



Welcome!

NC Immunization Coalition Meeting

Topic:
Resource Sharing
National – State/Local – Organizational

Coordinator:
Steven Gunn, MPA
Co-Chair, NCIC Executive Committee

Agenda February 14th, 2023

▶ Welcome

▶ NCIC Executive &
Steering Committees

▶ letsimmunizenc.org

Steering Committee Delegates

- | | | |
|---------------------|--------------------------|------------------|
| ▶ Amparo Acosta | ▶ Lauren Porter | ▶ Rachel Houston |
| ▶ Chris Weathington | ▶ Leanne Alexander | ▶ Scott Coleman |
| ▶ Christopher Carr | ▶ Megan Riley | ▶ Steven Gunn |
| ▶ Josh McDuffie | ▶ Megan Witkowski | ▶ Tammy Woods |
| ▶ Karin Szymanski | ▶ Queen
Degraphenreid | ▶ Erin Brown |
| ▶ Laura Edwards | | ▶ Dawn Wilson |

National Resources

- ▶ Vaccinate Your Family
 - ▶ Speaker: Dana Howe, Communications Lead
- ▶ California Immunization Coalition
 - ▶ Speaker: Catherine Flores Martin, Executive Director, California Immunization Coalition
- ▶ HPV Roundtable
 - ▶ Speaker: Leanne S. Alexander, MPH, BSN, RN
Merck Vaccine Policy Southeast Region



The National HPV Vaccination Roundtable

MISSION

The collective mission of our organizations is to raise HPV vaccination rates and prevent HPV cancers in the United States.

VISION

We see a future where cervical cancers can be nearly eliminated in the U.S., sparing millions of women and families unnecessary pain, stress, and financial burden. We believe that by working together over the long-term, we can move towards ending vaccine-preventable HPV cancers as a public health problem.





Resource Library

View our collection of white papers, webinars, and other resources to help you learn more about HPV and how to prevent it. Search for a resource or filter by topic.

Search: [Search Results](#)

Showing results for HPV

Filters: [Clear All](#)

- Topic
- Format
- Language
- Region
- Year
- Author
- Organization
- Country
- Age Group
- Gender
- Health Condition
- Prevention Method
- Screening Method
- Screening Frequency
- Screening Location
- Screening Type
- Screening Result
- Screening Status
- Screening Outcome
- Screening Cost
- Screening Coverage
- Screening Access
- Screening Availability
- Screening Eligibility
- Screening Incentives
- Screening Incentives Type
- Screening Incentives Amount
- Screening Incentives Duration
- Screening Incentives Conditions
- Screening Incentives Exclusions
- Screening Incentives Exemptions
- Screening Incentives Waivers
- Screening Incentives Penalties
- Screening Incentives Penalties Type
- Screening Incentives Penalties Amount
- Screening Incentives Penalties Duration
- Screening Incentives Penalties Conditions
- Screening Incentives Penalties Exclusions
- Screening Incentives Penalties Exemptions
- Screening Incentives Penalties Waivers
- Screening Incentives Penalties Penalties

HPV 2021 Age 9 Call To Action Letter

HPV 2021 Age 9 Call To Action Letter

HPV 2021 Age 9 Call To Action Letter

Leadership

The American HPV Research Foundation is a 501(c)(3) not-for-profit organization dedicated to advancing HPV research and improving cancer prevention and treatment.

We are currently seeking a Board Member to help lead and support the Foundation's mission. For more information, please contact us at info@amp-research.org.



“

Quintessential in a stadium of non-stop activity, she brings high energy to every meeting. Her passion for the cause is infectious. Her regular contributions make us proud to have her. Please contact me if you'd like to know more.

Janet Hawkins
Steering Committee Member

”

Help prevent six cancers with the HPV vaccine.

Protect your child

Our Impact

What does it take to outsmart cancer? Research. We've invested more than \$5 billion in cancer research since 1996, all to find more - and better - treatments, answer factors that may cause cancer, and improve cancer patients' quality of life.



We Convene We Communicate We Catalyze

HPV Roundtable Resource Library

New



HPV Vaccination at 9-12 Years of Age

April 2022

What's Known

Adolescent vaccination campaigns targeting the gap between HPV vaccine uptake and completion in the United States. For example, to increase the uptake of HPV vaccine, the CDC has issued guidance on how to reach underserved youth. HPV vaccine uptake is highest among youth who are vaccinated at 9-12 years of age.

What's New

Research indicates that HPV vaccination at 9-12 years of age is associated with higher vaccine completion rates compared to vaccination at 13-17 years of age. This is particularly true for youth who are vaccinated at 9-12 years of age and are also vaccinated at 13-17 years of age.

HPV vaccination is recommended for ages 9-12, but vaccine completion is often low. HPV vaccination at 9-12 years of age is associated with higher vaccine completion rates compared to vaccination at 13-17 years of age.

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Protect Your Preteen/Teen with Vaccines

Protect them from serious diseases including HPV cancers, meningitis, tetanus, whooping cough, flu, and COVID-19.



AGES 9 - 10

- HPV dose 1 (Human papillomavirus)
- HPV dose 2 (3 - 12 months after dose 1)

AGES 11 - 12

- Meningitis dose 1 (MenACWY)
- Tetanus, diphtheria, pertussis
- HPV (if 2 doses haven't been given)

AGE 16

- Meningitis dose 2 (MenACWY)
- Meningitis 3 series (MMII)

YEARLY

- Flu (seasonal influenza)

Preteens and teens should stay up-to-date with COVID-19 vaccine to help protect them from COVID-19.




Starting HPV Vaccination at Age 9

Recommendations for Age 9 Enrollment

Researcher Group Faculty (RGF)

- CDC Recommendations for HPV Vaccination
- HPV Vaccination: CDC Guidelines Update
- CDC HPV Vaccine

American Academy of Pediatrics (AAP)

- HPV Vaccine Recommendations for Prepubertal and Adolescent Youth

Centers for Disease Control and Prevention (CDC)

- HPV Vaccine: CDC Guidelines Update
- Recommendations for HPV Vaccination

Materials

- HPV Vaccine: CDC Guidelines Update
- HPV Vaccine: CDC Guidelines Update
- HPV Vaccine: CDC Guidelines Update

Continuing Medical Education (CME)

- HPV Vaccine: CDC Guidelines Update
- HPV Vaccine: CDC Guidelines Update

Videos

- HPV Vaccine: CDC Guidelines Update
- HPV Vaccine: CDC Guidelines Update

For more information, please contact the Executive Director at info@hpvroundtable.org

The HPV vaccination Roundtable convenes, communicates with, and catalyzes member organizations to increase HPV vaccination rates and prevent HPV cancers.




HPV Roundtable Resource: Start at 9 Campaign

New!

HPV Vaccination Starts at 9
Provider and Health Systems Toolbox

Take these communication activities before [2018](#) to maximize HPV vaccination at age 9.

- Update IT recommendations** – on websites, in print, for text messages, etc. – to vaccination by including the following talking points:
 - Healthcare providers should start the 2-dose series at the age 9 visit visit. Starting the 2-dose series at age 9 will increase the number of completed 2-dose series by age 12.
 - Using a strong recommendation at age 9 will increase vaccination success. Starting at age 9 provides time to complete the HPV series before age 11 when they need to get [MOPAC](#) services.
 - ACIP and CDC support vaccination starting at age 9. ACIP, CDC, The American Cancer Society, The American Cancer Society, and the National HPV Vaccination Research Center support HPV vaccination start at age 9.
- Use new messages**, such as [LHM 11146](#), [MOT3432](#) and [MOT3433](#).
- Use "Start at 9" messages** or other communication materials from [Project Start at 9](#). These materials can include e-newsletters, emails, social media, sign messages, events, etc.

SAMPLE CONTENT ON THE NEXT PAGE

- Download the "Start at 9" Resource Toolkit** to help support this message outreach:
 - [View the Start at 9 Resource Toolkit for PDF download](#)
 - [Download the Start at 9 Toolkit for Word](#)
 - [Download the Start at 9 Toolkit for PowerPoint](#)
- Look for upcoming "HPV Vaccination Starts at 9" Communications**. This summer, the National HPV Vaccination Research Center will send additional resources to increase HPV vaccination. Also, state plans to roll out for the [National Start at 9](#).

HPV Vaccination Starts at 9

START AT 9

HPV Vaccination Starts at Age 9

Using a strong recommendation for HPV vaccination at age 9 will increase vaccine completion success and prevent head-on collisions.

Healthcare providers should start the 2-dose series at the age 9 visit visit. Starting the 2-dose series at age 9 will increase the number of completed 2-dose series by age 12.

Using a strong recommendation at age 9 will increase vaccination success. Starting at age 9 gives healthcare providers time to complete the HPV series before age 11 when they need to get [HPV](#) services.

ACIP and CDC support vaccination starting at age 9. ACIP, CDC, The American Academy of Pediatrics (AAP), The American Cancer Society, and the National HPV Vaccination Research Center support HPV vaccination start at age 9.



HPV Roundtable Resource: Start at 9 Campaign



Why Age 9? FACT SHEET

Age 9 Sell Sheet

Protect Your Preteen/Teen with Vaccines

Check Off the Routine School Age Vaccines

HPV Vaccination - Start at Age 9

HPV Vaccine It's Cancer Prevention

Record of HPV Vaccinations

HPV Vaccination Education Toolkit INSIDE!

Age 9 Sell Sheet

Age 9 Provider Toolkits



Questions?

Please reach out
gabby.darvillesanders@cancer.org

State/Local Resources

- ▶ DHHS / Immunization Branch

- ▶ Flu season messaging

- ▶ Speaker: Scott Coleman, Communications Manager, Divisions of Public Health Immunization Branch

- ▶ Flu data website

- ▶ Speaker: Jenny Myers, MPH, NC Immunization Branch



Flu Prevention/Vaccination Campaign

MID CAMPAIGN REPORT

October – December 2022



Objective:

The 2022-23 statewide flu campaign focuses on reaching North Carolina residents and communicating the importance of flu vaccination. This plan delivered the campaign developed by Neimand Collaborative for the North Carolina Department of Health and Human Services. Messaging focused on providing information about vaccination resources and encouraging people to receive their flu vaccine.

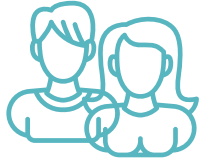
Media Tactics:

The campaign included a combination of media tactics that complemented each other to maximize reach of target audiences across the state. These tactics were grouped in two main categories:

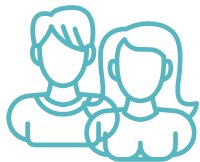
- **Digital media** - Programmatic, Paid Social, Streaming Radio
- **Traditional media** - Radio



NORTH CAROLINA



**General Population
49 and Older**



**General Population
W/ Pre-existing Conditions**



**Parents w/ Kids in
Household Under 13**



**Hispanic
Population**

Media Strategy

The media combines a mix of tactics that allowed for optimal targeting of the two target audiences. We identified tactics that allowed us to scale efficiently and gave us the ability to act quickly to make optimizations as needed.

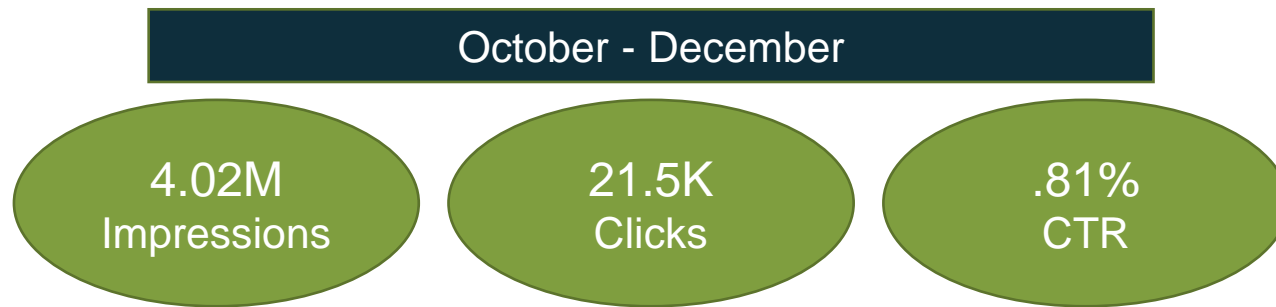


Paid Social- Facebook & Instagram

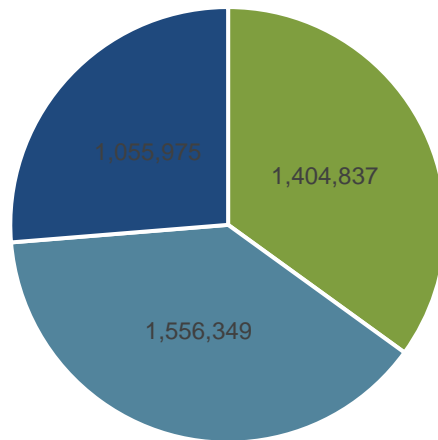
Through Facebook and Instagram, we are delivering targeted ads across their multiple placements available within the Facebook ads platform, including news feed, stories, right column, video feed, marketplace, instant article and search results, as well as Instagram feed and stories.



- Campaign Total Estimated Impressions: **8.8MM**

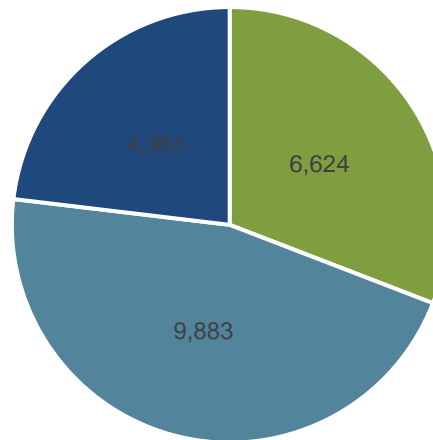


Impressions By Audience

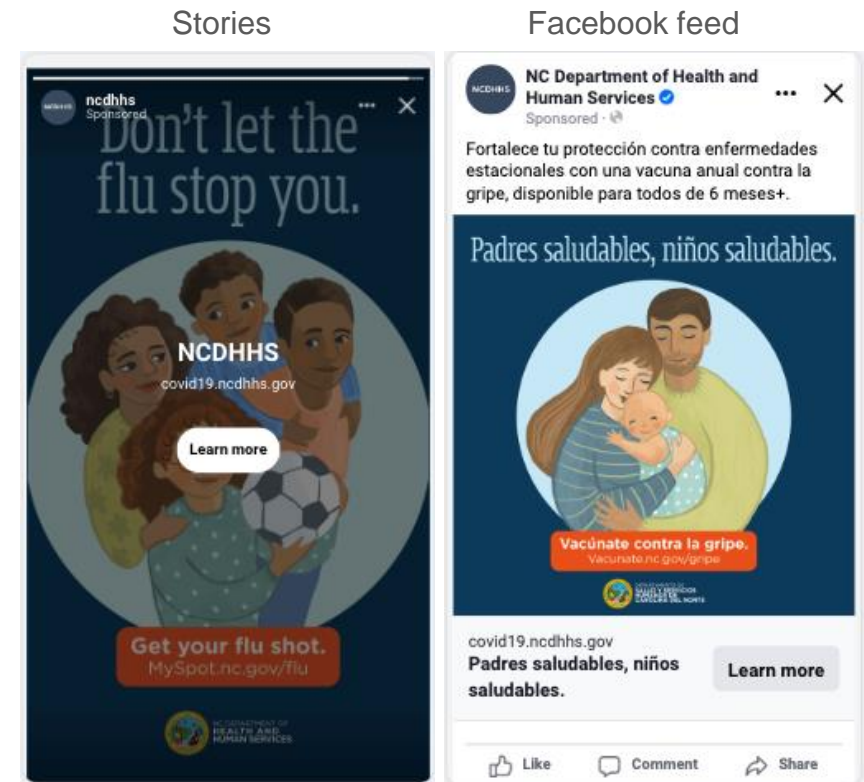


■ Hispanic ■ GP 49+ ■ Parents with Kids U13

Clicks By Audience



■ Hispanic ■ GP 49+ ■ Parents with Kids U13



Streaming Radio

Through streaming radio ads we are able to reach all four of our target audience segments while they work, commute and listen to their local or streaming radio stations.

- Campaign Total Estimated Impressions: **3MM**

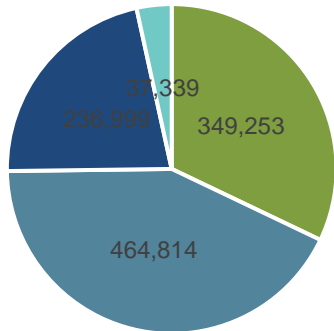
October - December

1.08M
Impressions

329
Clicks

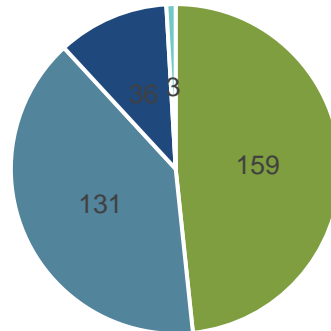
.03%
CTR

Impressions By Audience

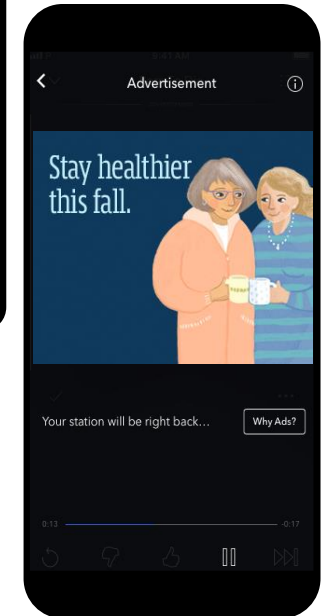


- General Population 49+
- General Population Preexisting Conditions
- Hispanic
- Parents With Kids Under 13

Clicks By Audience



- General Population 49+
- General Population Preexisting Conditions
- Hispanic
- Parents With Kids Under 13



Programmatic Display

Programmatic display are executed across websites, apps, and other digital platforms, and are targeted to the the campaigns specific audiences. Our programmatic display ads are seen as more personalized and relevant to our audiences by appearing across their online journey.

- Campaign Total Estimated Impressions: **12.3MM**

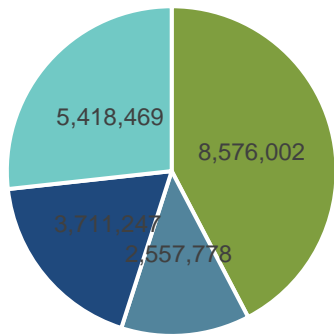
October - December

20.3M
Impressions

19.3K
Clicks

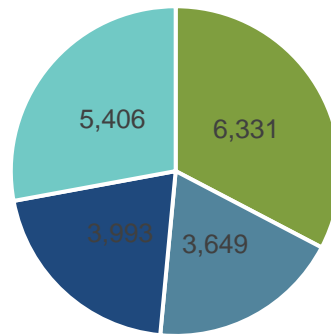
.11%
CTR

Impressions By Audience

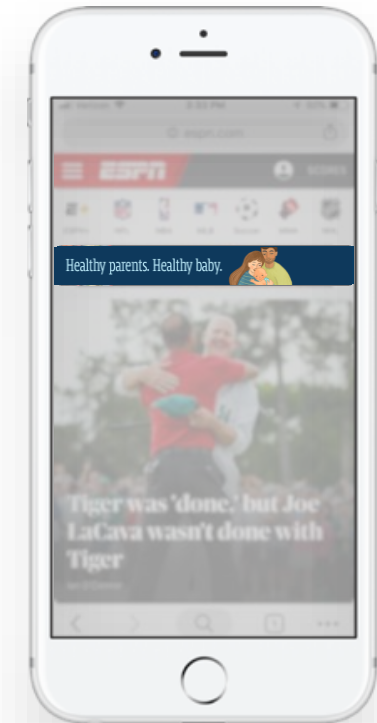
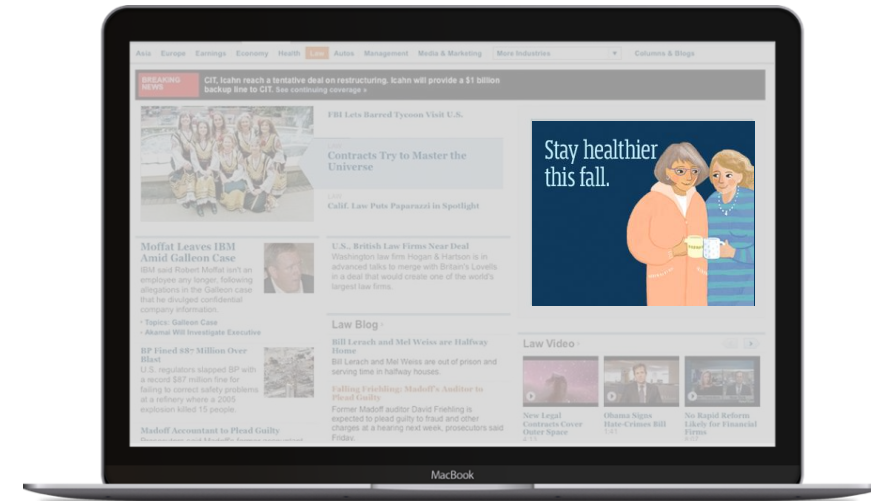


- General Population Preexisting Conditions
- Parents With Kids Under 13
- Hispanic
- General Population 49+

Clicks By Audience



- General Population Preexisting Conditions
- Parents With Kids Under 13
- Hispanic
- General Population 49+





NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**



Influenza Vaccination Coverage Update

February 14, 2023

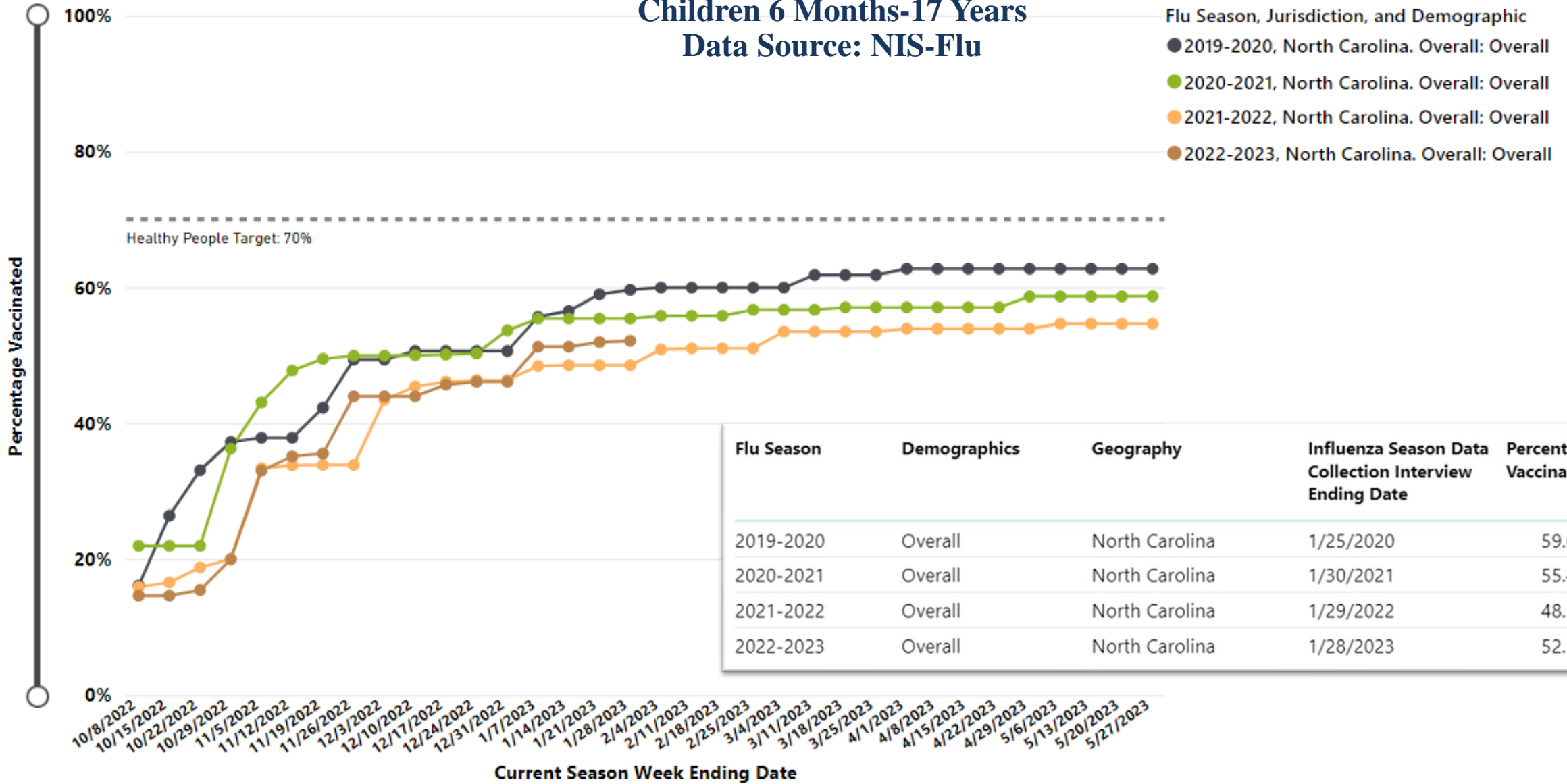
Jenny Myers, MPH
NC Immunization Branch

North Carolina Pediatric Influenza Vaccination Coverage

Weekly Cumulative Influenza Vaccination Coverage by Flu Season

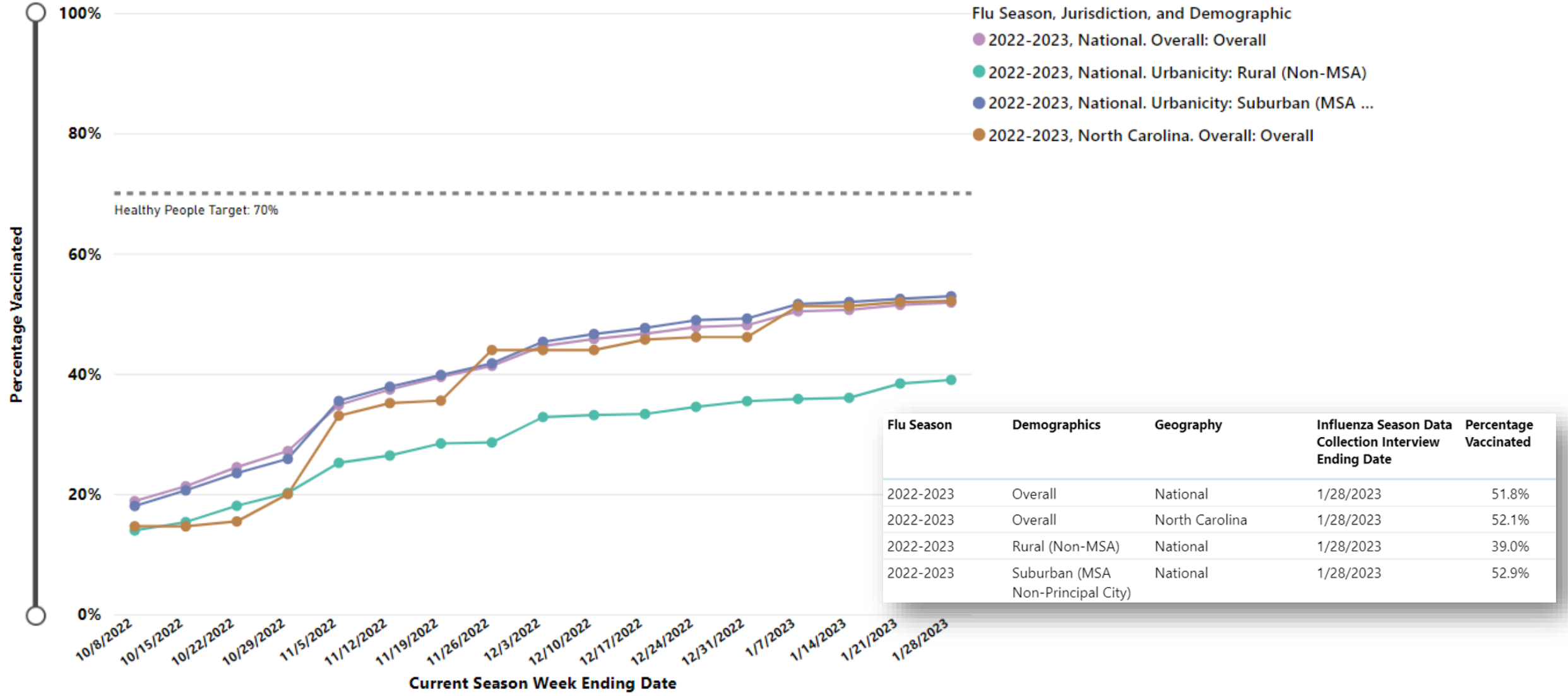
Children 6 Months-17 Years

Data Source: NIS-Flu



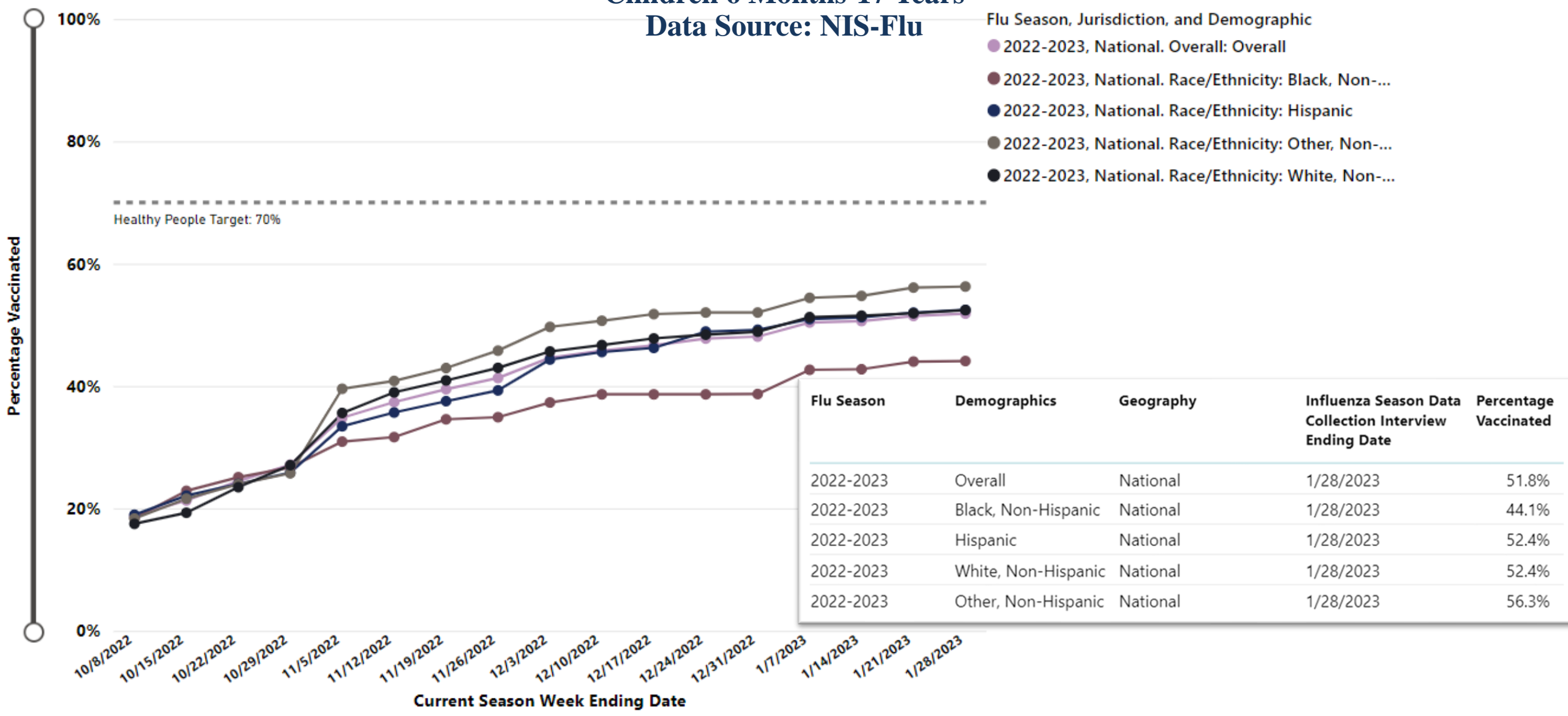
National Pediatric Influenza Coverage by Urbanicity

Weekly Cumulative Influenza Vaccination Coverage for 22-23 Season Children 6 Months-17 Years Data Source: NIS-Flu



National Pediatric Influenza Coverage by Race and Ethnicity

Weekly Cumulative Influenza Vaccination Coverage for 22-23 Season
 Children 6 Months-17 Years
 Data Source: NIS-Flu



National Pediatric Influenza Coverage by Age

Change in Influenza Vaccination Coverage between 2022-2023 and 2021-2022 Seasons by Age (2022-2023 minus 2021-2022)

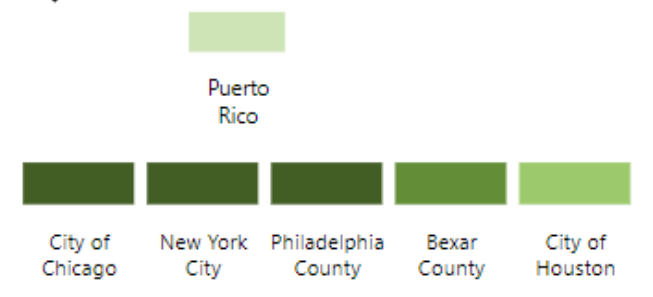
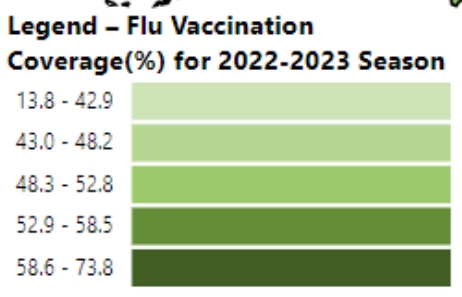
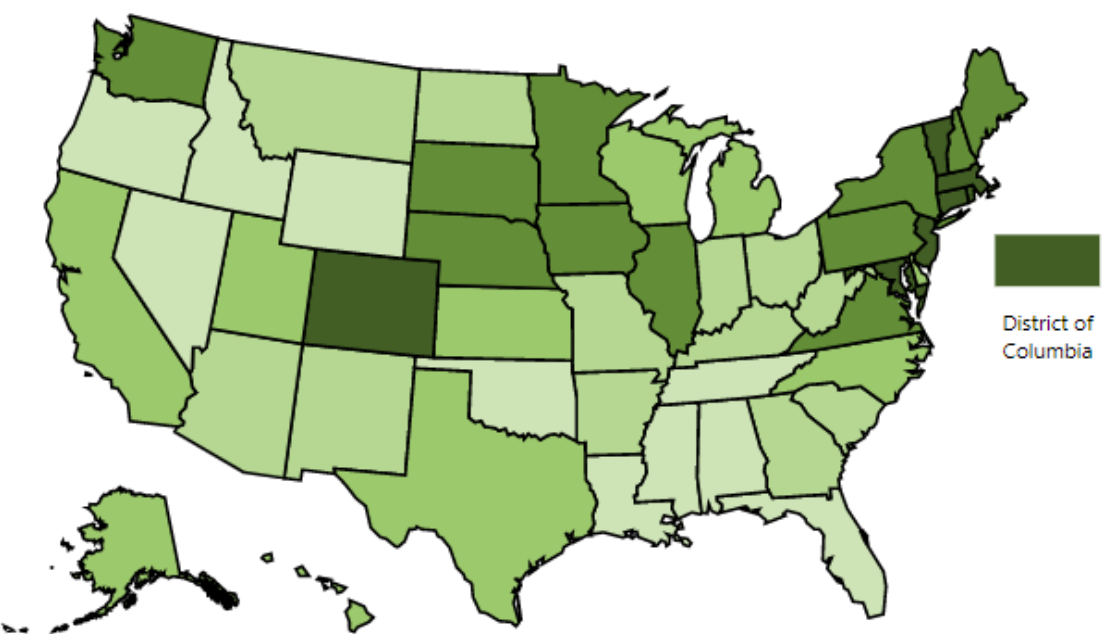
Demographic	2022-2023 Season Percentage Vaccinated	2021-2022 Season Percentage Vaccinated	Difference in Coverage Between Seasons (%) (current minus previous)	95% CI of the Difference	Statistical Significance
Overall	51.8	50.3	1.5	0.0 to 3.0	
6 months-4 years	60.8	55.9	4.9	1.9 to 7.8	*
5-12 years	52.9	51.4	1.5	-0.7 to 3.7	
13-17 years	43.7	42.9	0.8	-1.6 to 3.3	

* Statistically significant at $p < 0.05$

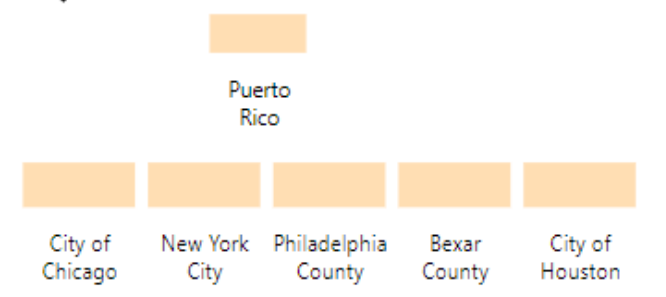
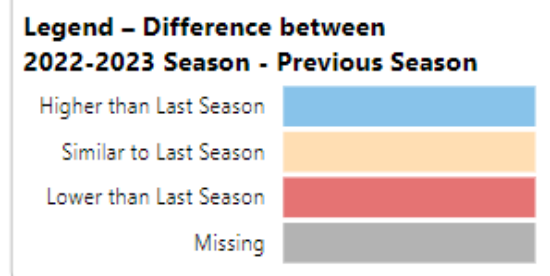
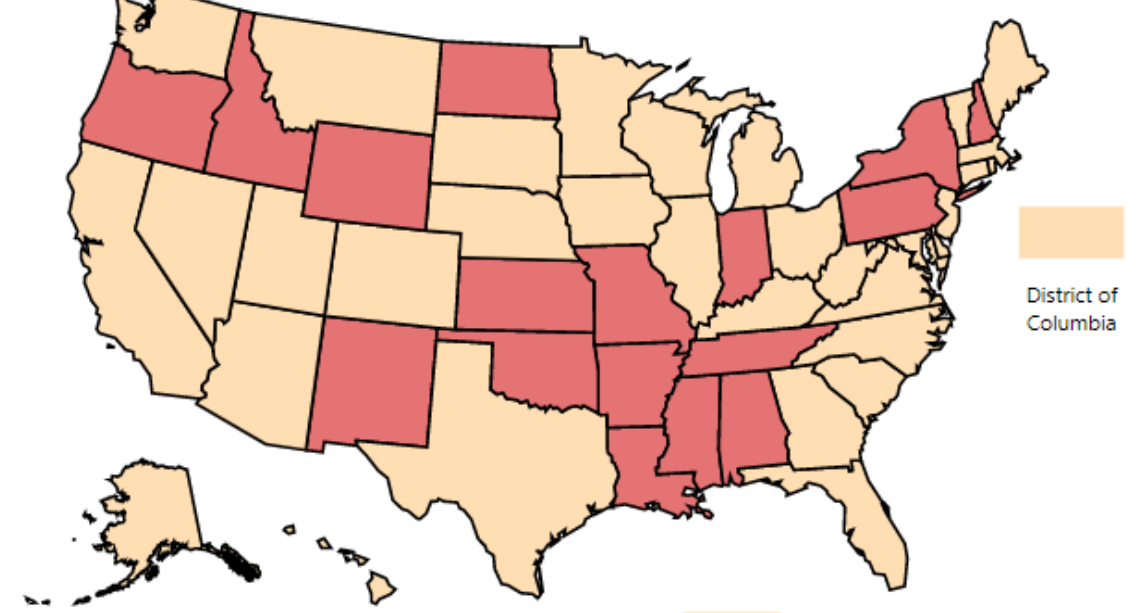
National Pediatric Influenza Vaccination Coverage Comparisons

Weekly Cumulative Influenza Vaccination Coverage Comparisons Children 6 Months-17 Years Data Source: NIS-Flu

Flu Vaccination Coverage for 2022-2023 Season



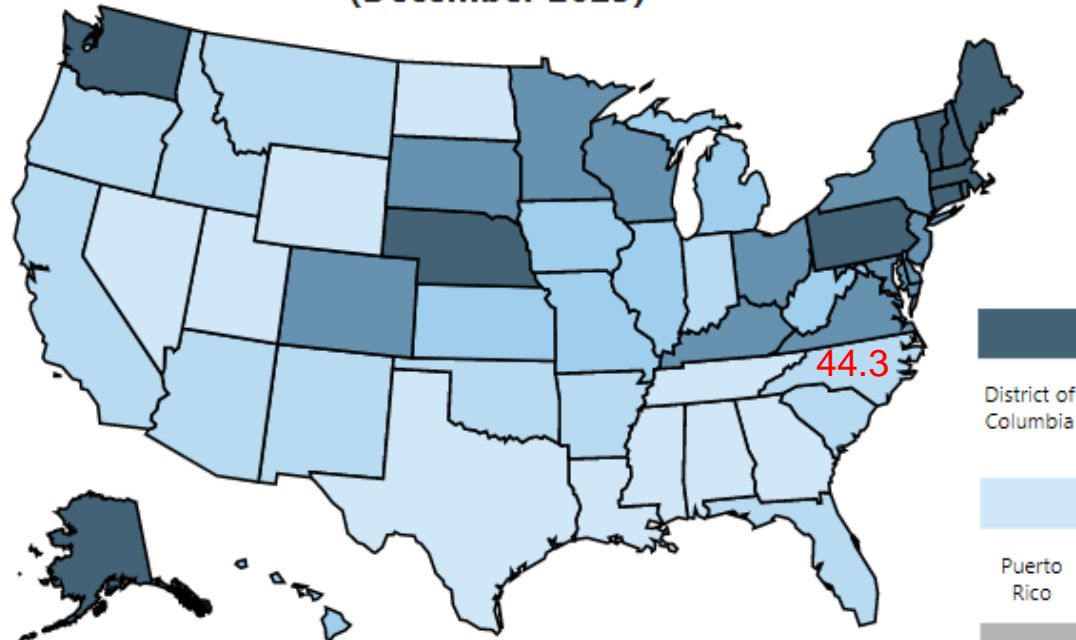
Difference in Flu Vaccination Coverage between 2022-2023 Season and Previous Season



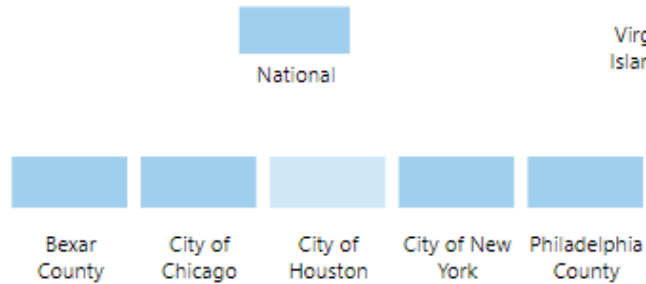
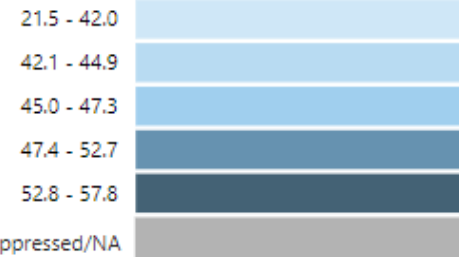
National Adult Influenza Vaccination Coverage

Source: National Immunization Survey-Adult COVID Module (NIS-ACM)

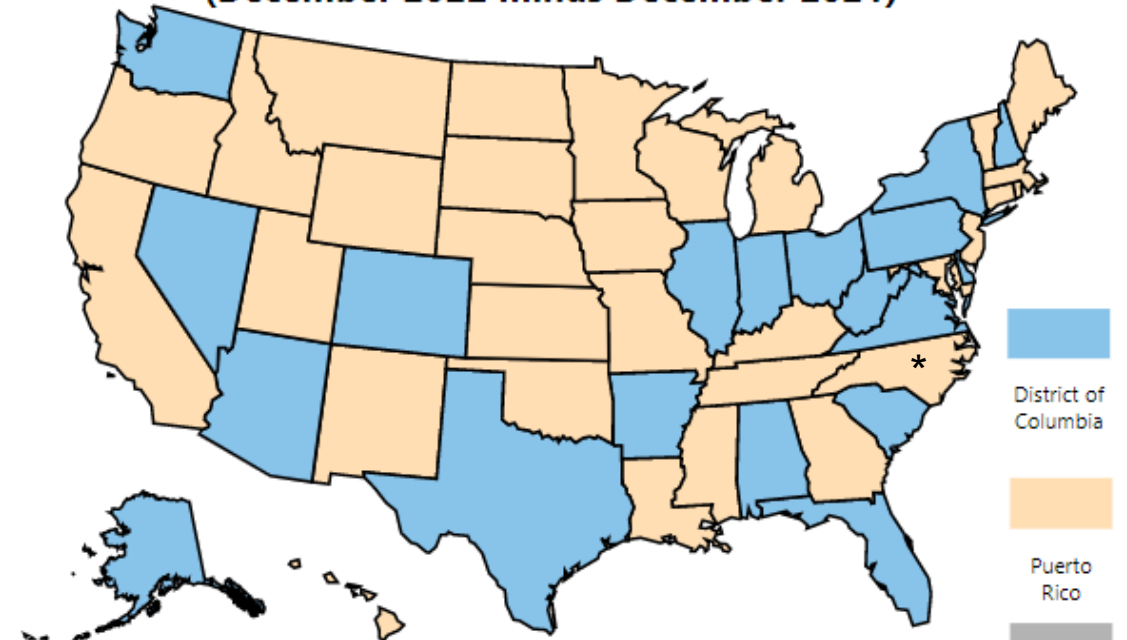
**Current Season Cumulative Flu Vaccination Coverage
(December 2023)**



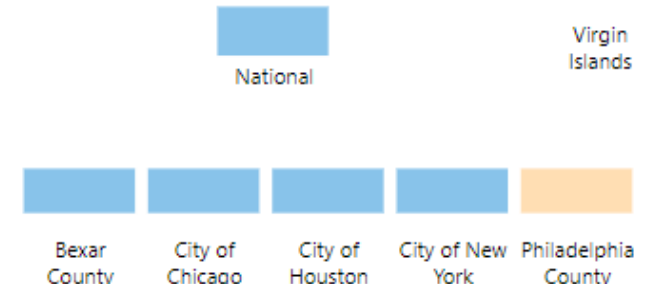
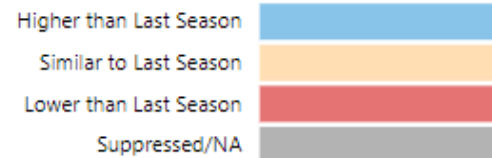
Legend – Flu Vaccination Coverage (%) for 2021-2022 Season



**Difference in Cumulative Flu Vaccination Coverage
(December 2022 minus December 2021)**



Legend – Differences



*NC: 44.3 v. 42.4

National Adult Influenza Vaccination Coverage

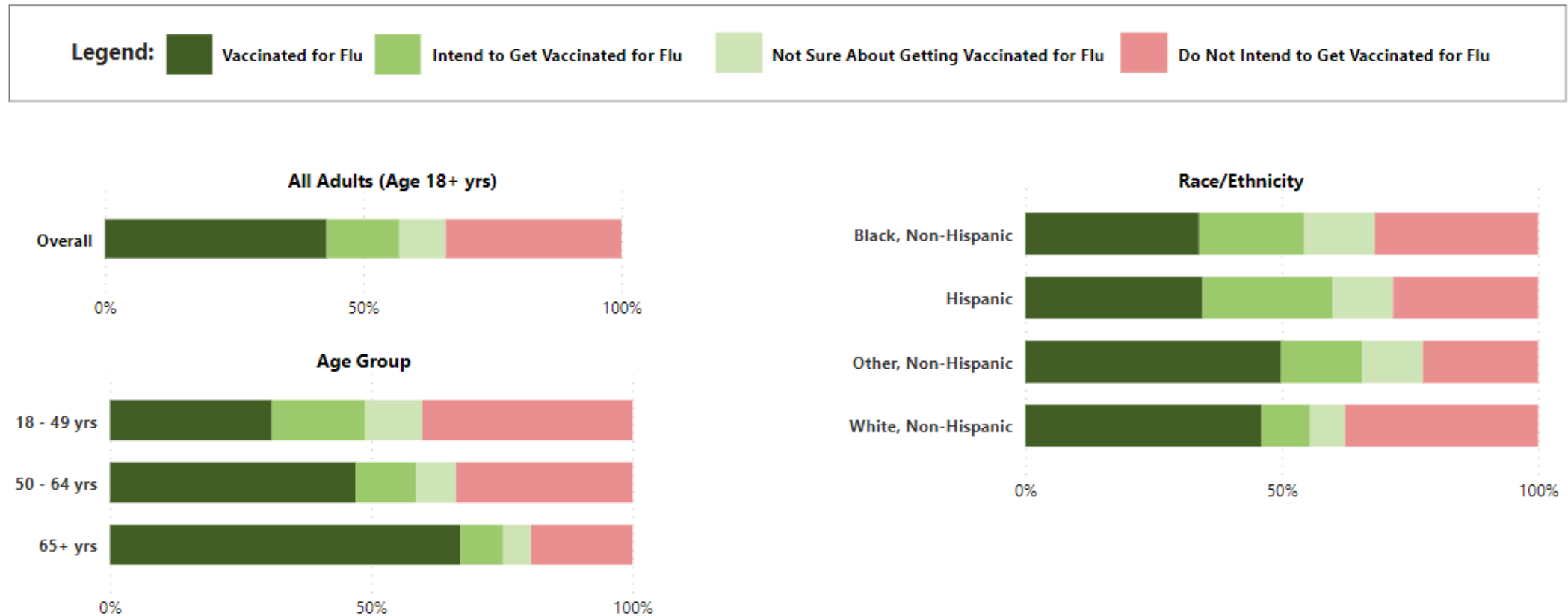
Figure 4D. Cumulative Influenza Vaccination Coverage and Intent for Vaccination,
by Age Group and Race/Ethnicity,

Adults 18 Years and Older, United States, 2022-2023*

Data Source: IPSOS Knowledge Panel and NORC AmeriSpeak Omnibus Surveys

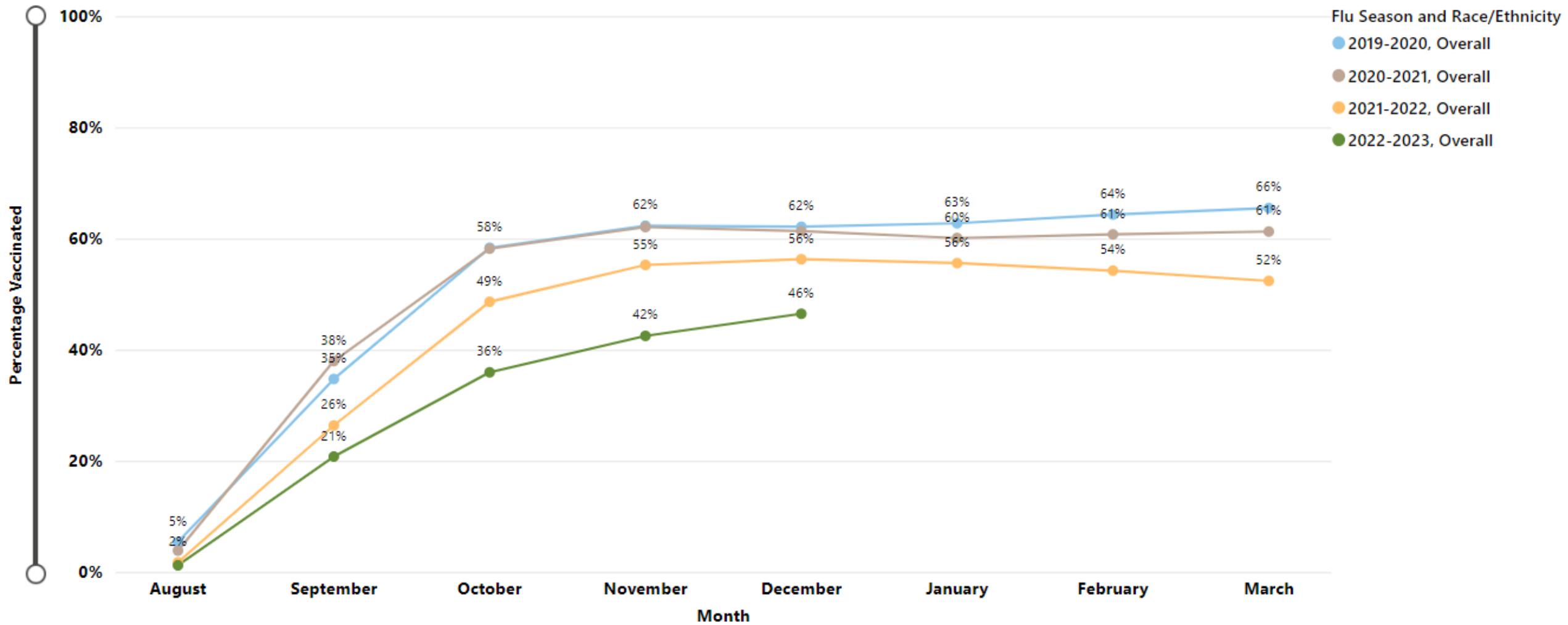
IPSOS KP data collected: 1/20/2023 - 1/26/2023

AmeriSpeak data collected: 1/26/2023 - 1/30/2023



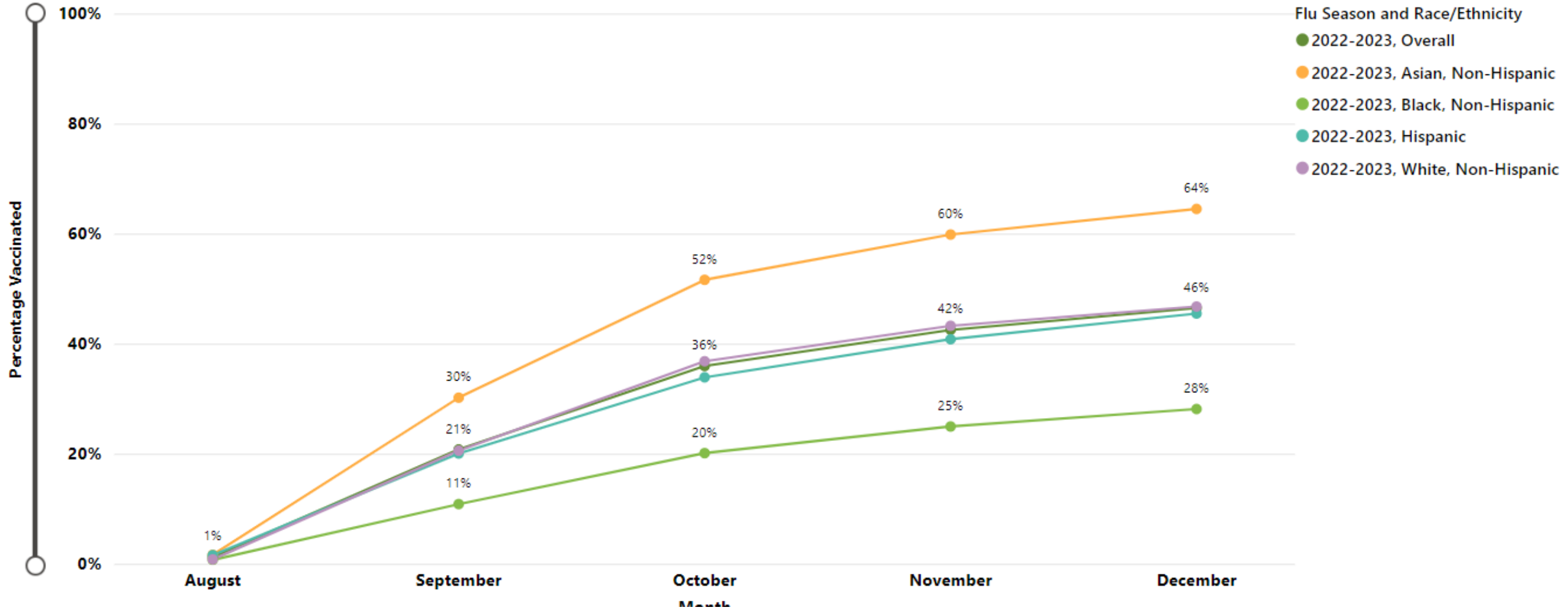
National Influenza Vaccination Coverage in Pregnant Persons

Monthly Cumulative Influenza Vaccination Coverage by Flu Season
Pregnant Persons 18-49 Years, United States
Data Source: Vaccine Safety Datalink (VSD)



National Influenza Vaccination Coverage in Pregnant Persons by Race/Ethnicity

Monthly Cumulative Influenza Vaccination Coverage by Flu Season and Race/Ethnicity
Pregnant Persons 18-49 Years, United States
Data Source: Vaccine Safety Datalink (VSD)



Don't let the flu stop you this winter. Get your flu shot.

Doctors recommend that everyone ages 6 months and older get their annual flu shot. Flu vaccines are available at little to no cost at providers across the state.

Find a flu vaccine

People should get their flu vaccine early to build up immunity before the virus becomes widespread in late fall and winter.

[I'm looking for COVID-19 vaccines](#)

[Versión en Español](#)



Organizational Resources



- ▶ NCIC Website
 - ▶ Speaker: Josh McDuffie
- ▶ HPV Task Force
 - ▶ Speaker: Erin Brown, MSPH, NC Division of Public Health BCCCP Program Coordinator

Welcome!



North Carolina Immunization Coalition

The North Carolina Immunization Coalition (NCIC) is a statewide organization that brings together community stakeholders, healthcare providers, healthcare organizations, both public and private, and government health agencies to coordinate and support efforts to promote the safety and efficacy of vaccines, address vaccine hesitancy, and improve immunization rates in North Carolina.

Upcoming Meetings

2/14/2023

NCIC Bimonthly Meeting

12:00pm -
1:00pm

Microsoft Teams meeting
Join on your computer, mobile app or room device
[Click here to join the meeting](#)
Meeting ID: 381 728 416 96
Passc...

Virtual

+ Event Details

<https://letsimmunizenc.org/>

<https://letsimmunizenc.org/>

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Immunization Resources

Immunization Resources for Providers

[American Academy of Family Physicians](#)
[American Academy of Pediatrics](#)
[American Medical Association](#)
[American Nurses Association](#)
[American Pharmacists Association](#)
[American Sexual Health Association](#)
[CDC Resources for Health Care Providers](#)
[Institute for Vaccine Safety](#)
[National Association of Pediatric Nurse Practitioners](#)
[Pediatric Infectious Disease Society](#)
[Vaccine Awareness and Research, Texas Children's Hospital](#)
[Vaccine Education Center, Children's Hospital of Philadelphia](#)
[Vaccinate Your Family](#)
[North Carolina Medical Journal](#)
[NC Medical Journal March/April 2021 "Immunizing North Carolina"](#)
[FCAAP Immunization PSA Toolkits Available for Providers and Partners](#)

Immunization Resources for Public Health

[Adult Vaccine Access Coalition](#)
[American Public Health Association](#)

Immunization Resources for Families

[CDC Infographics on Immunization](#)
[American College Health Association](#)
[American Academy of Pediatrics](#)
[American Associate of Family Physicians](#)
[American College of Physicians Adult Vaccines](#)
[CDC Infant & Childhood](#)
[CDC Preteen & Teen](#)
[CDC Vaccines by Age](#)
[Families Fighting Flu](#)
[Parents of Kids with Infectious Diseases](#)
[Voices for Vaccines](#)
[Vaccinate Your Family](#)
[#CallYourPediatrician](#)
[14-flu-defense-fact-sheet-121322.pdf \(influenza-defense.org\)](#)
[12-covid-fact-sheet-121322.pdf \(influenza-defense.org\)](#)
[Routine Immunizations on Schedule for Everyone \(RISE\)](#)
[You're 16 ... We Recommend These Vaccines For You! \(immunize.org\)](#)

Immunization Resources for Pregnant Women

[American College of Nurse Midwives](#)
[American College of Obstetricians and Gynecologists](#)

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Posts



January 31, 2023

Hepatitis A Outbreak in NC

Click Here to view an article from NCDHHS that discusses a recent Hepatitis A outbreak in NC and learn tips for keeping yourself and your family safe.

[Continue Reading](#)



February 4, 2022 | Vaccines, Webinar

HPV Webinar - **RESCHEDULED** May 13, 2022 12pm - 1pm

HPV webinar rescheduled, new date COMING SOON

[Continue Reading](#)

Categories

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[Article](#)

[Awareness](#)

[December 2021](#)

[Grant](#)

[Journal](#)

[July 2021](#)

[November 2021](#)

[Resources](#)



NORTH CAROLINA
Immunization Coalition
A COMMUNITY VOICE FOR VACCINES

HPV Social Media Toolkit

- ▶ HPV Awareness Day: March 4, 2023
- ▶ Adolescent Immunization Action Week: April 3-7, 2023
- ▶ Toolkit will be available in February

HPV Webinar

- ▶ April 20, 2023, from 12-1:00pm
- ▶ Goal: To increase HPV vaccination rates in NC Immunization Branch (NCIB) provider's clinics.
- ▶ Topics
 - ▶ Two HPV-related cancer survivor stories (cervical and oral).
 - ▶ Showcase a clinic that has successfully increased their HPV vaccination rates.
 - ▶ Keynote speaker: Dr. Mike Brown, Regional Medical Director, Southeast Region, Merck Vaccines
- ▶ Registration opening soon! Marketing will be to NCIB vaccine providers. Working in partnership with NCIB.

HPV Task Force Members

- ▶ Alexis Hoyt
- ▶ Doranna Anderson
- ▶ Erin Brown
- ▶ Jeffrey Hadley
- ▶ Jill Pait
- ▶ Leanne Alexander
- ▶ Linda Buehler
- ▶ Rachel Shenker
- ▶ Sarah Arthur
- ▶ Scott Coleman
- ▶ Shellie Behling
- ▶ Sherry Wright

Other Resources

- ▶ Immunization Action Coalition (Immunize.org)
 - ▶ <https://www.immunize.org/>
 - ▶ HCP Flu Resource: <https://www.immunize.org/catg.d/p3115.pdf>
- ▶ Good Health Wins
 - ▶ <https://ncnw.org/ncnw/ghwins>
- ▶ Old North State Medical Society
 - ▶ <https://onsms.org/>

Open Sharing / Comments



Closing

Find updates on the NCIC
webpage:

<https://letsimmunizenc.org>

Save the date for our 2023 NCIC bi-monthly meetings!

- ▶ April 11th
- ▶ June 13th
- ▶ August 8th
- ▶ October 10th
- ▶ December 12th

All meetings will be from **12:00 Noon to 1:00 PM** on the **second Tuesday**.