CREATE Project Overview: Inoculation Strategies for Risk Communication Messages

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Research Objective

Test and develop inoculation messages that provide pre-event, instructional information for enhancing resistance to lost confidence due to terrorist attacks.

Major Research Activities and Results Status

- **Activity 1:** Questionnaire and treatment messages developed and data collected.
- **Result 1:** Post-inoculation messages isolated, content analysis completed.
- **Activity 2:** Pre-Test questionnaire and treatment messages created from post-inoculation talk in study one.
- **Result 2:** Develop phase three questionnaire and treatment messages for distribution in national sample.
- **Activity 3:** Forthcoming—conduct inoculation experiment in collaboration with Decision Research.

Primary Research Transition Partners & Status

TSA, DHS, FEMA, USDA

Research Transition Pipeline Phase:

Results are published in an applied, practical format and shared through presentation to the organizations listed above.
Additional Project Results

• Previous research sponsored by CREATE on this topic has shown promising potential for inoculation messages in the context of terrorism events.

• Initial findings on this project indicate that formal inoculation messages may have the potential to spread more deeply into a population through face-to-face post-inoculation talk—conversations initiated by those who received the formal inoculation message.