

Appendix 1: Experimental study of effects of exposure to an FDA pathway diagram

In the study, the Annenberg Science and Public Health (ASAPH) panel was randomly assigned to one of five conditions, three of which we analyze here. The prompts used in each of the three conditions are described below.

Data for this experiment came from wave 11 of the Annenberg Science and Public Health (ASAPH) panel, which was conducted between May 31 and June 6, 2023. Wave 11 had a sample of 1601, a margin of error of +/- 3.3 percentage points, and an overall design effect of 1.85.

Condition 2 presented respondents with a figure describing the FDA's approval process for vaccinations, in either English (see Figure 14) or Spanish.

After each of the three conditions, respondents were asked “how likely, if at all, would you be to recommend that a friend or family member who is pregnant take the [RSV] vaccine?” on a four-point Likert scale ranging from “Not at all likely” to “Very likely.”

Survey respondents treated either with a visual description of the FDA's vaccine approval process or a description of the risks associated with RSV were more likely to recommend RSV vaccination to a friend or family member who was pregnant.

Condition 1:
Control

An RSV vaccine is currently under review by the Food and Drug Administration (FDA). If the Food and Drug Administration (FDA) were to approve a new vaccine that those who are pregnant could take to protect their newborns from RSV from birth to 6 months of age, how likely, if at all, would you be to recommend that a friend or family member who is pregnant take the vaccine?

Condition 2:
Process

An RSV vaccine that would be given to pregnant individuals to protect their newborns from RSV is currently under review by the Food and Drug Administration (FDA). **The FDA approval process involves the stages of review shown in the following chart.**

An RSV vaccine is currently under review by the Food and Drug Administration (FDA). If the FDA were to approve a new vaccine that those who are pregnant could take to protect their newborns from RSV from birth to 6 months of age, how likely, if at all, would you be to recommend that a friend or family member who is pregnant take the vaccine?



Condition 3:
Risk

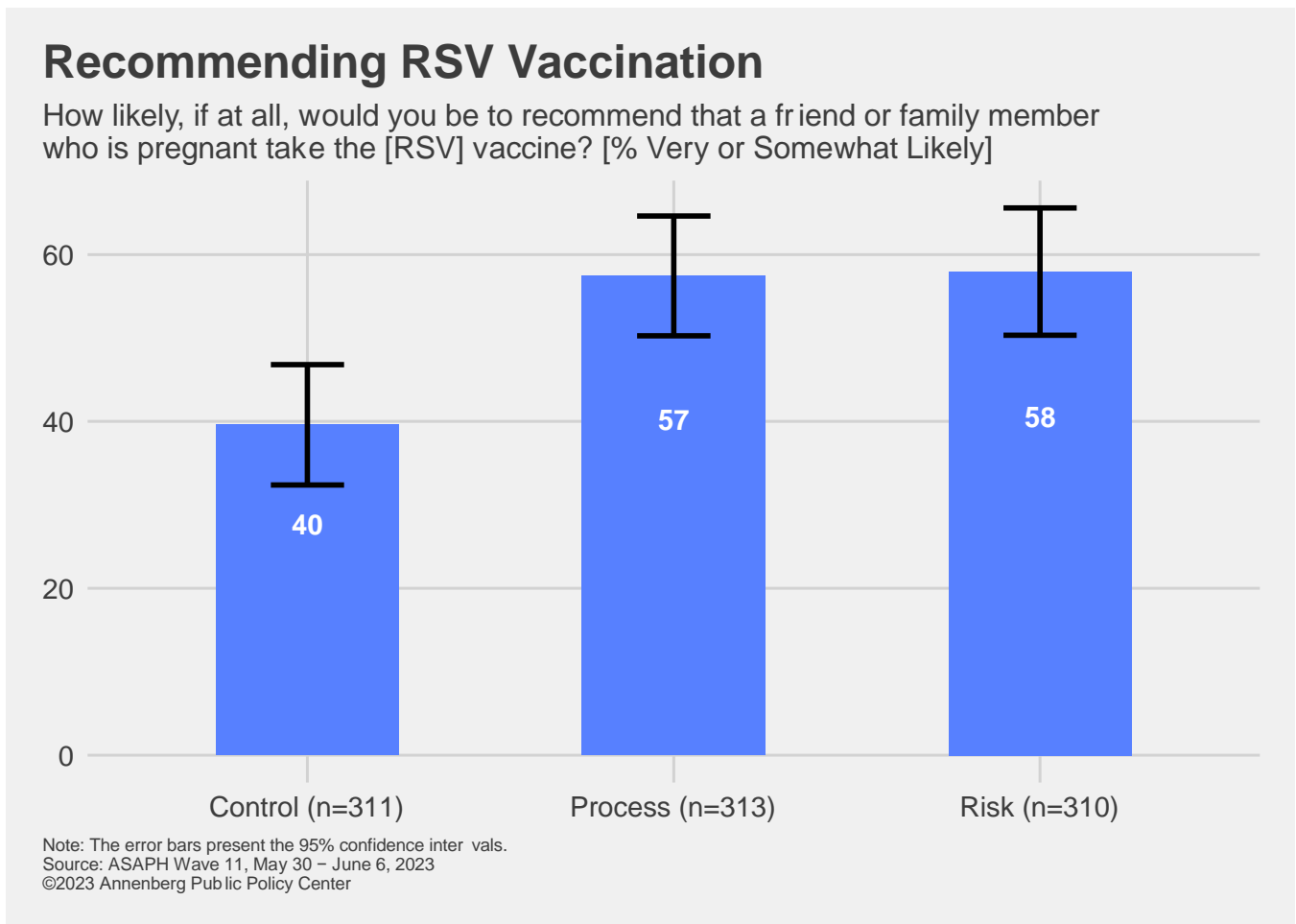
RSV can be dangerous for some infants and young children. Each year in the U.S. an estimated 58,000-80,000 children younger than 5 years old are hospitalized due to an RSV infection. One to two out of every 100 children younger than 6 months of age with RSV infections may need to be hospitalized.

An RSV vaccine is currently under review by the Food and Drug Administration (FDA). If the FDA were to approve a new vaccine that those who are pregnant could take to protect their newborns from RSV from birth to 6 months of age, how likely, if at all, would you be to recommend that a friend or family member who is pregnant take the vaccine?

MORE likely to recommend RSV vaccination to pregnant friend or family member 

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Figure 15. Effect of exposure to the three conditions. Information source: U.S. Food and Drug Administration.



The experiment was created by Patrick Jamieson, Ph.D., and the data analyzed by Shawn Patterson, Jr., Ph.D. The FDA-CDC approval pathway diagram (Figure 14) was created by Lori Robertson of FactCheck.org.