Data Collection Through Web Based Surveys for Evaluating Act Against AIDS Social Marketing Campaign Phases Targeting Consumers

OMB No. 0920-0920

**Attachment 7**

**Identification of and Justification for Sensitive Questions**

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| **Attachment No.**  **and Form Title** | **Question No. (Page No.)** | **Question** | **Respondent** | **Justification for question** |
| Attachment 3: Potential Sample Survey Items | 6.2 (11) | Thinking about the sex you’ve had over the past 12 months, do you consider yourself to be low, medium or high risk for getting HIV?   * Low risk * Medium risk * High risk * Prefer not to answer | Consumer | Some campaigns may be designed to increase perceived risk; thus, it is necessary to ask this question for outcome evaluation purposes |
| Attachment 3: Potential Sample Survey Items | 7.1 (12) | In the past 12 months, how often did you use condoms for vaginal or anal sex with a non-main/casual partner? (A non-main or casual sexual partner is someone who you do not consider to be a spouse, significant other, or life partner.)   * Always * Usually * Occasionally * Never * Not Applicable: I have not had a non-main/casual partner in the past 12 months. * Prefer not to answer | Consumer | Some campaigns may be designed to increase condom use; thus, it is necessary to ask this question for outcome evaluation purposes |
| Attachment 3: Potential Sample Survey Items | 7.6 (11) | In the past 12 months, have you taken HIV medicines (PEP or post-exposure prophylaxis) ***after*** sex because you thought it would keep you from getting HIV?   * Yes * No * Prefer not to answer | Consumer | Some campaigns may be designed to increase PEP use; thus, it is necessary to ask this question for outcome evaluation purposes |
| Attachment 3: Potential Sample Survey Items | 7.7 (12) | In the past 12 months, have you taken HIV medicines (PrEP or Truvada) ***before*** sex because you thought it would keep you from getting HIV?   * Yes * No * Prefer not to answer | Consumer | Some campaigns may be designed to increase PrEP use; thus, it is necessary to ask this question for outcome evaluation purposes |
| Attachment 6: Sample Screener | S10 (4) | Which do you consider yourself to be?   * Gay, homosexual, lesbian, or same gender loving * Bisexual * Straight or heterosexual * Queer * Pansexual * Other (Specify): * None of the above/unsure * Prefer not to answer | Consumer | Some campaigns may be developed for men who have sex with men, for heterosexuals, or for individuals representing other sexual identities. Identification of individuals representing the targeted audience is necessary for evaluation purposes. Additionally, for outcome evaluation, there may be a need to examine differences in messages receptivity by sexual identity because message receptivity/reactions may vary by this characteristic. |
| Attachment 6: Sample Screener | S11 (4) | Have you had oral sex (mouth on the penis or vagina), vaginal sex (penis in the vagina), or anal sex (penis in the butt) in the past 12 months?   * Yes * No * Prefer not to answer | Consumer | Some campaigns may be developed for people who are or who are not sexually active. Identification of individuals representing the targeted audience is necessary for evaluation purposes. Additionally, for outcome evaluation, there may be a need to examine differences in messages receptivity by sexual experience because message receptivity/reactions may vary by this characteristic. |
| Attachment 6: Sample Screener | S12 (4) | Have you ever been tested for HIV? An HIV test checks whether someone has the virus that causes AIDS.   * Yes * No * Don’t know * Prefer not to answer | Consumer | Some campaigns may be developed for individuals with different HIV testing experiences. Identification of individuals representing the targeted audience is necessary for evaluation purposes. Additionally, for outcome evaluation, there may be a need to examine differences in messages receptivity by HIV testing history because message receptivity/reactions may vary by this characteristic. |
| Attachment 6: Sample Screener | S13 (5) | What was the result of your most recent HIV test?   * I tested positive for HIV * I tested negative for HIV * My results were unclear * I never got my results/Don’t know * Prefer not to answer | Consumer | Some campaigns may be developed for people with different HIV statuses. Identification of individuals representing the targeted audience is necessary for evaluation purposes. Additionally, for outcome evaluation, there may be a need to examine differences in messages receptivity by HIV status because message receptivity/reactions may vary by this characteristic. |
| Attachment 6: Sample Screener | S13a (5) | [IF POSITIVE] When did you first test positive?   * Date (MM/YYYY):\_\_\_\_\_\_\_\_\_\_ [ERROR CHECK: CANNOT BE BEFORE 1985 OR BEYOND CURRENT DATE] * Prefer not to answer | Consumer | Some campaigns may be developed for people who are newly diagnosed. Identification of individuals representing the targeted audience is necessary for evaluation purposes. Additionally, for outcome evaluation, there may be a need to examine differences in messages receptivity by length of time since diagnosis because message receptivity/reactions may vary by this characteristic. |
| Attachment 6: Sample Screener | S15 (5) | What is your main partner’s HIV status?   * My last sexual partner is HIV negative * My last sexual partner is HIV positive * My last sexual partner has not been tested for HIV * Don’t know/my last partner has not told me their HIV status * Prefer not to answer | Consumer | Some campaigns may be developed for people who are in a serodiscordant sexual relationship where one partner is HIV positive and another is HIV negative. Identification of individuals representing the targeted audience is necessary for evaluation purposes. Additionally, for outcome evaluation, there may be a need to examine differences in messages receptivity by those who are in a serodiscordant sexual relationship compared to those who are not. |
| Attachment 6: Sample Screener | S16 (5) | What is your last sexual partner’s HIV status?   * My last sexual partner is HIV negative * My last sexual partner is HIV positive * My last sexual partner has not been tested for HIV * Don’t know/my last partner has not told me their HIV status * Prefer not to answer | Consumer | Some campaigns may be developed for people who are in a serodiscordant sexual relationship where one partner is HIV positive and another is HIV negative. Identification of individuals representing the targeted audience is necessary for evaluation purposes. Additionally, for outcome evaluation, there may be a need to examine differences in messages receptivity by those who are in a serodiscordant sexual relationship compared to those who are not. |