

Guidance for Evaluating the GYT: Get Yourself Tested Campaign

Many thanks for participating in the GYT: Get Yourself Tested campaign! We hope that you will consider evaluating your efforts. In order to make it easier for you, two surveys have been developed to help evaluate the campaign at your participating institution. The survey documents are provided in a Microsoft Word document so that your institution can adapt and make changes as needed. For example, if you wish to collect more data questions can be added, or instructions can be included.

The 2 surveys are:

- 1) **Patient Survey:** This survey is designed for use in your clinic/health center. Ideally the questionnaire should be given while the patient is waiting to see a medical provider; and
- 2) **General Survey:** This questionnaire is designed to target any audience and assess the general impact of GYT campaign messages.

Each survey is paired with an Excel spreadsheet so you can automatically enter data without creating your own spreadsheet. *Codes for the drop down boxes are programmed in row 1000 -- be careful not to delete the code in that area.*

If your organization is unable to conduct a survey, here are some other potential ways that you can evaluate the GYT: Get Yourself Tested campaign:

- Ask patients/clients/students if they have heard of GYT
- Keep track of calls about STI testing
- Note the number of stickers/buttons given away
- Track the number of STD patients during April and compare to other months
- Track participation at events
- Track "hits" to web sites or banner ads

We appreciate all your hard work and hope the campaign proves to be a success at your institution. Please consider sharing your evaluation data with us by contacting one of the following individuals:

Colleges & Universities

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All Others

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