

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

**ATTACHMENT 4**

**Consent Form for Online Survey**

Reading level 8.3 (assessed by Flesch-Kincaid)

**Introduction and Purpose:**

You have been asked to take part in a survey as part of a research study. The purpose of the survey is to hear your opinions about HIV testing ad concepts. [Insert survey vendor] and RTI International, a nonprofit research organization in North Carolina, are conducting the survey. The study is sponsored by the Centers for Disease Control and Prevention (CDC).

**Procedures:**

The survey is about draft HIV testing ads and should take about 30 minutes to complete.

**Risk/Discomforts:**

There is no known physical risk to you from being in the study. You might feel embarrassed or upset by some questions on this survey. The survey includes questions about your background and your ideas and actions about HIV. It also asks your opinions about HIV ads. You can decline to answer any questions for any reason. You can stop the survey at any time.

**Benefits:**

There is no direct benefit to you for taking this survey. However, you may learn more about HIV, your own risks, and ways to keep yourself safe and protected in your relationships.

**Privacy:**

Your responses will be kept private to the extent allowable by law. No identifying information will be included in the survey.

**Payment:**

We will give points redeemable for merchandise as a token of our appreciation.

**Right to Refuse or Withdraw:**

It is your choice to do this survey. You can choose not to answer any question. You can stop taking the survey at any time.

**Persons to Contact:**

If you have questions about the survey, you can call Jennifer Uhrig (RTI) 1-800-334-8571 extension 23311. She can be reached between 9 AM and 5 PM Eastern Standard Time Monday – Friday. If you have questions about your rights as a participant, you can call RTI toll-free at 1-866-214-2043.

**Consent**

- I have read this consent form and agree to participate in the survey.
- I have read this consent form and do not want to participate in the survey

Done