

IMPLEMENTATION GUIDE

HPV Vaccine Decision Narratives: Encouraging Informed HPV Vaccine Decision-making

*Using an Evidence-Based Program to develop
a process model for program delivery in the practice setting*

Note: Refer to “Putting Public Health Evidence in Action”. Review the appropriate Modules and the handouts provided in each, in order to modify and evaluate this program to meet the needs of your organization and audience.

“Putting Public Health Evidence in Action” is available online at:
<http://cpcrn.org/pub/evidence-in-action/>

I. Program Administration (Type of Staffing and Functions Needed)

Student Health Clinic Manager (Requirements: Clinical staff [i.e., nurse, physician, physician assistant] with experience with student health services and public health)

- Recruits participants to receive the video intervention by assessing eligibility (i.e., women who have not already received the human papillomavirus [HPV] vaccine and are between the ages of 18 and 26)
- Oversees delivery of video intervention at the university health clinic to ensure participants watch the video in its entirety
- Responds to questions from participants and identifies referrals as needed (i.e., for health insurance reimbursement, medical provider)
- Tracks the number of program participants and referrals to monitor program implementation

II. Program Delivery

For additional information on modifying program materials, refer to the appropriate Module(s) for program adaptation from “Putting Public Health Evidence in Action”.

A. Program Materials (*All listed materials can be viewed and/or downloaded from the RTIPs Products Page*):

- **HPV Narrative Intervention Video version 1: Peer & Provider (includes mother and daughter narrative) or HPV Narrative Intervention Video version 2: Peer & Provider (without mother and daughter narrative):** These 4-minute videos provide examples of HPV vaccine decision making by peers and medical experts and information about the availability and cost of HPV vaccination on campus. The narrative in the first version, which was tested in the study, is told from the perspective of a mother who is also a physician and director of student health at a university. She talks about the HPV vaccine with her daughter

and is glad when her daughter decides to get vaccinated. The second version does not use the mother and daughter narrative.

B. Program Implementation:

The steps used to implement this program are as follows:

Step 1: The student health clinic manager recruits college women aged 18–26 who have not previously received the HPV vaccine.

Step 2: The student health clinic manager schedules a time for participants to watch the video at the student health clinic on an LCD panel in the clinic waiting room. Other locations on campus may include the exam room prior to a clinic visit with the provider and a dormitory lobby. The video may be played on a kiosk machine, an iPad, or a computer.

Step 3: The student health clinic manager responds to any questions after participants view the video. If participants decide to obtain the vaccine, the manager refers the participants to their provider or other health clinic staff, who can also answer questions about cost/reimbursement and medical concerns.

Step 4: The student health clinic manager records participant information, the date of viewing the video intervention, and any referrals that were made.

III. Program Evaluation

For additional information on planning and adapting an evaluation, review the appropriate Modules for program implementation and evaluation from “Putting Public Health Evidence in Action”.

<http://cpcrn.org/pub/evidence-in-action/>

For further assistance in designing and conducting an evaluation, consider communicating with members from NCI’s Research to Reality (R2R) community of practice who may be able to help you with your research efforts. Following is a link to start an online discussion with the R2R community of practice, after completing registration on the R2R site:

<https://researchtoreality.cancer.gov/discussions>.