**Form Approved**

**OMB No. 0920-XXXX**

**Expiration Date XX/XX/20XX**

HIV/AIDS Awareness Day Programs

**Attachment # 6:**

**National Latino AIDS Awareness Day Survey**

Public reporting burden of this collection of information is estimated to average 60 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; Attn: OMB-PRA (0920-New)

**NLAAD**

**EVENT HOLDER SURVEY**

**The purpose of this part of the survey is to gather information from organizations that registered as NLAAD 2011 participants and that hosted an NLAAD event; we want to get feedback on (1) what was the planning process?; (2)What were the barriers and/or facilitators to planning and implementing an event; and (3) what were the outcomes of the event?**

**I.** **Default section (all respondents complete)**

1. Respondent Information

Name: Company Address Address 2: City/Town State: Zip/Postal Code Country

Email address

Phone number

2. Organizational Information

What best describes your type of organization?

Community based 

Local Health Department

Faith-Based Organization

University

Clinic

Federal Government

Hospital

Media Group

Corporation

Other



3. From what sources does your organization receive funding from?

Centers for Disease Control and Prevention (CDC)

State health departments

Local health departments 

Private companies

Individuals

Federal agencies

Other:\_\_\_\_\_\_\_\_\_

1. Was 2011 your first NLAAD event
   * Yes No I did not conduct an NLAAD event in 2011 

4b. If no, please indicate number of years conducting NLAAD events (please specify)

**II. NLAAD 2011 Event**

These questions concern your NLAAD 2011 event.   
1. When did you first hear about NLAAD 2011?

Less than 1 month before the event1-6 months before the event

6 months prior to a year before the event

Actively involved in NLAAD prior to 2011



2. Did your organization have a planning or organizing committee/coalition for NLAAD 2011?

YesNo

1. When did you start planning for NLAAD 2011?
   * Less than 1 month before the event 
   * 1-3 months before the event 
   * 4-6 months before the event 
   * More than 6 months before the event 



1. When did you hold your 2011 NLAAD activities?
   * Before October 15 
   * On October 15 
   * After October 15 



5. Did you provide educational materials at your NLAAD events? YesNo

1. What is the perception of the success of your NLAAD 2011 event for the following:

|  | Extremely Unsuccessful | Somewhat unsuccessful | Neutral | Somewhat successful | Extremely successful | N/A |
| --- | --- | --- | --- | --- | --- | --- |
| Increased number of Latinos tested for HIV at the  organization |  |  |  |  |  |  |
| Increased number Latinos seeking  HIV/AIDS and other health &  counseling  services |  |  |  |  |  |  |
| Increased discussion  and awareness  in the local Latino community  about HIV/AIDS |  |  |  |  |  |  |
| Increased number  Latinos seeking  HIV/AIDS and other health &  counseling  services |  |  |  |  |  |  |
| Increased discussion and  awareness in the  local HIV/AIDS  Community about  about Latinos |  |  |  |  |  |  |
| Other |  |  |  |  |  |  |
| Other (please specify) |  | | | | | |

1. What activities did your organization hold for NLAAD 2011?
   * Health fair 
   * Candlelight vigil 

* Press conference 
* Skit/play 
* Cultural event 
* Information dissemination 
* Discussion (community forum) 
* Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 



8. Did your organization conduct HIV testing at your NLAAD 2011 event? YesNo

**III. HIV Testing**

These questions concern the HIV testing conducted at your NLAAD event (please check all that apply)

1. Where was HIV testing provided at your NLAAD event (please check all that apply).

Health fair

Candlelight vigil

Press conference Skit/play

Cultural event

Discussion (community forum)

Religious service

Community clinic

Community center

Public park

Local hospital

Mobile testing unit

Bar

mall

Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_





1. Please enter the total number of HIV testing sites for NLAAD 2011

12345more than 5

1. What type of HIV testing did you provide at your event (mark all that

apply).

Blood drawOral rapid testOral collection (not rapid)finger stick

1. Approximately how many HIV tests did your agency administer? \_\_\_\_\_
2. How often do you target the following populations for HIV testing? (please mark all that apply)

7

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | NLAAD  2011 | Other AIDS  awareness  Days | Through  the year | Do not focus  on this  population | N/A |  |
|  |
|  |
| Hispanic/Latino |  |  |  |  |  |  |
|  |  |  |  |  |  |
| General  population |  |  |  |  |  |  |
|  |
|  |
| First-time testers |  |  |  |  |  |  |
|  |  |  |  |  |  |
| Immigrants |  |  |  |  |  |  |
|  |  |  |  |  |  |
| Seniors |  |  |  |  |  |  |
|  |  |  |  |  |  |
| Heterosexual men |  |  |  |  |  |  |
|  |  |  |  |  |  |
| Youth |  |  |  |  |  |  |
|  |  |  |  |  |  |
| Heterosexual  women |  |  |  |  |  |  |
|  |
|  |
| Lesbian/bisexual  women |  |  |  |  |  |  |
|  |
|  |
| Transgendered |  |  |  |  |  |  |
|  |  |  |  |  |  |
| MSM |  |  |  |  |  |  |
|  |  |  |  |  |  |
| African Americans |  |  |  |  |  |  |
|  |  |  |  |  |  |
| API |  |  |  |  |  |  |
|  |  |  |  |  |  |
| Native Americans |  |  |  |  |  |  |
|  |  |  |  |  |  |
| Sex workers |  |  |  |  |  |  |
|  |  |  |  |  |  |
| Substance users |  |  |  |  |  |  |
|  |  |  |  |  |  |
| HIV-positive |  |  |  |  |  |  |
|  |  |  |  |  |  |
| Other |  |  |  |  |  |  |
|  |  |  |  |  |  |
| Other (please  specify) |  | | | | |  |
|  |

5. Do you keep demographic information on the people tested at your NLAAD 2011 activities?

YesNo

|  |  |  |  |
| --- | --- | --- | --- |
| **IV. NLAAD 2011 Demographics** | |  |  |
| This concerns the HIV testing demographics you kept at your NLAAD 2011 event. | |  |  |
|  |  |  |  |
| 1. What was the approximate percentage of the following racial/ethnic groups tested at your NLAAD 2011 event? | |  |  |
|  | |  |  |
|  | 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% | 100% |  |
| Hispanic/Latino |  | |  |
|  |  |  |
| African |  | |  |
|  |  |  |
| Americans |  |  |  |
|  |  | 8 |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0% | 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% | 100% |  |
| API |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| Native |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| Americans |  |  |  |  |  |  |  |  |  |  |  |  |
| Sex workers |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| Substance |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| users |  |  |  |  |  |  |  |  |  |  |  |  |
| HIV-positive |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| Other |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| Other (please |  |  |  |  |  |  |  |  |  |  |  |  |
| specify) |  |  |  |  |  |  |  |  |  |  |  |  |

2. What was the approximate percentage of various genders/sexuality groups tested at your NLAAD 2011 event?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0% | 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% | 100% |  |
| Heterosexual  women |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| Heterosexual  men |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| Lesbian/bisexual  women |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| Transgendered |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| Gay/bisexual or  MSM |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |

3. Of those tested, what was the approximate percentage in the following age groups?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0% | 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% | 100% |  |
| 18 yrs or younger |  |  |  |  |  |  |  |  |  |  |  |  |
|  |
|  |
| 19-25 year olds |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| 26-35 years olds |  |  |  |  |  |  |  |  |  |  |  |  |
|  |
|  |
| 36-45 year olds |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| 46-55 year olds |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| 56-65 year olds |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| 66 years + |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |

4. How many people tested positive at your 2011 NLAAD activities?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

9

5. Of those that tested positive for HIV, how many were given referrals to obtain other services?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. **NLAAD 2011 Campaign Kit**

1. How did you first hear about the NLAAD 2011 campaign kit?
2. How did you receive the 2011 NLAAD campaign kit?

* Delivery 
* At a conference or meeting 
* Download 
* Read it on website 
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 



4. Did you find the following 2011 NLAAD campaign kits parts useful?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Completely  not useful | Somewhat  Not useful | Neutral | Somewhat  useful | Completely  useful |  |
|  |  |
| Posters |  |  |  |  |  |  |
|  |  |  |  |  |  |
| Working with  Latino  communities |  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| Working with  religious/spiritual  communities |  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| Working with  rural communities |  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| How to prepare  for an NLAAD  event |  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| How to build  coalitions |  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| How to prepare a  press release |  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| How to organize  a press  conference |  |  |  |  |  |  |
|  |
|  |
|  |
| How to obtain a  proclamation or  resolution |  |  |  |  |  |  |
|  |
|  |
|  |
| How to work with  the media at your  NLAAD event |  |  |  |  |  |  |
|  |
|  |
|  |
|  |  |  |  |  | 10 |  |

**VI. Media Coverage**

NLAAD is featured in several media outlets. The following questions refer to whether you were exposed or partnered with media

1. Did members of your organization create any of the following for NLAAD 2011 (check all that apply).
   * None 
   * Media advisory 
   * Press release 
   * Editorial 
   * Web page 
   * Listserve announcement 
   * Media interview 
   * Public service announcement 
   * Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 



2. Did your organization use the NLAAD 2011 posters? YesNo

3. How would you rate your level of satisfaction with the NLAAD 2011 poster?

ExtremelyUnsatisfiedneutralsatisfiedExtremely

Unsatisfied Satisfied

4. What media outlets did your organization utilize to advertise for your NLAAD 2011 events (check all that apply)

None

NLAAD Website

Own Website

Radio

TV Ads

Newspaper ads

Health fairs

Flyers

Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. Did your organization work with the following media outlets for NLAAD 2011?

None

Newspaper

Magazine

Radio

* Website 
* TV station 
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 

6. Did you see NLAAD 2011 mentioned in the following media outlets (check all that apply)

* Nothing 
* NLAAD website 
* Another organization website 
* Listserve announcement 
* Radio 
* TV Ads 
* TV coverage 
* Newspaper Ads 
* Newspaper editorials 
* Health fairs 
* Flyers 
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 



1. Prior to NLAAD 2011, did your organization have previous experience working the media?

YesNo

1. did your organization experience any difficulties communicating with the media for NLAAD 2011?

YesNo

1. if your organization experienced difficulty communicating with the media, how would you characterize the difficulties (check all that apply)?
   * Cultural/language barriers 
   * Funding shortage 
   * Not enough time 
   * Not enough staff at org to work with the media 
   * Media was not responsive 
   * No media contacts 
   * Did not have prior knowledge on how to work with media outlets 
   * Others \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 

**VII. NLAAD 2011 Barriers**

We’re always looking to improve NLAAD. These questions concern the possible barriers you may have had to implementing an NLAAD 2011 event.

1. What do you feel were barriers to hosting an NLAAD event in 2011 (check all that apply)?

* None 
* Funding 
* Staff 
* Time/scheduling 
* No access to HIV tests/HIV testers 
* Do not know other organizations to partner or collaborate with 
* Limited health dept. support 
* Limited experience organizing NLAAD event 
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | |  |  |  |  |  |  |
| 2. How familiar are you with the following kinds of events? | | | | | |  |  |
|  |  | Extremely  unfamiliar | Somewhat | Neutral | Somewhat  familiar | Extremely  familiar |  |
|  |  | unfamiliar |  |  |
|  | NLAAD |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | Media events |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | HIV testing |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | events |  |  |  |  |  |  |
|  | Activities in the |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | Latino |  |  |  |  |  |  |
|  | community |  |  |  |  |  |  |
|  | Partnering with |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | HIV/AIDS orgs. |  |  |  |  |  |  |
|  | Working with |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | the health dept. |  |  |  |  |  |  |
|  | Other AIDS |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | awareness day |  |  |  |  |  |  |
|  | (please specify |  |  |  |  |  |  |
|  | below) |  |  |  |  |  |  |
|  | Other day |  |  |  |  |  |  |

**VIII. NLAAD 2010**

We’re always looking to improve NLAAD. These questions concern potential barriers to participating in NLAAD 2010 for your organization.

1. What is the likelihood that you will host an NLAAD event in 2010?
2. What barriers would prevent you from holding an NLAAD event in 2010 (check all that apply)?
   1. None
   2. Funding
   3. Staff
   4. Time/scheduling
   5. Do not know other organizations to partner or collaborate with
   6. Limited health dept. support
   7. Limited experience organizing such an event
   8. Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. Please rate the following:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Definitely | Somewhat | neutral | Somewhat | Definitely |  |
|  |  | important | unimportant |  | important | unimportant |  |
|  | How  important is it  to continue  with national  Latino AIDS  awareness day? |  |  |  |  |  |  |
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|  | How  important is  the media to  the success of  NLAAD? |  |  |  |  |  |  |
|  |  |
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|  |  |
|  |  |
|  |  |
|  | How  important is  the support of  the CDC to  the success of  NLAAD? |  |  |  |  |  |  |
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|  |  |
|  |  |
|  | How does  NLAAD  compare to  other AIDS  Awareness  days for your  org |  |  |  |  |  |  |
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