

PATH →
to prevention

Achieving Cervical Cancer Elimination in the Southeast

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Program Coordinator,
HPV Cancer Prevention Program
St. Jude Children's Research Hospital

May 3, 2024



**HPV Cancer
Prevention
Program**



I have nothing to disclose.



**HPV Cancer
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Program**

Learning Objectives

- Define cervical cancer elimination
- Describe strategies to eliminate cervical cancer in the Southeast
- Describe the importance of HPV vaccination as cancer prevention
- Describe the connection between **HPV vaccination** and **cervical cancer elimination**

About the St. Jude HPV Cancer Prevention Program

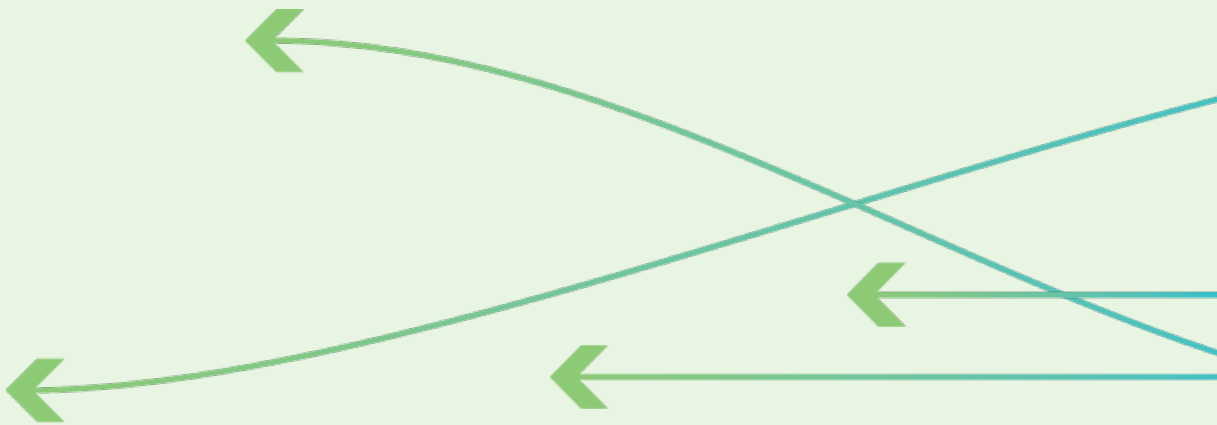
stjude.org/hpv · [#EndHPVcancers](https://twitter.com/EndHPVcancers)



**HPV Cancer
Prevention
Program**



**Our vision is a
world free of HPV
cancers.**



Our mission is to increase on-time HPV vaccination for all children through education, promoting best practice models, and strategic partner engagement.

Education and Training Resources

Fact Sheets

[Fact Sheets for Cancer Patients](#)

[General Fact Sheets](#)

[Fact Sheets for Parents](#)

[Fact Sheet for Healthcare Providers](#)

State HPV Profiles

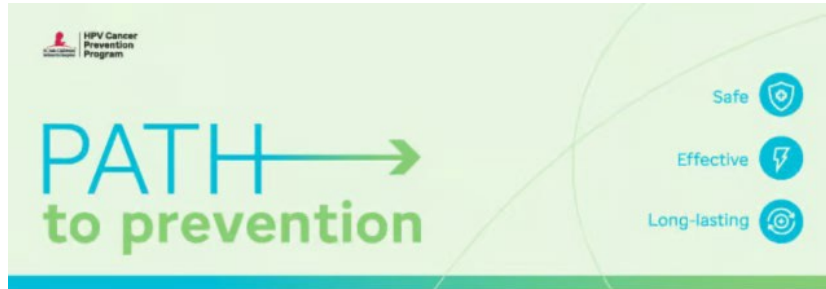
(Last updated 11/2023)

[Alabama \(PDF, 240K\)](#)

[Arkansas \(PDF, 194K\)](#)

[California \(PDF, 239K\)](#)

Education and Training Resources



April 2024

In this Issue

- [We each play a role in ending HPV cancers](#)
- [Adolescent Immunization Week is April 1-5](#)
- [National Minority Health Month: Strengthening Our Commitment to Equity](#)
- [Recap of International HPV Awareness Day 2024 Virtual Seminar Series](#)
- [Improving Rural HPV Vaccination Coverage](#)
- [Wide Open Spaces: Bridging the Gap in HPV Vaccinations: Community-driven Strategies in Rural Areas](#)
- [HPV Vaccination Roundtable of the Southeast](#)
- [Cervivor: 2023 Cervical Cancer Patient Advocacy Retreat for Communities of Color Re-cap](#)
- [Partner Spotlight: Louisiana Department of Health](#)
- [Partner Activities & Updates](#)
- [Current and Upcoming Events](#)
- [We Are Hiring: Join the St. Jude HPV Cancer Prevention Program](#)
- [Team Question](#)
- [Get Free St. Jude HPV Education Materials](#)
- [Previous St. Jude HPV Cancer Prevention Program Monthly E-newsletter](#)

HPV Cancer Prevention Program

A PATH TO PREVENTION: →

State Profile: Arkansas

HPV vaccination is recommended for routine vaccination at **age 11 or 12 years and may be started at age 9**. Adults age 27 to 45 should talk to their doctors to see if HPV vaccination is recommended for them.

HPV VACCINATION RATES FOR 13-17 YEAR-OLDS AS OF 2022:

| Category | U.S. Overall | Arkansas |
|----------|--------------|----------|
| ≥1 HPV | 76% | 75% |
| HPV UTD | 63% | 56% |

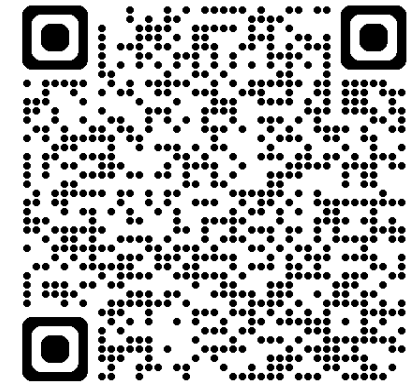
Arkansas has increased HPV vaccination coverage of **≥1 dose by 20% and up-to-date (UTD) by 21% since 2016**. However, coverage remains **lower than the U.S. average** and below the Healthy People 2030 goal of 80% UTD. Compared to meningitis and whooping cough (Tdap) vaccines routinely recommended for adolescents, HPV vaccination coverage lags. Arkansas vaccination rates **among 13-17 year olds were 95% for meningitis vaccine and 94% for Tdap vaccine in 2022**.

HPV vaccination data sources: CDC NIS-TEEN, 2022; TeenVax View, 2022

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HPV vaccination protects against more than 90% of HPV cancers.

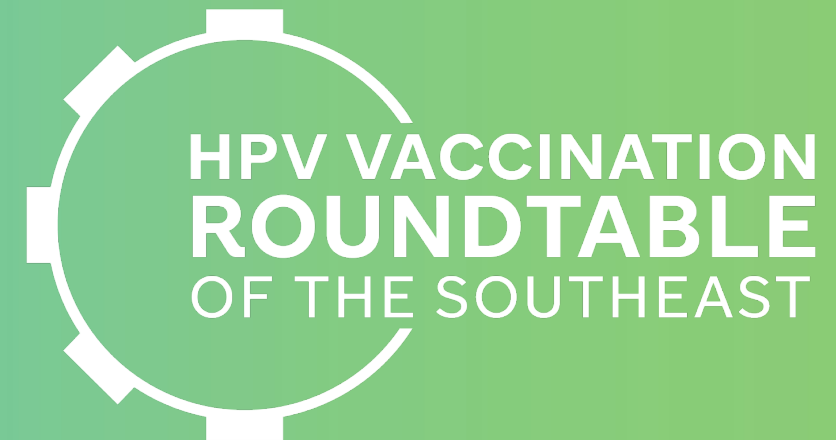
NOVEMBER 2023



Protecting Alana's Possibilities



HPV Vaccination Roundtable of the Southeast



Why focus on the Southeast?

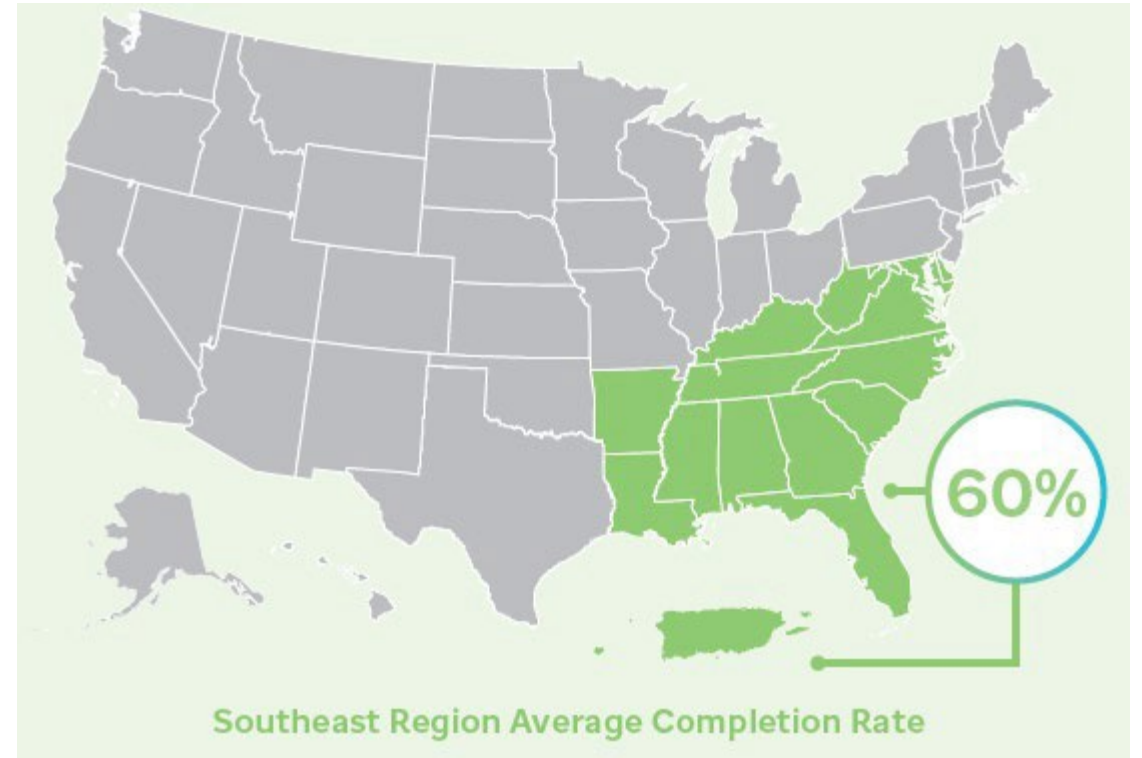
By coming together as the southeastern region, we can discuss and act on:

- Conditions surrounding HPV vaccination and HPV cancer prevention;
- HPV vaccination success stories – and how these may be leveraged and replicated in other areas of the Southeast;
- Challenges facing HPV vaccination – and how we may support each other to overcome such barriers; and
- Opportunities to improve HPV vaccination coverage in each state and across the region.

HPV Vaccination Coverage in the Southeast

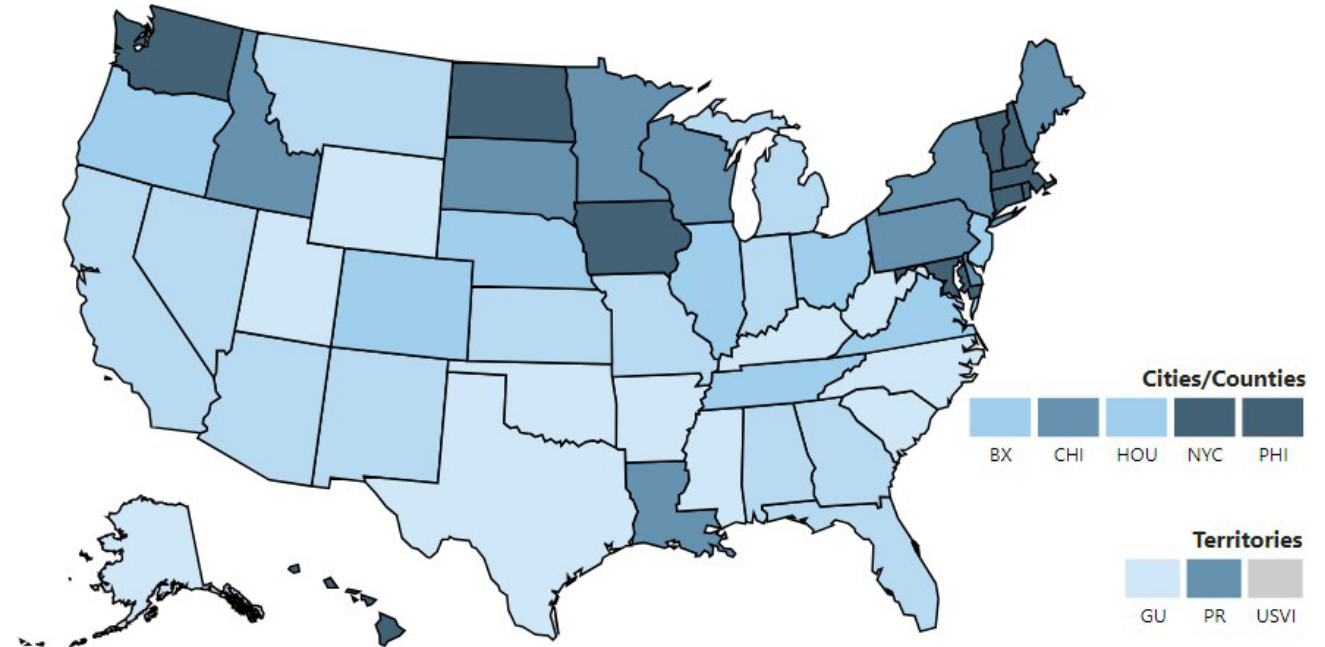
NATIONAL AVERAGE
COMPLETION RATE:

63%



Estimated Percentage HPV Up-to-Date (UTD), NIS-Teen, 2022

| Selected States | 2019 | 2020 | 2021 | 2022 |
|----------------------|--------------|--------------|--------------|--------------|
| United States | 54.2% | 58.6% | 61.7% | 62.6% |
| Alabama | 47.3% | 52.9% | 62.5% | 59.2% |
| Arkansas | 50.5% | 49.6% | 56.8% | 55.7% |
| DC | 75.5% | 72.30% | 79.4% | 77.8% |
| Florida | 56.0% | 51.6% | 49.0% | 58.9% |
| Georgia | 49.7% | 54.9% | 60.9% | 61.5% |
| Kentucky | 54.9% | 55.7% | 57.0% | 55.0% |
| Louisiana | 59.5% | 60.4% | 63.9% | 67.3% |
| Mississippi | 30.5% | 31.9% | 32.7% | 38.5% |
| North Carolina | 49.5% | 60.7% | 67.8% | 54.8% |
| Puerto Rico | 58.4% | 49.8% | 67.2% | 70.3% |
| South Carolina | 53.0% | 47.0% | 62.1% | 54.4% |
| Virginia | 55.2% | 56.4% | 64.9% | 62.7% |
| West Virginia | 47.4% | 43.4% | 56.4% | 51.5% |
| Tennessee | 43.0% | 52.9% | 56.5% | 64.4% |



Legend - Coverage (%)

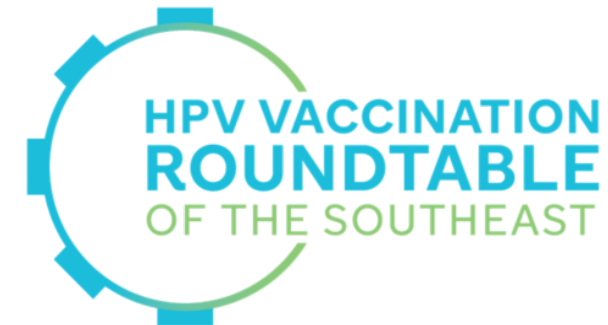


National Coverage: 62.6%
Range: 85.2% (RI) to 38.5% (MS)

HPV Vaccination Coverage in the Southeast



1. Alabama
2. Arkansas
3. District of Columbia
4. Florida
5. Georgia
6. Kentucky
7. Louisiana
8. Mississippi
9. North Carolina
10. South Carolina
11. Tennessee
12. Virginia
13. West Virginia
14. Puerto Rico



HPV Vaccination Roundtable of the Southeast 2024 –2025 Priorities



Communication

Develop and implement a **communication campaign and messages** for the Southeastern region

1. Create a campaign that will focus on HPV vaccination as cancer prevention for everyone (gender-neutral)
2. Focus on working with rural communities through health department partnerships
3. Provide bite sized, digestible, accessible information for health care providers



Elimination

Develop and disseminate a **plan for HPV cancer elimination in the Southeast**, beginning with cervical cancer as a public health problem

1. Develop a regional plan for eliminating HPV cancers, starting with cervical cancer as a public health problem
2. Identify and unify partners in a collective voice around a plan to eliminate HPV cancers, starting with cervical cancer
3. Build a toolkit for Southeast Roundtable states and jurisdictions to develop own elimination plans



Start at Age 9

Accelerate efforts to **start HPV vaccination at age 9**

1. Develop and disseminate targeted messaging to our key partners to drive better knowledge about starting HPV vaccination at age 9 and drive demand for vaccination
2. Provide tailored information to health care provider teams about HPV vaccination beginning at age 9
3. Engage regional partners to initiate activation of HPV vaccination beginning at age 9

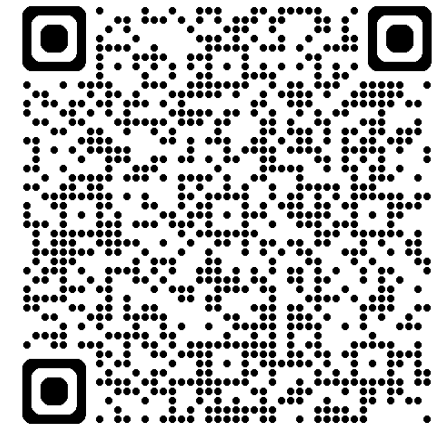
HPV Vaccination Roundtable of the Southeast Resources



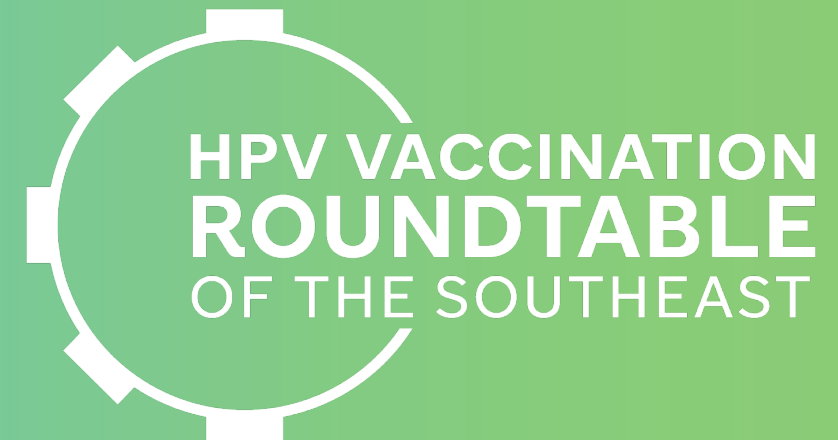
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Insights on HPV Vaccination Coverage
in the Southeast United States





Eliminating HPV Cancers Beginning with Cervical Cancer in the Southeast



Develop and disseminate a plan for HPV cancer elimination in the Southeast, beginning with cervical cancer as a public health problem

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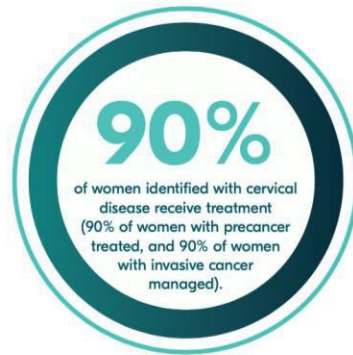
Defining Cervical Cancer Elimination

- Elimination is not 
 - A case count of 0 or the complete absence of disease.
- Elimination is 
 - A strategy and associated policies and actions that aim to reduce the burden of HPV cancers by reducing the number of people affected.
- Cervical cancer elimination is defined by the World Health Organization as an incidence rate of less than 4 cases of cervical cancer per 100,000 women.

Elimination of HPV Cancers Beginning with Cervical Cancer

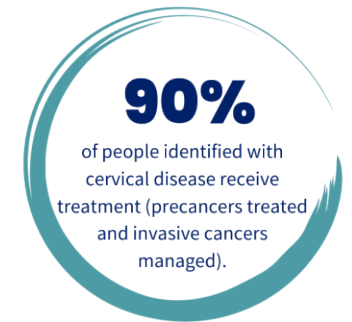
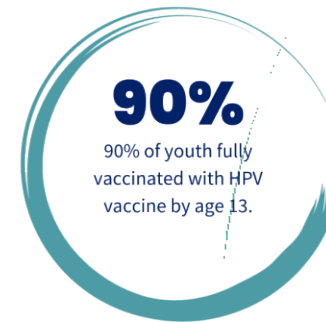
World Health Organization

4/100,000



U.S. (Proposed by ACS)

4/100,000

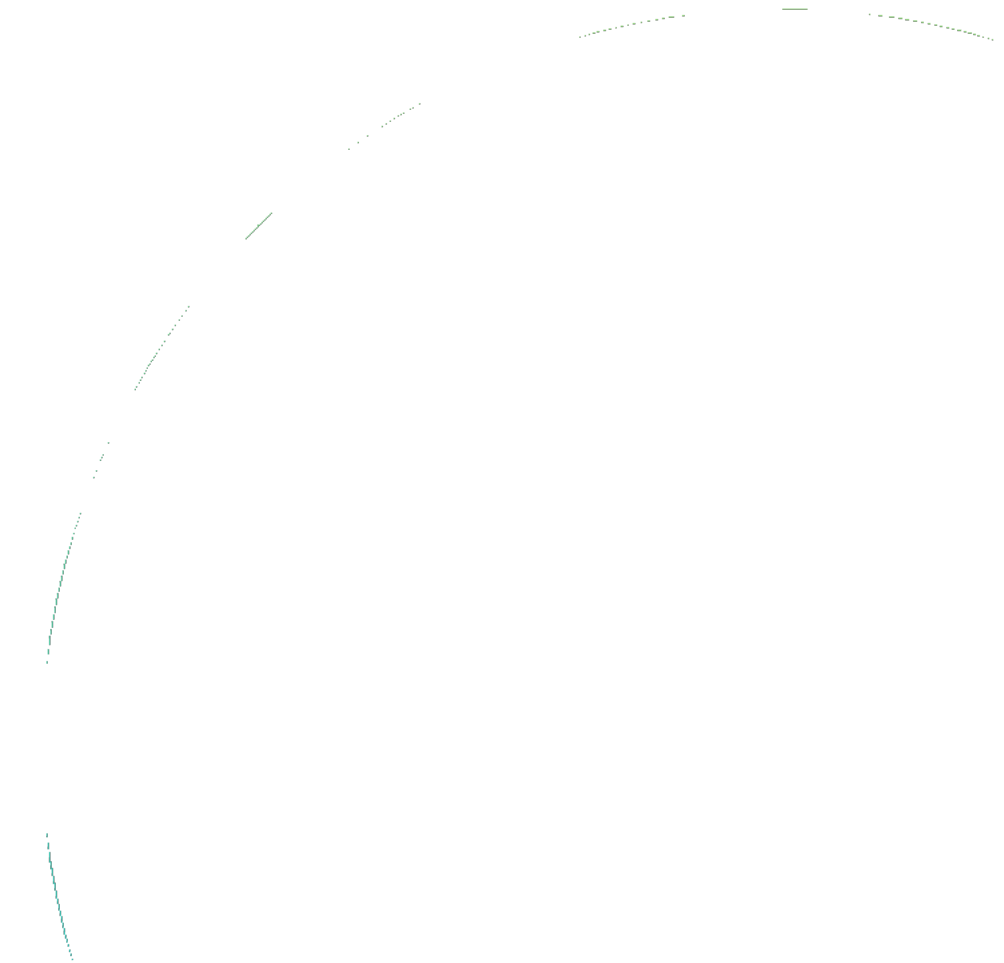


DRAFT

Slide from American Cancer Society (Saslow); Berger et al, 2020: Projected time to elimination of cervical cancer in the USA: a comparative modelling study ([thelancet.com](https://www.thelancet.com))

Models for Cervical Cancer Elimination Planning

- Internationally:
 - Australia
 - Canada
 - United Kingdom
- Nationally:
 - United States (in progress)
- State Level:
 - Alabama (plan)
 - Florida (goal)



Pillars to Achieve Cervical Cancer Elimination

- HPV Vaccination
 - On-time HPV vaccination for children ages 9-12
 - HPV vaccination among the catch-up population, 13+
- Routine Cervical Cancer Screening
- Timely Diagnosis and Treatment of Cervical Cancers

Potential Strategies to Achieve Elimination

Vaccination

Start at 9
Rural/geographic
VFC
Parents/
vaccine
confidence
Health plans
Registries
Policy needs

Screening

Patient education
Self-collection
Lab workflow
Health plans

Follow-up

Clinician education
Improve follow-up
Reminder/recall
Colposcopy training

State-level

Cancer plans
Policy needs

Policy

Workforce
Navigation
Insurance

Funding

Sustainable \$\$

Data & Monitoring

Improve/
standardize data
Evaluation framework

Wild Card

What if...?

DRAFT

[Slide from American Cancer Society \(Saslow\); Berger et al, 2020: Projected time to elimination of cervical cancer in the USA: a comparative modelling study \(thelancet.com\)](#)

Learn More about Cervical Cancer Elimination

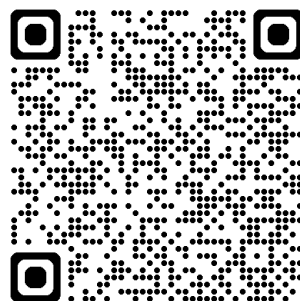
Promoting the Power of Elimination through HPV Vaccination

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Promoting the Power of Elimination
through HPV Vaccination:
**Eliminating Cervical Cancer as a Public
Health Problem**

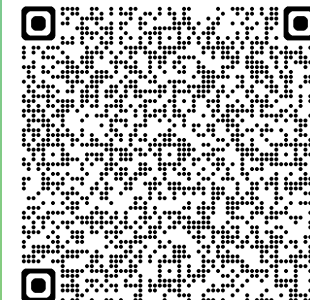
March 4, 2024

MARCH 4 IS
INTERNATIONAL HPV
AWARENESS DAY



Achieving Cervical Cancer Elimination in the Southeast Virtual Seminar, June 6

Join us on June 6 from 10 am-12 pm Central Time for a virtual seminar *to learn* about the process of developing a cervical cancer elimination plan in Alabama – [Operation Wipeout](#) – from Isabel Scarinci, PhD, University of Alabama at Birmingham and Nancy Wright, Alabama Department of Health.



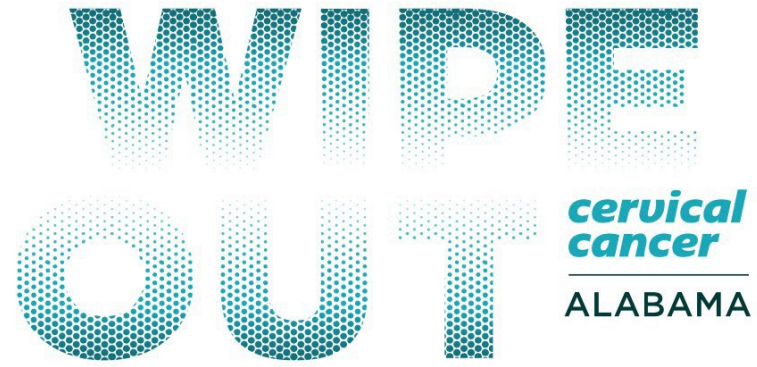
Together, we have the power to
eliminate cervical cancer! Will you
join us?

Contact: PreventHPV@stjude.org

My Why!!!!!!!!!!!!!!

My mommy and daddy
are protecting me by
getting me the HPV
vaccination in 2032!!





Partnering to Eliminate Cervical Cancer in Alabama

Heather White, DrPH
Executive Director, Together for Health
2024 Immunization Summit Arkansas

Epidemiology - Cervical Cancer in Alabama

- ▶ 5th in incidence and 4th highest mortality in the nation (CDC, 2016-2020)
- ▶ African Americans have higher incidence and mortality than national rates
- ▶ HPV vaccination lower than the nation (54% compared to 47%)
- ▶ Barriers to screening:
 - ▶ Limited knowledge on the connection between HPV and cervical cancer
 - ▶ Lack of awareness that cervical cancer can be prevented
 - ▶ Lack of perceived risk
 - ▶ Fear of results
 - ▶ Competing priorities
 - ▶ Not knowing where to go
 - ▶ Lack of awareness of no-cost screening at the local department
 - ▶ Concerns about lack of confidentiality (small towns)

Alabama Cancer Statistics 2023

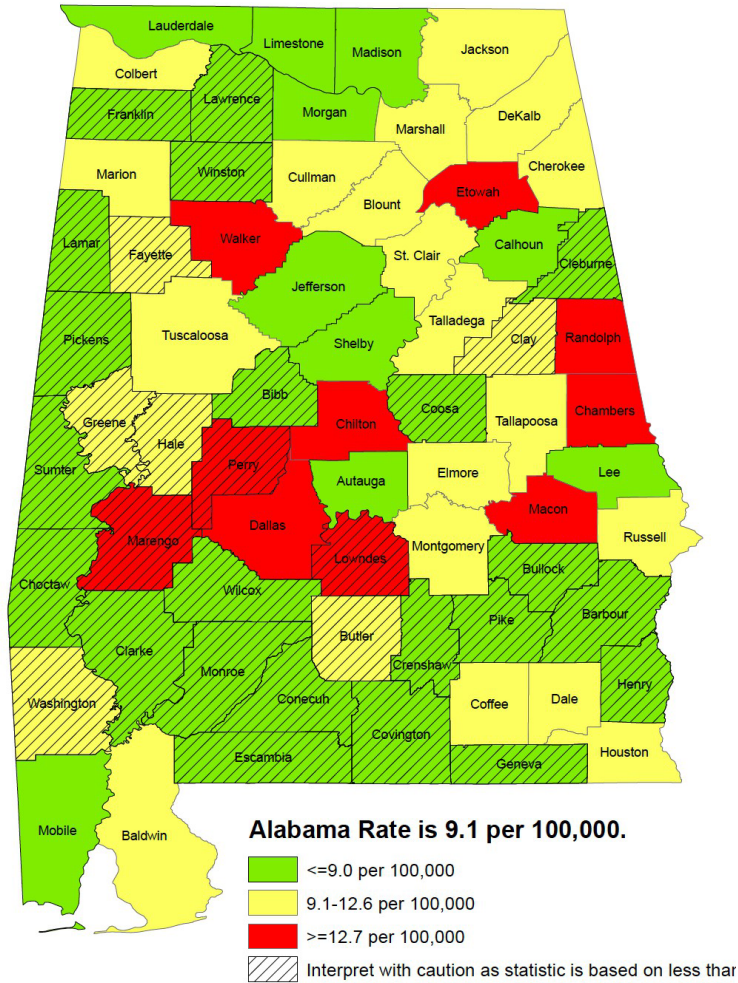


A sourcebook of cancer data for cancer prevention and control activities in Alabama



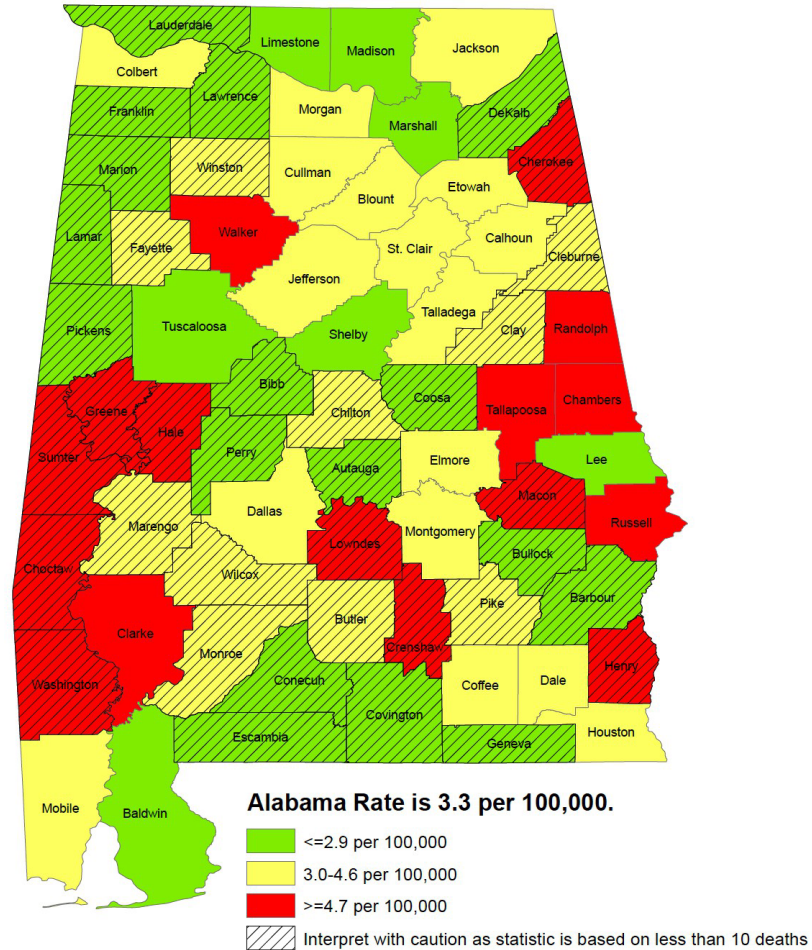
CERVICAL CANCER IN ALABAMA

**Cervical Cancer Incidence Rates in Alabama
2010-2019, All Races Combined**



Rates are per 100,000, are for malignant tumors only, and are age-adjusted to the 2000 US (19 age group) stan
County groupings were determined using natural breaks (Jenks).
Source: Alabama Statewide Cancer Registry, 2022

**Cervical Cancer Mortality Rates in Alabama
2010-2019, All Races Combined**



Rates are per 100,000, are for malignant tumors only, and are age-adjusted to the 2000 US (19 age group) standard.
County groupings were determined using natural breaks (Jenks).
Source: Alabama Statewide Cancer Registry and Alabama Department of Vital Statistics, 2022

WIPE OUT Begins: Chambers County

- ▶ **INITIAL PLANNING:** Ensure Provision of Services throughout Cancer Continuum
- ▶ **WHERE?** → ID target areas through epi maps
- ▶ **WHO?** → Engagement of County Commissioner, City Council, local Rotary chapter, school administrators
- ▶ **LOCALLY LED:** Rotary Club Assessment of Community Barriers to screening/HPV vaccination
- ▶ **LOCAL ACTIVITIES:** Evidence-based/community-driven educational materials
- ▶ Participation in community events
- ▶ Engagement of local/social media
- ▶ Nurses' Speaker Bureau
- ▶ NCI-sponsored school leadership program
- ▶ School-based education / vaccination

Did you know that Alabama has one of the highest death rates from cervical cancer in the US?

Cervical cancer is one of the few cancers that can be prevented. The key to prevention is through HPV vaccination and early detection.

Operation Wipe Out is an initiative aimed at raising awareness about HPV and cervical cancer prevention in the state. Come learn how you can be a part of cervical cancer prevention!



TOPICS COVERED

Cervical Cancer Prevention and Control Continuum
Motivational Interviewing
Operation Wipe Out - how to get involved



LOCATION

Southern Union Community College
321 Fob James Dr
Valley, AL 36854



DATE

Saturday - Feb 11, 2023
8:00 am - 12:00 pm



CONTACT

Loretta Cofield, RN
(706)773-1955
If you have questions, call Loretta.



REGISTRATION

Scan the QR code to register!

CEUs and Lunch
Provided!

**WIPE
OUT**
cervical
cancer
ALABAMA

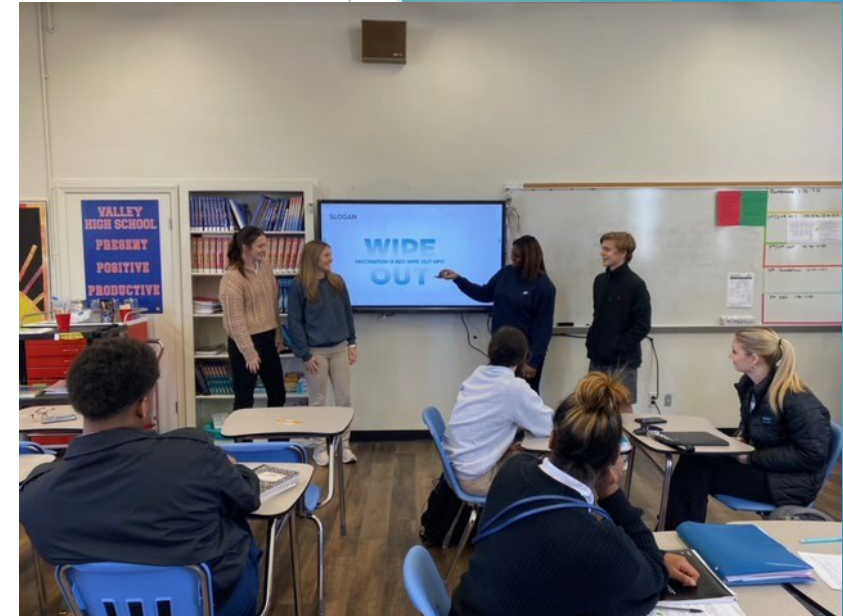
HPV Vaccination

Leadership Academy for High School Students in Chambers County

- Funded by the National Cancer Institute
- Development, implementation and evaluation of a multi-channel communication campaign to promote HPV vaccination
- Engagement of the entire school system
- Community awareness
- Provision of HPV vaccination in the schools

Outcomes:

- HPV vaccination uptake at the county level compared to previous year (primary)
- HPV vaccination uptake at the school level compared to previous year when HPV vaccination was provided at school without the “communication campaign” (secondary)



Cervical Cancer Screening & Follow Up

Alabama Department of Public Health and Colposcopies

- ▶ Nurse Practitioners Certified for colposcopy
- ▶ NPs supported by Medical Officer for Family Health Services
- ▶ One Nurse Practitioner per 6 Districts
- ▶ Travel to health departments within Districts to provide colposcopy statewide
- ▶ 823+ performed this FY (Last FY 253)
- ▶ 72% show rate for colposcopy
- ▶ 24% high grade result on colposcopy visits



Expanding Operation Wipe Out Across Alabama

WIPE OUT

cervical cancer ALABAMA

ELIMINATING CERVICAL CANCER AS A PUBLIC HEALTH PROBLEM IN ALABAMA

CERVICAL CANCER SUMMIT

BIRMINGHAM 2022

09.30.22

| TIME | ROOM | TOPIC / SPEAKER |
|--------------|--------------|---|
| 12:00 - 1:00 | BIRMINGHAM 4 | <p>OPENING REMARKS AND WELCOME - LUNCH</p> <p>WELCOME Dr. Scott Harris, State Health Officer, Alabama Department of Public Health</p> <p>OPENING REMARKS Ms. Kristi Lovell, Senior Manager of Strategic Partnerships, South Region, American Cancer Society Mr. Dan Stephens, Executive Director, Rotary Club of Birmingham Dr. Heather White, Executive Director, Together for Health Dr. Isabel Scarinci, Vice-Chair for Global and Rural Health, Department of Obstetrics and Gynecology, University of Alabama at Birmingham</p> |
| 1:00 - 1:30 | BIRMINGHAM 4 | <p>CERVICAL CANCER ELIMINATION AS A PUBLIC HEALTH PROBLEM: A GOAL WITHIN OUR REACH</p> <p>Dr. Warner Huh, Chair, Department of Obstetrics and Gynecology, University of Alabama at Birmingham</p> |
| 1:30 - 2:30 | | <p>BREAK-OUT DISCUSSIONS (CHOOSE TWO BREAK-OUTS)</p> <p>Break-out sessions will be moderated discussions surrounding each of the strategies for cervical cancer elimination as a public health problem. Participants will be asked to provide feedback on the importance of the strategy, suggest facilitators and barriers to each, and identify potential solutions.</p> |
| 15 min break | | |
| 2:45 - 3:45 | BIRMINGHAM 4 | <p>Break-out Session #1</p> <p>VACCINATION Moderated by: Dr. Isabel Scarinci, Vice-Chair for Global and Rural Health, UAB Department of Obstetrics and Gynecology/Interim Associate Director for Community Outreach and Engagement, O'Neal Comprehensive Cancer Center (UAB)</p> |
| | BIRMINGHAM 5 | <p>Break-out Session #2</p> <p>SCREENING Moderated by: Dr. Warner Huh, Chair, UAB Department of Obstetrics and Gynecology (UAB) and Nancy Wright, Director of Cancer Prevention and Control (ADPH)</p> |
| | BIRMINGHAM 6 | <p>Break-out Session #3</p> <p>FOLLOW-UP TO ABNORMAL RESULTS/TREATMENT Moderated by: Dr. Charles Leath, Director, Division of Gynecology Oncology (UAB) and Dr. Teresa Boitano, Gynecology Oncology Fellow (UAB)</p> |
| 4:00 | ATRIUM | RECEPTION |



Press Conference: Action Plan to Eliminate Cervical Cancer in Alabama



Launch of Alabama's Cervical Cancer Elimination Action Plan, May 2023

STRATEGIC ACTION PLAN FOR CERVICAL CANCER
ELIMINATION AS A PUBLIC HEALTH PROBLEM IN THE
STATE OF ALABAMA
2023-2033



Measuring Success

| Immediate Outcomes | Source(s) |
|--|---|
| ↑ HPV vaccination uptake among children and young adults (9-26 years), particularly focusing on 9-12 years | <i>ADPH ImmPRINT</i> |
| ↑ cervical cancer screening and adherence to follow-up (if needed) | <i>ADPH – Alabama Breast and Cervical Cancer Early Detection Program;</i> |
| Long-term Outcomes | |
| ↓ incidence and mortality of cervical and other HPV-associated cancers | <i>ADPH Cancer Registry</i> |

WIPE OUT Partners



- ▶ UAB Department of Obstetrics and Gynecology
- ▶ UAB O’Neal Comprehensive Cancer Center
- ▶ TogetHER for Health
- ▶ Alabama Department of Public Health
- ▶ American Cancer Society – Birmingham Chapter
- ▶ Auburn University
- ▶ Chambers County School District
- ▶ Circle of Care
- ▶ Huntsville Hospital System
- ▶ Quality of Life Health Services
- ▶ Rotary Clubs of Birmingham and LaFayette
- ▶ Russell Medical Cancer Center
- ▶ University of South Alabama Mitchell Cancer Institute
- ▶ VAX2STOP Cancer

Presentations/Roundtables/Committees

- ▶ Southeast HPV Roundtable (St.Jude/ACS)
- ▶ National HPV Roundtable
- ▶ Cervical Cancer Roundtable
- ▶ St. Jude International HPV Awareness Day Webinar
- ▶ 8th Annual Meeting of the HPV Cancer Center Consortium
- ▶ American College of Obstetrics and Gynecology (ACOG) District VII Mtg (Tulsa)
- ▶ Florida: 2024 HPV Elimination Leading Progress
- ▶ Biden Moonshot Cervical Cancer Forum
- ▶ Alabama Vaccination Task Force Qtrly Mtg
- ▶ Office of Women's Health Annual Conference/Alabama
- ▶ Alabama Chapter of the American Academy of Pediatrics (April)
- ▶ NIH HPV Cancer Center Consortium (April)
- ▶ CCC National Partnership Webinar (May)
- ▶ ACOG 2024 Joint Annual Spring Meeting of the Alabama and Mississippi Sections (April)
- ▶ Alabama Academy of Family Practitioners (AAFP) (June)
- ▶ Huntsville Hospital Operation WIPE OUT Launch
- ▶ ACCCC Qtl Meetings

Operation WIPE OUT Media

- ▶ Wall Street Journal
- ▶ AAFP Magazine (SCOPE)
- ▶ UAB Articles
- ▶ Daily Mail UK
- ▶ Alabama Medicaid Facebook article
- ▶ Alabama Reflector
- ▶ Alabama Public Radio Interview
- ▶ Bama Buzz
- ▶ State Health Officer Newsletter (twice)
- ▶ Birmingham Mom Magazine
- ▶ ADPH Op-ed
- ▶ ADPH website Feature
- ▶ TV interviews: NBC/CBS/ABC/FOX w/links
- ▶ Local Newspapers



Priorities Going Forward

Health Promotion & Outreach

- ▶ Grassroots, community-led engagement
- ▶ Move beyond academic centers and comprehensive cancer centers to engage more non-profits, civic, faith-based and business leaders
- ▶ Ensure evidence-based approaches, collaboration and learning among all partners

HPV Vaccination

- ▶ School-based HPV education vaccination campaigns
- ▶ Provision of HPV vaccination at pharmacies without standing orders

Cervical Cancer Screening

- ▶ Simplify U.S. cervical cancer screening guidelines
- ▶ Regulatory approval by FDA for vaginal self-sampling
- ▶ Create CPT (reimbursement) codes for HPV testing

Follow Up & Treatment

- ▶ Fund training for mobile colposcopy units and LEEP/colposcopy training for nurse practitioners
- ▶ Increasing access to services in rural, underserved communities is critical



Cross-Cutting Engagement, Documentation, Evaluation through Operation Wipe Out

WE NEED EVERYONE!

If you are a **father/mother/grandfather/grandmother/guardian** - Vaccinate your children/grandchildren and lead by example.

If you are an **adult** - get screened and follow-up and lead by example by motivating your family members, neighbors, church members OR motivate people with a cervix to get screened.

If you are a **pastor or a leader in community organization/crochet club, etc.** - talk about cervical cancer, ways to prevent it and provide resources (e.g., where to go).

If you are a **business leader or supervisor** - provide education among your employees and allow time off to get screened or get their children vaccinated.

If you are a **health care provider** (no matter your specialty or role) - talk about cervical cancer, educate, and facilitate access to HPV vaccination, screening, follow-up.

If you are a **community health advisor** - discuss with your county coordinator group activities you can organize to provide education and facilitate access to HPV vaccination, screening, follow-up.

If **you do NOT fit in any of the categories** - take it upon yourself to lead by example and get the word out!

“ Everyone can contribute, every community matters, and every country can eliminate cancer. ”

- WHO, Global Call to Action to Eliminate Cervical Cancer

...Every State Can Too!

Operation **Wipe Out** is a partnership of several organizations to eliminate cervical cancer as a public health problem in Alabama. It will take everyone's effort, but it is totally within our reach. For more information, call (205) 778-8334 | email: CervicalCancerAL@uabmc.edu



Contact Information

Heather White, TogetherHER for Health, Founding Partner, Operation Wipe Out

Email: heather@togetherforhealth.org Website: www.operationwipeout.org