Form Approved

OMB No. 0920-1027

Expiration Date: 08/31/2017

**Attachment 2: Stakeholder Analysis MSM Online Survey**

Public reporting burden of this collection of information is estimated to average 10 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 (0920-1027)

**The goal of this survey is to gather feedback about current health information products to determine if they meet the needs of the public. We would like your feedback on informational materials produced by the Centers for Disease Control and Prevention (CDC). If you are a gay/bisexual man or have had sex with another man in the past 6 months, please help us by taking this online survey. This survey should take about 10 minutes to complete. A 7th grade reading level is required. If you have any questions about this survey, please contact James Bethea (**[**jbethea@danya.com**](mailto:jbethea@danya.com)**), who is in charge of this study.**

**The CDC is a federal public health agency that provides health information to the public as part of its mission to protect America from health, safety and security threats. This survey is sponsored by CDC’s Division of STD Prevention.**

**The CDC recognizes that your time is extremely valuable and appreciates your participation.**

**Please click here [insert link] to take this survey.**

**DSTDP Survey for Men who have Sex with Men (MSM)**

1. Please choose the gender identity that best describes you.
2. Male
3. Female
4. Transgender
5. Prefer not to answer
6. Please indicate your age (in years).
7. 15-17
8. 18-22
9. 23-25
10. 25-30
11. 31-40
12. 41-50
13. 51-60
14. 61 and above
15. What is the highest level of education you have completed?
16. Less than high school
17. Some high school
18. High School Graduate
19. Some college
20. Trade/technical/vocational training
21. College graduate or more
22. Military
23. What is your race/ethnicity? (Please select all that apply)
24. American Indian or Alaska Native
25. Asian/Pacific Islander
26. Black or African American
27. White
28. Hispanic or Latino
29. Other
30. Prefer not to answer
31. If you wanted information about STDs from CDC, in what format would you like to receive this information? (Please select all that apply)
32. Website
33. Podcast
34. Video
35. Monthly newsletter
36. Text message
37. Printed fact sheet
38. Blog
39. Hotline
40. Social media
41. I do not want to receive STD information from CDC
42. Have you ever used any of the formats to learn about STDs from CDC (select all that apply)?
43. Website
44. Podcast
45. Video
46. Monthly newsletter
47. Text message
48. Printed fact sheet
49. Blog
50. Hotline
51. Social media
52. I have never looked for STD information from CDC

***The next set of questions refers to images and text found on an actual CDC Fact Sheet about STDs.***



Image

6. Imagine you saw image 1 on a fact sheet about STDs for gay and/or bisexual men. Would you say that this image is \_\_\_\_\_\_\_? (Please select all that apply)

1. Stereotypical
2. Is meant for people like me
3. Interesting
4. Stigmatizing
5. Attention-getting
6. Outdated
7. Offensive

7. How appropriate is this image for a fact sheet for gay and/or bisexual men?

1 2 3 4 5

Very Appropriate Appropriate Neutral Inappropriate Very Inappropriate



Image

8. Imagine you saw image 2 in a fact sheet about STDs for gay and/or bisexual men. Would you say that these images are \_\_\_\_\_\_\_? (Please select all that apply)

1. Stereotypical
2. Is meant for people like me
3. Interesting
4. Stigmatizing
5. Attention-getting
6. Outdated
7. Offensive

9. How appropriate is this image for a fact sheet for gay and/or bisexual men?

1 2 3 4 5

Very Appropriate Appropriate Neutral Inappropriate Very Inappropriate

***The next questions relate to the following text from CDC’s Fact Sheet, “What Gay, Bisexual and Other Men Who Have Sex with Men Need to Know About Sexually Transmitted Diseases.”***

The following topics are discussed in this fact sheet.

* What are sexually transmitted diseases?
* Am I at risk for STDs?
* How are STDs spread?
* How will I know if I have an STD?
* Can STDs be treated?
* How can I protect myself?
* Where can I get more information?

10. If you were concerned that you or someone you know might have an STD, how critical would you rate the topics above?

1 2 3 4 5

Very Relevant Relevant Somewhat relevant Irrelevant Very irrelevant

11. Do these topics address your most important questions about STDs?

A. Yes

B. No

C. Not sure

12. If the above topics do not address your most important questions, what additional information would you like to see included:

A. Symptoms

B. STD Images that reflect real cases

C. Testimonials from people who have had a STD

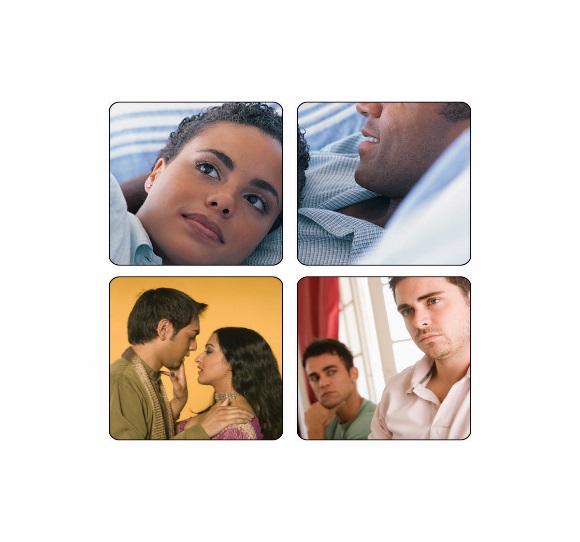
D. How to get tested

E. Where to get tested

F. Symptom checker

G. Other

***Gonorrhea is a sexually transmitted disease. The next set of questions refers to images and text found on a CDC Fact Sheet about gonorrhea.***



Image

13. Imagine you saw image 3 on a fact sheet about gonorrhea. Would you say that these images are \_\_\_\_\_\_\_? (Please select all that apply)

1. Stereotypical
2. Is meant for people like me
3. Interesting
4. Stigmatizing
5. Attention-getting
6. Outdated
7. Offensive

14. How appropriate is this image for a fact sheet about gonorrhea?

1 2 3 4 5

Very Appropriate Appropriate Neutral Inappropriate Very Inappropriate



Image

15. Imagine you saw image 4 on a fact sheet about gonorrhea. Would you say that this image: is \_\_\_\_\_\_\_? (Please select all that apply)

1. Stereotypical
2. Is meant for people like me
3. Interesting
4. Stigmatizing
5. Attention-getting
6. Outdated
7. Offensive

16. How appropriate is this image for a fact sheet about gonorrhea?

1 2 3 4 5

Very Appropriate Appropriate Neutral Inappropriate Very Inappropriate

***The next questions will be related to the following text from the CDC Fact Sheet, “Gonorrhea”.***

**How can I reduce my risk of getting gonorrhea?**

The only way to avoid STDs is to not have vaginal, anal, or oral sex. If you are sexually active, you can do the following things to lower your chances of getting gonorrhea:

* Being in a long-term mutually monogamous relationship with a partner who has been tested and has negative STD test results;
* Using latex condoms and dental dams the right way every time you have sex.

Anyone who is sexually active can get gonorrhea. Gonorrhea can cause very serious complications when not treated, but can be cured with the right medication.

18. Please rate how easy the text (above) is to understand.

1 2 3 4 5

Very Easy to understand Easy to understand Somewhat easy to understand Difficult to understand Very difficult to understand

19. If you or a partner were concerned about getting gonorrhea, how would helpful would you rate the information the above?

1 2 3 4 5

Very Helpful Helpful Somewhat Helpful A Little Helpful Not At All Helpful

20. After seeing the images and the text above, would you recommend the CDC’s Fact Sheets to your friends or others you know if they were looking for information about STDs?

1. Yes
2. No
3. Not sure

23. After completing this survey what actions would you take? (Select all that apply)

1. Visit the CDC website
2. Do an internet search about the campaign
3. Look for more information about STDs
4. If involved in a sexual relationship, talk to my partner about STDs
5. Talk to a doctor (or other provider) about STDs/testing
6. I wouldn’t take any specific action

Thank you for your feedback! Those are all the questions we have for you today. If you have any questions about the survey you just answered, please contact James Bethea ([jbethea@danya.com](mailto:jbethea@danya.com)), the Project Director for this study.