

HIV/AIDS Awareness Day Programs

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

Public reporting burden of this collection of information is estimated to average 60 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; Attn: OMB-PRA (0920-0890)

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

**TOOLS: PROCESS & OUTCOME
MONITORING, QUALITY ASSURANCE**

LATINO COMMISSION ON AIDS

PREFACE: The National Latino AIDS Awareness Day (NLAAD) is a national social marketing campaign that 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.

Proposed Process, Outcome and QA Activities of Each Annual Campaign

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

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

Other:_____

4. 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

3. 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

4. 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

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

	Extremely unsuccessful	Somewhat unsuccessful	Neutral	Somewhat successful	Extremely successful	N/A
Increased number of						

	Extremely unsuccessful	Somewhat unsuccessful	Neutral	Somewhat successful	Extremely successful	N/A
Latinos tested for HIV at the organization						
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)						

7. What activities did your organization hold for NLAAD ?

Health fair

Candlelight vigil

- 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) _____

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

- 1 2 3 4 5 more than 5

3. 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

4. Approximately how many HIV tests did your agency administer? _____

5. How often do you target the following populations for HIV testing? (please mark all that apply)

	NLAAD	Other AIDS awareness Days	Through the year	Do not focus on this population	N/A
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													

	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?

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

V. 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 not useful	Somewhat Not useful	Neutral	Somewhat useful	Completely 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					

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

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 _____

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

Yes No

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

Yes No

9. 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.

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 unfamiliar	Somewhat unfamiliar	neutral	Somewhat familiar	Extremely 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)?
 - a. None
 - b. Funding
 - c. Staff

- d. Time/scheduling
- e. Limited media interest
- f. Do not know other organizations to partner or collaborate with
- g. Limited health dept. support
- h. Limited experience organizing such an event
- i. Other _____

3. please rate the following:

	Definitely important	Somewhat unimportant	neutral	Somewhat important	Definitely 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					

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? _____	
2a) What is the image of this year's NLAAD posters? Please check only ONE: <input type="checkbox"/> Group picture of diverse Latinos <input type="checkbox"/> Four different posters w/ images of young male, pregnant female, adult female and male <input type="checkbox"/> Little man covered w/ Latin American flags holding umbrella <input type="checkbox"/> Other (Specify) _____	
3) When is NLAAD held (exact date)? February 7 _____ June 27 _____ September 30 _____ October 15 _____ December 1 st _____ 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? Yes _____ No _____	5b) Do you believe HIV/AIDS is a health concern in the Latino community? Yes _____ No _____
6a) Have you heard of the Latino Commission on AIDS? Yes _____ No _____	6b) Have you heard of your local community based organization? Yes _____ No _____
7) Which zip code do you live in? _____	
8) How old are you?	9) Do you identify as...? (Confirm with respondent) <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Transgender <input type="checkbox"/> M → F <input type="checkbox"/> F → M
10) How would you describe your sexual orientation...? <input type="checkbox"/> Heterosexual <input type="checkbox"/> Gay <input type="checkbox"/> Lesbian <input type="checkbox"/> Transexual <input type="checkbox"/> Bisexual Other _____	
10a) Do you identify yourself as Hispanic/Latino? Yes → If Yes, Specify Hispanic/Latino ethnicity → _____ No _____	10b) <input type="checkbox"/> Dominican <input type="checkbox"/> Mexican <input type="checkbox"/> Cuban <input type="checkbox"/> Puerto Rican <input type="checkbox"/> South American <input type="checkbox"/> Central American Other: _____

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!

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.
2. Lend a sympathetic ear and attend to the discussion.
3. Always try to bring objectivity to the discussion.
4. Make an effort to draw people out in a group environment.
5. Encourage participants to elaborate on their points of view.
6. Keep the focus group on track while showing respect for the participants.
7. Establish positive dynamics.
8. 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.

I. Preparation

(Prepare name tents and name tags for participants, set-up recorder, label each side (A or B) of cassette 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.

- 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 known 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 your 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)
3. How is NLAAD different from other HIV awareness initiative?
PROBE ► (such as National AIDS Awareness Month, etc)
4. How is awareness raised in your communities?
PROBE ► (Forums, speak-outs, teach-ins, HIV testing, etc)
5. How would you define a *successful 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)
8. What are some barriers to partnering with your local media?
9. 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)
10. What are your thoughts on how to target Latinos with HIV/AIDS awareness messages? PROBE ► (What themes, images, word phrasing)
11. 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.)
12. How can we overcome these barriers to participation?
13. What are some of the main barriers that prevent organizations, like yours, from holding NLAAD events?
14. What type of assistance should be provided to help organizations participate in NLAAD?
15. 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.

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:

9. Take the time needed to learn enough about the topic being discussed to be an effective moderator.
10. Lend a sympathetic ear and attend to the discussion.
11. Always try to bring objectivity to the discussion.
12. Make an effort to draw people out in a group environment.
13. Encourage participants to elaborate on their points of view.
14. Keep the focus group on track while showing respect for the participants.
15. Establish positive dynamics.
16. Probe if necessary to verify on unclear responses.

Notes for Note-takers:

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

I. Preparation

(Prepare name tents and name tags for participants, set-up recorder, label each side (A or B) of cassette 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.

- 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 (3 minutes)

2. 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 known 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.

16. After hearing this description of NLAAD, what are your initial reactions?
17. How does your present reaction differ from your prior understanding or perception of NLAAD?
PROBE ► (did you think it was just about testing, etc)
18. How is NLAAD different from other HIV awareness initiative?
PROBE ► (such as National AIDS Awareness Month, etc)
19. How is awareness raised in your communities?
PROBE ► (Forums, speak-outs, teach-ins, HIV testing, etc)
20. How would you define a *successful NLAAD event* (a successful HIV awareness initiative)?
PROBE ► (Number of attendees, staff involvement, partnerships formed, new clients, media, etc)
21. How would you define a *successful NLAAD partnership*?
PROBE ► (division of labor, who you partner with, long term collaboration, site location, etc)
22. How can you partner with your communities' local media? PROBE ► (newspaper, radio, TV)
23. What are some barriers to partnering with your local media?
24. 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)
25. What are your thoughts on how to target Latinos with HIV/AIDS awareness messages? PROBE ► (What themes, images, word phrasing)
26. 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.)
27. How can we overcome these barriers to participation?
28. How could local NLAAD events in your community be improved next year?
PROBE ► (recruit new people, create a stir about October 15th, manage the execution better, etc.)
29. What has been your overall experience with NLAAD coordination? **PROBE** ► (what worked?, what didn't work?, why?)

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.

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

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

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

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	<p>1 = Social justice (example: activists target AIDS peril; Increased Efforts Needed to Address HIV in Hispanic Community)</p> <p>2 = Data/findings: (example: CDC: Majority of HIV infections are in Gays and Black men)</p> <p>3 = Prevention programs (example; few prevention programs target Latinos)</p> <p>4 = Ecological perspective (example: Latinos Coping with HIV; Experts Say Public Health Legislation Transcends Budget Politics)</p> <p>5 = Local issue (example: Hip-hop artists rap to raise HIV/AIDS awareness in Dallas)</p> <p>6 = National Latino AIDS Awareness Day</p> <p>7= other</p>

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:

- a. How many conference calls for NLAAD were you on last year (2006): _____
- b. Did you consistently participate in the Spanish or English conference calls

- c. 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

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

b. 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

10. **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)

11. **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?**

**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.
 - a. How helpful have these calls been?
 - b. How clear are each members roles?
 - c. What can be done to improve these calls?
 - d. What are the goals of these calls? What should be the goals?
 - e. Who else needs to be on these calls? Why?
 - f. What do these calls serve to inform us about?
5. What are the roles that this committee can have in the overall NLAAD implementation?
 - a. What evaluation roles do individuals want? If possible?
6. These calls are used as feedback mechanisms on the various evaluations tools.
 - a. How effective has this feedback process been?
 - b. How can it be better streamlined?
7. These calls have been used to generate ideas on NLAAD program design
 - a. How effective has this idea-generating process been?
 - b. 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?
 - a. what do we want to know about the NLAAD activities?
 - b. What may be some other effective ways to get that data?
 - c. What would you like to see result from the evaluation efforts?
11. Did we do anything that has been proven ineffective, which should be adjusted, removed or replaced?
12. how can evaluation be better integrated into the NLAAD program design/protocols?

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? _____
3. How did you first hear about NLAAD? _____
4. 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? Yes No
7. 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
 - a. If yes, how many people in the agency participated? _____ # of staff
 - b. What activities did your agency coordinate?

 - c. If your agency did a testing event, approximately how many people were tested last year at the agency's NLAAD activity? _____ # of people tested
 - d. With how many community based organizations did you collaborate with last year for NLAAD? _____ # of CBOs
9. 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?

17. What are some barriers to participating in NLAAD?

18. What are the benefits of participating in NLAAD?

19. Organizational information:

- a. What is the size of your organization? _____ # of staff
- b. The majority of the agency's clients are of what ethnic background? _____
- c. Your agency is located in what type of environment:
urban (city) small town(suburban) rural Other _____

20. For demographic purposes please provide us with the following information:

- a. Your gender _____
- b. Your age _____
- c. Your ethnic background _____
- d. Have you ever been tested for HIV? Yes No

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)?

- | | |
|--|---|
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Event (health fair, testing event, press conference) |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Word of mouth |
| <input type="checkbox"/> Television | <input type="checkbox"/> Soy...(I am...) campaign |
| <input type="checkbox"/> Website | <input type="checkbox"/> posters |
| <input type="checkbox"/> Organization (place where you receive services) | <input type="checkbox"/> 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?

- | | |
|--|--|
| <input type="checkbox"/> Registration | <input type="checkbox"/> Annual Report |
| <input type="checkbox"/> Planning | <input type="checkbox"/> Resources |
| <input type="checkbox"/> Campaign Kit 2008 | <input type="checkbox"/> NASTAD: ¡Adelante! |
| <input type="checkbox"/> Posters, Ads, Logos | <input type="checkbox"/> Strengthening the Response to |

- | | |
|---|--|
| <input type="checkbox"/> HIV/AIDS and Viral Hepatitis
in Latino Communities | <input type="checkbox"/> Media |
| <input type="checkbox"/> MPowerment: Working with
MSM Communities | <input type="checkbox"/> Events |
| <input type="checkbox"/> Capacity Building Assistance | <input type="checkbox"/> NLAAD website tour |
| <input type="checkbox"/> Latinos & HIV/AIDS: Working
with Communities of Faith | <input type="checkbox"/> PSAs |
| <input type="checkbox"/> HIV/AIDS Fact sheets | <input type="checkbox"/> Testimonials |
| <input type="checkbox"/> Participants | <input type="checkbox"/> HIV testing locator |
| | <input type="checkbox"/> Announcements |
| | <input type="checkbox"/> Event Search |
| | <input type="checkbox"/> 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: _____

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: _____

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

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:

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)

<input type="checkbox"/> Frustrated	<input type="checkbox"/> Underwhelmed
<input type="checkbox"/> Overwhelmed	<input type="checkbox"/> Comfortable
<input type="checkbox"/> Annoyed	<input type="checkbox"/> At ease
<input type="checkbox"/> Confused	<input type="checkbox"/> Curious
<input type="checkbox"/> Tired	<input type="checkbox"/> Interested

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

No 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?

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
- _____ Gay
- _____ Lesbian
- _____ Transexual
- _____ Bisexual
- _____ Other _____

4) Do you identify yourself as Hispanic/Latino?

- _____ Yes
- _____ No

4a) If Yes, Specify Hispanic/Latino ethnicity

- _____ Dominican
- _____ Mexican
- _____ Cuban
- _____ Puerto Rican
- _____ South American
- _____ Central American
- _____ Other: _____

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 _____

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)

- | | |
|---|--|
| <input type="checkbox"/> Registration | <input type="checkbox"/> Latinos & HIV/AIDS: Working with Communities of Faith |
| <input type="checkbox"/> Planning | <input type="checkbox"/> HIV/AIDS Fact sheets |
| <input type="checkbox"/> Campaign Kit | <input type="checkbox"/> Participants |
| <input type="checkbox"/> Posters, Ads, Logos | <input type="checkbox"/> Media |
| <input type="checkbox"/> Annual Report | <input type="checkbox"/> Events |
| <input type="checkbox"/> Resources | <input type="checkbox"/> NLAAD website tour |
| <input type="checkbox"/> NASTAD: ¡Adelante! | <input type="checkbox"/> PSAs |
| <input type="checkbox"/> Strengthening the Response to HIV/AIDS and Viral Hepatitis in Latino Communities | <input type="checkbox"/> Testimonials |
| <input type="checkbox"/> MPowerment: Working with MSM Communities | <input type="checkbox"/> HIV testing locator |
| <input type="checkbox"/> Capacity Building Assistance | <input type="checkbox"/> Announcements |
| | <input type="checkbox"/> Event Search |
| | <input type="checkbox"/> Participant List |

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

- | | |
|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> Frustrated | <input type="checkbox"/> Interested |
| <input type="checkbox"/> Overwhelmed | <input type="checkbox"/> Engaged |
| <input type="checkbox"/> Annoyed | <input type="checkbox"/> Bored |
| <input type="checkbox"/> Confused | |
| <input type="checkbox"/> Tired | |
| <input type="checkbox"/> Underwhelmed | |
| <input type="checkbox"/> Comfortable | |
| <input type="checkbox"/> At ease | |
| <input type="checkbox"/> Curious | |

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: _____
