

“Local Effectiveness Assessment Project (LEAP): A Case Study of a Local Jurisdiction  
Providing HIV Services to MSM”

5a. Key Participant Recruitment Script

## Key Participant Recruitment Script

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### Script for Participants Recruitment

Good morning/afternoon,

My name is \_\_\_\_\_, and I am calling from [Atlas Research/Abt Associates]. We are currently conducting a qualitative study for the Centers for Disease Control and Prevention

The voluntary study will include a one-hour private semi-structured interview with key participants in the community about factors that affect HIV prevention efforts for men who have sex with men (MSM)/gay men in Philadelphia

We would very much like to understand your experiences and perceptions as a key participant. Could I email you more information about our study for your consideration?

**[- Confirm email by spelling out loud]**

**[- If they want more information on the phone, provide using the fact-sheet as a guide]**

Thank you very much for your time [name of contact]. I look forward to hearing from you!

**[- Send email information after you hang-up]**

### Key Participant Recruitment Email Follow-up

Good morning/afternoon [name of contact],

Thank you for speaking with me earlier and considering participation in our study.

As I mentioned during our call, we (Atlas and Abt) are conducting a qualitative study for the Centers for Disease Control and Prevention about factors that affect HIV prevention efforts for men who have sex with men (MSM)/gay men in Philadelphia. Attached you will find a brief overview of the study that includes information about who we are and what our study aims to accomplish.

Please let me know if there is any additional information that we can provide about the study. I will also follow-up with you in a few days to schedule a time at your convenience to discuss the study further.

Best,

**[Signature]**

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