

HPV VACCINATION RECEPTIVITY

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BACKGROUND

- ◆ The HPV vaccine is recommended for ages 11-12, but ages 13-26 are the catch-up period. (*Division of STD Prevention, 2015*)
- ◆ College students age 20-24 are the most at risk for contracting HPV. (*Miller, 2002*)
- ◆ Women are about four times as likely to pursue vaccination when they perceive a recommendation to be strong. (*Rosenthal et al., 2011*)



RESULTS

HYPOTHESIS 1

- ◆ Significant positive correlation between strength of recommendation and PQMC

HYPOTHESIS 2

- ◆ Significant positive correlation between PQMC and willingness to pursue vaccination

RESEARCH QUESTION 1

- ◆ No significant difference between males and females in strength of recommendation.

PRESENT STUDY

HYPOTHESIS 1

Strength of a provider's recommendation for the vaccine is positively correlated to perceived quality of medical care.

HYPOTHESIS 2

Perceived quality of medical care is positively correlated to willingness to pursue vaccination.

RESEARCH QUESTION 1

Do males and females understand strength of recommendation in a similar way?

METHODOLOGY

SAMPLE

$N = 126$
98 Female, 28 Male
 $M_{Age} = 22.11$ Years

SURVEY

Strength of Recommendation
Perceived Quality of Medical Care
Vaccine Receptivity

MANIPULATION CHECK

Scenario 1 (strong): $M = 5.27$
Scenario 2 (moderate): $M = 4.98$
Scenario 3 (weak): $M = 4.86$

LIMITATIONS

- ◆ No significant difference was found in perceived strength of recommendation amongst provider recommendation scenarios.
- ◆ Further message testing is needed.

IMPLICATIONS

- ◆ Providers should focus on improving patients' PQMC as it is similar to strength of recommendation in increasing willingness to pursue vaccination.
- ◆ Future: Readdress definition of a "Strong Recommendation"