Evaluation of The ARTT Tool Guide

Analysis and Response Tool for Trust (ARTT) Guide: Expert-Informed Resources for Individuals and Online Communities to Build Vaccine Confidence

“What can I say and how can I say it?”

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What is “it”?

...web-based software that provides easy access to accurate information, tips for effective and trust-building conversations, and encouragement
- (currently in development) -

Welcome

Can we talk?

The Analysis and Response Toolkit for Trust or ARTT is focused on helping people engage in trust-building ways when discussing vaccine efficacy and other topics online.

Our central tool, the ARTT Guide, will provide insights into points of analysis and response during conversations around complicated discussions such as vaccines and vaccinations.

Conversations, especially trusted ones, take both reliable information and creative skill. We know that people in the middle of discussions are faced with different contexts, challenges, and needs. Our toolkit shows different possibilities for these conversations.

Help with:
- What do I say?
- How do I say it?
The Ask of you: Share recruitment enrollment - July 10, 2023

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https://artt.cs.washington.edu/
Survey Design in a Nutshell

- Pre-and post-test surveys
- In between the two surveys: 4-week period of using the ARTT guide *(will receive text reminders)*
- Serial recruitment for **small focus groups** at the end of survey 2
- **Target audience for recruitment**
  - Immunization Folks & Those in Public Health (other disciplines - e.g., HIV, tobacco, chronic, etc...)
  - Community Members and those embedded in the community - e.g., community-based organization
  - Technology Savvy Folks On-line - e.g., wikipedians
- Incentives offered for completion of each component (i.e., surveys, use, focus groups)
What happens next? Evaluation informs the next generation of the guide... which then becomes available broadly for use by the public.

- ARTT FAQs [https://artt.cs.washington.edu/faq/](https://artt.cs.washington.edu/faq/)
- Contact me: Angela Shen [shenak@chop.edu](mailto:shenak@chop.edu)
Extra slides
Thank you!

**Vaccine info:** vaccine.chop.edu

**Providers:** vaccine.chop.edu/vaccineupdate

**Parents:** vaccine.chop.edu/parents

**Classrooms:** vaccinemakers.org

**Hilleman Film:** hillemanfilm.com

**Email us:** vacinfo@email.chop.edu
AIMS

AIMS of Project

1. Offering practical, research-backed response strategies to help users understand, inform, and participate in online conversations,

2. Analyzing content for various features that can indicate reliable and accurate information,

3. Connecting users together so that they can find support, community and inspiration

*Relies on user recognizing misinformation on-line

AIMS of Evaluation: to assess

a. Use of the ARTT tool to generate positive engagement in conversations on social media platforms,

b. Credibility of the message generated by the ARTT user, and

c. Useability and acceptability of the tool including an understanding of the value of the tool.