

**Request for Sub-collection Under the
Approved Generic ICR: Information Collection Through Web-based Surveys for Evaluating Act Against
AIDS (AAA) Social Marketing Campaign Phases Targeting Consumers**

OMB No. 0920-0920

Title:

**African American Women's Perceptions
of a Social Marketing Campaign to Promote HIV Testing**

Supporting Statement B

6/14/2013

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B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

B.1 Respondent Universe and Sampling Methods

This study will be conducted with a total of 200 English speaking African American women aged 18 to 34 in cities across the United States. Our sample will be a non-probability based purposeful sample.

We will conduct 30-minute Web-based surveys with 200 individuals. The results will be used to inform CDC, policy makers, prevention practitioners and researchers on receptivity and the potential effects of campaign messages as they are developed. We will survey each participant only once and will be able to develop all materials through the one-time data collection.

B.2 Procedures for the Collection of Information

B.2.1 Recruitment

The Web-based survey will be used to test messages and materials via the Internet. Potential participants will be selected from an online survey vendor with a national opt-in e-mail list sample. The survey vendor will send e-mail invitations to individuals who fall into the targeted audience for this project using their market research panel and additional sample lists from other off-panel sources to be determined. Each invitation will contain a generic survey title, the length of the survey, the token of appreciation amount provided for successful completion of the survey, and instructions for accessing the secure Web site for the survey. To reduce the effects of non-sampling error, nonresponse and post-stratification weighting adjustments will be applied to the sample when feasible.

B.2.2 Screening and Scheduling Procedures

Once an individual opts in, a more in-depth description of the survey and the consent form will be presented informing the potential participant of the private and voluntary nature of the survey.

After reading the informed consent, each participant must check either a box labeled “YES, I agree to participate” or “NO, I do not wish to participate.” Only participants who agree to participate will enter the survey.

Non-respondents will receive up to two e-mail reminders from the survey vendor requesting their participation in the survey. Copies of the e-mail notifications are provided in **Attachment 5**.

B.2.3 Data Collection Methods

Individuals who agree to participate in the survey will be able to access the survey by clicking on the link to the survey URL. Each participant will receive a unique identifier and will need to provide it each time they access the survey. A participant's unique identifier will not change. Data from completed surveys will then be compiled into an SPSS dataset by the survey vendor and sent to RTI, with no IIF, for analysis.

The surveys will be self-administered and accessible any time of day for a designated period. All data collection materials are at an 8th grade reading level or below due to sample eligibility criteria and CDC requirements.

Each participant can complete the survey only once. Upon initial log-in, potential participants who indicate willingness to participate will be directed to a brief online informed consent form (see **Attachment 3**) where they will be given general information about the study screener. Participants will provide consent to be screened for the study through point-and-click acceptance through survey vendor software. Once participants indicate their consent to be screened for the study, they will then be screened for eligibility via a brief online screener (see **Attachment 3**) that includes questions on gender, ethnicity/race, age and HIV status to identify eligible sample members. Individuals who are eligible for the study will be presented with the more detailed online consent form (see **Attachment 4**), which provides general information about the study, topics to be covered in the survey, potential risks of participation, and tokens of appreciation available for completing the survey. Once participants indicate their consent to participate, they will proceed directly to the online survey (see **Attachment 2**). Study participants will be given a designated period during which the survey will be available for them to complete, making it feasible for participants to complete the survey during their own time, in private. This mechanism makes the study suitable for addressing sensitive topics, such as sexual behavior, while also improving the accuracy and validity of the data obtained for these sensitive topics.

B.3 Methods to Maximize Response Rates and Deal with Nonresponse

The following procedures will be used to maximize cooperation and achieve the desired participation rates:

- Points redeemable for merchandise will be offered to participants who complete the survey.
- Non-respondents will receive up to two e-mail reminders from the survey vendor requesting their participation in the survey.
- The survey vendor will provide toll-free telephone numbers to all sampled individuals and invite them to call with any questions or concerns they might have about any aspect of the study. RTI will provide a toll-free telephone number for the RTI project director and a toll-free telephone number for the RTI IRB hotline should participants have any questions about the study or their rights as study participants.
- The survey vendor data collection staff will work with RTI project staff to address any concerns that may arise.
- A study overview will be included in the introductory information for participants prior to each survey. The information will present an interesting and appealing image and alert participants to the upcoming survey.

B.4 Test of Procedures or Methods to Be Undertaken

Before implementing the survey, RTI, the selected online survey vendor, and CDC staff will test the entire process of self-administering the online survey. This will enable us to pilot test survey programming and logic and correct any potential problems before the survey is implemented with the actual sample of participants.

B.5 Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

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