event such as backpacks for back to school, electronically shared with all partners, housed on ISD's website

Parent education poster, plus flyers in four languages (English, Spanish, Swahili, and Amharic.) QR code leads to education videos.

Will your kid pass the test?



DID YOU KNOW...


Almost **80%** of unvaccinated children will eventually test positive for HPV as adults.

.....

HPV can lead to certain types of cancers and often goes unnoticed until it is too late.

.....


The vaccine protects your 4th or 5th graders now so they can go on to live full and healthy lives.



HPV protection is CANCER PREVENTION.

TALK TO YOUR CHILD'S PROVIDER OR LOCAL COMMUNITY HEALTH NURSE FOR MORE INFO.
immunized.org/hpv

SCAN CODE TO LEARN MORE. >



The HPV vaccine is a recommended vaccine but not required for school entry in South Dakota.

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Flyers and Posters Distributed

Organization	County	Quantity of POSTERS	Quantity of Flyers	Language (Flyer only)	Quantity of Flyers	Language (Flyer only)	Quantity of Flyers	Language (Flyer only)	Quantity of Flyers	Language (Flyer only)
Horizon Health Care	Yankton	4	50	English	50	Spanish		Swahili		Amharic
Yankton Medical Clinic	Yankton	20	50	English	1	Spanish				
Potential School/backpack event	Yankton		100	English	50	Spanish				
Avera Health	Yankton			English		Spanish		Swahili		Amharic
Public Health	Yankton	3		English						
Sioux Falls School District	Sioux Falls	30	1100	English	300	Spanish	100	Swahili	100	Amharic
Avera Resource Center	Minnehaha	3	50	English	200	Spanish	100	Swahili	100	Amharic
Avera Cancer Institute	Minnehaha	0	50	English	50	Spanish	25	Swahili	25	Amharic
Lutheran Social Services	Minnehaha	3	50	English	200	Spanish	100	Swahili	100	Amharic
Sanford Cancer Center	Minnehaha	0	100	English	100	Spanish	50	Swahili	50	Amharic
Center for Family Medicine	Minnehaha	10	0	English						
Falls Community Health	Minnehaha	3	50	English	20	Spanish	10	Swahili	10	Amharic
SD Parent Connection	Minnehaha	0		English						
Public Health	Minnehaha	5	50	English	25	Spanish	10	Swahili	10	Amharic
Teddy Bear Den	Minnehaha	0	25	English	15	Spanish	10	Swahili	10	Amharic
PLHS Brown Clinic Watertown	Codington	2	10	English	2	Spanish				
Potential School/backpack event	Codington		100	English	50	Spanish				
Sanford Clinic Lake Norden	Codington	1	3	English	1	Spanish				
Sanford Clinic Clark	Codington	1	3	English	1	Spanish				
Public Health	Codington	3		English						
Sanford Clinic Watertown	Codington	3	6	English	3	Spanish				
Sanford Clinic Estelline	Codington	1	3	English	1	Spanish				
Avera Health	Brookings			English		Spanish		Swahili		Amharic
Access Health	Brookings			English		Spanish		Swahili		Amharic
SDSU Allied Health	Brookings	1	100	English	5	Spanish				
Potential School/backpack event	Brookings		100	English	50	Spanish				
		93	2000		1124		405		405	

Parent education videos in English, Spanish, and Kunama are available on ISD's website.

www.immunized.org/parent-videos



Video Ads

Ran on Facebook/Instagram, TikTok, and YouTube

Immunize South Dakota Sponsored ·

Did you know almost 80% of unvaccinated children will eventually test positive for HPV as adults? Will your kid pass the test?

Will your kid pass the test?

Learn More at ImmunizeSD.org/HPV

immunizesd.org
Will your kid pass the test? [Learn more](#)

Immunize South Dakota Sponsored ·

HPV protection is cancer prevention. Almost 80% of unvaccinated children will eventually test positive for HPV as adults. Protect your 4th or 5th graders now.

**HPV protection is
CANCER PREVENTION**

.....

Protect your 4th or 5th grade now.

Learn More at ImmunizeSD.org/HPV

immunizesd.org
HPV protection is cancer prevention. Protect your... [Learn more](#)

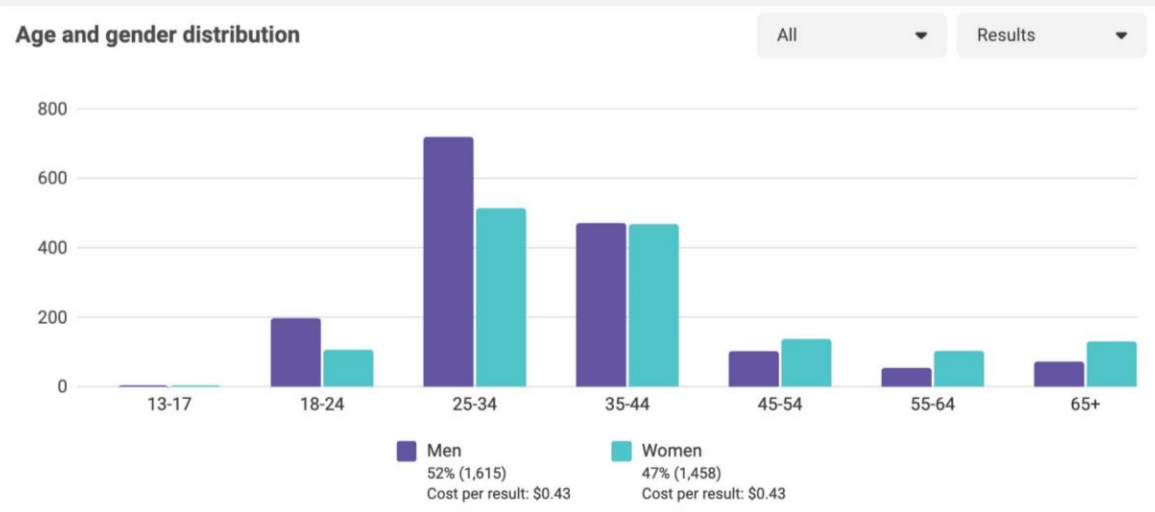
Will your kid
pass the test?

Campaign Metrics - Facebook

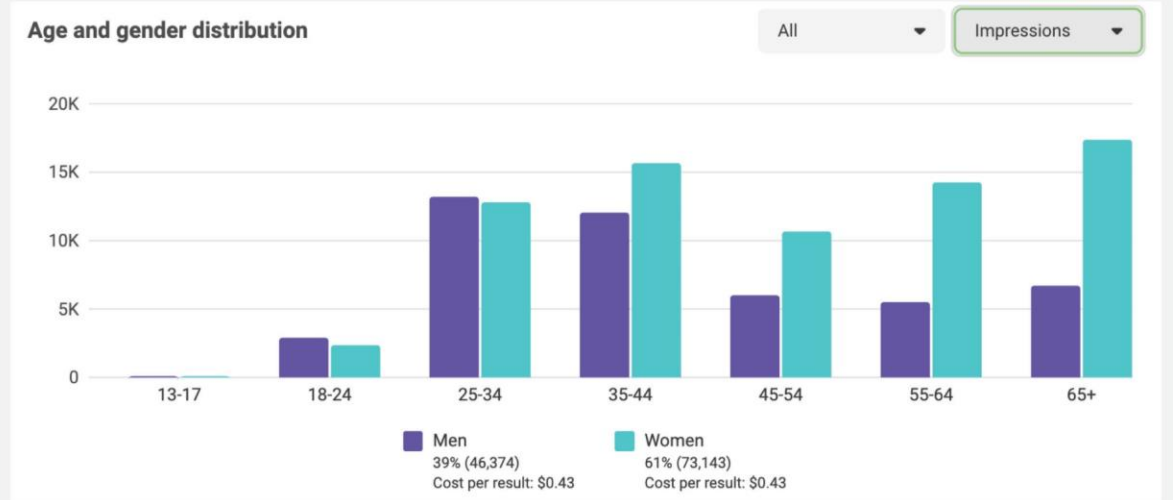
Apr 1, 2024 - Aug 31, 2024

	Ad name	Results	Impressions	Reach	Frequency
1.	Immunize SD April 2024 - Video 1	3,642	121,499	45,267	2.68
2.	Immunize SD April 2024 - Video 2	70	21,661	9,690	2.24

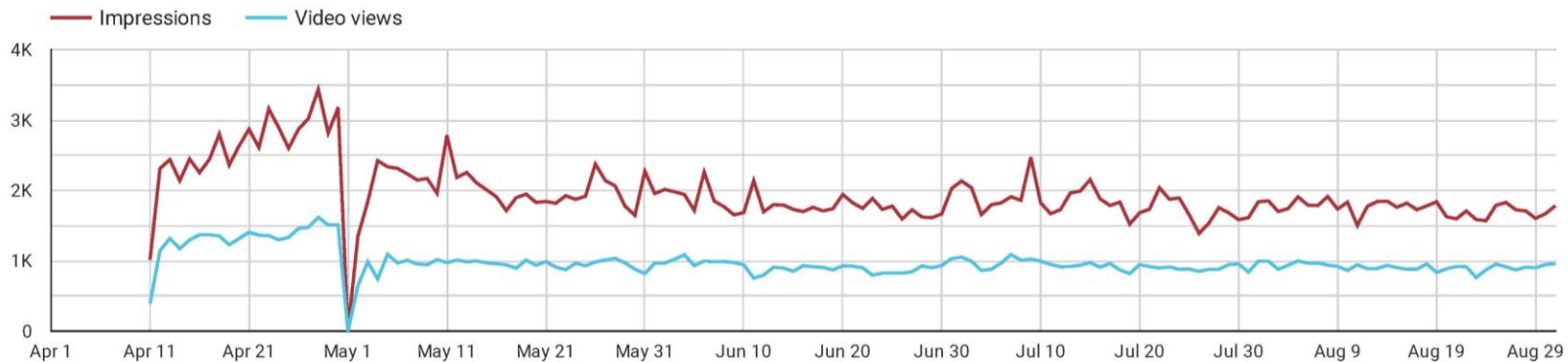
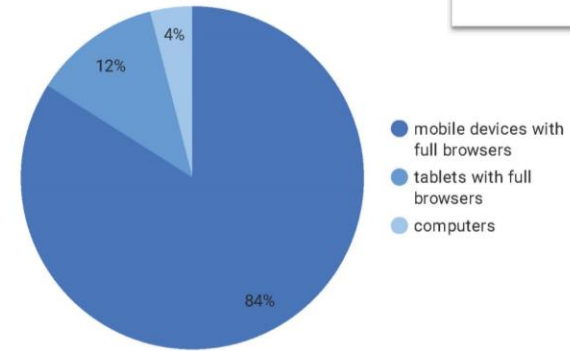
Age & Gender by Clicks



Age & Gender by Impressions



Campaign Metrics - YouTube

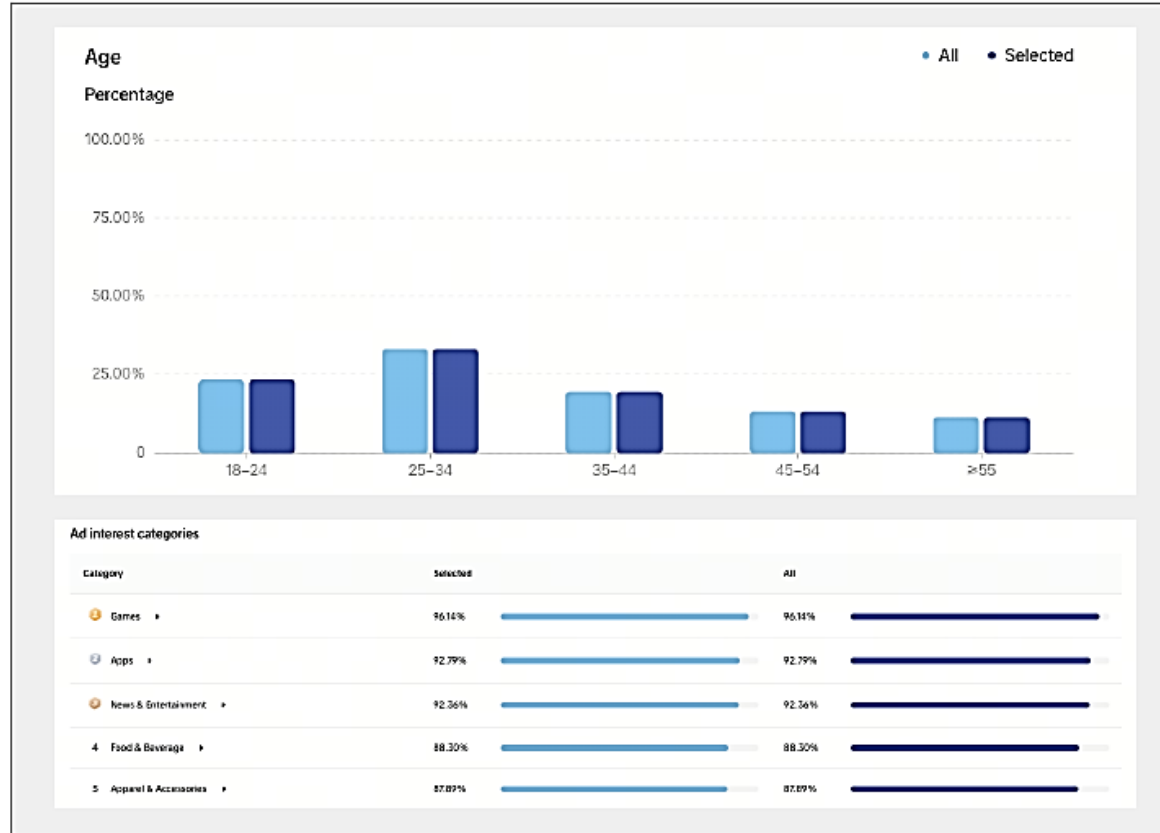


Campaign Metrics - TikTok

Clicks
1,238

Impressions
47,698

Apr 1, 2024 - Jul 31, 2024



Reflection: Barriers and Opportunities

Barriers



- School Nurses and Public Health Nurses mostly declined to participate in the county teams.
- During meetings, county partners hesitated to engage or brainstorm ideas. Most ideas for the action plans came from ISD.
- Finding common availability for meetings was difficult and often delayed the project timeline by several weeks.

Opportunities

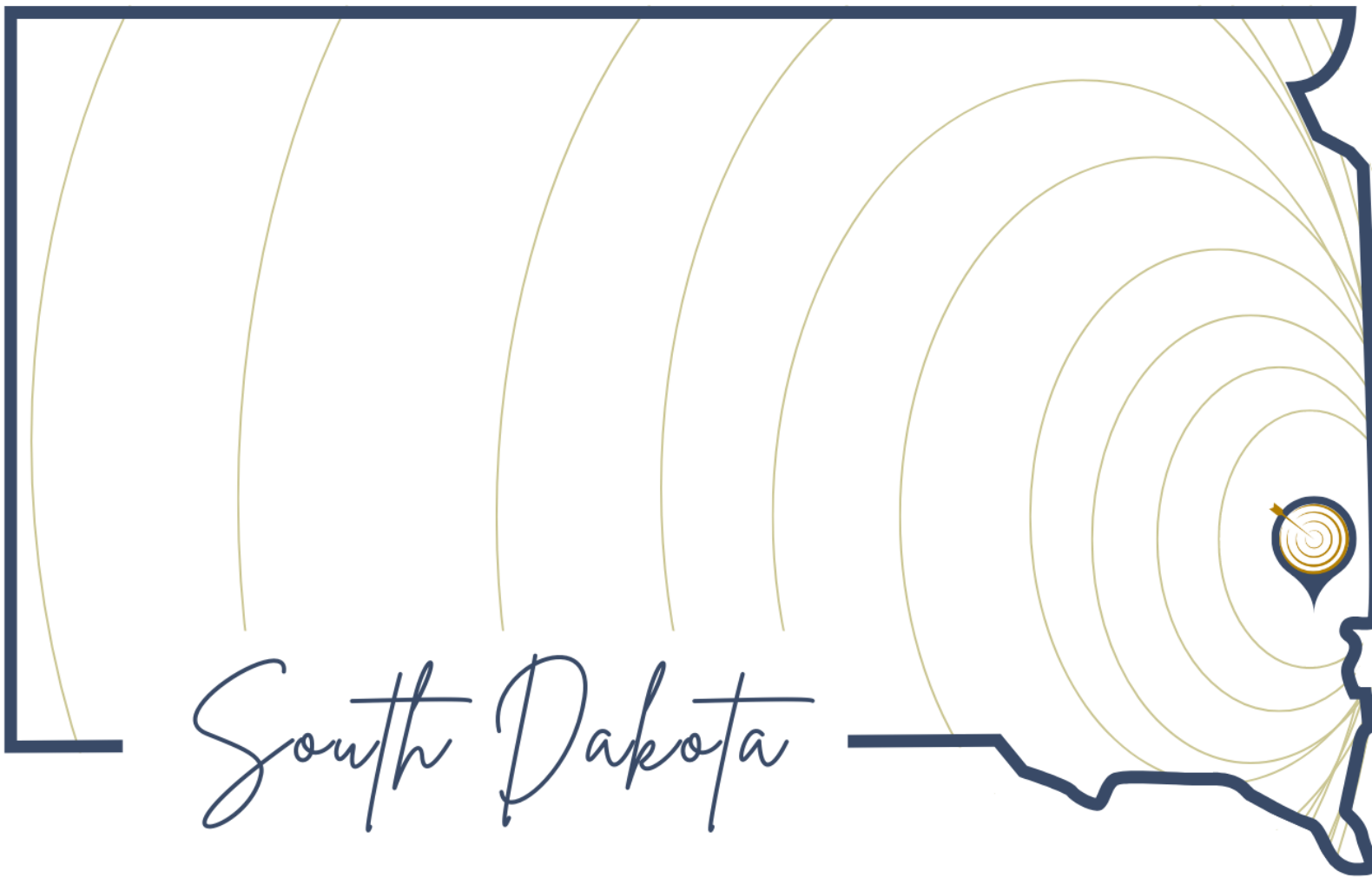


- Campaign materials and parent education materials will be reworked to incorporate more Native American cultural aspects.
 - ISD will be looking for a partner with cultural expertise to consult with.
- There is a data gap between IHS and the SDIIS. ISD will contact the GPTLHB Epidemiologist for data in Oglala Lakota County.

It takes a team!

ISD currently has 95 members from 43 organizations across 22 communities.

New members are always welcome!



Dani Gullickson, Executive Director



executivedirector@immunizesd.org



www.immunizesd.org



Facebook, Instagram, Twitter

[@ImmunizeSD](#)