

To: Isaac Pickell
From: Lukas Nilsen
Date: September 5th, 2023
Subject: "Pre-vaccination Checklist for COVID-19 Vaccines" Rhetorical Analysis

The memo evaluates a pre-vaccination survey document developed by the CDC's Advisory Committee on Immunization Practices. The survey targets individuals planning to take the COVID-19 vaccine and aims to gather large-scale information to aid in vaccine research and development. The following analysis addresses the strengths and weaknesses of the survey document and describes them in detail.

Addresses specific audience:

The audience that the survey targets is people who are planning on taking the COVID-19 vaccine. It is used to gather information about people before they take the vaccine. The document accomplishes this well by having specific labels and titles that state exactly what the survey is for. For example, the survey name is "Pre-vaccination Checklist for COVID-19 Vaccines" and says "For vaccine recipients:" at the very top of the first page which clearly states the purpose of the following questions.

The questions that are asked in the survey are all relevant to one specific audience. The questions ask names and ages, which could be used for anything; but the rest of the questions are very related to healthcare and more specifically COVID-19. It is clear the survey portion is meant for patients while the rest of the descriptions are meant for healthcare professionals. Questions like "Are you feeling sick" and "Have you had an allergic reaction before" are necessary for healthcare professionals to know the answers so that they can carry out their job to the best of their ability. Due to the face of the questions being so specific they are very closely related to a specific audience.

Helps Readers Solve Problems (Purpose)

The problem that the pre-vaccination document is trying to solve is to gather large-scale information to assist in the research and development of the COVID-19 vaccine. If this is a survey that everyone who is administered the vaccine takes, then it would be easy to track the side effects of the vaccine. If someone were to have an adverse reaction to the vaccine, then after it is reported doctors could look at the patient's responses to the survey and see if they could identify a pattern and/or cause for the reaction. If a pattern is detected, then it could encourage or discourage people from taking the vaccine. To make sure they make the best decision for their situation.

The way that the document solved this problem was by having a broad but specific set of questions and explanations used to gather information on vaccine takers. Having people fill out

these surveys before allows scientists and doctors to track the side effects and effectiveness of the vaccines on all the different categories of people (Age, Gender, Health) There are also pages

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and pages of descriptions that allow the questions to be answered as accurately as possible. The in-depth descriptions are extremely helpful for the success of the document, and they allow it to be used by both professionals and normal everyday people.

Reflects an Organization's Goals and Culture

The organization that created the document is the CDC, or more specifically the Advisory Committee on Immunization Practices. The [CDC's mission statement](#) states they their goals are to protect the US and its citizens. The CDC is also a well-known and well-respected government organization so just having their name on the document builds ethos.

The CDC is the first thing anyone thinks about when they think of fighting against viruses (Such as COVID-19). The CDC's budget is just over 11.5 billion dollars (about \$35 per person in the US) annually. Such a big organization that is involved with everything to do with diseases is exactly who should be creating documents like the one being reviewed. Their expertise was effectively used when creating all of the info tables. Since it is from a reliable source the info gives people clarity; especially with all of the misinformation surrounding COVID-19.

Uses design to increase readability

I feel that the survey has a lot of benefits while also being very flawed in the area of content. One of the good design choices is the blank page located exactly after the survey page. I believe this is for when the document is printed so that the survey and description pages can be separated. If the document is printed double-sided on paper, then with the existence of the blank page you could just have people hand in a single piece of paper so that it is way more organized and easier to interpret information later on.

I liked the idea of the separate descriptions for each of the questions and possible responses. If the descriptions were intertwined, then it would be very difficult to follow and there would be a lot of unnecessary words on the paper. The way the document is designed now allows for people to easily fill out the survey, and on the off chance that they are confused by a question or answer they can look deeper into the document for clarification.

Some of the bad things I noticed about the design of the document were how wordy everything was and how there was so much information that I felt couldn't have been necessary. Question five specifically. It explained 13 questions, but it took 3 full pages to do so. I believe that that information should have been cut down to a couple of sentences about each option and it could have been much more appealing to read. All of these descriptions being so wordy and

thorough, it makes scrolling from the survey to the answer/question descriptions incredibly tedious and unnecessary.

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Overall, I believe that the aesthetic of the document was successful. The document was not just black and white; it contained different colors and used shading effectively to assist with the flow of the document. For the lists, it alternates light blue and white to make it easier to keep your place in the document. The header of the document had a cool graphic and contained the CDC logo which assisted in the design of the document. The use of bullets was effective in organizing the mass amount of information.

Consists of words, images, or both

The only image that the document used was the CDC logo. I believe that if the document has a couple pictures scattered throughout it would be much more appealing to look at and make it less overwhelming. The tables that the document uses were effective in sorting the information and assisting in the search for question/answer clarification. The single graphic that the document used was effective in displaying that the document was from a reliable source but if there were more images it would be better. If there would have been more images maybe they could have described some of the concepts so that some of the words could be removed.

Key Points:

1. Audience Specificity:

- The survey is tailored for those planning to take the COVID-19 vaccine.
- It clearly states its purpose with titles such as “Pre-vaccination Checklist for COVID-19 Vaccines”.
- Questions in the survey pertain specifically to health and COVID-19.

2. Problem Solving:

- It gathers vital information to track vaccine side effects, helping in research.
- Allows for categorization of people based on various parameters.

3. Organizational Reflection:

- Developed by the CDC, which has a prominent reputation and significant budget.
- The CDC's mission aligns with the intent of the document.

4. Design and Readability:

- There are good design elements such as a blank page after the survey for easy printing.
- The separate descriptions for each question are helpful, but the document is wordy.
- Effective color use and shading improve the document's aesthetic.

5. Content Components:

- The document mainly consists of words with the only image being the CDC logo.
- Including more images and graphics could make it more appealing and help simplify complex information.

Next steps:

Using the information above edit the survey document. The updated document should contain more images and graphics. You should go through and consolidate information when possible. Currently the document is decent but with some work it can be great. Please have the updated document finished by Friday.

Attachments: [Old Form](#)