

American Academy of Pediatrics (AAP)

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of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™

Mission:

The AAP strives to attain optimal physical, mental, and social health and well-being for all infants, children, adolescents, and young adults.

Project:

[Hub and Spoke Initiative](#)
[Focused on Improving HPV](#)
[Vaccination Rates](#)

Project period:

September 30, 2014–
September 29, 2019

Activities through this CDC cooperative agreement will lead to AAP state chapters being prepared to effectively improve immunization rates, whether independently or through state level partnerships; positioning the AAP as a key voice, leader and partner in promotion of HPV vaccination; and greater expansion of collaborations with cooperative agreement partners and other organizations.

Cooperative Agreement Strategies

- 1. Provide outreach and training to clinicians**
- 2. Disseminate educational materials for clinicians**
- 3. Form and expand on strong partnerships**
- 4. Ensure HPV vaccination remains an AAP**

Project Outcomes:

- Increase in providers making a strong HPV vaccination recommendation
- Increase in pediatrician knowledge of HPV vaccine
- Increase in opportunities for clinician education and quality improvement (QI) around immunizations
- Increase in local/regional efforts aimed at promoting a strong provider recommendation for immunizations
- Greater alignment of organizational and partners strategies for HPV vaccination
- Increase in HPV vaccination rates in the office setting

Project Impact:

QI and HPV Training and Education

- Nearly four hundred pediatricians, health care providers, and AAP chapter staff have participated in one of 15 QI trainings offered to date by the AAP to learn of QI methodology and evidence-based strategies to improve HPV vaccination, then apply this with HPV projects in their own practices and institutions to build state/regional capacity for improvement.

AAP Chapter-led QI Immunization Activities

- Through the cooperative agreement, nearly all 59 U.S. AAP chapters have implemented one, if not multiple, QI projects aimed at increasing HPV vaccination rates.
- **All chapter projects have resulted in increased rates of HPV vaccination initiation and series completion.**
- National AAP developed an umbrella application to offer Maintenance of Certification (MOC) Part IV credit for chapters interested in providing it to their project participants. Approximately 1,000 pediatricians have received MOC Part IV credit to date.

HPV educational materials

- [**AAP HPV Champion Toolkit**](#) – this online resource helps pediatric healthcare providers educate other healthcare professionals about the HPV vaccine, discuss HPV vaccination with parents, and make necessary changes in practice to improve HPV vaccination rates.
- [**"A Guide to Adolescent Immunizations: Flip Chart for Pediatric Offices and Parents"**](#) – this tool aids pediatric healthcare, public health and immunization providers in conversations with parents to help provide a strong recommendation for adolescent vaccines, especially HPV, at 11-12 years of age. AAP has disseminated approximately 7,250 copies in multiple languages to pediatric and public health professionals to date.
- [**AAP News inserts**](#) – multiple inserts on HPV and HPV vaccination have been included in issues of the official news magazine of the AAP (circulation 65,000+).
- [**AAP Voices**](#) – The official blog of the AAP has featured multiple HPV-focused posts.
- AAP Immunization on AAP.org – a cadre of web pages provide streamlined access to information and resources on a broad range of immunization topics. Visit www.aap.org/immunization.
- [**Professional Education**](#) – educational opportunities related to immunization through AAP [**PediaLink**](#) and [**Education in Quality Improvement for Pediatric Practice**](#) (EQIPP) are consistently promoted to pediatricians through a variety of AAP publications and communication channels.

Partnerships

- Close working relationships with the CDC, HPV cooperative agreement partners and other organizations, such as the Association of Immunization Managers, have led to the following accomplishments:
 - Education to state immunization program managers on engaging with physicians, the pediatric office perspective, promising practices for improving HPV vaccination rates, and AAP and CDC resources.
 - Expansion of HPV Champion Toolkit content to fit the needs of various target audiences.
 - Assistance to AAP chapters in connecting with local partners for conference presentations and speaking opportunities.

Organizational Priority

- AAP regularly disseminates information and available resources related to HPV vaccination to its 67,000 members via a variety of communication channels.
- AAP is an active participant in National Immunization Awareness Month, among other campaigns.
- HPV-related information and other immunization content is featured on HealthyChildren.org, the AAP Web site for parents.
- A cross-departmental group of AAP staff and key AAP member leaders were convened in February 2015 to develop consistent, key messages regarding HPV and receive training on how to effectively convey HPV vaccine messages in media activities. The messages have been incorporated into the HPV Champion Toolkit and posted to the AAP Web site.

Contact AAP

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