Public Health Communication Preferences of Pregnant Women Survey

***Return this survey to the nurse/receptionist when complete***

Today’s Date (MM/DD/YYYY): __________________________

**Section 1. Healthcare experience**

1) Is your main prenatal provider an OB/GYN or a midwife?
   a) ____OB/GYN  
   b) ____Midwife  
   c) ____Don’t know

2) Is your main prenatal provider:
   a) _____Male  
   b) _____Female

3) Do you consider your prenatal provider to be your primary care doctor?
   a) _____Yes  
   b) _____No

4) Is this your first pregnancy?
   a) _____Yes  
   b) _____No

5) What trimester of pregnancy are you in now?
   a) ____First (0 – 12 weeks)  
   b) ____Second (13 – 27 weeks)  
   c) ____Third (27 – 40+ weeks)  
   d) ____Don’t know

**Section 2. Zika and pregnancy**

6) Have you heard of Zika virus?
   a) _____Yes  
   b) _____No

7) Has your prenatal care provider talked with you about Zika virus yet?
   a) _____Yes  
   b) _____No  
   c) _____Don’t know

8) How interested are you in information about Zika infection and pregnancy?
   
<table>
<thead>
<tr>
<th>Not interested at all</th>
<th>A little interested</th>
<th>Neutral</th>
<th>Interested</th>
<th>Very interested</th>
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</thead>
<tbody>
<tr>
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9) Other than talking with your prenatal provider, where would you most likely go to find more information about Zika and pregnancy? Check all that apply.
   a) _____Social Media (Facebook, Twitter, etc.)
   b) _____My OB/GYN’s practice website
   c) _____CDC Website
   d) _____Health department website
   e) _____My friends and family
   f) _____Other pregnancy-related websites (e.g. BabyCenter, What To Expect, etc.)
   g) _____Other (specify)_____________________

10) If your prenatal provider wanted to give you more information about Zika during pregnancy, how would you like to get that information? Check all that apply.
    a) _____A “Zika virus” section on their practice website
    b) _____Useful links posted on their practice Facebook page
    c) _____Useful links distributed on their Twitter feed
    d) _____Text messages to me
    e) _____Emails to me
    f) _____Educational brochures
    g) _____Other (specify)_____________________

**Section 3. Vaccinations during pregnancy**

11) Has your prenatal provider talked with you about vaccinations during pregnancy yet?
    a) _____Yes  
    b) _____No  
    c) _____Don’t know

12) How interested are you in information about vaccines during pregnancy?
    
    Not interested at all  
    A little interested  
    Neutral  
    Interested  
    Very interested

    □ □ □ □ □

13) Other than talking with your prenatal provider, where would you most likely go to find more information about vaccines during pregnancy? 
    Check all that apply.
    a) _____Social Media (Facebook, Twitter, etc.)
    b) _____My OB/GYN’s practice website
    c) _____CDC Website
    d) _____Health department website
    e) _____My friends and family
    f) _____Other pregnancy-related websites (e.g. www.BabyCenter.com, www.whattoexpect.com, etc.)
    g) _____Other (specify)_____________________

14) If your prenatal provider wanted to give you more information about vaccines during pregnancy, how would you like to get that information? Check all that apply.
    a) _____A “vaccines” section on their practice website
    b) _____Useful links posted on their practice Facebook page
    c) _____Useful links distributed on their Twitter feed
    d) _____Text messages to me
    e) _____Emails to me
    f) _____Educational brochures
    g) _____Other (specify)_____________________

**Section 4. Safe medications and pregnancy**

15) Have you talked to your prenatal provider about safe medications during pregnancy?
    a) _____Yes  
    b) _____No  
    c) _____Don’t know
16) How interested are you in information about safe medications during pregnancy?

<table>
<thead>
<tr>
<th></th>
<th>Not interested at all</th>
<th>A little interested</th>
<th>Neutral</th>
<th>Interested</th>
<th>Very interested</th>
</tr>
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<tbody>
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<td>□</td>
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</tbody>
</table>

17) Other than talking with your prenatal provider, where would you most likely go to find more information about safe medications during pregnancy? Check all that apply.

a) ______ Social Media (Facebook, Twitter, etc.)
b) ______ My OB/GYN’s practice website
c) ______ CDC Website
d) ______ Health department website
e) ______ My friends and family
f) ______ Other pregnancy-related websites (e.g. BabyCenter, What To Expect, etc.)
g) ______ Other (specify)___________________

18) If your prenatal provider wanted to give you more information about safe medications during pregnancy, how would you like to get that information? Check all that apply.

a) ______ A “Safe medications” section on their practice website
b) ______ Useful links posted on their practice Facebook page
c) ______ Useful links distributed on their Twitter feed
d) ______ Text messages to me
e) ______ Emails to me
f) ______ Educational brochures
g) ______ Other (specify)___________________

Section 5. Practice website & social media knowledge

19) Do you have any social media accounts? Please check all that apply.

a) ______ Facebook
b) ______ Twitter
c) ______ Instagram
d) ______ Other (specify)___________________

20) Do you know if your prenatal provider has a practice website?

a) ______ Yes, and I visit it regularly
b) ______ Yes, but I don’t visit often
c) ______ Yes, but I have never visited it
d) ______ No, I don’t know

21) Do you know whether your prenatal provider has a practice-sponsored Facebook page?

a) ______ Yes, and I have followed/liked it
b) ______ Yes, but I have not followed/liked it
c) ______ No, I don’t know

22) Do you know whether your prenatal provider has a practice-sponsored Twitter account?

a) ______ Yes, and I follow it
b) ______ Yes, but I do not follow it
c) ______ No, I don’t know

23) If your prenatal provider started a text message service to provide you with information about prenatal health topics, how frequently would you want to get those texts?

a) ______ Twice per week
b) ______ Once per week
c) ______ Twice per month
d) ______ Once per month
e) ______ Never, I don’t want that service

Section 6. Qualities of content

24) When reading information about pregnancy-related topics, how important do you find the following qualities?

<table>
<thead>
<tr>
<th></th>
<th>Not important</th>
<th>Somewhat important</th>
<th>Very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>That it’s endorsed or approved by the CDC</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>That it’s endorsed or approved by my own prenatal care provider</td>
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<td>□</td>
<td>□</td>
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<tr>
<td>That it’s evidence-based</td>
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<tr>
<td>That it’s brief</td>
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<td>□</td>
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<tr>
<td>That it’s important to other mothers</td>
<td>□</td>
<td>□</td>
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Section 7. Demographic information

25) How old are you?

a) ______ 18 – 24 years old
b) ______ 25 – 29 years old
c) ______ 30 – 34 years old
d) ______ 35 – 39 years old
e) ______ 40+ years old

26) What is the highest level of school that you have completed?

a) ______ K-8 grade
b) ______ 9-11 grade
c) ______ High school graduate/GED
d) ______ Technical/Vocational or Associates
e) ______ Bachelor Degree
f) ______ Master’s Degree
g) ______ Doctorate

27) How would you describe your ethnic background?

a) ______ African American/Black
b) ______ Latino/Chicano
c) ______ Caucasian/White
d) ______ Asian
e) ______ Other (please specify)___________________

*THANK YOU FOR COMPLETING OUR SURVEY!*
PLEASE RETURN YOUR SURVEY TO THE FRONT DESK