**Attachment C: Recruitment Copy**

C1. Adult Populations Recruitment Copy

**Adults in Populations Disproportionately Affected by STDs**

*To be used by recruitment firm, as needed.*

The Centers for Disease Control and Prevention—a government health agency—is testing a website about sexual health in interviews with [young adults, gay and bisexual men, pregnant women].

**Do I qualify?**

You can join if you:

Are 18 or older

Had sex in the past year

* Are likely to use the internet to get health information
* Can go to a website on a computer during your interview

**Completely Confidential**

Any information you provide will stay private.

**What would I need to do?**

You will go to a website and call a phone number to be interviewed for 1 hour and 15 minutes. During the call, you will view and discuss a website with information about sexually transmitted diseases. You must be able to take the call from a quiet place and give your full attention. You will not be asked personal questions, just about your thoughts on the website.

**What’s in it for me?**

You will receive a $40 Amazon online gift card as a token of appreciation. You also will be helping keep people all across the country safe and healthy.

**How can I sign up?**

Call [insert **phone number**] to speak to a recruiter.

**Thank You!**

C2. Healthcare Provider and Public Health Organizations Recruitment Copy

**Healthcare Provider and Public Health Professional Organizations**

*To be used by CDC partner organizations to reach out to their members via email, newsletter, website, social media, and other channels as available.*

**CDC DSTDP Website Testing**

**CDC Seeks** [**Insert member specialty**, such as: Primary Care Docs, Nurses, STD Specialists, Public Health Communicators] **to Test Website**

The Centers for Disease Control and Prevention (CDC) is looking for [insert **name of organization**] members to share their opinions about a CDC website that addresses sexually transmitted diseases and patient care. This is a unique opportunity to shape an important federal resource during a time of rapidly rising STD rates. Interview will be [**Insert length of interview** (30-minute or 60-minute)] interviews. You will receive $[insert **incentive amount approved by OMB** ($100 or $30)] to thank you for volunteering. Please call [insert **phone number**] or email [insert **email address**] to sign up. We appreciate your help.