



VHIT Action Plan 2023-2027

The Virginia HPV Immunization Taskforce (VHIT), a priority workgroup of the Cancer Action Coalition of Virginia, is focused on increasing HPV vaccination rates in Virginia. Taskforce members include medical providers, school employees, members of health care systems, and non-profit organizations.

The VHIT Action Plan aims to provide a roadmap of priorities and strategies as we work to increase HPV immunization as identified in the Virginia Cancer Plan throughout the Commonwealth of Virginia. For more information contact, hpv-va@cancercoalitionofvirginia.org.

PRIORITY ONE: DECREASE COMMUNITY DISPARITIES IN HPV VACCINATION

- **Goal 1: Reach 80% of ages 13-15 receiving a complete 2-dose series of HPV vaccine**
 - Tactics for Goal 1
 - a. School-based initiative: (1) Identify educational resources to distribute to local health departments (LHD) and school nurses; (2) Identify school-based immunization clinics, especially for upcoming 7th graders
 - b. Identify areas of alignment with Immunize VA
- **Goal 2: Concerning Social Determinants of Health (SDoH), increase the use of evidence-based interventions (EBIs) to improve HPV vaccination uptake and completion rates**
 - Tactics for Goal 2
 - a. Partner with community vaccine providers (pediatrician and family medicine providers, and pharmacists)
 - b. Work with VA Medicaid managed care organizations; adopt use of letter
 - c. Provide literature on vaccine series specific to age and timeframe; benefits between 2 dose vs. 3 dose vaccines
 - d. Build out a health equity strategy

PRIORITY TWO: IMPROVE DELIVERY OF EVIDENCE-BASED STRATEGIES IN PROVIDING HPV VACCINE

- **Goal 1: Make an effective and presumptive recommendation**
 - Tactics for Goal 1
 - a. Provide culturally competent provider and staff education

- b. Create a pro-immunization environment
 - c. Take a team approach to recommendation
 - d. Make a 'same day, same way' recommendation that is 'sandwiched' between other recommended adolescent vaccines
 - e. Begin recommending at age 9
- **Goal 2: Incorporate standing orders**
 - Tactics for Goal 2
 - a. For all appropriately trained healthcare individuals, allowed by state law to administer HPV vaccine to eligible patients
- **Goal 3: Use electronic health records (EHR) and allied health staff to prompt providers**
 - Tactics for Goal 3
 - a. Use electronic health record (EHR) prompts for providers
 - b. Utilize Virginia Immunization Information System (VIIS) Forecasting prompts
 - c. Use dashboards, order Sets/Smart Sets to place multiple clinical orders
 - d. Append or order vaccines as part of pre-visit planning
- **Goal 4: Implement patient reminder and recall systems**
 - Tactics for Goal 4
 - a. Identify patients via queries, gap analysis, registry reports and other computer-generated reminders
 - b. Conduct routine outreach via patient portal, phone, email, text messages, automated messages
 - c. Enable appointment scheduling through online patient portal
- **Goal 5: Implement systems and practice changes to avoid missed vaccination opportunities**
 - Tactics for Goal 5
 - a. Assess the need for and administer the HPV vaccine at every opportunity
 - b. Consider the following types of encounters: well visits, sick visits, sports and camp physicals, acute care follow-ups, chronic illness visits, and visits for other immunizations
 - c. Schedule next appointment same day as first dose is given
 - d. Offer vaccine-only appointments
 - e. Ask about other eligible family members in the home and schedule as needed

PRIORITY THREE: INCREASE (COMPILE) HPV DATA QUALITY AND SHARING

- **Goal 1: Develop Data Source and Compilation Strategy**
 - Tactics for Goal 1
 - a. Compile and overlay all data sources to develop one view to activate stakeholders strategically. Data includes cancer, health equity, vaccination rates, and program effectiveness reporting.

- **Goal 2: Utilize VIIS and bidirectional exchange with EMR/EHR for the most up-to-date information. Increase awareness of VA Code that ALL vaccinations administered in ANY facility MUST be reported to VIIS**
 - Tactics for Goal 2
 - a. Educate providers and schools about the new VA Code and requirements.
 - b. Encourage the use of VIIS and the importance of data sharing.
- **Goal 3: Complete HPV vaccination/cancer dashboard, including social vulnerability index for providers and public to access**
 - Tactics for Goal 3
 - a. Coordinate the finalization and launch of a dashboard with VDH staff teams
 - b. Promote the new dashboard to providers, schools, community groups and the public

PRIORITY FOUR: INCREASE AWARENESS OF THE BURDEN OF HPV-RELATED CANCERS IN MEN AND WOMEN

- **Goal 1: Align VHIT with the 2023-2027 Virginia Cancer Plan (VCP)**
 - Tactics for Goal 1
 - a. Create a short document that outlines HPV-related goals, objectives, and strategies in the VCP to help increase awareness and understanding of the overall efforts in Virginia to increase HPV immunization and the work of VHIT
- **Goal 2: Create a statewide platform for HPV information to build confidence, improve awareness, and increase engagement and education all leading to growth in immunizations**
 - Tactics for Goal 2
 - a. Development of singular narratives to ensure consistent and targeted messaging to support priorities/goals
 - b. Increase screening of Someone You Love
 - c. Create partnerships with traditional and non-traditional organizations and groups (faith-based, youth sports, survivors, parent groups, employers)
 - d. Recruit health equity partners to join (Cancer/HPV) coalition: i.e., Department of Medical Assistance Services (DMAS), Good Health Wins (NCNW), March of Dimes
 - e. Create an HPV Speakers Bureau, which includes HCPs and survivors, to build community engagement and education
 - f. Build a repository of survivor stories to be utilized in awareness activities
- **Goal 3: Engage specialty care providers, oral health community, and providers serving military to promote prevention and vaccine awareness**
 - Tactics for Goal 3
 - a. Create specialty tool kits for education and awareness for specific populations
 - b. Develop a slide deck providing an overview of HPV immunization data and efforts in Virginia, including the VCP and VHIT, which VHIT partners can utilize to build awareness and engagement
 - c. Offer a peer-to-peer educational event for specialty groups

- **Goal 4: Promote awareness of oral, head and neck cancer including prevention related to HPV**
 - Tactics for Goal 4
 - a. Develop an awareness and education campaign for Oral, Head and Neck Cancer Awareness Week (April) as related to HPV which can be used by VHIT, CACV and partners throughout Virginia
- **Goal 5: Increase awareness of VA Code on Immunization of School Children**
 - Tactics for Goal 5
 - a. Utilize the code to educate HCP, school personnel and parents by including a reference to it in educational and awareness materials, VHIT communication tools, and other avenues