

**Online Recruitment Language
September 5, 2017**

IN-PERSON FOCUS GROUP RECRUITMENT

A. *Email to youth organizations, schools, health centers*

Hello [person or organization]!

I am reaching out to you today to tell you about an exciting project The Fenway Institute is doing to **develop better HIV prevention strategies for gay/bi/queer young men and transgender youth**. The project is sponsored by the Centers for Disease Control and Prevention (CDC).

The Fenway Institute is now seeking participants for focus groups in [Boston/Philadelphia]. For these in-person groups, we are interested in hearing the thoughts of young men attracted to men. In the focus groups, we'll talk about sexual identity, relationships, and HIV prevention so that we can develop better HIV prevention strategies for youth!

If you are willing, we'd be very appreciative if you would share this opportunity with your [patients/clients/students/members/networks] and others who may meet the following eligibility criteria:

- Are 14 to 17 years of age,
- Were assigned male sex at birth and identify as male,
- Are attracted to other guys,
- Are able to participate in an in-person focus group,
- Live in or around (Boston/Philadelphia)

Those who participate in this study will receive a gift card valued at \$50 as a token of appreciation for a 2-hour focus group, and will be contributing valuable insight to improve HIV prevention.

For more information about the project and study eligibility, please contact Sophia Geffen.

Phone: (857) 313-6670

Email: sgeffen@fenwayhealth.org

Thank you in advance for sharing this opportunity with your community!

Best,

Sophia Geffen
HIV Prevention Research Project Manager
The Fenway Institute

B. Craigslist Language

Developing Better HIV Prevention Strategies for Gay/Bisexual/Queer Young Men—Focus Group Opportunity!

The Fenway Institute is now seeking participants for focus groups in [Boston/Philadelphia]. We are interested in hearing the thoughts of young men attracted to men. In the focus group, we'll talk about sexual identity, relationships, and HIV prevention so that we can develop better HIV prevention strategies for youth!

You may be eligible to participate if you:

- Are 14 to 17 years of age;
- Were assigned male sex at birth and identify as male
- Are attracted to other guys
- Are able to participate in an in-person focus group
- Live in or around (Boston/Philadelphia)

Participants who are eligible will be asked to participate in a 2 hour focus group and will receive a gift card valued at \$50 as a token of appreciation for their time. The project is sponsored by the Centers for Disease Control and Prevention (CDC).

For more information about the project and study eligibility, please contact Sophia Geffen.

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C. Facebook Language

Are you interested in helping to develop better HIV prevention strategies for youth?!

The Fenway Institute is now seeking participants for focus groups in [Boston/Philadelphia]. We are interested in hearing the thoughts of young men attracted to men. In the focus group, we'll talk about sexual identity, relationships, and HIV prevention so that we can develop better HIV prevention strategies for gay/bi/queer young men.

You may be eligible to participate if you:

- Are 14 to 17 years of age;
- Were assigned male sex at birth and identify as male
- Are attracted to other guys
- Are able to participate in an in-person focus group
- Live in or around (Boston/Philadelphia)

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ONLINE FOCUS GROUP RECRUITMENT

A. Email to youth organizations, schools, health centers

Hello [person or organization]!

I am reaching out to you today to tell you about an exciting project The Fenway Institute is doing to **develop better HIV prevention strategies for gay/bi/queer young men and transgender youth**. The project is sponsored by the Centers for Disease Control and Prevention (CDC).

The Fenway Institute is now seeking participants for online focus groups. We are interested in hearing the thoughts of gay/bi/queer young men and transgender youth. In the focus group, we'll talk about sexual and gender identity, relationships, and HIV prevention so that we can develop better HIV prevention strategies for youth!

If you are willing, we'd be very appreciative if you would share this opportunity with your [patients/clients/students/members/networks] and others who may meet the eligibility criteria. We are recruiting for two different online groups:

Group A Criteria:

- Are 13 to 24 years of age
- Identify as transgender
- Able to participate in an online focus group

Group B Criteria:

- Are 13 to 18 years of age
- Were assigned male sex at birth and identify as male
- Are attracted to other guys
- Able to participate in an online focus group

Those who participate in this study will receive a gift card valued at \$30 as a token of appreciation for a 3-day online focus group, and will be contributing valuable insight to improve HIV prevention.

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Email: sgeffen@fenwayhealth.org

Thank you in advance for sharing this opportunity with your community!

Best,

Sophia Geffen
HIV Prevention Research Project Manager
The Fenway Institute

B. Craigslist Language

Developing Better HIV Prevention Strategies for Transgender Youth and Gay/Bisexual/Queer Young Men—Focus Group Opportunity!

The Fenway Institute is now seeking participants for online focus groups. We are interested in hearing the thoughts of transgender youth and young men attracted to men. In the focus group, we'll talk about sexual identity, relationships, and HIV prevention so that we can develop better HIV prevention strategies for youth!

We are recruiting for two different online groups and you may be eligible if you fit the following criteria:

Group A Criteria:

- Are 13 to 24 years of age
- Identify as transgender
- Able to participate in an online focus group

Group B Criteria:

- Are 13 to 18 years of age
- Were assigned male sex at birth and identify as male
- Are attracted to other guys
- Able to participate in an online focus group

Participants who are eligible will be asked to participate in a 3-day online focus group and will receive a gift card valued at \$30 as a token of appreciation. The project is sponsored by the Centers for Disease Control and Prevention (CDC).

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C. Facebook Language

Are you interested in helping to develop better HIV prevention strategies for youth?!

The Fenway Institute is now seeking participants for online focus groups. We are interested in hearing the thoughts of young men attracted to men. In the focus group, we'll talk about sexual identity, relationships, and HIV prevention so that we can develop better HIV prevention strategies for gay/bi/queer young men.

We are recruiting for two different online groups and you may be eligible if you fit the following criteria:

Group A Criteria:

- Are 13 to 24 years of age
- Identify as transgender
- Able to participate in an online focus group

Group B Criteria:

- Are 13 to 18 years of age
- Were assigned male sex at birth and identify as male
- Are attracted to other guys
- Able to participate in an online focus group

Participants who are eligible will be asked to participate in a 3-day online focus group and will receive a gift card valued at \$30 as a token of appreciation. The project is sponsored by the Centers for Disease Control and Prevention (CDC).

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