

## Microbicide Trials Network: Communications Planning Survey

Name of Site: \_\_\_\_\_

Date: \_\_\_\_\_

### I. Site Capacity and Experience

**1. Within the last year, which of the following audiences have you proactively engaged? What were your primary aims for communicating with these groups?**

Important Audiences Within Last Year		
Audience	Y/N	Aims
Participants		
Male Partners		
Community Groups		
Advocacy Organizations		
NGOs		
Media		
Local Government		
Regulatory Bodies		
(other)		

**2. Are there particular methods of communication or engagement that you find preferable for these audiences? Methods may include telephone contact, written correspondence, face-to-face meetings, community meetings, briefings, flyers, drama, radio programming, etc.**

Methods Of Communication Or Engagement		
Audience	Y/N	Method
Participants		
Male Partners		
Community Groups		
Advocacy Organizations		

NGOs		
Media		
Local Government		
Regulatory Bodies		
(other)		

**3. Does anyone on your staff have communications expertise?**

Yes\_\_\_ No\_\_\_

If yes, please describe:

**4. Does your site have experience interacting with news media?**

Yes\_\_\_ No\_\_\_

If yes, please indicate the level of experience: Extensive\_\_\_ Moderate\_\_\_ Minimal\_\_\_

**5. Does your site have procedures for dealing with media inquiries?**

Yes\_\_\_ No\_\_\_

**6. Does your site conduct its own outreach and/or training programs with local journalists, or has the site ever considered doing so?**

Yes\_\_\_ No\_\_\_

If yes, please describe:

**7. How would you rate your site's relationship with local journalists?**

Excellent\_\_\_ Good\_\_\_ Fair\_\_\_ Poor\_\_\_ Nonexistent\_\_\_

**8. Does your site have staff who regularly communicate with advocacy groups and NGOs?**

Yes\_\_\_ No\_\_\_

**9. Does your site conduct its own outreach and/or consultations with advocacy groups and NGOs, or do you partner with these groups for any reason?**

Yes\_\_\_ No\_\_\_

If yes, please describe:

**10. How would you rate your site's relationships with the following types of groups?**

Women's Health

Excellent\_\_\_ Good\_\_\_ Fair\_\_\_ Poor\_\_\_ Nonexistent\_\_\_

Microbicide Advocacy

Excellent\_\_\_ Good\_\_\_ Fair\_\_\_ Poor\_\_\_ Nonexistent\_\_\_

HIV/AIDS Treatment Advocacy

Excellent\_\_\_ Good\_\_\_ Fair\_\_\_ Poor\_\_\_ Nonexistent\_\_\_

PLWHA

Excellent\_\_\_ Good\_\_\_ Fair\_\_\_ Poor\_\_\_ Nonexistent\_\_\_

NGOs

Excellent\_\_\_ Good\_\_\_ Fair\_\_\_ Poor\_\_\_ Nonexistent\_\_\_

Government Groups

Excellent\_\_\_ Good\_\_\_ Fair\_\_\_ Poor\_\_\_ Nonexistent\_\_\_

Health Agencies

Excellent\_\_\_ Good\_\_\_ Fair\_\_\_ Poor\_\_\_ Nonexistent\_\_\_

**11. Does your site have a designated crisis communications team?**

Yes\_\_\_ No\_\_\_

**12. Who is likely to be the primary media spokesperson or spokespersons for your trial?**

Name: \_\_\_\_\_

Name: \_\_\_\_\_

**13. Who is likely to have primary responsibility for organizing outreach efforts with the following?**

**Does he/she have previous experience interacting with these groups?**

Who Will Be Talking To Whom?		
Audience	Primary Responsibility	Done Previously?
Participants		
Male Partners		
Community Groups		
Advocacy Organizations		
NGOs		
Media		
Local Government		
Regulatory Bodies		
Health Agencies		
(other)		

**14. Has your site ever involved former and/or current trial participants in outreach activities?**

Yes\_\_\_ No\_\_\_

If yes, please describe:

**15. Have current and/or former trial participants ever been interviewed by the media?**

Yes\_\_\_ No\_\_\_ Not certain\_\_\_

**16. If yes, was the site involved in making arrangements?**

Yes\_\_\_ No\_\_\_

**17. Does your site have a process to obtain consent for media interviews or photographs?**

Yes\_\_\_ No\_\_\_

**18. Does your site oppose the idea of current and/or former participants engaging in outreach or media activities?**

Yes\_\_\_ No\_\_\_

If yes, why?

**II. Communications Challenges and Needs**

**1. Locally or elsewhere in your country, are there HIV prevention trials that are ongoing, have been completed, were stopped prematurely, or are being planned that could shape perceptions of your trial?**

HIV Prevention Trials Landscape				
	Microbicide	PrEP	Vaccine	Other
Ongoing				
Completed				
Stopped				
Planned				

**2. When do you anticipate being ready to start enrolling participants in your trial?**

**3. Are there any significant local or national-level events that might take place between now and the time you expect to begin enrolling participants? Events may include government elections, the launch of another trial, etc.**

Yes\_\_\_ No\_\_\_ Not Certain\_\_\_

If yes, please describe:

**4. Looking back, what communications issues have been the most challenging for your site? These may include rumors in the community, negative media coverage, or situations that have stoked common misperceptions about clinical research.**

1.

2.

3.

**5. What do you perceive will be the most difficult communications challenges for your trial?**

1.

2.

3.

4.

5.

**6. What aspects of your trial do you anticipate will be of greatest concern or most likely to generate misconceptions for each of these audiences?**

Potential Concerns	
<b>Audience</b>	
Participants	
Male Partners	
Community Groups	
Microbicide Advocates	
HIV Treatment Advocates	
NGOs	
Media	
Local Government	

Regulatory Bodies	
Health Agencies	
IRBs or ECs	
(other)	

**7. Which of the above audiences do you expect to be the most challenging to deal with in regard to your trial?**

**8. On a scale of 1 to 5, how would you rate each audience's awareness of your trial at the current time, with 5 being extremely aware and 1 signifying having no awareness?**

Community Groups___	Local Government___
Microbicide Advocates___	Regulatory Bodies___
HIV Treatment Advocates___	Health agencies___
NGOs___	IRBs, ECs___
Media___	Other (Specify) ___

**9. Which audiences do you consider the most critical for the success of your trial?**

**10. In the event of a communications crisis, are there individuals or groups within the community you think would show public support on behalf of the site?**

**11. Please list any key messages about your trial that you anticipate the site may wish to emphasize.**

- 1.
- 2.
- 3.
- 4.

**12. On a scale of 1 to 3, which of these materials would you find most useful for communicating with external stakeholders, with 1 being the most useful and 3 being the least useful?**

\_\_\_ Study Q&A

*(with questions such as: What is the aim of this trial? What is a microbicide? What is PrEP? What happens if a participant acquires HIV?)*

\_\_\_ Study backgrounder (2-3 pages)

\_\_\_ Site-specific study Q&A

*(with questions addressing study procedures, potential community concerns, etc.)*

\_\_\_ Products fact sheet

\_\_\_ PrEP backgrounder/fact sheet

\_\_\_ Microbicide backgrounder/fact sheet

\_\_\_ Role of DSMBs and interim reviews for this trial

\_\_\_ PowerPoint presentations

\_\_\_ Biographies of investigators

\_\_\_ Other (specify):

**13. Have you begun to consider or to plan specific outreach activities for your trial?**

Yes \_\_\_ No \_\_\_

If yes, please describe:

**14. In which areas or for what types of activities would your site potentially request planning assistance, direct on-the-ground support, or capacity building?**

\_\_\_ Media training for key site staff

\_\_\_ Planning consultations or briefings for journalists

\_\_\_ Preparing materials for consultations or briefings with journalists

\_\_\_ Conducting consultations or briefings for journalists

\_\_\_ Planning consultations or briefings with advocacy organizations

\_\_\_ Preparing materials for consultations or briefings with advocacy organizations

\_\_\_ Conducting consultations or briefings with advocacy organizations

\_\_\_ Planning consultations or briefings with IRBs, ECs, regulatory groups, or health ministries

\_\_\_ Providing materials for consultations or briefings with IRBs, ECs, regulatory groups, or health ministries

\_\_\_ Conducting consultations or briefings with IRBs, ECs, regulatory groups, or health ministries

\_\_\_ Other (specify):

Thank You!