

Consumer perceptions of Human Papillomavirus (HPV) and HPV Vaccination Program

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National Centre for Immunisation Research and Surveillance



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Purpose

- GARDASIL® is currently funded under the National HPV Vaccination Program in Australia.
- This study aimed to explore attitudes, awareness and understanding of HPV, attitudes to the HPV vaccination program, and reasons for non-completion and non-consent.
- This study was part of a larger market research project conducted with HPV stakeholder groups.

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Materials and methods

Research was conducted with four HPV Stakeholder groups:

Specialists:

Gynae-oncologists
OBGYNs
Sexual health specialists
n = 47

Providers:

Area Health Services
Divisions of General Practice
n = 15

Consumers (1):

Females 18 to 26
n = 402

Consumers (2):

Parents of females 12 to 17
n = 401

A consistent set of structured questions was used across all groups

Fieldwork occurred from October to December 2007



5 minute online interviews



60 minute face-to-face in-depth interviews



15 minute online interviews



Additional questions to explore knowledge regarding HPV and attitudes to vaccination



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Results

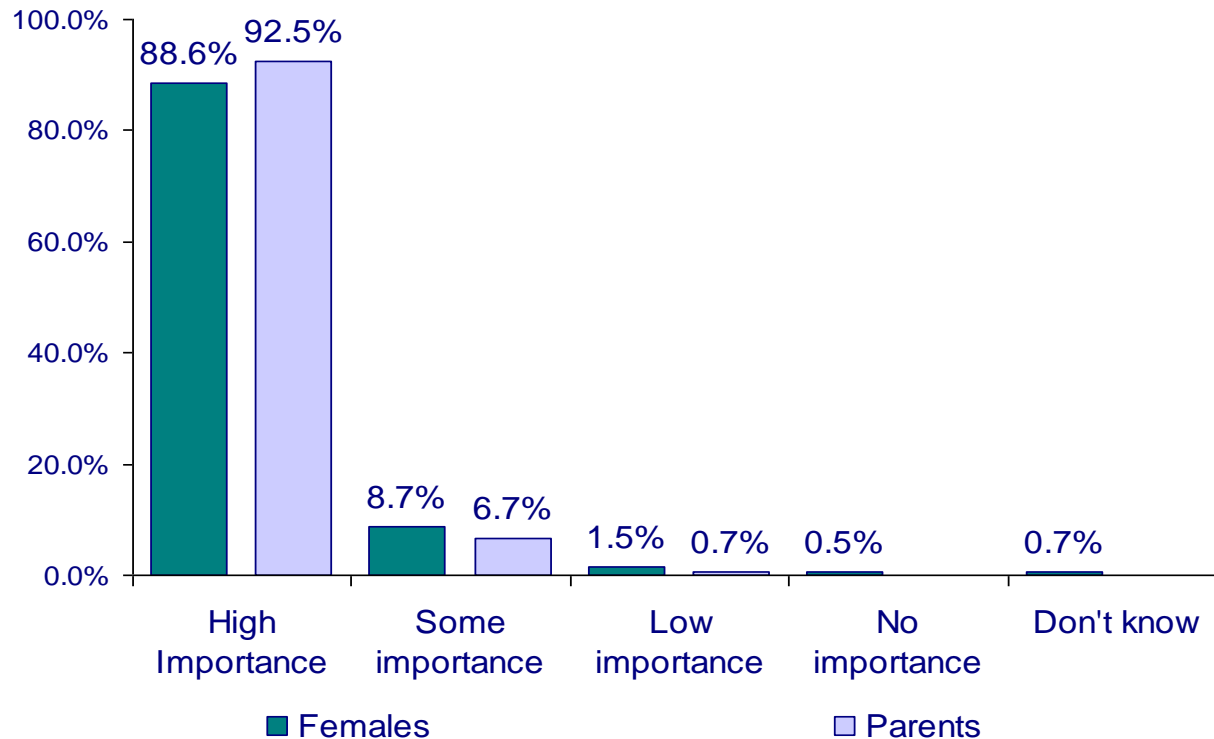
- Awareness and understanding of HPV and associated disease
 - Awareness of cervical cancer, genital warts and HPV
 - Awareness of the cause of cervical cancer;
 - Awareness of diseases linked to HPV
- Attitude to HPV vaccination program
- Value of vaccination against HPV types 6, 11, 16 & 18
- Preference for vaccine
- Completion rates/consent rates & reasons for non-consent / non-completion
 - Awareness of the number of doses of HPV vaccines and dosing schedule
 - Reasons young females may not complete a course of HPV vaccine
 - Reasons consumers may not vaccinate their daughters or themselves



Vaccination is considered important

Q1. How important is vaccinating children and teenagers?

n=402 Females / n=401 Parents
% of Respondents



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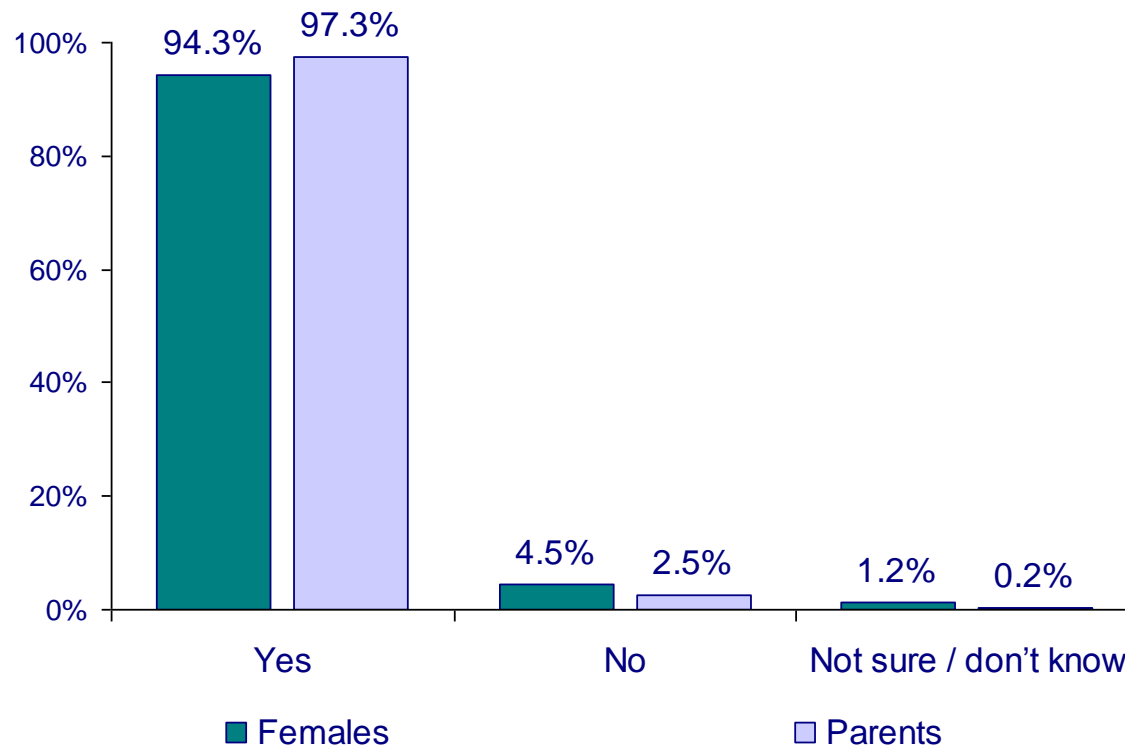


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High awareness of cervical cancer

Q4. Have you ever heard of cervical cancer (cancer of the opening of the womb)?

n=402 Females / n=401 Parents
% of Respondents



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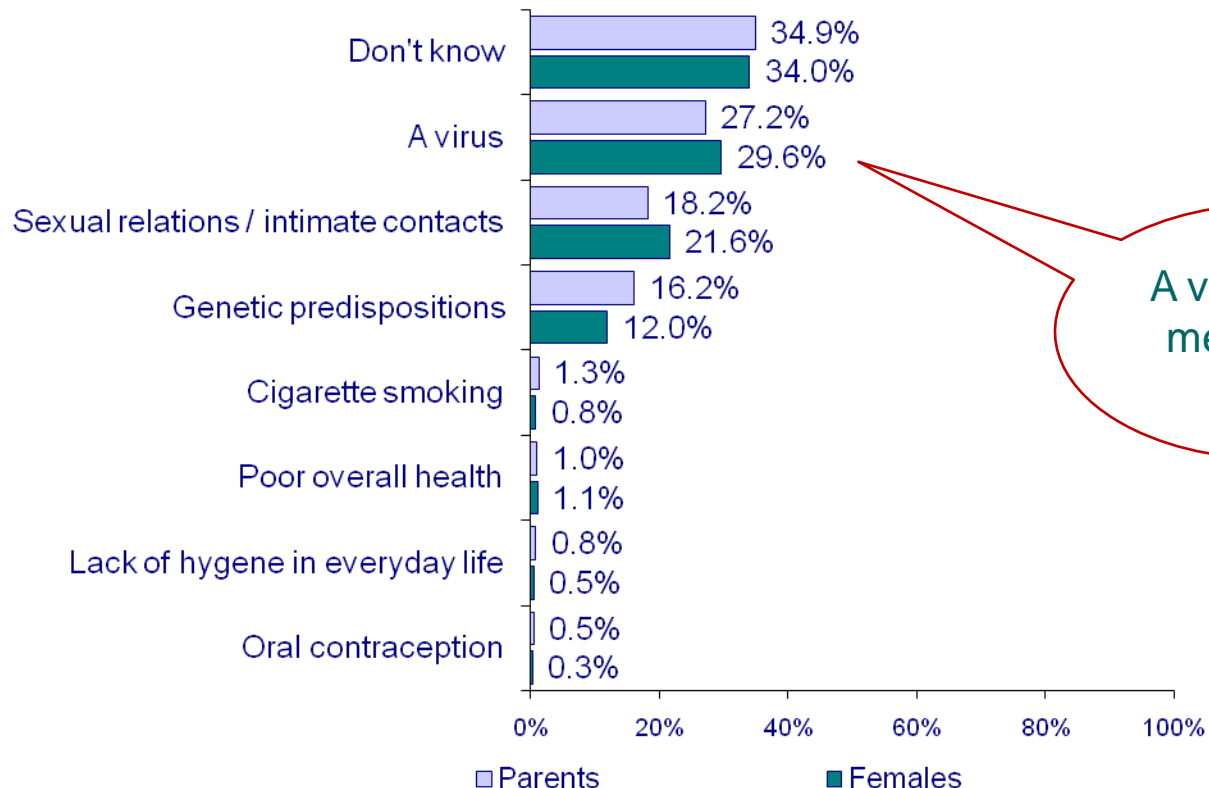
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Perceived cause of cervical cancer

Q5. What is the main cause of cervical cancer?

n=379 Females / n=390 Parents who were aware of cervical cancer

% of Respondents



A virus most mentioned cause



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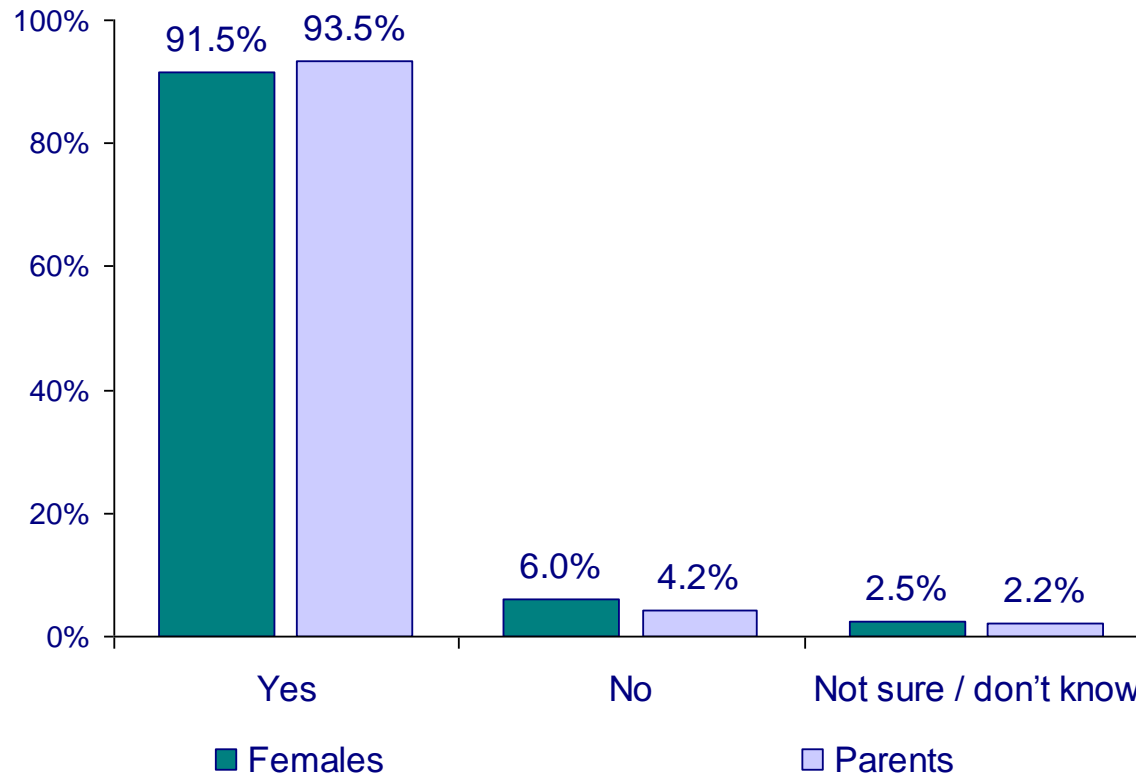
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High awareness of genital warts

Q6. Have you ever heard of genital warts?

n=402 Females / n=401 Parents
% of Respondents



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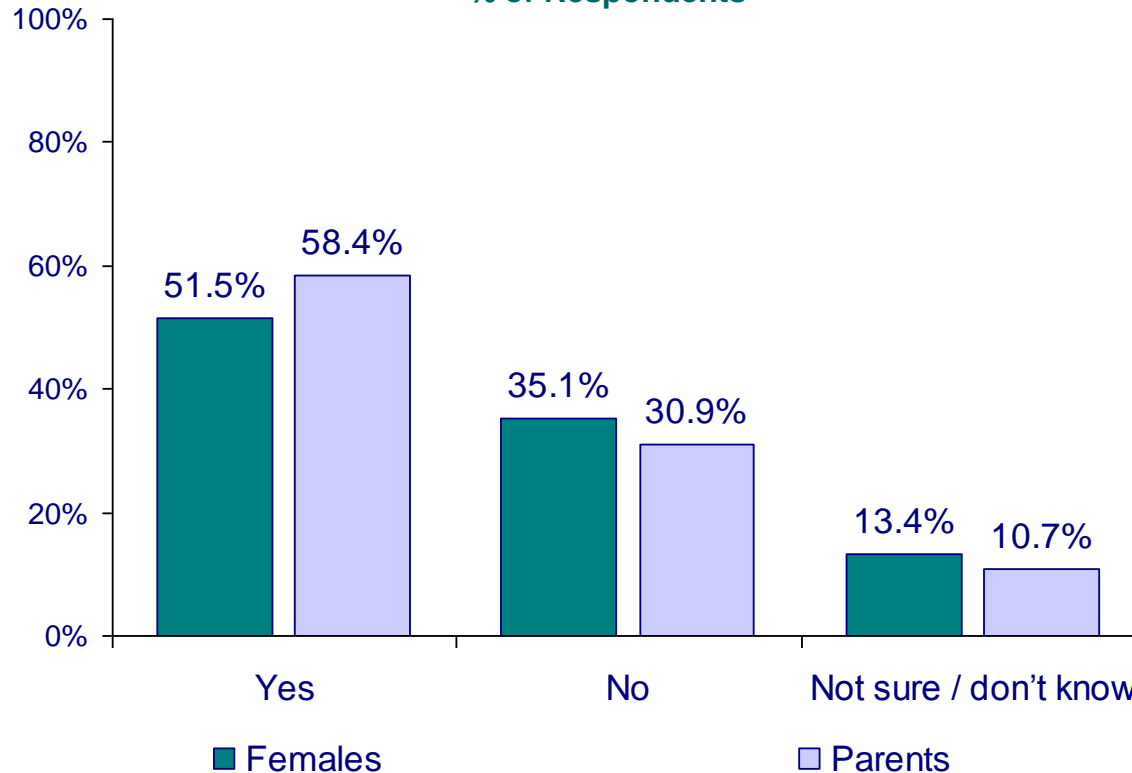
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Only half were aware of HPV

Q6. Have you ever heard of Human Papillomavirus or HPV?

n=402 Females / n=401 Parents
% of Respondents



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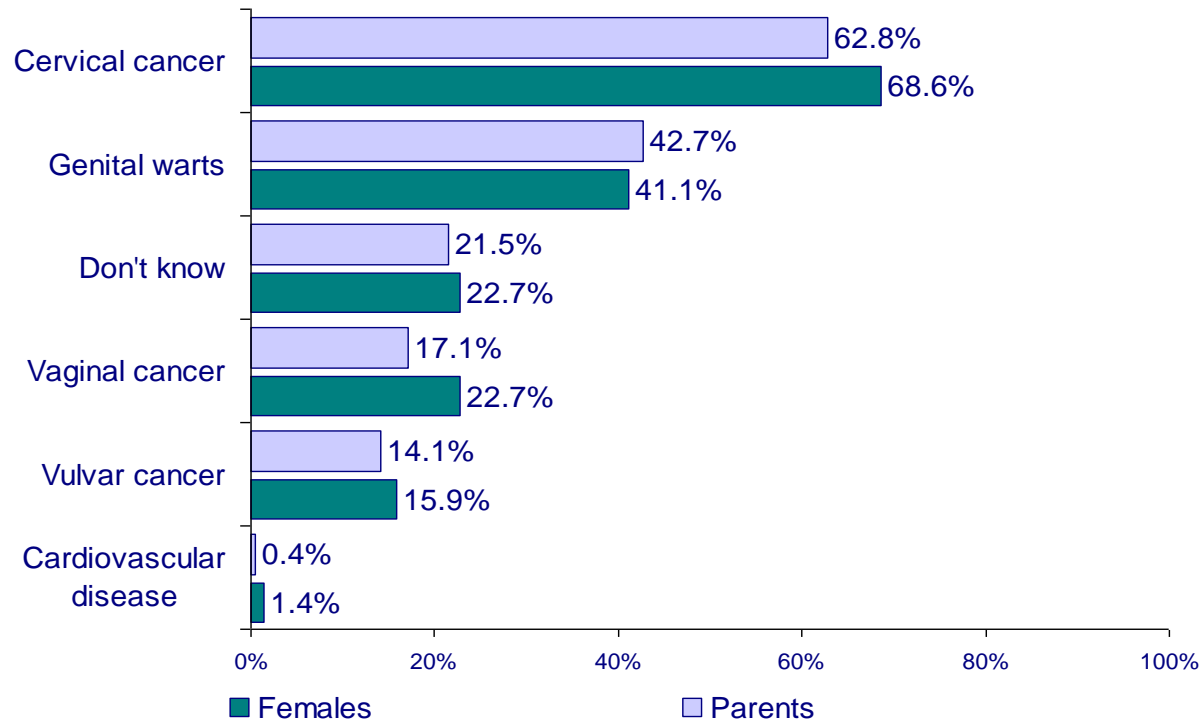


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Diseases linked to HPV

Q8. To your knowledge, which of the following diseases are linked to Human Papillomaviruses? - Multiple Choice

n=207 Females / n=234 Parents who were aware of cervical cancer
% of Respondents



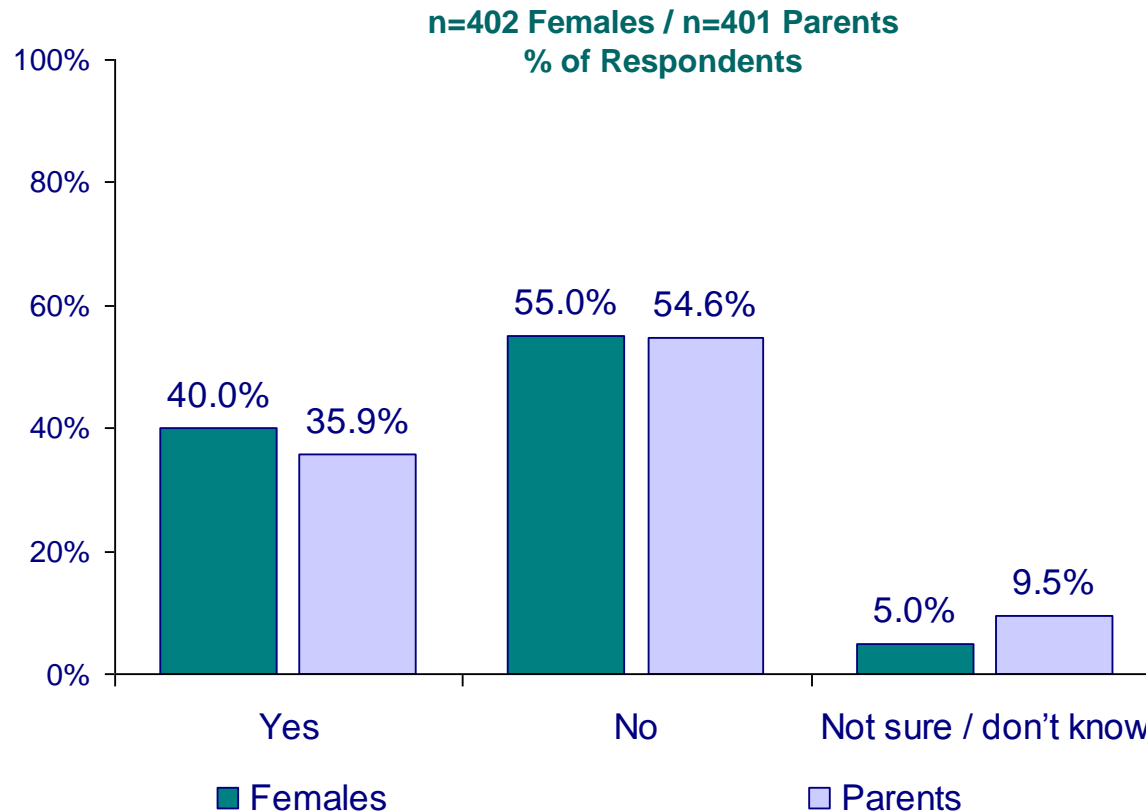
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Over half not aware HPV causes cervical cancer

Q9. Prior to reading this questionnaire, did you know that cervical cancer is caused by infection with certain types of the Human Papillomavirus or HPV?



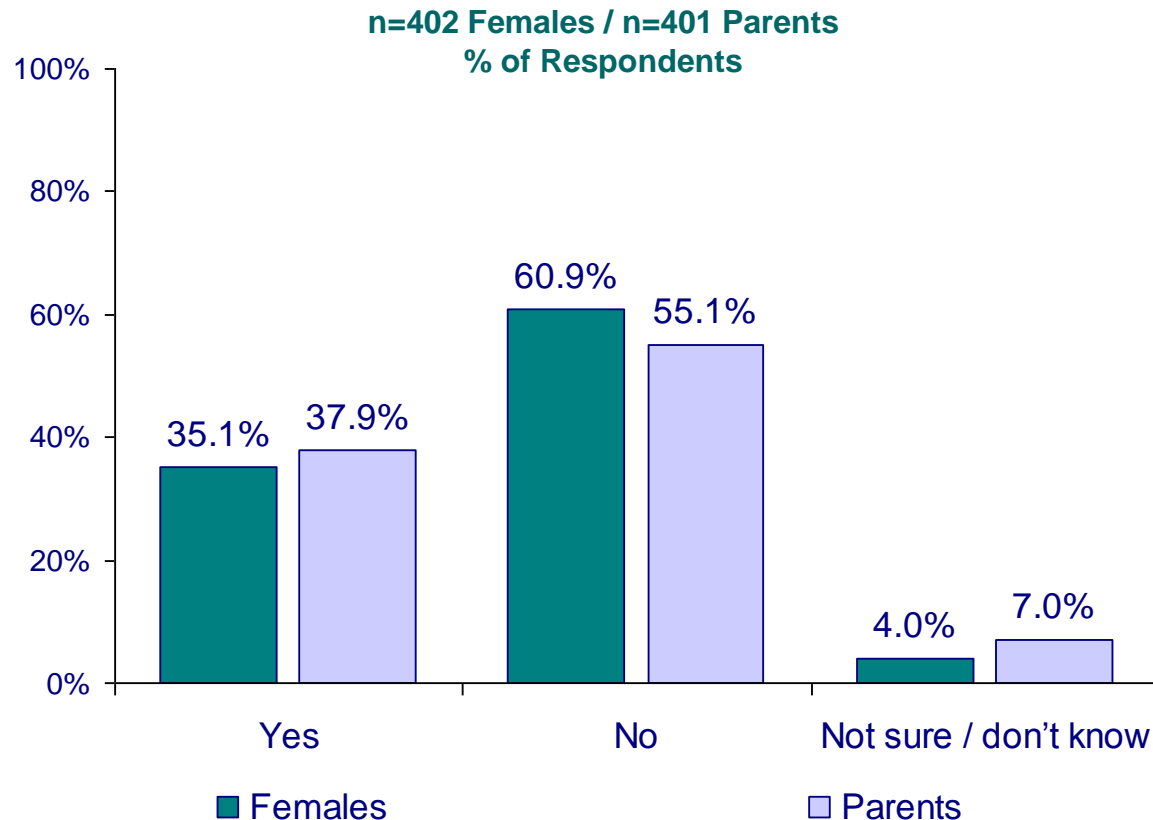
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Over half not aware HPV causes genital warts

Q10. Prior to reading this questionnaire, did you know that genital warts are caused by infection with certain types of the Human Papillomavirus or HPV?



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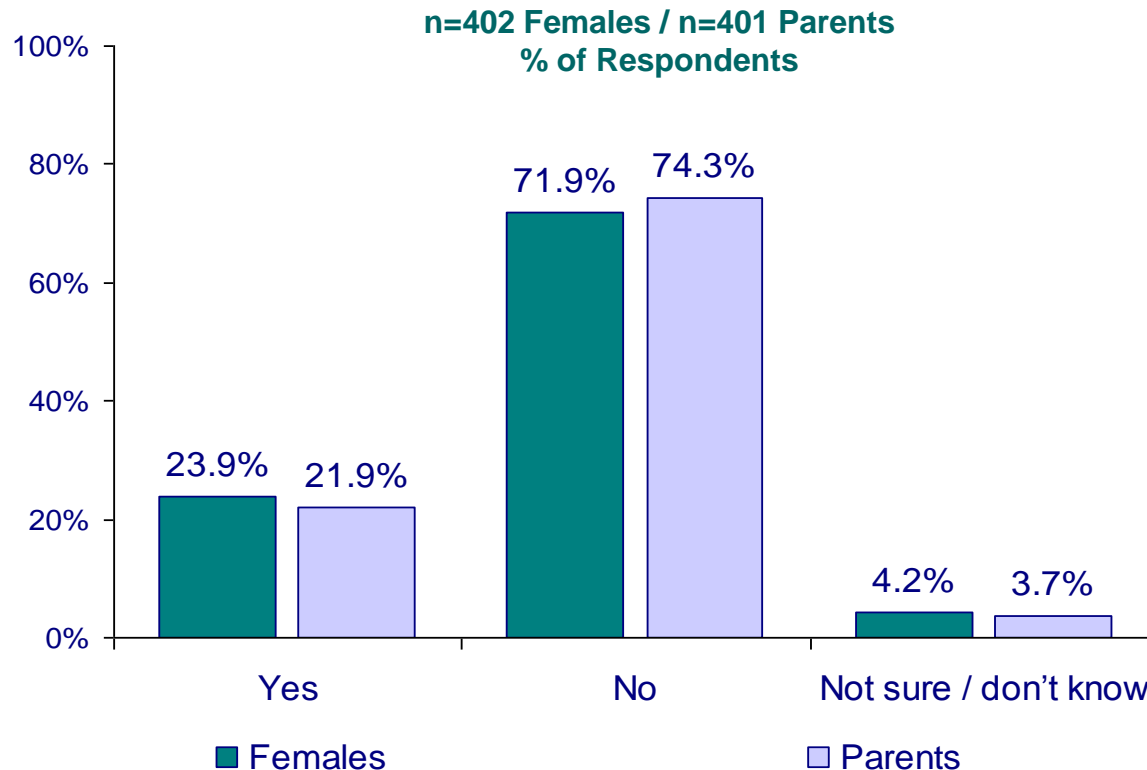


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Most unaware of HPV prevalence

HPV affects 4 out of 5 people at some stage in their lives (Immunise Australia Program)

Q12. Prior to reading this questionnaire, did you know that genital Human Papillomavirus or HPV infection was this common?



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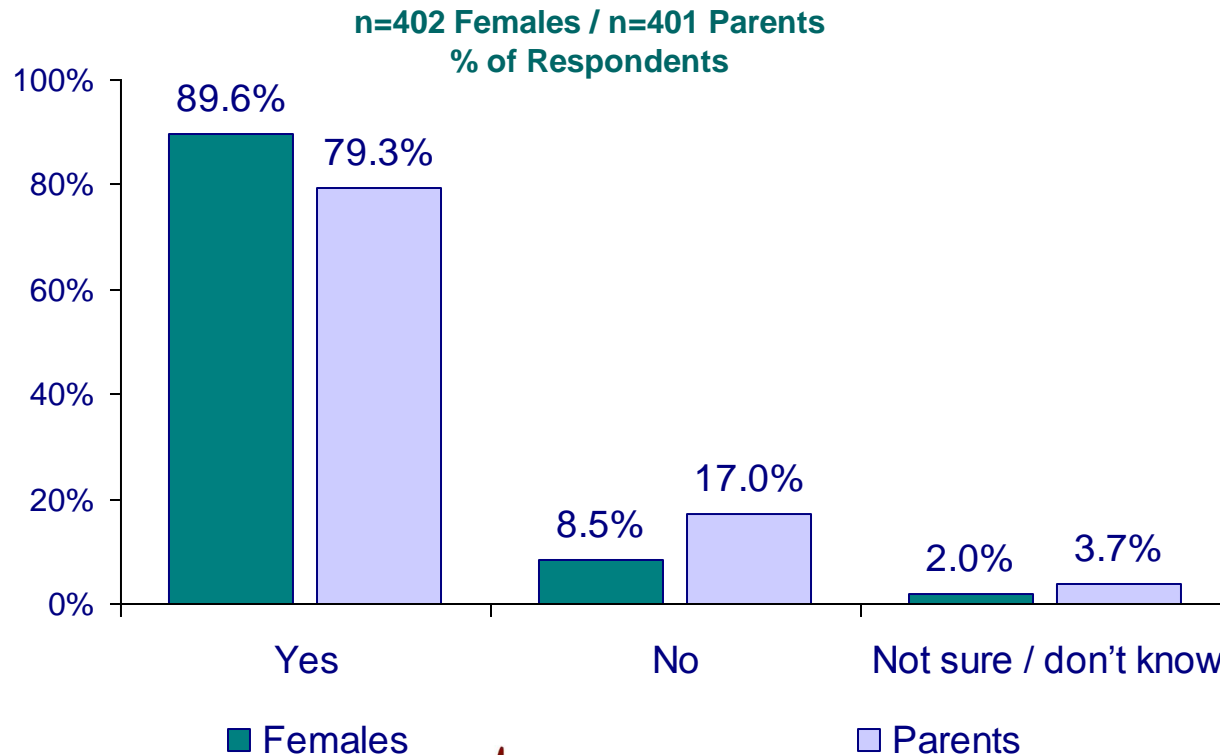
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High HPV Program awareness

The Australian Federal Government provides free HPV vaccine for all females 12 to 26 years old through its National Human Papillomavirus (HPV) Vaccination Program.

Q14. Prior to this questionnaire, were you aware of Australia's free HPV Vaccination Program for females 12 to 26 years old?



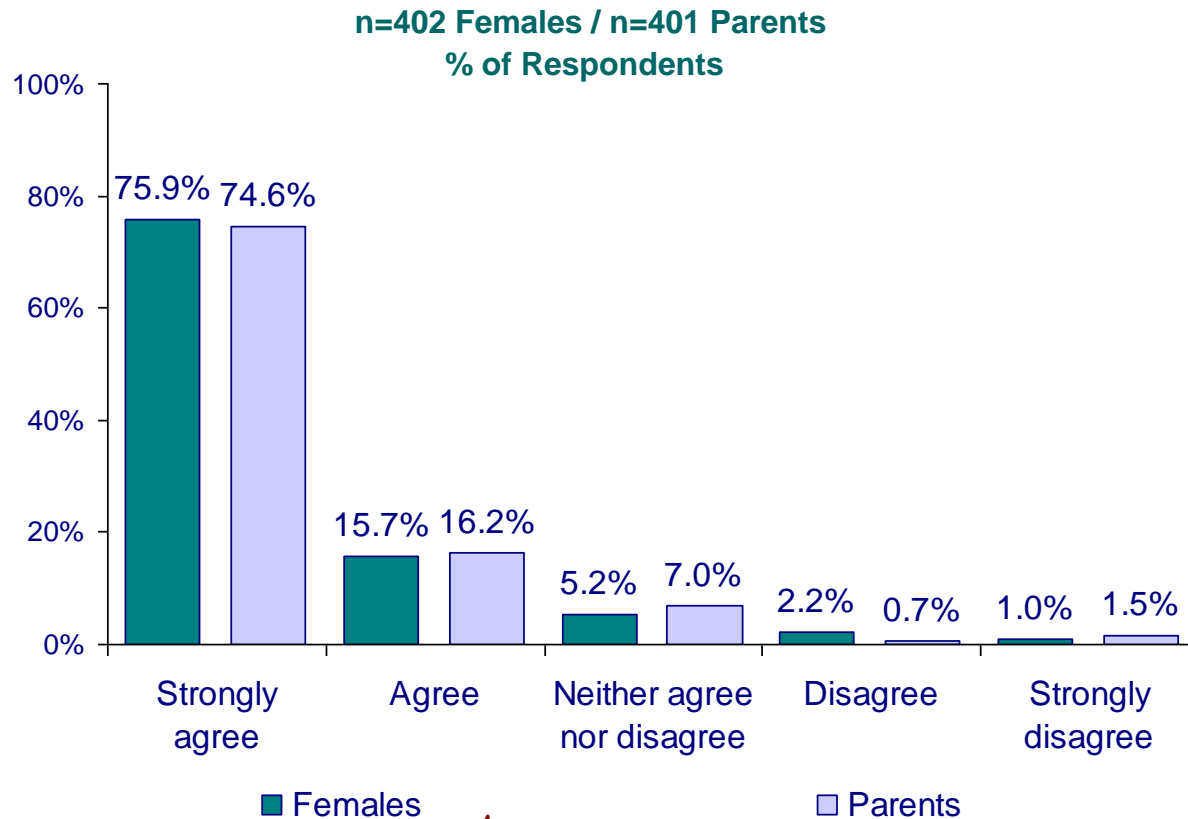
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Strong support for HPV Program

Q15. Do you agree with the introduction of the National Human Papillomavirus (HPV) Vaccination Program for females 12 to 26 years old?



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Value of vaccination against HPV types

Statement about vaccines

All respondents were provided with the following statement about the current HPV vaccine:

- The HPV vaccine currently being used in the National HPV Vaccination Program provides around 95% protection against four types of Human Papillomavirus (HPV):
 - HPV type 16 and HPV type 18 - which cause up to 80% of cervical cancers in Australia;
 - And HPV type 6 and HPV type 11 - which cause around 90% of genital warts and 10% of low grade cervical abnormalities.

Source: NCIRS HPV Fact Sheet / Clifford et al, 2005 / GARDASIL PI, 2007



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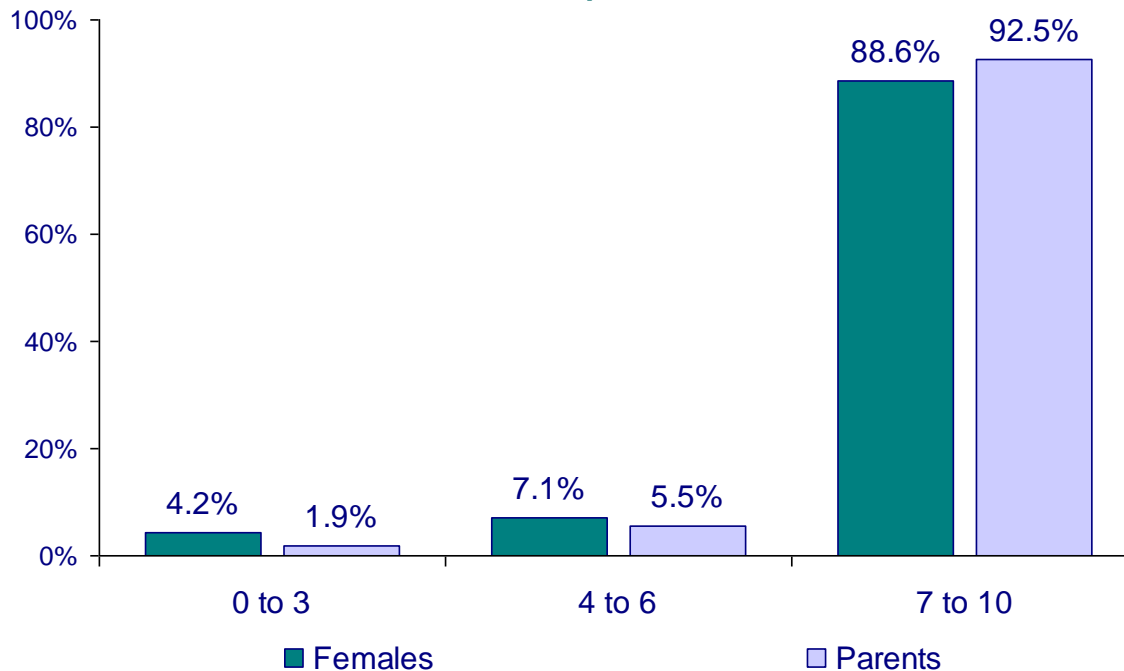


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High value placed on vaccination against HPV 16 & 18

Q18. What value do you place on your teenage daughter / you being vaccinated against HPV 16 and HPV 18

n=402 Females / n=401 Parents
% of Respondents



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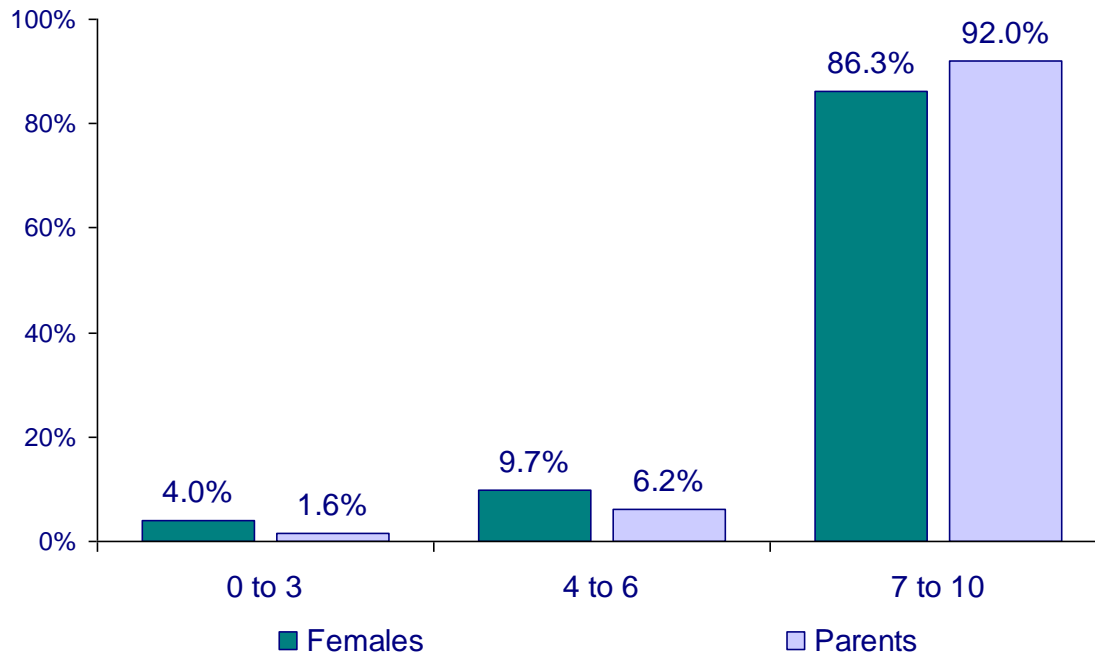


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High value placed on vaccination against HPV 6 & 11

Q19. What value do you place on your teenage daughter / you being vaccinated against HPV 6 and HPV 11

n=402 Females / n=401 Parents
% of Respondents



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Value of vaccination against HPV types 6, 11, 16 & 18

- Interestingly, equally high value was placed on vaccination against HPV types 6/11 as 16/18

| Stakeholders | Mean score HPV 16 & 18 | Mean score HPV 6 & 11 | |
|---------------|------------------------|-----------------------|----|
| Parents | 9.3 | 9.3 | ns |
| Females 18-26 | 8.9 | 8.7 | ns |



Preference for vaccine

Statement about future scenarios

All respondents were provided with a statement about possible future scenarios:

Scenario 1: In the future, a second HPV vaccine may gain funding under the National Human Papillomavirus (HPV) Vaccination Program.

This would mean that the Australian States may need to choose between two different vaccines for their HPV Vaccination Program.

The main differences between the two HPV vaccines are:

- Both vaccines provide protection against HPV types 16 and 18 (which cause up to 80% of cervical cancer in Australia);
- The second HPV vaccine does not provide protection against genital warts or cervical abnormalities associated with HPV types 6 and 11.

Source: NCIRS HPV Fact Sheet / Clifford et al,2005 / GARDASIL PI, 2007



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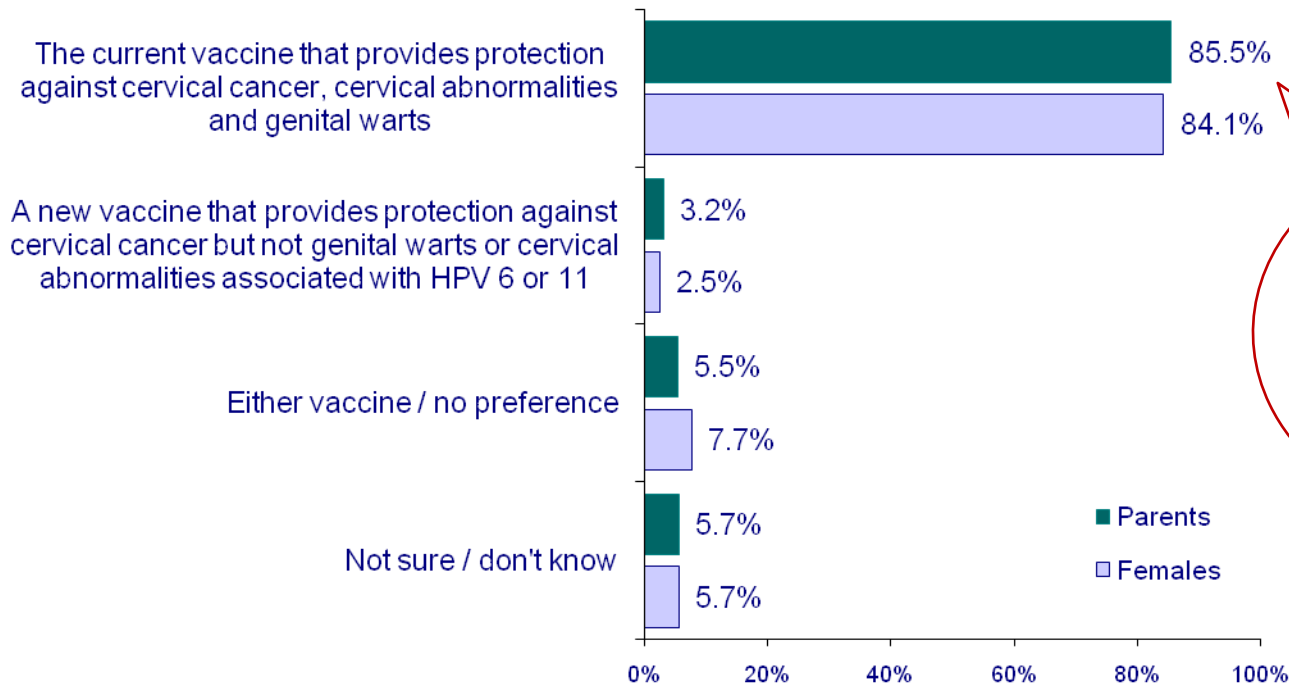


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Most preferred the current vaccine

Q20. Thinking of the HPV vaccination program for females like your daughter / like you, which HPV vaccine would you recommend to a state government, for example NSW, for the purposes of this public vaccination program?

n=402 Females / n=401 Parents / % of Respondents



Most would recommend the current HPV vaccine in scenario 1



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Preference for vaccine

Statement about future scenarios

All respondents were provided with a statement about a second possible future scenario:

Scenario 2: The second vaccine might be cheaper for government to buy.



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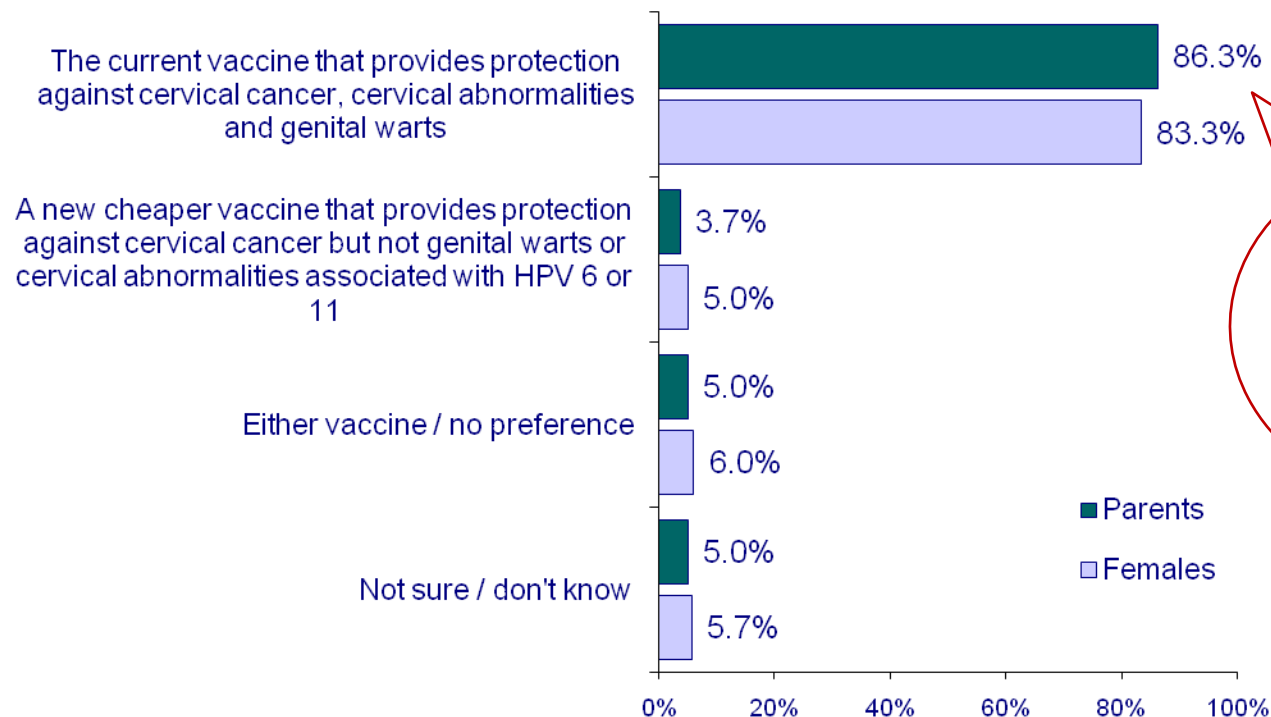
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Most preferred the current vaccine over a cheaper vaccine

Q21. Thinking of the HPV vaccination program for females like your daughter / like you, which HPV vaccine would you recommend to a state government, for example NSW, for the purposes of this public vaccination program?

n=402 Females / n=401 Parents / % of Respondents



Most would recommend the current HPV vaccine in scenario 2



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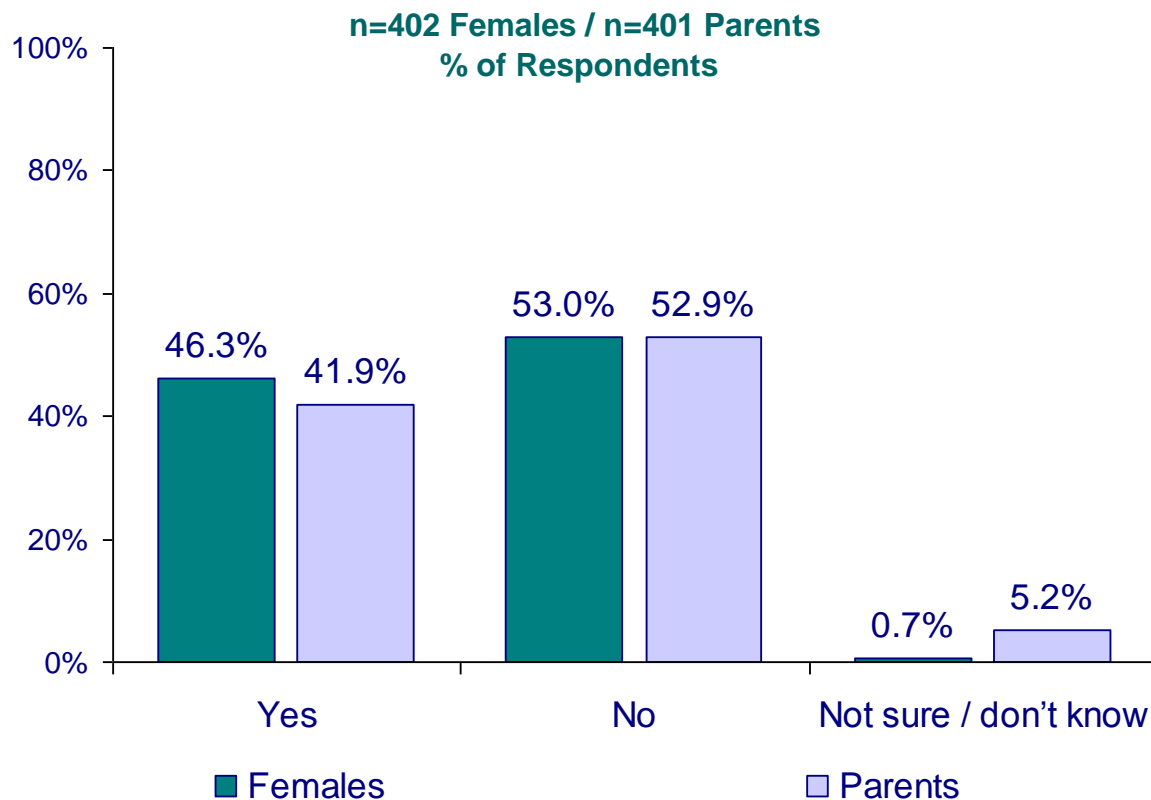


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Under half have had the HPV vaccine

Q16. Have you had the free HPV / cervical cancer vaccine? Has one or more of your daughter/s under 18 years old, received the free HPV / cervical cancer vaccine through a secondary school or local general practitioner?



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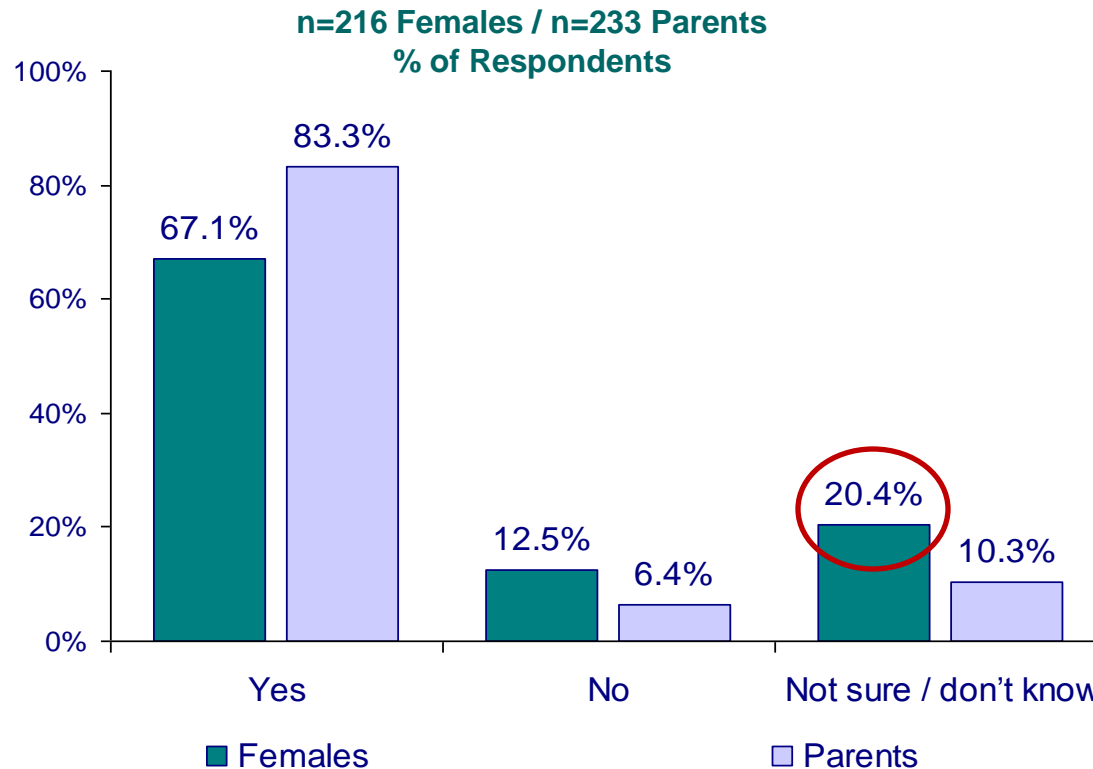


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High intention to consent / have the vaccine

Q17. Will you have the free HPV / cervical cancer vaccine?

Q17 Would you provide permission for your daughter/s to receive the free HPV vaccine through her local secondary school?



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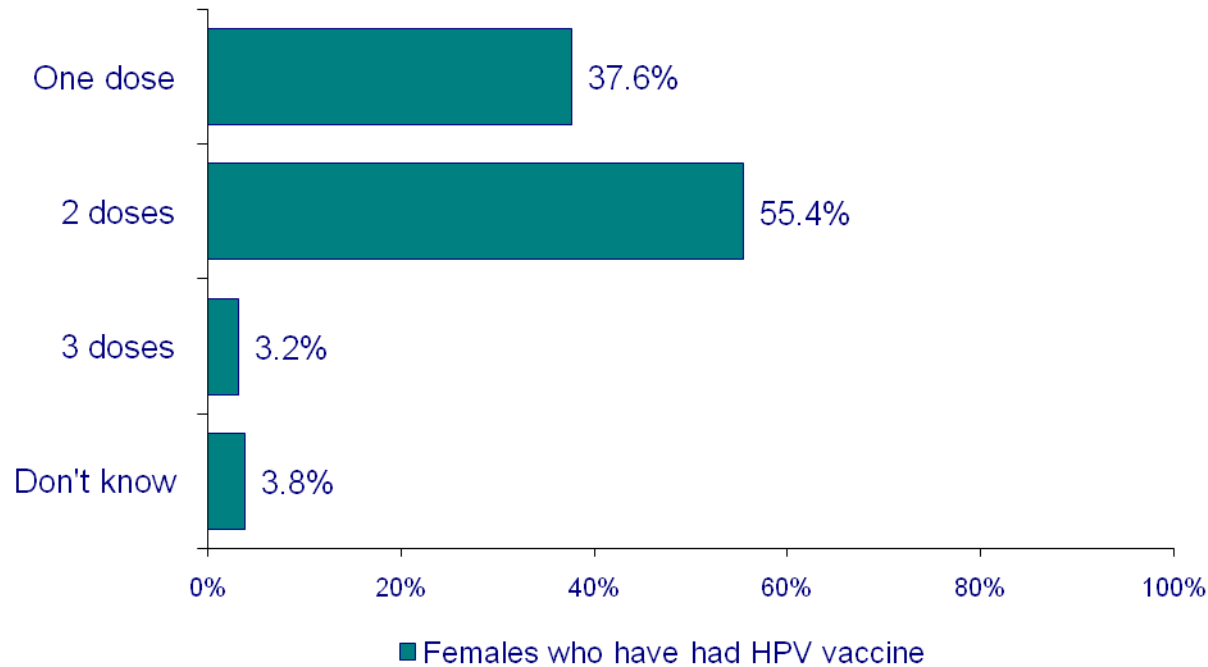


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Most had not completed the course

Q27. How many doses of the HPV / cervical cancer vaccine have you had so far?

n=186 Females who have had HPV vaccine
% of Respondents



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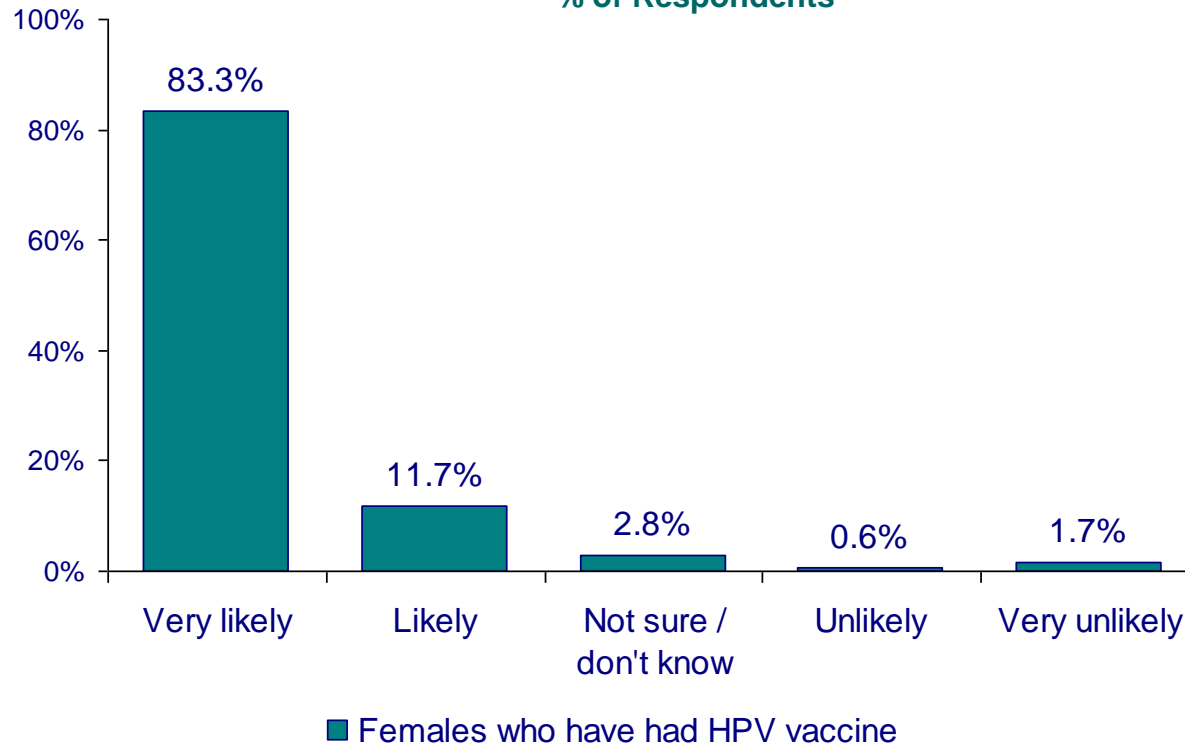


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High stated likelihood of completing

Q28. How likely are you to complete the three doses of HPV / cervical cancer vaccine according to the required time schedule?

n=186 Females who have had HPV vaccine
% of Respondents



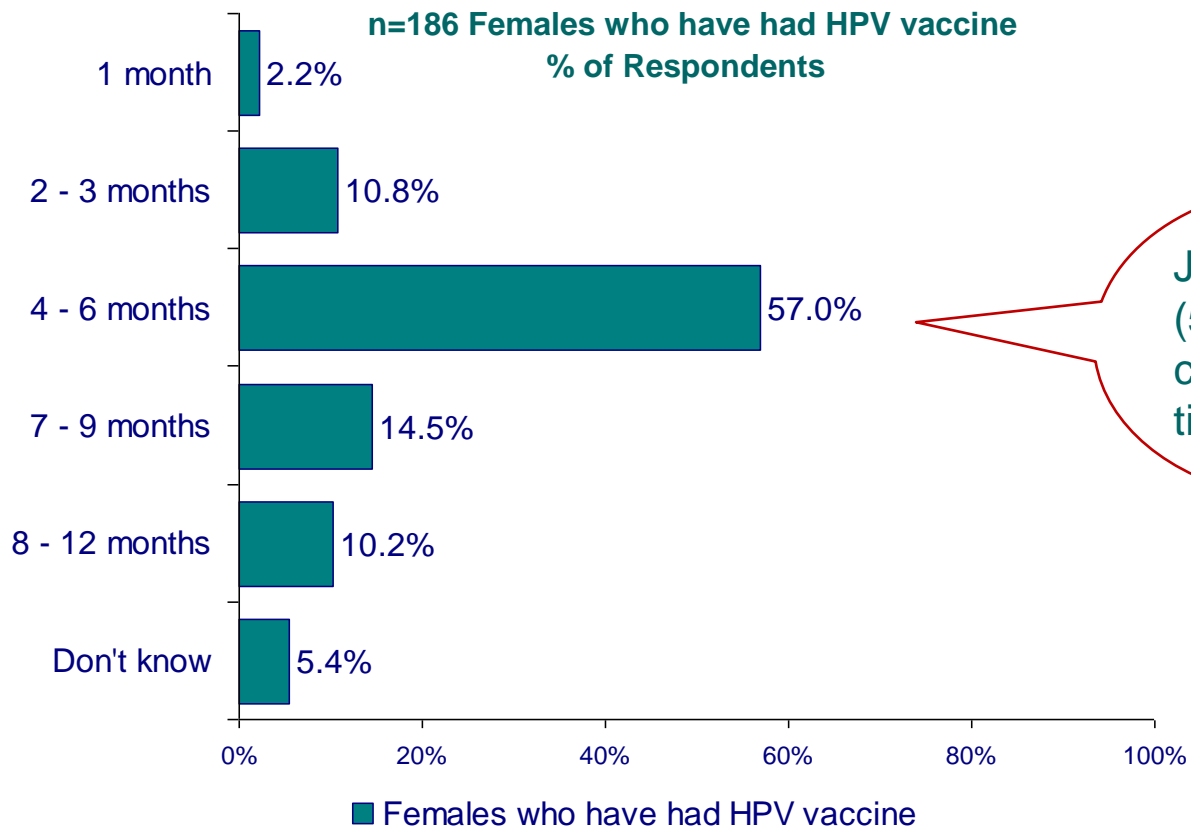
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Poor recall of dosage schedule

Q26. What is the time frame during which a course of HPV / cervical cancer vaccine should be completed?



Just over half (57%) chose the correct dosage time frame.



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Reasons for non completion

Q29. What are the main reasons you have not or may not complete the three doses of HPV / cervical cancer vaccine according to the required time schedule?

n=9 Females who said unlikely / not sure will complete course

| Reasons unlikely / not sure will complete course of HPV vaccine | Number of respondents |
|--|-----------------------|
| Too busy / lack of time to get to GP | 5 respondents |
| Can't afford GP consultation fee | 3 respondents |
| Travelling / on holidays | 2 respondents |
| Didn't receive a reminder from GP | 2 respondents |
| Forgot / likely to forget | 1 respondent |
| Have recently moved / relocated | 1 respondent |
| Didn't realise I required 3 doses | 1 respondent |
| Don't like needles / scared of needles | 1 respondent |
| Don't trust, too new, LT side effects, Don't want to be guinea pig | 1 respondent |



Reasons won't have HPV vaccine

Q31. *What is the main reason you don't want to get vaccinated.
Is it because.... ?*

n=27 Females who said they will not have the free HPV vaccine (Q17)
% of Respondents

| Reasons won't provide consent for daughter to have HPV vaccine at school | Number of respondents |
|--|-----------------------|
| Need more information on the safety of the vaccine | 8 respondents |
| Need more information on the efficacy of the vaccine | 3 respondents |
| Don't think I am at risk | 3 respondents |
| Am against vaccination | 3 respondents |
| Don't know | 1 respondent |
| Other reasons (not specified) | 9 respondents |



Reasons for not providing consent

Q27. *What is the main reason you don't want your daughter(s) to get vaccinated at school. Is it because.... ?*

n=15 Parents who said they will not provide consent (Q17)
% of Respondents

| Reasons won't provide consent for daughter to have HPV vaccine at school | Number of respondents |
|--|-----------------------|
| Need more information on the safety of the vaccine | 12 respondents |
| Need the advice of a doctor | 1 respondent |
| Other reason (not specified) | 2 respondents |



Summary of main findings

- High awareness of cervical cancer and genital warts, however only moderate awareness of HPV
- High awareness of the HPV vaccine and strong support for National HPV Program
- Just under half of the females had already had the vaccine, and two thirds of the balance said they would have the vaccine
- Parents and females placed equally high value on HPV types 6/11 & 16/18
- Parents and females would recommend the current vaccine for the HPV Vaccination Program
- The major barriers to compliance for 18-26 yo were lack of time and cost of going to a GP
- For those less likely to be vaccinated, information, particularly safety/efficacy, is important.



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