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HIV/AIDS Awareness Day Programs

**Attachment # 3d: National Latino AIDS Awareness Day (NLAAD) Evaluation Report**

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**NATIONAL LATINO AIDS AWARENESS DAY (NLAAD)**

TOOLS: PROCESS & OUTCOME MONITORING, QUALITY ASSURANCE

**LATINO COMMISSION ON AIDS**

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**PREFACE**: The National Latino AIDS Awareness Day (NLAAD) is a national social marketing campaignthat is implemented every October 15 to encourage awareness and testing of HIV/AIDS in the Latino community. Besides being a national social marketing campaign, NLAAD as coordinated from within the Latino Commission on AIDS, is also a capacity building endeavor. In order to improve upon each annual NLAAD campaign and to assess the immediate effectiveness of NLAAD as a public health media campaign designed to increase awareness and encourage testing behaviors we engage in continuous quality control and monitor the processes and outcomes of each campaign. There are four general evaluation activities: (1) survey of event organizers to gather information on activities, testing events, and participant demographics; (2) formative assessment of possible future NLAAD organizers and events; (3) street intercepts in various cities through the US with the general Latino public before and after NLAAD; and (4) a media contextual/citation analysis. There are also quality assurance key informant interviews and discussions, along with surveys of HIV prevention providers at national conferences to gauge awareness of NLAAD amongst those in the prevention field.

Our evaluation efforts include the perspective of event organizers and key stakeholders, possible future organizers, media, and the general Latino public.

What follows are the tools the Latino Commission on AIDS uses in its quality assurance, process and outcome monitoring efforts.

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|  |  |  |
| --- | --- | --- |
|  | **Proposed Process, Outcome and QA Activities of Each Annual Campaign** |  |
|  |  |  |  |  |
|  | When | Modality | Why |  |
| *Survey of event* | should be fully programmed | Online/survey | To monitor events, testing results and reach. |  |
| *holders* | by October 1st | monkey/website | To monitor the use, quality and quantity of |  |
|  | event holders start |  |
|  |  | technical services (i.e. campaign kits) we provide |  |
|  | completion after Oct. 15th. |  |  |
|  |  | on NLAAD |  |
|  | Runs through March 1st. |  |  |
|  |  |  |  |
|  |  |  |  |  |
| *Usability study* | By mid-June | At booths | To ensure that the website is functional, user |  |
|  |  |  | friendly and will provide us with information we |  |
|  |  |  | need to monitor the progress of the program |  |
|  |  |  |  |  |
| *Onsite* | NLAAD week | At sites | To get enough information to produce a detailed |  |
| *monitoring of* |  |  | case study section of the evaluation report. |  |
| *event(s)* |  |  |  |  |
|  |  |  |  |  |
| *Street intercepts* | A week before and after | In the community –street | To gauge awareness amongst the general Latino |  |
|  | NLAAD | intercepts | public |  |
|  |  |  |  |  |
| *Media Analysis* | A month prior and after | Articles –google alerts etc | Media coverage is a big part of successful social |  |
|  | NLAAD |  | marketing campaigns. |  |
|  |  |  |  |  |
| *Focus groups* | At HPLS/ USCA | At conferences; agencies | To better understand the perceived utility of |  |
|  |  | t/o the US | NLAAD amongst other days |  |
|  |  |  |  |  |
| *Stakeholder* | By June | By | To better understand how the quality of NLAAD |  |
| *interviews* |  | telephone/teleconferences | support and implementation can be improved. |  |

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**NLAAD**

**EVENT HOLDER SURVEY**

**The purpose of this part of the survey is to gather information from organizations that registered as NLAAD participants and that hosted an NLAAD event; we want to get feedback on (1) what was the planning process?; (2)What were the barriers and/or facilitators to planning and implementing an event; and (3) what were the outcomes of the event?**

**I.** **Default section (all respondents complete)**

1. Respondent Information

Name: Company Address Address 2: City/Town State: Zip/Postal Code Country

Email address

Phone number

2. Organizational Information

What best describes your type of organization?

Community based 

Local Health Department

Faith-Based Organization

University

Clinic

Federal Government

Hospital

Media Group

Corporation

Other



4. From what sources does your organization receive funding from?

Centers for Disease Control and Prevention (CDC)

State health departments

Local health departments 

Private companies

Individuals

Federal agencies

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Other:\_\_\_\_\_\_\_\_\_

1. Was this your first NLAAD event
	* Yes No I did not conduct an NLAAD event 

4b. If no, please indicate number of years conducting NLAAD events (please specify)

**II. NLAAD Event**

These questions concern your NLAAD event. 1. When did you first hear about NLAAD?

Less than 1 month before the event1-6 months before the event

6 months prior to a year before the event

Actively involved in NLAAD prior to this year





2. Did your organization have a planning or organizing committee/coalition for NLAAD?

YesNo

1. When did you start planning for NLAAD?
	* Less than 1 month before the event 
	* 1-3 months before the event 
	* 4-6 months before the event 
	* More than 6 months before the event 



1. When did you hold your NLAAD activities?
	* Before October 15 
	* On October 15 
	* After October 15 



5. Did you provide educational materials at your NLAAD events? YesNo

1. What is the perception of the success of your NLAAD event for the following:

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Extremely | Somewhat | Neutral | Somewhat | Extremely | N/ |  |
|  |  | unsuccessful | unsuccessful |   | successful | successful | A |  |
|  |  |  |   |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | Increased |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  | number of |  |  |  |  |  |  |  |

5

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Extremely | Somewhat | Neutral | Somewhat | Extremely | N/ |  |
|  | unsuccessful | unsuccessful |   | successful | successful | A |  |
|  |  |   |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| Latinos |  |  |  |  |  |  |  |
| tested for |  |  |  |  |  |  |  |
| HIV at the |  |  |  |  |  |  |  |
| organizatio |  |  |  |  |  |  |  |
| n |  |  |  |  |  |  |  |
| Increased |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| number |  |  |  |  |  |  |  |
| Latinos |  |  |  |  |  |  |  |
| seeking |  |  |  |  |  |  |  |
| HIV/AIDS |  |  |  |  |  |  |  |
| and other |  |  |  |  |  |  |  |
| health & |  |  |  |  |  |  |  |
| counseling |  |  |  |  |  |  |  |
| services |  |  |  |  |  |  |  |
| Increased |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| discussion |  |  |  |  |  |  |  |
| and |  |  |  |  |  |  |  |
| awareness |  |  |  |  |  |  |  |
| in the local |  |  |  |  |  |  |  |
| Latino |  |  |  |  |  |  |  |
| community |  |  |  |  |  |  |  |
| about |  |  |  |  |  |  |  |
| HIV/AIDS |  |  |  |  |  |  |  |
| Increased |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| discussion |  |  |  |  |  |  |  |
| and |  |  |  |  |  |  |  |
| awareness |  |  |  |  |  |  |  |
| in the local |  |  |  |  |  |  |  |
| HIV/AIDS |  |  |  |  |  |  |  |
| community |  |  |  |  |  |  |  |
| about |  |  |  |  |  |  |  |
| Latinos |  |  |  |  |  |  |  |
| Other |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Other |  |  |  |  |  |  |  |
| (please |  |  |  |  |  |  |  |
| specify) |  |  |  |  |  |  |  |

1. What activities did your organization hold for NLAAD ?
	* Health fair 
	* Candlelight vigil 

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* Press conference 
* Skit/play 
* Cultural event 
* Information dissemination 
* Discussion (community forum) 
* Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 



9. Did your organization conduct HIV testing at your NLAAD event? YesNo

**III. HIV Testing**

These questions concern the HIV testing conducted at your NLAAD event (please check all that apply)

1. Where was HIV testing provided at your NLAAD event (please check all that apply).

Health fair

Candlelight vigil

Press conference Skit/play

Cultural event

Discussion (community forum)

Religious service

Community clinic

Community center

Public park

Local hospital

Mobile testing unit

Bar

mall

Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_





1. Please enter the total number of HIV testing sites for NLAAD

12345more than 5

1. What type of HIV testing did you provide at your event (mark all that

apply).

Blood drawOral rapid testOral collection (not rapid)finger stick

1. Approximately how many HIV tests did your agency administer? \_\_\_\_\_
2. How often do you target the following populations for HIV testing? (please mark all that apply)

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|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | NLAAD | Other AIDS | Through | Do not focus | N/A |  |
|  |  | awareness | the year | on this |  |  |
|  |  | Days |  | population |  |  |
| Hispanic/Latino |  |  |  |  |  |  |
|  |  |  |  |  |  |
| General |  |  |  |  |  |  |
|  |  |  |  |  |  |
| population |  |  |  |  |  |  |
| First-time testers |  |  |  |  |  |  |
|  |  |  |  |  |  |
| Immigrants |  |  |  |  |  |  |
|  |  |  |  |  |  |
| Seniors |  |  |  |  |  |  |
|  |  |  |  |  |  |
| Heterosexual men |  |  |  |  |  |  |
|  |  |  |  |  |  |
| Youth |  |  |  |  |  |  |
|  |  |  |  |  |  |
| Heterosexual |  |  |  |  |  |  |
|  |  |  |  |  |  |
| women |  |  |  |  |  |  |
| Lesbian/bisexual |  |  |  |  |  |  |
|  |  |  |  |  |  |
| women |  |  |  |  |  |  |
| Transgendered |  |  |  |  |  |  |
|  |  |  |  |  |  |
| MSM |  |  |  |  |  |  |
|  |  |  |  |  |  |
| African Americans |  |  |  |  |  |  |
|  |  |  |  |  |  |
| API |  |  |  |  |  |  |
|  |  |  |  |  |  |
| Native Americans |  |  |  |  |  |  |
|  |  |  |  |  |  |
| Sex workers |  |  |  |  |  |  |
|  |  |  |  |  |  |
| Substance users |  |  |  |  |  |  |
|  |  |  |  |  |  |
| HIV-positive |  |  |  |  |  |  |
|  |  |  |  |  |  |
| Other |  |  |  |  |  |  |
|  |  |  |  |  |  |
| Other (please |  |  |  |  |  |  |
| specify) |  |  |  |  |  |  |

5. Do you keep demographic information on the people tested at your NLAAD activities?

YesNo

|  |  |  |
| --- | --- | --- |
| **IV. NLAAD Demographics** |  |  |
| This concerns the HIV testing demographics you kept at your NLAAD  |  |  |
| event. |  |  |  |
| 1. What was the approximate percentage of the following racial/ethnic |  |  |
| groups tested at your NLAAD event? |  |  |
|  | 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% | 100% |  |
| Hispanic/Latino |  |  |
|  |  |  |
| African |  |  |
|  |  |  |
| Americans |  |  |  |
|  |  | 8 |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0% | 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% | 100% |  |
| API |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| Native |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| Americans |  |  |  |  |  |  |  |  |  |  |  |  |
| Sex workers |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| Substance |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| users |  |  |  |  |  |  |  |  |  |  |  |  |
| HIV-positive |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| Other |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| Other (please |  |  |  |  |  |  |  |  |  |  |  |  |
| specify) |  |  |  |  |  |  |  |  |  |  |  |  |

2. What was the approximate percentage of various genders/sexuality groups tested at your NLAAD event?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0% | 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% | 100% |  |
| Heterosexual |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| women |  |  |  |  |  |  |  |  |  |  |  |  |
| Heterosexual |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| men |  |  |  |  |  |  |  |  |  |  |  |  |
| Lesbian/bisexual |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| women |  |  |  |  |  |  |  |  |  |  |  |  |
| Transgendered |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| Gay/bisexual or |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| MSM |  |  |  |  |  |  |  |  |  |  |  |  |

3. Of those tested, what was the approximate percentage in the following age groups?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0% | 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% | 100% |  |
| 18 yrs or |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| younger |  |  |  |  |  |  |  |  |  |  |  |  |
| 19-25 year olds |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| 26-35 years |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| olds |  |  |  |  |  |  |  |  |  |  |  |  |
| 36-45 year olds |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| 46-55 year olds |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| 56-65 year olds |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| 66 years + |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |

4. How many people tested positive at your NLAAD activities?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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5. Of those that tested positive for HIV, how many were given referrals to obtain other services?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. **NLAAD Campaign Kit**
1. How did you first hear about the NLAAD campaign kit?
2. How did you receive the NLAAD campaign kit?
* Delivery 
* At a conference or meeting 
* Download 
* Read it on website 
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 



4. Did you find the following NLAAD campaign kits parts useful?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Completely | Somewhat | Neutral | Somewhat | Completely |  |
|  | not useful | Not useful |  | useful | useful |  |
| Posters |  |  |  |  |  |  |
|  |  |  |  |  |  |
| Working with |  |  |  |  |  |  |
|  |  |  |  |  |  |
| Latino |  |  |  |  |  |  |
| communities |  |  |  |  |  |  |
| Working with |  |  |  |  |  |  |
|  |  |  |  |  |  |
| religious/spiritual |  |  |  |  |  |  |
| communities |  |  |  |  |  |  |
| Working with |  |  |  |  |  |  |
|  |  |  |  |  |  |
| rural communities |  |  |  |  |  |  |
| How to prepare |  |  |  |  |  |  |
|  |  |  |  |  |  |
| for an NLAAD |  |  |  |  |  |  |
| event |  |  |  |  |  |  |
| How to build |  |  |  |  |  |  |
|  |  |  |  |  |  |
| coalitions |  |  |  |  |  |  |
| How to prepare a |  |  |  |  |  |  |
|  |  |  |  |  |  |
| press release |  |  |  |  |  |  |
| How to organize |  |  |  |  |  |  |
|  |  |  |  |  |  |
| a press |  |  |  |  |  |  |
| conference |  |  |  |  |  |  |
| How to obtain a |  |  |  |  |  |  |
|  |  |  |  |  |  |
| proclamation or |  |  |  |  |  |  |
| resolution |  |  |  |  |  |  |
| How to work with |  |  |  |  |  |  |
|  |  |  |  |  |  |
| the media at your |  |  |  |  |  |  |
| NLAAD event |  |  |  |  |  |  |
|  |  |  |  |  | 10 |  |

**VI. Media Coverage**

NLAAD is featured in several media outlets. The following questions refer to whether you were exposed or partnered with media

1. Did members of your organization create any of the following for NLAAD (check all that apply).
	* None 
	* Media advisory 
	* Press release 
	* Editorial 
	* Web page 
	* Listserve announcement 
	* Media interview 
	* Public service announcement 
	* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 



2. Did your organization use the NLAAD posters? YesNo

3. How would you rate your level of satisfaction with the NLAAD poster?

ExtremelyUnsatisfiedneutralsatisfiedExtremely

Unsatisfied satisfied

4. What media outlets did your organization utilize to advertise for your NLAAD events (check all that apply)

None

NLAAD Website

Own Website

Radio

TV Ads

Newspaper ads

Health fairs

Flyers

Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. Did your organization work with the following media outlets for NLAAD?

None

Newspaper

Magazine

Radio

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* Website 
* TV station 
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 

6. Did you see NLAAD mentioned in the following media outlets (check all that apply)

* Nothing 
* NLAAD website 
* Another organization website 
* Listserve announcement 
* Radio 
* TV Ads 
* TV coverage 
* Newspaper Ads 
* Newspaper editorials 
* Health fairs 
* Flyers 
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 



1. Prior to this year’s NLAAD, did your organization have previous experience working the media?

YesNo

1. Did your organization experience any difficulties communicating with the media for NLAAD?

YesNo

1. If your organization experienced difficulty communicating with the media, how would you characterize the difficulties (check all that apply)?
	* Cultural/language barriers 
	* Funding shortage 
	* Not enough time 
	* Not enough staff at org to work with the media 
	* Media was not responsive 
	* No media contacts 
	* Did not have prior knowledge on how to work with media outlets 
	* Others \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 

**VII. NLAAD Barriers**

We’re always looking to improve NLAAD. These questions concern the possible barriers you may have had to implementing an NLAAD event.

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1. What do you feel were barriers to hosting an NLAAD event in (check all that apply)?

* None 
* Funding 
* Staff 
* Time/scheduling 
* No access to HIV tests/HIV testers 
* Do not know other organizations to partner or collaborate with 
* Limited health dept. support 
* Limited experience organizing NLAAD event 
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |
| 2. How familiar are you with the following kinds of events? |  |  |
|  |  | Extremely | Somewhat | neutral | Somewhat | Extremely |  |
|  |  | unfamiliar | unfamiliar |  | familiar | familiar |  |
|  | NLAAD |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | Media events |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | HIV testing |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | events |  |  |  |  |  |  |
|  | Activities in the |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | latino |  |  |  |  |  |  |
|  | community |  |  |  |  |  |  |
|  | Partnering with |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | HIV/AIDS orgs. |  |  |  |  |  |  |
|  | Working with |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | the health dept. |  |  |  |  |  |  |
|  | Other AIDS |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | awareness day |  |  |  |  |  |  |
|  | (please specify |  |  |  |  |  |  |
|  | below) |  |  |  |  |  |  |
|  | Other day |  |  |  |  |  |  |

**VIII. NLAAD 2010**

We’re always looking to improve NLAAD. These questions concern potential barriers to participating in NLAAD 2010 for your organization.

1. What is the likelihood that you will host an NLAAD event in 2010?
2. What barriers would prevent you from holding an NLAAD event in 2010 (check all that apply)?
	1. None
	2. Funding
	3. Staff

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1. Time/scheduling
2. Limited media interest
3. Do not know other organizations to partner or collaborate with
4. Limited health dept. support
5. Limited experience organizing such an event
6. Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. please rate the following:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Definitely | Somewhat | neutral | Somewhat | Definitely |  |
|  |  | important | unimportant |  | important | unimportant |  |
|  | How |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | important is it |  |  |  |  |  |  |
|  | to continue |  |  |  |  |  |  |
|  | with national |  |  |  |  |  |  |
|  | Latino AIDS |  |  |  |  |  |  |
|  | awareness |  |  |  |  |  |  |
|  | day? |  |  |  |  |  |  |
|  | How |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | important is |  |  |  |  |  |  |
|  | the media to |  |  |  |  |  |  |
|  | the success of |  |  |  |  |  |  |
|  | NLAAD? |  |  |  |  |  |  |
|  | How |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | important is |  |  |  |  |  |  |
|  | the support of |  |  |  |  |  |  |
|  | the CDC to |  |  |  |  |  |  |
|  | the success of |  |  |  |  |  |  |
|  | NLAAD? |  |  |  |  |  |  |
|  | How does |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | NLAAD |  |  |  |  |  |  |
|  | compare to |  |  |  |  |  |  |
|  | other AIDS |  |  |  |  |  |  |
|  | Awareness |  |  |  |  |  |  |
|  | days for your |  |  |  |  |  |  |
|  | org |  |  |  |  |  |  |

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***NATIONAL LATINO AIDS AWARENESS DAY***

***STREET INTERCEPT SURVEY***

**Interceptor \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
Location \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1) Have you heard of National Latino AIDS Awareness Day (NLAAD)?** Yes |  | No**(skip to question 5)** |  |  |
|  |  |  |  |  |  |
| **1a) If yes, where did you hear about NLAAD?** NewspaperRadio | television | Website |  |  |  |
| Organization (place where you receive services) | event (etc health fair) | word of mouth | Soy…(I am…) campaign posters |  |
| Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  |  |  |  |  |  |
| **1b) What do you remember about the campaign? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |  |
| **2) Do you know what the message of the Awareness Day is (what the theme is)?** Yes | No (skip to Question 2a) |  |
| **If yes, what is the theme? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |  |
| 2**a) What is the image of this year’s NLAAD posters? Please check only** **ONE:** |  |  |  |  |  |
|  | Group picture of diverse Latinos |  |  |  |  |  |  |  |
|  | Four different posters w/ images of young male, pregnant female, adult female and male |  |  |
|  | Little man covered w/ Latin American flags holding umbrella |  |  |  |  |  |
|  | Other (Specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |  |  |
| **3) When is NLAAD held (exact date)?**  **February 7**  **June 27** **September 30** **October 15** | **December 1st** |  |  |
| **Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |  |  |  |  |  |  |
| **4) Did you do any of the following in response to the campaign?** Took an HIV test | Became involved with a NLAAD event |  |
| volunteered or work at a NLAAD event | Discussed HIV/AIDS with family and friends | visitednlaad.orgwebsite |  |
| increased condom usetalked to doctor about HIV/AIDS | Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
| **5a) Have you ever been tested for HIV?** |  |  | 5b) Do you believe HIV/AIDS is a health concern in the Latino community? |  |
| Yes | No |  |  |  | Yes |  | No |  |  |  |  |  |
|  |  |  |
| **6a) Have you heard of the Latino Commission on AIDS?** | **6b) Have you heard of your local community based organization?** |  |
| Yes | No |  |  |  | Yes |  | No |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **7) Which zip code do you live in? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  | **10) How would you describe your sexual** |  |
|  |  | **9) Do you identify as…?** |  |  |  | **orientation…?** |  |  |  |
| **8) How old are you?** |  |  |  | Heterosexual | Gay | Lesbian |  |
| *(Confirm with respondent)* |  |  |  |  |
|  |  |  | Transexual | Bisexual |  |  |
|  |  |  |  |  |  |  |
|  | MaleFemaleTransgender |  |  |  |  |  |
|  |  |  |  | Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  |
|  |  |  | M→FF→M |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| **10a) Do you identify yourself as Hispanic/Latino?** |  |  |  |  |  | **10b)** |  |  |  |  |
| Yes→*If Yes, Specify Hispanic/Latino ethnicity→* |  |  |  |  |  |  |  |  |
|  |  |  |  | Dominican | Mexican |  |  |
| No |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  | Cuban | Puerto Rican |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  | South AmericanCentral American |  |
|  |  |  |  |  |  |  |  | Other: \_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  | 15 |  |

**11 Would you describe yourself as…?** *(Read each category and check all that apply)*

|  |  |
| --- | --- |
| Black/ African-American/African/Afro-Caribbean | Native Hawaiian/Pacific Islander |
| American Indian/Alaskan Native | White/ Caucasian |
| Asian/Southeast Asian | Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**12 Any other comments? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Thank You for Your Time!

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**A Formative Assessment of the National Latino AIDS Awareness Day Event**

**FOCUS GROUP MODERATOR’S GUIDE**

Organizations that did **NOT** participate in NLAAD

Participants: CBO Representatives

**Notes to Moderators:**

1. Take the time needed to learn enough about the topic being discussed to be an effective moderator.

1. Lend a sympathetic ear and attend to the discussion.
2. Always try to bring objectivity to the discussion.
3. Make an effort to draw people out in a group environment.
4. Encourage participants to elaborate on their points of view.
5. Keep the focus group on track while showing respect for the participants.
6. Establish positive dynamics.
7. Probe if necessary to verify on unclear responses.

**Notes for Note-takers:**

* 1. Take notes strategically, and write down key words and phrases to the extent possible.
	2. Distinguish clearly between respondent comments and interviewer and note-taker’s observations.
	3. Document a full range of observations, including the participants’ body language, moods, or attitudes, and other information that could be relevant.
1. **Preparation**

**(**Prepare name tents and name tags for participants, set-up recorder, label each side (A or B) ofcassette tape, test the recorder and have it ready for recording, have attendance sheet and consent form ready, if required)

**II. Introduction to Purpose of Focus Group (2-3 minutes)**

Thank you for agreeing to participate in this focus group. My name is \_\_\_\_\_\_and I will be your moderator.

The purpose of this focus group is to hear from you about your experience and opinions around HIV/ AIDS awareness initiatives in your community. The Latino Commission on AIDS coordinates a National AIDS Awareness Day each year and we want to make sure that your opinions and input are part of the evaluation, development and improvement process of the National Latino AIDS Awareness Day (from now on we will use the acronym NLAAD).

Our discussion today will be informal, but there are a few things I would like to share with you.

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* First, in a focus group there are no right or wrong answers, only opinions.
* Second, it is essential that I hear from each of you. Your comments, ideas, and opinions are extremely important to us.
* Third, you will need to speak clearly and loud enough so that we can all hear what you have to say. Also, let’s have only one person speak at a time so there’s no confusion. As you can see, my colleague \_\_\_\_\_ is taking notes of our conversation. If you haven’t already, please make sure your cell phones and pagers are turned off. We very much appreciate it.
* Finally, please feel free to speak up even if you disagree with someone else here. It is okay to disagree; it is helpful to hear different points of view. Also, please feel free to ask questions as we go along.

**Here are some other things to keep in mind during the focus group:**

* I would like everyone to have the opportunity to speak, so I will sometimes call on you to share your thoughts. If you are speaking much more than others, I may have to interrupt you so other people can have a chance to comment.
* Our discussion will last about 90 minutes, so we have a short amount of time to cover a lot of materials. I may have to jump ahead to the next point, but please stop me if you have anything to add.
* As you were told when you signed the consent form earlier, our discussion today is being audio-taped. The tapes will be used to help us prepare a report on this focus group.
* I would like to assure you that your privacy will be fully protected. The tapes and notes of this focus group will be kept strictly confidential and be accessed only by the researchers involved with this project. We will use the tapes only if we need to clarify a point in the notes to make sure we capture everything for our summary report. In the report, no one will be identified by name or any other description.

**Are there any questions before we begin? Okay, let’s get started.**

**III. Warm-up/introductory questions (5 minutes)**

1. Please tell us your name and a little about your work and your organization, and how long you have been working in your current role.

**IV. Main questions (80 minutes)**

Now that we’ve gotten to know each other a little better, let’s begin our discussion about HIV/AIDS awareness in your community and NLAAD.

National Latino AIDS Awareness Day, also know as NLAAD, is observed on October 15th. NLAAD is a collective movement that focuses on educating and mobilizing Latino communities to increase their knowledge and understanding on the impact of HIV/AIDS among Latinos and Latinas. NLAAD’s mission is to draw attention to the importance of HIV testing, education and prevention in Latino/a communities.

1. After hearing this description of NLAAD, what are you initial reactions?

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1. How does your present reaction differ from your prior understanding or perception of NLAAD?

PROBE►(did you think it was just about testing, etc)

1. How is NLAAD different from other HIV awareness initiative? PROBE►(such as National AIDS Awareness Month, etc)
2. How is awareness raised in your communities? PROBE►(Forums, speak-outs, teach-ins, HIV testing, etc)
3. How would you define a *successfu****l*** *NLAAD event* ( a successful HIV awareness initiative)? PROBE►(Number of attendees, staff involvement, partnerships formed, new clients, media, etc)

6. How would you define a *successful NLAAD partnership*?

PROBE►(division of labor, who you partner with, long term collaboration, site location, etc)

7. How can you partner with your communities’ local media? PROBE►(newspaper, radio, TV)

1. What are some barriers to partnering with your local media?
2. What will help you in building a long-term relationship with the local media? PROBE►( identifying who are the media contacts, media 101 training, etc)
3. What are your thoughts on how to target Latinos with HIV/AIDS awareness messages? PROBE►(What themes, images, word phrasing)
4. What are some the barriers we may encounter in getting Latinos to participate in a HIV awareness event?

PROBE►(Stigma, Homophobia, fear, lack of knowledge, etc.)

1. How can we overcome these barriers to participation?
2. What are some of the main barriers that prevent organizations, like yours, from holding NLAAD events?
3. What type of assistance should be provided to help organizations participate in NLAAD?
4. What can be some of the benefits in participating in NLAAD?
5. Before we end our discussion today, does anyone have anything to add?

Now, we have come to the end of our discussion; however, before we depart I would like to hand out a brief questionnaire. Please take a few minutes to complete every question. Your answers

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will help us further assess the needs of your organization in holding events such as NLAAD as well as evaluate this focus group session.

On behalf of the Latino Commission on AIDS I would like to thank all of you for a great discussion related to the NLAAD event and HIV/AIDS awareness, I want also to thank the people at the facility who have helped us in this focus group session today.

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**A Formative Assessment of the National Latino AIDS Awareness Day Event**

**FOCUS GROUP MODERATOR’S GUIDE**

Organizations that **participated** in NLAAD

Participants: NLAAD Coordinators

**Notes to Moderators:**

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* As you were told when you signed the consent form earlier, our discussion today is being audio-taped. The tapes will be used to help us prepare a report on this focus group.
* I would like to assure you that your privacy will be fully protected. The tapes and notes of this focus group will be kept strictly confidential and be accessed only by the researchers involved with this project. We will use the tapes only if we need to clarify a point in the notes to make sure we capture everything for our summary report. In the report, no one will be identified by name or any other description.

**Are there any questions before we begin? Okay, let’s get started.**

**III. Warm-up/introductory questions (3 minutes)**

1. Please tell us your name and a little about your work and your organization, and how long you have been working in your current role.

**IV. Main questions (80 minutes)**

Now that we’ve gotten to know each other a little better, let’s begin our discussion about HIV/AIDS prevention in your community and NLAAD.

Now that we’ve gotten to know each other a little better, let’s begin our discussion about HIV/AIDS awareness in your community and NLAAD.

National Latino AIDS Awareness Day, also know as NLAAD, is observed on October 15th. NLAAD is a collective movement that focuses on educating and mobilizing Latino communities to increase their knowledge and understanding on the impact of HIV/AIDS among Latinos and Latinas.

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NLAAD’s mission is to draw attention to the importance of HIV testing, education and prevention in Latino/a communities.

1. After hearing this description of NLAAD, what are you initial reactions?
2. How does your present reaction differ from your prior understanding or perception of NLAAD?

PROBE►(did you think it was just about testing, etc)

1. How is NLAAD different from other HIV awareness initiative? PROBE►(such as National AIDS Awareness Month, etc)
2. How is awareness raised in your communities? PROBE►(Forums, speak-outs, teach-ins, HIV testing, etc)
3. How would you define a *successfu****l*** *NLAAD event* ( a successful HIV awareness initiative)? PROBE►(Number of attendees, staff involvement, partnerships formed, new clients, media, etc)
4. How would you define a *successful NLAAD partnership*?

PROBE►(division of labor, who you partner with, long term collaboration, site location, etc)

1. How can you partner with your communities’ local media? PROBE►(newspaper, radio, TV)
2. What are some barriers to partnering with your local media?
3. What will help you in building a long-term relationship with the local media? PROBE►( identifying who are the media contacts, media 101 training, etc)
4. What are your thoughts on how to target Latinos with HIV/AIDS awareness messages? PROBE►(What themes, images, word phrasing)
5. What are some the barriers we may encounter in getting Latinos to participate in a HIV awareness event?

PROBE►(Stigma, Homophobia, fear, lack of knowledge, etc.)

1. How can we overcome these barriers to participation?
2. How could local NLAAD events in your community be improved next year? **PROBE►**(recruit new people, create a stir about October 15th, manage the executionbetter, etc.)
3. What has been your overall experience with NLAAD coordination? **PROBE►**(what worked?, what didn’t work?, why?)

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30. What can be some of the benefits in participating in NLAAD?

16. Before we end our discussion today, does anyone have anything to add?

Now, we have come to the end of our discussion; however, before we depart I would like to hand out a brief questionnaire. Please take a few minutes to complete every question. Your answers will help us further assess the needs of your organization in holding events such as NLAAD as well as evaluate this focus group session.

On behalf of the Latino Commission on AIDS I would like to thank all of you for a great discussion related to the NLAAD event and HIV/AIDS awareness, I want also to thank the people at the facility who have helped us in this focus group session today.

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CODING SCHEME FOR NLAAD CITATION ANALYSIS

|  |  |  |
| --- | --- | --- |
| Variables |  | Definition / coding |
| ID | Number the clippings |
| Publication name | Name of media in which clipping appears |
| Title of article | Add the exact title of article/citation |
| State | The state of the publication |
| region | Code for region according to CDC classification: |
|  | " | Eastern Region: CT, DC, DE, MA, MD ME, NH, NJ, |
|  | NY, PA, PR, RI, VA, WV, VT, and US Virgin Islands. |
|  | " | Southern Region: AL, AR, FL, GA, KY, LA, MS, NC, |
|  | NM, OK, SC, TN and TX. |
|  | " | Central Region: CO, IA, IL, IN, KS, MI, MN, MO, MT, |
|  | ND, NE, OH, SD, UT, WI |
|  |  | and WY. |
|  | " | Western Region: AK, AZ, CA, HI, ID, NV, OR, WA, |
|  | and Pacific Basin: American Samoa, Federated States of |
|  | Micronesia, Guam, Mariana Islands, the Republic of the |
|  | Marshall Islands and the Republic of Palau. |
|  |  |
| Date | When was clipping released? |
| Language of clipping | Language in which the clipping is written: |
|  | 1= English; 2 = Spanish 3 = english & spanish |
|  | 4 = other |
| Size of clipping | 1 = small, 2 = medium, 3 = large |
| Publication date | Date in which clipping was released |
| Author of publication | Who is the person that wrote the clipping |
|  | Write full name |
| Page number where clipping appeared |  |  |
| Publication type | Newspaper |

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|  |  |  |
| --- | --- | --- |
| Variables |  | Definition / coding |
|  | Magazine |
|  | Web-only article |
|  | Media release |
| Frequency of publication | Daily |
|  | Weekly |
|  | Bi-monthly |
|  | Monthly |
|  | Quarterly |
|  | 6 times a year |
| Media type | Newspaper |
|  | Tv/radio |
|  | Trade/consumer mag |
|  | Web |
|  | Press release/newsletter |
| Target audience | General audience |
|  | Hispanics/Latinos |
|  | Positive Community |
|  | MSM |
|  | Women |
|  |  |  |
| Political affiliation of the publication |  |  |
| Circulation number | The reported circulation number provided by the media |
|  | company |
| Are photos included? | 1 | = yes; 0 =no |
| Are the photos in color or Black/White? | 1 | = yes; 0 =no |
| Who is in the image/photo | 1 | = General picture of Latinos |
|  | 2 | = A specific agency |
|  | 3 | = Someone from the Commission |
|  | 4 | = Ms. Universe |

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|  |  |  |
| --- | --- | --- |
| Variables |  | Definition / coding |
|  | 5 | = Other |
| Who from commission | 1 | = Guillermo chacon |
|  | 2 | = dennis de leon |
|  | 3 | = liliana ranon |
|  | 4 | = oscar lopez |
|  | 5 | = other |
| Is a foot note included below Photo? | 1 | = yes; 0 =no |
| What does the foot note state? | Please write out what the footnote states |
| Are there Graphics? | 1 | = yes; 0 =no |
| What type of Graphics are included? |  |  |
| Number of news items in the same page |  |  |
| Is LCOA contact information included | 1 | = yes; 0 =no |
| is LCOA address included | 1 | = yes; 0 =no |
| Does LCOA website address appear | 1 | = yes; 0 =no |
| Is LCOA phone number included | 1 | = yes; 0 =no |
| Is there any other type of contact information | 1 | = yes; 0 =no |
| Was this a front page- clipping | 1 | = yes; 0 =no |
| Any front page reference of clipping? | 1 | = yes; 0 =no |
| Any mention of LCOA? | 1 | = yes; 0 =no |
| Any information on LCOA staff? | 1 | = yes; 0 =no |
| Are there statements in the clipping? | 1 | = yes; 0 =no |
| Any mention about LCOA? | 1 | = yes; 0 =no |
| mention about whom at LCOA? | 1 | = yes; 0 =no |
| How were statements used? |  |  |
| Statements about others not from LCOA? | 1 | = yes; 0 =no |
| In what section does the clipping appear? |  |  |
| Number of words in the clipping (articles, newstory etc). |  |  |
| NLAAD mentioned in headline? | 1 | = yes; 0 =no |
| NLAAD mentioned in byline? | 1 | = yes; 0 =no |

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|  |  |  |
| --- | --- | --- |
| Variables |  | Definition / coding |
| What type of story was it? |  |  |
| What is the main subject of the story? |  |  |
| Was testing mentioned in the article | 1 | = yes; 0 =no |
| Was prevention mentioned in the article | 1 | = yes; 0 =no |
| Was a personal story mentioned in the article | 1 | = yes; 0 =no |
| Was medication mentioned in the article | 1 | = yes; 0 =no |
| Any mention of the upcoming census? | 1 | = yes; 0 =no |
| Title of articles coded for themes | 1 | = Social justice (example: activists target AIDS peril; |
|  | Increased Efforts Needed to Address HIV in Hispanic |
|  | Community ) |
|  | 2 | = Data/findings: (example: CDC: Majority of HIV infections |
|  | are in Gays and Black men ) |
|  | 3 | = Prevention programs (example; few prevention programs |
|  | target Latinos) |
|  | 4 | = Ecological perspective (example: Latinos Coping with HIV; |
|  | Experts Say Public Health Legislation Transcends Budget |
|  | Politics ) |
|  | 5 | = Local issue (example: Hip-hop artists rap to raise HIV/AIDS |
|  | awareness in Dallas ) |
|  | 6 | = National Latino AIDS Awareness Day |
|  | 7= other |

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**QUALITY ASSURANCE SURVEY**

**NLAAD**

**These questions are for people that participated in NLAAD event**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CBO: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City/state: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date of interview: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Language of interview \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Gender: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**1. First we will start by getting your overall participation on the conference calls:**

1. How many conference calls for NLAAD were you on last year (2006): \_\_\_\_\_\_\_\_\_
2. Did you consistently participate in the Spanish or English conference calls

\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. If you were on at least one call, what topics that were discussed on the call can you remember offhand: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**2. Now lets us look at more specifics of the calls and your perceptions of them:** a. In terms of the conference calls, how satisfied were you with them overall?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Extremely unsatisfied | Unsatisfied | Neutral | Satisfied | Extremely satisfied |
|  |  |  |  |  |

b. In terms of the conference calls, how satisfied were you with the frequency of the calls

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Extremely unsatisfied | Unsatisfied | Neutral | Satisfied | Extremely satisfied |
|  |  |  |  |  |

c. Do you think the calls should have been:

less frequent more frequent the same

d. In terms of conference calls how effective did you perceive them to be in terms of strategy planning

Extremely effective somewhat effective not very effective not at all effective

  

e. In terms of conference calls how effective did you perceive them to be in terms of

sharing information

Extremely effective somewhat effective not very effective not at all effective

  

f. In terms of conference calls how effective did you perceive them to be in terms of encouraging collaboration :

Extremely effective somewhat effective not very effective not at all effective

  

**3. In terms of emails: how helpful did you find the mass emails to be?**

Extremely helpful somewhat helpful not very helpful not at all helpful

  

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4. **Did you seek personal technical assistance in planning your event**? YES NO a. If yes, how helpful did you find that assistance to be?

Extremely helpful somewhat helpful not very helpful not at all helpful

  

b. what were the issues you sought assistance on?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |
| --- | --- | --- | --- |
| 5. | **How helpful did you find the website to be**? |  |  |
|  | Extremely helpful | somewhat helpful | not very helpful | not at all helpful |
|  |  |  |  |  |
| 6. | **Did you receive testing kits from us**: YES | NO |  |
|  | a. If you received testing kits from us, in how timely a manner did you receive them? |
|  | Not at all timely | Not very timely | somewhat timely | very timely |

1. If you received testing kits from us, around when did you ask for them? (what month) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 7. | **Did you receive condoms from us**: YES | NO |  |  |
|  | a. If you received Condoms from us, in how timely a manner did you receive them? |
|  | Not at all timely | Not very timely | somewhat timely | very timely |
| 8. | **Did you receive campaign kits/posters from us**: YES | NO |  |
|  | a. If you received campaign kits/posters from us, how timely did you receive them? |
|  | Not at all timely | Not very timely | somewhat timely | very timely |
| 9. | **Did you receive additional educational materials from us**: YES | NO |
|  | a. If you received additional educational materials from us, in how timely a manner |
|  | did you receive them? |  |  |  |
|  | Not at all timely | Not very timely | somewhat timely | very timely |

1. **On a scale from 0 -10, with 0 being not at all and 10 being completely how much did you feel that you were an essential part of NLAAD’s success this year?** \_\_\_\_\_\_\_\_\_\_\_

(number)

1. **In terms of next year, what would you say determines a successful NLAAD event. How do you define success**?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

12. **Any additional comments/issues we should be aware of**?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Quality Assurance Process Questions of NLAAD CDC/Commission/Danya and other evaluation Stakeholders**

1. What do you consider the biggest NLAAD success for the year?
2. What was innovative this year?
3. What have been some of the more difficult parts of preparing for NLAAD this past year?
4. This is a rather large group that meets with some high degree of frequency.
	* 1. How helpful have these calls been?
		2. How clear are each members roles?
		3. What can be done to improve these calls?
		4. What are the goals of these calls? What should be the goals?
		5. Who else needs to be on these calls? Why?
		6. What do these calls serve to inform us about?
5. What are the roles that this committee can have in the overall NLAAD implementation?
	* 1. What evaluation roles do individuals want? If possible?
6. These calls are used as feedback mechanisms on the various evaluations tools.
	* 1. How effective has this feedback process been?
		2. How can it be better streamlined?
7. These calls have been used to generate ideas on NLAAD program design
	* 1. How effective has this idea-generating process been?
		2. How can it be better streamlined?
8. How have the past evaluation efforts impacted the design of NLAAD 2008?
9. How has the evaluation report been used (the report produced for 2007/2008, etc activities)?
10. what do you perceive as a more effective way of getting the evaluation data: the survey broken down into parts or the event survey after October 15th?
	* 1. what do we want to know about the NLAAD activities?
		2. What may be some other effective ways to get that data?

c. What would you like to see result from the evaluation efforts?

1. Did we do anything that has been proven ineffective, which should be adjusted, removed or replaced?
2. how can evaluation be better integrated into the NLAAD program design/protocols?

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**Conference NLAAD SURVEY- Awareness amongst those in the field**

**NLAAD SURVEY: PLEASE TAKE ABOUT 5-10 MINUTES TO COMPLETE THIS SURVEY ON NLAAD**

|  |  |  |  |
| --- | --- | --- | --- |
| 1. | Are you aware of what NLAAD is? | Yes | No |
| 2. | What does NLAAD stand for? |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

1. How did you first hear about NLAAD? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. What was the NLAAD tag line from last year? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. What were the images of last year’s NLAAD 2007 posters? Please check only **ONE:**

* Group picture of diverse Latinos 
* Four different posters w/ images of young male, pregnant female, adult female and male 
* Little man covered w/ Latin American flags holding umbrella 
* Other (Specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 

6. Did you participate in NLAAD last year? No

Yes

1. If yes, how did you participate? Check all that apply:
	* Took the HIV test 
	* Became involved with an NLAAD event 
	* Volunteered or worked at an NLAAD event 
	* Discussed HIV/AIDS with family and friends 
	* Visited NLAAD website 
	* Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 

8. Did your agency participate in NLAAD last year?  Yes  No

* 1. If yes, how many people in the agency participated? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ # of staff
	2. What activities did your agency coordinate?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. If your agency did a testing event, approximately how many people were tested last year at the agency’s NLAAD activity? \_\_\_\_\_ # of people tested
	2. With how many community based organizations did you collaborate with last year for NLAAD? \_\_\_\_\_\_\_# of CBOs
1. What is the NLAAD website address? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 10. | Have you ever visited the NLAAD website? | Yes | No |  |  |  |  |
|  | a. If yes, how easy is it to use? *Extremely easy* | *Somewhat easy* | *Somewhat uneasy* | *Extremely uneasy* |
|  | b. | How useful is the information? *Extremely useful Somewhat useful* | *Somewhat unuseful* | *Extremely unuseful* |
| 11. | How well informed do you feel you are about NLAAD’s event this year? |  |  |  |  |
|  |  | *Completely informed* | *Somewhat informed* | *Not too informed* | *Not at all informed* |
| 12. | Overall, how effective do you perceive NLAAD to be? |  |  |  |  |  |
|  |  | *Extremely effective* | *Somewhat effective* | *Somewhat ineffective* |  | *Extremely ineffective* |
| 13. | How likely are you to participate in NLAAD this year? |  |  |  |  |  |
|  |  | *Definitely likely* | *Somewhat likely* | *Somewhat unlikely* | *Definitely unlikely* |
| 14. | How likely is your agency to participate in NLAAD this year? |  |  |  |  |
|  |  | *Definitely likely* | *Somewhat likely* | *Somewhat unlikely* | *Definitely unlikely* |
| 15. | Did you receive a campaign kit or poster for this year? | YesNo |  |  |  |

16. What kind of messages should be emphasized in future NLAAD campaigns?

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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. What are some barriers to participating in NLAAD?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What are the benefits of participating in NLAAD?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. Organizational information:
	1. What is the size of your organization? \_\_\_\_\_\_\_\_\_\_\_\_\_\_# of staff
	2. The majority of the agency’s clients are of what ethnic background? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	3. Your agency is located in what type of environment:

urban (city)small town(suburban)ruralOther\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. For demographic purposes pleased provide us with the following information:
	1. Your gender \_\_\_\_\_\_\_\_\_
	2. Your age \_\_\_\_\_\_\_\_
	3. Your ethnic background \_\_\_\_\_\_\_\_\_

d. Have you ever been tested for HIV?  Yes No

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**NATIONAL LATINO AIDS AWARENESS DAY**

**NLAAD WEBSITE USABILITY SURVEY**

National Council of La Raza Conference

1. Before today had you heard of National Latino AIDS Awareness Day (NLAAD)?

|  |  |  |
| --- | --- | --- |
| \_\_\_\_\_ Yes | \_\_\_\_\_ No |  |
| 1a) If yes, where did you hear about the campaign (check all that apply)? |
| \_\_\_\_\_ Newspaper | \_\_\_\_\_ Event (health fair, testing |
| \_\_\_\_\_ Radio |  | event, press conference) |
| \_\_\_\_\_ Television | \_\_\_\_\_ Word of mouth |
| \_\_\_\_\_ Website |  | \_\_\_\_\_ Soy…(I am…) campaign |
| \_\_\_\_\_ Organization (place where | posters |
| you receive services) | \_\_\_\_\_ Other |

1b) What do you remember about the campaign?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2) When is NLAAD held (exact date)?

\_\_\_\_\_ June 27

\_\_\_\_\_ October 15

\_\_\_\_\_ December 1st

\_\_\_\_\_ Other (specify) \_\_\_\_\_\_\_\_\_\_\_\_\_

3). Have you participated in an NLAAD awareness activity in the past? (an activity can include attending an NLAAD event, getting tested sometime in October, planning an awareness activity, volunteering at an NLAAD event)

\_\_\_\_\_ Yes \_\_\_\_\_ No

3a). How did you participate?

\_\_\_\_\_ Plan an awareness activity

\_\_\_\_\_ Attend an NLAAD event (health fair, testing event, press conference)

\_\_\_\_\_ Got tested for HIV

4). Have you visited the NLAAD website prior to today?

\_\_\_\_\_ Yes \_\_\_\_\_ No

5). While navigating the website, which of the following did you click on?

\_\_\_\_\_ Registration \_\_\_\_\_ Annual Report

\_\_\_\_\_ Planning \_\_\_\_\_ Resources

\_\_\_\_\_ Campaign Kit 2008 \_\_\_\_\_ NASTAD: ¡Adelante!

\_\_\_\_\_ Posters, Ads, Logos Strengthening the Response to

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HIV/AIDS and Viral Hepatitis \_\_\_\_\_ Media

in Latino Communities \_\_\_\_\_ Events

\_\_\_\_\_ MPowerment: Working with \_\_\_\_\_ NLAAD website tour

MSM Communities \_\_\_\_\_ PSAs

\_\_\_\_\_ Capacity Building Assistance \_\_\_\_\_ Testimonials

\_\_\_\_\_ Latinos & HIV/AIDS: Working \_\_\_\_\_ HIV testing locator

with Communities of Faith \_\_\_\_\_ Announcements

\_\_\_\_\_ HIV/AIDS Fact sheets \_\_\_\_\_ Event Search

\_\_\_\_\_ Participants \_\_\_\_\_ Participant List

5a). If you clicked on Registration, did you register as an NLAAD participant?

\_\_\_\_\_ Yes \_\_\_\_\_ No

5b). If you took the NLAAD website tour, what did you learn about NLAAD?

Please explain: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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5c). If you took the NLAAD website tour, did you register as an NLAAD participant?

\_\_\_\_\_ Yes \_\_\_\_\_ No

6). How difficult was it for you to find information on NLAAD on the website?

\_\_\_ Very Difficult

\_\_\_ Difficult

\_\_\_ Somewhat difficult

\_\_\_ Easy

\_\_\_ Very Easy

6a). If you experienced some degree of difficulty, why was that? explain:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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7) Did you notice the HIV testing locator?

\_\_\_\_\_ Yes \_\_\_\_\_ No

7a). If you noticed it, did you click on the HIV testing locator?

\_\_\_\_\_ Yes \_\_\_\_\_ No

7b). How easy was it for you to find the nearest HIV testing location?

\_\_\_\_\_ Very Difficult

\_\_\_\_\_ Difficult

\_\_\_\_\_ Somewhat Difficult

\_\_\_\_\_ Easy

\_\_\_\_\_ Very Easy

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\_\_\_\_\_ No

\_\_\_\_\_ Underwhelmed

\_\_\_\_\_ Comfortable

\_\_\_\_\_ At ease

\_\_\_\_\_Curious

\_\_\_\_\_ Interested

8). Would you like to see more general information on HIV/AIDS?

\_\_\_\_\_ Yes \_\_\_\_\_ No

8a). If yes, what type of HIV/AIDS information would you like to see? Please Explain:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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9). How busy was the NLAAD website?

\_\_\_ Very Busy

\_\_\_ Busy

\_\_\_ Somewhat busy

\_\_\_ Not busy

\_\_\_

10). While navigating the website, which of these did you feel?

(check all that apply)

\_\_\_\_\_ Frustrated

\_\_\_\_\_ Overwhelmed

\_\_\_\_\_ Annoyed

\_\_\_\_\_Confused

\_\_\_\_\_ Tired

11). By navigating through the website do you feel like you could be involved in

NLAAD?

\_\_\_\_\_ Yes

11a). How easy it is for you to get involved?

\_\_\_ Very Easy

\_\_\_ Easy

\_\_\_ Somewhat easy

\_\_\_ Not easy

\_\_\_ Difficult

11b). Do you want to get involved?

\_\_\_\_\_ Yes \_\_\_\_\_ No

11c).Would you like to register now?

\_\_\_\_\_ Yes \_\_\_\_\_ No

12) Did you use the English version of the website or the Spanish?

\_\_\_\_\_ English \_\_\_\_\_Spanish

13). How can we improve the NLAAD website?

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**DEMOGRAPHICS:**

1. How old are you? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Do you identify as?

\_\_\_\_\_ Male

\_\_\_\_\_ Female

\_\_\_\_\_ Transgender

\_\_\_\_\_ M→F

\_\_\_\_\_ F→M

3) How would you describe your sexual orientation?

\_\_\_\_\_ Heterosexual \_\_\_\_\_ Bisexual

\_\_\_\_\_ Gay \_\_\_\_\_ Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_ Lesbian

\_\_\_\_\_ Transexual

4) Do you identify yourself as Hispanic/Latino?

\_\_\_\_\_ Yes \_\_\_\_\_ No

4a) If Yes, Specify Hispanic/Latino ethnicity

\_\_\_\_\_ Dominican \_\_\_\_\_ South American

\_\_\_\_\_ Mexican \_\_\_\_\_ Central American

\_\_\_\_\_ Cuban \_\_\_\_\_ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_ Puerto Rican

5). Would you describe yourself as…? (Read each category and check all that apply)

Black/ African-American/African/Afro-Caribbean

\_\_\_\_\_ Native Hawaiian/Pacific Islander

\_\_\_\_\_ American Indian/Alaskan Native

\_\_\_\_\_ White/ Caucasian

\_\_\_\_\_ Asian/Southeast Asian

\_\_\_\_\_ Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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\_\_\_\_\_ Interested

\_\_\_\_\_ Engaged

\_\_\_\_\_ Bored

\_\_\_\_\_ Latinos & HIV/AIDS: Working with Communities of Faith

\_\_\_\_\_ HIV/AIDS Fact sheets

\_\_\_\_\_ Participants

\_\_\_\_\_ Media

\_\_\_\_\_ Events

\_\_\_\_\_ NLAAD website tour

\_\_\_\_\_ PSAs

\_\_\_\_\_ Testimonials

\_\_\_\_\_ HIV testing locator

\_\_\_\_\_ Announcements

\_\_\_\_\_ Event Search

\_\_\_\_\_ Participant List

**NATIONAL LATINO AIDS AWARENESS DAY**

**NLAAD WEBSITE USABILITY SURVEY**

National Council of La Raza Conference

**NOTICE: The website usability surveys should take no longer than 10 minutes.**

In order to collect data that will assist us in identifying specific usability problems, we are requesting that while a user is conducting the survey, that you take the time to observe his/her process for navigating the website and complete the following questions per user. Please check all items that apply.

1). When the user first looked at the web page, what was the first thing that user did?

\_\_\_\_\_ Glance through all of the sections “above the fold” (top half of the web page)

\_\_\_\_\_ Click on something right away “above the fold” (top half of the web page)

\_\_\_\_\_ Scroll down

\_\_\_\_\_ Look at the whole page

\_\_\_\_\_ Click on something “below the fold” (Bottom half of the web page)

\_\_\_\_\_ Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2). Did the user click on any of the following? (Check all that apply)

\_\_\_\_\_ Registration

\_\_\_\_\_ Planning

\_\_\_\_\_ Campaign Kit

\_\_\_\_\_ Posters, Ads, Logos

\_\_\_\_\_ Annual Report

\_\_\_\_\_ Resources

\_\_\_\_\_ NASTAD: ¡Adelante! Strengthening the Response to

HIV/AIDS and Viral Hepatitis in Latino Communities

\_\_\_\_\_ MPowerment: Working with MSM Communities

\_\_\_\_\_ Capacity Building Assistance

3). Did the user appear to experience any of the following emotions while navigating through the website? (Check all that apply)

\_\_\_\_\_ Frustrated

\_\_\_\_\_ Overwhelmed

\_\_\_\_\_ Annoyed

\_\_\_\_\_ Confused

\_\_\_\_\_ Tired

\_\_\_\_\_ Underwhelmed

\_\_\_\_\_ Comfortable

\_\_\_\_\_ At ease

\_\_\_\_\_ Curious

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4). What language did the user use to navigate the website?

\_\_\_\_\_ English \_\_\_\_\_ Spanish

5). Did the user try to print anything? (Is this function available?)

\_\_\_\_\_ Yes \_\_\_\_\_ No

6). Did the user write anything down?

\_\_\_\_\_ Yes \_\_\_\_\_ No

7). Did the website user register as an NLAAD participant?

\_\_\_\_\_ Yes \_\_\_\_\_ No

8). Did the user stay the whole time (10 minutes)?

|  |  |
| --- | --- |
| \_\_\_\_\_ Yes | \_\_\_\_\_ No |
| 8a). Did the user complete the survey? |
| \_\_\_\_\_ Yes | \_\_\_\_\_ No |

9) Additional Observations/Comments:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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\_\_\_\_\_\_