

**Title:**

Using Social Media to Increase the Rates of the HPV Vaccinations Among African Americans

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Human papillomavirus vaccination, Social Media and Transtheoretical Model of Change (TTM)

**References:**

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**Abstract Summary:**

The HPV vaccine can reduce HPV infections that lead to cancers. Social media is a method to disseminate health education. Gustafson and Woodworth cite, 80% of adults use the internet to find answers about health-related topics. This project may increase HPV vaccine knowledge, uptake and completion rate using social media.

**Learning Activity:**

<b>LEARNING OBJECTIVES</b>	<b>EXPANDED CONTENT OUTLINE</b>
The learner will be able to increase their knowledge of HPV from the pre-to post survey intervention.	CDC video, and podcast and brief written information
The learner will be able to speak to their pre-teen or teens health care provider about the HPV vaccine	Brief CDC written information embedded in the survey

**Abstract Text:**

More than two hundred viruses comprise Human Papillomaviruses (HPV). There are high-risk and low-risk categories of the HPV. High-risk HPVs, are those which may cause cancer. HPV types 16 and 18 cause most HPV related cancers (NCI,2015). Genital human papillomavirus (HPV) is the most common sexually transmitted infection in the United States, and results in around 14 million new cases each year (NCI,2015). The yearly cost of cervical cancer screening or treatment of HPV-related diseases is around \$8 billion dollars (CDC, 2016).

In 2006, the FDA introduced GARDASIL, an HPV vaccine, as a public health intervention (CDC, 2016). GARDASIL was developed to help protect against HPV types 6, 11, 16, and 18 (a quadrivalent) vaccine. HPV types 16 and 18 (high risk) are associated with approximately 70% of the cervical cancers diagnosed worldwide (Fernandez et. al, 2016). There are now three HPV vaccines available GARDASIL, GARDASIL 9, and Cervarix (CDC, 2015). It is important to note that the current vaccines available do not protect against all HPV infections linked to cancer. The recommendation is that vaccinated women continue to have cervical cancer screenings (NCI, 2015). The HPV vaccine is a recommended scheduled vaccine for girls and boys beginning at age 11. The vaccine is most effective prior to any sexual debut. Although there has been a decline in the HPV type cervical cancers with the introduction of the HPV vaccine, the HPV vaccine is significantly underutilized (National Cancer Institute, 2015).

The influence of social media, such as Twitter, Facebook, e-mail, and text messaging has a significant impact on how we share information, and how we determine everyday decisions. This is also true in health and wellness (Gustafson & Woodworth, 2014). This may confirm that targeting parents and guardians through social media for this HPV project is appropriate.

**Purpose:** To identify the impact social media education for parents and guardians may have on the uptake of Human papillomavirus vaccination rate among African American preteens and teens.

**Design:** HPV SOME Program is a descriptive pre/ posttest design.

**Methods:** The random sample will be comprised of at least 50 African American parents and guardians of pre-teens and teens ages 11-17. To recruit participants for this intervention, the student Principal-Investigator (PI) posted a call for study participants on Facebook and Twitter explaining what the education intervention is about, who is conducting the intervention and participant rights and responsibilities through a disclosure. The web-based survey targets African American parents and guardians of preteens and teens about their attitudes, knowledge, awareness, behavioral intentions, barriers, and concerns regarding HPV vaccination. Google survey allows for anonymity. This practice provides protection for human participants in the intervention.

A 5- point Likert Scale is the selected measure for part of the HPV SOME Program study. Attitudes, beliefs, and readiness for change are selected for measurement. The survey was modeled after the data collection tool used by researchers of a previous study (Patel, et. al.,2001). Question about the HPV vaccine to assess beliefs and attitudes about HPV and its vaccine are assessed. Time testing and comprehension of the survey was conducted (Patel, 2012). Fernandez et al. used of the Transtheoretical Model of Change through the process of change to increase the uptake of the HPV vaccine among college women. One of the goals for this study is to validate the TTM, process of change (POC) through using social media to increase the uptake of the HPV vaccination.

## Findings

To date 100% of the participants had an increase of knowledge from the pre- intervention survey to the post intervention survey education. Currently the parents or guardians pre-survey decision to vaccinate their pre-teen and teens increase from 20% to 33%. The data shows that 20% of the parent and guardian had their pre-teen or teens complete the HPV vaccine series. The findings for this project is ongoing.

## Conclusion

The preliminary data seems to affirm that social media education may be an effective means of disseminating health information, educating and improving health outcomes.

## Clinical Relevance

This is a social media education project pilot to help increase the rate of the HPV vaccine among African American preteens and teens. This project will influence the action of nursing. The pilot study goal is to educate and help parents/guardians to make an informed decision while evaluating the stages of change throughout the Trans theoretical Stages of Change Model(TTM). The relevance also includes the assessment of the impact of a social media-based outreach and education program in health care. The education method may help to develop a “best practice” model for promoting HPV vaccination to reduce HPV-related diseases, cancer mortality and disparity through social media. There are several considerations in determining the relevance. Obtaining buy in from the stakeholders is a key component. The stakeholders and community leaders associated with the project are collaborating to increase HPV vaccination among the targeted population. There is cultural relevance to the HPV SOME project. Many African American families do not discuss illness/disease; it is a secret, considered shame or a curse when ill. Others believe “God will fix it after a while” (Passmore & Williams, 2015). This social media education method may prove effective for evidenced based health information for future topics. The HPV vaccine, was introduced in 2006, this is the only vaccine that can prevent HPV related cancers, yet the uptake of the HPV vaccine is stagnant in our county (CDC, 2011). Perhaps, social media education can contribute to better outcomes by increasing the uptake of the HPV vaccine through education by reaching a larger number of people.