

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

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!

Completely Confidential

Any information you provide will stay private.

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.