

**Table 2. Frequency of Studies Addressing Communication and Preparedness Outcomes**

<b>Communication outcomes</b>	<b>Definition</b>	<b>Frequency (%)</b>	<b>Examples</b>
Information sources and exposure	The incidental exposure of information of a public health threat, which is not actively looked for by the audience, but obtained through daily routine or from the surrounding.	(46) 50%	Information about government's social distancing recommendations learned from routine television watching
Information seeking behaviors	The actions people take proactively to search for information about public health threats for self-protection and survival.	(10) 11%	Browsed website and/or call doctors to get info about vaccine against H1N1.
Trust and credibility	Trust and credibility in the information sources, quality of the information received, fairness of treatment, or government's ability to respond to a public health emergency.	(29) 32%	Trust in commercial television or health department as information source about H1N1 vaccines.
Information processing	Ability to understand information about public health threats for self-protection and survival.	(3) 3%	Some subgroups in society were more vulnerable during pandemics because they had difficulty in understanding preventive measures.
Information utilization	Ability and/or willingness to use information obtained to prepare for and respond to public health threats.	(11) 12%	Compliance with hygienic practices during pandemics.
<b>Preparedness outcomes</b>	<b>Definition</b>	<b>Frequency (%)</b>	<b>Examples</b>
Knowledge/awareness	Knowledge about specific threats and preventive behaviors	49 (53%)	Individuals with knowledge of a particular mode of transmission for H1N1.
Risk perception	Subjective judgment about the characteristics and severity of personal or societal risk	64 (70%)	The risk of being infected with the H1N1 virus.
Preventive behaviors	Any activity undertaken by individuals to prevent a disease or limit contagion to other people.	64 (70%)	Compliance with the hygienic practices, immunization practices.
Healthcare behaviors	Any activity undertaken by individuals to seek medical attention after they encounter the threat	24 (26%)	Seeking health care, compliance with recommended medications (i.e. antivirals).
Emotional Response	Emotional reactions that	43 (47%)	Fear, worry, anxiety,

	occur as a response to a real risk or potential threat to health or environment.		hopelessness or anger
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