

PRE-STRATEGIC PLANNING SURVEY

Please complete this survey before attending the training & strategic planning activity on countering harmful health rumors. It will take 10 minutes to complete.

What do we mean by "harmful health rumors"? When we say "harmful health rumors", we mean false, exaggerated, and/or unverified claims about health-related topics that have the potential to undermine public health efforts, influence behaviors in a dangerous way, or erode trust in health authorities.

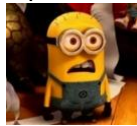
What will we do with your responses? Our team will use your responses for training and program improvement purposes. We kindly request that you answer these questions in your professional capacity.

1. Please enter the date of your training session:
2. Please describe your professional role:
3. Which city/ county/ program do you represent?
4. How does the thought of countering harmful health rumors make you feel, in the context of your professional role?*

a. Option 1



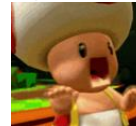
b. Option 2



c. Option 3



d. Option 4



5. Do harmful health rumors undermine preparedness and response to emergencies in your community?*

 - a. Yes
 - b. No

6. In the past 3 months, how many times have you contributed to the development of a message to counter a harmful health rumor?
7. Suppose you detected a harmful health rumor right now. How likely are the following entities to respond?
 - a. Your organization*
 - i. Very likely
 - ii. Somewhat likely
 - iii. Not likely
 - b. The team you work with most closely on this issue*
 - i. Very likely
 - ii. Somewhat likely
 - iii. Not likely
 - c. Your organization's leaders*

*Questions require open text responses, unless marked by * (single choice) or ^ (multiple choice)*

- i. Very likely
 - ii. Somewhat likely
 - iii. Not likely
 - d. You*
 - i. Very likely
 - ii. Somewhat likely
 - iii. Not likely
- 8. Would you like to add any context regarding your response to the above question? If so, feel free to include below:
- 9. In the past 3 months, have you used a structured approach to counter harmful health rumors?*
- a. Yes
 - b. No
- 10. In the past 3 months, how many times have you discussed the possibility of countering a harmful health rumor with your team/ health department?
- 11. Which approaches or actions have you implemented to address harmful health rumors in the past 3 months?
- 12. In the past 3 months, how many messages have you distributed (e.g. social media posts, scripts, Q&A, press releases, etc.) to counter a harmful health rumor?
- 13. Which of the following channels or modalities have you used to distribute a message to counter a harmful health rumor? Select all that apply.^
 - a. Social media
 - b. Website
 - c. Partner outreach
 - d. In person event
 - e. Virtual event
 - f. Traditional media
 - g. None of the above
 - h. Other:
- 14. Over the past 3 months, how many harmful health rumors did you want to counter but didn't? Briefly explain why you did not counter them or any barriers faced when making this decision:
- 15. Please indicate your level of agreement with the statement: "If I detected a harmful health rumor right now, I would..."
 - a. "...feel **prepared** to counter the rumor"*
 - i. Agree
 - ii. Undecided
 - iii. Disagree
 - b. "...be able to quickly **decide** whether to counter the rumor"*
 - i. Agree
 - ii. Undecided
 - iii. Disagree
 - c. "...be able to identify a priority **audience**"*
 - i. Agree
 - ii. Undecided





*Questions require open text responses, unless marked by * (single choice) or ^ (multiple choice)*

- iii. Disagree
 - d. "...be able to identify at least one **communication goal**"*
 - i. Agree
 - ii. Undecided
 - iii. Disagree
 - e. "...be able to identify which **approach**(es) to use to counter the rumor"*
 - i. Agree
 - ii. Undecided
 - iii. Disagree
 - f. "...feel prepared to **tailor** my action approach based on the context"*
 - i. Agree
 - ii. Undecided
 - iii. Disagree
 - g. "...be able to **develop and disseminate messages** to counter the rumor"*
 - i. Agree
 - ii. Undecided
 - iii. Disagree
 - h. "...be able to develop a **strategic plan** to counter the rumor"*
 - i. Agree
 - ii. Undecided
 - iii. Disagree
 - i. "...feel prepared to **evaluate** the implementation or impact of my efforts to counter the rumor"*
 - i. Agree
 - ii. Undecided
 - iii. Disagree
16. Which of the following approaches do you know how to implement to counter harmful health rumors, and how prepared do you feel about implementing them? NOTE: If you do not have an "other" approach in mind, please select "Don't know what this is" for the final prompt.
- a. Amplifying accurate information*
 - i. Prepared
 - ii. Neutral
 - iii. Unprepared
 - iv. Don't know what this is
 - b. Filling information voids*
 - i. Prepared
 - ii. Neutral
 - iii. Unprepared
 - iv. Don't know what this is
 - c. Leveraging trusted messengers and engaging communities*
 - i. Prepared
 - ii. Neutral
 - iii. Unprepared
 - iv. Don't know what this is
 - d. Refuting, fact-checking, or debunking*
 - i. Prepared
 - ii. Neutral
 - iii. Unprepared

- iv. Don't know what this is
 - e. Improving health and science literacy*
 - i. Prepared
 - ii. Neutral
 - iii. Unprepared
 - iv. Don't know what this is
 - f. Prebunking and inoculating*
 - i. Prepared
 - ii. Neutral
 - iii. Unprepared
 - iv. Don't know what this is
 - g. Other*
 - i. Prepared
 - ii. Neutral
 - iii. Unprepared
 - iv. Don't know what this is
17. If you selected "other" above, please describe the other approach(es) you know how to implement to counter harmful health rumors, and how prepared you feel about implementing them.

POST-STRATEGIC PLANNING SURVEY

Please complete this survey after attending the training & strategic planning activity on countering harmful health rumors. It will take 10 minutes to complete. Our team will use your responses for evaluation and improvement purposes. We kindly request that you answer these questions in your professional capacity.

1. Please enter the date of your training session:
 2. Please describe your professional role:
 3. Which city/ county/ program do you represent?
 4. How does the thought of countering harmful health rumors make you feel, in the context of your professional role?*
- | | |
|--|--|
| <p>a. Option 1</p>  | <p>c. Option 3</p>  |
| <p>b. Option 2</p>  | <p>d. Option 4</p>  |
5. Suppose you detected a harmful health rumor right now. How likely are the following entities to respond?
 - a. Your organization*

*Questions require open text responses, unless marked by * (single choice) or ^ (multiple choice)*

- i. Very likely
 - ii. Somewhat likely
 - iii. Not likely
 - b. The team you work with most closely on this issue*
 - i. Very likely
 - ii. Somewhat likely
 - iii. Not likely
 - c. Your organization's leaders*
 - i. Very likely
 - ii. Somewhat likely
 - iii. Not likely
 - d. You*
 - i. Very likely
 - ii. Somewhat likely
 - iii. Not likely
6. Would you like to add any context regarding your response to the above question? If so, feel free to include below:
7. Please indicate your level of agreement with the statement: "If I detected a harmful health rumor right now, I would..."
- a. "...feel **prepared** to counter the rumor"*
 - i. Agree
 - ii. Undecided
 - iii. Disagree
 - b. "...be able to quickly **decide** whether to counter the rumor"*
 - i. Agree
 - ii. Undecided
 - iii. Disagree
 - c. "...be able to identify a priority **audience**"*
 - i. Agree
 - ii. Undecided
 - iii. Disagree
 - d. "...be able to identify at least one **communication goal**"*
 - i. Agree
 - ii. Undecided
 - iii. Disagree
 - e. "...be able to identify which **approach(es)** to use to counter the rumor"*
 - i. Agree
 - ii. Undecided
 - iii. Disagree
 - f. "...feel prepared to **tailor** my action approach based on the context"*
 - i. Agree
 - ii. Undecided
 - iii. Disagree
 - g. "...be able to **develop and disseminate messages** to counter the rumor"*
 - i. Agree
 - ii. Undecided
 - iii. Disagree

- h. "...be able to develop a **strategic plan** to counter the rumor"*
 - i. Agree
 - ii. Undecided
 - iii. Disagree
 - i. "...feel prepared to **evaluate** the implementation or impact of my efforts to counter the rumor"*
 - i. Agree
 - ii. Undecided
 - iii. Disagree
8. Which of the following approaches do you know how to implement to counter harmful health rumors, and how prepared do you feel about implementing them? NOTE: If you do not have an "other" approach in mind, please select "Don't know what this is" for the final prompt.
- a. Amplifying accurate information*
 - i. Prepared
 - ii. Neutral
 - iii. Unprepared
 - iv. Don't know what this is
 - b. Filling information voids*
 - i. Prepared
 - ii. Neutral
 - iii. Unprepared
 - iv. Don't know what this is
 - c. Leveraging trusted messengers and engaging communities*
 - i. Prepared
 - ii. Neutral
 - iii. Unprepared
 - iv. Don't know what this is
 - d. Refuting, fact-checking, or debunking*
 - i. Prepared
 - ii. Neutral
 - iii. Unprepared
 - iv. Don't know what this is
 - e. Improving health and science literacy*
 - i. Prepared
 - ii. Neutral
 - iii. Unprepared
 - iv. Don't know what this is
 - f. Prebunking and inoculating*
 - i. Prepared
 - ii. Neutral
 - iii. Unprepared
 - iv. Don't know what this is
 - g. Other*
 - i. Prepared
 - ii. Neutral
 - iii. Unprepared
 - iv. Don't know what this is

9. If you selected "other" above, please describe the other approach(es) you know how to implement to counter harmful health rumors, and how prepared you feel about implementing them.
10. Did you gain new knowledge or skills today? To what extent would you attribute changes in your knowledge to the training?*

 - a. Yes; almost entirely
 - b. Yes; mostly
 - c. Yes; partially
 - d. Yes; not at all
 - e. No, I did not gain new knowledge or skills

11. As a result of this training, do you plan to implement any new actions to counter harmful public health rumors?^

 - a. Amplify accurate information
 - b. Fill information voids
 - c. Leverage trusted messengers and engage communities
 - d. Refute, fact-check, or debunk
 - e. Prebunk and inoculate
 - f. Improve health and science literacy
 - g. I plan to implement these actions, but not because of this training
 - h. I do not plan to implement these actions

12. What are the most useful things you learned in this training that you expect to use in your efforts to counter harmful public health rumors in the future?
13. What improvements should we make to this training to better support your learning goals?
14. What would you need to enable implementation of what you've learned today more effectively?