

Summary of Proposed Changes
OMB # 0920-1169: Development of CDC's *Let's Stop HIV Together* Social Marketing Campaign
Targeting Consumers (Exp. 3/31/25)
June 13, 2022

Summary of Changes

We are requesting a non-substantial change to the information collection request (ICR) for qualitative data collection activities to develop CDC's *Let's Stop HIV Together* social marketing campaign, OMB #0920-1169. Specifically, we are requesting a non-substantial change to the messages included in Attachment 7. These messages are the stimuli provided for qualitative data collection activities supporting the formative phase of developing messages, concepts, and materials for the *Let's Stop HIV Together* campaign. The new messages added to Attachment 7 are on pages 13-43 and provide additional content for key audiences and new messages related to HIV stigma. Also, updated language describing the prevention benefits of HIV treatment was recently approved by CDC leadership to be rolled out on all CDC HIV communication channels. This new language is reflected in the updated messages submitted with this non-substantial change.

The burden to complete data collection activities associated with this ICR will remain unchanged. All data collection activities will take the same amount of time to complete. This request does not change any data collection form included in the ICR. Therefore, the burden table will remain unchanged. Data collection will be conducted in late Summer 2022 through a contract mechanism ending September 2022. Updates to Attachment 7 are necessary so the government can conduct data collection with the most current and relevant messages before the end of the contract.

The new content in Attachment 7 is listed under the heading "Additional Messages" and is divided into four sections, labeled A-D. The four sections are described below.

Attachment 7 Page, Section	Description of Change	Reason for Change Proposed
Page 13, Section A. Updated HIV Prevention Messages	This section includes the current HIV prevention content cleared on the CDC HIV website.	This content is the current CDC cleared language on HIV prevention and must be included in data collection efforts to revise timely, relevant, clear, and engaging messages for the <i>Let's Stop HIV Together</i> campaign.
Page 26, Section B. HIV Stigma Framework Messages	This section includes HIV stigma messages organized by message focus and audience.	HIV stigma messages for key audiences were not included in the initial submission of Attachment 7. New messages were informed by previous formative activities and a recently drafted HIV stigma framework.
Page 32, Section C. Social Media Messages	This section includes messages cleared for social media toolkits found on the <i>Let's Stop HIV Together</i> website and content shared on CDC's social media accounts.	Social media messages were not included in the initial submission of Attachment 7. Newly cleared treatment as prevention messaging included in this section was also not available when this ICR was initially submitted.
Page 37, Section D. Ad Buy Messages	This section includes messages cleared for use in media ad buying.	No ad copy or taglines were included in the previous submission of Attachment 7. Copy can be reused in a host of products and therefore needs to be tested with priority audiences.