

*HPV vaccination
intentions among
African-American
parents*

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Background

- National Cancer Institutes study
- Gain versus loss framed messages related to HPV vaccination
- Today
 - Influence of trust in medical authorities (e.g., doctors, health care professionals, government agencies)

Overview

- What is HPV and the HPV vaccine?
- Why study perceptions of African-American parents?
- African-Americans and trust in medical authorities
- Design and results of study
- Implications for health communication

HPV and the HPV vaccine

- HPV
 - most common STI in the U.S.
 - primary cause of cervical cancer
- Two vaccines to prevent cancer-causing strains
 - parental consent required for vaccine for those 18 and under
- African American women
 - 30% more likely to develop cervical cancer
 - twice as likely to die from cervical cancer

Trust in Medical Professionals

- Trust in doctor
- Trust in governmental agencies

Influence of trust

- Hypotheses
 - H1 & H2: Greater trust in health care professionals/government health agencies will be associated with:
 - a) more positive attitudes toward vaccinating one's child against HPV
 - b) greater intentions to vaccinate one's child against HPV

Influence of trust

- Why does distrust lead parents to be less likely to vaccinate?
- Distrust
 - Vaccine less effective
 - Vaccine unsafe

Influence of trust

- Hypotheses
 - H3: Distrust – effectiveness
 - H4: Distrust - safety

Method

- Participants - 124 parents
 - At least 1 child between ages 9 and 17 who wasn't vaccinated
 - Self described their racial background as Black or African American



HPV (Human Papillomavirus) Vaccine Gardasil®

What Parents Need to Know

1 What is HPV?

Genital human papillomavirus (HPV) is the most common sexually transmitted virus in the United States. More than half of sexually active men and women are infected with HPV at some time in their lives.

About 20 million Americans are currently infected, and about 6 million more get infected each year. HPV is usually spread through sexual contact.

2 Who should get this HPV vaccine and when?

Routine Vaccination

• This HPV vaccine is recommended for girls and boys 11 or 12 years of age. It may be given starting at age 9.

Catch-Up Vaccination

This vaccine is also recommended for the following people:

- Females 13 through 26 years of age.
- Males 13 through 21 years of age.

3 HPV vaccine: Why get vaccinated?

- By having your child receive the HPV vaccine, you make it much less likely for him/her to get genital HPV.
- By vaccinating your daughter against HPV, you make it much less likely for her to develop cervical cancer, genital warts, and anal cancer.
- By vaccinating your son against HPV, you make it much less likely for him to develop genital warts and anal cancer.
- By having your child receive the HPV vaccine, you may feel the peace of mind that comes with doing the best you can to protect his/her health.

4 How can I learn more?

• Ask your doctor. • Call your local or state health department. • Contact the Centers for Disease Control and Prevention (CDC): Call 1-800-232-4636 (1-800-CDC-INFO) or Visit www.cdc.gov/vaccines.

Measures

- Sex
- Age
- Education
- Income
- Health care coverage

Measures

- Trust
- Effectiveness
- Safety
- Attitudes toward vaccine
- Intentions to get vaccine

Results

- Multiple regression analyses
 - H1: Trust in **doctors** – **not a significant** predictor of attitudes or intentions to get vaccinated
 - H2: Trust in **governmental agencies** – a **significant** predictor of attitudes and intentions to get vaccinated

Results

- Mediation analysis
 - Influence of **distrust of governmental health agencies** led parents to perceive **vaccine as less effective** (but not unsafe)
 - Perceptions of **vaccine being ineffective** led parents to **have more negative attitudes toward vaccine** and to **be less likely to vaccinate**

Conclusions

- 1) Focus on increasing **trust** in health information distributed by **government health agencies**
- 2) Enhance perceptions **of vaccine effectiveness**
- 3) More research is needed to understand **eroded public trust in medical authorities**, its origins, and its potential detrimental effects