Media Campaign Client Survey

Ending
The
HIV
Epidemic

TAPin | **Technical Assistance Provider**
innovation network

A Project of CAI

GLOBAL PROGRAMMING NOTES

- Respondents should ONLY be permitted to skip questions where noted on the questionnaire.
- Please make this mobile optimized, as we expect most to complete on their phones.
- Please remove the progress bar throughout the program, if possible.

Q. How did you get connected to this service provider? Check all that apply.
> Referred by a doctor or other health care worker
> Friend/family suggested
> Internet search
> Saw an ad
> Other _____

IMAGE RECOGNITION

Q. Looking at the images below, have you seen any of these ads or ones that look similar before today? Ads may have used different words or appeared in different formats on your phone or other device on social media like YouTube, Facebook, Instagram, Grindr or websites.
> [INSERT ONE OR TWO ANIMATIONS: "]

[Place answers and remaining questions after images]

> Yes   No [SKIP TO Q# "INFORMATIVE"]

Q. About how many times:
> 1-5 times
> 6-10 times
> More than 10 times.

Q. How <u>informative</u> was this message?
> Very
> Somewhat
> Not very
> Not at all

Q. How <u>relatable</u> would you say this message is for you or people you know?
> Very
> Somewhat
> Not very
> Not at all

Q. In your opinion, does the message help people understand the Ryan White program?
> Yes   No

VIDEO RECOGNITION

In this next section you will watch [two] short videos before answering the following questions. The videos may take a few seconds to start playing. Each video is less than X minutes.

Note: the video(s) have subtitles, so may be watched without sound. If you do not want audio, be sure to click the turn off the sound button in the lower right of the video.

[For each video - if showing multiple]

Q. Before today's survey, had you seen this story or others featuring different people that are part of the same series? They may have appeared on social media, apps, or websites.
Yes   No [SKIP TO Q# "INFORMATIVE"]

Q. About how many times:
1-5 times
6-10 times
More than 10 times.

Q. What, if any, specific services did you use as a result of viewing these videos?
INCLUDE A LIST OF SERVICES

Q. How <u>informative</u> was this video?
Very
Somewhat
Not very
Not at all

Q. How relatable would you say this video is for you or people you know?
Very
Somewhat
Not very
Not at all

Q. In your opinion, does the video help people understand the Ryan White program?
Yes   No

Q. Overall, thinking about the ad images and videos, to what extent do you agree or disagree with the following statements about these campaigns / images and videos.
[1=Strongly disagree, 2=Disagree, 3=Neither agree nor disagree, 4=Agree, 5=Strongly agree]

___ Helped guide me to information about where to get HIV medical care
___ Motivated or encouraged me to get HIV medical care
___ Helped guide me to information about where to get supportive services (e.g.,
___ transportation, housing, mental health)
___ Motivated or encouraged me to get supportive services (e.g., transportation, housing, mental health)

Q. Which social media sites or apps do you use that you may have seen these adds on?
YouTube
Facebook
Instagram
Grindr
Google Search

Thank you for your time! We appreciate your feedback.