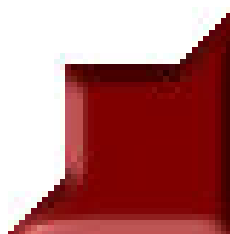
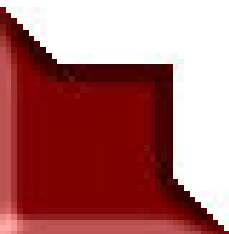


# Influence of PSAs on College Students Concerning the H1N1 Flu Vaccine



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## **PURPOSE:**

A survey on the awareness of college students with the swine flu (H1N1 virus), as well as on their knowledge of the H1N1 vaccination and other preventive measures that decrease the likelihood of contracting it. To educate survey participants on the H1N1 virus and vaccination through an educational video and then assess their attitude or behavior changes as a result of viewership.

## **OBJECTIVES:**

- ✚ To discover how many people may or may not have contracted the virus
- ✚ To discover how many people have been vaccinated against the virus
- ✚ To understand the reasoning behind why people may or may not choose to vaccinate themselves against H1N1.
- ✚ To know whether people will be influenced to become proactive in being either vaccinated or taking other preventive measures against the H1N1 virus after watching a student-made public service announcement educating them on the H1N1 virus and vaccination.

## **SURVEY- METHODOLOGY**

An online survey was the research method used to reach participants. The survey was prepared at surveymonkey.com and a link to the survey was circulated from the researchers to their associates via Facebook, MySpace, and email for voluntary participation beginning November 25, 2009 and ending on November 30, 2009.

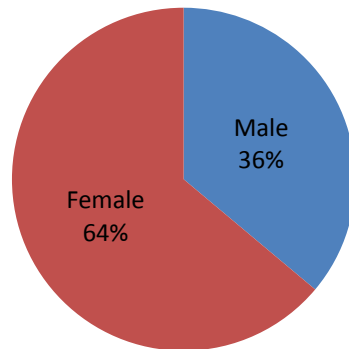
A total of 363 individuals were surveyed; screening questions determined which participants were University of South Florida students, whether they had either received the H1N1 vaccine or contracted the virus, and the likelihood they would opt for the vaccination. Respondents who had were not USF students and those who had previously been infected or received the vaccine were not permitted to continue they survey. After screening questions, the respondents were separated based on their birth month; our research group was responsible for the combined birth-months of August and September, which had a total of 44 qualified survey participants.

Once the participants were screened they viewed a short video on the facts about H1N1 virus, the H1N1 vaccination, and some preventative measures they could take. They then were asked 20 follow up questions about their attitude and behavior toward H1N1 such as their reasons to receive or not to receive the vaccine, what they have done to educate themselves about the H1N1 virus, and how well they think USF has informed them of H1N1. A variety of questioning techniques were used including dichotomous questions, interval level questions, open-ended questions, multiple-choice questions, and semantic differential questions

## SURVEY RESULTS- DEMOGRAPHICS

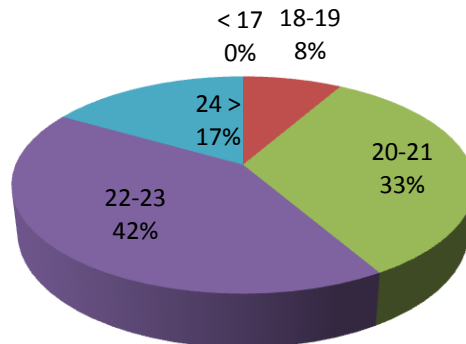
Population: University of South Florida Students

### Gender



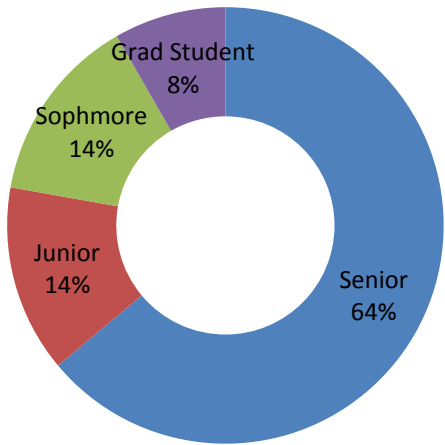
✚ Of the survey respondents, 64% were female and 36% were male.

### Age (years)



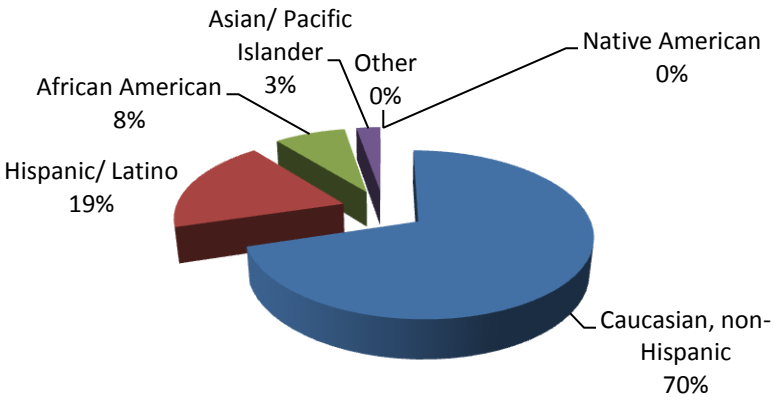
✚ The largest percentages of survey respondents were in the 22- 32 year old age range at 42% of the participants. The second largest was 20- 21 years old at 33%, followed by people older than 24 at 17%, and the smallest group was those aged 18- 19 years old at 8%.

# Year in school



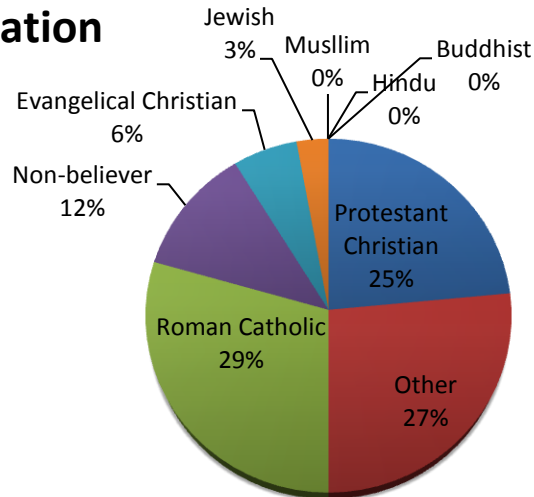
The largest population of respondents is seniors at 64%. Juniors and sophomores both weighed in at 14% of the population, and grad students were 8% of respondents.

# Race



The largest group of respondents is non-Hispanic Caucasians at 70%. Second were Hispanic and/or Latino at 19%, African Americans being 8% of the respondents, and Asian/Pacific Islanders at 3%. There were no other respondents outside of these categories.

## Religious Affiliation



- ✚ Roman Catholics were the dominant religion with 29% of respondents. 27% of respondents chose “other” as their religion, and Protestant Christians were 25% of the population. Non-believers, Evangelical Christians and members of the Jewish faith came in consecutively at 12%, 6%, and 3%.

## SURVEY RESULTS- EXPERIENCE

Survey results showed that all of the participants had heard of the H1N1 virus and vaccine prior to the survey. At the time of the survey, 93% of the participants had not previously contracted the virus while 7% were unsure whether they had contracted it; 51% knew someone else who had already contracted H1N1. No participants had been vaccinated against the H1N1 virus at the time they took the survey but 36% said they were likely to. Of those surveyed, only 13 % knew someone in their immediate family who was vaccinated against H1N1 and 10% knew a close friend or roommate who received it.

In the past five years, 56% of participants said they never had a standard flu shot, 31% said they had a flu shot one to two times, 10% said they received it five times , and 3% said they got it three to four times; only 8% had received the standard flu shot this for this year.

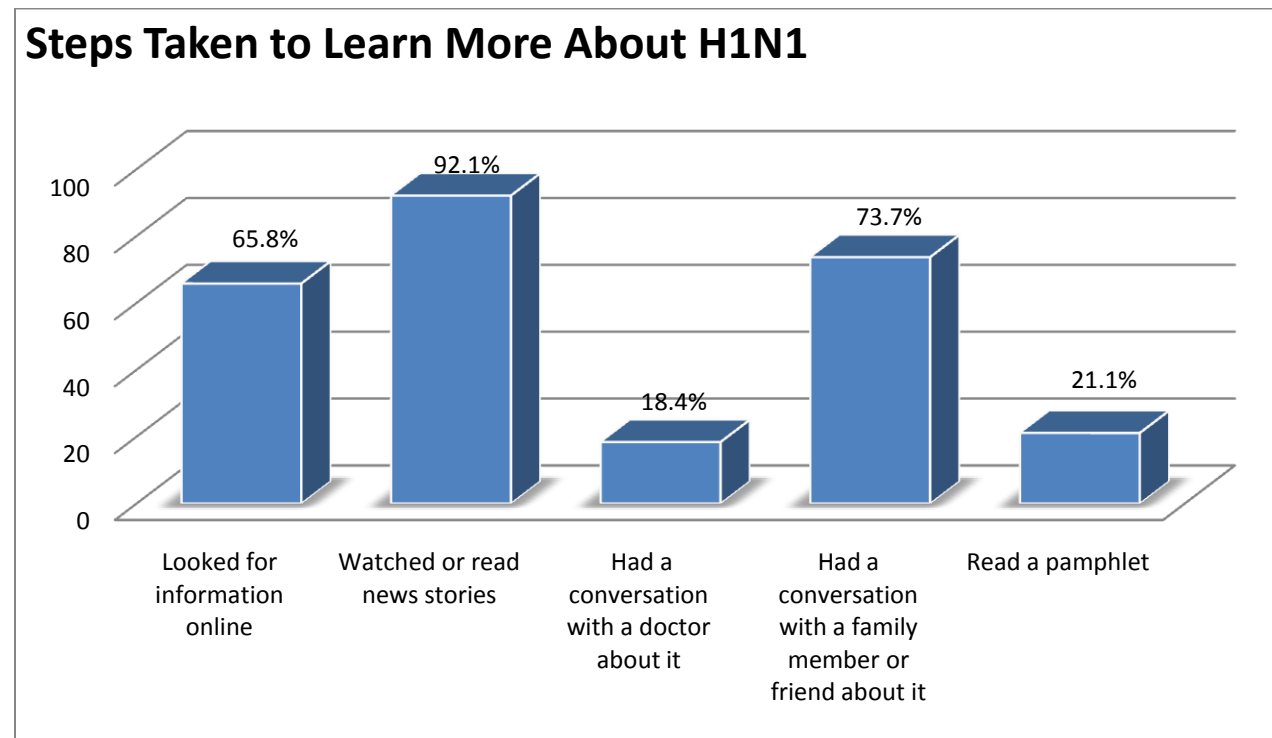
This shows that there is a trend toward not receiving standard flu shots, which may make people less likely to opt for the H1N1 vaccination, especially if they do not know many people who have received the vaccination, as the survey suggests. However, with half of the participants knowing someone who has contracted H1N1 it may make them more likely to seek out information or be more receptive to the message the video sends

## RESULTS- KNOWLEDGE

(Results are based on 43 out of 44 survey respondents were successfully able to view the video)

### What was the message of the video you watched? What is your opinion of the effectiveness of this video in communicating a message about H1N1?

- ✚ “The video was about how easily the swine flu can be transferred from one person to another. I think this video was very effective because it made me stop and think while I was watching it about how the simplest thing, like a handshake, could be a reason for me to potentially get swine flu.”
- ✚ “We all are at risk of spreading the virus by simple everyday actions. I think it is very effective because it really shows how easy it is to spread the virus. Using the hand paint worked well with showing the traces left behind by people.”
- ✚ “The message of the video was that H1N1 is spread easier than you would think and that it is important to get the vaccine to stop the spread. I think the video is very effective in showing the opportunity of the flu to spread.”



(n=38) Which of the following have you done to learn more about the H1N1 virus? (check all that apply)

- ✚ Most respondents (92%) watched or read news stories to learn more about the H1N1 flu. Others had a conversation with a family member or friend about it (74%), looked for information online (66%), read a pamphlet (21%), or had a conversation with a doctor about it (18%).

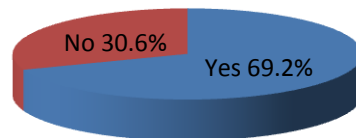
## Knowledge about H1N1

	Strongly Agree %	Somewhat Agree %	Neutral %	Somewhat Disagree %	Strongly Disagree %	Mean %
I feel very informed about ways to prevent the H1N1 flu.	39.5	39.5	15.8	5.3	0.0	<b>4.13</b>
I feel very informed about the H1N1 flu.	20.5	46.2	23.1	10.3	0.0	<b>3.77</b>
I feel very informed about the benefits of the H1N1 vaccine.	17.9	41.0	20.5	17.9	2.6	<b>3.54</b>
I feel very informed about the side effects of the H1N1 vaccine	<b>12.8</b>	<b>41.0</b>	<b>12.8</b>	<b>28.2</b>	<b>5.1</b>	<b>3.28</b>

(n=39) To what extent do you agree or disagree with the statements?

- Most respondents felt that they were very informed about ways to prevent H1N1 (80%), about the flu itself (67%), the benefits of the H1N1 vaccine (59%), and the side effects of the H1N1 vaccine (54%).

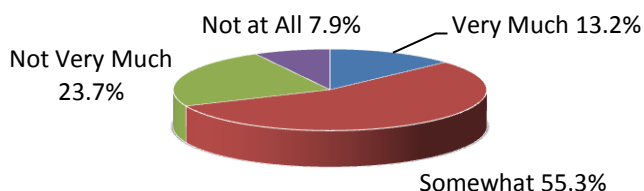
## Awareness of Where to Get the H1N1 Vaccine



(n=39) Do you know where to go to get the vaccine?

- A majority of the respondents (69%) knew where they can get the H1N1 vaccine, whereas some respondents (31%) did not know where to get the vaccine.

## Increase of Knowledge About H1N1 Because of Video



(n=38) To what extent did this video increase your knowledge about H1N1 and the vaccine?

- More than half (68%) of respondents said the video they watched increased their knowledge of the H1N1 flu at least somewhat if not very much and others (32%) said the video did little or nothing at all to increase their knowledge about the H1N1 flu.

## RESULTS- ATTITUDES

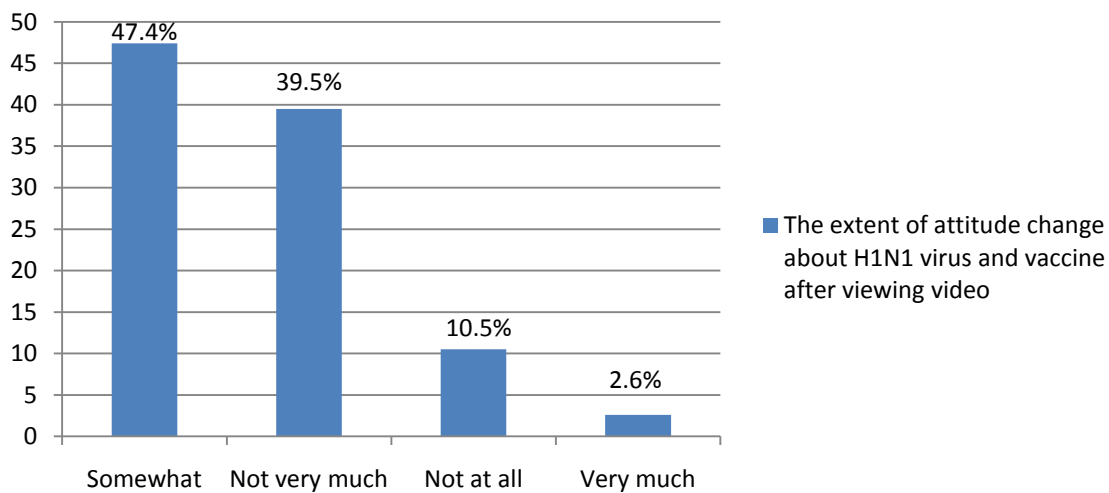
### Scale of agreement on attitudes about H1N1

	Strongly agree (%)	Somewhat agree (%)	Neutral (%)	Somewhat disagree (%)	Strongly disagree (%)	Mean
I'm scared to get the H1N1 vaccine because of its potential side effects	18.4	36.8	18.4	15.8	10.5	3.37
I feel the H1N1 vaccine is safe	13.2	23.7	31.6	23.7	7.9	3.11
I think people are overreacting to H1N1	23.7	39.5	10.5	21.1	5.3	3.55
I don't like to miss class or work because I am sick	<b>31.6</b>	<b>44.7</b>	15.8	7.9	0.0	4.0
The vaccine is only for children, the elderly and pregnant women	5.3	7.9	13.2	39.5	34.2	2.11
It takes too much time to get vaccinated	5.3	5.3	13.2	<b>50.0</b>	<b>26.3</b>	2.13
I am worried about getting the H1N1 virus	10.5	34.2	18.4	21.1	15.8	3.03
The media are doing a good job of informing people on the symptoms and prevention of H1N1	7.9	55.3	18.4	15.8	2.6	3.5
Getting vaccinated is the best way to prevent getting the H1N1 virus	13.2	28.9	23.7	23.7	10.5	3.11
The H1N1 vaccination should be mandatory for college students	5.3	21.1	<b>28.9</b>	21.1	23.7	2.63

(n= 38) Based on responses to a Likert scale, in which respondents chose the answer reflective of their feelings on a scale of 1-5 with 1 being "strongly disagree" and 5 being "strongly agree".

- 76.3% of people either strongly or somewhat agreed that they don't like to miss class or work because they are sick. 76.3% either somewhat or strongly disagreed that it takes too much time to get vaccinated. 28.9% of participants were neutral that the H1N1 vaccination should be mandatory for college students, which is interesting because the survey participants are college students so they would be the most affected if it were to become mandatory.

## The extent of attitude change about H1N1 virus and vaccine after viewing video

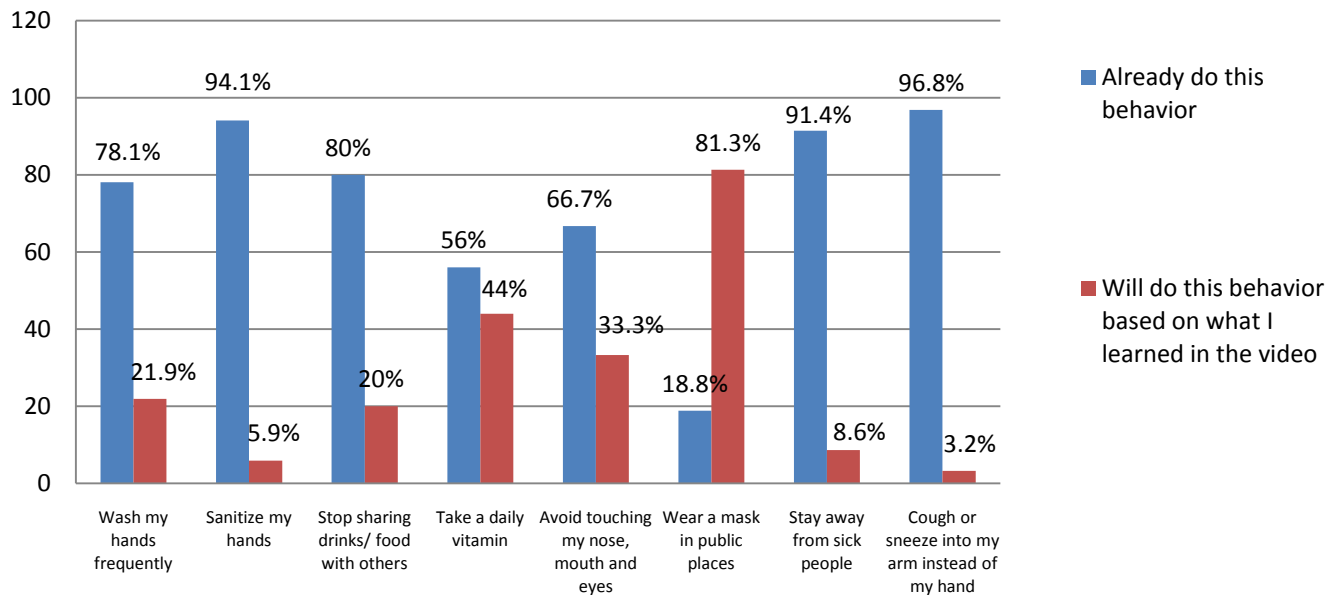


(n= 38) To what extent did the video change some of your attitudes about H1N1 and the vaccine?

- When asked to choose how their attitude changed after viewing the video, 47% voted that their attitude somewhat changed, and only 3% voted that the video affected them "very much". 40% were not very much affected and 11% were not at all affected. This shows to be a 50-51% ratio in that slightly more than half (51%) of the respondents were not entirely impacted by the video.

## RESULTS- BEHAVIOR

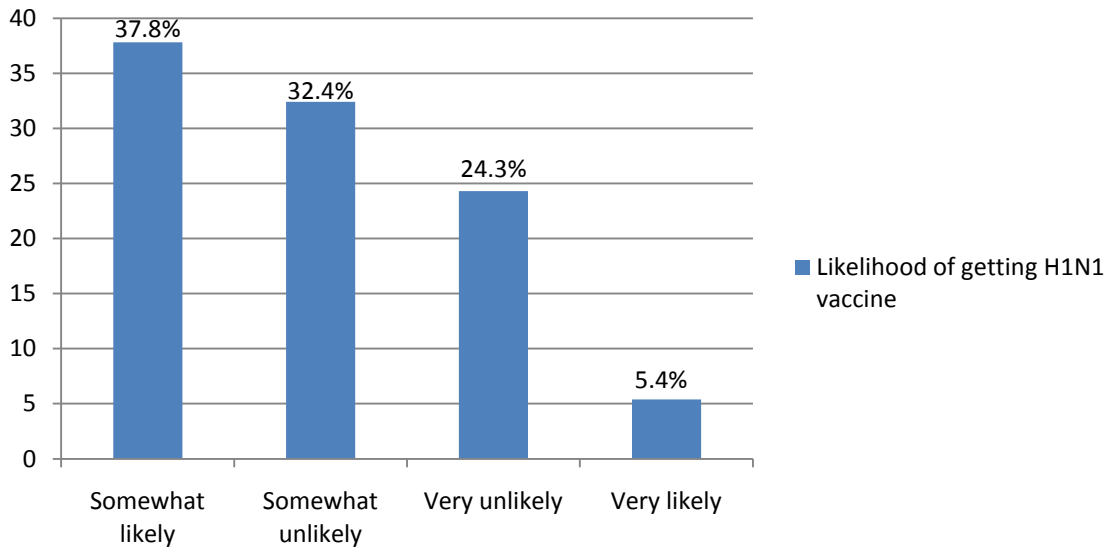
### Behavioral changes due to an increase in reports of H1N1



(n= 36) Due to an increase in reported cases of H1N1, what behaviors do you partake in, and what will you consider doing to avoid becoming infected? (leave blank if you don't do the behavior or don't intend to)

- The dominant behavioral change after watching the video was 81% of participants opting to start wearing a mask in public places, seconded by 44% of participants choosing to take a daily vitamin to prevent H1N1 flu. prevailing behavior that is already in force prior to watching the video is 97% of people sneezing into their arms instead of their hands, followed by 94% of people sanitizing their hands.

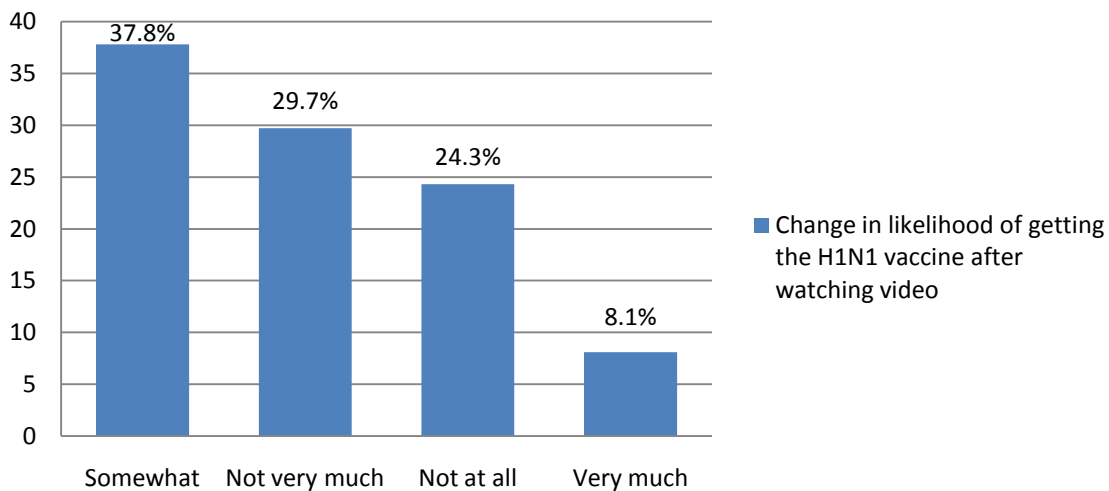
## Likelihood of getting H1N1 vaccine



(n=37) How likely are you to get the H1N1 vaccine?

- ✚ 57% of people saw themselves as unlikely to get the H1N1 vaccination, whereas 43% of people felt it was likely they would get the vaccination.

## Change in likelihood of getting the H1N1 vaccine after watching video

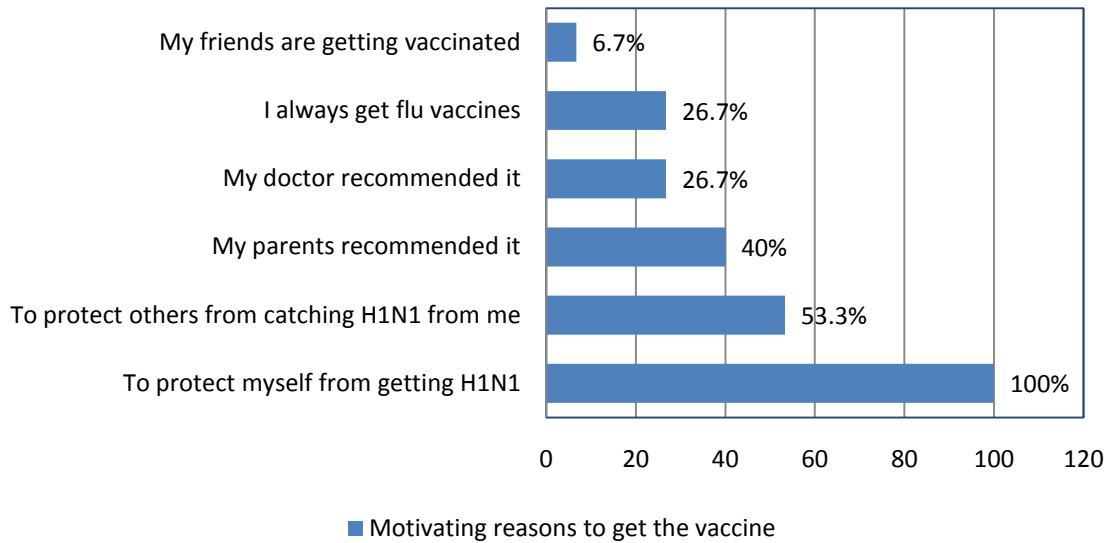


(n=37) Did this video change your likelihood of getting the H1N1 vaccine?

- ✚ After watching the video, 45.9% of people were somewhat or very much likely to receive the H1N1 vaccination after watching the video, while 54% of participants were not very much, or not at all, likely to get the vaccination after the video.

## RESULTS- REASON TO RECEIVE THE VACCINE

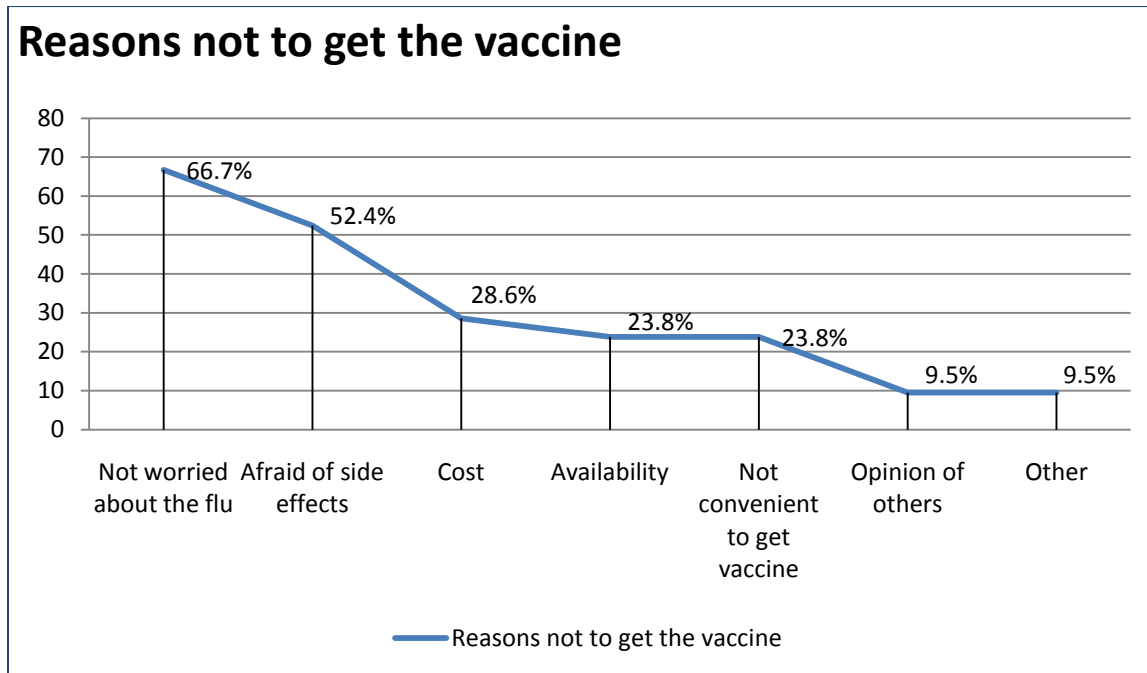
### Motivating reasons to get the vaccine



(n= 15) What are some reasons that are motivating you to get the H1N1 vaccine? (Check all that apply)

- ✚ All respondents indicated their primary reason to receive the vaccine would be to protect themselves from getting the H1N1 virus, while more than half (53%) indicated that they would receive the vaccination to protect others from catching H1N1 from them.

## RESULTS- REASONS NOT TO GET THE VACCINE



(n= 21) What are some reasons that would prevent you from getting the H1N1 vaccine? (Check all that apply)

- The majority of participants (67%) indicated not being worried about getting the flu as a reason not to get the vaccine and the second most common response (52%) was being afraid of the side effects. The least worrisome was the opinion of others and “other” responses, as only 9.5% indicated these as reasons.

## RESULTS- COMMUNICATION

### Attitudes towards USF’s student awareness of the H1N1 flu

	Strongly Agree %	Somewhat Agree %	Neutral %	Somewhat Disagree %	Strongly Disagree %	Mean %
USF has appropriately informed students about how to prevent the spread of H1N1	16.2	45.9	21.6	16.2	0.0	3.62
USF has appropriately informed students about the risk of H1N1	18.9	29.7	27	21.6	2.7	3.41
USF has appropriately informed students about the need to get the H1N1 vaccine	5.6	27.8	36.1	25.0	5.6	3.03
USF has appropriately informed students about when and where they can get the H1N1 vaccine	2.8	25.0	30.6	30.6	11.1	2.78

(n= 37) Please indicate to what level you agree or disagree with the statements with 1 being strongly agree and 5 being strongly disagree

- ✚ Most respondents (62%) said they felt USF appropriately informed students about how to prevent the spread of H1N1, some (49%) said USF informed students about the risks of H1N1, and others (34%) said that USF informed students of the need to get the H1N1 vaccine as well as when and where to get the vaccine.

## **What could USF do to increase the likelihood that students will get the vaccine?**

- ✚ “If they advertised the vaccine better and offered it at Student Health for free students would be more likely to get it.”
- ✚ “Put this PSA on the Oracle's website. Maybe say something at the start of each class and at one dorm meeting.”
- ✚ “Make it mandatory.”

## **SURVEY CONCLUSION**

In summarizing the survey results there was a negligible difference in change of attitude and behavior after watching the video as opposed to before viewing it. Over half (51 percent) of respondents felt they were not impacted by the video and are not likely to get the vaccination.

Prior to the video, respondents were asked about their attitude towards H1N1 and the vaccination. Results showed that most of the respondents 76 percent agreed that they do not want to miss class or work from being sick and 76 percent disagreed that it takes too much time to get vaccinated, while 29 percent felt neutral on making the H1N1 vaccine mandatory for all college students.

Most respondents that watched the video felt the message communicated that H1N1 was easily transferable and it is important to get vaccinated. The video was effective on showing how easily it was spread, but had little effect on changing their attitude and behaviors. The majority of respondents watched or read news stories to learn more about the H1N1 vaccine prior to this survey. When asked how informed the respondents felt about the H1N1 flu and vaccine, most agreed that they were well-informed about the flu itself, how to prevent it, and the benefits and effects of the vaccine. A little over half of the respondents said their knowledge about the H1N1 flu and vaccine increased somewhat after watching the video.

As mentioned before there was little change in the behavior of respondents after viewing the video; however, there was one significant change in behavior as most respondents, 81 percent, felt they would wear a mask in public places in addition to the behaviors they already partake in to prevent getting infected by H1N1.

When asked why they would get vaccinated, the respondents said the two main reasons were because they wanted to protect themselves from getting H1N1 and they wanted to protect others from getting H1N1. The influence of friends getting vaccinated had little to do with why the respondents would get vaccinated. When asked why they would not get vaccinated, results showed that respondents felt to

## **SURVEY CONCLUSION, Con't.**

two main reasons were based on the idea that they were not worried about getting the flu or they were afraid of the side effects of the vaccine, while the opinions of others had little effect on why respondents would not get vaccinated.

When asked how respondents felt about University of South Florida's student awareness of the H1N1 flu, most agreed with the statements USF has appropriately informed students about how to prevent the spread of H1N1, risk of H1N1 and the need to get the H1N1 vaccine. Most disagreed with the statement USF has appropriately informed students about when and where to get the H1N1 vaccine.