

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), 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.
 - A. Male
 - B. Female
 - C. Transgender
 - D. Prefer not to answer

2. Please indicate your age (in years).
 - A. 15-17
 - B. 18-22
 - C. 23-25
 - D. 25-30
 - E. 31-40
 - F. 41-50
 - G. 51-60
 - H. 61 and above

3. What is the highest level of education you have completed?
 - A. Less than high school
 - B. Some high school
 - C. High School Graduate
 - D. Some college
 - E. Trade/technical/vocational training
 - F. College graduate or more
 - G. Military

4. What is your race/ethnicity? (Please select all that apply)
 - A. American Indian or Alaska Native
 - B. Asian/Pacific Islander
 - C. Black or African American
 - D. White
 - E. Hispanic or Latino
 - F. Other
 - G. Prefer not to answer

5. If you wanted information about STDs from CDC, in what format would you like to receive this information? (Please select all that apply)
 - A. Website

- B. Podcast
- C. Video
- D. Monthly newsletter
- E. Text message
- F. Printed fact sheet
- G. Blog
- H. Hotline
- I. Social media
- J. I do not want to receive STD information from CDC

6. Have you ever used any of the formats to learn about STDs from CDC (select all that apply)?

- A. Website
- B. Podcast
- C. Video
- D. Monthly newsletter
- E. Text message
- F. Printed fact sheet
- G. Blog
- H. Hotline
- I. Social media
- J. 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.

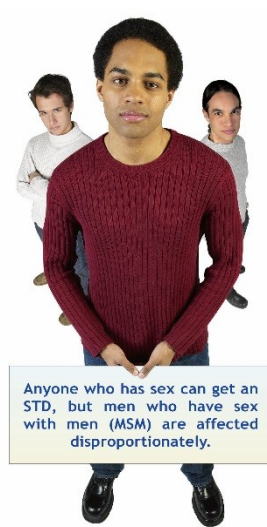


Image 1

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)

- A. Stereotypical
- B. Is meant for people like me

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 3

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

- A. Stereotypical
- B. Is meant for people like me
- C. Interesting
- D. Stigmatizing
- E. Attention-getting
- F. Outdated
- G. 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 4

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

- A. Stereotypical
- B. Is meant for people like me
- C. Interesting

- D. Stigmatizing
- E. Attention-getting
- F. Outdated
- G. 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 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?

- A. Yes
- B. No
- C. Not sure

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

- A. Visit the CDC website
- B. Do an internet search about the campaign
- C. Look for more information about STDs
- D. If involved in a sexual relationship, talk to my partner about STDs
- E. Talk to a doctor (or other provider) about STDs/testing
- F. 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), the Project Director for this study.