



SOCIETY FOR PUBLIC HEALTH EDUCATION

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**HPP SELF-STUDY
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“Communicating during a Pandemic: Information the public wants about the disease and new vaccines and drugs”

Natalie Henrich, PhD, MPH, Bev Holmes, MA

1. When it comes to pandemics, all segments of the public are sufficiently similar in attitudes and communication preferences that a single communication strategy should be used with the public as a whole.
 - a. True
 - b. False

2. Given that communications experts largely agree on the importance of conveying information that the public wants to know and the necessity of conducting audience research, it is standard practice to research public attitudes when developing health crisis communication strategies.
 - a. True
 - b. False

3. Which of the following was not a reason for Henrich and Holmes using focus groups to explore the public’s attitudes about emerging diseases and new vaccines?:
 - a. The research was exploratory in that it investigated aspects of vaccine attitudes that had not previously been researched.
 - b. Focus groups allowed for topics to be probed more deeply than surveys.
 - c. Participants in focus groups were representative of the general public.
 - d. The focus groups addressed issues without presupposing what matters to the public.

4. Based on Henrich and Holmes’ focus groups, most people first learn about a health crisis from:

- a. The internet
 - b. Mainstream media
 - c. Friends and/or relatives
 - d. Their family doctor
5. Based on Henrich and Holmes' focus groups, during a pandemic people want to be able to assess their risk of becoming infected. Information they want to make this assessment is:
 - a. The behaviors that increase risk of infection.
 - b. Where the disease originated.
 - c. The number of people in groups that are at high risk of infection.
 - d. The effectiveness of treatment.
6. According to Henrich and Holmes' research, when members of the public need to make a decision about whether or not to get vaccinated during a pandemic, which of the following is not a primary consideration?
 - a. Side effects of the vaccine
 - b. Cost of the vaccine
 - c. Severity of illness if infection occurs
 - d. How, and by whom, tests were conducted on the safety of the vaccine.
7. Based on Henrich and Holmes' focus groups, most people prefer to get information about a health crisis from:
 - a. Political leaders
 - b. Mainstream media
 - c. Friends and/or relatives
 - d. Their family doctor
8. Among focus group participants, the subpopulation that did not mistrust mainstream media was:
 - a. Health care workers
 - b. Students
 - c. New immigrants
 - d. Parents
9. Based on Henrich and Holmes' focus groups, how does "alternative" parents' use of the Internet as a decision-making aid about vaccination during a pandemic differ from other groups?:
 - a. They reject information provided on government public health Web sites
 - b. They rely less on the Internet and more on information they receive from their GPs
 - c. They use anti-vaccination Web sites as a source of information
 - d. They are more likely to participate in on-line forums about vaccination
10. According to Henrich and Holmes, the best time to conduct public opinion research about a pandemic is:
 - a. In the midst of a pandemic
 - b. During a non-crisis period
 - c. Just before a pandemic is declared
 - d. Immediately after a pandemic has been declared over

