



HPV Vaccinations: A Community Health Worker's Role ECHO Series

Session 1: Role of Community Health Workers in Immunizations

Wednesday, August 2nd, 2023

12-1:15pm PST





In the Breakout, please share the following:

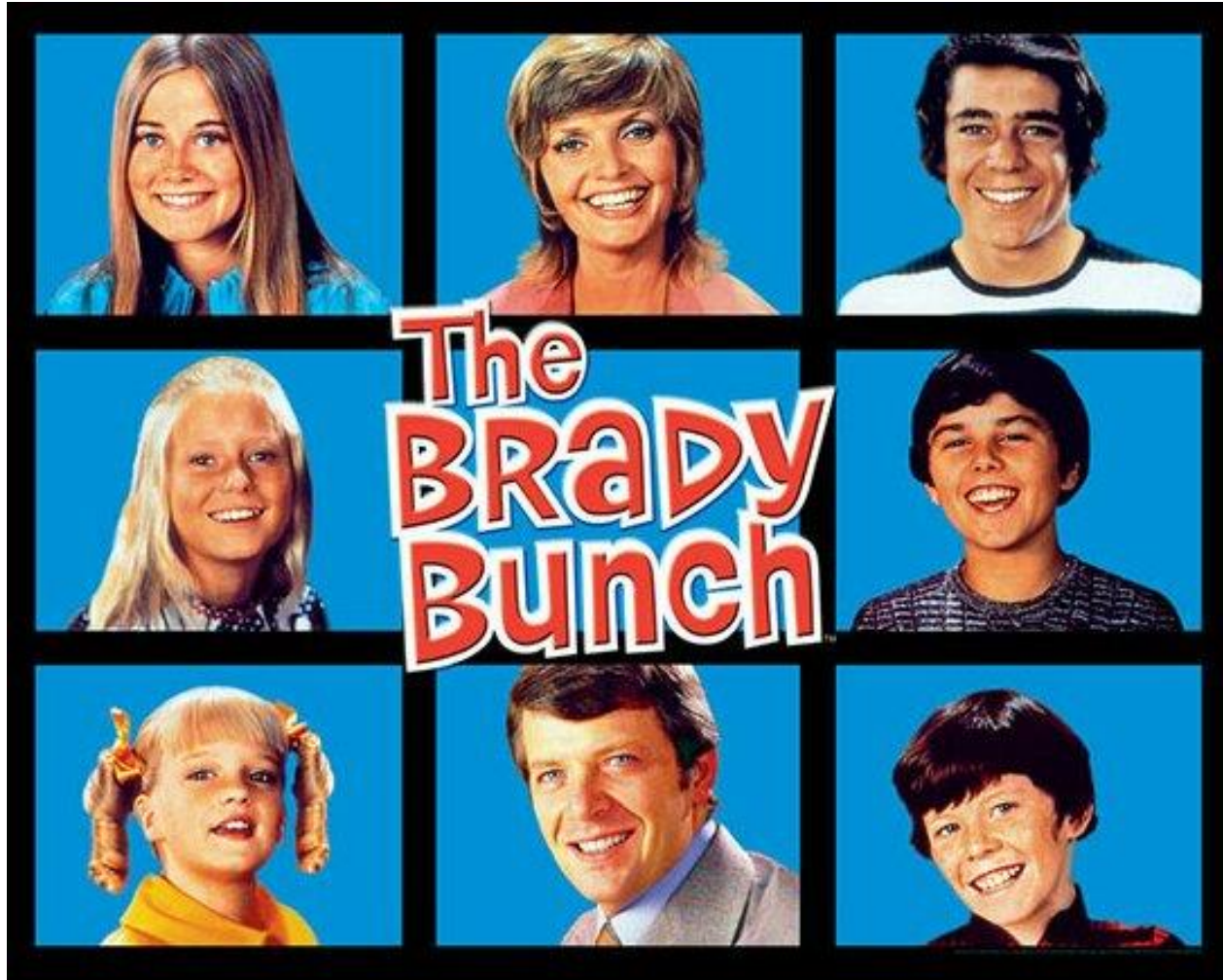
- Name
- Organization
- Share with us what inspired you to become a community health worker!

Introductions



What's something interesting you heard?

Group Photo Time!



ECHO Disclosures



Each ECHO session will be recorded and will be posted to a publicly-facing website



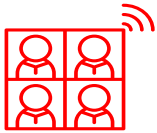
You will be muted with your video turned off when you join the call. Use the buttons in the *black* menu bar to unmute your line and to turn on your video. **If you do not wish to have your image recorded, please turn OFF the video option.**



Today's materials will be made available on the [ACS ECHO website](#)



Please type your full name, the full name of your organization, and e-mail in the chat box



This ECHO session takes place on the Zoom platform. To review Zoom's privacy policy, please visit zoom.us/privacy



Remember: Do NOT share any personal health information (PHI) about any patient. This includes but not limited to patient name, date of birth, address, occupation, name of friends/family, and any other identifiable features (including scars, tattoos, hair/eye color)

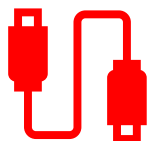


This ECHO is made possible through funding from Merck, for the purpose of Mission: HPV Cancer Free Quality Improvement Initiative.



Need assistance with Zoom? Please directly chat Jenny, Troy, Allison, or Alyssa for assistance

Housekeeping Items:



Show up

Arrive on time, prepared, **camera on** and please unplug from distractions



Respect other ideas, experiences and opinions



Step Up / Step Back

Check your own engagement level



Use the technology

Mute, unmute, camera on, chat, annotate and answer polls



Roll with the IT punches

Enjoy watching us model live IT troubleshooting



Try on new ideas

Give yourself permission to take risks with participating

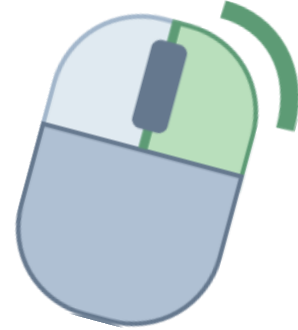


Have fun!

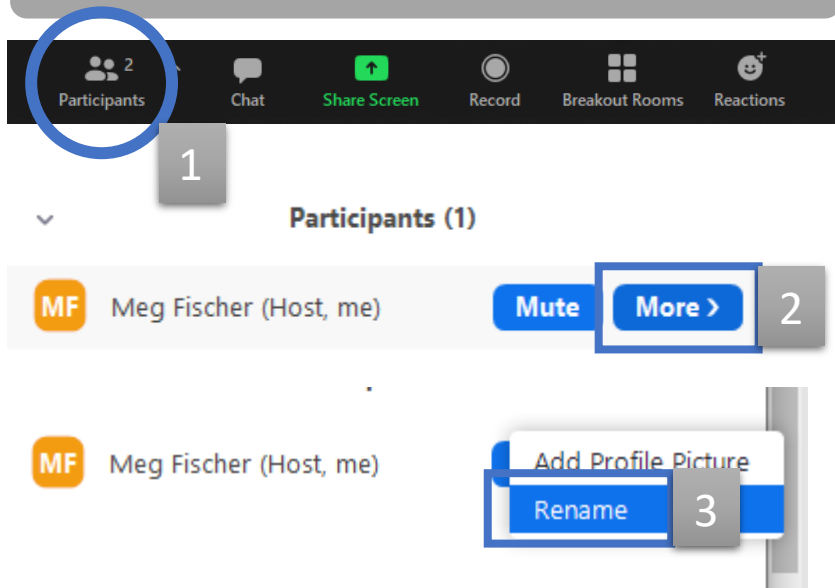
Zoom Essentials for Training

Please Rename Yourself

- First, Last Name, Organization

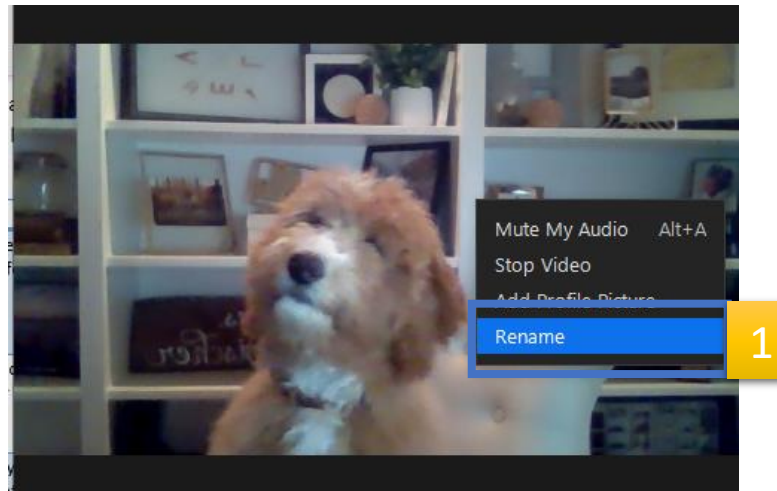


Option 1



Option 2

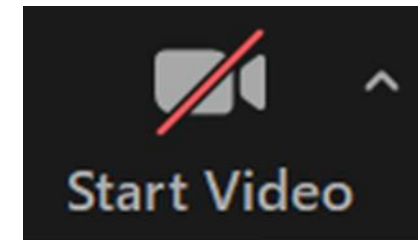
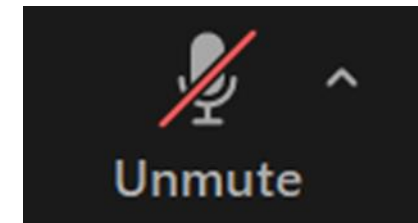
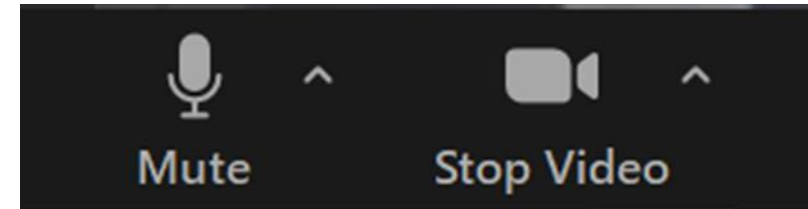
Right-click on your video tile



Zoom Essentials for Training

How to Access Your Camera & Microphone

- If you move your mouse around on your screen you should see two options appear **in the bottom left corner: Mute and Video**
- By clicking on the **microphone, you can mute and unmute your audio**
- By clicking on **start video or stop video you can turn your camera on and off**



Disclosure Policy

As an accredited provider of continuing medical education through the Accreditation Council for Continuing Medical Education (ACCME) the University of Nevada, Reno School of Medicine must ensure balance, independence, objectivity, and scientific rigor in all its educational activities. In order to assure that information is presented in a scientific and objective manner, The University of Nevada, Reno School of Medicine requires that anyone in a position to control or influence the content of an accredited activity disclose all financial relationships within the prior 24 months with any commercial or proprietary entity producing health care goods or services relevant to the content being planned or presented. All relevant financial relationships have been mitigated. Following are those disclosures. Following are those disclosures.

The following presenter has/have disclosed the following relationship with an ineligible entity:

- Ashley Lach, MHA, CPHQ
 - *Grant/Research Support: Merck*
- Allison Rosen, MS
 - *Consultant: Bayer Oncology*
- Sean O'Leary, MD
 - *Merck*

All other presenters, planners, or anyone in a position to control the content of this continuing medical education activity have indicated that neither they nor their spouse/legally recognized domestic partner has any financial relationships with commercial interests related to the content of this activity.

Today's Agenda

- 1 Introductions**
2 minutes
- 2 Housekeeping & Session Overview**
5 minutes
- 3 Didactic Presentation**
20 minutes
- 4 Didactic Q&A**
5 minutes
- 5 Case Presentations**
40 minutes
- 6 Closing remarks, Wrap-Up & Post-Session Survey Poll**
3 minutes

Learning Objectives



1

Participants will gain knowledge on the role Community Health Workers (CHW's) play in healthcare

2

Participants will learn ways CHW's can become immunization champions

3

Participants will actively participate and examine case presentations from fellow participants



Session 1:

Role of Community Health Workers in Immunizations

Cody Wagner

Development Coordinator
Nevada Community Health Workers Association



**How do CHW's bring value to
the healthcare system?**

Healthcare Shortages & Population Growth



- According to the Association of American Medical Colleges, the US is projected to have a shortfall of up to 121,300 physicians by 2030.
- The U.S. is projected to experience a shortage of Registered Nurses (RNs) that is expected to intensify as Baby Boomers age and the need for health care grows.
- Approximately 80% of clients' health outcomes are determined outside of clinical setting

Yet, the population continues to increase!

Per the 2021 Census data, the

- US population 331.9 million (2021)
- Nevada population is 3.14 million (2021) up from 2.71 million in 2010

How can we make up the gap?



- In Nevada, there are an estimated 500+ certified Community Health Workers (CHW's)
- CHWs are **uniquely qualified** to reach out and work with underserved communities, serving as culturally competent liaisons, who bridge the gap between medical providers and community members.
- Identified by many titles:
 - *Community health advisors,*
 - *Lay health advocates,*
 - *Promotoras,*
 - *Outreach educators,*
 - *Community health representatives (CHR's),*
 - *Peer health promoters,*
 - *Peer health educators*



Services provided by CHW's

- Interpretation and translation services
- Culturally appropriate health education
- Assist with barriers to care
- Informal counseling and guidance on health behaviors
- Advocate for individual and community health needs
- Provide some direct services such as first aid and health self-monitoring

Billing

- In 2021, AB191 and SB420 were passed which officially added CHW's to the list of Nevada Medicaid State Plan providers as provider type (PT) 89 or PT 47 for Tribal Clinics
- In 2023, SB117 was passed which increased number of eligible settings and supervisors but is still in Medicaid planning phase
- Reimbursable services must be related to disease prevention or chronic disease management and be under supervision of physician, physician's assistant, or advanced practice registered nurse
- CHW must be state certified and have Supervising Collaborative Agreement



Success story

- CHW's can help navigate challenges that medical professionals in the clinical setting may not be able to handle
- What happens when a patient's bond with a pet becomes a key barrier in medical care?
- Takeaways:
 - Power in learning client's personal values
 - Showcase adaptability and advantages of home visiting situations



How powerful are CHW's?

Barriers to Immunizations



Barriers	Community Health Worker led Solutions
Limited access to clinics	Help coordinate transportation needs
Missed opportunities by healthcare professionals	Can advocate in their professional setting the importance of vaccination discussion using the Announcement Approach
Lack of primary care physician	Help parent/guardian apply for healthcare insurance, research providers in network/community, help make an appointment, and or direct to local resources
Lack of personal knowledge about vaccines	Can help educate and discuss the importance of immunization
Difficulty recalling child's past vaccinations	Can help parents with organization skills and promote improved record keeping
Demographic factors: lower socioeconomic status	Can help direct to local resources available to families of lower socioeconomic status
Fear or mistrust of immunization efforts	Can help educate on the importance of immunizations to help build trust

Your Role to Overcome Barriers

- Handle fear of clients by building trust
- Promote an environment of vaccine confidence
- Patiently communicate
- Provide factual information regarding vaccines
- Be an immunization champion



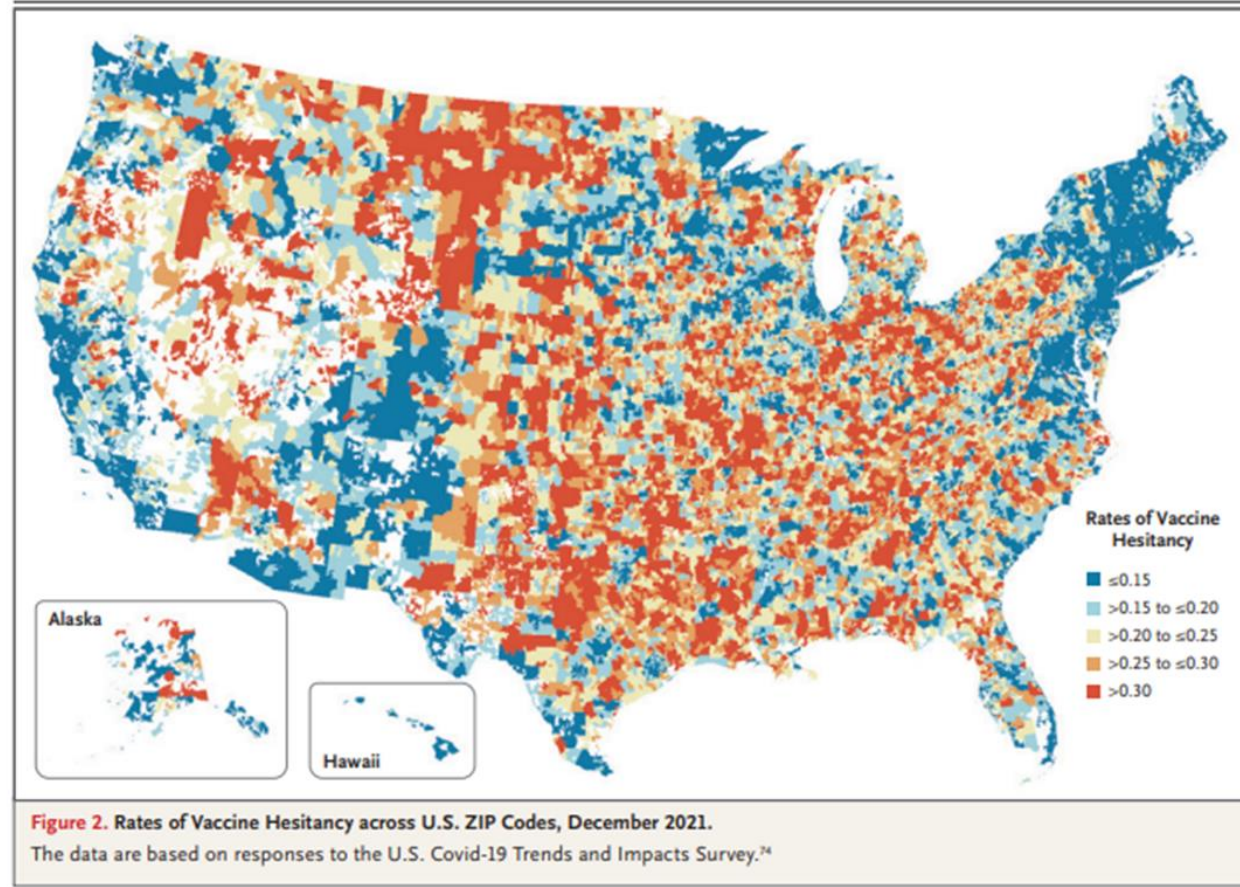
Vaccine Hesitancy Threatens Vaccination Coverage

Vaccination Hesitancy



Need to build confidence in HPV vaccination: safe, effective, and long-lasting.

RATE OF VACCINE HESITANCY



Who is your target population?

Pro-Vaccine

You will remind parents to vaccinate.

Vaccine Hesitant

You will try to reach these parents, build trust, and engage in conversations and share information.

Anti-Vaccine

Share information but know that true anti-vaccine parents aren't likely to change their beliefs.

- In your role as a CHW, you will interact with all parents.
- Most interactions will be with “pro-vaccine” and “vaccine hesitant” parents.
- You will want to focus your efforts with “vaccine hesitant” parents to help identify main concerns and guide them to becoming pro-vaccine.



In conclusion:

- CHWs aid the shortage of health care professionals across the nation.
- CHWs are uniquely able to address barriers that community members may face when trying to access health care services.
- Specifically, CHWs can help address barriers to immunizations.
- CHWs have many skills when advocating for immunizations.
- They can interact with all parent groups (i.e., pro-vaccine, vaccine hesitant, and anti-vaccine parents)
- This training series will be HPV specific, but the skills learned and practiced can be used in other immunization efforts.



Didactic Q&A



Edgar Zepeda

Community Health Worker, Homeless Outreach
Community Health Alliance

Session 1: Case Presentation



Session 1 Case Study

Provided by: Edgar Zepeda, CHW

Community Health Alliance

Focus: Patient Case



Patient Hx

- White Female in early 20's
- Living at youth homeless shelter
- Had not seen a provider for a while
- Had only received vaccines mandated to attend school
- Had not started HPV Vaccination Series

Key Elements

- Pt Was not familiar with the HPV Vaccine
- CHW provided education on the cancers the HPV Vaccine prevented, including how HPV could be contracted
- CHW noticed pt seemed offended with the topic and offered Female support from an MA or Provider to discuss
- CHW had met with a Merk Representative prior and felt comfortable discussing the Vaccine

Barriers/Challenges

- Pt was Homeless
- Pt was not established with a provider
- Was offended she was approached about the HPV Vaccine after learning that HPV could be contracted through sexual activity and was not comfortable discussing
- Pt ended up declining the Vaccine

Session 1 Case Study

Provided by: Edgar Zepeda, CHW

Community Health Alliance

Focus: Patient Case



Discussion & Questions

- Did I say something wrong?
- When presenting the facts about cancers, should I tone it down?
- Where can I learn different approaches to discuss delicate matters?

Barriers/Challenges (reference)

- Pt was Homeless
- Pt was not established with a provider
- Was offended she was approached about the HPV Vaccine after learning that HPV could be contracted through sexual activity and was not comfortable discussing
- Pt ended up declining the Vaccine



Session 1: Case Presentation

Savannah Criswell, CHW II
Rural Rate Recovery Coordinator
Nevada State Immunization Program



Session 1 Case Study

Provided by: Savannah Criswell, CHW
Nevada State Immunization Program
Focus: Patient/Caregiver Case



Patient Hx

- 12 yo White female
- Pt attended back-to-school clinic with mother
- Pt had Private Insurance
- Parent wanted child to receive required school vaccines only

Key Elements

- When pt arrived only VFC Vaccines were available, pt did not qualify for due to having private insurance
- While parent and pt waited for vaccines, CHW used MI techniques to approach to discuss the HPV Vaccine
- CHW presented HPV vaccine as cancer prevention and educated parent on vaccine history and side-effects
- Pt did not get HPV Vaccine, but scheduled a visit with provider to discuss

Barriers/Challenges

- Parent only wanted to get required school vaccines and was hesitant about other vaccines
- Parent associated the HPV vaccine with sex
- Parent had concerns that the vaccine would have long-term side-effects, cause fertility issues and promote sex outside of marriage
- Pt did not end up receiving vaccine due to concerns of receiving too many vaccines in one day

Session 1 Case Study

Provided by: Liz Partida, CHW
Community Health Alliance
Focus: Patient/Caregiver Case



Discussion & Questions


- How does insurance play a role in getting vaccines administered?
- What is the difference between VFC vaccines and private pay vaccines?
- How would you address misinformation about the HPV Vaccine?

Barriers/Challenges (reference)

- Parent only wanted to get required school vaccines and was hesitant about other vaccines
- Parent associated the HPV vaccine with sex
- Parent had concerns that the vaccine would have long-term side-effects, cause fertility issues and promote sex outside of marriage
- Pt did not end up receiving vaccine due to concerns of receiving too many vaccines in one day

Curriculum Schedule



Date	Session	Topic	Didactic Presenter
August 2nd 12-1:15pm PST	Session 1	Role of CHWs in Immunizations	<u>Cody Wagner</u> <i>Nevada Community Health Worker Association</i>
August 16th 12-1:15pm PST	Session 2	HPV 101 	<u>Dr. Vanessa Slots</u> <i>M Health Fairview</i>
August 30th 12-1:15on PST	Session 3	Cultural Humility and Social Determinants of Health	<u>Dr. Talee Vang</u> <i>Hennepin Healthcare</i>
September 13th 12-1:15pm PST	Session 4	The Art of Motivational Interviewing and Vaccines	<u>Aaron Blackham</u>
September 27th 12-1:15pm PST	Session 5	Busting HPV Vaccination Myths	<u>Dr. Jose Cucalon</u> <i>University of Nevada, Reno</i>
October 11th 12-1:15pm PST	Session 6	Addressing Parental Hesitancy Around HPV Vaccinations	<u>Dr. Sean O’Leary</u> <i>Children’s Hospital Colorado</i>
October 25 th 12-1:15pm PST	Session 7	Implementation Science: CHW’s as HPV Vaccination Champions	<u>Liz Partida, CHW</u> <i>Community Health Alliance</i>

Case Sign Up Schedule



A member of the support team will confirm your case presentation date and work with you to ensure your experience is easy AND valuable.

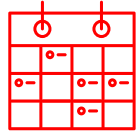


Date	Session	Participant Name #1	Participant Name #2	Alternate Participant
August 2nd 12-1:15pm PST	Session 1	Edgar Zepeda	Savannah Criswell	
August 16th 12-1:15pm PST	Session 2	Nancy Herrera 	Vanessa Sandoval 	
August 30th 12-1:15on PST	Session 3	CC Balderas	Allen Sarac	
September 13th 12-1:15pm PST	Session 4	Rina Mercadillo	Eleanor McCastle	
September 27th 12-1:15pm PST	Session 5	Karina Preciado	Amy Thompson & Lily Helzer	
October 11th 12-1:15pm PST	Session 6	Dr. Sean O'Leary	Indi Kaufman	
October 25th 12-1:15pm PST	Session 7	Savannah Criswell		



Post-Session Poll

A Few Reminders



Next ECHO Session: August 16th, 2023 from 12-1:15pm PST via Zoom

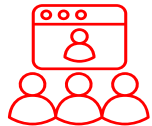


Next Didactic Presenter: HPV 101 with Dr. Vanessa Slots



Next Case Presenters: Nancy Herrera & Vanessa Sandoval

Case form: <https://forms.office.com/r/WkrwSzSpQZ>



Materials and Resources will be made available within one week. All resources will be available on the [ACS ECHO Website](#)



CME's/CEU Link: https://unrmed.formstack.com/forms/echo_evaluation?date=08/02/23&title=HPV
Code: 10530



Questions? Program Manager, Ashley.Lach@cancer.org OR Jenny Escalera-Guerrero, Program Coordinator-Project ECHO Nevada, jescaleraquerrero@med.unr.edu



Back to school Theme! Come prepared with a Zoom background or prop during our next ECHO session

Thank You