IN THIS ISSUE: Practices about monitoring, assessing, and engaging public opinion

USER SURVEY FINDINGS
Thank you for taking our recent survey!
From your responses, we learned:

**You're learning from each other**
67%
Use our [Web site](http://www.PublicHealthPractices.org) to learn what other agencies and jurisdictions are doing

**You're looking for substance**
59%
Use our [Web site](http://www.PublicHealthPractices.org) to find evidence to support an idea, project, or proposal

**You're finding unique content**
60%
Find information on our [Web site](http://www.PublicHealthPractices.org) not easily available elsewhere

www.PublicHealthPractices.org
The survey was taken by 163 respondents.

MONITORING RUMORS

IN THIS PRACTICE: In response to misinformation that circulated during the 2009 H1N1 pandemic, the Florida Department of Health crafted a process to monitor news and social media and vetted these information sources as a basis for daily recommendations.
[Details here.](http://www.PublicHealthPractices.org)

Photo: kdonovan-gaddy

ENGAGING CITIZENS IN PLANNING
IN THIS PRACTICE: The One KC Voice project in Missouri came up with a scalable way to engage citizens in pandemic influenza education and preparedness, including a workshop model for expanding issue awareness and a two-way idea exchange. Details here.

Photo: Opensourceway

ASSESSING BELIEFS + BEHAVIORS

IN THIS PRACTICE:
What are public perceptions on influenza risk and vaccine? Likely different from year to year. The San Francisco Bay Area Advanced Practice Center developed a toolkit to help health agencies conduct annual community assessments of flu vaccine beliefs and behaviors to help inform pandemic preparedness. Details here.

Photo: San Francisco Bay Area Advanced Practice Center

EXTREME HEAT

How is your agency addressing this public health hazard?

Drop us a line at

PHTools@umn.edu
PUBLICHEALTHPRACTICES.ORG
tools and strategies to respond to the health consequences of disasters and emergencies. Learn more about us here.

UPDATE is prepared and published monthly by the project staff at CIDRAP, and past issues are available on the site.