

**Rosemary Corriero** 

**Undergraduate Student** 

Biology and Health Promotion, Education, and Behavior

Mentor: Heather M. Brandt, PhD, CHES



## **Purpose**

- To explore current human papillomavirus (HPV) and HPV vaccination messages on the University of South Carolina's (USC) campus and identify opportunities to develop health communication materials to increase awareness of and promote uptake of HPV vaccination
  - Fall 2013: Independent Research Study (Mentor: Dr. Heather Brandt)
    - Exploring HPV vaccination on campus
  - Spring 2014: Magellan Mini-Grant Study (Mentor: Dr. Heather Brandt)
    - Developing HPV vaccination materials



# **Background & Significance**

- HPV is a very common sexually transmitted infection.
- Some types of HPV cause genital warts and cervical and other types of cancer in males and females.
- HPV is most prevalent among 15-24 year olds.
- HPV vaccination is a primary prevention tool to curtail the subsequent burden of HPV-associated diseases, including cervical cancer.
- Ideal to study HPV vaccination among college students given the high incidence of HPV in this population.



## **Methods**

Fall 2013: Independent Research Study

- Conducted 21 in-depth interviews with USC faculty, staff, and students
- Semi-structured interview guide assessing:
  - Overall campus health
  - Perceptions of HPV knowledge
  - Perceptions of needed information
  - Barriers to HPV vaccination
  - Ways to increase uptake on campus
- Interviews were audio-recorded, transcribed verbatim, and coding using thematic analysis methods



## **Results**

- Most participants were female (81%) and white (71%).
- Age range of participants was 18-69 years with the majority (76%) in the 18-39 years age range.
- Most participants were students (57%) followed by 24% staff and 19% faculty.
- Themes on improving HPV vaccination on campus fell into 4 categories:
  - Building on existing efforts to address sexual health on campus
  - Defining communication channels
  - Developing appropriate message content
  - Identifying appropriate messengers



## **Methods**

Spring 2014: Magellan Mini-Grant Study

- Aim 1: Review existing health education and health communication messages and materials for college students, especially for HPV vaccination, and best practices {In Progress}
- Aim 2: Develop and refine messages and formats {In Progress}
- Aim 3: Pilot test messages and formats {TBD}



## **Aim 1 Results:**

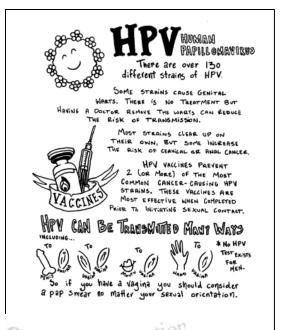
### **Examples of Current Materials**



Human Papillomavirus (HPV) Vaccine Information

Find out if the HPV vaccine is right for you:







#### HPV doesn't have to be.

Find out if the HPV vaccine is right for you:

## **Discussion**

- The college campus is an ideal place to address low levels of HPV vaccination awareness, knowledge, and uptake.
- Independent research study results underscored the need for efforts on the USC campus to address HPV vaccination.
- Our goal is to produce HPV vaccination materials that will increase awareness and knowledge of and participation in HPV vaccination.





## **Contact Information**

- Rosemary Corriero (corriero@email.sc.edu)
- Dr. Heather Brandt (<u>hbrandt@sc.edu</u>)

## **Acknowledgment:**

Funding for the Spring 2014 study was provided by the Office of Undergraduate Research at the University of South Carolina through the Magellan Mini-Grant program.

