**Documentation Detailing Revised Campaign Message information**

In the **past 12 months**, how often did you see or hear the following campaign slogans or messages? <<Campaigns display in random order>>

PA-4a. Testing Makes Us Stronger **{MEDIMESS\_A}**

Never  0

Rarely  1

Sometimes  2

Often  3

Very Often  4

I prefer not to answer  7

Don’t Know  9

PA-4b. Greater than AIDS {**MEDIMESS\_B}**

Never  0

Rarely  1

Sometimes  2

Often  3

Very Often  4

I prefer not to answer  7

Don’t Know  9

PA-4c. Protest {**MEDIMESS\_C}**

Never  0

Rarely  1

Sometimes  2

Often  3

Very Often  4

 I prefer not to answer  7

Don’t Know  9

PA-4d. ACT Against AIDS {**MEDIMESS\_D}**

Never  0

Rarely  1

Sometimes  2

Often  3

Very Often  4

I prefer not to answer  7

Don’t Know  9

PA-4e <<ACT Against AIDS Campaign-- TBD>> {**MEDIMESS\_E}**

Never  0

Rarely  1

Sometimes  2

Often  3

Very Often  4

I prefer not to answer  7

Don’t Know  9

|  |
| --- |
| If County = {CDC grantee funded to conducted Enhanced Comprehensive HIV/AIDS Prevention project}, then go to PA-4f, else, go to logic box before PA-5a.If County= (Anne Arundel County, Baltimore County, Carroll County, Harford County, Howard County, Queen Anne's County, or Baltimore City), then display “HIV Stops With Me”If County= (Collin County, Dallas County, Delta County, Denton County, Ellis County, Hunt County, Kaufman County, Rockwall County, or Tarrant County), then display “Dallas > AIDS”If County=( District of Columbia), then display “Rubber Revolution”If County= (Harris County), then display “HIV...It's Real Campaign”If County= (Miami-Dade County), then display “Test Miami”If County= (Philadelphia County), then display “TakeControlPhilly”If County= (Bayamón Municipio, Canóvanas Municipio, Carolina Municipio, Guaynabo Municipio, Loíza Municipio, San Juan Municipio, Trujillo Alto Municipio), then display “Hacerte la Prueba de VIH Te Hace Más Fuerte” |

PA-4f <<Local Campaign>> {**MEDIMESS\_F}**

Never  0

Rarely  1

Sometimes  2

Often  3

Very Often  4

I prefer not to answer  7

Don’t Know  9

|  |
| --- |
| If all PA-4a through PA-4f = 0,7or 9, then skip to PA-6. If any PA-4a through PA-4f =1,2,3 or 4, then ask PA-5a for each campaign respondent selected. |

PA-5a. You said you saw or heard <<campaign>>. On a scale of 0 to 5, where 0 means ‘not very effective’ and 5 means ‘very effective’, how effective do you think this campaign slogan or message is? **{MESSRESP\_A through MESSRESP\_F}**

Not Very

Effective Effective

 0 1 2 3 4 5