

# Web enhanced Adoption of HPV Vaccine in Minority Communities

## Project 4

W. Gill Woodall, Ph. D., Leader

**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

# Project #4 Specific Aims

Aim 1: To carefully and systematically evaluate the impact of a **multimedia web site** that will be developed for **Innovations in Adoption and Uncertainty Reduction** (IAUR) that provides tailored feedback concerning vaccine adoption to females and their parents during the critical period prior to sexual debut.

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

Aim 3: To examine the “dose response” relationship between IAUR **adoptacy** and uncertainty reduction outcomes.

# 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 sf00d(other)Tjv0c3.0d0jeT31Tf0c0220dvenpo