

# Does the use of financial incentives increase the take up rate of the human papillomavirus (HPV) vaccination in 16 - 18 year old females?

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<b>Registration date</b> 09/03/2010	<b>Overall study status</b> Completed	<input type="checkbox"/> Statistical analysis plan <input checked="" type="checkbox"/> Results
<b>Last Edited</b> 21/07/2015	<b>Condition category</b> Cancer	<input type="checkbox"/> Individual participant data

## Plain English summary of protocol

### Background and study aims

The Human Papillomavirus (HPV) is a common sexually transmitted virus responsible for most cases of cervical cancer. Immunisation against HPV requires completion of three vaccinations. Since 2008, a routine HPV vaccination programme aimed at 12-13 year-old girls has been rolled out in England and Wales, generating good uptake rates. Uptake of a catch-up HPV vaccination programme aimed at girls aged 17-18 years, however, has been significantly below the 80% target set by the NHS. One way of improving this is to offer girls money for getting vaccinated. The offer of money however, could potentially have a negative effect on the quality of girls' decisions to get vaccinated. Specifically, it is possible that the offer of money might tempt girls with negative attitudes towards the HPV vaccination and/or insufficient knowledge of the vaccination to get vaccinated. The study's aim is to find out whether offering teenage girls money for getting vaccinated against HPV could improve vaccination uptake rates. It also aims to find out whether the offer of money has a negative effect on the quality of girls' decisions to get vaccinated, as assessed by their attitudes towards the HPV vaccination and their knowledge of the HPV vaccination.

### Who can participate?

One thousand girls aged 16 to 18 were invited to participate in the HPV vaccination programme: Five-hundred had received a previous invitation to get vaccinated but had failed to attend their first vaccination appointment (previous non-attenders) and 500 had never previously received a vaccination invitation (first-time invitees). Girls were randomly selected from eligible participants who i) who were registered with a GP within areas covered by the administration of the Birmingham East and North (BEN) and Heart of Birmingham Primary Care Trusts, ii) had not been previously vaccinated against HPV and iii) were eligible to receive the vaccinations through clinics. Girls were excluded from the study if they were feeling unwell at the time of presenting for the vaccinations.

### What does the study involve?

The two groups of girls were randomly allocated to receive either a standard letter inviting them to attend the first HPV vaccination session or a modified invitation letter including the offer of

vouchers worth £45 for receiving the three vaccinations: £20 for receiving the first vaccination; £5 for receiving the second vaccination; and £20 for receiving the third vaccination. Girls who were sent the modified invitation letters were also sent text messages reminding them of their second and third vaccination appointments. When attending their first vaccination session, all girls were also requested to complete a questionnaire to assess the quality of their decisions to undertake the HPV vaccinations.

What are the possible benefits and risks of participating?

By participating in the study girls became immunised against HPV, thus lowering their chances of developing cervical cancer. There are no risks associated with participating in the study

Where is the study run from?

The study is run by the Birmingham East and North Primary Care Trust (BEN PCT) in association with the Young Foundation as part of the Healthy Incentives partnership between these two organisations.

When is the study starting and how long is it expected to run for?

Recruitment for the study began in February 2010 and was completed in September 2010. Evaluation of the trial began in April 2011.

Who is funding the study?

The trial is funded by the Birmingham East and North Primary Care Trust. The evaluation is funded by the Wellcome Trust, as part of a Strategic Award in Biomedical Ethics; programme title: 'The Centre for the Study of Incentives in Health'; grant number: 086031/Z/08/Z.

Who is the main contact?

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## Contact information

### Type(s)

Scientific

### Contact name

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## Additional identifiers

## Protocol serial number

086031; Version 1

# Study information

## Scientific Title

Financial incentives to increase uptake of human papillomavirus (HPV) vaccination: a randomised controlled trial

## Study objectives

There are two questions being addressed by this project:

1. Does the offer of financial incentives increase the uptake of human papillomavirus (HPV) vaccination in girls aged 16 - 18 years?
2. Does the offer of financial incentives to undergo HPV vaccination reduce the quality of decision-making?

## Ethics approval required

Old ethics approval format

## Ethics approval(s)

Birmingham East, North and Solihull Research Ethics Committee, pending approval as of 18/02 /2010

## Study design

Randomised controlled single-centre trial

## Primary study design

Interventional

## Study type(s)

Prevention

## Health condition(s) or problem(s) studied

Human papillomavirus (HPV) vaccination / cervical cancer

## Interventions

Those allocated to the control group are invited to attend a local community centre on three occasions to undergo HPV vaccination. Those allocated to the intervention group receive the same invitation. In addition, the intervention group is being offered shopping vouchers for attending for each of three vaccinations (sum of £45; £20 for the first vaccination; £5 for the second; and £20 for the third).

## Intervention Type

Biological/Vaccine

## Primary outcome(s)

Proportion of participants who have the HPV vaccine when a financial incentive is offered, measured when participants attend one of the three community clinics in the trial

## Key secondary outcome(s)

Quality of decision, assessed using a short form of the Multidimensional Measure of Informed Choice, measured when participants attend one of the three community clinics in the trial

**Completion date**

01/06/2010

## **Eligibility**

**Key inclusion criteria**

1. Female, aged between 16 and 18 years
2. Living in Birmingham

**Participant type(s)**

Patient

**Healthy volunteers allowed**

No

**Age group**

Child

**Lower age limit**

16 years

**Upper age limit**

18 years

**Sex**

Female

**Key exclusion criteria**

Feeling unwell at the time of presenting for vaccination

**Date of first enrolment**

01/02/2010

**Date of final enrolment**

01/06/2010

## **Locations**

**Countries of recruitment**

United Kingdom

England

**Study participating centre**

**King's College London**  
London  
United Kingdom  
SE1 9RT

## Sponsor information

### Organisation

NHS Birmingham East and North Primary Care Trust (UK)

## Funder(s)

### Funder type

Charity

### Funder Name

Healthy Incentives (UK) - covered the costs of research activities at NHS Birmingham East and North Primary Care Trust

### Funder Name

The Wellcome Trust (UK) (grant ref: 086031) - covered the cost of the evaluation at Kings College London

## Results and Publications

### Individual participant data (IPD) sharing plan

### IPD sharing plan summary

Not provided at time of registration

### Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
<a href="#">Results article</a>	results	01/02/2015		Yes	No
<a href="#">Protocol article</a>	protocol	04/09/2012		Yes	No