

Trust in the Centers for Disease Control and Prevention: A Study of the Relationship between the CDC and Adults with Chronic Illness Following the Ebola Crisis



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INTRODUCTION

- As the Ebola virus landed on American soil in 2014, citizens became less confident of public health agencies and officials. According to a Gallup poll conducted in November of 2014, Americans' approval rate of the Centers for Disease Control and Prevention (CDC), was down 10% from a similar poll conducted in May 2013.
- Given the CDC provides nearly \$7 billion annually to fund health research, how this crisis may have affected both the public's trust and participation in CDC funded studies was a key question as we sought to launch a large randomized clinical trial (RCT) to test the effect of the Chronic Disease Self-Management Program (CDSMP) on lower-wage workers 40-65 years old with one or more chronic health conditions.
- The purpose of this ancillary study is to examine: 1) which social marketing features in recruitment materials influence study participation decisions amongst the population participating in the parent CDC-funded RCT, and 2) the extent to which institutional-related credibility might play a role in study participation.

On the study advertisement below, please click on the images or text that motivated you to start this study registration process. You may select up to three items.

It may take your browser a little while to load the image. Please do not click the "next" button until the image is visible.

Less Stress Better Health Work Stability Financial Security

SELF MANAGEMENT

The real magic pill.
Looking for a better way to take control of your health and financial future?
Let us help.*
smartlife.web.unc.edu
919.962.9865
Payment for participation provided.

*SMART Life is a UNC Research Study for individuals between 40-64 years of age, who live in Cumberland, Durham or Wake County, and who are working 32+ hours per week.
Eligible participants will take part in a short term health or financial self-management program and complete questionnaires throughout a 12-month period.

UNC SCHOOL OF NURSING PRC UNC CENTER FOR HEALTH PROMOTION AND DISEASE PREVENTION

SMART Life Smarter Life. Brighter Future.

The SMART Life Study is a member of the Prevention Research Centers Program, supported by the Centers for Disease Control and Prevention cooperative agreement number 1U48DP005017-01

- Meyer's Credibility Index will be used to measure the perceived credibility of a variety of sources affiliated with the study.
- The findings will enhance our understanding of how select social marketing features influence study participation decisions in this population. ----->

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The logo and statement listed above were included on all of our study advertisements. Please indicate the extent to which you believe the Centers for Disease Control and Prevention:

	1	2	3	4	5	
Can't be trusted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Can be trusted
Is inaccurate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Is accurate
Is unfair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Is fair
Doesn't tell the whole story	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Tells the whole story
Is biased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Is unbiased



METHODS

This study is an ancillary to a CDC funded parent RCT to test the health and employment outcomes of the Chronic Disease Self-management Program amongst low-income, working adults. Participants' trust in the CDC will be measured using both the Meyer's Credibility Index, and the extent to which the CDC influenced their participation decision using the Qualtrics Hot Spot feature, as displayed in the images to the right.

- The "hot spot" feature within Qualtrics allows participants to select 3 aspects of the study advertisement they found most persuasive in deciding to participate in the study.
- Each element of the ad has its own individual hot spot, including each of the sponsor logos and the text indicating the CDC is the study funding agency.

You indicated that the sponsor logos included in the SMART Life Study Advertisement Video motivated you to begin the study registration process.

Which logo did you find most persuasive?

- UNC SCHOOL OF NURSING
- UNC CENTER FOR HEALTH PROMOTION AND DISEASE PREVENTION
- PRC Prevention Research Centers

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- Participants are asked to indicate whether the sponsor logos featured in the recruitment video influenced their decision to learn more about the study.
- If participants select yes, the question below is used to determine which logo they found most persuasive.