

Assessment of Student Perceptions and Opinions of Information About Older Adults and Zika from the Media

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Introduction: As the Zika virus spreads through parts of South America, and onto American soil, Zika has become a major focus of interest for public health authorities and the media. Zika is a virus that has been linked to microcephaly and Guillain-Barre Syndrome. The purpose of this study is to assess the knowledge/perceptions of public health and communication science students at Wichita State University about public health concerns including Zika.

Methods: The participants of this pilot study included students from the public health and communication science department. Participants received a *Qualtrics* survey link, containing a consent form for students' approval of participation.

Results and Conclusion: The results of this pilot study demonstrated major advancements in understanding students' knowledge and information sources used concerning Zika. Implications of these results are the need to improve health communication training and further evaluate the quality of health information dissemination via all communication sources.