

Recruitment Plan for MSM/AYA Stakeholder Assessment Survey

Danya International, the organization awarded the contract by CDC's Division of STD Prevention for this task, recognizes that a multi-tiered and targeted approach is necessary to recruit survey participants from the two audience groups, adolescents/young adults (AYA) and gay, bisexual, and other men who have sex with men (MSM). Additionally, in order to account for attrition, Danya will recruit 50% over the goal for each audience. There are no incentives associated with the completion of the survey for either group.

The online survey platform that Danya will use is Key Survey. Key Survey is an easy-to-use, highly-customizable online data collection and survey tool that enables web-based multi-channel, multi-language survey creation and distribution. Danya will use version 8.3 of Key Survey, with features including customized deployment, detailed analysis, application integration, dashboards, and data security. It permits unlimited respondents, unlimited survey questions, and can export to XML, SPSS, Excel, CSV, and PDF.

Danya will utilize the National Prevention Information Network (NPIN) and work with partners from community based organizations such as AID Atlanta, Gay Men's Health Crisis, Black AIDS Institute, and the St. Hope Foundation to reach MSM. Danya staff will initially reach out to these partners and contacts via email with background about the purpose of the online survey with the survey link requesting them to distribute to potential participants. Finally, Danya will utilize NPIN social media channels, such as Facebook, Twitter, and other social media sites frequented by MSM, to post the survey link for a more randomized approach of recruitment. Danya staff will monitor the survey responses regularly until the goal of 75 respondents is reached.

Advocates for Youth, an organization which champions youth involvement in sexual and reproductive health, will conduct recruitment for the AYA audience group. Advocates for Youth will serve as the primary recruiter for Youth including recruiting, obtaining parental consent if necessary, and scheduling AYA participants between the ages of 15 - 24. Advocates for Youth will develop and disseminate a recruitment flyer to Advocates for Youth's adult provider listserv and youth-serving community based organizations. Additionally, Advocates for will announce the recruitment of survey participants by posting a statement on the home page of Advocates' organization website (www.advocatesforyouth.org) and on their youth activist website (www.amplifyyourvoice.org), as well as on its social media sites (Facebook, Twitter, Tumblr, Instagram). Danya staff will monitor the survey responses regularly until the goal is reached of 75 respondents.