

Evaluation of the Get Yourself Tested (GYT) Campaign
#0920-012PS

Supporting Statement
Part B

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LIST OF ATTACHMENTS

Attachment Number	Document Description
1	Public Health Service Act Legislation
2	Published 60 Day FRN
3	Sample Consent/assent Form
4	Sample Email Invitation
5	Random Digit Dialing and Address-Based Sampling
6	GYT Survey Instrument
7	Copy of reminder email

B. COLLECTION OF INFORMATION EMPLOYING STATISTICAL METHODS

The following is a description of data collection procedures. Knowledge Networks will implement all phases of the survey implementation. Engaging Knowledge Networks to conduct this survey is optimal because the infrastructure of the survey system is already in place. Knowledge Networks recruits the survey panel of 50,000 participants via Random Digit Dialing and Address-Based sampling (see **Attachment 5**) and provides each panelist with a laptop computer and/or internet access for the purposes of engaging in survey research. This provision allows people to participate in the survey even if they cannot afford the cost of a computer in the home, thus ensuring that the respondents are representative of a wide range of socioeconomic status in the U.S. population. Panelists participate in a limited number of surveys per year, and are incentivized for

completing surveys that take longer than 15-25 minutes. A 30-minute survey, for example, is typically incentivized with a \$5 cash award or coupon.

To obtain a sample of 4,000 participants from the survey panel of 50,000 people, Knowledge Networks uses a patented sampling formula that minimizes respondent burden and allows oversampling of any subgroup of the panel. Our sample will be randomly selected from the existing 50,000 person panel at Knowledge Networks.

B.1. Respondent Universe and Sampling Methods

This study will be conducted with a total of 4000 young adults aged 15-25 selected, based on known demographics, by Knowledge Networks. Our sample will be randomly selected from the existing, randomly-sampled 50,000 person panel at Knowledge Networks.

This sample is systematically chosen based on age requirements and current participation in Knowledge Networks existing survey panel. The number of participants, 4000, was chosen based on funding constraints and required sample sizes to generate sufficient statistical power. In determining our number of participants we assumed roughly 20%-35% of people would have heard of GYT. We then assumed 50-70% of people in this age range would be sexually active, leaving 50% of 20% of 4000 = 400 people who are sexually active and have heard of GYT. Next we proposed that if 10% of these 400 people got tested, the behavior we aim to capture, this means 40 people would have been tested. The research team agreed 40 participants was an adequate number of individuals, who both saw the campaign and got tested, to aim to capture.

We will collect data via a 30-minute Web-based survey to determine whether the *GYT: Get Yourself Tested* campaign is reaching the intended audience and affecting related behaviors and social norms. The results will be used to evaluate the current reach and impact of the campaign and to guide future materials and activities of this campaign. We will survey each participant only once and will be able to evaluate and improve the *GYT: Get Yourself Tested* campaign through the one-time data collection.

B.2 Procedures for the Collection of Information

B.2.1 Recruitment

Surveys for each target audience will include Web-based surveys to evaluate the reach and impact of *GYT: Get Yourself Tested*. Potential participants under age 26 will be randomly selected from Knowledge Networks online survey panel. Unlike other Internet research panels sampling only individuals with Internet access volunteering for research, the Knowledge Networks Panel is based on a sampling frame which includes both listed and unlisted numbers, those without a landline telephone and is not limited to current Internet users or computer owners, and does not accept self-selected volunteers. Further information about the sampling process and panel design can be found in the Attachments.

To participate in this survey, Knowledge Networks will send e-mail invitations (see **Attachment 4**) to individual panel participants, based on known demographics, who fall into the targeted audience for this project using their online Panel Members. Each invitation will contain the survey title, the length 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 appropriate and feasible.

B.2.2 Screening and Scheduling Procedures

Once the potential participant has entered the secure Web site, a brief introduction will be presented informing them of the anonymous and voluntary nature of the survey (see **Attachment 3**). After reading the informed consent, each participant must decide whether or not to participate in the survey. Only participants who agree to participate will enter the survey.

Non-respondents will receive up to two e-mail reminders from the Knowledge Networks requesting their participation in the survey. A copy of the e-mail reminder is provided in **Attachment 7**.

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 a separate SPSS dataset by Knowledge Networks, with no PII, 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 given general information about the survey and will be presented with the online consent form (see **Attachment 3**), which will provide 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. 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 to achieve the desired high response rates:

- For the online survey that Knowledge Networks Panel Members complete, they will be given a token of appreciation in the amount of \$5 (cash or cash equivalent).
- Participants who do not respond to the first email will receive up to two e-mail reminders from Knowledge Networks requesting their participation in the pilot study.
- Knowledge Networks will provide a toll-free telephone number and e-mail address to all sampled individuals and invite them to call or e-mail with any questions or concerns about any aspect of the study.
- Knowledge Networks will provide a toll-free telephone number for the Knowledge Networks project director and a toll-free telephone number for the Knowledge Networks IRB hotline should participants have any questions about the study or their rights as a study participant.
- Knowledge Networks data collection staff will work with CDC project staff to address any concerns that may arise.

B.4. Tests of Procedures or Methods to be Undertaken

This submission is a request for authorization to collect data using methodologies typical in project evaluation. Data will be analyzed overall, as well as by respondent characteristics (age; race; education, etc.). Response rates for individual questions will be calculated. Data analysis will include basic summary statistics for the purposes of describing the sample and examining the distribution of the primary outcome variables. Analyses will focus on the primary question to be addressed: whether the campaign reaches the intended audience, and whether the audience responds to the messages as intended by the campaign creators.

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

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