

Guidance for Assessing the GYT: Get Yourself Tested Campaign

Thank you for participating in the **GYT: Get Yourself Tested** campaign! We hope that you will consider assessing your efforts. To make it easier for you, two surveys have been developed to help assess the campaign at your participating organization. The surveys are provided in Microsoft Word so that your organization can adapt and make changes as needed. For example, questions can be added or instructions can be included.

The two surveys are:

- 1) **Patient Survey:** This survey is designed for use in your clinic or health center. Ideally the questionnaire should be given while the patient is waiting to see a medical provider.
- 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. *Codes for the drop down boxes are programmed in row 1000 – be careful not to delete the row.*

If your organization is unable to conduct a survey, here are some other ideas for assessing the impact of the **GYT: Get Yourself Tested** campaign:

- Ask patients/clients/students if they have heard of GYT
- Keep track of calls about STD 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 visits to web sites or from banner ads

We appreciate all of your hard work and hope the campaign proves to be a success at your organization. We would love to hear about your accomplishments and lessons learned. Please consider sharing your assessment data with us by contacting one of the following individuals:

Colleges & Universities

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All Other Organization

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