

ATTACHMENT A: Protocol Summary
CDC Message Testing: Radiation Emergencies Infographics
(Online Survey)

Goal:

Explore the effectiveness of radiation emergency infographics prepared for the CDC Radiation Emergencies website.

Objectives:

1. Determine whether infographics effectively communicate radiation emergency topics.
2. Evaluate the extent infographics are relevant, comprehensible, credible, appealing, & motivate desired actions.

Target Audience: The target audience for this research is the public.

Selected Infographics:

CDC has developed 13 infographics for the Radiation Emergencies website on various topics. These infographics will be incorporated into the survey on a rotating basis to ensure the survey is not too lengthy.

Protective Actions:

- Where to Go in a Radiation Emergency
- Decontamination for Yourself and Others

Radiation Emergencies and Health:

- Radiation and Pregnancy
- Radiation Contamination Versus Exposure
- How Potassium Iodide (KI) Works
- How Prussian Blue Works

Types of Radiation Emergencies:

- Improvised Nuclear Device
- Nuclear Weapon
- Dirty Bomb or Radiological Dispersal Device
- Radiological Exposure Device
- Nuclear Power Plant Accident
- Transportation Accident
- Occupational Accident

OMB Approval:

CDC will seek OMB approval through an amendment to its existing broad-based agency approval for message testing [Health Message Testing System (HMTS)]. CDC is encouraged to use questions from a pre-approved question bank in developing data collection instruments. Questions from the pre-approved question bank will focus on 5 areas:

- **Comprehension** (do you understand the infographic?)
- **Believability** (do you believe the actions described in the infographic will protect you?)
- **Self-Efficacy** (are you confident you can perform the actions described in the infographic?)
- **Content and Wording** (do you understand the text in the infographic?)
- **Appearance** (is the infographic visually appealing?)

Other questions will focus on channels of communication & additional information desired by online survey participants.

Methodology:

Data will be collected using online surveys. Participants will be recruited nationwide by commercial market research firms using an online survey platform. Participants will be diverse in gender, age, & education level.

Up to 600 participants will provide feedback for each infographic. The survey will last no longer than 15 minutes. Surveys will follow the following general outline:

- Qualifying questions (to screen out public health, emergency management medical, or radiation professionals)
- Reactions to a selection of the infographics
- Identification of additional desired information & preferred methods for receiving infographic

Data will be analyzed and a final report will be prepared.