

Changes in Participant Values Resulting from Public Engagement Processes on Public Health Issues

Mark DeKraai

Denise Bulling

Tarik Abdel-Monem

Stacey Hoffman

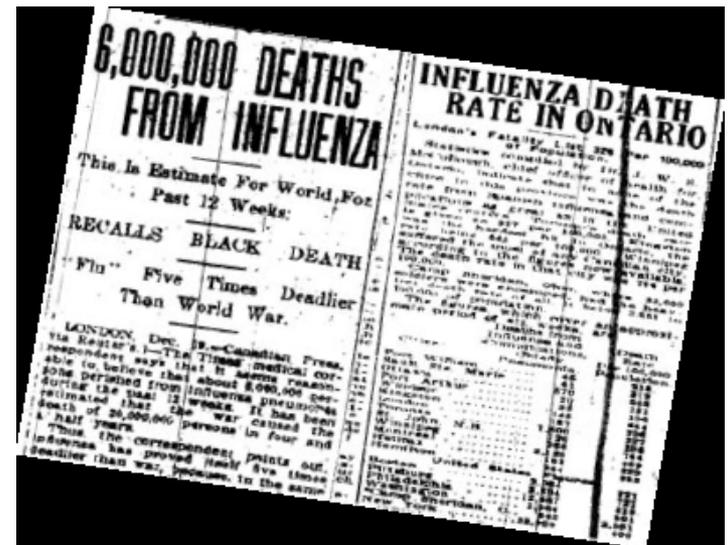
University of Nebraska Public Policy Center

Public Engagement Evaluation Projects

- CDC Pandemic Influenza Vaccine (2005)
 - CDC Community Control Measures (2007)
 - CDC Pandemic Influenza Vaccine (2008)
 - CDC National Vaccine Policy (2009)
 - CDC Novel H1N1 Influenza Response (2009)
 - CDC Six State Pandemic Influenza Project (2010)
 - Harris County Texas Pandemic Influenza (2011)
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Centers for Disease Control and Prevention (CDC) US Dept of Health & Human Services

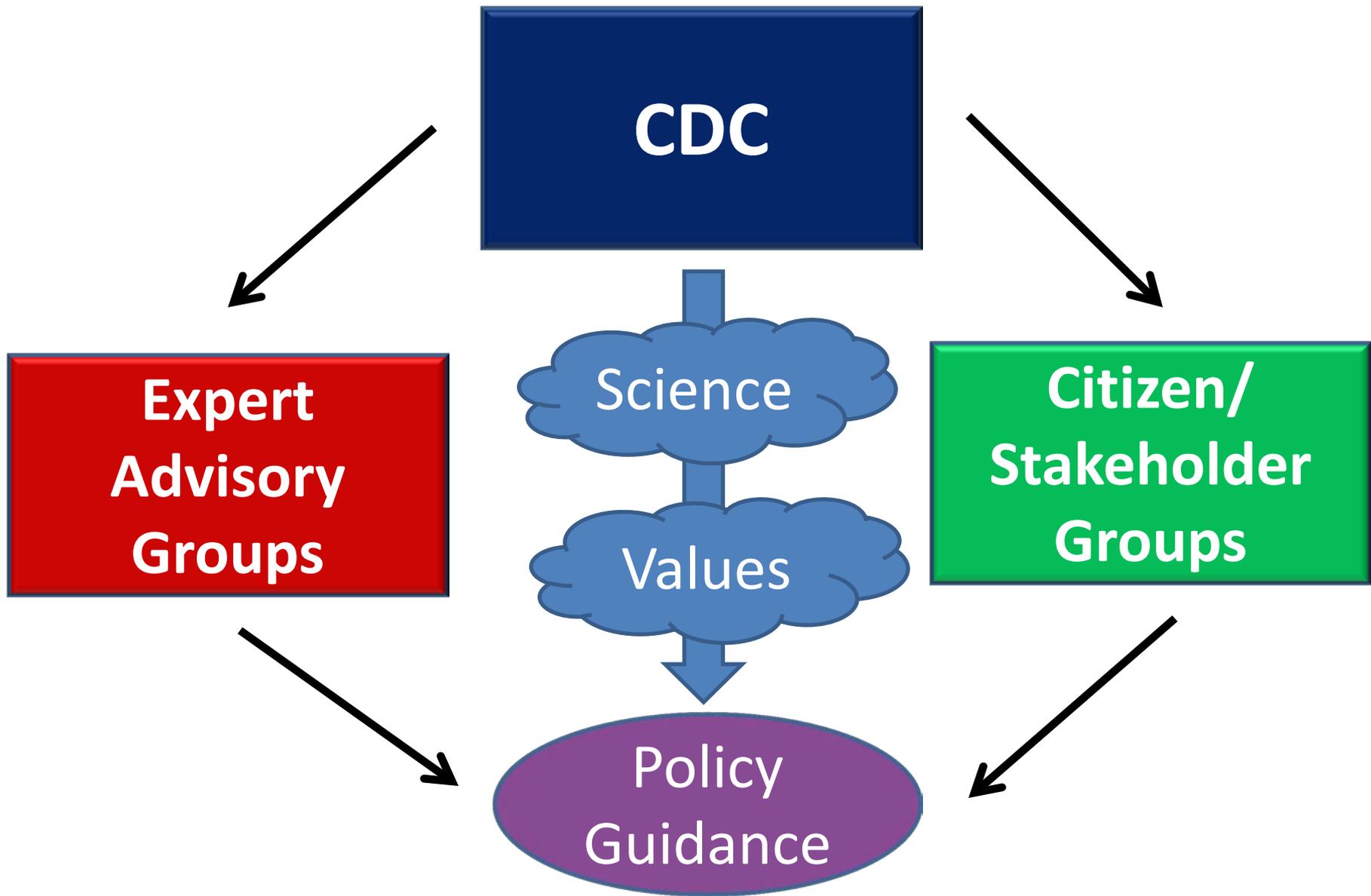
Guidance on Who
Should Receive Scarce
Vaccine in Severe
Influenza Pandemic



Some Options

- Persons with chronic health conditions
- Health care workers
- Children
- Those that offer the most economic benefit
- People responsible for keeping electricity and gas flowing
- Fire fighters/Law enforcement/Emergency management
- Infants
- Public officials
- Transportation workers
- Pregnant Women
- First come first serve
- Elderly
- Military





Policy Makers

**CDC Public
Engagement
Promoters**

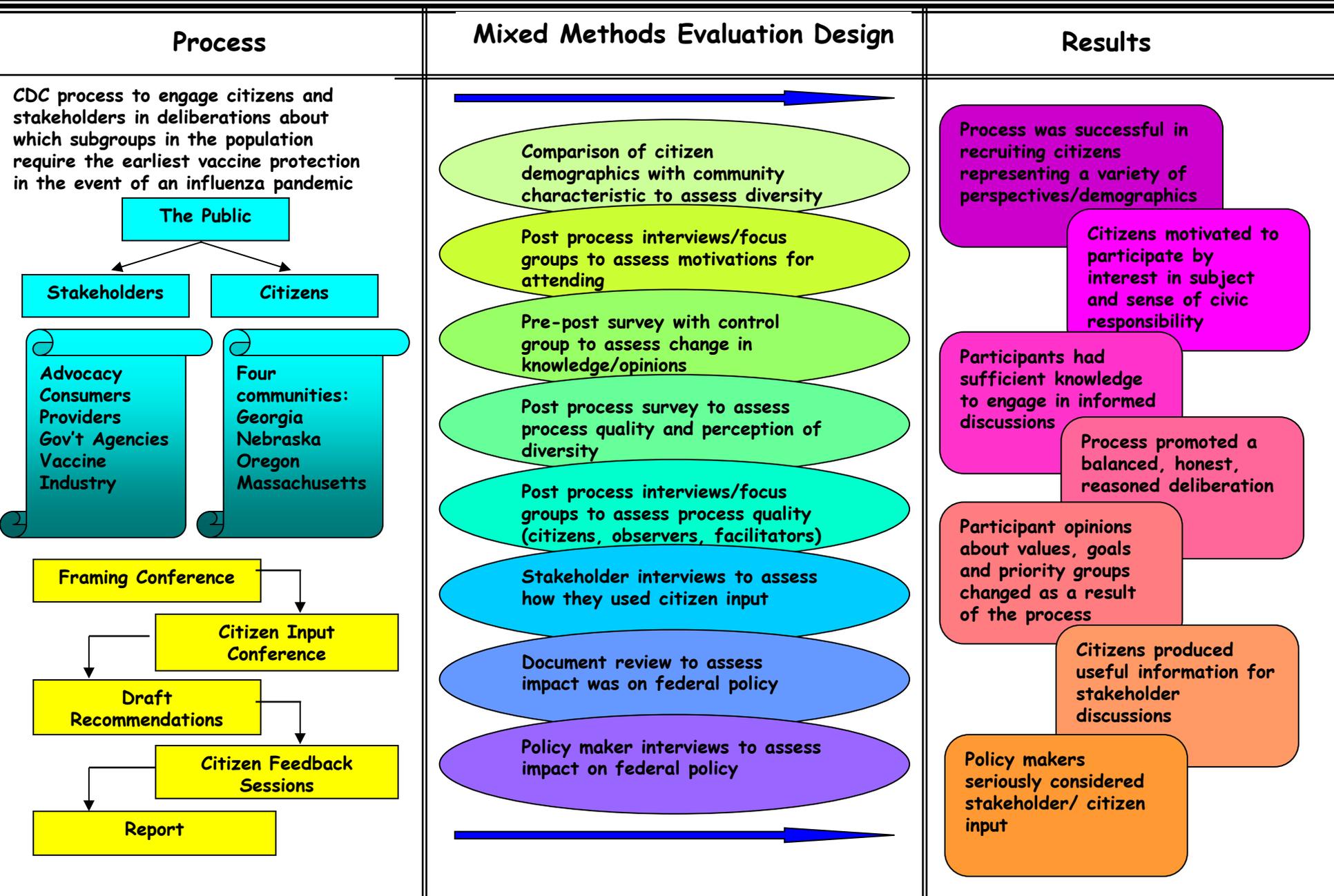
Facilitators

Evaluators

Evaluation Question: **Was this a good process?**

- Did the process attract enough participants to engage in effective deliberations?
- Did participants represent a diversity of backgrounds and perspectives?
- Were participants able to engage in informed dialogue?
- Did participants thoughtfully consider the issues and weigh the options?
- Did the process result in a fair and balanced, discussion of the issues?
- Did the process enhance trust in government and increase support for decisions?
- Did the process empower citizens?
- Did policy makers use the information?
- Did the process meet the expectations of sponsors?

Public Engagement Pilot Project on Pandemic Influenza (PEPPPI) Evaluation Model

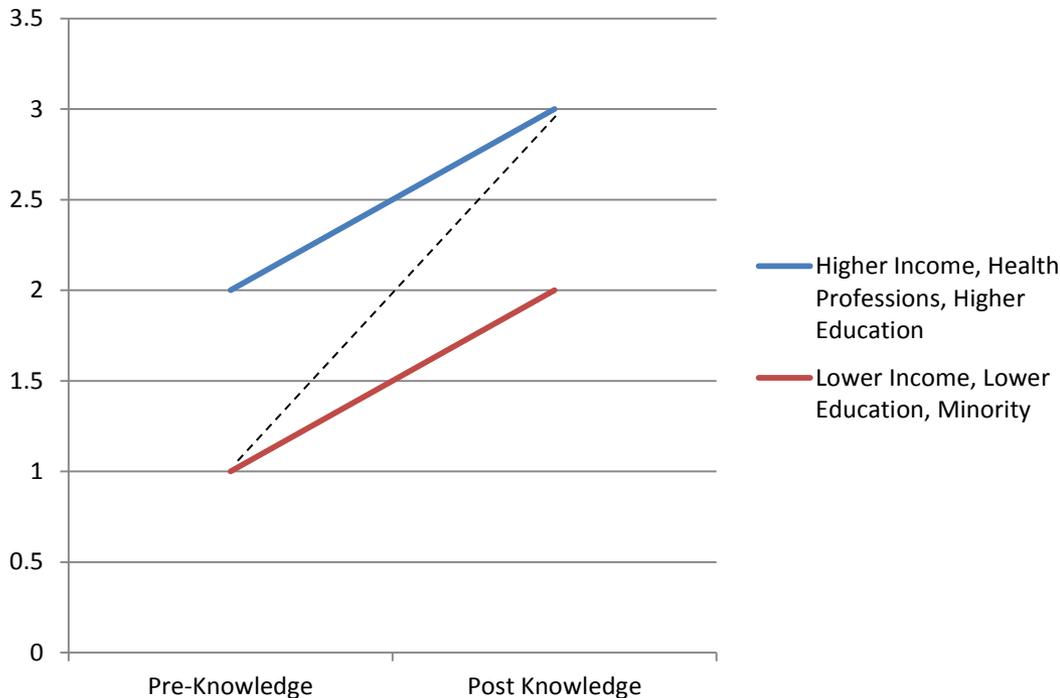


Evaluation Results

- Recruitment was successful and participants were diverse
 - Process was perceived to be fair and high quality
 - Participants gained knowledge about the topic – they engaged in informed deliberation
 - As a result of the process, participants values and perceptions changed – they considered alternative perspectives
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Troubling Results

Although all participants gained knowledge, there was not an equalization of knowledge



CAN A
DELIBERATIVE
PROCESS BE FAIR
AND BALANCED
WHEN THERE IS A
DISCREPANCY IN
KNOWLEDGE
AMONG GROUPS?

Troubling Results

Although participants changed beliefs about values/options, change was not dramatic

Persons who are most likely to get seriously ill or die from the flu	3.48 (0.747)	3.46 (0.746)
Children	3.66 (0.585)	3.44* (0.762)
The elderly	3.56 (0.682)	3.31* (0.784)
People important to everyone's safety, like firefighters, police or ambulance workers	3.40 (0.755)	3.20 (0.769)
Workers who help keep communities functioning, such as those who keep on the electricity and those who get food to grocery shelves	3.04 (0.908)	2.84* (0.906)

* P<.05

MIGHT PUBLIC RESOURCES HAVE BEEN SAVED BY DOING A PUBLIC OPINION SURVEY INSTEAD?

Troubling Results

Although participants changed beliefs about values/options, there was less agreement at the end of the process.

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SHOULD A DIFFERENT PROCESS HAVE BEEN USED TO ACHIEVE CONSENSUS?

Evaluation Conclusions

The process was fair and balanced involving informed citizens who provided useful information for decision makers.

OR

The process was biased, resulted in discord rather than harmony and could have been conducted more cost effectively.

Which is right?

Are these results important?

...It depends....

Values

Process Experts

- Implications for ensuring complex material is understood by all groups
- Clearly articulate the desired outcome for deliberative processes
- Carefully consider process design and that it matches the purpose



Decision Makers

- The process was substantially fair
- The purpose was input not consensus
- The process yielded additional benefits
 - Interaction between officials and citizens
 - Citizen empowerment
 - Greater trust in government
 - The story is impressive



Mark DeKraai mdekraai@nebraska.edu

Denise Bulling dbulling@nebraska.edu

Tarik Abdel-Monem tabdelmonem@nebraska.edu

Stacey Hoffman shoffman@nebraska.edu

University of Nebraska Public Policy Center

215 Centennial Mall South, Suite 401

Lincoln, NE 56588

402-472-5678

<http://www.ppc.nebraska.edu>
