

Form Approved
OMB No: 0920-New
Exp. Date: XX/XX/XXXX

Evaluation of Enhancing HIV Prevention Communication and
Mobilization Efforts through Strategic Partnerships

Attachment 3a:
Screenshots of Metrics Database

Public reporting burden of this collection of information is estimated to average 18 hours 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-New)

Here, partners are only required to select the type of data they wish to enter as shown in the box with the right-facing arrow. Partners are unable to run reports or use the approval system, administrative functions, or export data tool that are shown. These are for CDC's use only, and partners do not see these selections when they log in.

The screenshot shows the AAA METRICS database interface. At the top right, there is a greeting: "Hello, pwilliams@rti.or". The main header features the "AAA METRICS database" logo. On the left side, there is a navigation menu with the following sections:

- Select Campaign**: A dropdown menu currently showing "AAALI".
- Enter Data**: This section is highlighted with an orange box and an orange arrow pointing to it. It includes the following options:
 - Events
 - Materials
 - Media Impressions
- Reports**: Includes "Standard Report".
- Approval**: Includes "Approval System".
- Administration**: Includes "Campaign Administration", "Organization Administration", "User Administration", "Dropdown Menus", and "Domain Administration".
- Export Data Tool**: Includes "Export Data Tool".

The main content area on the right contains the text: "Welcome to the AAA Metrics Database. Please select a campaign and domain from the left to begin."

This screenshot shows what the interface looks like when the “Events” data type is selected. Here, they can edit or delete an entry or create a new event by clicking the “Add” button.

The screenshot displays the 'Data entry for: AAALI Events' interface. On the left is a sidebar with navigation options: 'Select Campaign' (set to 'AAALI'), 'Enter Data' (with sub-items: Events, Materials, Media Impressions), 'Reports' (Standard Report), 'Approval' (Approval System), 'Administration' (Campaign Administration, Organization Administration, User Administration, Dropdown Menus, Domain Administration), and 'Export Data Tool' (Export Data Tool). An orange arrow points to the 'Add' button in the main content area.

The main content area is titled 'Data entry for: AAALI Events' and features a table with the following data:

Camp	Action	Start Date*	End Date*	Event Type*	Name or description of	Attendance*	Description of Audience	Were HIV Tests Perform	Number of HIV Tests	Nu
83	Edit Delete	01/01/2015	01/04/2015	Convention	Act Together	100	AFAM - MSM	No	0	0
19	Edit Delete	10/06/2014	10/07/2014	Launch Event	DC Launch Event	200	(unknown)	Yes	100	0
65	Edit Delete	10/01/2014	10/02/2014	Launch Event	DC launch event	40,000	(unknown)	Yes	100	0

Below the table, there is a pagination bar showing 'Page 1 of 1' and 'View 1 - 3 of 3'. Below the pagination bar are several buttons: 'Add' (highlighted with an orange arrow), 'Export', and 'Get Import Template'. Below these buttons is a 'Choose File' button with the text 'No file chosen'.

When "Add" is selected, partners are asked to enter event details in the pop-up window. In this example, a new entry is created for a convention held on May 11-12, 2015.

Data entry for: AAALI Events

Show open data only

	tion of	Atten
		100
		200
		40,000

Add Record

Start Date* 05/11/2015

End Date* 05/12/2015

Event Type* Convention

Name or description of event NAACP Convention

Attendance* 500

Description of Audience AFAM - General

Were HIV Tests Performed Yes

Number of HIV Tests 357

Number of Preliminary Positives 2

ZIP Code 20036

City WASHINGTON

State DC

Core-Based Statistics Area Washington-Arlington-Alexandria, DC-VA-MD-WV

Did you distribute materials at this event?* No

Comments

Page 1

Add For: --Select -- (default is your organization)

Once the "submit" button is clicked, the new record is added to the data set.

Data entry for: AAALI Events

Show open data only

Camp	Action	Start Date*	End Date*	Event Type*	Name or description of	Attendance*	Description of Audience	Were HIV Tests Perform	Number of HIV Tests	Nu
98	Edit Delete	05/11/2015	05/12/2015	Convention	NAACP Convention	500	AFAM - General	Yes	357	2
83	Edit Delete	01/01/2015	01/04/2015	Convention	Act Together	100	AFAM - MSM	No	0	0
19	Edit Delete	10/08/2014	10/07/2014	Launch Event	DC Launch Event	200	(unknown)	Yes	100	0
65	Edit Delete	10/01/2014	10/02/2014	Launch Event	DC launch event	40,000	(unknown)	Yes	100	0

Page 1 of 1 100 View 1 - 4 of 4

Add For: --Select-- (default is your organization)

Data entry for: AAALI Materials

Show open data only

Camp	Action	Start Date*	End Date*	Pub ID Number	Name of Material	URL (for online materia	Language	Material Ty
297	Edit Delete	03/17/2015	03/17/2015		Take Charge. Take the Test.		English	Brochure/Pamphlets

Page 1 of 1 100 View 1 - 1 of 1

Add For: --Select-- (default is your organization)

Export

Get Import Template

Browse No file selected.

Select Campaign

AAALI

Enter Data

- Events
- Materials
- Media Impressions

Reports

Standard Report

Approval

Approval System

Administration

- Campaign Administration
- Organization Administration
- User Administration
- Dropdown Menus
- Domain Administration

Export Data Tool

Export Data Tool

Data entry for: AAALI Materials

Show open data only

Add Record

Start Date* 03/26/2015

End Date* 03/26/2015

Pub ID Number

Name of Material Let's Stop HIV Together

URL (for online material)

Language English

Material Type* Brochure/Pamphlets/Booklets

Distribution Channel* Event - Other

Receiving Organization Name National Womens and Girls Awareness

Receiving Organization Type Community-based Organization

Distributed during a recorded event? Yes

If Yes, name of activity National Womens and Girls Awareness

Quantity Distributed* 150

ZIP Code 31401

City SAVANNAH

State GA

Core-Based Statistics Area (CBSA) Savannah, GA

Source of Data (other)

Comments

Submit Cancel

Campaign	Name of Material	URL (for online materia	Language	Material Ty
Take Charge. Take the Test.			English	Brochure/Pamphlets/

of 1 of 100 View 1 - 1 of 1

Get Import Template

Browse No file selected.

javascript:void(0)

Data entry for: AAALI Materials

Show open data only

Camp	Action	Start Date*	End Date*	Pub ID Number	Name of Material	URL (for online materia	Language	Material Ty
298	Edit Delete	03/26/2015	03/26/2015		Let's Stop HIV Together		English	Brochure/Pamphlets/
297	Edit Delete	03/17/2015	03/17/2015		Take Charge. Take the Test.		English	Brochure/Pamphlets/

Select Campaign

AAALI

Enter Data

- Events
- Materials
- Media Impressions

Reports

- Standard Report

Approval

- Approval System

Administration

- Campaign Administration
- Organization Administration
- User Administration
- Dropdown Menus
- Domain Administration

Export Data Tool

- Export Data Tool

Data entry for: AAALI Media Impressions

Show open data only

Camp	Action	Start Date*	End Date*	Media Outlet*	Media Type*	Name of Media Outlet (Media Tracking Service	Language
300	Edit Delete	03/06/2015	03/09/2015	TV	Lay or Professional Media	ABC	(other)	English

Add For: --Select-- (default is your organization)

Export

Get Import Template

Browse No file selected.

javascript:void(0)

Select Campaign

AAALI

Enter Data

- Events
- Materials
- Media Impressions

Reports

- Standard Report

Approval

- Approval System

Administration

- Campaign Administration
- Organization Administration
- User Administration
- Dropdown Menus
- Domain Administration

Export Data Tool

- Export Data Tool

Data entry for: AAALI Media Impressions

Show open data only

Add Record

Start Date*

End Date*

Media Outlet*

Media Type*

Name of Media Outlet (e.g. NY Times)

Media Tracking Service

Language

National, Regional or Local?

ZIP Code

City

State

Core-Based Statistics Area (CBSA)

Number of Paid Impressions

Number of Donated/Bonus Impressions

Dollars Paid

Dollars Donated

Comments

Outlet*	Media Type*	Name of Media Outlet (Media Tracking Service	Language
	Lay or Professional Media	ABC	(other)	English

Export

Get Import Template

Browse No file selected.

javascript:void(0)

Data entry for: AAALI Media Impressions

Show open data only

Camp	Action	Start Date*	End Date*	Media Outlet*	Media Type*	Name of Media Outlet (Media Tracking Service	Language
301	Edit Delete	03/12/2015	03/15/2015	Radio	Advertising or PSA	WBIL Radio	(other)	English
300	Edit Delete	03/06/2015	03/09/2015	TV	Lay or Professional Media	ABC	(other)	English

Page 1 of 1 100 View 1 - 2 of 2