

## AVP STRATEGY #6: PARENT EDUCATION

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### ABOUT THE HPVcancerFREE APP

*HPVcancerFree* is an iOS and Android compatible smartphone app for parents of adolescents (10-17 years) who have not completed the HPV vaccine series. The self-administered app is designed to:

- 1) Raise awareness of HPV and the potential for cancer prevention;
- 2) Reduce barriers to HPV vaccination by reducing vaccine hesitancy; and
- 3) Enable parents to schedule HPV vaccination reminders through their smartphone.

*HPVcancerFree* contains four self-tailored components:

- 1) *HPV A-Z* (a compendium of facts regarding HPV and HPV vaccine);
- 2) *Bust a Myth* (educational modules addressing the most salient HPV vaccination barriers accompanied with provider testimonials and parent role models);
- 3) *Notes 4 Doc* (a place to keep notes to cue further discussion with providers); and
- 4) *Get the Vax* (a sequence of steps to guide appointment setting and a reminder schedule for HPV vaccination initiation and follow-up doses).

### STEPS TO PROMOTE AND USE THE HPVcancerFREE APP:

1. Ensure clinic staff are aware of the *HPVcancerFree* app.

Notify those involved in vaccination (including physicians, nurses, and medical assistants) about *HPVcancerFree*.

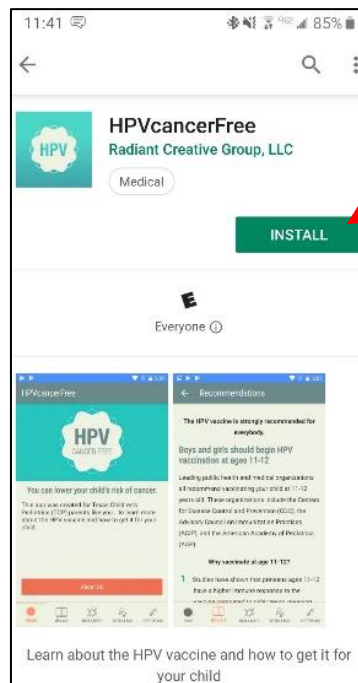
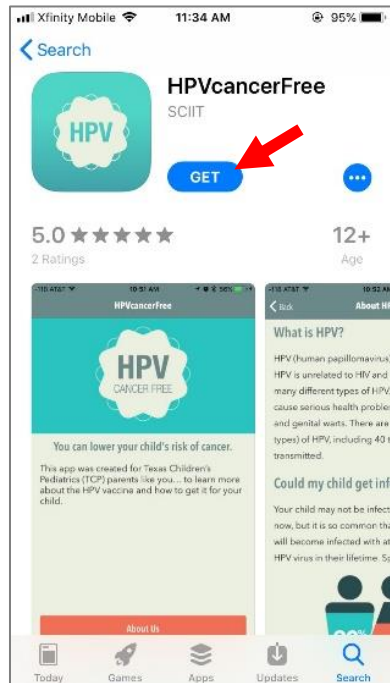
- a. *Distribute the **HPVcancerFree Promotional Flyer*** to clinic staff. The flyer is accessible in the 'Tools' section of the Action Plan. Hang the flyer in areas of your clinic that are highly visible to staff, such as the break room.
  - b. *Notify clinic staff at meetings.* Sample talking points are accessible in the 'Tools' section of the Action Plan.
  - c. *Distribute an email to clinic staff with information about *HPVcancerFree*.* A draft email to clinic staff is accessible in the 'Tools' section of the Action Plan.
2. Ensure clinic staff provide the *HPVcancerFree* app to parents of all eligible patients.

Encourage clinic staff to recommend the *HPVcancerFree* app to parents of 10-17-year-olds who have not completed the HPV vaccine series.

- a. Provide clinic staff with copies of the HPVcancerFree Flyer to distribute to eligible parents.
  - b. Provide clinic staff with talking points to reference when promoting the HPVcancerFree app to parents. Sample talking points are accessible in the 'Tools' section of the Action Plan.
3. Train clinic staff to provide instructions to parents on how to download and use the HPVcancerFree app (per instructions below).

Download the HPVcancerFree app.

- a. Search "HPVcancerFree" in the Apple App Store (iPhone users) or Google Play Store (Android users) or use the following direct links:
  - i. Apple App Store (iPhone users):  
<https://apps.apple.com/us/app/hpvcancerfree/id1280444596?ls=1>
  - ii. Google Play Store (Android users):  
<https://play.google.com/store/apps/details?id=com.radiantexp.ut.hpvcancerfree>
- b. Click to download the HPVcancerFree app.



Use the HPVcancerFree app.

- c. Click on the HPVcancerFree app icon to open the app.



- d. On the HOME page, tap on the video to view an optional 1-minute video animation about HPV and the HPV vaccine.
- e. Tap HPV A-Z on the navigation bar at the bottom to learn more about HPV and the HPV vaccine.



- f. Tap BUST A MYTH on the navigation bar at the bottom to get the facts on some common myths about HPV and read what pediatricians and parents have to say about these myths.



- g. Tap NOTES 4 DOC on the navigation bar at the bottom to save questions for your child's pediatrician about the HPV vaccine.



- h. Tap GET THE VAX on the navigation bar at the bottom to schedule appointment reminders for follow-up HPV vaccine doses.



## TOOLS TO PROMOTE THE HPV CANCER FREE APP

### AVP-IT HPV Cancer Free App Promotional Materials

Promotional materials to help you introduce the HPV Cancer Free app to your clinic and to assist providers in recommending the app to parents are attached below. These comprise:

- Promotional Flyer
- Talking points for champions to explain the app to providers and staff.
- Draft e-mail to notify providers and staff about the app
- Talking points for providers to explain the app to parents.

# HPVcancerFree

Developed by UTHealth – School of Public Health and Baylor College of Medicine to help parents become more informed about HPV vaccination

## Features

### HPV A-Z

Learn more about HPV and the HPV vaccine

### Bust a Myth

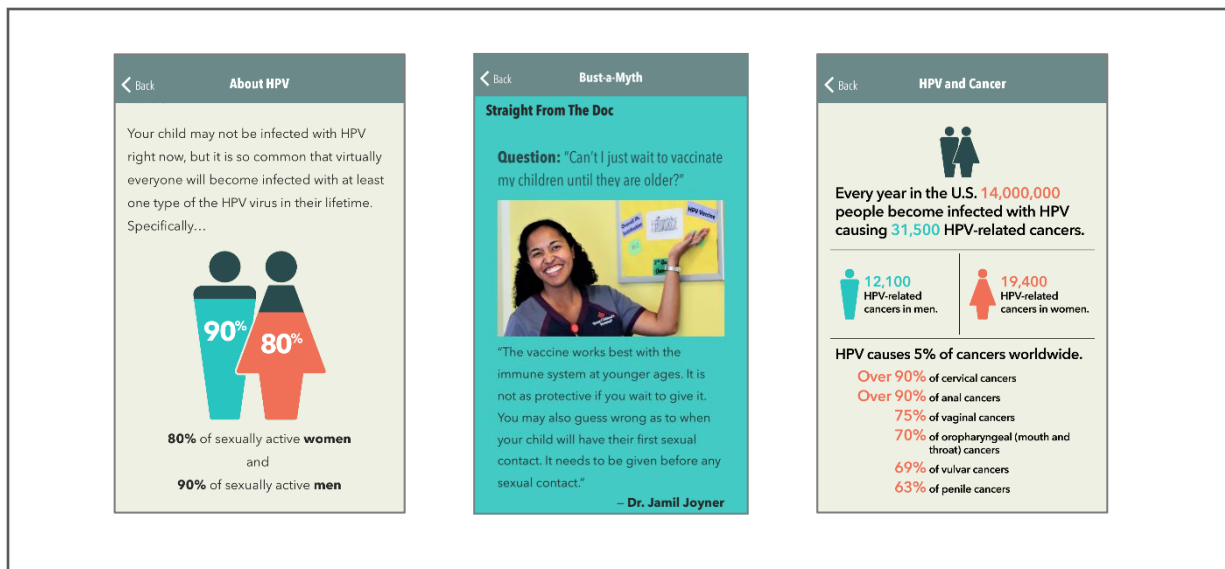
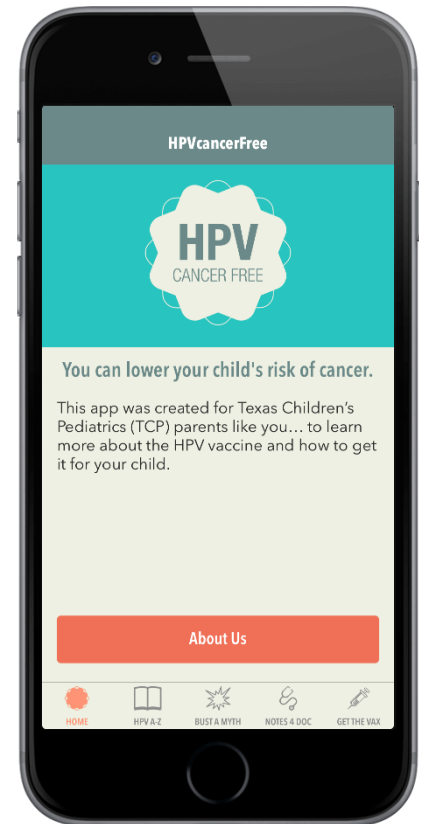
Get the facts on some common myths about HPV

### Notes 4 Doc

Record Questions you have for your child's pediatrician

### Get the Vax

Schedule reminders for follow-up doses



Download HPVcancerFree on your iPhone or Android today!



CANCER PREVENTION & RESEARCH INSTITUTE OF TEXAS



## HPVCancerFree Talking Points for Champions

- HPVcancerFree is a great resource for parents of patients ages 10-17
- The app provides:
  - Education about HPV and the HPV vaccine
  - Answers to common questions parents have about HPV and the HPV vaccine
  - A notes section for parents to save questions for their provider
  - Reminders for follow-up doses
- Parents can access this free app by searching “HPVcancerFree” in the Apple App Store (iPhone users) or Google Play Store (Android users)
- Clinic staff should provide the HPVcancerFree Flyer to parents of 10-17-year-old patients during both well and sick child visits

## HPVCancerFree Draft Email to Clinic Staff

Subject: HPVcancerFree App for Parents

Dear Clinic Staff,

This email is being sent to inform you of a new free mobile phone app called *HPVcancerFree*. This app is a great resource to provide to parents of our adolescent patients. It provides education about HPV and the HPV vaccine, debunks common myths, and enables parents to schedule reminders for follow-up doses. This app is available for iPhone and Android phones.

Please print copies of the attached flyer to provide to parents of 10-17-year-old patients during both well and sick child visits. This app will enable parents to make healthy choices for their children and should be encouraged to all parents.

## HPVCancerFree Talking Points for Providers

- HPVcancerFree is a great resource for parents like you!
- The app provides:
  - Education about HPV and the HPV vaccine
  - Answers to common questions parents have about HPV and the HPV vaccine
  - A notes section to save questions for your provider
  - Reminders for follow-up doses
- Access this app by searching “HPVcancerFree” in the Apple App Store (iPhone users) or Google Play Store (Android users)
- For more information, see the HPVcancerFree Flyer

Adolescent Vaccination Program



## TIPS FOR SUCCESSFUL PROMOTION OF HPVcancerFree

These quick tips have been used successfully to help promote the HPCancerFree app to parents and may be helpful for you.

- ❖ Promote the app to parents including that it is user-friendly, clearly explains what HPV is and everything about the HPV vaccine, addresses common misconceptions about the HPV vaccine, and provides a reminder function to keep on track with the vaccine schedule.
- ❖ Promote the app to staff as part of patient education that can answer parents' questions and address their major concerns about the vaccine with information that is CDC accredited. This is particularly useful program if face-to-face time with parents is limited.
- ❖ Print out the promotional flyer and post it in common areas for parents and clinic staff.

Quote from the field ...

"...I have it on my phone and it's, yeah, easy to explain and describe and show parents and people."

A practice manager on the ease of app promotion