

January 2023: BaDr Communication with a Lay Audience: Pre-Course Survey

Welcome! If you are in the Becoming Doctor Sessions: Dos and Don'ts of Social Media, Identifying Bias and Misinformation, Media Training: Being a Good Source, or Legislative Advocacy - then you are taking a session in the Communication with Lay Audience thread.

Prior to your scheduled Communications with the Lay Audience class please complete this survey.

You will be asked to take the post-session survey once you have completed all of your Communications with the Lay Audience classes for this session of BaDr.

This is voluntary. Your grade for the class is not dependent on the completion of this form. Your name will necessarily be linked to track your responses over time. However, once your responses are linked, they will be analyzed de-identified.

If on a phone - change phone to landscape

* Indicates required question

1. Please type the first letter of your middle name followed by the first letter of your mother's name followed by the last 4 digits of your phone number when you were age 10. (if you do not know your phone number from age 10, please use your current phone number). This will become your identifier for future classes, and your answers will become de-link from your name/email/x500 for analysis. ex If your middle name is Jane, and your mom's name is Mary, and your phone number at age 10 ended in 4321 your identifier will be JM4321.

2. Please select the Becoming a Doctor Communication with a Lay Audience Thread classes that you are taking right now (what class are you currently in?)

Check all that apply.

- ☐ Identifying Bias and Misinformation (BaDr II, January)
- ☐ Legislative Advocacy (BaDr IV, January)

3. What year are you in medical school? *

Mark only one oval.

- ☐ 3rd year *Skip to question 5*
- ☐ 4th year *Skip to question 4*
- ☐ it's complicated *Skip to question 4*

4th Year Medical Students & It's Complicated

4. Please select the Becoming a Doctor Communication with a Lay Audience Thread classes that you have already taken (please do not include classes taken this week).

Check all that apply.

- ☐ Social Media Dos and Don'ts as a Physician (August 2021)
- ☐ Identifying Bias and Misinformation (January 2022)
- ☐ Being a Good Source (August 2022)

Skip to question 6

3rd Year Medical Students

5. Please select the Becoming a Doctor Communication with a Lay Audience Thread classes that you have already taken (please do not include classes taken this week).

Check all that apply.

- ☐ Social Media Dos and Don'ts as a Physician (August 2022)

Communication Thread: Pre-Course Survey

6. Have you ever posted on social media (e.g. Facebook, Twitter, blog, etc.) in your personal life ? *

Mark only one oval.

☐ Yes

☐ No

7. Have you ever posted on social media (e.g. Facebook, Twitter, blogs, etc.) in your professional role as a medical student? *

Mark only one oval.

☐ Yes

☐ No

8. Have you ever written for or been interviewed for the traditional media (e.g. TV, radio, newspapers, magazines, etc) in your personal life? *

Mark only one oval.

☐ Yes

☐ No

9. Have you ever written for or been interviewed for the traditional media (e.g. TV, radio, newspapers, magazines, etc.) in your professional role as a medical student? *

Mark only one oval.

☐ Yes

☐ No

Communication Thread: Discrete Skills

10. Please rate your ability to ... *

Mark only one oval per row.

	Not At All Able	Slightly Able	Moderately Able	Very Able	Extremely Able	NA / I don't know what that is
Identify a communications objective.	☐	☐	☐	☐	☐	☐
Identify talking points.	☐	☐	☐	☐	☐	☐
Give an elevator pitch (utilizing a communications objective and talking points).	☐	☐	☐	☐	☐	☐
Talk to a legislator about an important health topic.	☐	☐	☐	☐	☐	☐
Identify professional and unprofessional conduct on social media.	☐	☐	☐	☐	☐	☐
Represent our profession well on social media.	☐	☐	☐	☐	☐	☐
Find quality health information quickly online.	☐	☐	☐	☐	☐	☐
Find peer-reviewed publications that accurately	☐	☐	☐	☐	☐	☐

**answer medical
questions
quickly.**

**Identify biased
information
online.**

☐☐☐☐☐☐

**Identify biased
peer-reviewed
studies.**

☐☐☐☐☐☐

**Utilize lateral
reading
techniques.**

☐☐☐☐☐☐

**Utilize
communication
objectives and
talking points to
write a health
communication,
such as a blog,
Tweetorial, or op
ed.**

☐☐☐☐☐☐

**"Get to the point"
and "not bury
the lede" in
medical
communications
with lay
audiences.**

☐☐☐☐☐☐

**Use storytelling
to facilitate
medical
communications
with lay
audiences.**

☐☐☐☐☐☐

**Use social math
to facilitate
medical
communications
with lay
audiences.**

☐☐☐☐☐☐

**Assess another
clinician's
communication
through social
media or
traditional
media**

☐☐☐☐☐☐

Communication-Thread: Attitudes

11. How important do you think it is for physicians to ... *

Mark only one oval per row.

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
... communicate with lay audiences?	☐	☐	☐	☐	☐
... communicate with lay audiences through traditional media (e.g. TV, radio, newspapers, magazines, etc)?	☐	☐	☐	☐	☐
... communicate with lay audiences through social media (e.g. Facebook, Twitter, blogs, etc.)?	☐	☐	☐	☐	☐
... engage in legislative advocacy?	☐	☐	☐	☐	☐
... be able to identify bias and misinformation	☐	☐	☐	☐	☐

12. How well do you think physicians ... *

Mark only one oval per row.

	Not well at all	Slightly well	Moderately well	Very well	Extremely well
... communicate with lay audiences?	☐	☐	☐	☐	☐
... communicate with lay audiences through traditional media (e.g. TV, radio, newspapers, magazines, etc)?	☐	☐	☐	☐	☐
... communicate with lay audiences through social media (e.g. Facebook, Twitter, blogs, etc.)?	☐	☐	☐	☐	☐
... engage in legislative advocacy?	☐	☐	☐	☐	☐
... be able to identify bias and misinformation	☐	☐	☐	☐	☐

13. How important do you think it is for you in the future as a physician to ... *

Mark only one oval per row.

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
... communicate with lay audiences?	☐	☐	☐	☐	☐
... communicate with lay audiences through traditional media (e.g. TV, radio, newspapers, magazines, etc)?	☐	☐	☐	☐	☐
... communicate with lay audiences through social media (e.g. Facebook, Twitter, blogs, etc.)?	☐	☐	☐	☐	☐
... engage in legislative advocacy?	☐	☐	☐	☐	☐
... be able to identify bias and misinformation	☐	☐	☐	☐	☐

14. In the future as a physician, how interested are you in ... ? *

Mark only one oval per row.

	Not at all interested	Slightly interested	Moderately interested	Very interested	Extremely interested
... communicating with a lay audience?	☐	☐	☐	☐	☐
... communicating with a lay audience through social media (e.g. Facebook, Twitter, blogs, etc.)?	☐	☐	☐	☐	☐
... communicating with a lay audience through traditional media (e.g. TV, radio, newspapers, magazines, etc.)?	☐	☐	☐	☐	☐
... engaging in legislative advocacy?	☐	☐	☐	☐	☐
... identifying bias and misinformation?	☐	☐	☐	☐	☐

15. How comfortable are you communicating with lay audiences using social media (e.g. Facebook, Twitter, blogs, etc.) ... ? *

Mark only one oval per row.

	Not At All Comfortable	Slightly Comfortable	Moderately Comfortable	Very Comfortable	Extremely Comfortable
...in your personal life?	☐	☐	☐	☐	☐
... in your professional life as medical student?	☐	☐	☐	☐	☐

16. How comfortable are you communicating with lay audiences through traditional media (e.g. TV, radio, newspapers, magazines, etc) ... ? *

Mark only one oval per row.

	Not At All Comfortable	Slightly Comfortable	Moderately Comfortable	Very Comfortable	Extremely Comfortable
...in your personal life?	☐	☐	☐	☐	☐
... in your professional life as medical student?	☐	☐	☐	☐	☐

17. How comfortable are you with engaging in legislative advocacy ... ? *

Mark only one oval per row.

	Not At All Comfortable	Slightly Comfortable	Moderately Comfortable	Very Comfortable	Extremely Comfortable
...in your personal life?	☐	☐	☐	☐	☐
... in your professional life as medical student?	☐	☐	☐	☐	☐

18. How confident are you in your ability to identify biased or misinformation ... ? *

Mark only one oval per row.

	Not At All Confident	Slightly Confident	Moderately Confident	Very Confident	Extremely Confident
...in your personal life?	☐	☐	☐	☐	☐
... in your professional life as medical student?	☐	☐	☐	☐	☐

19. In the future as a physician, how likely are you to ... ? *

Mark only one oval per row.

	Extremely Unlikely	Unlikely	Neutral	Likely	Extremely Likely
... communicate with lay audiences?	☐	☐	☐	☐	☐
... communicating with a lay audience through social media (e.g. Facebook, Twitter, blogs, etc.)?	☐	☐	☐	☐	☐
... communicate with lay audiences through traditional media (e.g. TV, radio, newspapers, magazines, etc.)?	☐	☐	☐	☐	☐
... engage in legislative advocacy?	☐	☐	☐	☐	☐
... identify bias and misinformation?	☐	☐	☐	☐	☐

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January 2023: BaDr Communication with a Lay Audience: Post-Course Survey

After to your scheduled Communications with the Lay Audience class please complete this survey.

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Communication Thread: Discrete Skills

2. Please rate your ability to ... *

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Identify talking points.	☐	☐	☐	☐	☐	☐
Give an elevator pitch (utilizing a communications objective and talking points).	☐	☐	☐	☐	☐	☐
Talk to a legislator about an important health topic.	☐	☐	☐	☐	☐	☐
Identify professional and unprofessional conduct on social media.	☐	☐	☐	☐	☐	☐
Represent our profession well on social media.	☐	☐	☐	☐	☐	☐
Find quality health information quickly online.	☐	☐	☐	☐	☐	☐
Find peer- reviewed publications that accurately	☐	☐	☐	☐	☐	☐

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**Identify biased
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**Identify biased
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**Utilize lateral
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ed.**

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**"Get to the point"
and "not bury
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communications
with lay
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**Use storytelling
to facilitate
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**Use social math
to facilitate
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**Assess another
clinician's
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Communication-Thread: Attitudes

3. How important do you think it is for physicians to ... *

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... communicate with lay audiences through traditional media (e.g. TV, radio, newspapers, magazines, etc)?	☐	☐	☐	☐	☐
... communicate with lay audiences through social media (e.g. Facebook, Twitter, blogs, etc.)?	☐	☐	☐	☐	☐
... engage in legislative advocacy?	☐	☐	☐	☐	☐
... be able to identify bias and misinformation	☐	☐	☐	☐	☐

4. How well do you think physicians ...

Mark only one oval per row.

	Not well at all	Slightly well	Moderately well	Very well	Extremely well
... communicate with lay audiences?	☐	☐	☐	☐	☐
... communicate with lay audiences through traditional media (e.g. TV, radio, newspapers, magazines, etc)?	☐	☐	☐	☐	☐
... communicate with lay audiences through social media (e.g. Facebook, Twitter, blogs, etc.)?	☐	☐	☐	☐	☐
... engage in legislative advocacy?	☐	☐	☐	☐	☐
... be able to identify bias and misinformation	☐	☐	☐	☐	☐

5. How important do you think it is for you in the future as a physician to ... *

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	Not at all important	Slightly important	Moderately important	Very important	Extremely important
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... engage in legislative advocacy?	☐	☐	☐	☐	☐
... be able to identify bias and misinformation	☐	☐	☐	☐	☐

6. In the future as a physician, how interested are you in ... ? *

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... communicating with a lay audience through social media (e.g. Facebook, Twitter, blogs, etc.)?	☐	☐	☐	☐	☐
... communicating with a lay audience through traditional media (e.g. TV, radio, newspapers, magazines, etc.)?	☐	☐	☐	☐	☐
... engaging in legislative advocacy?	☐	☐	☐	☐	☐
... identifying bias and misinformation	☐	☐	☐	☐	☐

7. How comfortable are you communicating with lay audiences using social media (e.g. Facebook, Twitter, blogs, etc.) ... ? *

Mark only one oval per row.

	Not At All Comfortable	Slightly Comfortable	Moderately Comfortable	Very Comfortable	Extremely Comfortable
...in your personal life?	☐	☐	☐	☐	☐
... in your professional life as medical student?	☐	☐	☐	☐	☐

8. How comfortable are you communicating with lay audiences through traditional media (e.g. TV, radio, newspapers, magazines, etc) ... ? *

Mark only one oval per row.

	Not At All Comfortable	Slightly Comfortable	Moderately Comfortable	Very Comfortable	Extremely Comfortable
...in your personal life?	☐	☐	☐	☐	☐
... in your professional life as medical student?	☐	☐	☐	☐	☐

9. How comfortable are you with engaging in legislative advocacy ... ? *

Mark only one oval per row.

	Not At All Comfortable	Slightly Comfortable	Moderately Comfortable	Very Comfortable	Extremely Comfortable
...in your personal life?	☐	☐	☐	☐	☐
... in your professional life as medical student?	☐	☐	☐	☐	☐

10. How confident are you in your ability to identify biased or misinformation ... ? *

Mark only one oval per row.

	Not At All Confident	Slightly Confident	Moderately Confident	Very Confident	Extremely Confident
...in your personal life?	☐	☐	☐	☐	☐
... in your professional life as medical student?	☐	☐	☐	☐	☐

11. In the future as a physician, how likely are you to ...? *

Mark only one oval per row.

	Extremely Unlikely	Unlikely	Neutral	Likely	Extremely Likely
... communicate with lay audiences?	☐	☐	☐	☐	☐
... communicate with a lay audience through social media (e.g. Facebook, Twitter, blogs, etc.)?	☐	☐	☐	☐	☐
... communicate with lay audiences through traditional media (e.g. TV, radio, newspapers, magazines, etc.)?	☐	☐	☐	☐	☐
... engage in legislative advocacy?	☐	☐	☐	☐	☐
... identify bias and misinformation?	☐	☐	☐	☐	☐

12. Which Becoming a Doctor Mass Communication session did you just finish?

Mark only one oval.

☐ Identifying Bias and Misinformation *Skip to question 13*

☐ Legislative Advocacy *Skip to question 14*

If you just completed Identifying Bias and Misinformation

Thank you for your participation in ANY of the Becoming a Doctor Mass Communications Thread sessions

13. Please select the Becoming a Doctor Communication with a Lay Audience Thread classes that you have already taken (please do not include classes taken this week).

Check all that apply.

☐ Social Media Dos and Don'ts as a Physician (August 2022)

☐ None

If you just completed Legislative Advocacy

Thank you for your participation in ANY of the Becoming a Doctor Mass Communications Thread sessions.

14. Please select the Becoming a Doctor Communication with a Lay Audience Thread classes that you have already taken (please do not include classes taken this week).

Check all that apply.

☐ Social Media Dos and Don'ts as a Physician (August 2021)

☐ Identifying Bias and Misinformation (January 2022)

☐ Being a Good Source (August 2022)

☐ None

15. BEFORE participating in ANY of the BaDR: Communication with Lay Audience sessions, had you

Check all that apply.

- ☐ Communicated with a lay audience
- ☐ Used talking points
- ☐ Communicated through TV, radio, newspapers, magazines, etc. magazines, etc.
- ☐ Created a SOCO (Single Overarching Communications Objective) to focus your communication
- ☐ Communicated through social media (e.g. Twitter, facebook, blogs, etc.)
- ☐ Used an Elevator Pitch
- ☐ Talked with legislators
- ☐ Identified bias/misinformation online
- ☐ Used lateral reading

16. SINCE participating in ANY of the BaDR: Communication with Lay Audience sessions, have you

Check all that apply.

- ☐ Communicated with a lay audience
- ☐ Used talking points
- ☐ Communicated through TV, radio, newspapers, magazines, etc. magazines, etc.
- ☐ Created a SOCO (Single Overarching Communications Objective) to focus your communication
- ☐ Communicated through social media (e.g. Twitter, facebook, blogs, etc.)
- ☐ Used an Elevator Pitch
- ☐ Talked with legislators
- ☐ Identified bias/misinformation online
- ☐ Used lateral reading

17. Reflecting on the communication skills taught in the BaDR: Communication with Lay Audience sessions listed above please describe an example of how you used one of these skills since participating in the course. If you have not used any of the skills, please leave this section blank.

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