A decorative background graphic consisting of a network of interconnected nodes and lines. The nodes are represented by small circles, some of which are solid blue, some are solid grey, and some are hollow blue. The lines connecting them are thin and grey. The network is more dense on the left and right sides of the slide, with a large cluster on the left and a smaller one on the right, leaving the center where the text is mostly clear.

Tackling Flu & Vaccine Misinformation

Data Team



Peter Vuong

Data Scientist

[Github](#)



Ilene Sorto

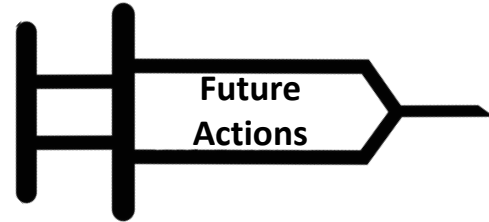
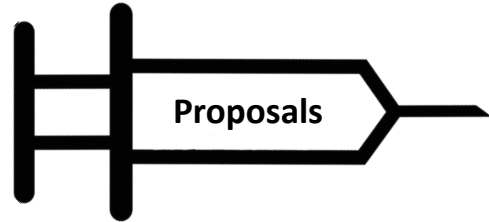
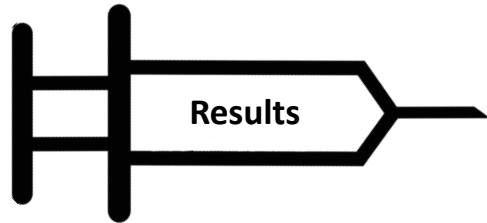
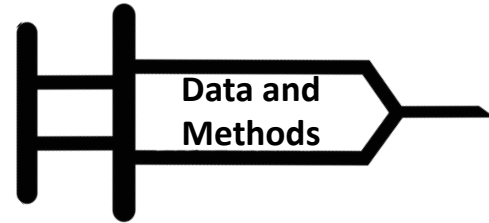
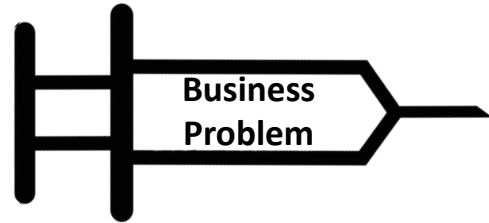
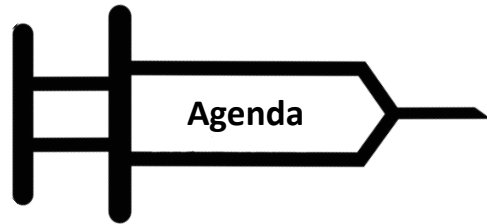
Data Scientist

[Github](#)



A decorative network diagram in the top-left corner, featuring a complex web of interconnected nodes and lines. The nodes are represented by small circles, some of which are larger and have concentric circles, suggesting a hierarchical or central structure. The lines are thin and gray, connecting the nodes in a non-linear fashion.

Agenda



A decorative network diagram in the top-left corner, featuring a complex web of interconnected nodes and lines. The nodes are represented by small circles, some of which are larger and have concentric circles, suggesting a hierarchical or central structure. The lines are thin and gray, connecting the nodes in a non-linear fashion.

Business Problem



“

“To promote health and quality of life by preventing and controlling disease, injury, and disability.”



Boosting Disease Awareness and Tackling Vaccine Misinformation

- ◎ What features influence flu and vaccine knowledge?
- ◎ How to increase turnover rate?



65%

of respondents LACK
the appropriate
knowledge of H1N1
flu and vaccine



Important Features

- ◎ Education Level
- ◎ Worry of getting sick from vaccine
- ◎ Overall concern



A decorative network diagram in the top-left corner, featuring a complex web of interconnected nodes and lines. The nodes are represented by small circles, some of which are larger and have concentric circles, suggesting different levels of connectivity or importance. The lines are thin and gray, creating a mesh-like structure.

Data & Limitations

Data and Limitations

- ◎ 2009 Survey Data
- ◎ ~27k respondents
- ◎ Data from Center for Disease Control and Prevention (CDC) and National Center for Health Statistics (NCHS)

DRIVEN DATA



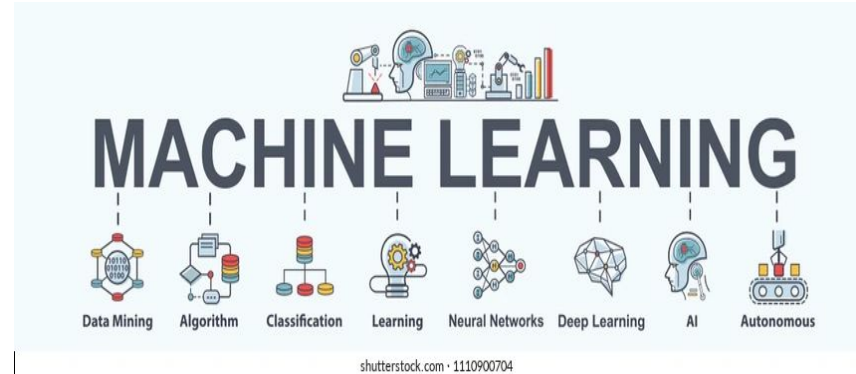


Methods and Results



Modeling

- Decision Tree - identify important features
- Logistic Regression - predictions



Education Level < 12 years

= ~0.5x **LESS LIKELY** to be
knowledgeable about H1N1

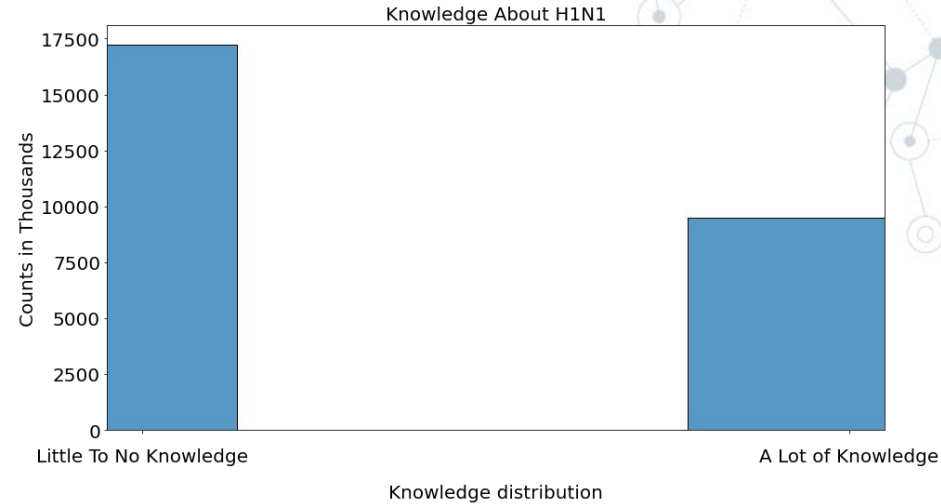
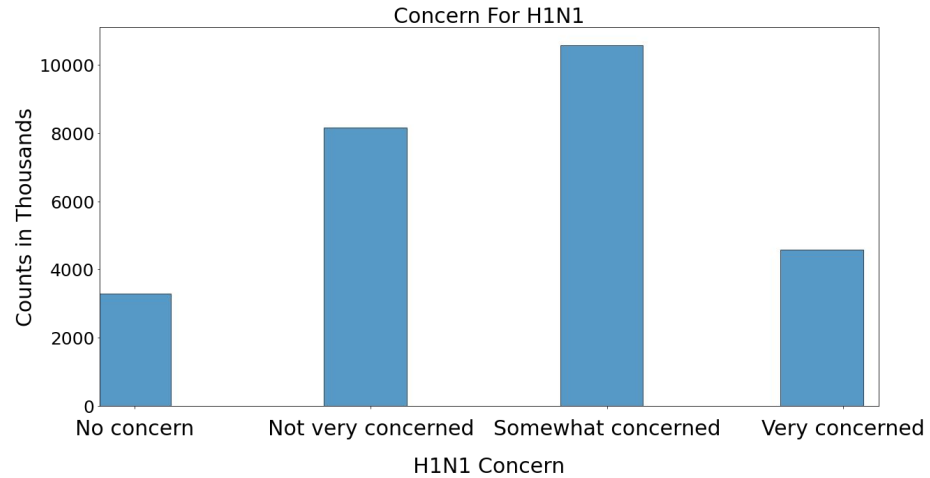


The background of the slide features a complex, light gray network pattern. It consists of numerous small circles, some of which are solid gray and others are hollow, connected by thin, light gray lines. These lines form a web-like structure that fills the entire background, creating a sense of interconnectedness and data flow.

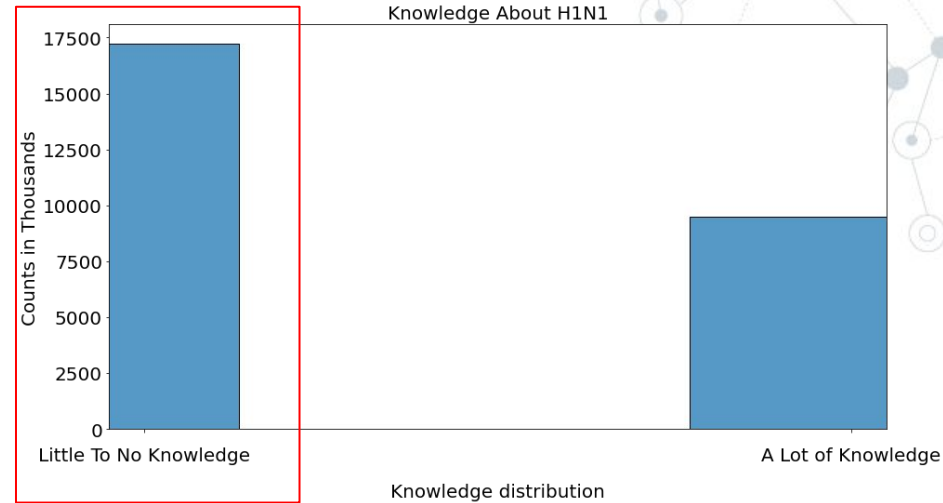
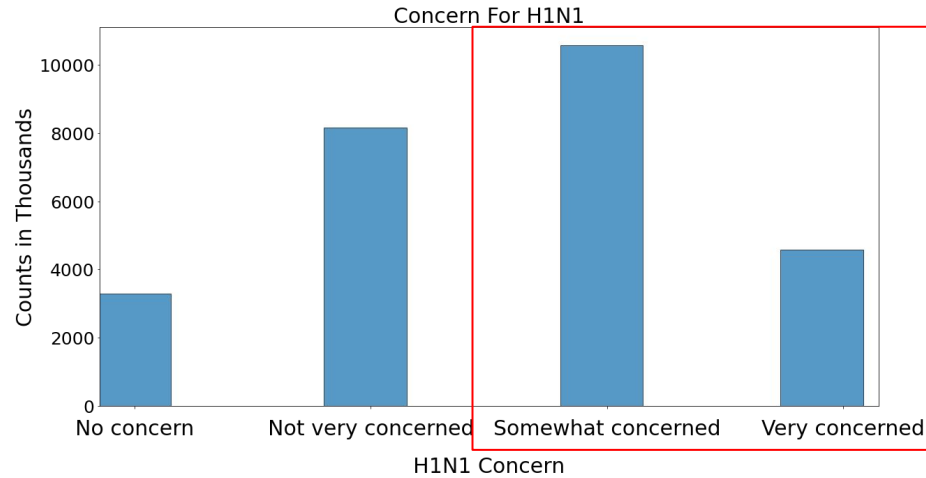
Precision = 60%

False Positives == False information

Knowledge and Concern for H1N1



Knowledge and Concern for H1N1





Recommendations



Recommendations

- ◎ PR Campaign to spread correct information + resources
- ◎ H1N1 Vaccine awareness
- ◎ Increase educational resources

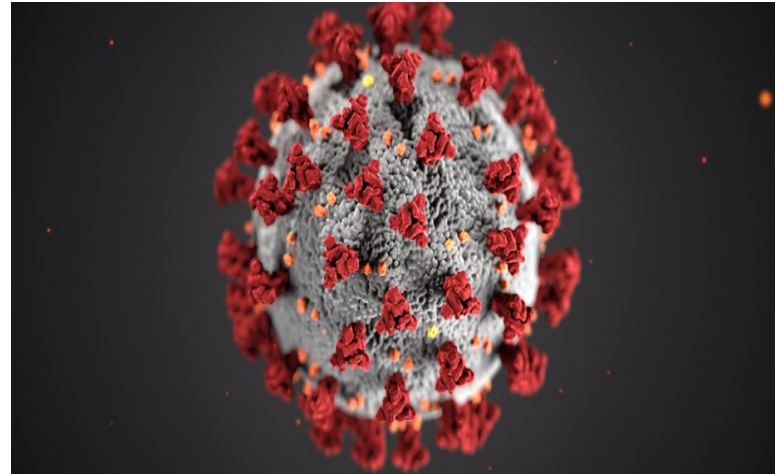


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Future Considerations

Modern Problems Require Modern Solutions

- ◎ COVID-19 Survey and Data - focus on new health issues
- ◎ Outreach + resources for underrepresented communities



Data Team



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A decorative network diagram in the top-left corner, featuring a complex web of interconnected nodes and lines. The nodes are represented by small circles, some of which are larger and have concentric circles, suggesting a hierarchical or central structure. The lines are thin and gray, connecting the nodes in a non-linear fashion.

Questions?

Appendix

- ◎ [Recommendations Vaccine Photo](#)
- ◎ [Coughing Graphic](#)
- ◎ [Business Problem Vaccine Photo](#)
- ◎ [NCHS Logo](#)
- ◎ [CDC Logo](#)
- ◎ [Covid-19 Graphic](#)
- ◎ [Graduation Cap Graphic](#)
- ◎ [Machine Learning Graphic](#)



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