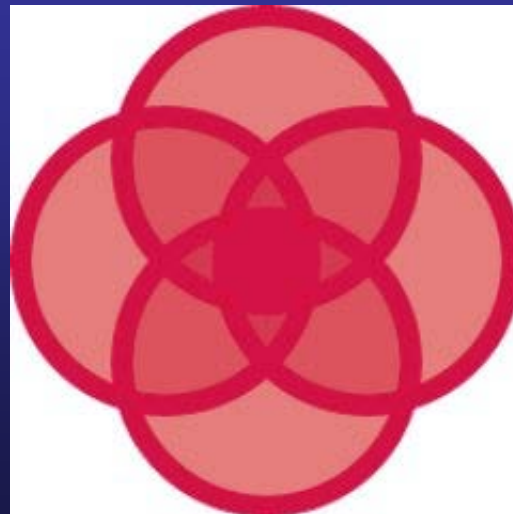


# Increasing Awareness of HPV-Related Oropharyngeal Cancer to Improve HPV Vaccination Rates



# Disclosure Slide

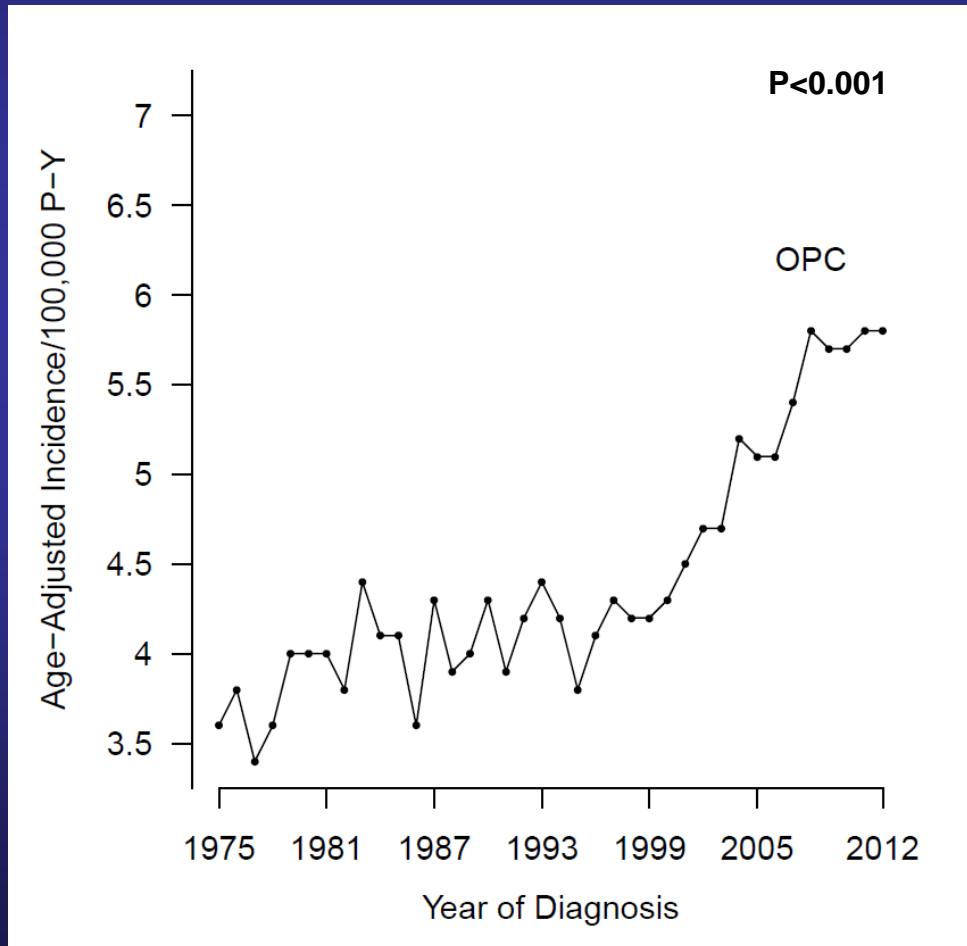
- Prevention of oropharyngeal cancer is not an FDA approved indication for HPV vaccination
- Unpaid Board Member of the Head and Neck Cancer Alliance
- I am a head and neck cancer surgeon
- I am a father of a 6 year old boy



# Objectives

- Review the current level of public and practitioner knowledge of the link between HPV and oropharyngeal cancer
- Outline an approach to improving awareness of HPV-related oropharyngeal cancer through the use of a webinar
- Discuss the lessons learned through this approach and opportunities for the future

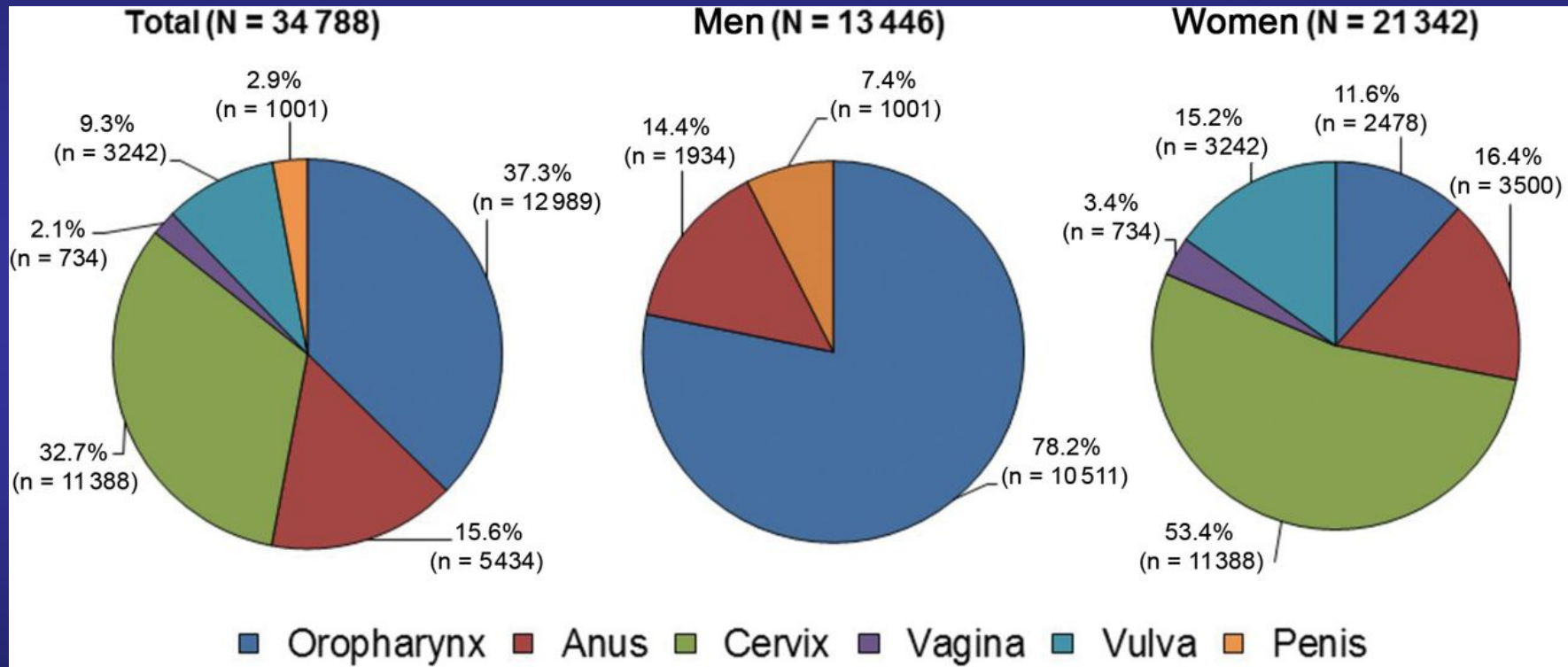
# Background: Incidence of OPC in the US: SEER (1975-2012)



Patel et al. Cancer 2016

	Percent change
<b>Overall</b>	62.6
<b>Sex</b>	
Male	81.8
Female	-1.6
<b>Race</b>	
White	87.7
Black	-18.3
Other	5.9
<b>Age</b>	
30-39	68.5
40-49	73.1
50-59	81.2
60+	51.3

# Background: Number of new HPV + OPC overall and by sex, in the United States, 2009.

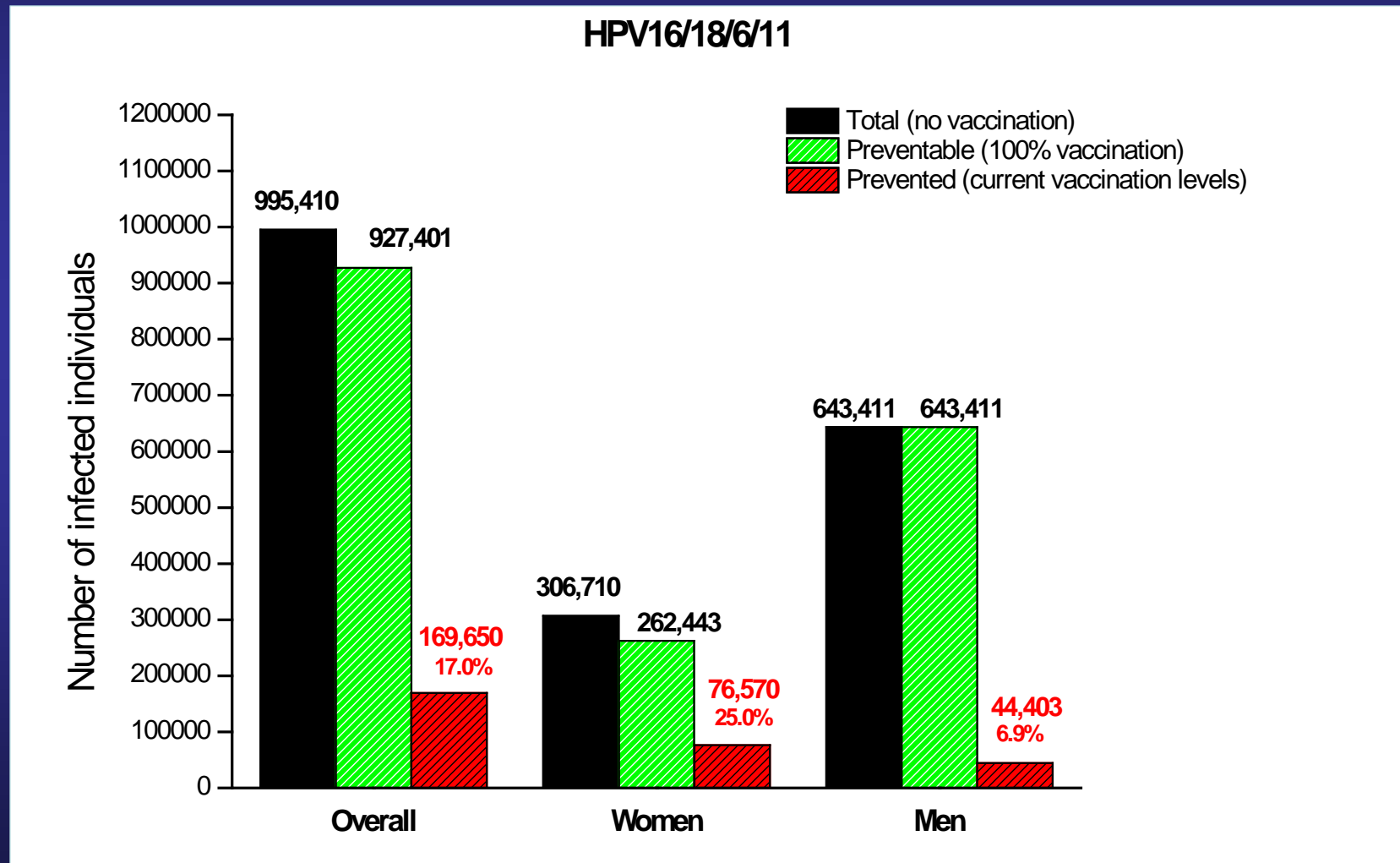


# Vaccine efficacy: oral HPV16 and 18

Arm	Number of women	Number of women with oral HPV16/18 four years after vaccination	Prevalence of oral HPV16/18 four years after vaccination	HPV16/18 vaccine efficacy (95%CI)
HPV	2910	1	0%	93% (63% to 100%)
Control	2924	15	0.5%	

Herrero R et al Kreimer A. *PLOS ONE*. 2013. 8(7): e68329

# Opportunity to reduce oral HPV infections; low vaccination for men



# Impact of HPV vaccination in boys and men

- **Elbasha and Dasbach, 2010**
- **Would result in a decrease in 5,416 and 51,168 cases of HPV OPSCC at 50 and 100 years, respectively**
- **\$27,511/QALY for vaccinating both males and females**
  - **Threshold is \$50,000/QALY (Eichler, et al, 2004)**

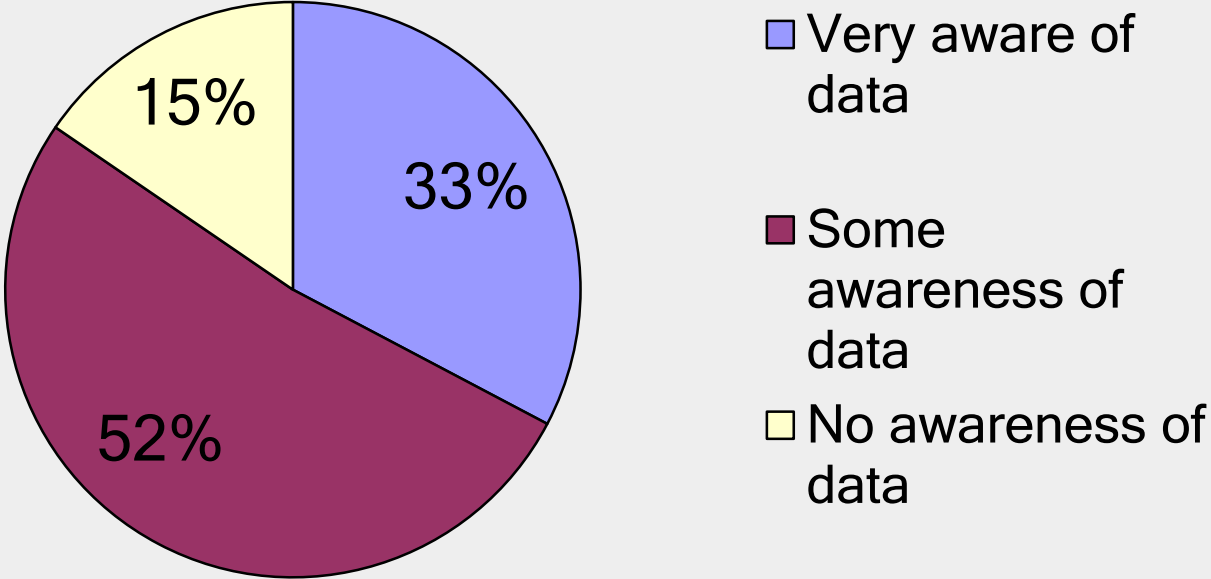


# Public awareness of head and neck cancers: a cross-sectional survey.

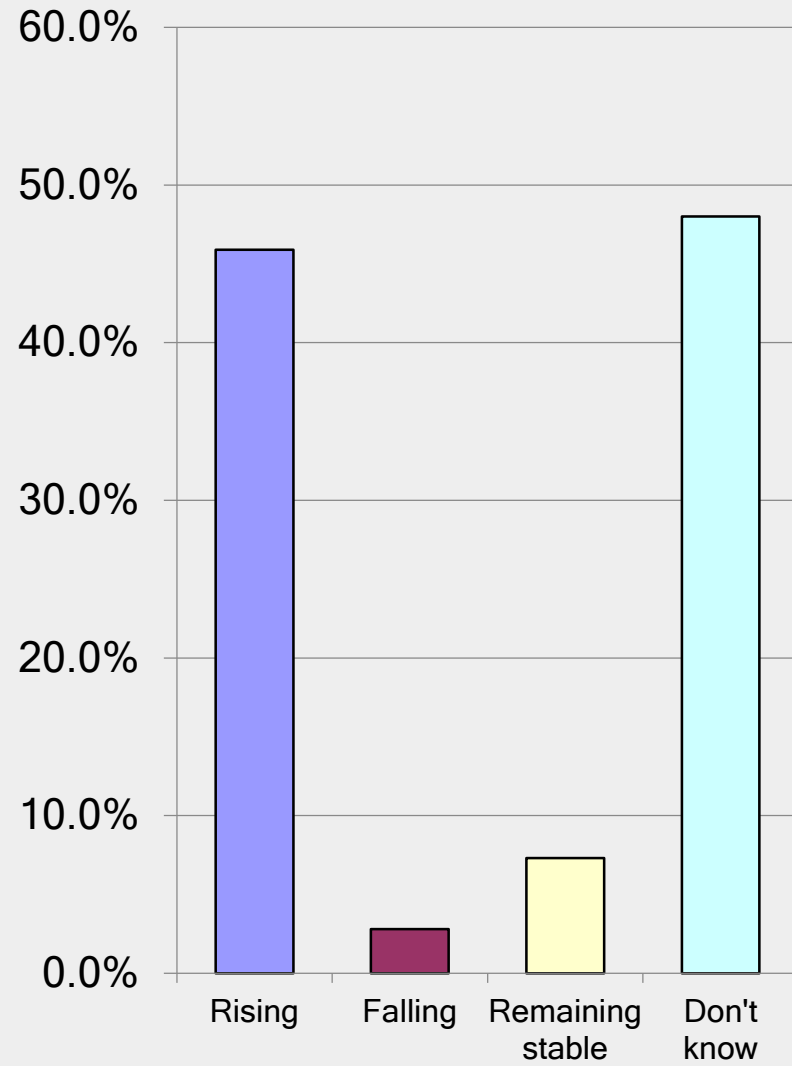
- Luryi, et al, JAMA-OTOHNS, 2014
  - Harris Pole used to evaluate 2126 randomly selected US adults
  - 66% had low to no awareness of Head and Neck Cancer
  - 0.8% identified HPV as a risk factor for head and neck cancer

**Knowledge of HPV-Related OPC and use of HPV Vaccines by Pediatricians in Louisiana**  
**Mehta V, Holmes S, Master A, LeBlanc B, Caldito G, Bocchini J, Nathan CA. 2017.**

**How familiar are you with the link between HPV and oropharyngeal (tonsillar and base of tongue) squamous cell carcinoma?**

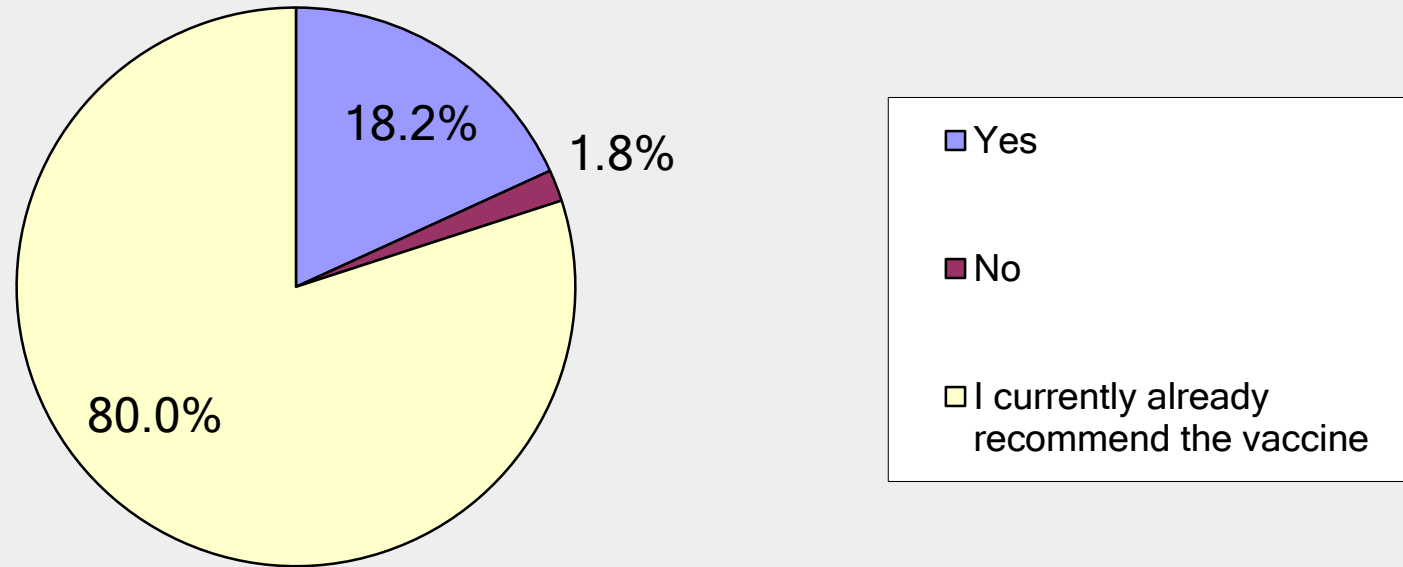


# I believe that rates of HPV associated oropharyngeal carcinoma are:



\*Knowledge did not correlate with practice setting ( $p=0.88$ ) or length of practice ( $p=0.30$ )

If you are not recommending HPV vaccine for males, would you be more likely to do so with increased knowledge of HPV associated oropharyngeal cancers?



# Webinar

- **Combined project between AHNS, HNCA and CHOA**
- **Goal was to increase awareness:**
  - Link between HPV and Oropharyngeal cancer
  - Morbidity of treatment
  - Importance of vaccination



AHNS Members,

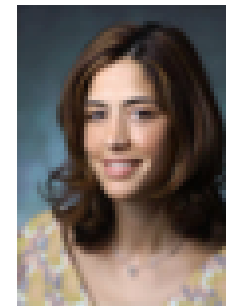
The AHNS Cancer Prevention Service is pleased to announce their collaboration with Children's Healthcare of Atlanta in the presentation of a free webinar:

## **HPV-Related Oropharyngeal Cancer: The Role of the Pediatrician in Fighting this Emerging Epidemic**

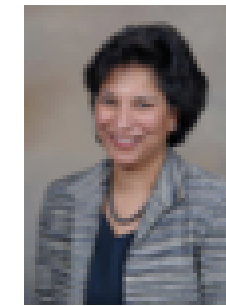
The webinar will be presented by AHNS members **Drs. Carole Fakhry, Michael Moore and Cherie-Ann Nathan**, discussing the association between HPV and head & neck cancers of the throat and promoting the HPV vaccine as a cancer prevention vaccine.

Make plans to join your AHNS colleagues for this informative and useful webinar!

For



Carole Fakhry  
MD MPH

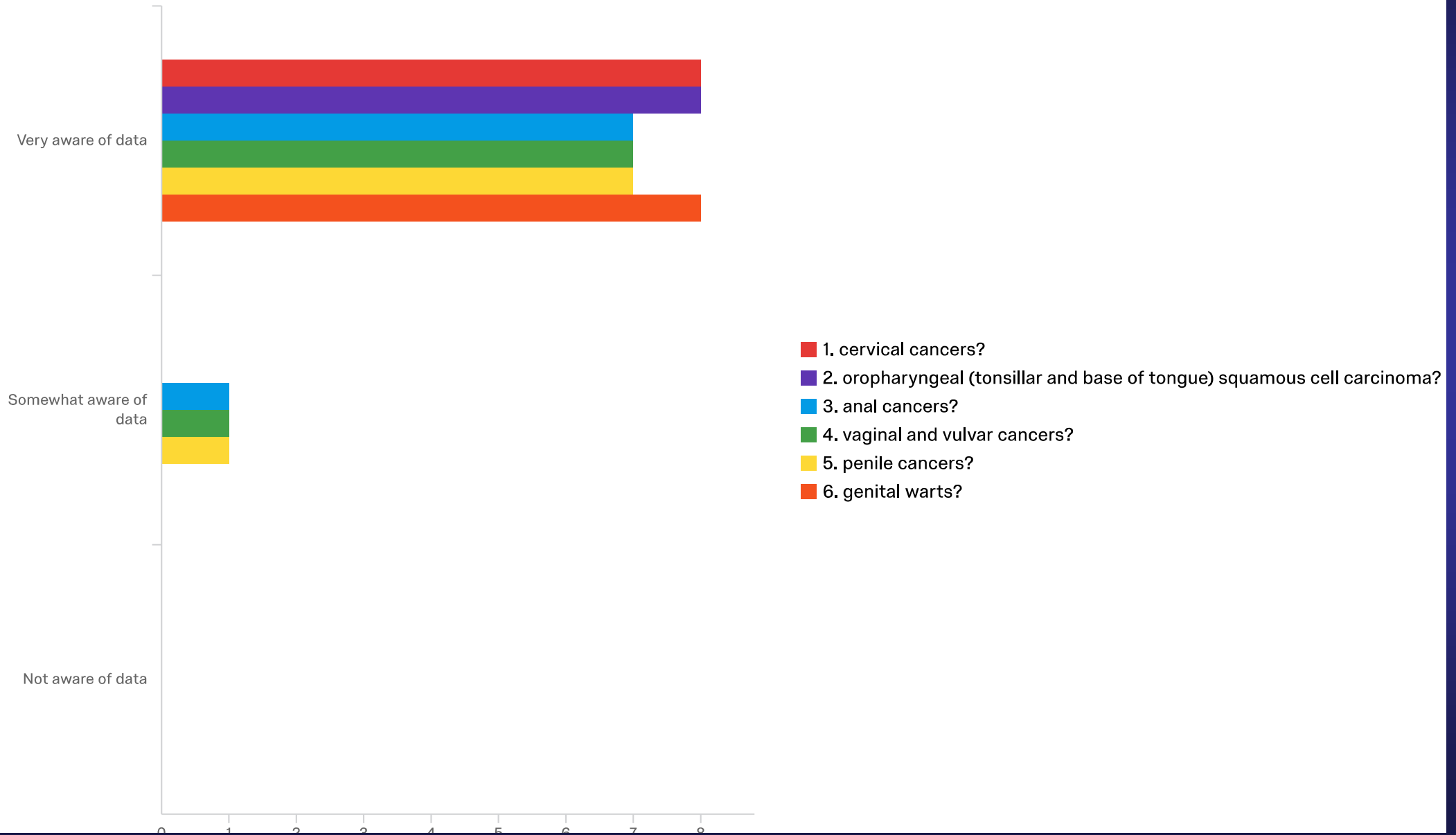


Cherie-Ann  
Nathan MD

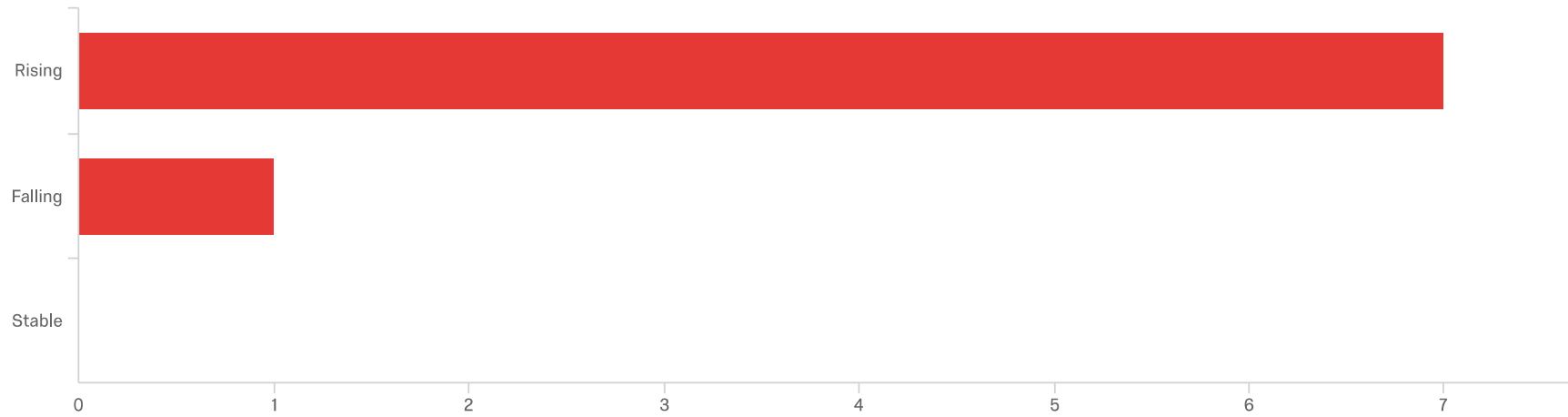


Michael Moore MD

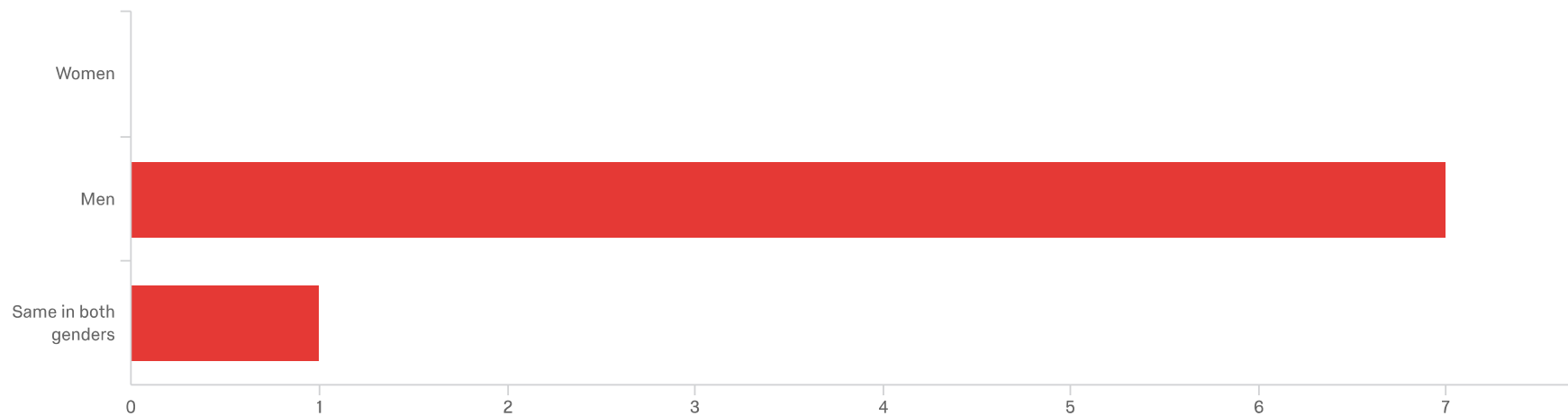
## Q2 - How familiar are you with the link between HPV and...



Q21 - I believe that incidence of HPV-associated oropharyngeal carcinoma are \_\_\_\_

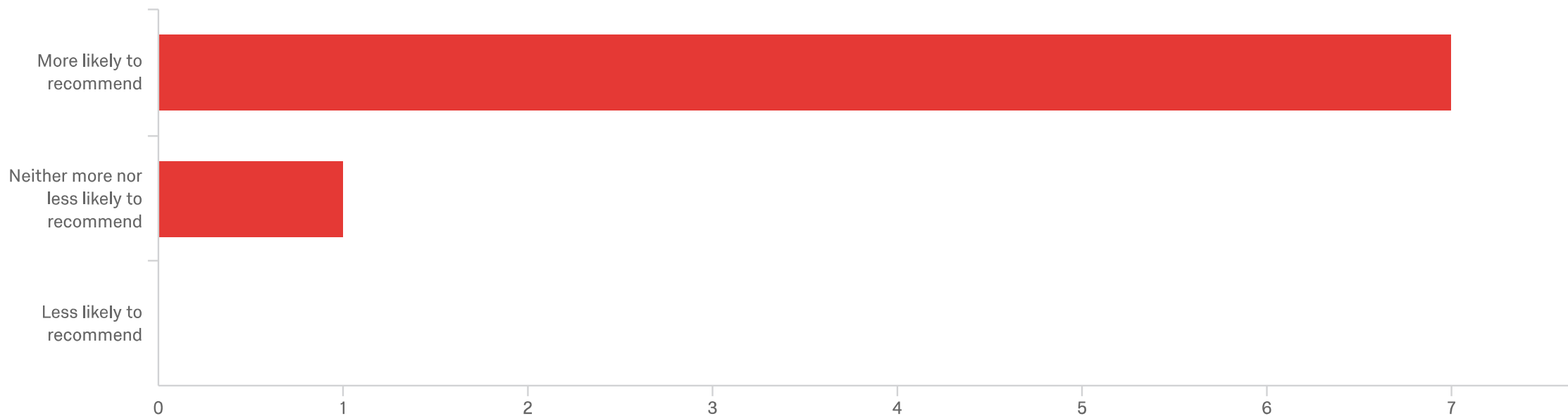


Q26 - I believe that incidence of oropharyngeal carcinoma are higher in \_\_\_\_



Q28 - The American Cancer Society reports that rates of HPV-associated oropharyngeal carcinoma are increasing, and will likely surpass rates of cervical cancer in the US by 2020.

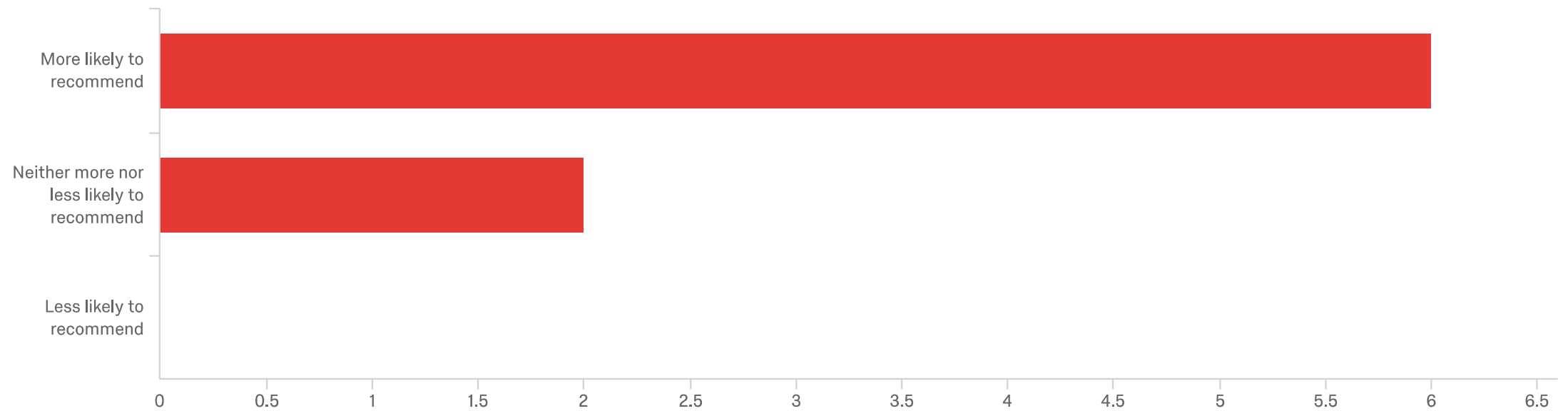
Does knowing this information make you more or less likely to recommend HPV vaccine to your patients?



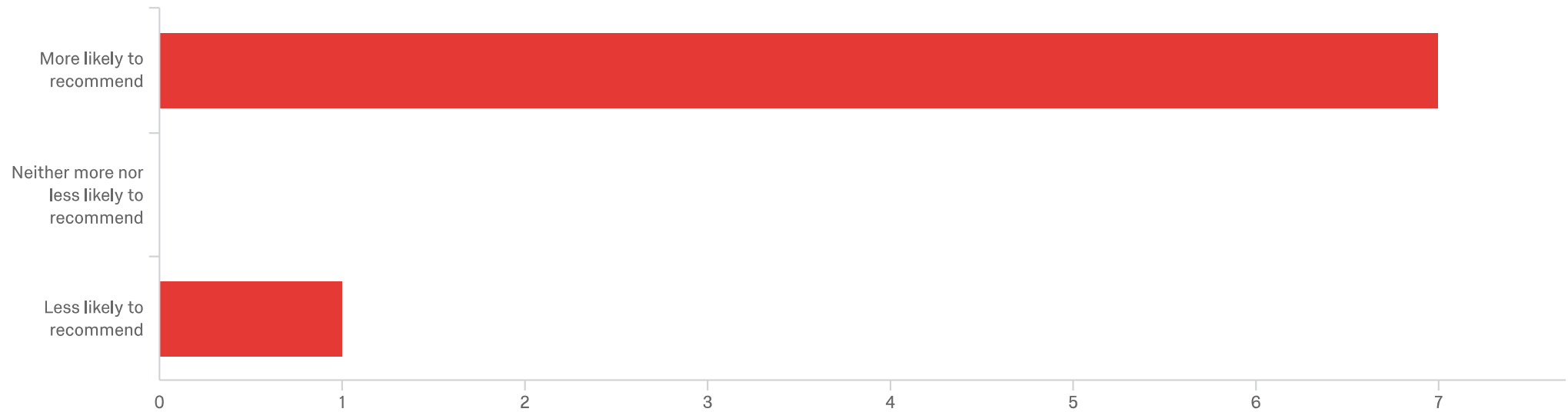


Q27 - The CDC reports that roughly 72% of oropharyngeal cancers are caused by HPV.

Does knowing this information make you more or less likely to recommend HPV vaccine to your patients?



Q29 - The CDC reports that between 2006 and 2010, males were four times more likely to be diagnosed with HPV-associated oropharyngeal carcinoma than females. Does knowing this information make you more or less likely to recommend HPV vaccine to your male patients?



# Webinar Format

- **Advantages**
  - CME activity allowing for direct communication with practicing pediatricians
  - Reproducible
- **Disadvantages:**
  - Less engaging didactic format
  - Less audience participation and combined learning
  - Reach a low volume of practitioners

# Summary

- **HPV-Related Oropharyngeal Cancer** affects more men than women and incidence is on the rise
- **Public and practitioner knowledge of the link between HPV and Oropharyngeal cancer is lacking but may be improving**
- **Continued educational efforts such as webinars and other methods are needed to increase public and practitioner awareness**