Web enhanced Adoption of HPV Vaccine in Minority Communities

Project 4

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Develops a set of internet web-based intervention tools to be used to promote the informed adoption of HPV and other STI prevention strategies

UNM Main Campus Collaboration with Klein Buendel, a communications firm specializing in the development of programs to educate communities about health issues that impact our daily lives
Project Strategy I

• **Diffusion of Innovations theory** as well as **Uncertainty Reduction theory** will guide the **iterative development of web-based tools** to prompt the informed adoption of the HPV vaccines.

• **Three sets of web tools will be developed:**
  1) **allied health care team** members that will aid in their communication about HPV vaccine;

  2) **parents of female early adolescents** that will provide information and reduce uncertainty surrounding the decision to have their daughters vaccinated, and

  3) **female early adolescents themselves** that will also provide information and reduce uncertainty about HPV vaccination.
Project #4 Specific Aims

**Aim 1:** To carefully and systematically develop an *interactive multimedia web site* that will utilize *Diffusion of Innovations and Uncertainty Reduction theory* principles that provides tailored feedback concerning HPV Vaccine adoption to female adolescents and their parents at the critical period prior to sexual debut.

**Aim 2:** To implement a comprehensive and rigorous test of the impact of the HPV Adoption web site intervention on uncertainty reduction and vaccine adoption outcomes via a *randomized efficacy trial*.

**Aim 3:** To examine the “dose-response” relationships between the HPV web site usage variables and uncertainty reduction and *vaccine adoption outcome variables* within a components analysis.
Project #4 Directions and Opportunities for Collaboration

• The project carries important implications for improving vaccine uptake in minority communities, where vaccine adoption efforts often meet with limited success – this is another obvious immediate collaborative opportunity through integration of diverse populations.

• Extension of health education to key social internet spaces (e.g. MySpace) is an obvious future evaluation of this and other similar interventions which we would like to have supported.

• Research results from this project could inform other vaccine promotion or STI web-based intervention efforts in similar circumstances and again is an obvious future collaborative opportunity.