

ATTACHMENT 5A

K-BAP EMAIL RECRUITMENT SCRIPT

Dear [Title] [Name],

[City Name] currently has one of the highest incidence rates of new HIV infections anywhere in the nation. In response to this national health crisis, the Center for Disease Control and Prevention (CDC) has commissioned a special survey of providers in [City Name] to better understand provider Knowledge, Beliefs, Attitudes, and Practices (K-BAP) of HIV prevention and treatment.

We are asking for your help now to improve care for patients in the [City Name] area by agreeing to take a survey about HIV prevention and treatment practices. You have been specially selected to represent providers like you in [City Name], and your voluntary participation will greatly increase the representativeness and validity of the study's results. The survey will take less than 30 minutes of your time. All responses will be treated with the strictest privacy and will not be associated with your identity. To recognize your valuable assistance, we will send you a \$20 cash token of appreciation after completion of the survey. We will also provide you with access to Continuing Education (CE)-eligible training materials about HIV/AIDS to use at your discretion.

All we are asking now is that you agree to participate in the survey. If you consent, we will send you the survey and cash token of appreciation in the next few weeks. You can indicate your consent by either of the following:

1) Reply "Yes" to this email.

OR

2) Click on this link: URL

If you agree to participate, further instructions will be sent both in the mail and to this email address, and we will mail you \$20 in cash following completion of the survey to the following address:

[Name]

[Practice Address]

Please contact us if the address above needs to be updated. If you have any questions about the survey or need assistance, please call 877-828-5101 or email the Study Director at cdc.survey@altarum.org. Your assistance is greatly appreciated.

Sincerely,

Madeline Sutton, MD, MPH, FACOG
Lead, Minority Health & Health Equity Activity
Division of HIV/AIDS Prevention
Centers for Disease Control and Prevention