

Identifying Opportunities to Develop Effective HPV and HPV Vaccination Materials at the University of South Carolina

Rosemary Corriero

Undergraduate Student

Biology and Health Promotion, Education, and Behavior

Mentor: Heather M. Brandt, PhD, CHES



Purpose

- To explore current human papillomavirus (HPV) and HPV vaccination messages on the University of South Carolina's (USC) campus and identify opportunities to develop health communication materials to increase awareness of and promote uptake of HPV vaccination
 - Fall 2013: Independent Research Study (Mentor: Dr. Heather Brandt)
 - Exploring HPV vaccination on campus
 - Spring 2014: Magellan Mini-Grant Study (Mentor: Dr. Heather Brandt)
 - Developing HPV vaccination materials



Background & Significance

- HPV is a very common sexually transmitted infection.
- Some types of HPV cause genital warts and cervical and other types of cancer in males and females.
- HPV is most prevalent among 15-24 year olds.
- HPV vaccination is a ***primary prevention tool*** to curtail the subsequent burden of HPV-associated diseases, including cervical cancer.
- Ideal to study HPV vaccination among college students given the high incidence of HPV in this population.



Methods

Fall 2013: Independent Research Study

- Conducted 21 in-depth interviews with USC faculty, staff, and students
- Semi-structured interview guide assessing:
 - Overall campus health
 - Perceptions of HPV knowledge
 - Perceptions of needed information
 - Barriers to HPV vaccination
 - Ways to increase uptake on campus
- Interviews were audio-recorded, transcribed verbatim, and coding using thematic analysis methods



Results

- Most participants were female (81%) and white (71%).
- Age range of participants was 18-69 years with the majority (76%) in the 18-39 years age range.
- Most participants were students (57%) followed by 24% staff and 19% faculty.
- Themes on improving HPV vaccination on campus fell into 4 categories:
 - Building on existing efforts to address sexual health on campus
 - Defining communication channels
 - Developing appropriate message content
 - Identifying appropriate messengers



Methods

Spring 2014: Magellan Mini-Grant Study

- Aim 1: Review existing health education and health communication messages and materials for college students, especially for HPV vaccination, and best practices {In Progress}
- Aim 2: Develop and refine messages and formats {In Progress}
- Aim 3: Pilot test messages and formats {TBD}



Aim 1 Results: Examples of Current Materials

HPV! the club nobody wants to join.

Human papillomavirus (HPV) is the most common sexually transmitted infection (STI) on the planet. Nearly 79 million Americans (25%) currently have it. And every year 14 million more people get it.

Not just for the promiscuous.

A common myth is that only people with many sexual partners get STIs. The truth is, nearly all sexually active men and women get HPV at some point in their lives, even people who've had one partner.

Throat warts. Need we say more?

Recurrent respiratory papillomatosis (RRP) is a rare condition in which warts grow in the throat. How rare? Not nearly rare enough.

Genital warts are hideous. It gets worse.

HPV causes 360,000 cases of genital warts every year, but it's more than a cosmetic issue. Each year, more than 20,000 HPV-associated cancers occur in women. About 12,000 HPV-associated cancers occur in men.

Get the HPV Vaccine.

Girls and boys should receive an HPV vaccine at age 11 or 12. Cervarix and Gardasil are the vaccines for females. Gardasil is recommended for males. The vaccines are available for young adults up to age of 26, after which it has not been shown to be effective.

SEATTLE CANCER CARE ALLIANCE
Fred Hutchinson Cancer Research Center
Olin Medicine
Seattle Children's



- ondoms may lower chances of getting HPV, genital warts, or cervical cancer if used the right way every time you have sex. However, HPV can infect areas that are not covered by a condom—so you should not expect condoms to fully protect against HPV.
- Washing the genitals, urinating, or douching after sex will not prevent any sexually transmitted disease.
- Females and males can get vaccinated to protect against the types of HPV that most commonly cause health problems. These vaccines are given in 3 doses over 6 months. The vaccines are most effective when all doses are received before a person has sexual contact with his or her first partner.

HPV HUMAN PAPILLOMAVIRUS

There are over 130 different strains of HPV.

SOME STRAINS CAUSE GENITAL WARTS. THERE IS NO TREATMENT BUT HAVING A DOCTOR REMOVE THE WARTS CAN REDUCE THE RISK OF TRANSMISSION.

MOST STRAINS CLEAR UP ON THEIR OWN, BUT SOME INCREASE THE RISK OF CERVICAL OR ANAL CANCER.

HPV VACCINES PREVENT 2 (OR MORE) OF THE MOST COMMON CANCER-CAUSING HPV STRAINS. THESE VACCINES ARE MOST EFFECTIVE WHEN COMPLETED PRIOR TO INITIATING SEXUAL CONTACT.

HPV CAN BE TRANSMITTED MANY WAYS

INCLUDING...

So if you have a vagina you should consider a pap smear no matter your sexual orientation.

No HPV Test EXISTS FOR MEN.

Am I ready? Was I good? Do they like me? Should I leave the light on? Have they been tested? What if I get pregnant? I'm nervous. How do you put on a condom? Consent?

Sex is complicated enough.

Is this safe? What if my roommate's home? Does he like me? Should I wait? Does she like me? Should I get tested? Protection? Is this the right time? Are you ready?

HPV doesn't have to be.

Find out if the HPV vaccine is right for you:

UNIVERSITY OF MARYLAND HEALTH CENTER

Leading the Way to Healthier Terps

Human Papillomavirus (HPV) Vaccine Information

Schedule Appointments at myUHC

Find out if the HPV vaccine is right for you:



Discussion

- The college campus is an ideal place to address low levels of HPV vaccination awareness, knowledge, and uptake.
- Independent research study results underscored the need for efforts on the USC campus to address HPV vaccination.
- Our goal is to produce HPV vaccination materials that will increase awareness and knowledge of and participation in HPV vaccination.



Contact Information

- Rosemary Corriero (corriero@email.sc.edu)
- Dr. Heather Brandt (hbrandt@sc.edu)

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