Improving Human Papilloma Virus (HPV) Vaccine Uptake in College-Age Students at a Large Public University in the United States
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Purpose
Conduct an evidence-based quality improvement project to increase HPV vaccine uptake among eligible college students, as part of a longitudinal project to increase HPV vaccine coverage to ≥ 80%

Objectives:
• Increase vaccine uptake by 10% from the January 2019 event
• Increase uninsured student vaccine uptake to 80% of Department of Health (DOH) supplied vaccines
• Increase follow-up vaccine uptake by 10% from the January 2019 event

Background
14 million new HPV infections annually
• 49% of new cases in individuals 24 years or younger
• Florida 4th has highest HPV-related cancer rate in United States

10% of HPV infections are not resolved
• 28% of Americans either are asymptomatic carriers, develop genital warts, or develop HPV related cancer

Gardasil 9 vaccine is > 97.9% effective against 9 strains
• CDC endorses all persons ages 11-26 receive series

FDA-approved use in through age 45 in October 2018

Healthy People 2020 goal: ≥ 80% coverage; need for herd immunity
• Series completion rates around 50% nationally

Florida’s coverage is below national average and goal

Picture of graph showing percentage of individuals with HPV vaccination initiation & up-to-date by gender, 2017

Results
Three measurable objectives of the project were exceeded:
• Vaccine uptake increased by 22%
• 86% of the available HPV vaccines were utilized
• Follow-up doses accounted for 72% (n=31) of doses given, representing a 310% increase

Reported program participation: 84% (n=37).
• 86% (n=32) stated education led them to get vaccine
Mode scores for education relevance (n=19) and satisfaction (n=29) was “very” for both measures
• 16% (n=6) reported education was somewhat relevant
22% (n=8) eight reporting being somewhat satisfied

Information amount rated “just right” by 97% (n=36)

Interim survey (n=44), participant recommendations:
• Event types: Health fairs (n=18), Education tables (n=17)
• Time of day: 11a-2p (n=25), 2p-5p (n=11), 5p-7p (n=11)
• Days: Wednesday (n=15), Tuesday (n=14), Friday (n=13)

Suggestions: Increase advertising, engage social media, provide outreach in high traffic areas (library, recreation center) and/or at regularly scheduled events

Discussion
STUDY(cont.)
Individuals new to a vaccine event comprised 58% (n=25) of participants at the April 2019 vaccine drive.
• Only source about vaccine event was either the HPV outreach table at the student center or GHS

Repeat participants comprised 42% (n=18) at April 2019 drive (51% of eligible returnees)
• No repeat participants January 2019 (n=0/10 eligible)

Appointment reminders sent for April event

Results comparison: McCartney et al. (2017) saw 12% increase in HPV vaccine uptake after presentation to college students
• 22% increase in HPV vaccine uptake between the January and April vaccine events

One possible explanation: proximal time of vaccine event relative to the HPV outreach education table

Coordinators’ reflections:
• Repetitive weekly traffic on same day as same site
• Records check augmented vaccine status awareness

Recommendations
ACT
Continue:
• Education outreach table
• Vaccine record checks at education outreach table
• Appointment reminders at time of vaccination
• Phone reminder call to make appointment

Text appointment reminder

Improvements:
• Weekly locations and times
• Utilization of social events
• Add education outreach events on Fridays

Additional considerations:
• Volunteers to input vaccine records in state database
• Wait-list for events to call in if cancellations
• Development of a route for anonymous questions

Limitations
Lack of attendance for the educational documentary

Competition for student interest with multiple rotating retail and service entities within and around the student center

Project and vaccine event held after Spring Break and during midterms which may have caused schedule conflicts

References
Available via QR code or on request