

**Request for Sub-collection Under the  
Approved Generic ICR: Data Collection Through Web-based Surveys for Evaluating Act Against  
AIDS (AAA) Social Marketing Campaign Phases Targeting Consumers**

OMB No. 0920-0920

**Development of Messages for the Let's Stop HIV Together National Campaign**

**Supporting Statement B**

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Contact Person:  
Stefanie Erskine  
1600 Clifton Rd. NE, MS US8-5  
Atlanta, GA 30329  
Telephone: 404.639.4530  
Fax: (404) 639-2007  
E-mail: [soa5@cdc.gov](mailto:soa5@cdc.gov)

## **B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS**

### **B.1 Respondent Universe and Sampling Methods**

We will conduct a 30-minute Web-based survey with 4,500 individuals ages 18-64 across the United States. Our sample will be a non-probability based purposeful sample, and we will employ panel-based recruitment methods. The evaluation contractor will work with online survey vendors to draw respondents from their proprietary lists of panel members. We will oversample African Americans, Hispanics/Latinos, gay, bisexual, and other men who have sex with men (MSM), and people with HIV (PWH) to ensure we obtain a broad cross-section of respondents, particularly those at heightened risk for HIV. To achieve our desired sample size, we anticipate screening 6,000 individuals.

### **B.2 Procedures for the Collection of Information**

#### **B.2.1 Recruitment**

Qualtrics will recruit respondents for this study. They will send e-mail invitations to individuals who fall into the targeted audiences for this project using their multiple market research panels and additional sample lists from other off-panel sources to be determined (see invitation in **Attachment 5**). Each invitation will contain a generic survey title, the length of the survey, points redeemable for merchandise for successful completion of the survey, and instructions for accessing the secure Web site for the survey. To reduce the effects of non-sampling error, nonresponse and post-stratification weighting adjustments will be applied to the sample when feasible.

#### **B.2.2 Informed Consent**

Individuals who are interested in participating will be asked to click on the link for the secure Web site at which point they will be directed to the screener (**Attachment 2**). The screener provides a more in-depth description of the survey and asks individuals to click 'Yes' if they wish to be screened. Those who do not meet the study's eligibility criteria will be informed they are ineligible and thanked for their time. Those who are eligible will be invited to participate in the survey. Individuals who wish to participate will be presented with the consent form which informs them of the private and voluntary nature of the survey and their rights as participants (**Attachment 1**). The consent form addresses the following:

- The study's topic and goals;
- The procedures that will be involved, including the sensitive nature of some of the questions that will be asked;
- Potential risks and discomforts associated with participation and the right to refuse or withdraw;
- Benefits to participation;
- Remuneration amount and form;
- The measures that will be taken by CDC, the evaluation contractor, and Qualtrics to protect privacy as well as the measures respondents can take to protect their information (i.e., take the screener in a private location, such as their own home and/or in a room with a door, and close their browser window when they are finished or if they choose to withdraw); and

- Contact information for the evaluation contractor’s project director if they have questions about the study and the contractor’s Office of Research Protection if they have questions or concerns about their rights as a study participant.

After reading the informed consent, individuals must check either a box labeled “YES, I agree to participate” or “NO, I do not wish to participate.” Only those who agree to participate will enter the survey.

Non-respondents will receive up to two e-mail reminders from the survey vendor requesting their participation in the survey. (See sample e-mail notification in **Attachment 5**.)

### **B.2.3 Screener and Survey**

Potential respondents will be asked to complete the two-minute web-based screener (**Attachment 2**; see **Attachment 4** for screenshots of the web-based screener and survey). If an individual is determined to be eligible, they will be routed directly to the survey. Individuals who are ineligible will be told they do not qualify for the survey, thanked for their time, and asked to close their browser window.

Study respondents will self-administer the 30-minute web-based survey (**Attachment 3**) during a designated timeframe, making it feasible for respondents to complete the survey during their own time, in private. Individuals can take the survey once. Qualtrics collects IP addresses to reduce the likelihood of ‘ballot box stuffing,’ which is when the same individual attempts to take the same survey more than once for financial gain.

The survey questions will vary to some extent depending on HIV status. Some questions are meant specifically for people with HIV (e.g., HIV status disclosure) whereas others are meant only for people who do not have HIV or know their status (e.g., PrEP use).

Respondents will have the option to take the survey in one or multiple sittings as long as they complete it during the designated timeframe. Each respondent will receive a unique identifier and will need to provide it each time they access the survey. A respondent’s unique identifier will not change. The unique identifier will help to protect privacy by ensuring that individuals who inadvertently or purposefully access the survey link will not be able to enter the survey. When a respondent reopens the survey using the original URL, they will reenter the survey where they left off; in such cases, they will be unable to go back to questions they already answered. This measure will help to protect privacy by ensuring that individuals who inadvertently or purposefully access the survey cannot see a respondents’ answers.

Individuals who complete the survey will receive a token of appreciation of points redeemable for purchase (valued at no more than \$20). Adults representing specialized groups and minority populations are difficult to engage in surveys, particularly about sensitive topics like HIV, without the use of a small token of appreciation. The token of appreciation is intended to recognize the time burden placed on respondents, encourage their cooperation, and convey appreciation for contributing to this important study.

When the data collection is complete, the evaluation contractor will decrypt and download the data from the online survey panel vendor into an SPSS data file. At this time, the contractor will remove IP addresses from the datafile before they save it to their secure network. Online survey panel vendors will have no logical access to the data or a master key to decrypt the data. The evaluation contractor will analyze these data and summarize the findings in a report.

**B.3 Methods to Maximize Response Rates and Deal with Nonresponse**

The following procedures will be used to maximize cooperation and achieve the desired response rate:

- Points redeemable for merchandise will be offered to respondents who complete the survey.
- Non-respondents will receive up to two e-mail reminders from Qualtrics requesting their participation in the survey (**Attachment 5**).
- Qualtrics will provide toll-free telephone numbers to all sampled individuals and invite them to call with any questions or concerns they might have about any aspect of the study. The consent form (Attachment 1) will also provide a toll-free telephone number for the evaluation contractor’s project director and a toll-free telephone number for their IRB hotline should respondents have any questions about the study or their rights as study respondents.
- Qualtrics staff will work with the evaluation contractor project staff to address any concerns that may arise.
- A study overview will be included in the introductory information for respondents prior to each survey. The information will present an interesting and appealing image and alert respondents to the upcoming survey.
- Respondents will have the option to complete the survey in one or multiple sittings which will allow them to take it at their own pace.

**B.4 Test of Procedures or Methods to Be Undertaken**

Before implementing the survey, the evaluation contractor and CDC staff will test the entire process of self-administering the online survey. This will enable us to pilot test survey programming and logic and correct any potential problems before the survey is implemented with the actual sample of respondents.

**B.5 Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data**

Euna August  
CDC Behavioral Scientist  
1600 Clifton Rd, NE, MS US8-5  
Atlanta, GA 30329  
wvj3@cdc.gov  
(404) 639-8297

Jennifer D. Uhrig  
RTI Project Director  
3040 Cornwallis Rd.  
Research Triangle Park, NC 27709  
uhrig@rti.org  
(919) 316-3311

Jo Ellen Stryker  
Chief, Prevention Communication Branch

Carla Bann  
RTI Statistician

1600 Clifton Rd, NE, MS US8-5  
Atlanta, GA 30329  
gux6@cdc.gov  
(404) 639-2071

3040 Cornwallis Rd.  
Research Triangle Park, NC 27709  
cmb@rti.org  
(919) 485-2773