

Targeted interventions raise HPV vaccine acceptance in women

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(HealthDay)—Among young women, targeted educational interventions,

particularly educational videos, increase human papillomavirus (HPV) vaccine acceptability and knowledge, according to a study published online July 9 in *Obstetrics & Gynecology*.

Lori Cory, M.D., from the University of Pennsylvania and the Fox Chase Cancer Center in Philadelphia, and colleagues conducted an exploratory investigation to discover baseline acceptance of the prophylactic HPV vaccine and barriers to acceptance. Based on the results of the exploratory phase of the study, a randomized controlled trial of women aged 12 to 26 at a single institution was completed. The three study arms included educational handout (84 women), [educational video](#) (87 women), and control (85 women). After completion of their randomization assignments, all participants completed a survey on demographics and HPV vaccine preferences and knowledge.

Overall, the researchers found that 51.7 percent of women in the educational video arm reported willingness to accept the HPV vaccine compared with 33.3 percent in the educational handout arm and 28.2 percent in the control arm. Women in the educational video and handout arms had higher median HPV vaccine knowledge scores than those in the control arm (6 and 5, respectively, versus 3). Both interventions were reported as helpful in respect to knowledge (97.7 and 92.9 percent for the educational video and handout, respectively), but more [women](#) found the educational video more likely to be helpful in deciding on vaccination (86.2 versus 70.2 percent).

"Given the efficacy of the prophylactic HPV vaccines, it is important to focus future efforts on increasing initiation and completion of the vaccine series," the authors write.

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