



# Health Communication Surveys

The SRBI staff has decades of experience in designing and conducting surveys on health information, communications and decision-making. A number of these have been ground breaking or landmark surveys of public and professional knowledge, attitudes and behaviors related to disease and treatment.

Please contact Dr. John Boyle, Managing Partner of SRBI's Health Research Practice, at (301) 608-3883 for additional information.

## **Study Examples:**

- Survey of Healthcare Information Sources
- National Needs Assessment of COPD in the United States: 2003
- Lyme Disease Awareness
- National Survey of Germ Awareness
- Managing Genetic Information
- Public Attitudes toward Genetically Engineered Food
- Public Attitudes toward Biotechnology in Food
- Health and Communication Study of Veterans from Three Eras
- Consumer Trust in Healthcare
- And many others

## **Case Studies:**

### ***National Needs Assessment of COPD in the United States: 2003***

In 2003, SRBI conducted this study on behalf of the National Coalition on COPD, a network of COPD patient organizations. One large objective of the study was to understand the impact that COPD patient organizations have on the health of COPD sufferers. By comparing a sample of COPD sufferers affiliated with the COPD patient organizations with a national list sample of households identified with a member with emphysema, the impact of the organizations could be examined. Interestingly, while the health status of the two groups of COPD patients was similar, those patients affiliated with a COPD patient organization had better information about the disease and the types of care available. The additional information from physicians and respiratory therapists about the contribution of COPD patient organizations enabled these organizations to determine how best to assist COPD sufferers in the future.

### ***National Survey of Mad Cow Disease Awareness***

SRBI conducted this survey for the Food Policy Institute. A national sample of 1,000 adults was interviewed by telephone during a four day period to measure people's reaction to the Mad Cow disease episode reported in the United States. The study was conducted with the adult in the household most responsible for doing the grocery shopping for the family. It measured their awareness of the Mad Cow Disease event in December, their attitudes toward purchasing beef, their perceptions of how it occurs and is spread within the food supply, and the level of safety in the food supply. The questionnaire averaged 10 minutes in length.