

**Form Approved**  
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## 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: \_\_\_\_\_

4. 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

3. 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

4. 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

6. 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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased number Latinos seeking HIV/AIDS and other health & counseling services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased discussion and awareness in the local Latino community about HIV/AIDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased number Latinos seeking HIV/AIDS and other health & counseling services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased discussion and awareness in the local HIV/AIDS Community about about Latinos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other						
Other (please specify)						

7. 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) \_\_\_\_\_

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

1 2 3 4 5 more than 5

3. 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

4. Approximately how many HIV tests did your agency administer? \_\_\_\_\_

5. How often do you target the following populations for HIV testing? (please mark all that apply)

	NLAAD 2011	Other AIDS awareness Days	Through the year	Do not focus on this population	N/A
Hispanic/Latino	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General population	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
First-time testers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Immigrants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seniors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heterosexual men	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Youth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heterosexual women	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lesbian/bisexual women	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transgendered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MSM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
African Americans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
API	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Native Americans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sex workers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Substance users	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HIV-positive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
African Americans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
API	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Native Americans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sex workers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Substance users	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HIV-positive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heterosexual men	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lesbian/bisexual women	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transgendered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gay/bisexual or MSM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19-25 year olds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26-35 years olds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36-45 year olds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
46-55 year olds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
56-65 year olds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
66 years +	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

\_\_\_\_\_

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

\_\_\_\_\_

**V. 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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working with Latino communities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working with religious/spiritual communities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working with rural communities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How to prepare for an NLAAD event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How to build coalitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How to prepare a press release	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How to organize a press conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How to obtain a proclamation or resolution	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How to work with the media at your NLAAD event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## 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
- Listserv 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
- Listserv announcement
- Radio
- TV Ads
- TV coverage
- Newspaper Ads
- Newspaper editorials
- Health fairs
- Flyers
- Other \_\_\_\_\_

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

- Yes No

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

- Yes No

9. 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 unfamiliar	Neutral	Somewhat familiar	Extremely familiar
NLAAD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Media events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HIV testing events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activities in the Latino community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Partnering with HIV/AIDS orgs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working with the health dept.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other AIDS awareness day (please specify below)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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)?
  - a. None
  - b. Funding
  - c. Staff
  - d. Time/scheduling
  - e. Do not know other organizations to partner or collaborate with

- f. Limited health dept. support
- g. Limited experience organizing such an event
- h. Other \_\_\_\_\_

3. Please rate the following:

	Definitely important	Somewhat unimportant	neutral	Somewhat important	Definitely unimportant
How important is it to continue with national Latino AIDS awareness day?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How important is the media to the success of NLAAD?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How important is the support of the CDC to the success of NLAAD?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How does NLAAD compare to other AIDS Awareness days for your org	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>