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

Evaluating Social Marketing Campaigns Targeting Gay/Bisexual Men

Supporting Statement B

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B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

B.1 Respondent Universe and Sampling Methods

This data collection will consist of a survey to measure exposure to *Act Against AIDS* campaign messages, with an emphasis on 3 specific campaigns under the *Act Against AIDS umbrella*. The sample will include up to 3,000 sexually active gay or bisexual men aged 18 or older recruited from online survey vendors. The online survey vendor sample may be supplemented with additional respondents generated by partnership organizations, online advertising, and external partners.

Obtaining a probability-based sample to reach the desired subpopulations of interest is cost prohibitive for this survey. The target audiences for the two of the three campaigns are more narrowly defined than sexually active gay or bisexual men: 1) sexually active gay or bisexual Latino men, ages 18-39 who are HIV-negative; 2) sexually active gay or bisexual Black/African American men, ages 18-44 who are HIV-negative. As such, data collection will aim to ensure maximum representation of Black and Latino respondents. The data collection will also aim to ensure maximum representation of HIV-negative gay/bisexual men, as well as sexually active gay/bisexual men. Although the sample is not meant to be generalized to the entire population of interest, this collection of information will enable CDC to gather evaluation information to more effectively address HIV testing and prevention.

The data provided from the evaluation will be used to understand the appropriateness of continued or expanded funding and dissemination of the campaigns. Note that these data will not be used for surveillance purposes, but rather to gather consumer responses to campaigns and campaign messages to inform and refine future campaign messages and media placement. Because the available sample pool from any one source will not provide the necessary sample size, the combination of sources described previously will be used. The online survey vendors will use a range of proprietary sources to obtain their samples. Because the samples are not randomly selected, they may be biased. To reduce the effects of non-sampling error, nonresponse and post-stratification weighting adjustments will be applied to the sample when feasible.

This study will allow us to: 1) to evaluate the potential effectiveness of the campaign messages; and 2) to examine the associations between those groups who report exposure to the campaign messages and those reporting no exposure to the campaign messages. Any differences detected cannot be directly attributed to the campaign.

B.2 Procedures for the Collection of Information

B.2.1 Recruitment

Potential participants will be selected from an online survey vendor with a national opt-in e-mail list sample who self-identify as gay/bisexual. 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.

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 4**.

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. De-identified data (i.e., no IFF) from completed surveys will then be compiled into an SPSS dataset by the survey vendor and sent to the evaluation contractors for analysis. The survey will be self-administered and accessible any time of day for a designated time period.

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 the survey vendor's point-and-click acceptance 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 2**). All items included in the screener are used to determine either eligibility (Questions 2, 3, 4, 8, 15, and 16) or to ensure maximum representation by race and ethnicity (Questions 5 and 6), testing behavior and HIV status (Questions 7, 9, 10, 11, 12, 13 and 14).

Individuals who are eligible for the study will be presented with the more detailed online consent form (see **Attachment 3**), 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. 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 at a place and time of their choosing. Using a Web-based survey (**Attachment 1**) makes the study suitable for addressing sensitive topics, such as sexual behavior, while also improving the accuracy and validity of the data obtained about 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 evaluation contractors will provide a phone number for each organization's project director and a toll-free telephone number for their IRB hotline should participants have any questions about the study or their rights as study participants.
- The survey vendor staff will work with evaluation contractor project staff to address any concerns that may arise.
- A study overview will be included in the introductory information for participants. 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, the evaluation contractors, 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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