**October 2023 Thematic Committee Briefing**

**Theme #3: Modeling Intervention Acceptance for Disease Mitigation**

The goal of Theme 3 of the PIPP Phase I PILOT (Predictive Intelligence for Limiting Outbreak Threats) project is to understand how people make decisions when adopting public health interventions.

During this quarter, we initiated the drafting of two substantial research papers. The first paper addresses the pressing challenges of modeling the spread of (mis)information, a critical issue in the age of rapid information sharing. While this research has a long intellectual history, many challenges remain; questions regarding the connectedness of social networks, the relationship between information and behavior, and the emergence of diverging opinions all lack consensus. The goal of our paper is to make explicit the obstacles we face and pave a way forward. Meanwhile, our second paper delves into the limits of predictability in misinformation spread, exploring the intricate boundaries of our current understanding. Techniques now exist that allow us to understand the capabilities of existing models; thus, this branch of research is aimed at rigorously comprehending what is currently possible to predict in the realm of behavioral and opinion spread—and what is not. Taken together, these two research endeavors are pivotal steps toward improving our grasp on the impact of misinformation on acceptance (and refusal) of public health interventions.

Moreover, we plan to expand our reach and capabilities during PIPP Phase II via a series of collaborations that have been established across all three PILOT thematic committees and participating organizations around the world. For Theme 3 in particular, this engagement will broaden our measurement capabilities and tap into diverse data resources. By enhancing our network, we aim to further strengthen our foundation for understanding public health intervention acceptance on a global scale.

Our collaborative and interdisciplinary approach continues to be our guiding principle as we work to build a stronger community of researchers and practitioners dedicated to the multifaceted challenges outlined above. Through workshops and research, the necessity for a deeper understanding of (mis)information in the pursuit of promoting public health and pandemic preparedness has become only more apparent during PIPP Phase I, and we are eager to persist in our work during Phase II.

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