7. Improving Government Communications with the Public in a Bioterrorist Attack

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Steps Americans Have Taken Because of Terrorist Threat

- Working flashlight: 94% have in home, 3% bought in last 6 months
- Food/water for 3 days: 84% have in home, 9% bought in last 6 months
- Extra batteries: 82% have in home, 6% bought in last 6 months
- Duct tape: 75% have in home, 3% bought in last 6 months
- Working battery-operated radio: 75% have in home, 3% bought in last 6 months
- First aid kit: 73% have in home, 2% bought in last 6 months
- Plastic sheeting: 32% have in home, 3% bought in last 6 months
- Gas mask/other face mask: 10% have in home, 2% bought in last 6 months

Thought about making an evacuation plan: 28%

Actually made an evacuation plan: 12%

Have made evacuation plan that includes...
- Getting out of your house: 11%
- Leaving your community: 7%
- Getting to a community shelter: 5%

Have made an evacuation plan and practiced it: 4%

<table>
<thead>
<tr>
<th>Facts from CDC vs. Beliefs of the General Public</th>
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<tbody>
<tr>
<td><strong>Facts</strong></td>
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<tr>
<td>Last case of smallpox reported...</td>
</tr>
<tr>
<td>In U.S. in 1949</td>
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<tr>
<td>In world in 1977</td>
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<tr>
<td>No known effective treatment for smallpox</td>
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<tr>
<td>once contracted</td>
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<tr>
<td></td>
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<tr>
<td>Vaccine within 2-3 days of exposure to</td>
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<td>smallpox protects people</td>
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Source -Facts: CDC; Public’s Beliefs: Harvard School of Public Health survey, as published online in New England Journal of Medicine, December 19, 2002.
### Facts from CDC vs. Beliefs of the General Public

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<td>Government sources say enough doses of smallpox vaccine for everyone in U.S.</td>
<td>Enough doses of vaccine for everyone in U.S. 16%</td>
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Whom Do Americans Trust as a Source of Reliable Information

during a national outbreak of disease caused by bioterrorism

- Director of the Centers for Disease Control: Jeff Koplan (48%)
- U.S. Surgeon General: David Satcher (44%)
- President of the American Medical Association: Richard Corlin (42%)
- Secretary of Health and Human Services: Tommy Thompson (38%)
- Director of the FBI: Robert Mueller (33%)
- Secretary for Homeland Security: Tom Ridge (33%)
- Senior CDC scientist: Steve Ostroff (32%)

Precautions Americans Have Taken Against Possible Bioterrorism

- Taking precautions when opening mail: 37%
- Gotten a prescription for or purchased antibiotics: 5%
- Called health pro. to get info about anthrax vaccine: 4%
- Called health pro. to get info about smallpox vaccine: 3%
- Purchased a weapon: 3%
- Purchased a gas mask or protective clothing: 1%

Source: Harvard School of Public Health/Robert Wood Johnson Foundation Survey Project on Americans’ Response to Biological Terrorism, October 24-28, 2001
What Would Affect Americans’ Desire to Get a Smallpox Vaccination? (1)

Would get vaccinated if it were available

- 61%

Would get vaccinated if...

- Your doctor and most other doctors were getting vaccinated
  - 73%

- President Bush and his family were getting vaccinated
  - 66%

- Cases were reported.....
  - In community
    - 88%
  - In U.S.
    - 75%

Source: Harvard School of Public Health survey, as published online in New England Journal of Medicine, December 19, 2002.
What Would Affect Americans’ Desire to Get a Smallpox Vaccination? (2)

Would get vaccinated if it were available

Would still get vaccinated even if...

Your doctor and many other doctors refuse to get vaccinated

You heard that some people died from the vaccine

Source: Harvard School of Public Health survey, as published online in New England Journal of Medicine, December 19, 2002.