



HPV Vaccination Communications Toolkit:

A Resource for Health Plans

Background

Due to health care disruptions during the pandemic, *millions* of human papillomavirus (HPV) vaccine doses were missed, leaving children and adolescents unprotected against HPV and the cancers it can cause. The Centers for Disease Control and Prevention NIS-Teen data shows that HPV vaccination has remained flat over the past three years with only 57.3% of 13-15 year olds up-to-date in 2023.¹ Without vaccination, these adolescents remain vulnerable to HPV infection and the risk of developing HPV-related cancers later in life. Additionally, screening and treatment for diseases caused by HPV come with a substantial financial burden. Data from 2014–2018 shows that the **U.S. spends an estimated \$9.01 billion annually on direct medical costs for screening and treating diseases caused by HPV.**²

HPV vaccination is cancer prevention. By increasing vaccination rates, we can prevent HPV-related cancers and significantly reduce the annual health care costs associated with HPV.

HPV vaccination can prevent up to 92% of HPV-attributable cancers.³

As a health plan, you have the power to make a meaningful impact by improving HPV vaccination rates, ultimately reducing the risk and burden of HPV-related cancers.



¹ <https://www.cdc.gov/teenvaxview/interactive/index.html>

² [Updated estimate of the annual direct medical cost of screening and treatment for human papillomavirus associated disease in the United States - PMC | NIH](#)

³ [Senkomago V, Henley SJ, Thomas CC, Mix JM, Markowitz LE, Saraiya M. Human papillomavirus-attributable cancers—United States, 2012–2016. MMWR Morb Mortal Wkly Rep 2019;68:724–8. PMID:31437140](#)

How to Use This Toolkit

This toolkit contains resources to help health plans communicate with health systems, providers, and members about the importance of HPV vaccination and encourage initiation at age 9. Use these resources to help improve HPV vaccination rates and prevent HPV-related cancers within your network.

The first set of tools are for you to use as part of your direct outreach to health systems, providers, and members. The second set of tools are ready-to-use resources to share with health systems and providers for them to use in their own outreach to patients.

OUTREACH TOOLS FOR HEALTH PLAN COMMUNICATIONS WITH HEALTH SYSTEMS, PROVIDERS, AND MEMBERS

- Key Points for Communicating with Providers and Health Systems
- Drop-in Language for Member Communications
- Provider Report Card
- Call-to-Action Letter to Providers

OUTREACH TOOLS FOR HEALTH SYSTEMS AND PROVIDERS TO SUPPORT HPV VACCINATION EFFORTS

- HPV Case Study Template
- Sample Text Messages and Phone Scripts
- Standing Orders
- HPV Vaccine Office Policy
- Provider's Guide to Common Questions
- Sample Letter to Families
- Additional Resources from the American Cancer Society and Expert Organizations

Need help making the business case for prioritizing HPV vaccination? Download the American Cancer Society's [Action Guide for Health Plans](#) for help and to find more programmatic actions (and supporting resources) that your health plan can take to improve HPV vaccination uptake.



Outreach Tools for Health Plan Communications with Health Systems, Providers, and Members

Use the following tools to support your communications about HPV vaccination with health systems, providers, and members. It includes talking points and drop-in language aimed at initiating and enhancing conversations about starting HPV vaccination at age 9. Additionally, you'll find tools such as provider report cards and a call-to-action letter to encourage provider engagement and help increase HPV vaccination rates.

KEY POINTS

Some health systems and providers may not be aware of the significance of initiating the HPV vaccine series at age 9. Below are key points to help your health plan begin the conversation.

Importance of HPV Vaccination at Age 9

- The [American Cancer Society guidelines](#) recommend starting the series at age 9, consistent with ACIP recommendations.
- Before age 13, children need vaccines to prevent HPV cancers, tetanus, diphtheria, pertussis, and meningitis.
- Starting HPV vaccinations at age 9 allows providers and patients more time to complete the HPV vaccine series on time.
- Supporting the initiation of the HPV vaccine series at age 9 aligns with the Healthy People 2030 goals to increase vaccination rates and reduce preventable cancers.
- More than 76.8% of U.S. parents have chosen to protect their children from HPV cancer with the HPV vaccine. However, HPV vaccination rates remain lower than those for other routinely recommended adolescent vaccines.⁴ This leaves many people unprotected against HPV cancers.
- Every child age 9 and older should be vaccinated against HPV to be protected against HPV-related cancers later on in life. Be an advocate for HPV cancer prevention and update your system policies and practices to support age 9 initiation of the HPV vaccine.
- Learn more about the [evidence for age 9 initiation](#) from the National HPV Vaccination Roundtable.



⁴ [TeenVaxView | Adolescent Vaccine Coverage Interactive Data | NIS | CDC](#)

Provider's Role in HPV Vaccination

- A provider's recommendation is the number one reason parents choose to vaccinate their children. Recommend HPV vaccination starting at age 9 to ensure your patients are protected against HPV and the cancers it can cause.
- A strong recommendation at age 9 will increase vaccination success. Starting at age 9 gives health providers and patients time to complete the HPV series before preteens need to get the Tdap (tetanus, diphtheria, and pertussis) and meningococcal vaccinations (MenACWY).
- Learn how to make an effective, strong recommendation from national researchers.⁵

HPV Vaccine Schedule and Effectiveness

- The HPV vaccine is a two-dose series that works best when given between the ages of 9 and 13, for boys and girls. The second dose is given 6–12 months after dose one. The American Cancer Society recommends that children start HPV vaccination at age 9 and complete the series by age 13.
- The American Cancer Society, the ACS National HPV Vaccination Roundtable, and the American Academy of Pediatrics all recommend that HPV vaccination can start at age 9. Studies show that HPV vaccination can prevent up to 92% of HPV-attributable cancers.⁶
- Review data on [HPV vaccine effectiveness](#) to share with parents.



⁵ <https://pmc.ncbi.nlm.nih.gov/articles/PMC10305488/>

⁶ [Senkomago V, Henley SJ, Thomas CC, Mix JM, Markowitz LE, Saraiya M. Human papillomavirus–attributable cancers—United States, 2012–2016. MMWR Morb Mortal Wkly Rep 2019;68:724–8. PMID:31437140](#)

DROP-IN LANGUAGE

Leverage all the ways you communicate with health systems, providers, and members to share messages about the importance, benefits, and urgency of HPV vaccination initiation at age 9. The following are short statements to incorporate into your written communications (newsletters, blog and social posts, member emails, etc.).

Helpful tip: Consider the different communication channels you use to reach your members and think about how you can use them to amplify messaging on initiating HPV vaccination at age 9.

Benefits of Initiating the HPV Vaccine at Age 9

- Studies show that starting the HPV vaccination series at age 9 has proven to increase vaccination rates, decrease parental hesitance, and increase patient satisfaction.⁷
- HPV vaccination is cancer prevention. The vaccine helps protect against six types of cancer, including oropharyngeal (head and neck), cervical, vaginal, vulvar, anal, and penile cancers.
- Get a jump on HPV vaccination by recommending starting at age 9. Initiation at age 9 increases the chances of children completing the HPV vaccine series before age 13.⁸ Health systems who update their EHR to alert or remind providers to begin the HPV vaccine series at age 9 will have a greater chance of improving HPV vaccination rates in their clinics. There's also less focus on sexual activity at this age by parents,⁹ and initiating at age 9 means one fewer vaccine at the age 11 well-child visit.
- The American Cancer Society (ACS), ACS National HPV Vaccination Roundtable, and American Academy of Pediatrics all recommend that HPV vaccination start at age 9. The Centers for Disease Control and Prevention (CDC) and Advisory Committee on Immunization Practices (ACIP) also acknowledge that the HPV vaccine can be given starting at age 9 to protect children against cancers caused by HPV infection.¹⁰
- The [American Cancer Society](#) and [American Academy of Pediatrics](#) strongly recommend beginning the HPV vaccine series at age 9 to increase the chance of completion before the 13th birthday.
- Find actions you can take to improve rates across your [health system/clinic/practice] with the American Cancer Society National HPV Vaccination Roundtable's [action guide for providers](#) and a [video](#) on the benefits of starting HPV vaccination at age 9.
- Find [resources](#) to help you effectively recommend HPV vaccination initiation at age 9.

⁷ [Evidence-Summary-HPV-Vaccination-Age-9-12-Final.pdf](#) | ACS National HPV Vaccination Roundtable

⁸ [Assessing the long-term implications of age 9 initiation of HPV vaccination on series completion by age 13–15 in the US: projections from an age-structured vaccination model](#) | Frontiers

⁹ [Provider Experience Recommending HPV Vaccination Before Age 11 Years](#) - PubMed | NIH

¹⁰ [HPV Vaccine Recommendations](#) | CDC

Strong Recommendations Are Critical to HPV Vaccine Administration

- A clinician’s recommendation is the number one reason parents choose to vaccinate their children. Additionally, the manner in which providers deliver vaccine recommendations can play a role in vaccine confidence and same-day vaccination. Use the [Announcement Approach](#) to pair presumptive announcements with techniques that meet the needs of parents who have questions or feel hesitant.
- Studies show that [presumptive statements](#)—which are brief statements that assume parents are ready to vaccinate—are more effective in improving HPV vaccination coverage than conversing with parents in an open-ended discussion.^{11, 12, 13} Learn more on how to enhance vaccine conversations and increase acceptance through [CDC’s Tips for Talking with Parents about Vaccines](#).
- When providers introduce the HPV vaccine at age 9-10, it is likely to achieve higher initiation and completion rates.¹⁴ Review the [evidence](#) for HPV vaccination initiation at age 9.
- National data show that parents are likely to have their adolescents initiate the HPV vaccine after receiving a provider recommendation.¹⁵ Review evidence-based training [resources](#) to support the announcement approach in practice.
- When parents receive a strong recommendation, the likelihood of their adolescent initiating the HPV series becomes five times greater.¹⁶ Watch this [training video](#) teaching health care professionals how to make an effective recommendation.

After delivering a strong recommendation, it’s important to be prepared for questions. Providers can reassure families by emphasizing the HPV vaccine’s role in cancer prevention and its long-established safety. Equip your team with talking points to effectively address concerns and build trust. Find examples to help you respond to common questions in [A Provider’s Guide to Common Questions](#).



¹¹ [Announcements Versus Conversations to Improve HPV Vaccination Coverage: A Randomized Trial | Pediatrics | American Academy of Pediatrics](#)

¹² [The Architecture of Provider-Parent Vaccine Discussions at Health Supervision Visits - PMC | NIH](#)

¹³ [Pediatrician-Parent Conversations About Human Papillomavirus Vaccination: An Analysis of Audio Recordings | Journal of Adolescent Health](#)

¹⁴ [Why AAP recommends initiating HPV vaccination as early as age 9 | AAP News | American Academy of Pediatrics](#)

¹⁵ [National, Regional, State, and Selected Local Area Vaccination Coverage Among Adolescents Aged 13–17 Years — United States, 2018 - PMC | NIH](#)

¹⁶ [Parents’ perceptions of provider communication regarding adolescent vaccines - PMC | NIH](#)

For Communications to Members

- HPV vaccination can prevent six types of cancer.
- HPV is so common that 8 out of 10 of people will get it at some point in their lifetime.¹⁷
- The HPV vaccine is safe, effective, and long lasting.¹⁸
- Children have better protection against HPV cancers when given the vaccine between the ages of 9–12. On-time vaccination works to protect against more cancers later in life.¹⁹
- HPV vaccination is cancer prevention. The vaccine helps protect against [six types of cancer](#), including oropharyngeal (head and neck), cervical, vaginal, vulvar, anal, and penile cancers.
- The HPV vaccine can prevent more than 90% of HPV cancers when given at the recommended ages of 9–12.²⁰
- Did you know? There are benefits to initiating the HPV vaccine series at age 9. Your child has a stronger immune response to the HPV vaccine, which leads to better protection against HPV and the cancers it causes. Starting at 9 also allows more time to complete the series before your child turns 13.

Take a look at the [ACS Social Media Messaging Toolkit](#) for sample social media content on topics such as initiating the HPV vaccine at age 9 to reach families of adolescents across your social media platforms.



Try this! Send notifications to subscribers via text or your web portal when they have children who are turning 9. This can help alert parents to the upcoming HPV vaccine recommendation and empower them to take timely action to protect their child.

¹⁷ [HPV Vaccination and Cancer Prevention | ACS](#)

¹⁸ [HPV Vaccine Safety and Effectiveness | CDC](#)

¹⁹ [Does HPV vaccination initiation at age 9, improve HPV initiation and vaccine series completion rates by age 13? - PMC | NIH](#)

²⁰ [HPV Vaccination and Cancer Prevention | ACS](#)

PROVIDER REPORT CARD

Provider report cards offer a structured approach to assess provider performance, provide targeted feedback, and implement action plans to boost HPV vaccination rates. By offering valuable insights and highlighting areas for improvement, report cards empower providers to optimize their vaccination practices.

Download the template below to develop report cards for providers in your health plan to help improve HPV vaccination coverage and enhance health outcomes for patients and plan members.

[DOWNLOAD TEMPLATE](#)

Provider Report Card for HPV Vaccination

Provider Name: (Name of Provider)

Assessment Period: (Date Range)

Key Metrics:

- **Number of Eligible Patients:** (Total number of patients eligible for HPV vaccination)
- **Overall HPV Vaccination Coverage Rate:** (Percentage of eligible patients vaccinated for HPV across all ages)
- **HPV Vaccination Coverage Rate by Age:**
 - **Age 9:** (Percentage of eligible patients vaccinated at age 9)
 - **Age 10:** (Percentage of eligible patients vaccinated at age 10)
 - **Age 11:** (Percentage of eligible patients vaccinated at age 11)
 - **Age 12:** (Percentage of eligible patients vaccinated at age 12)
 - **Age 13:** (Percentage of eligible patients vaccinated at age 13)
- **Number of Eligible Patients Seen During the Assessment Period:** (Number of eligible patients for HPV vaccination seen during the assessment period)
- **Total Number of Patients Vaccinated against HPV:** (Number of patients vaccinated against HPV)
- **Missed Vaccination Opportunities:** (Number of eligible patients not vaccinated during a visit where vaccination was indicated)

Performance Comparison:

- **Provider's HPV Vaccination Coverage Rate:** (Percentage)
- **Health Plan Average:** (Percentage)
- **National Guidelines/Recommendations:** (Percentage)

Feedback:

- **Strengths:**
 - (Highlight any strengths or areas where the provider has performed well)
- **Areas for Improvement:**
 - (Identify areas where improvement is needed and provide specific recommendations)

Action Plan:

- **Goals:**
 - (Specify goals for improving HPV vaccination rates)
- **Strategies:**
 - (Outline strategies and interventions to be implemented)
- **Timeline:**
 - (Set deadlines for implementing the action plan)

Educational Resources:

EXAMPLE PROVIDER REPORT CARD IMPLEMENTATION

The following report card is for example purposes only and does not reflect actual provider information.

Provider Name: Dr. Emily Johnson

Assessment Period: January 1, 2024–March 31, 2024

Key Metrics:

- **Number of Eligible Patients:** 500
- **Overall HPV Vaccination Coverage Rate:** 78%
- **HPV Vaccination Coverage Rate by Age:**
 - **Age 9:** 35%
 - **Age 10:** 55%
 - **Age 11:** 65%
 - **Age 12:** 75%
 - **Age 13:** 90%
- **Number of Eligible Patients Seen During the Assessment Period:** 450
- **Total Number of Patients Vaccinated against HPV:** 350
- **Missed Vaccination Opportunities:** 35

Performance Comparison:

- **Provider's HPV Vaccination Coverage Rate:** 78%
- **Health Plan Average:** 72%
- **National Guidelines/Recommendations:** ≥ 80%

Feedback:

- **Strengths:**
 - Consistently high vaccination coverage rate compared to the health plan average.
 - Proactive in discussing HPV vaccination with eligible patients.

Areas for Improvement:

- Address missed opportunities for vaccination to further increase coverage rates.
- Consider implementing reminder systems to ensure vaccination discussions occur during eligible patient visits.
- Start vaccinating all eligible patients at age 9.

Action Plan:

- **Goals:**
 - Increase HPV vaccination coverage rate to 85% within the next assessment period.
- **Strategies:**
 - Implement reminder system in electronic health records to prompt vaccination discussions during eligible patient visits.
 - Conduct staff training on effective vaccine counseling techniques and review HPV vaccine office policy.
- **Timeline:**
 - Reminder system implementation: May 2024
 - Staff training sessions: June 2024

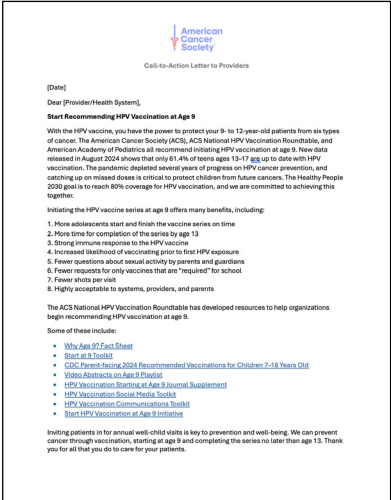
Educational Resources:

- American Cancer Society: [HPV Vaccination Resources for Health Professionals](#)
- ACS National HPV Vaccination Roundtable: [Cancer Prevention Through HPV Vaccination in Your Practice: An Action Guide for Physicians, Physician Assistants, and Nurse Practitioners](#)
- HPV IQ: [The Announcement Approach Training](#)

CALL-TO-ACTION LETTER TO PROVIDERS

Download the call-to-action letter to encourage providers to initiate HPV vaccinations at age 9. Share this letter with health systems and providers to inform them of the benefits of initiating the HPV vaccine series at age 9 and provide resources to support their efforts.

[DOWNLOAD TEMPLATE](#)



Outreach Tools for Health Systems and Providers to Support HPV Vaccination Efforts

Due to the COVID-19 pandemic, HPV vaccinations among adolescents faced a significant drop and have yet to recover.²¹ This underscores the need to take action to increase HPV vaccinations and protect children and adolescents from preventable HPV-related cancers through timely vaccination efforts.

In this section, you'll find a variety of ready-to-use tools that your health plan can provide to health systems and providers in your network to support their HPV vaccination efforts. These resources include an HPV case study template, sample text messages and phone scripts, a standing orders template, an office policy form, a guide to addressing common questions, and a sample letter for providers to send to parents or guardians.

Each tool is designed to help health care teams initiate timely discussions and drive increased uptake of the HPV vaccine.

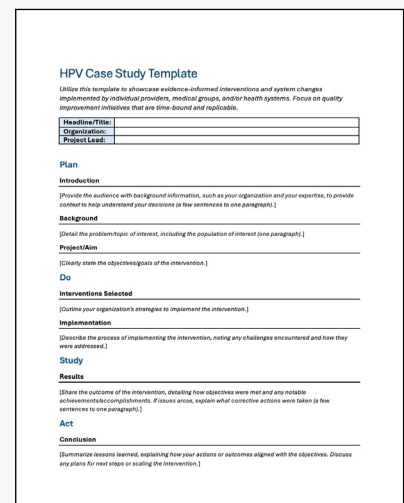
HPV CASE STUDY

Review promising practices

1. [Advocate Children's Hospital Showcase](#)
2. [Kelsey-Sebold Clinic Showcase](#)
3. [Sanford Health Showcase](#)
4. [Summary Report & Lessons Learned from an HPV Vaccination Learning Collaborative](#)
5. [Earlier Initiation: Highlights from HPV Vaccination Success Stories](#)

Download this template to showcase evidence-informed interventions and system changes implemented by individual providers, medical groups, and/or health systems. Focus on quality improvement initiatives that are time-bound and replicable.

[DOWNLOAD TEMPLATE](#)



The image shows a preview of the HPV Case Study Template. It is a structured form with the following sections:

- HPV Case Study Template**
Utilize this template to showcase evidence-informed interventions and system changes implemented by individual providers, medical groups, and/or health systems. Focus on quality improvement initiatives that are time-bound and replicable.
- Header Fields:** Headline/Title, Organization, Project Level.
- Plan**
 - Introduction**
[Provide the audience with background information, such as your organization and your expertise, to provide context to help understand your decision (a few sentences to one paragraph).]
 - Background**
[Detail the problem/topic of interest, including the population of interest (one paragraph).]
 - Project/Aim**
[Clearly state the objectives/goals of the intervention.]
 - Do**
 - Interventions Selected**
[Outline your organization's strategies to implement the intervention.]
 - Implementation**
[Describe the process of implementing the intervention, noting any challenges encountered and how they were addressed.]
 - Study**
 - Results**
[Share the outcome of the intervention, detailing how objectives were met and any notable achievements/compliments. If issues arose, explain what corrective actions were taken (a few sentences to one paragraph).]
 - Act**
 - Conclusion**
[Summarize lessons learned, explaining how your actions or outcomes aligned with the objectives. Discuss any plans for next steps or scaling the intervention.]

²¹ [Getting Human Papillomavirus Vaccination Back on Track: A National Survey - PMC | NIH](#)

SAMPLE TEXT MESSAGES AND PHONE SCRIPTS

Below are sample text messages and phone scripts that support the evidence-based reminder/recall intervention strategy to improve vaccination coverage. Share these with your provider and health system network for implementation in their clinics or organizations.

Sample Text Messages

These templates are ready for use or can be adjusted to fit the needs of your practice. Feel free to adapt to align with your communication style, patient population, and specific practice protocols.



Importance of HPV Vaccine

- “Hello [Parent’s Name], it’s time for [Child’s Name]’s to receive their cancer prevention vaccine. The HPV vaccine helps protect against six types of cancers later in life. We recommend it to all our patients ages 9-12. Contact [Name of Practice] at [Health Care Provider’s Office Number] to schedule their appointment today.”
- “Hi [Parent’s Name]. We have on record that your child is due for their HPV vaccine. HPV vaccines help protect children from HPV-related cancers to keep them healthy now and later in life. Let’s get your child scheduled for their HPV appointment—call us today and we’ll schedule an appointment.”
- “Your child is due for their annual well-child visit at [Clinic Name]. This is also when we make sure we provide all recommended vaccinations. Call or text us today to get scheduled.”

Convenience Reminder

- “Hi [Parent’s Name], scheduling [Child’s Name]’s HPV vaccine is quick and easy. Let’s get it done to keep them protected against HPV-related cancers. Call [Name of Practice] at [Health Care Provider’s Office Number] to find a time that works for you.”
- “Hi [Parent’s Name], now that [Child’s Name] has turned 9, it’s time to start their cancer prevention journey with the HPV vaccine. Call us today at [Phone Number] to schedule their first dose. The second dose will follow in 6-12 months. We look forward to seeing you soon!”

Protective Measure

- “Hello [Parent’s Name], just a reminder that [Child’s Name] is due for their HPV vaccine. This vaccine offers protection against HPV-related cancers. Don’t delay, contact [Name of Practice] at [Health Care Provider’s Office Number] today to schedule their appointment!”
- “Hi [Parent’s Name], we have on file that your child is due for their HPV vaccine. The HPV vaccine can be given starting at age 9 and it helps protect your child against more than 90% of HPV-related cancers later on in life. Call to schedule your child’s HPV vaccine appointment at your earliest availability.”

Educational Reminder

- “Hi [Parent’s Name], did you know the HPV vaccine protects children against six types of cancers caused by HPV? Let’s ensure [Child’s Name]’s health by scheduling their vaccine appointment. Call [Name of Practice] at [Health Care Provider’s Office Number] to schedule their appointment.
- “Hello [Parent’s Name], we want to let you know that your child is of age for the cancer prevention vaccine. The HPV vaccine is safe, effective, and long-lasting. Don’t wait, call our office today to schedule your child’s HPV vaccine appointment!”

Summer Vaccination/Back to School

- “Hello [Parent’s Name]! With the start of school right around the corner, we want to make sure your child is up to date on all recommended vaccines. This includes the HPV vaccine, which is recommended for children ages 9-12. Call our office today to make a well-child appointment before school starts.”
- “Hi [Parent’s Name]! As you protect your child from the sun’s harmful rays this summer, you can also keep them healthy by ensuring they are up to date with their vaccines. This includes the HPV vaccine, recommended for children ages 9-12. It protects against six different types of cancers caused by HPV. Call [Name of Practice] at [Health Care Provider’s Office Number] to schedule their appointment!”

Phone Scripts

One simple way to promote HPV vaccinations is through phone calls. Whether speaking to parents directly or while they are on hold, health care practices and their clinic staff can use the scripts below to remind parents about the importance of HPV vaccination and help ensure patients are up to date.

Live Call Script

Introduction

- “Hello [Parent/Caregiver Name], this is [Your Name] calling from [Clinic/Practice Name]. I’m reaching out to remind you about an important matter regarding your child’s health. Your child is [due/coming due/overdue] for their cancer prevention vaccine, which protects against six types of HPV-related cancers.
- “[Child’s Medical Provider Name] recommends HPV vaccination to all our patients ages 9–12. Would you like to schedule a well-child visit or a vaccination visit?”

Reassurance and Offer Assistance

- “We want to help you protect your child from preventable diseases. We can provide you with information on recommended vaccines, including the HPV vaccine.”
- “We’re here to help guide you through the process. We can schedule an appointment for your child to receive the vaccine at your earliest convenience.”
- “If you have any questions about the vaccine, our medical staff is more than happy to address them.”
- “We invite you to visit the American Cancer Society’s parent info page at [cancer.org/hpv](https://www.cancer.org/hpv) to learn more about the cancer prevention vaccine.”

Voicemail Script

Hello [Parent/Caregiver Name], this is [Your Name] calling from [Clinic/Medical Practice Name]. I hope you're doing well.

I'm calling because [Child's Name] is [due, coming due, or overdue] for the HPV cancer prevention vaccine. The HPV vaccine protects [Child's Name] from six types of HPV-related cancers later in life. We recommend the vaccine to all our patients between the ages of 9–12.

Please give our office a call back at [Your Phone Number] when you have a moment. We are here to answer any questions you might have and help you schedule [Child's Name]'s HPV vaccine appointment.

You can also schedule an appointment through our online portal at [Portal Website].

Thank you and take care.

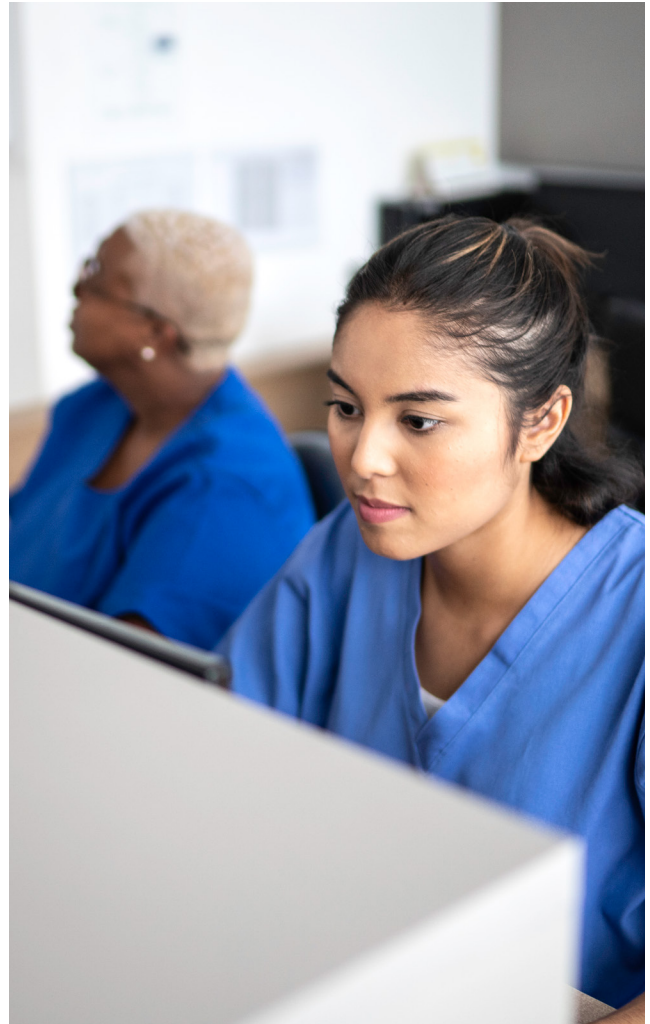
Automated Phone Hold Script: Variety of HPV Messages

[Background music or hold message starts]

Message Voiceover 1: Thank you for calling [Clinic/Medical Practice Name]. We value your commitment to your child's health. Did you know that the HPV vaccine is an essential part of preventive care? Starting at age 9, your child can be protected against multiple types of cancer. Ask about the HPV vaccine today.

Message Voiceover 2: The HPV vaccine is safe, effective, and helps protect against six types of cancer. All children, both boys and girls, should get the vaccine starting at age 9. Schedule your child's appointment today.

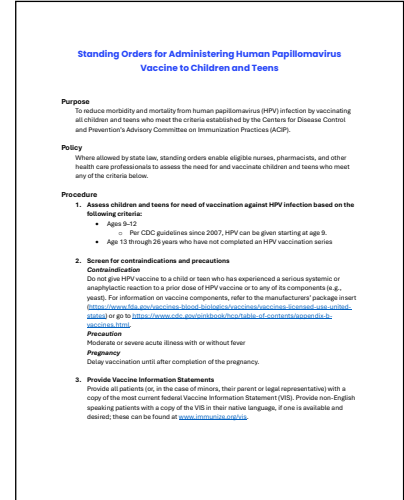
Message Voiceover 3: The HPV vaccine plays a crucial role in cancer prevention. Starting at age 9, talk to one of our team members about scheduling your child's vaccination appointment and take a proactive step in their health journey. Call us or stay on the line to speak with our staff about scheduling this important cancer prevention vaccine.



STANDING ORDERS

Standing orders streamline vaccinations by allowing clinic staff to vaccinate eligible patients without a provider’s direct order. Download the standing orders resource, which includes specific mention that HPV vaccination can begin at age 9. Health care providers and systems can implement this standing order within their practice or organization to promote HPV vaccination and increase vaccination rates.

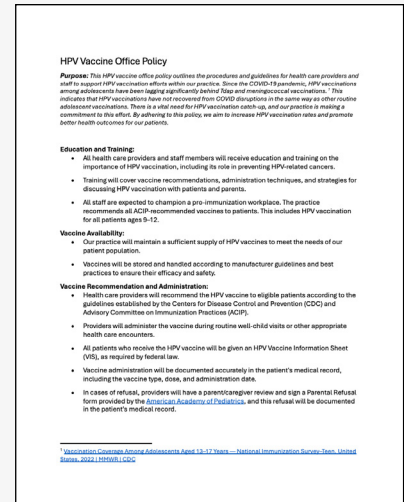
DOWNLOAD RESOURCE



HPV VACCINE OFFICE POLICY

An established office policy for HPV vaccination drives consistent and proactive efforts across your practice or health system. Download this office policy to provide clear procedures and guidelines for health care providers and support staff, streamlining processes, reducing missed opportunities, and increasing HPV vaccination rates.

DOWNLOAD RESOURCE



PROVIDER'S GUIDE TO COMMON QUESTIONS

You play a critical role in ensuring that parents are well-informed about the benefits of vaccination and feel confident in their decision to vaccinate their child.

Following are sample responses to help you answer common questions from parents about the HPV vaccine, as well as additional talking points to guide your conversations on the HPV vaccine and initiation at age 9.

The following content is adapted from the Centers for Disease Control and Prevention's [Talking to Parents about HPV Vaccine](#).

Question: Why does my child need the HPV vaccine at age 9?

Answer: The HPV vaccine protects children against six types of cancer. Starting HPV vaccination at age 9 results in a strong immune response. I recommend your child get their first HPV vaccine dose today to make sure they complete the series on time for the best possible protection.

Question: How do you know the vaccine works?

Answer: The HPV vaccine has been around for nearly 20 years, and studies continue to prove HPV vaccination works extremely well at decreasing the number of infections and HPV precancers in people who have been vaccinated. [Other countries that have been vaccinating](#) have noted decreases in HPV infections, symptoms of HPV, and cervical precancers.

Question: Is the HPV vaccine safe?

Answer: Yes, HPV vaccination is very safe. Like any medication, vaccines can cause side effects, including pain, swelling, or redness where the shot was given. That can happen with the HPV vaccine too and should go away in a day or two. Sometimes kids faint after they get shots, but we'll protect your child by having them stay seated after the shot.

Question: What diseases does the HPV vaccine protect against?

Answer: HPV vaccination helps protect against six types of cancer, including oropharyngeal—or cancer of head and neck—as well as cervical, vaginal, vulvar, anal, and penile cancers.

Question: Is my child really at risk for HPV?

Answer: HPV is very common. Eight out of 10 people will get HPV at some point in their lives. HPV can lead to cancer, and there's no way to know who will develop cancer from HPV. However, HPV vaccination can prevent more than 90% of HPV cancers when given at the recommended ages of 9–12.²⁰

²⁰ HPV Vaccination and Cancer Prevention | ACS

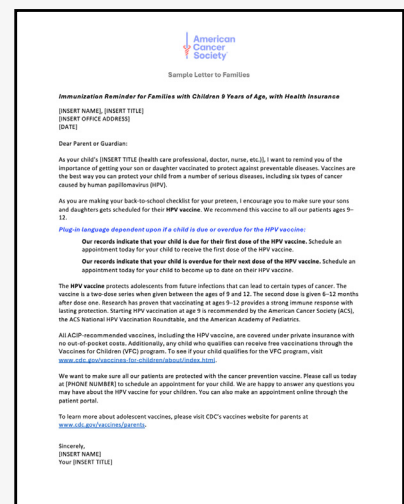
Additional Talking Points

- HPV vaccination is cancer prevention. It helps to prevent six types of cancer, and it works best when given between the ages of 9 and 12. I want your child to be protected from cancer, and I know you want that, too. That's why I'm recommending that your child receive the first dose of HPV vaccine today.
- HPV is a common virus that can cause six types of cancer. HPV cannot be treated, but the HPV vaccine can help prevent it.
- The HPV vaccine is safe, effective, and long-lasting. Research has proven that vaccinating at ages 9–12 provides a very strong immune response. We are seeing very encouraging data showing lower rates of HPV-related cancers among those who were vaccinated.
- Today, we will have your child start the HPV vaccine so that your child will have the best protection against HPV once they are older. The HPV vaccine can protect your child's future because it helps prevent six types of cancers later in life.
- I strongly believe in the importance of this cancer-preventing vaccine, and I made sure that my child [or other personal connection] got the HPV vaccine so they are protected against HPV-related cancers.
- We recommend HPV vaccination for all our patients ages 9–12. When given at this age, patients need only two doses. Vaccinating at ages 9–12 also provides greater protection because there is a strong immune response to the vaccine.
- Your child is 9 years old now. We will start the HPV vaccine series today to make sure they have the best possible protection against HPV cancers. When the HPV vaccine is given between ages 9–12, your child can complete the series in two doses. The second dose is given 6–12 months after dose one. Please make sure to make a second dose appointment on the way out.

SAMPLE LETTER TO FAMILIES

Download this sample letter for HPV vaccine reminder communications to families. This letter can be adjusted depending on if a child is due for their first dose or overdue for their next dose. Share this letter with families to help get children on track with HPV vaccination and to help parents and guardians learn why on-time vaccination against HPV is crucial for children.

[DOWNLOAD RESOURCE](#)



Additional Resources from the American Cancer Society and Expert Organizations

ACS National HPV Vaccination Roundtable Starting HPV Vaccinations at Age 9 Resources

- [Start at 9 Toolkit](#)
- [HPV Vaccinations: 9 Benefits of Starting at Age 9 \[Video\]](#)
- [Start HPV Vaccination at Age 9 Initiative](#)
- [2024 Evidence Summary on HPV Vaccination Starting at Age 9](#)
- [HPV Vaccine - Why Age 9?](#)

ACS HPV Action Guides and Toolkits

- [Action Guide for Health Plans](#)
- [Action Guide for Large Health Systems](#)
- [Action Guide for Small Practices](#)
- [Action Guide for Office Teams](#)
- [Action Guide for Physicians, Physician Assistants/Physician Associates, and Advanced Practice Nurses](#)
- [Action Guide for Nurses and Medical Assistants](#)
- [2024 Social Media Toolkit](#)

Training and Implementation Resources

- [2024 Evidence Based Intervention Guide for Cancer Screening & Prevention QI Projects](#)
- HPV IQ: Announcement Approach [Training](#) and [Provider Infographic](#)
- Immunize.org: [Steps to Implementing Standing Orders for Immunization in Your Practice Setting](#)

General Resources on HPV Vaccination

- **ACS:**
 - [HPV Vaccination and Cancer Prevention](#)
 - [HPV Vaccination Resources for Health Professionals](#)
 - [HPV Vaccination Information for Health Professionals](#)
 - [Cancers Linked with HPV | Human Papillomavirus and Cancer](#)
 - [Cervical Cancer Fact Sheet for Health Care Professionals](#)
- **ACS National HPV Vaccination Roundtable:**
 - [Resource Center](#)
- **CDC:**
 - [About HPV](#)
 - [Talking with Parents about HPV Vaccination](#)
 - [Pink Book Chapter 11: Human Papillomavirus](#)
 - [HPV Vaccine Safety and Effectiveness Data](#)
 - [Cancers Linked with HPV Each Year](#)