

Improving HPV Vaccination Rates in an Underserved Latino Population using Promotoras as Immunization Champions

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Background

- Cervical cancer is the most common HPV-associated cancer among Hispanic women.
- In Hidalgo County, women experience higher incidence and mortality from cervical cancer compared to the state and nation.
- Prevention of cervical cancer is possible using the HPV vaccine, which is recommended for males ages 11-21 and females ages 11-26.
- Uptake of the HPV vaccine remains low for Hispanics adolescents and young adults in Texas.
- The Immunization Partnership designed an Immunization Champion (IC) program to train clinic staff in implementing evidenced based practices for improving vaccine update in clinics.
- To improve vaccine uptake, the **Entre Familia (EF)** program adapted the IC model to create an HPV-specific IC program for promotoras to implement in four clinics serving Hidalgo county.

Methods

Who were the promotoras?

- Three promotoras employed through the Texas A&M
 Colonias Program
- Certified, bilingual, and with previous research project experience

What did they do?

- Two promotoras conducted clinic in-reach with Nuestra Clinica del Valle patients and another community
- All received IC training to conduct education and reminder/recalls to patients

outreach with residents

• IC trainings consisted of three sessions, for a total of 4 hours.



Program Design

Flow diagram of Promotoras Responsibilities

Recruit potential participants and determine eligibility.

Enroll eligible young adult patients (YAP) and caregivers of adolescent patients.

Provide brief education with brochure or optional group session.

Navigate caregivers and YAP to no/low-cost HPV vaccine services and offer support.

Conduct reminder/recalls with caregivers or YAP for receipt of

Immunization Champion Training Manual

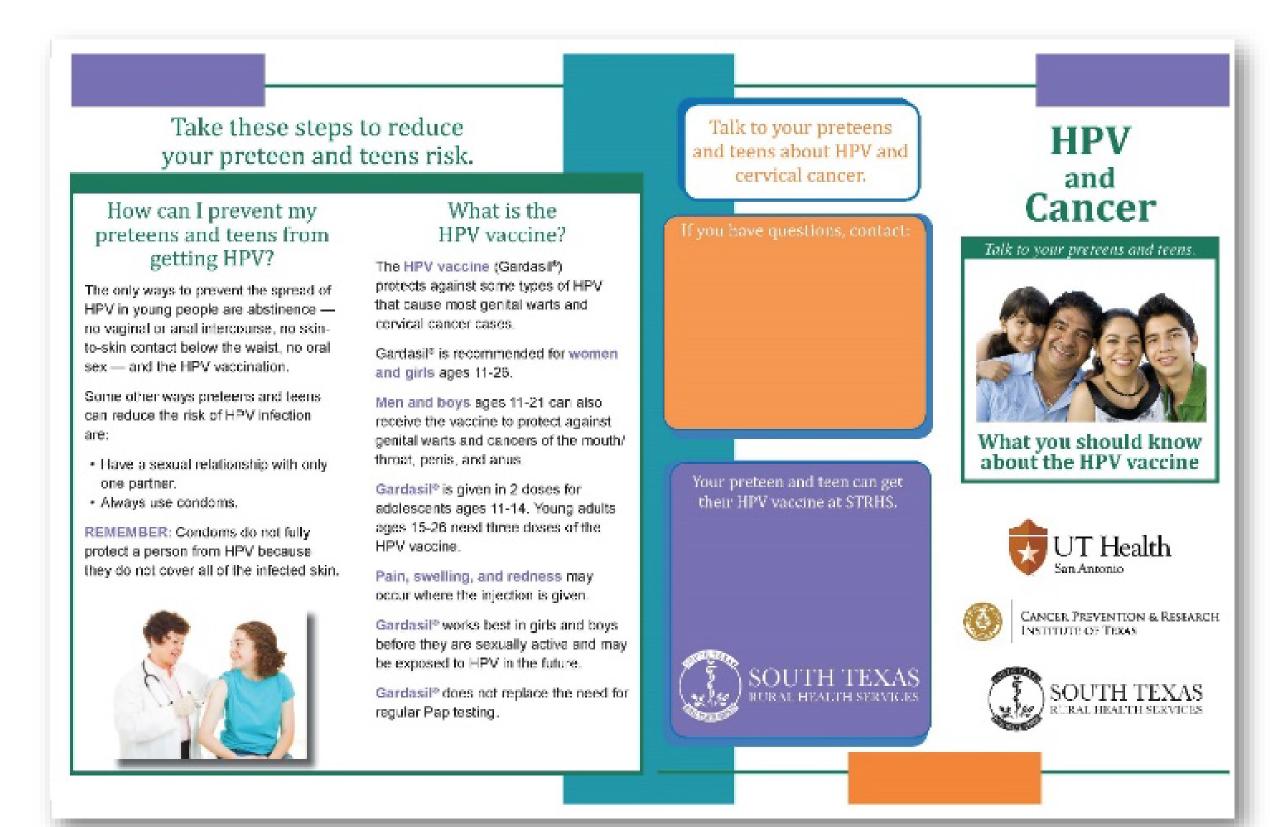
remaining HPV vaccine doses.

Three sessions covering:

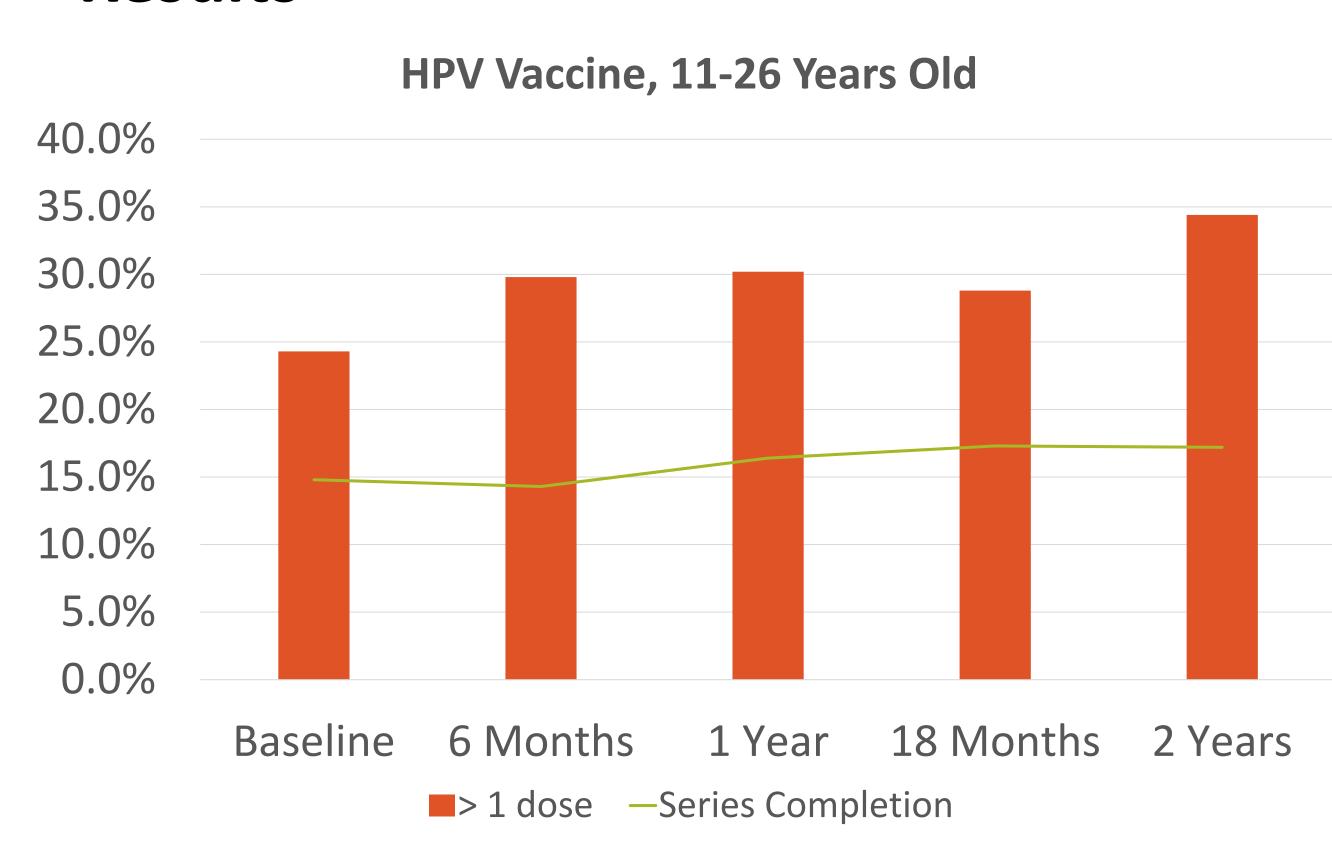
- Immunization 101,
- Utilizing evidenced-based interventions to improve immunization rates in clinical settings, and
- Improving access and reducing missed opportunities



Example EF Brochure (English/Spanish)



Results



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- Through the first two years of the program, initiation of HPV vaccine rose from 24.3% to 34.4% in adolescents and young adults. Series completion rose from 14.8% to 17.2% (Table 1).
- Missed opportunities were reduced to zero (data not shown).
- Results are presented below in Table 1.

Table 1. HPV Vaccine Rates, 11-26 Year Olds

	Baseline	6 Mos.	1 Year	18 Mos.	2 Years
<u>></u> 1 Dose	24.3%	29.8%	30.2%	28.8%	34.4%
Series Completion	14.8%	14.3%	16.4%	17.3%	17.2%

Conclusion

- These findings indicate that clinic efforts to improve their internal systems have proven effective.
- Using promotoras as an "Immunization Champion" within the clinic had a direct positive impact on vaccination rates.
- The IC Training empowered and motivated promotoras to conduct immunizations outreach efforts and turn missed opportunities into vaccination visits.
- Long-term, the EF program has the potential to reduce cervical cancer incidence and mortality among Hispanic women in Hidalgo County.