

# SOUTH DAKOTA

## South Dakota Cancer Registry

### HPV and Cancer Project — Year 2

# NATIONAL PROGRAM OF CANCER REGISTRIES SUCCESS STORY

**Public Health Problem:** The human papilloma virus (HPV) causes cancer in the cervix, anus/rectum, vagina, head/neck/oral, vulva, and penis. If more people are vaccinated for HPV and it is prevented, less people will develop these HPV-related cancers and die from them.

**Use of Surveillance:** More than 7% of all cancers diagnosed in South Dakota between the years of 2001-2008 were in a primary site that may have been caused by HPV. If vaccinated for HPV before exposure, many of these cancers may have been avoided and lives would have been saved.

**Collaboration:** In 2011, the South Dakota Cancer Registry (SDCR) spearheaded this project and joined efforts with the SD Breast and Cervical Program, SD Comprehensive Cancer Control Program, SD Oral Health Program, and the South Dakota Office of Disease Prevention (specifically the Immunization Program) on the HPV and Cancer Project.

Produced was an HPV and Cancer monograph, patient information card (with an immunization tear-off card on the bottom), and a vaccination magnet. To view, see <https://apps.sd.gov/applications/PH18Publications/secure/Puborder.asp> and ordering availability is also available online. In December of 2011, a large mailing was conducted of the HPV products to school nurses, dentists, physicians, physician assistants, dental hygiene school, medical school, nursing schools, community health centers, family practice residency programs, ACS, IHS, tribal facilities, plus various other partners. In addition to the HPV products, partners were provided information on how to order the products for distribution to their patients.

An HPV and Cancer advertisement was purchased in the physician publication from the SD Medical Association announcing the project...plus announcements have been placed in the following newsletters.... SD Academy of Family Physicians, the SD Nurses Association, the SD PA Association, SD Department of Health, Working on Wellness, the SD Dental Association, and the SD Department of Education.

An HPV article was written for the SD Public Health Bulletin. A presentation was made to the community health regional managers for promotion of the HPV products.

During the first months following the mailing, several of the SD school districts and medical providers ordered information for distribution to students and patients.

Sanford Health (the largest health network in SD) asked for permission to borrow information from the HPV and Cancer monograph to include in its employee newsletter.

In 2012 (the second year of the project), efforts continued to make HPV vaccination a priority. The following activities were completed.

SDCR Advisory Committee Member, Arlene Black Bird, made the suggestion that a culturally-specific patient information card be developed. Within the collaboration of the Office of Chronic Disease Prevention and Health Promotion, the SDCR obtained access and permission to use pictures taken of South Dakota Rosebud Sioux Tribe members. The pictures were used to develop a culturally-specific patient information card (with an immunization tear-off card on the bottom) featuring Rosebud Sioux Tribe children.

The SDCR was able to obtain a comprehensive mailing list for Native American partners from the Northern Plains Comprehensive Cancer Control Program. A mailing was conducted with the new culturally-specific patient information card and the HPV and Cancer monograph. The online ordering information was also provided.

Another media push was conducted with repeat announcements in the many newsletters previously mentioned and the SD Medical Association's physician publication.

The HPV materials were distributed at the SD school nurse association conference and the SD homeless coalition meeting, SD Connects.

**Public Health Outcome:** According to the South Dakota Immunization Program Registry, there was an increase of 3,000 HPV vaccinations provided in 2012 compared to the number of vaccinations administered in 2011.

Future plans include the exploration of new ways to raise awareness of HPV and cancer through collaboration with other entities, monitor HPV vaccination numbers, and observe the incidence and mortality rates for HPV-related cancers.

**NPCR**  
NATIONAL PROGRAM OF CANCER REGISTRIES



**Centers for Disease Control and Prevention**  
National Center for Chronic Disease Prevention and Health Promotion

