

Attachment 7

E-mail Notification and E-mail and Telephone Reminders

E-mail Notification

Knowledge Networks Panel Participants

Reading Level 7.5 (assessed by Fleish-Kincaid)

Subject Line: Study About HIV Testing

We are asking people to be in a research study. The study will help us learn what people think about HIV testing. RTI, a research company in North Carolina, and Knowledge Networks in California are doing the study. The Centers for Disease Control and Prevention (CDC) is funding it.

If you are a good match and choose to be in the study, there will be four steps:

- We will ask you to do a Web survey that will take about 15 minutes.
- You may be asked to listen to radio ads and look at a booklet using your computer. If you are asked to listen to the radio ads and look at the booklet, it will take about 30 minutes.
- Two weeks after you do the first Web survey, you will be asked to do another Web survey that will take about 15 minutes.
- Four weeks after that survey you will be asked to answer one more short Web survey that will take about 5 minutes.

It will take a total of about 65 minutes to do all of the four steps in the study. If you are a good match and choose to be in the study, we will want to thank you for the time you spend doing each survey. We will give you 20,000 Knowledge Networks bonus points after you do the first survey. We will give you 10,000 Knowledge Networks bonus points after you do the second survey. We will give you 10,000 Knowledge Networks bonus points after you do the third survey. If you do all three surveys, you will get a total of 40,000 Knowledge Networks bonus points.

To see if you are a good match for the study, please click on the link below.

{LINK TO SCREENER}

E-mail Notification

E-mail List Sample Participants

Reading Level 6.2 (assessed by Fleish-Kincaid)

Subject Line: Study About HIV Testing

We are asking people to be in a research study. Because you are a current member of the SSI/GMI panel, you may qualify to participate in a study about HIV testing. The study will help us learn what people think about HIV testing. RTI, a research company in North Carolina, and Knowledge Networks in California are doing the study. The Centers for Disease Control and Prevention (CDC) is funding it.

If you are a good match and choose to be in the study, there will be four steps:

- We will ask you to do a Web survey that will take about 15 minutes.
- You may be asked to listen to radio ads and look at a booklet using your computer. If you are asked to listen to the radio ads and look at the booklet, it will take about 30 minutes.
- Two weeks after you do the first Web survey, you will be asked to do another Web survey that will take about 15 minutes.
- Four weeks after that survey you will be asked to answer one more short Web survey that will take about 5 minutes.

It will take a total of about 65 minutes to do all of the four steps in the study. If you are a good match and choose to be in the study, we will want to thank you for the time you spend doing each survey. We will give you \$20 after you do the first survey. We will give you \$10 after you do the second survey. We will give you \$10 after you do the third survey. If you do all three surveys, you will get a total of \$40.

To see if you are a good match for the study, please click on the link below.

{LINK TO SCREENER}

E-mail and Telephone Reminders

1st E-mail Reminder (3-6 days)

Reading Level 6.9 (assessed by Fleish-Kincaid)

We recently sent you a survey. We would appreciate you taking the survey at your earliest convenience by clicking the button below. Depending on your e-mail reader, you may need to copy and paste the link into your web browser. If you already did the survey, thank you and please delete this e-mail.

2nd E-mail Prompt - Custom (7 – 10 days)

Reading Level 6.8 (assessed by Fleish-Kincaid)

We recently sent you a survey about HIV testing. RTI and Knowledge Networks are doing the study. The Centers for Disease Control and Prevention (CDC) is funding the study. We would appreciate you taking the survey at your earliest convenience by clicking the button below. Depending on your e-mail reader, you may need to copy and paste the link into your web browser. If you already did the survey, thank you and please delete this e-mail.

Telephone Reminder for Panel Members Only – Custom (14-17 days)

Reading Level 7.1 (assessed by Fleish-Kincaid)

Hi, this is Knowledge Networks. We recently sent someone in your house a survey called “The HIV Testing Survey.” We haven’t heard from them yet. We would appreciate if they could complete “The HIV Testing Survey” as soon as possible. If you have any questions, please call us at 1-800-782-6899. Thanks!