

Join us!



Improving HPV Vaccination in Rural Communities: A Communication Series

Part 1: May 13, 2026
Part 2: May 14, 2026



Join the American Cancer Society (ACS), the ACS National HPV Vaccination Roundtable on May 13, and the St. Jude HPV Cancer Prevention Program on May 14 for a two-part communication series focused on strengthening HPV vaccination efforts in rural communities amid a changing adolescent vaccine landscape. Participants will gain practical, evidence-based strategies using the announcement approach and motivational interviewing to address questions, navigate hesitancy, and support effective HPV vaccination conversations.

CME/CNE credit will be provided for live attendees on both days.



The best predictor of vaccination uptake for both hesitant and non-hesitant parents was how the provider started the conversation



Lead with confidence using a presumptive approach—nearly 6 in 10 parents will choose HPV vaccination.



If a parent declines, don't give up—70% of those who initially say no to the HPV vaccine eventually say yes

Wednesday - May 13

**Time: 2-3pm EST
in Zoom**

Part 1:

Foundations of the Announcement Approach
Hosted by: American Cancer Society*



NOTE: If you've already registered for the Rural Learning Community, you are automatically enrolled and do not need to register separately for the May 13 session. New participants will need to complete registration to access the series.

Thursday - May 14

**Time: 1-2pm EST
in Webex**

Part 2:

Improving HPV Vaccination Communication and Uptake
in Rural Settings through Motivational Interviewing
Hosted by: St. Jude HPV Cancer Prevention Program



NOTE: If you're already registered for the 2026 St. Jude Rural HPV Vaccination Quarterly Updates meeting series, no additional registration is needed for the May 14 session. New participants must register to access the series.

Questions? Please reach out to **Ashley Lach**
Email: Ashley.Lach@cancer.org
Website

**The American Cancer Society is supported by the Centers for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS) through a \$1,000,000 award. The contents are solely the responsibility of the authors and do not necessarily represent the official views of CDC, HHS, or the U.S. Government.*