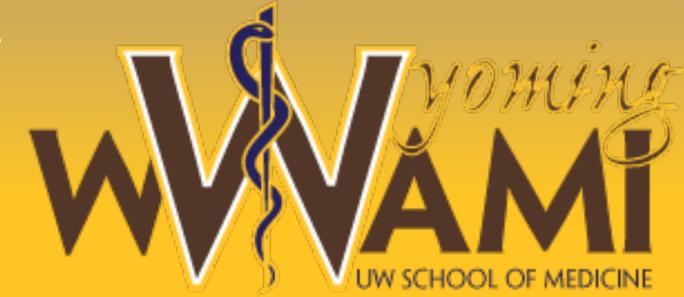


Utilizing an Infographic to Increase Human Papillomavirus Vaccination in Evanston, WY



Galen Tribble | RUOP III | 2023 | UW School of Medicine

Hypothesis

- Including a Human Papillomavirus (HPV) infographic to required back-to-school forms of adolescents will aid in increasing HPV vaccination awareness and rates in Evanston Wyoming



Downtown Evanston

Background

- Pop. 12,000; makes up over half of the total county population
- Largest industries include construction, extraction, administrative, and healthcare
- Evanston is located 6 miles from the Utah border
- HPV vaccination is not required by the state for school attendance

Literature Review

- Multilevel interventions with community stakeholders including schools, local clinics, social media, and community organizations were the most effective in increasing HPV vaccination rates
- Religious practice decreases intent to vaccinate; however, positive attitude towards vaccines is a stronger predictor

Community Assets

- Impacting overall attitudes about the HPV vaccine in Evanston is important within its religious population
- Evanston has a strong existing community involvement for sport physical events hosted by the hospital and local providers that gives a good foundational starting point
- Uinta County Public Health (UCPH) identified existing events as opportunities to strengthen ties and engagement

Deliverables to Community

- Messaging tailored for Evanston highlighted cancer prevention, safety, life-long protection, and misconceptions regarding sexual activity



Infographic presented to Uinta County Public Health for distribution

Next Steps

- Distribution Plan:
 - Coupling infographic with required signed forms ensured it would reach primary target: parents
 - Secondarily, distributing to local providers and on social media help diversify and improve outreach.
 - Ideal outcomes include:
 - Increased awareness of the HPV vaccination's benefits in cancer prevention
 - Increased vaccination rates in Uinta County adolescents
 - Decrease misconceptions HPV vaccination leads to more or earlier sexual activity
- Community Partner Feedback:
 - Bridger Valley communities have seen increase in general vaccine scheduling
 - Local providers appreciative of tool
 - Well received by parents
 - Infographic will be provided in future reminder-recall follow ups
 - Increased usage of Docket® application



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