

# National HPV Vaccination Roundtable Members and Partners



The HPV Vaccine Provider Toolkit for Health Plans is designed to help health plans educate their health care professionals and care teams on the HPV vaccine and the critical importance of a strong provider recommendation to increase HPV vaccination rates. The toolkit was created by the American Cancer Society and the National HPV Vaccination Roundtable (HPV Roundtable).

Visit the HPV Roundtable website at [http://bit.ly/HPVRT\\_SP](http://bit.ly/HPVRT_SP) for a copy of these materials.

Below is information on the contents of the toolkit:

## Resources

## When to use



American Cancer Society and HPV Roundtable logos only

- This letter is suitable to be sent *from* a health plan or clinic medical director *to* a physician, practice, or midlevel provider with whom they have influence or a contracted relationship.
- It should be used when a partner is willing to send the communication *on behalf of* the American Cancer Society and the HPV Roundtable and does not wish or intend to affix their own brand.

For example, ACME Health's medical director wishes to share the "Dear Physician" letter along with a cover letter or another communication that is being sent on ACME Health's letterhead.



HPV Roundtable logo only

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- It should be used when a partner is willing to send the communication *on behalf of* the HPV Roundtable and does not wish or intend to affix their own brand.

For example, ACME Health's medical director wishes to share the "Dear Physician" letter along with another communication that is being sent on ACME Health's letterhead.





American Cancer Society, HPV Roundtable, and cobrandable partner logos

- This letter is suitable to be sent *from* a health plan or clinic medical director *to* a physician, practice, or midlevel provider with whom they have influence or a contracted relationship.
- It should be used when a partner wishes to cobrand the communication with the American Cancer Society and the HPV Roundtable.
- This scenario requires the American Cancer Society Form Trademark Agreement. Please contact [HPV.Vaccination.Roundtable@cancer.org](mailto:HPV.Vaccination.Roundtable@cancer.org) for information on how to obtain a licensing agreement.

For example, ACME Health’s medical director wishes to share the “Dear Physician” letter and is comfortable with it not being on ACME Health letterhead but wants to affix the ACME Health brand.



Customizable text for newsletter and similar copy

- This letter is suitable to be sent *from* a health plan or clinic medical director *to* a physician, practice, or midlevel provider with whom they have influence or a contracted relationship.
- It should be used when a partner wants to customize the text and include it on health plan letterhead.

For example, ACME Health’s medical director wants to personalize the text of the letter to be specific to ACME Health and include it in their monthly newsletter.

**HPV vaccine-related patient and provider resources:**

<http://bit.ly/VACsResources>

- The American Cancer Society Vaccinate Adolescents against Cancers (VACs) program has built a clearinghouse of effective patient and provider resources to support implementation strategies that increase HPV vaccination. Health plans can use these resources, or direct their health care teams to these resources, as a way to support HPV vaccination.

## Resources

## When to use

### HPV vaccine-related CME trainings:

<http://bit.ly/VACsCME>

The American Cancer Society VACs team has built a clearinghouse of HPV and HPV vaccine-related webinars and continuing medical education modules (CME).

Health plans can help their health care teams maintain competence and stay up-to-date on new and developing areas of HPV and HPV vaccine-related research by publishing the link to the clearinghouse in their HPV-related communications.

### Addressing Parents' Top Questions About HPV Vaccine

#### English version:

<https://www.cdc.gov/vaccines/who/teens/for-hcp-tipsheet-hpv.pdf>

#### Spanish version:

<https://www.cdc.gov/vaccines/who/teens/for-hcp-tipsheet-hpv-sp.pdf>

Parents may be interested in vaccinating, yet they still have questions. Some parents might just need additional reassurance from the clinician they trust with their child's health care. Taking the time to answer their questions and address their concerns can help parents to accept a recommendation for HPV vaccination.

Health plans can help their providers make strong HPV vaccine recommendations by sharing these PDFs as part of their HPV vaccine communications.

### CDC print materials, including HPV vaccination posters, with links to download:

<https://www.cdc.gov/vaccines/who/teens/products/print-materials.html>

The CDC has high-quality print materials that raise awareness about the vaccine-preventable diseases and vaccine recommendations for preteens and teens with audience-tested messages and graphics. All materials are available for download. Printable materials may be printed on a standard office printer, or taken to a commercial printer.

Health plans can use these print materials to supplement their own communication efforts around increasing HPV vaccination rates.