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

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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

HPV 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

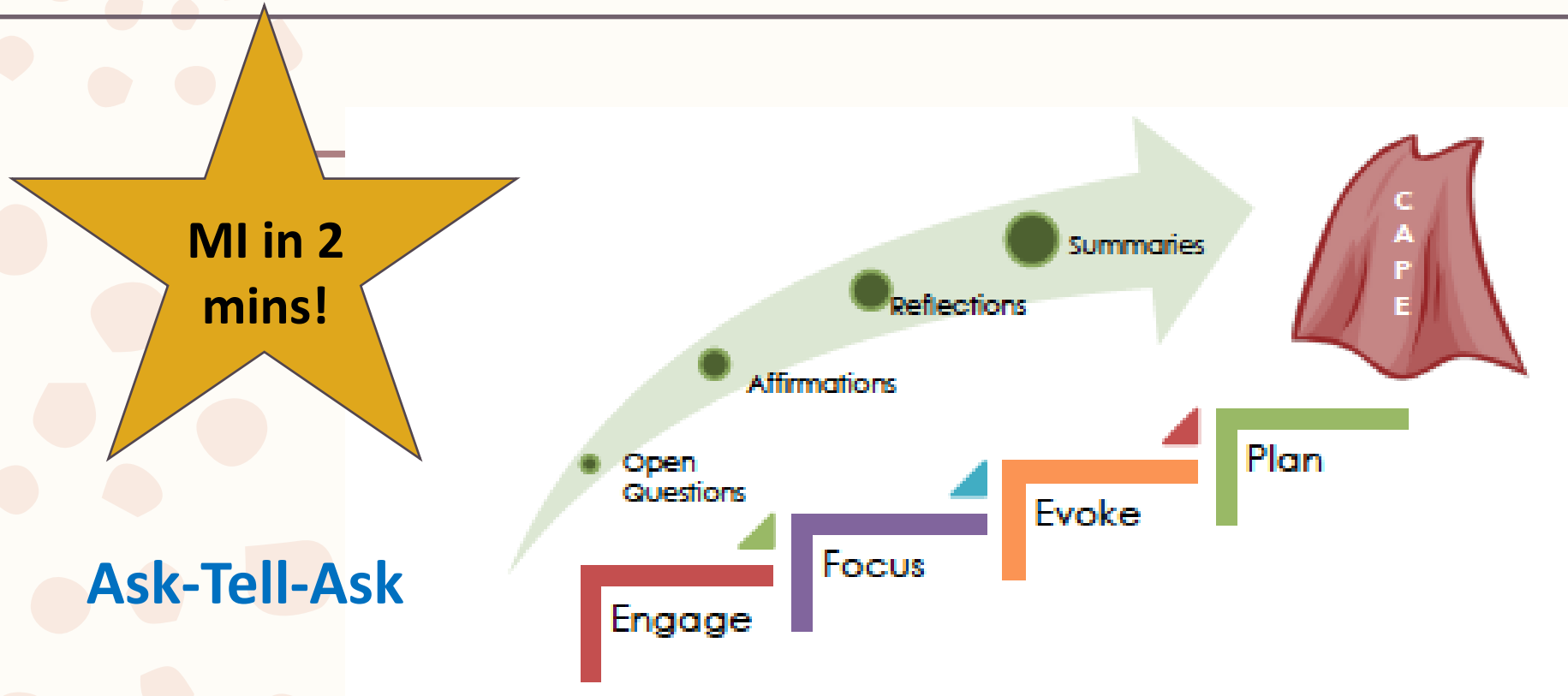
What is MI?

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

-William R. Miller and Stephen Rollnick

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MI – Skills, Processes, & Spirit



Miller, W. R. and Rollnick, S. 2013. *Motivational Interviewing: Helping People Change*. New York: Guilford Press. *
Adapted from Miller & Rollnick. 2013,

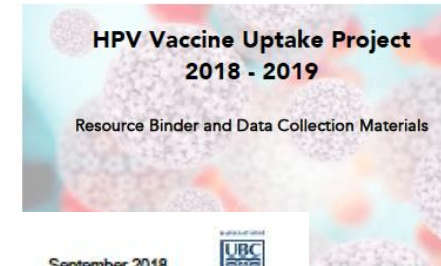
Spirit of MI: PACE/CAPE



Miller, W. R. and Rollnick, S. 2013. Motivational Interviewing: Helping People Change. New York: Guilford Press. * Adapted from Miller & Rollnick, 2013,

Incorporating MI

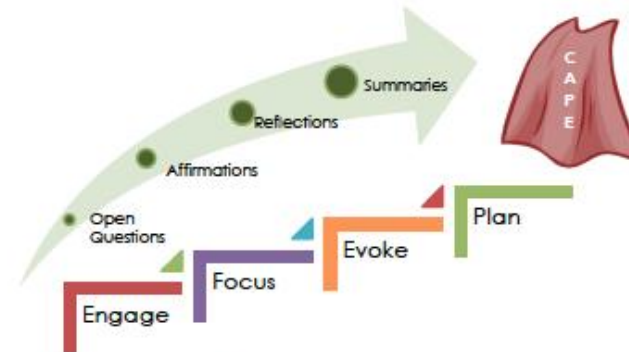
- (1) Adapted and designed 'HPV vaccine hesitant' MI telephone guide
- Examples of **OARS** related to HPV vaccine
- **FAQs** about HPV vaccine & facts based on common concerns



HPV Vaccine Hesitancy Guide

September 2018

MI Guide for HPV Vaccine Hesitancy:



Telephone Conversation Guide:

"Hello, [Name], my name is [Name] and I am calling from Public Health about [child's name]'s upcoming school immunization clinic. Is this a good time to talk?"

→ If no, provide a call back number, set a new time etc.

→ If yes, "I am reviewing the immunization consent form for [Child's name] and I have noticed that you have not provided consent for HPV vaccine (or have not returned a consent form), which is totally your choice.

O: Can you share with me what lead you to say no to the HPV vaccine for your child at this time?

NO → That is totally ok and your choice, we are always available if you wish to chat or have questions (honoring autonomy), [See Consent to Contact Script].

Yes → Using **OARS** - Engaging, Building Rapport// Evoking//Focusing//Planning. Below are some ideas of OARS:

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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