Using Motivational Interviewing to Engage Parents of Grade 6 Students who are Hesitant about HPV Vaccine

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BC Immunization Forum 2020
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Challenge being addressed

- Rates of HPV Vaccine in BC → 66.1% Females and 63.5% Males (2019 report)
  - Plateau for last decade <70%
- Low rates on Vancouver Island (North): 53.3% females & 55.0% males (2019 report)
  - However, rates of other immunizations are higher (80% to >90% for grade 6)
  - Gold standard immunization program in BC → what to try next?
- Literature suggests recommendation from a trusted health care provider is a major factor in HPV vaccine acceptance
HPVV Uptake Project

**Overview**

AIM: Leverage and engage local Public Health Nurses (PHN)s to increase the uptake of grade 6 school-based HPV vaccine in the Comox Valley through the implementation of a tailored messaging intervention

- Tailored messaging intervention was augmented by **Motivational Interviewing (MI) skills**
HPVV Uptake Project

Overview

WHAT: Parents of grade 6 students who did NOT consent to HPV vaccine were identified, and a public health nurse called that parent to open a conversation about vaccine hesitancy.

– Primary outcome: consent for HPV vaccine
– Secondary outcomes: continued conversation towards HPV vaccine uptake, cost metrics, and follow-up survey of parents

WHEN: Fall 2018 & Fall 2019
What is MI?

“Motivational interviewing is a collaborative conversation style for strengthening a person’s own motivation and commitment to change.”

-William R. Miller and Stephen Rollnick
MI – Skills, Processes, & Spirit

Ask-Tell-Ask

Spirit of MI: PACE/CAPE

Partnerhsip

Evocation

Spirit of MI

Acceptance

Compassion

Incorporating MI

- (1) Adapted and designed ‘HPV vaccine hesitant’ MI telephone guide
- Examples of OARS related to HPV vaccine
- FAQs about HPV vaccine & facts based on common concerns
Incorporating MI:

- (2) Delivered local workshop on MI telephone skills for HPV vaccine hesitancy in 2018, included:
  - Review of MI skills
  - Telephone practice tips and tricks
  - HPV & HPV vaccine update
  - Dedicated role-playing activities
Incorporating MI

- (3) Attended national Canadian Paediatric Society Workshop in 2019
  - “Moving Towards Acceptance: how to address vaccine hesitancy in your busy practice”
    - Online and In-person
  - Key take-away: using a presumptive statement
    - Helpful in post-intervention
    - Eg. You are here for your HPV vaccine, what questions if any do you have?
Preliminary Findings...

- Fall 2018:
  - Able to reach 90 parents (additional 74 were eligible)
    - Boys and Girls
  - Majority of parents responded *positively* to engaging in a conversation about HPV vaccine and reasons for hesitancy.
  - 20% of parents provided consent to immunize
  - Continue analysis with confirmation with Panorama immunization record

- Fall 2019: Currently data entry
  - Full results are coming ...
Next Steps

- Partnership between Public Health and Research
- Continuing analysis of uptake data
- Exploring costing analysis for incorporation of MI intervention to address vaccine hesitancy
- Parental survey on reasons for HPV vaccine hesitancy
- Developing a Tool Kit
- Continued and ongoing MI skill development
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