Research Square

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“I shared it because it helped”: a qualitative analysis of reader motivations for sharing public health social media content

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Abstract

Background

During the COVID-19 pandemic, social media became an important channel for rapidly distributing public health information, but less is known about why readers choose to share health information within their own social networks. Those Nerdy Girls (TNG; formerly Dear Pandemic) provided evidence-based, practical health information through social media throughout the pandemic. We examined readers' motivations for sharing TNG content and how sharing functioned within their personal, professional, and community relationships.

Methods

In September 2022, TNG conducted a survey of newsletter subscribers and social media followers. We analyzed 843 open-ended responses to the question asking respondents why they had shared TNG posts and what made the information important to share. Using an inductive qualitative descriptive approach, three researchers coded responses and iteratively developed and refined a codebook, categories, and themes. Twenty percent of responses were independently recoded by a second researcher to support trustworthiness and confirmability. Descriptive statistics were used to characterize respondents.

Results

Respondents were predominantly women (92%), white (89%), highly educated, and aged 35–75 years. Three themes emerged. First, readers were motivated to share content that combined timely, factual, and practical information with an approachable and empathetic tone. Second, sharing was primarily directed toward existing social networks, including family, friends, colleagues, patients, clients, and community groups; not directed toward a general public audience. Third, readers used TNG content as a communication tool to support conversations, answer questions, make decisions, provide reassurance, navigate disagreement, and reinforce health-related messages. Sharing often enabled readers to translate trusted public health information into relational contexts where decisions about risk and protective behaviors were being made.

Conclusions

Public health information sharing on social media is not simply a mechanism for disseminating facts. For TNG readers, sharing was a relational practice that supported decision-making, interpersonal communication, and informal care work within existing social networks. Public health communicators

may increase the reach and usefulness of health information by producing scientifically rigorous content that is timely, empathetic, actionable, and easy for trusted community members to share with others.

Background

The COVID-19 pandemic was the first significant instance of a global pandemic in the age of widespread social media use. The proliferation of information on social media became a major crisis in itself, as highlighted by the World Health Organization's February 2020 identification of an "infodemic" in parallel to the infectious disease itself [1]. An infodemic is "an overabundance of information–some accurate and some not–that occurs during an epidemic. In a similar manner to an epidemic, it spreads between humans via digital and physical information systems." [2]

In this context, *Dear Pandemic* emerged in March of 2020 as a voluntary, social media-based science communication collaborative offering "practical and factual" health information about navigating everyday life challenges in the context of the COVID-19 pandemic [3–6]. The online content provided brief explanations of COVID-19 topics while providing guidance on making decisions based on available information in everyday life, including preventive behaviors, vaccination, and mental health. *Dear Pandemic* changed its name to *Those Nerdy Girls* (TNG) in 2022 as its scope expanded to include health topics beyond COVID-19. Here, we refer to the effort as TNG. The founding members were all women acting as public informants to their communities, colleagues, and friends with positionality as educated, approachable women. The TNG audience is largely comprised of white women of working or retirement ages [6]. The presence of TNG on social media platforms such as Facebook, Instagram, and Twitter/X made evidence-based content readily accessible. Readers actively deployed TNG content as a reliable public health tool, using both broadcasting (i.e., sharing to multiple people) to reach wider audiences as well as narrowcasting (i.e., sharing to one person) to communicate with specific individuals [7, 8].

The strong gender skew of the TNG audience raises questions about how gender intersects with readers' motivations to share content with others. Although sharing health information online is superficially a trivial behavior, it may also be understood as a form of informal, gendered digital care work. The act of sharing pertinent information with others offers a low cost in material terms, but relationally meaningful and often invisible practice motivated by concern for others. This interpretation builds on scholarship showing that women disproportionately perform the unpaid labor of maintaining family and social ties, including what di Leonardo termed "kin work": remembering, communicating, organizing, and sustaining relationships across households [9, 10]. Contemporary research extends this insight to the cognitive and logistical dimensions of household labor, showing that women often carry responsibility not only for completing tasks, but for anticipating needs, identifying options, monitoring outcomes, and ensuring that family life runs smoothly [11].

In health contexts, the role of kin work can include seeking, evaluating, translating, and circulating information that may help others make health-related decisions, reduce uncertainty, or manage risk. Social media may therefore become another site where gendered care responsibilities are enacted, as

digital communication tools are used to maintain family relationships, coordinate support, and sustain a sense of connection across households and communities [11, 12]. Readers may share online health information to help relatives, friends, clients, patients, students, or community members understand recommendations, make caregiving or family decisions, or maintain social connection through useful and trustworthy information. This interpretation is consistent with research showing that health information sharing online is shaped by relational concerns, imagined audiences, trust, and perceptions of whether information will be useful or acceptable to one's social network [13–15]. Ecological approaches to well-being further support the use of online information sharing, which emphasize that people's ability to manage everyday life depends not only on individual knowledge or competence, but also on the informational and social environments that support decision-making and adaptation [16]. In this sense, sharing TNG's pandemic-related content may have functioned not only to distribute useful information, but also as a way for readers to enact care, maintain connection, and support decision-making within their social networks.

Rooted in this conceptualization of gendered work and the social ecological model, this study examines what motivated TNG readers to share pandemic-related content, drawing on open-ended responses to a question included in a TNG quality improvement survey conducted in September 2022. The analysis considers how reader motivations for sharing content may intersect with gendered expectations of informal care, relational maintenance, and family health information management as well as their logistical approach to sharing the information. Specifically, we ask according to their own reports, what motivated TNG readers to share pandemic-related content? Our qualitative analysis offers a nuanced thematic account of how readers understood the value, purpose, and approach of sharing online TNG health information with others.

Methods

Survey

In September of 2022, TNG fielded a survey intended to assess the overall impact of TNG content on its readers' knowledge, attitudes, and beliefs about pandemic-related health topics such as vaccination, social distancing, mask-wearing, and other topics. In addition, the survey included a small number of open-ended questions. Here, we assess the open-ended text responses to one question: *"If you have ever shared a post with another person*, **why** *did you share that information? What made it seem important to share it?"*

Sample and Data

Survey invitations were directly emailed to half of the TNG email newsletter subscriber list (5,000 invitations). TNG also posted open invitations to participate in the survey on its English-language social media pages on Facebook, Instagram, and Twitter. Overall, the survey received 1,981 responses. Among

TNG email newsletter subscribers, the response rate was 20% (n = 1,011). We received the remaining responses from the open links on social media. There is no way to calculate a response rate from an open link, as the number of people who saw the invitation is unknown. We received 843 open-ended responses to the question that is the subject of the present analysis. Text responses to this question were completely de-identified for analysis. They were stored separately from all other survey responses and their content was reviewed by the PI (MJ) to ensure any individually identifiable information was redacted (e.g., names, dates, locations).

Institutional Ethics approval and consent to participate

The present study involved secondary analysis of existing, fully de-identified survey data. The research team had no contact with survey respondents and received only fully de-identified data, with no access to direct or indirect identifiers or other information permitting re-identification. The study was reviewed by the University of Wisconsin–Madison Education and Social/Behavioral Science Institutional Review Board and determined to be exempt from human subjects research requirements (Protocol 2026-0056). The study was conducted in accordance with applicable institutional guidelines and regulations and the ethical principles of the Declaration of Helsinki. Because the present study was an exempt secondary analysis of existing de-identified data, the Institutional Review Board did not require informed consent for participation in the secondary analysis. Accordingly, informed consent for the present study was not obtained.

Analysis

We performed qualitative text analysis of the open-ended responses a survey question asking why readers shared TNG content with others. We analyzed the text of responses using an inductive qualitative descriptive approach. Three members of the research team coded responses (AR, LH, and AG). In the first phase of analysis, one researcher (AR) reviewed the first 100 responses and developed an initial set of codes grounded in respondents' language and meanings. A second researcher (AG) reviewed the initial codes to assess agreement and refine code definitions. The remaining responses were then coded using this preliminary codebook, with new codes added as needed to capture emergent ideas. Each response was assigned to one primary code. To support trustworthiness and confirmability, 20% of responses were independently recoded by a second coder and compared with the original coding. Throughout the analytic process, the full research team met regularly to review, refine, condense, and differentiate codes through iterative discussion. Codes were then organized into broader categories, which were defined and reviewed by the group. The team then synthesized categories into key themes that captured respondents' reasons for sharing TNG. Coding of de-identified text was performed in a Google Sheet. We also performed descriptive quantitative analysis to summarize survey respondents. These analyses were performed using Stata 19 [17].

Results

Among the 843 people included in this analysis, the overwhelming majority were white (89%) women (92%) between ages 35 and 75. The majority had at least a 4-year college degree, with most reporting a master's or professional degree. Household income was relatively high with a modal response over $100,000 per year (52%). Most respondents were married or living with a partner (80%) and living in the United States (90%). Rurality of residence, as self-reported by the respondents, was divided across large cities (21%), small cities (21%), suburbs (32%), small towns (11%), and rural places (13%). See Table 1 for a description of our sample.

Table 1
Sample description (n = 843)

Variable	Percent of sample
Gender	Woman: 92%
	Man: 7%
	Other gender: <1%
	Missing: <1%
Age	18–24: <1%
	25–34: 4%
	35–44: 23%
	45–54: 26%
	55–64: 22%
	65–75: 22%
	75+: 3%
	Missing: <1%
Educational attainment	Less than high school or high school diploma: 2%
	Some college: 7%
	2-year degree: 4%
	4-year degree: 27%
	MS or professional degree: 38%
	PhD, MD, or other terminal degree: 19%
	Other: 2%
	Missing: <1%
Race/ethnicity	White: 89%
	Any other or multiple: 8%
	Missing: 2%
Annual Household Income	<$25,000: 2%
	$25,000–49,000: 5%
	$50,000–74,999: 9%
	$75,000–99,999: 13%
	$100,000+: 52%

Variable	Percent of sample
	Missing: 17%
Marital Status	Single: 9% Married or living with partner: 80% Divorced: 7% Widowed: 4% Other or missing: <1%
Rurality (self-identified)	Large city: 21% Small city: 21% Suburb: 32% Small town: 11% Rural: 13% Other/missing: 2%
Country	United States: 91% Canada: 4% UK: 1% Other or missing: 4%

Three themes emerged from readers' responses, summarized in Table 2. Themes reflected post characteristics that prompted sharing, intended recipients of the shared content, and how the post content was used to support communication.

Table 2
Emergent Themes, Definitions, Exemplar Quotes

Theme	Definition	Exemplar Quote
Relevant timing and facts with an approachable tone	A consistent tone responsive to emotional and information needs with relevance to current events influenced readers to share Those Nerdy Girls content with others. Readers described a nuanced writing style that conveyed factual, timely information and also facilitated the development of trust in the source, often described as the tone of the post. The readers made decisions to push the information to others based on their own interactions with the content. Readers described posts they shared as approachable, timely, factual and relevant to their day-to-day life during a time of uncertainty. They described the content as easy to understand and relatable to decisions and conversations they were having both in person and on social media. The tone of the writing often reinforced underlying beliefs and decisions of readers, giving them the confidence to share the content with other people. In multiple scenarios, the content was shared to acknowledge someone's emotions, such as providing reassurance when someone was unsure what to do or fearful.	"It's not the particular content that's memorable. It's your solid factual basis, woven with your human sensibility and clarity of expression. Your friendly, warm and matter-of-fact tone. Your empathetic acknowledgement of the complexity of personal decision-making under uncertainty. And the fact that you are women -- smart, practical, thoughtful and action-oriented. Your posts seem totally trustworthy."
Shared within existing social networks	The majority of readers were purposely sharing content with people whom they already shared a connection. Readers described sharing Those Nerdy Girls content with people within their personal, professional, and online social networks. Few describe sharing content with the hope of reaching the general public or to address societal concerns about misinformation. Most often, the content was shared with family and friends. Others reported sharing the content within professional networks: with patients and clients, among service providers, among educators, and with decision makers within professional settings like schools, faith organizations, and community-based services. Readers also described sharing content with specific groups of people. Specific personas included people making decisions about caring for children, people who expressed hesitancy about risk reduction measures including vaccination, and people with increased vulnerability to COVID-19 infection (e.g. immunocompromised, older, chronic health conditions).	"If a particular post was relevant to a specific friend, I generally send it to them in a message. Thinking of those friends, we have many discussions about Covid and when one of your posts applies, I forward it."
Tool to reinforce social interactions	Readers utilized posts in various social interactions as a tool to supplement conversation or influence the behaviors of others. At a structural level, the content was packaged in a way that was easy to deploy. In many cases, the content was shared after a specific conversation to stimulate further discussion, to provide reassurance, and to make decisions. Readers provided specific scenarios where they shared the content to make a specific	"I was working with several people (online) to put together an in-person retreat in Spring 2022. Shared with the 2 teachers to help us set up protocols and emergency plans in advance."

Theme	Definition	Exemplar Quote
	decision with a group, such as how to plan for an event. Readers often specifically referenced sharing information about vaccination and masking. Content was also used to address conflicts between people who did not agree on a course of action. In many cases, the content of Those Nerdy Girls removed underlying barriers the readers experienced in sharing information with others, including limited time to curate information for dissemination, interpersonal relationships that influence how information is received, and perceptions of bias among other information sources. Readers expressed comfort sharing the content in situations where the recipient may not agree with the content, offering technical support to navigate hard conversations and decision points.	

Theme 1: Relevant timing and facts with an approachable tone

The timing of factual posts written in an empathic tone resonated with readers. Readers recalled sharing posts that were relevant to their day-to-day life during a time of uncertainty. Words commonly used to describe the rationale for sharing the content included timely, relevant, practical, factual, easy to understand, and balanced as well as appropriate tone and trust in the source. One reader stated,

"It felt like the most credible source in existence while also being easy to understand and relevant to my life and my friends and family."

Readers conveyed the development of trust in the content and the writers of TNG, prompting them to share information with others. The combination of factual, relevant content paired with an approachable tone addressed both information needs and varied psychosocial reactions to uncertainty including fear, anger and overwhelm. Readers described situations where they felt unsure of what to do stating,

My cousin, like me, felt exhausted from making so many decisions about what to do or not do. It was helpful to read articles that helped take the guess work out of it.

Readers described the tone of TNG as acceptable to share with people on a broad spectrum of beliefs about the COVID-19 pandemic and associated interventions to minimize risk. Readers described feeling confident sharing TNG content, describing a reduction in fear of retribution from people with different levels of risk tolerance about infection. Responses demonstrated self-efficacy in their own decision-making about topics impacting their health, safety, and routine. One reader stated,

“It's not the particular content that's memorable. It's your solid factual basis, woven with your human sensibility and clarity of expression. Your friendly, warm and matter-of-fact tone. Your empathetic

acknowledgement of the complexity of personal decision-making under uncertainty. And the fact that you are women -- smart, practical, thoughtful and action-oriented. Your posts seem totally trustworthy."

Theme 2: Directed sharing within existing social networks

Readers described a variety of scenarios where they targeted TNG content to specific people or groups they already knew. People most often explained sharing content within personal networks or with a specific person. Broad sharing online for the benefit of the general public was mentioned far less often. Most often, readers described sharing within networks of family or friends. Networks of sharing other than family and friends included colleagues, patients, clients, schools, and faith communities. While many referenced in-person networks, others explained sharing content with online community groups, including neighborhood groups, "mom groups," and communities sharing specific interests or identities. One reader highlighted the ability to share posts with their social network of varying beliefs stating,

I often "share" pieces on my Facebook page with a very mixed group of "friends". Some already know or believe what is in them, and "like" them; others lean (or topple) into skepticism about Covid, vaccines and related topics, and I don't know how they take the info, but at least I planted the seed out there.

Another reader described sharing content with patients, stating,

"Much of what I shared was about vaccine and booster hesitancy. This is often with patients who are talking about not wanting to be vaccinated and boosted. I have shared the website often. It helps people be able to make their own decisions. I am a psychologist, so that I cannot tell people to get vaccinated, but I can help them make their decision making in a more realistic manner."

Readers described specific intended recipients of shared content. Common narrowcast recipient types included people who make decisions about children, family and friends with higher risk for COVID-19 complications, and people hesitant about adopting harm reduction COVID-19 interventions like vaccination and masking. The recipients most often referenced were close personal and professional contacts of the readers. Readers explained sharing content between generations within families and with people they previously spoke with about a COVID-19 topic. Many readers explained or alluded to their role as caregivers, both paid and unpaid, as a reason for sharing. One reader shared,

Friend was trying to decide what to do about her kids when vaccines became available. She appreciated getting straightforward review of available science.

Theme 3: Communication tool used to reinforce social interactions

Readers described posts as a tool used to communicate, increasing the agency of the reader to act within their social context. Readers expressed that their own time constraints and concern for bias made it difficult to synthesize other available information to make decisions. TNG content provided

summarized, actionable, and approachable information in one place. Readers described the utility of TNG posts in aiding decision-making, mitigating conflict, and following up on prior conversations with relevant information. Readers described the various ways they used the content, including sharing an individual post, directing people to TNGs' website containing all posts, and referencing a post within conversations. Readers often cited the use of content in one-on-one conversations such as,

My friends had questions themselves or wanted language to talk with family members about vaccines or other Covid-related quandaries.

In many examples, a post was used to support a reader in engaging in informed conversation. A reader highlighted one specific example of using information to make plans as a family stating,

To put us on the same page as to strategies our family would take prior to meeting vulnerable family members.

Readers described the intended outcome of sharing posts as including a desire to answer questions, navigate conflicting opinions, and to make a decision or plan.

Readers reflected on the value of posts in emotionally charged, complex situations, both when there was agreement between the people they shared with and when knowledge or opinions differed. Readers recognized both the complexity of evolving information and the increasingly polarized beliefs, acknowledging the value of Those Nerdy Girls posts in engaging with purpose. One reader stated,

Acquaintance expressed a concern on mRNA vaccine safety and cited some information that didn't match up with what was shared on Dear Pandemic. After reviewing further, I had doubts on the person's information source. He reviewed the Dear Pandemic article on this topic and after further review, he realized he was mixing up facts with a different type of vaccine. While he didn't get vaccinated after learning it was safe, he at least stopped spreading misinformation on its safety and was no longer afraid of those vaccines.

Additionally, readers reported how TNG posts provided information to reinforce important messages from a neutral third party. Readers highlighted the utility of posts to distill useful information, both with personal networks and professionally. One reader explained,

We were struggling to make clear mitigation/safety choices and needed an outside source that we both agreed was clear and truthful.

Discussion

Interpretation of Key Findings

Responses to a survey from readers of TNG during the COVID-19 pandemic revealed several key features about why readers chose to share the information to others. Readers shared information they trusted

and understood with people in their social networks through online platforms and conversations with friends, family, colleagues, clients, and communities. The combination of timely information supported by facts and empathic tone felt relevant to decisions being made in daily life, including how to manage social interactions, balance risk, and navigate differences of opinion during a time of uncertainty. Most often, content was directed to specific people: readers' social connections at work, within their community, and with relatives. Readers' insights reiterate the importance of getting accessible and accurate information to trusted community informants quickly during health crises.

Traditional public health communication frequently relies on the Health Belief Model, assuming that if an individual is given clear information regarding a threat and a benefit, they will modify their personal behavior [18, 19]. However, our findings suggest this framework is fundamentally incomplete for digital-age crises. TNG readers did not merely consume information for individual-level risk management; they deployed it to satisfy complex informational, emotional, and relational needs. This utility was deeply gendered, aligning with concepts of 'kin work' [9] and therapeutic communication [20]. By selecting, contextualizing, and routing content to mom groups, multi-generational family chats, and vaccine-hesitant clients, these readers transformed social media sharing into an act of digital caregiving. They assumed the cognitive burden of managing household health risks, using the empathetic tone of TNG as a buffer to mitigate interpersonal conflict and preserve relationships in a highly polarized landscape.

Uses and Gratifications theory has been widely used to explain why people actively choose particular media and communication behaviors, including on social media, to satisfy social, psychological, and informational needs [21–23]. Applied to social media sharing, this perspective suggests that users do not simply pass along content because they encounter it. Instead, sharing is motivated by anticipated gratifications such as self-expression, relationship maintenance, social connection, reputation building, emotional regulation, altruism, and the desire to inform or influence others [24–27]. Studies of online information sharing have emphasized both self-oriented motives, such as identity presentation and personal relevance, and socially oriented motives, such as helping others, maintaining ties, or participating in collective conversations [25–28]. Responses in this study highlight how online content transcends to in-person communication to influence the uptake of information. Readers acted as gatekeepers for information they deemed acceptable, relevant and useful to their interactions. From this perspective, sharing TNG content is not merely an individual gratification or expression of personal interest, but may also reflect a feminized practice of relational responsibility: using digital media to care for others by keeping them informed.

Findings from this study demonstrated the spread of information within existing social networks, highlighting the importance of social connectedness, the role of women in decision making during crisis, and the practice of narrowcasting public health messages. Most readers were not trying to inform the general public about health topics. Instead, they were speaking to their neighbor, sibling, grandchild, parent, colleague, or client. The role of readers as caregivers invested in the health of others was evident in the responses reflecting why they shared the content. Of note, the majority of TNG readers and survey respondents were women, demonstrating the historic and present role of women in sharing information

and making decisions to improve the health of families and communities. Respondents, predominantly women, directed messages to targeted audiences, contextualizing personal relevance instead of maximizing reach.

Readers consistently highlighted the importance of the empathic tone of posts in addition to the relevant facts as motivation to share the content. The theory of interpersonal relations and more specifically the concept of therapeutic communication rooted in nursing practice describes the process of nurses meeting a person where they are, identifying a mutual goal, and collaboratively crafting a plan to achieve the goal [20, 29]. In many ways, readers employed therapeutic communication when they decided to use TNG content to engage with others. Readers reiterated the importance of timing, relationships, underlying beliefs, emotion and social norms in making decisions to share content with people they know. Readers vetted the information and deployed it where they perceived it would be useful. Goals for sharing information included reassurance, making a decision, navigating complex topics, and increasing access to good information. Future public health messaging should focus on the ease of transferring information from a reader, the vector of communication, to their circles of trust. Informed, trusted community members have the capacity to spread valuable information more deeply within social networks.

Reader responses demonstrated how TNG content increased the agency of readers to engage in health communication. Readers used the content as a tool to reinforce their social interactions, perhaps increasing their perception of control within a health emergency. Readers explained how the information informed their own actions, though more often discussed what they hoped to contribute to others. Readers expressed intended outcomes of engagement included discussion of complex topics, reinforcement of desirable behaviors, changing behaviors of others, knowledge dissemination, validation of emotions, and general humanism. Multiple respondents acknowledged the likelihood that sharing the content would not or did not change the behavior of the intended recipient. Future inquiry should quantify benefits and burdens to the messenger and the recipient of science communication in the absence of behavior change. Willingness to engage may be a precursor to increasing intended actions in future health crises.

Limitations

Several important limitations of this analysis apply. First, the study sample was drawn from existing TNG subscribers and social media followers. This population leans heavily toward white, highly educated women of working or retirement age, and is not representative of a general population. Because survey respondents already possessed a baseline of digital literacy, health interest, and trust in TNG, their sharing motivations may not reflect the behaviors of broader, more diverse populations, particularly those historically marginalized by or untrusting of public health institutions. In addition, survey respondents may not represent the general population of TNG readers. While the 20% response rate among newsletter subscribers is solid for digital health surveys, we still face self-selection bias. It is likely that individuals who chose to answer the open-ended text question were more highly engaged, active sharers than the average reader, meaning passive consumers of the content are

underrepresented. Data collection occurred in September 2022, requiring respondents to retroactively recall their motivations for sharing content. Self-reported data may be subject to social desirability bias, where respondents overemphasize altruistic motivations and underreport casual or incidental sharing. Last, evidence of behavior change is difficult to ascertain from this data, though shared content may improve mental health and social relationships even in the absence of changing behavior.

Conclusions

This study demonstrates that social media-based public health communication operates as a dynamic instrument of relational preservation, interpersonal coping, and gendered care work. By integrating Uses and Gratifications Theory with sociological frameworks of kinship labor and nursing theories on communication, our findings reveal that the act of sharing health information during a crisis is deeply social. TNG readers utilized practical, empathetically framed content to actively navigate polarization, manage collective anxiety, and protect their immediate circles.

Our results underscore that public health campaigns often rely on highly motivated, trusted community gatekeepers. This informal digital care work was essential for decentralized risk-management throughout the COVID-19 pandemic.

For future public health emergencies, emergency communication frameworks must evolve past the traditional Health Belief Model, which views information primarily as a driver for isolated, individual-level risk calculations. Instead, public health entities should deliberately design communication strategies that recognize and empower the "messengers." Creating scientifically rigorous content that deliberately marries an approachable, empathetic tone with highly shareable, actionable formats allows public health agencies to leverage existing social networks. Investing in trust-building, compassionate tone, and relational utility is not a secondary asset to scientific accuracy. These are vital aspects of the public health dissemination process.

Abbreviations

TNG: Those Nerdy Girls

Declarations

Ethics approval and consent to participate: This study was reviewed and determined exempt by the Minimum Risk IRB of UW-Madison (Protocol 2026-0056).

Consent for publication: Not applicable. The manuscript contains only fully de-identified survey responses, and no information that could reasonably identify individual respondents is reported.

Availability of data and materials: The datasets used and/or analyzed during the current study are available from the corresponding author on reasonable request.

Competing interests: The authors declare that they have no competing interests.

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Authors' contributions: AZR contributed to conceptualization, methodology, validation, data curation, writing (original draft), writing (review and editing), and supervision. AG contributed to conceptualization, investigation, and Writing (review and editing). LH contributed to investigation and writing (review and editing). MJ contributed to conceptualization, investigation, resources, writing (original draft), writing (review and editing), supervision, and project administration.

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