

Using an Instagram Reel to Increase the HPV Vaccination Rate Among Black and Hispanic Women

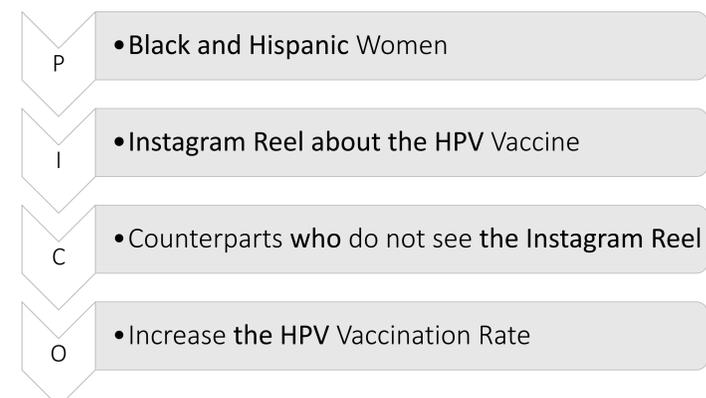
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Background

Human papillomavirus is directly related to the diagnosis of cervical cancer.¹ The prevalence of HPV infection among Black and Hispanic women is a significant cause of increased cervical cancer diagnoses. Cervical cancer rates among Hispanic women are 32% higher than Non-Hispanic White women.² Cervical cancer rates are 22% higher in Black women than in Non-Hispanic White women.³ Rates of HPV vaccination are low among this population due to a lack of knowledge about HPV vaccines as a primary means of cervical cancer prevention.⁴

PICOT Question

Does an Instagram Reel about the HPV vaccine increase the HPV vaccination rate among Black and Hispanic women compared to their counterparts who do not see the Instagram Reel about the HPV vaccine?



Literature Search

- **Databases:** CINAHL, PubMed, Google Scholar
- **Key Terms:** HPV vaccine, cervical cancer, prevention, diagnosis, social media, health promotion, Instagram
- **Article selection criteria:** Peer-reviewed article, Published within last 5 years

Synthesis of Findings

- Clinical trials showed the HPV vaccine decreased precancerous lesions. Observational studies showed decreased cervical cancer incidence associated with the HPV vaccine.¹
- Early intervention and education about the HPV vaccine are effective at improving knowledge about the HPV vaccine and benefits of vaccination.⁴
- A content analysis was performed to see how the public reacts to Instagram posts regarding the HPV vaccine. The results have shown increased engagement and likes on posts that included the correlation of HPV with cervical cancer and prevention of HPV.⁵
- Effectiveness of the intervention is evidenced by the high engagement on Instagram on posts shared by health-related sources and professionals.⁶
- Instagram posts that linked HPV with cancer had increased engagement. Many posts agreed with the Centers for Disease Control's recommendations for the HPV vaccine.⁵ HPV vaccines can be given starting at age 9 years.
- College students prefer to receive information about the HPV vaccine via social media channels because they are more convenient as compared to text messages.⁷

Decision to Change

- The increased rates of cervical cancer among Black and Hispanic women drive the need to change practice regarding how we improve HPV vaccination rates among Black and Hispanic women.
- Using Instagram Reels to educate and inform Black and Hispanic women about the availability of HPV vaccines as a primary means of cervical cancer prevention will help to improve the vaccination rates among this target audience.
- The intervention will change practice because Instagram is not currently being used to educate and inform women about the HPV vaccine, although, many Black and Hispanic women are Instagram users.
- Evidence supports the change in practice because both clinical trials and observational studies showed decreased cervical cancer rates correlated with HPV vaccination.

Evaluation

- By the end of the six-month implementation period, the HPV education using Instagram Reels will increase the HPV vaccination rate among Black and Hispanic women by 8%.
- To evaluate the outcome, a post-experimental Instagram poll created by researchers would be implemented to survey if Black and Hispanic women who viewed the Instagram Reel had received the HPV vaccine.
- The post-survey would rely on Instagram users self-reporting their gender, race, HPV vaccination status, and HPV vaccination date.

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