Social Determinants

- Socio-economic position
  - Income
  - Economic vulnerability
  - Employment
  - Occupation
  - Education
  - Language
  - Social vulnerability

- Race/Ethnicity
- Immigrant/Nativity Status

Place
- Neighborhood
- Household
- Geographic vulnerability
- Community size

Other Variables

- Socio-demographics
  - Age
  - Sex

- Social Networks
  - Social support
  - Resources

- Other
  - Disability
  - Disaster experience
  - Familiarity with preparedness
  - Proximity to crisis
  - Historical memory

Communication Outcomes

PHEP information access, use & exposure
- Access to Internet
- Watch news on PHEP
- Read newspapers

Information seeking
- Purposive search for information on PHEP

Trust/Credibility

Information Processing
- Ability to understand PHEP information

Information Utilization
- Capacity for action on PHEP information

PHEP Outcomes

- Awareness/Knowledge
- Risk Perception
  - Uncertainty reduction
- Preventive Behaviors
  - Evacuation behavior
  - Preparedness
  - Vaccination
  - Quarantine
- Other PHEP Behaviors

Communication Inequalities

Exposure, Attention, Seeking, Processing

Racial and social divides in PHEP-related morbidity and mortality outcomes