

AVP STRATEGY #3: PROVIDER CONTINUING EDUCATION (CE)

ABOUT THE AVP PROVIDER CME, CNE, AND ETHICS ACCREDITED PROGRAM

The AVP CE*, titled “Optimizing HPV Vaccination: Improving Communication through Ethical Principles and Evidence-Based Clinical Strategies,” is a 1-hour video presentation with content comprising:

- How the principles of medical ethics apply to HPV vaccination
- The real and rising burden of disease associated with HPV infection
- HPV vaccination guidelines and coverage
- Clinical strategies (at a system, clinic, and individual level) that will help improve HPV vaccination rates
- Effective strategies to improve communication with parents about HPV vaccination

The CE presentation includes a brief post-survey for CME* or CNE* credits. The CE is suitable for all clinic staff involved in vaccinating adolescents, including physicians, nurses, and medical assistants. It will help providers deliver strong HPV vaccine recommendations and communicate effectively with parents about HPV vaccination. There is no fee for this activity.

TIP: The AVP CE is designated by Baylor College of Medicine for 1 hour of ethics Continuing Medical Education (CME) and by the Czik School of Nursing at The University of Texas Health Science Center at Houston for 1 hour of ethics Continuing Nursing Education (CNE) credit.

The CE can be accessed online on an internet-accessible computer. The AVP CE has an audio track so speakers (and possibly headphones) may be required.

CE, CME, and CNE defined:

* Continuing education (CE) refers to educational activities aimed to develop one’s knowledge, skills, and professional performance.

**Continuing Medical Education (CME) refers to a specific form of continuing education that helps those in the medical field maintain competence and learn about new and developing areas of their field. CME credits are important to physicians because some states require a specified number of credits annually to maintain medical licenses.

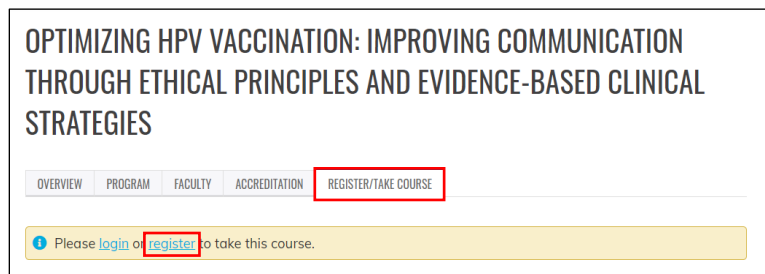
***Continuing Nursing Education (CNE) refers to educational activities specifically for nursing professionals. Most states require nurses to complete some form of continuing education every two to three years as a condition of licensure.

STEPS TO PROMOTE AND COMPLETE THE AVP CONTINUING EDUCATION (CE):

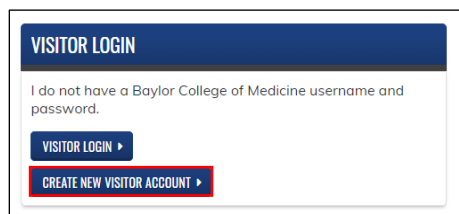
1. Notify all clinic staff involved in vaccinations, including physicians, nurses, and medical assistants, about the AVP CE.
 - a. Print the **AVP CE Flyer** (accessible in the 'Tools' section of the Action Plan).
 - i. Distribute the AVP CE Flyer to clinic staff.
 - ii. Hang the AVP CE Flyer in areas of your clinic that are highly visible to staff, such as the break room.
 - b. Notify clinic staff at clinic meetings. The 'Tools' section of the Action Plan contains a **Sample Continuing Education Introduction to Staff**.
 - c. Distribute an email to clinic staff with information about the AVP CE. The 'Tools' section of the Action Plan contains a **Sample Continuing Education Email to Staff**.
 - d. Note that the activity is an easy way to obtain ethics CME or CNE credit.
2. Set up a timeline for completion (within 30 days).

TIP: The desire for CME/CNE ethics credit may vary based on personal timelines. While the timing of completion can be negotiated, research results indicate it is best to complete the training for all clinic personnel within a 30-day period. This promotes the cultural shift toward increasing HPV vaccination and is easier to monitor.

3. Access the AVP CE.
 - a. Register for an account.
 - i. Go to the website: <http://bit.ly/avpitCE>
 - ii. On the **REGISTER/TAKE COURSE** tab, click **register**.



- iii. Under VISITOR LOGIN, click **CREATE NEW VISITOR ACCOUNT**.



- iv. Complete the registration form, and then click **CREATE NEW ACCOUNT** at the bottom of the page.

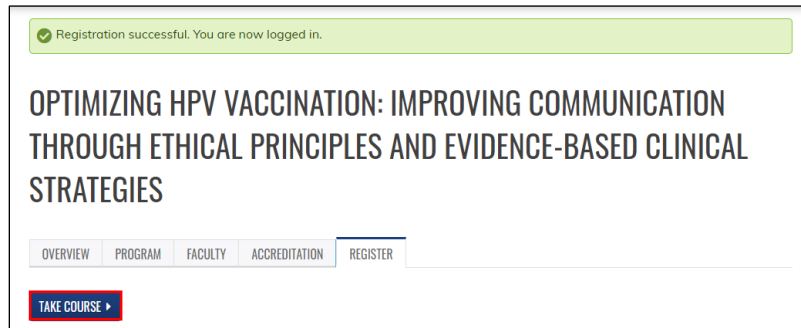


- b. View the video presentation.

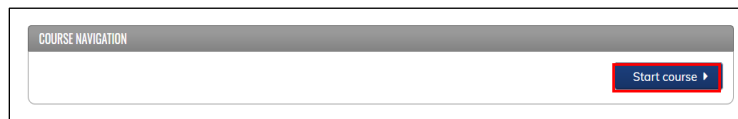
- i. Under FEATURED ENDURING ACTIVITIES, click **Optimizing HPV Vaccination: Improving Communication Through Ethical Principles and Evidence-based Clinical Strategies.**



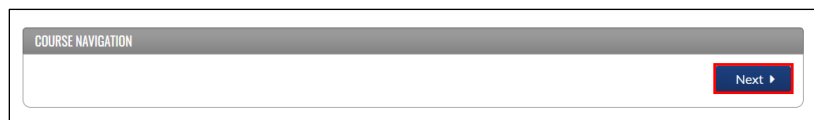
- ii. Click **TAKE COURSE.**



- iii. Under COURSE NAVIGATION at the bottom of the course homepage, click **Start course.**

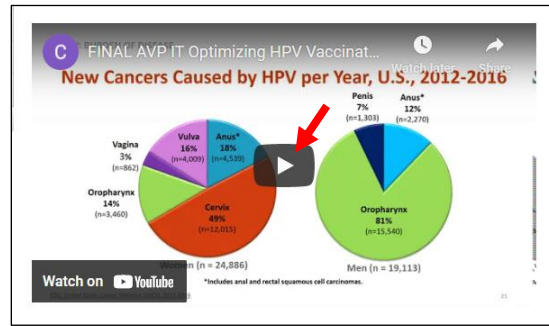


- iv. Read the course instructions, and then click **Next** at the bottom of the page.



- v. The first page lists references related to the presentation. Click **Next** at the bottom of the page to access the video presentation.

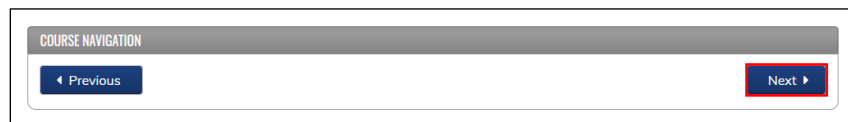
- vi. Click the play button to view the video presentation.



- c. Assist clinic staff with troubleshooting, as needed.

4. Obtain ethics CME or CNE credit.

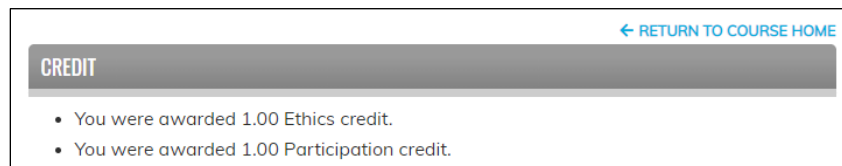
- a. After viewing the video, click **Next** at the bottom of the page to move on to the posttest.



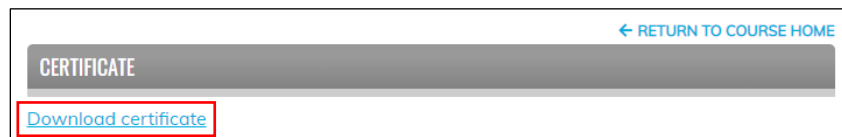
- b. Click **START QUIZ** at the bottom of the page to access the posttest. Participants must answer 7 out of 10 questions correctly in order to obtain ethics CME or CNE credit.



- c. After completing the posttest, click **Next** at the bottom of the page to move on to the evaluation.
- d. Complete the evaluation, and then click **Next** at the bottom of the page to view your awarded credit.



- e. Click **Next** at the bottom of the page, then click **Download certificate** to view your Certificate for Participation.



- f. If you have any questions about this process, please e-mail the Baylor College of Medicine Office of Continuing Medical Education at cme@bcm.tmc.edu or phone 713-798-8237.

5. Ensure that all clinic staff (and new members) complete the CE.
 - a. The AVP-IT provides an **AVP Continuing Education Tracking Form** (accessible in the 'Tools' section of the Action Plan) that can be used to ensure everyone has completed the education program. The form can be provided to the clinic team at huddles or mounted on a notice board.
 - b. For continuity of the AVP initiative, provide the CE to new staff as part of their on-boarding protocol.
6. Compile a record of CME/CNE certificates.
 - a. Collect and file copies of the CME and CNE accreditation certificates in the AVP Champion Binder.

TOOLS TO PROMOTE AND COMPLETE THE AVP CONTINUING EDUCATION (CE):

Recommended promotional and tracking materials to help you introduce the AVP CE to your providers are attached below. These comprise:

- AVP Continuing Education Flyer
- Sample Continuing Education Introduction to Staff
- Sample Continuing Education Email to Staff
- AVP Continuing Education Tracking Form

★ Free ETHICS Continuing Education! ★

OPTIMIZING HPV VACCINATION:

Improving Communication through Ethical Principles and Evidence-Based Clinical Strategies

Developed specifically for all clinical staff involved in vaccinating adolescents (i.e. physicians, nurses, and medical assistants)



- How the principles of medical ethics apply to HPV vaccination
- The real and rising burden of disease associated with HPV infection
- HPV vaccination guidelines and coverage
- Clinical strategies to improve HPV vaccination rates
- Effective strategies to improve communication

The presentation was designed to address the biggest concerns and issues that you encounter every day regarding HPV vaccination.

Access this FREE ETHICS course any time

Go to <http://bit.ly/ethicshpv> or point mobile phone camera at QR code

Password: CPPG19



Credit Designation

Baylor College of Medicine designates this enduring material activity for a maximum of 1.00 AMA PRA Category 1 Credit(s)[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

This activity has been designated by Baylor College of Medicine for 1.00 hour of education in medical ethics and/or professional responsibility.

This activity has been designated by Cizik School of Nursing at UTHealth for 1.00 contact hour(s) of Nursing Continuing Education.

Adolescent Vaccination Program



CANCER PREVENTION & RESEARCH
INSTITUTE OF TEXAS

UTHealth | School of Public Health
The University of Texas
Health Science Center at Houston

Sample CE Introduction to Clinic Staff

I am excited to inform you of a new ETHICS continuing education (CME/CNE) opportunity titled *Optimizing HPV Vaccination: Improving Communication through Ethical Principles and Evidence-Based Clinical Strategies!* The online module was specifically developed for all clinic staff involved in vaccinating adolescents, including physicians, nurses, and medical assistants. It covers: how the principles of medical ethics apply to HPV vaccination, the rising burden of diseases associated with HPV, HPV vaccination guidelines/coverage, clinical strategies to improve HPV vaccination rates, and effective strategies to improve communication with parents about HPV vaccination. Following the video presentation, there will be a short survey that is required to complete in order to obtain ethics CME or CNE credits.

I strongly encourage you all to view this presentation. Instructions to complete this activity are provided on the flyer.

Sample CE Email to Clinic Staff

Subject: New ETHICS CME/CNE Opportunity

Dear Clinic Staff,

I am excited to inform you of a new ETHICS continuing education (CME/CNE) opportunity titled *Optimizing HPV Vaccination: Improving Communication through Ethical Principles and Evidence-Based Clinical Strategies!* The online module was specifically developed for all clinic staff involved in vaccinating adolescents, including physicians, nurses, and medical assistants. It covers: how the principles of medical ethics apply to HPV vaccination, the rising burden of diseases associated with HPV, HPV vaccination guidelines/coverage, clinical strategies to improve HPV vaccination rates, and effective strategies to improve communication with parents about HPV vaccination. Following the video presentation, there will be a short survey that is required to complete in order to obtain ethics CME or CNE credits.

I strongly encourage you all to view this presentation. Please see the attached flyer for instructions to complete this activity.

AVP Continuing Education Tracking Form

Instructions: Please fill out this form once you have completed the *Optimizing HPV Vaccination: Improving Communication through Ethical Principles and Evidence-Based Clinical Strategies* continuing education module.

First and Last Name	Title	Signature	Date Completed



TIPS FOR SUCCESSFUL PROMOTION AND TRACKING OF THE AVP CE.

These quick tips have been used successfully to promote and track the AVP CE use and may be helpful for you.

- ❖ Make the AVP CE program an expectation for all providers and staff at your clinic.
- ❖ Create a schedule with your providers for who, when, and where they and staff can take the AVP CE to minimize the time away from competing responsibilities.
- ❖ Reinforce that the AVP CE is associated with greater knowledge and confidence to discuss the HPV vaccine with parents and negotiate hesitancy.
- ❖ Incentivize CE with small congratulatory tokens for completion (i.e. words of affirmation, candy, stickers, etc.).

Quote from the field ...

“I thought the education was probably one of the most important pieces. I didn’t realize how much some of the staff really didn’t know about it. . . . So I think it was eye opening, especially to some of the medical assistant staff that were kind of on the fence. Personally on the fence with their own children and hard for them to probably make, I would think, a strong recommendation if they are on the fence themselves. So I think that was a really important piece.”

A clinical coordinator of pediatrics perspective on the importance of CE