

American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™

AAP HPV Vaccination Activities October 2014

Elizabeth Sobczyk, MSW, MPH
Manager, Immunization Initiatives

AAP Mission



The mission of the AAP is to attain optimal physical, mental and social health and well-being for ALL infants, children, adolescents and young adults.

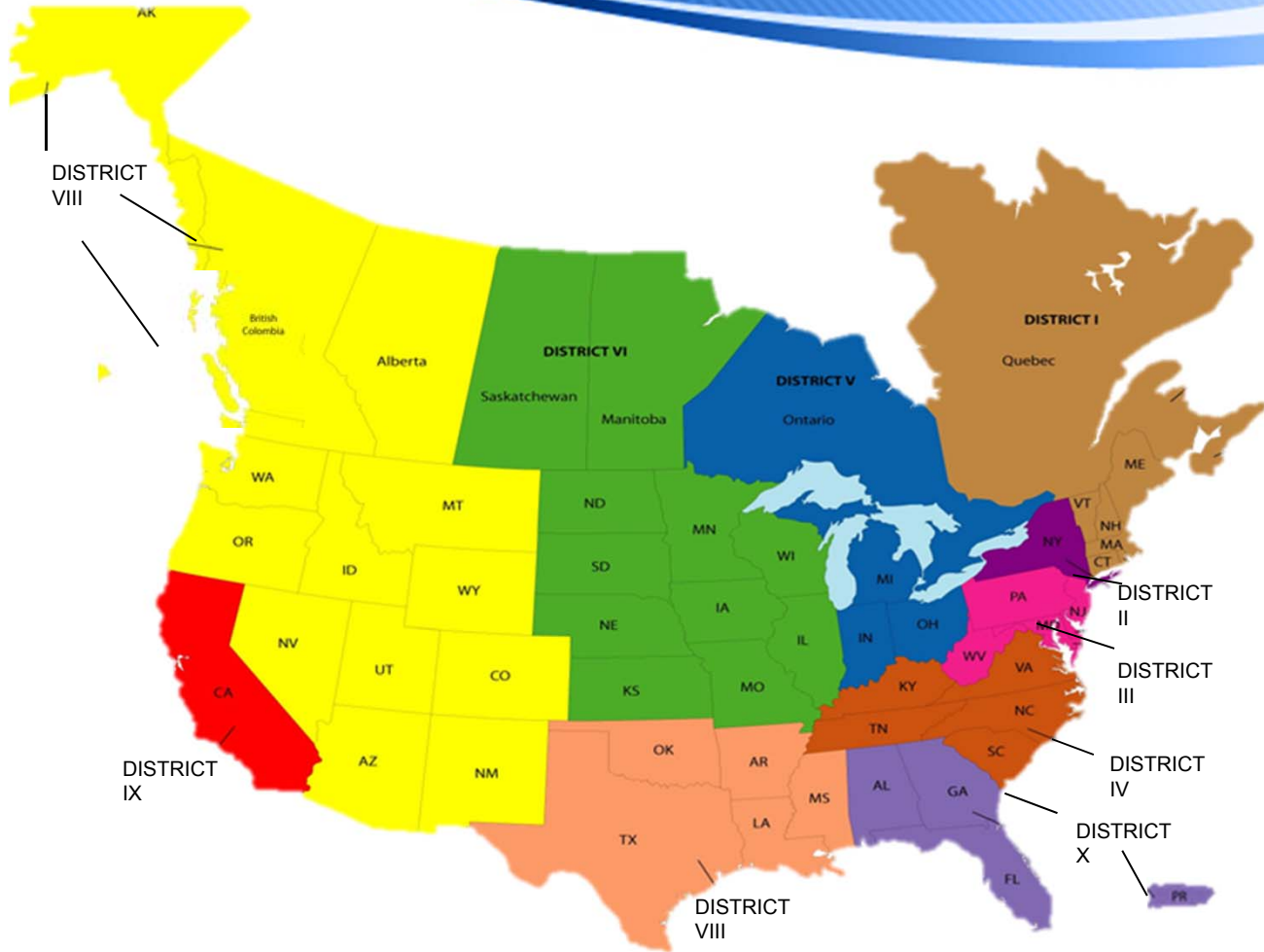
To accomplish this mission, the Academy shall support the professional needs of its members.

The AAP Today



62,000 members • 10 districts • 66 state/local chapters
26 national committees • 50 sections • 11 councils
500 staff • Illinois, Washington DC

AAP District Map



What we have done



Create/update educational resources

- CME module on giving a strong provider recommendation for HPV, office strategies for improving rates
 - pedialink.aap.org and search by keyword
 - Can be taken by any office staff or physician who needs CE/CEU/CME
 - Non-pediatricians may need to send in their proof of completion to receive credit from their accrediting body

What we have done



- QI module (Part IV Maintenance of Certification) on immunization missed opportunities with adolescent content
 - Eqipp.aap.org
 - CME is available for reading the content in the module
 - Part IV MOC is only available for board certified pediatricians
- Flipchart for point of care conversation aid
 - In final production and print

What we have done



- Work with 53 of 56 US chapters to disseminate strong provider recommendation information
 - Peer to peer education
 - QI learning collaboratives
 - State immunization congresses
 - Webinars
 - Mailings
 - Newsletter articles and Web site updates

What we have learned



- We can raise rates!
 - QI module pilot participants all report increases in HPV rates.
 - Peer to peer education is also effective.
 - After several regional presentations in Utah, ordering of HPV vaccine increased 9%.
- We have to meet practices where they are and offer improvement opportunities in formats that work for them.
- Let's think about the language we use- public health arguments may not be the most effective with engaging offices.
- Chapters are very willing to engage on this issue.

Future efforts



Train pediatricians from all districts in quality improvement methodology (3 districts/year).

- Send someone from the state immunization program and/or coalition.

Follow up with HPV vaccine specific improvement opportunities through the chapters.

- Partner to target VFC vs non-VFC practices and complement efforts.
- AFIX
 - AAP can offer “incentives” such as CME courses and QI module subscriptions
 - Can we leverage the chart pulls to give an easy report to providers for the QI module?
 - Stay tuned for additional possibilities

Future efforts



- Disseminate materials
 - Grand Rounds toolkit
 - Office team specific pages on aap.org/immunization (MA, nurse, office manager, child care workers, etc.)
 - AAP News Insert
- Prioritize HPV internally
 - Develop cadre of experts from infectious disease, HIT, communication, practice, etc. for speaking and writing opportunities
 - Contract with obgyn and pediatric experts for advisory work and speaking events
 - Happy to connect awardees with chapters if contact has not already been made

Questions?



Elizabeth Sobczyk
esobczyk@aap.org
847/434-4271