

# Abstract

**Objectives:** To conduct impact evaluation to examine the effects of Public Communication Campaign (PCC) provided by Center for Disease Control in the past three years.

**Methods:** A two-stage procedure was applied: (1) The content analysis of PCC materials to determine major communication themes and contents. Basically information related to four major infectious in Taiwan: HIV/AIDS, Enterovirus, Dengue, and Tuberculosis were included. Additionally, PCC information regarding different Hepatitis was also targeted, (2) Based on the communication themes and contents derived from the content analysis and research instruments obtained from the literatures, a questionnaire was developed. The contents and format for this instrument was finalized after face/content validity improvement through discussion with health communication experts and telephone interview pre-testing among a group of citizens.

**Results:** Valid responses were collected from a total of 2052 participants nation-wide, with a response rate of 89.8%. Major findings include (1) Awareness of and correct interpretation to the communication slogans, symbols and terms developed particularly for the campaigns of the four diseases was low, especially those related to TB, (2) However, Significant association was found between exposure/reception to these slogans/terms/symbols and KAP, even while the possible effect of sociodemographic characteristics was adjusted, (3) Respondents' knowledge toward the transmission routes of different hepatitis was not satisfactory, (4) Mass media is still the most comprehensive exposed channel for the transmission of information regarding infectious diseases. However, physicians and experts were considered the most credible sources of information, and which was also the most likely to be consulted sources if needed (5) Awareness of Center for Disease Control was very high but correct understanding of the "disease category and scope" that are in charge of by this institution was under expected.

**Conclusion:** (1) The slogans/terms/symbols designed or developed for specific communication theme should be more agreeable to lay language and experiences. They should be used continuously enough to diffuse extensively to the general public to be internalized to their cognitive system, (2) PCC contents and channels should be designed and delivered in accordance with the information exposure/reception pattern of the target audience, (3) To enhance the general public's awareness of CDC and its functions. Moreover, the credibility of CDC should also be raised to reinforce the

effects of PCC provided by CDC.

Key words: Center for Disease Control, Impact Evaluation, Public communication campaign