

Trust Yet Verify: Physicians as Trusted Sources of Health Information on HPV for Black Women in Socioeconomically Marginalized Populations

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What Is the Purpose of This Study?

- The goal of the study was to find out the best ways for Black women in socioeconomically marginalized groups to learn about the Human Papilloma Virus (HPV) and the HPV vaccine.

What Is the Problem?

- Human Papilloma Virus (HPV) is the major cause of cervical cancer in the United States.
- Across the U.S., Black women from socioeconomically marginalized groups are more likely to become infected with HPV than women from other racial groups.
- Even so, Black women from marginalized groups are less likely to hear about HPV, or hear about strategies to prevent getting infected, like the HPV vaccine.

What Are the Findings?

- We found that the women differed on what they knew about HPV and the HPV vaccine.
- A majority of the Black women in our study had heard of HPV through television commercials although the messages were confusing and unhelpful.
- The women preferred to get information on HPV and the HPV vaccine from doctors and community health centers.
- The women suggested ways physicians can reach out to Black women in marginalized groups including providing brochures that are clear and easy to understand, community workshops, and providing information at health vans.

Who Should Care Most?

- Community-based organizations and community health centers
- Medical institutions and health care providers
- Public health organizations

Recommendations for Action

- Organize community outreach where clinicians can do teaching in community settings (e.g. health fairs, workshops, and campaigns)
- Design health materials for community settings featuring facts and engaging stories that are clear and easy to understand
- Outreach and education to providers on effective methods of patient communication
- Create toolkits for providers who serve Black women in socioeconomically marginalized groups