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**DSTDP Website Usability Testing
Eligibility Screener
PUBLIC HEALTH PROFESSIONALS**

Recruitment Overview

- Participants should be recruited for 15 individual interviews (IDIs):

PUBLIC HEALTH ROLE	STATE	LOCAL
STD Directors	3 interviews	3 interviews
Public Health Information Officers	3 interviews	3 interviews
Advocates	3 interviews	

- “STD Directors” are those who play a leadership role in STD programs in state/territorial or local public health departments—they may have titles other than “director” “Public health information officers” are those in state/territorial or local public health departments who can implement public education campaigns and communication efforts that encourage STD prevention interventions. “Advocates” are those who work at national, state, or local non-profit organizations with STD prevention, testing, or treatment within their mission, such as community health centers, LGBT advocacy groups, etc.
- All must:
 - o Deal with STD prevention, testing, or treatment at least sometimes in their work.
 - o Be likely to use the internet to access the type of content and information found on the DSTDP website.
 - o Be able to access the DSTDP website on a computer.

- IDIs should include a mix of participants who:
 - Are male and female (gender)
 - Are different ages
 - Work in different settings (local, state; national – advocates only)
 - Have a range of familiarity with the DSTDP website, including some that are very familiar (repeat or core users).

Recruitment Script/Questions

Thank you for responding to our announcement. We are holding individual interviews to gather feedback on the section of the Centers for Disease Control and Prevention (CDC) website that addresses sexually transmitted diseases or STDs. We are talking with public health professionals, healthcare providers, and populations disproportionately affected by STDs. This is an opportunity to contribute to public health.

The interviews will take place over the phone and online and will last no more than an hour. We are offering a \$30 online gift card to say “thank you” for participating in the discussion.

Core Eligibility Questions

1. Can I ask you a few questions to see if you qualify to be interviewed? This will only take a few minutes. If not, is there a better time to call you back?
 - Yes
 - No [End: *Thank you for your time. Have a good day.*]
2. Which job title describes you best?
 - STD Director
 - Public Health Information Officer
 - Advocate
3. [SKIP for STD Directors] How much do you deal with STDs in your work?
 - Not at all [End: *Thank you for your time. We are only able to recruit people who deal with STDs in their work.*]
 - Sometimes
 - Often
4. Do have access to a computer with high-speed internet access so you can view and click around a website during the interview?
 - Yes, both
 - No [End: *Thank you for your time. You won't be able to participate without that.*]
5. How likely are you to use the internet to research STD testing, prevention, or treatment for your work?
 - Not likely [XX] [End: *Thank you, but we can only accept participants likely to use the internet for this.*]
 - Somewhat likely

- Very likely

Questions to Achieve Mix of Characteristics

[Use the following series of questions to recruit a mix of important characteristics.]

6. What is your age? _____
7. How would you describe your gender?
 - Male
 - Female
 - Prefer to self-describe: _____
8. Would you say you work in local, state, or national setting?
 - Local
 - State
 - National [recruit for Advocate slot only]
9. How familiar are you with the section of CDC's website on STDs?
 - Not familiar
 - Somewhat familiar
 - Very familiar

RECRUITER INSTRUCTIONS: Using the attached recruitment grids, determine best fit for each potential interview slot. If participant fits into a slot, continue with Q10. [Otherwise, thank and end the interview.]

10. Could you participate in a call (that will last an hour) and view the website on a computer in a quiet place on [exact date/time or a range]?
 - Yes
 - No [End]

Preferences and Honorarium

Can you tell me your first name and email address to use to remind you, and also when we send your \$30 online gift card after you participate? This information will never be shared with the government or anyone outside our research team and will be kept separately from your feedback allowing us to maintain confidentiality and anonymity.

11. What is your first name?

Name: _____

12. What is your email address?

Email address: _____

13. What is the best telephone number to reach you?

Telephone #: _____

Thanks for agreeing to participate! Please mark your calendar for [date/time]. The number to call is XX. The web address is XX. Just as a reminder, you will have to join from a quiet place where you can participate for up to an hour on the telephone (landline is best) and on a computer with internet access. We also will be emailing you these details. If you cannot make the interview for some reason, please contact me as soon as possible. My number is XX. Thanks again. We appreciate your input.

RECRUITMENT GRIDS

Interview 1: STD Director - State

Age*	Gender	Urbanicity	Website	Participant First Name
	male	Urban	Very familiar	

Interview 2: STD Director - State

Age	Gender	Urbanicity	Website	Participant First Name
	female	Suburban	Somewhat familiar	

Interview 3: STD Director - State

Age	Gender	Urbanicity	Website	Participant First Name
	male	Rural	Not familiar	

Interview 4: STD Director - Local

Age	Gender	Urbanicity	Website	Participant First Name
	female	Urban	Not familiar	

Interview 5: STD Director - Local

Age	Gender	Urbanicity	Website	Participant First Name
	male	Suburban	Very familiar	

Interview 6: STD Director - Local

Age	Gender	Urbanicity	Website	Participant First Name
	female	Rural	Somewhat familiar	

Interview 7: Public Health Information Officer - State

Age	Gender	Urbanicity	Website	Participant First Name
	male	Urban	Very familiar	

Interview 8: Public Health Information Officer - State

Age	Gender	Urbanicity	Website	Participant First Name
	female	Suburban	Somewhat familiar	

Interview 9: Public Health Information Officer - State

Age	Gender	Urbanicity	Website	Participant First Name
	male	Rural	Not familiar	

Interview 10: Public Health Information Officer - Local

Age	Gender	Urbanicity	Website	Participant First Name
	female	Urban	Not familiar	

Interview 11: Public Health Information Officer - Local

Age	Gender	Urbanicity	Website	Participant First Name
	male	Suburban	Very familiar	

Interview 12: Public Health Information Officer - Local

Age	Gender	Urbanicity	Website	Participant First Name
	female	Rural	Somewhat familiar	

Interview 13: Advocate - State

Age	Gender	Urbanicity	Website	Participant First Name
	male	Urban	Very familiar	

Interview 14: Advocate - Local

Age	Gender	Urbanicity	Website	Participant First Name
	female	Suburban	Somewhat familiar	

Interview 15: Advocate - National

Age	Gender	Urbanicity	Website	Participant First Name
	male	Rural	Not familiar	

*Recruit a mix of adult ages, as possible.