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How Clinicians Present HPV Vaccine May Affect Uptake

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Announcing that adolescents are due for human papillomavirus (HPV) vaccination may be more effective than having a conversation with families, a *Pediatrics* study finds.

Thirty pediatric or family medicine clinics were randomized to receive announcement training, conversation training, or no training (control):

- The announcement group was instructed to announce that the child was due for and would receive three recommended vaccines that day. If needed, clinicians would try to ease parents' primary concern about HPV vaccination and conclude with an "I recommend..." statement.
- The conversation group was instructed to start a conversation with families about the vaccines recommended for this age group and their benefits. Parents are invited to ask questions.

At 6 months, announcement clinics had a greater increase in HPV vaccine initiation than did the controls (5.4% difference), amounting to 37 more 11- and 12-year-olds who started the series. The conversation clinics' increase in coverage was similar to controls'. Completion rates were similar among groups.

The authors speculate that "announcements normalize HPV vaccination ... making providers more likely to raise the topic and parents more likely to consent to vaccination."