

# An Evidence Form Literacy Strategy: Using HPV Vaccine Narratives to Reach Women Aged 18-26

Suellen Hopper, MS, CGC, ABD

CDC public health fellow

Board certified in medical genetics

Doctoral student

Department of Communication Arts & Sciences

The Pennsylvania State University

# Issues unique to HPV vaccination

- Communication's role in
  - adoption of HPV vaccine
  - translation into public health advancement
- Limited health care provider guidelines for effective communication
- Identifying an effective video intervention
  - Cost effective
  - Efficient dissemination via UHS

# The Importance of Reaching Women Aged 18-26

At PSU, at least 12,000 undergraduate women stand to benefit from the HPV vaccine

33% of PSU student body

# NARRATIVE COMMUNICATION MODEL FOR HEALTH PROMOTION

- Information campaigns have failed to impact adolescent behavior
- Narrative forms of communication
  - Reduce counterarguments/minimize reactance
  - Implicit format more able to reach adolescents
  - Identification with peers increases self-risk
- HPV vaccine acceptability
  - Less related to HPV knowledge and disease severity
  - Related to normative beliefs and self-risk

perception

# Tri-Phase Study

- Phase I – qualitative, interviews with college-aged women:
  - identify factors that lead to use and non-use of the HPV vaccine
- Phase II – 4 focus groups to:
  - validate themes, expert & lay panel review
  - get reactions to pilot videos
- Phase III – randomized clinical controlled trial
  - outcomes are vaccine intentions, vaccination behavior, & information seeking

# Mental Models/Decision Narratives of College-aged Womens' Vaccine Decision-making

- Susceptibility
  - Relationship status
- Barriers
  - Cost
  - Availability
  - Unknown long-term vaccine side effects
- Benefits
  - Disease framed as protective against cervical cancer
- Cues to Action
  - Parental & provider normative beliefs

# Phase I & II Process

- Interviewed 36 women
  - Purposive sampling
    - 1/3 already vaccinated
    - 2/3 not vaccinated
      - 1/2 sexually active; 1/2 not sexually active
- Conducted 4 focus groups

# Narrative Features for Video

- Susceptibility = peer messages
- Barriers = cost, availability
- Vaccine Safety = LT outcomes
- Cues to Action = health care provider messages

# Acknowledgements

- Michael L. Hecht, PhD - my advisor,  
PSU, Department of Communication Arts and Sciences
- Margaret Spear, MD, Director PSU University Health Services
- CDC Project Advisors
  - Heather Brandt, PhD, University of S. Carolina
  - Greg Zimet, PhD, Indiana University, Cancer Center
  - Allison Friedman, CDC, Division of STD Prevention
- Supported by the Centers for Disease Control and Prevention,  
grant number 1R36CD000704-01