



March 20, 2009

Dear Constituents:

Below are results of one-minute survey about the United States Conference on AIDS (USCA), conducted by the meeting's sponsor, the National Minority AIDS Council (NMAC), entitled, "The 2009 USCA – What's Your Take?" The reason for the survey was simple: we wanted to know what you thought about USCA – and how it could better serve your needs as an HIV/AIDS professional.

The survey was advertised through NMAC's three primary communications channels: NMAC's e-newsletter, NMAC Lifeline; NMAC's website, [www.nmac.org](http://www.nmac.org); and NMAC's Facebook group page. Everyone who completed the survey was entered into a drawing to win a free conference registration.

The first page of the survey collected basic contact details and then asked: "Are you attending USCA?" Based on the respondent's answer, he/she was directed to a different second page with slightly different questions. Responses were required for nearly all questions. All participants were directed to a third and final page that required them to click "done." The survey tracked IP addresses to prevent people from taking the survey more than once.

Overall, 1237 people participated in the survey – an NMAC record.

Here are the results of the survey:

**PAGE 1: Thank You for Taking the 2 Minute 2009 USCA Survey!**

1. How did you get to this survey?

Total Answers:		1237
Facebook:	4.3%	53
E-mail message	89.7%	1109
NMAC website	7.2%	89
Other (please specify)	1.9%	24

Putting these numbers into context:

These statistics are slightly misleading. Though the overwhelming majority of participants responded to the survey through the link provided in an *NMAC Lifeline* e-mail message, it is worthwhile to place the responses in context:

**Facebook** – NMAC's Facebook page currently boasts just over 550 members – of whom 53, or just under 10%, responded to this survey.

**E-mail** – Of the nearly 12,250 people who received the survey link through NMAC’s e-mail newsletter, NMAC Lifeline, 1109 or about 9% responded.

**NMAC website** – Of the nearly 6,000 unique visitors to NMAC’s website, 89 or about 2% took the survey.

**Other** – This group consistent of people who simply stated that they had received it as an e-mail forward and/or on other listserv groups.

2. To register for the contest, we required participants to submit their contact details. Constituents from throughout the U.S. and its territories participated. The locations with the highest number of respondents included: California, Washington, DC, Florida, Georgia, Illinois, Louisiana, Massachusetts, Maryland, Michigan, Missouri, New York and Texas.

3. Respondents were allowed to select multiple answers to the question: “How do you prefer to be contacted by USCA meeting organizers?”. Despite that, an overwhelming number said they wanted to be contacted by e-mail.

E-mail:	97.2%	1202
Postal mail	22.4%	192
Telephone:	24.3%	187
None	0.6%	5
Other (please specify)	0.7%	6

The “other” people seem to have answered here by mistake, saying either postal mail or telephone would be fine. One funny guy replied “carrier pigeon.”

4. The final question on the first page asked: Are you attending the 2009 United States Conference on AIDS?”

Yes:	34.0%	421 (directed to “Yes I’m Attending USCA” questions page)
No:	66.5%	823 (directed to “I’m Not/Undecided about USCA” page)

Those who answered “Yes, I’m attending USCA” were directed to Page 2a. Others who responded “I’m Not Attending or am Undecided about Attending USCA” were directed to Page 2b of the survey.

## **PAGE 2a: Responses of those who answered “Yes, I’m Attending USCA”**

### **1. Why are you attending USCA?**

*Respondents were allowed to select more than one answer to this question.*

Networking with colleagues, officials	74.0%	307
Possible job connections	16.9%	70
Continuing education credits	14.9%	62
Training/networking at a low price	63.4%	270
USCA's location and venue	32.6%	127
Other (please specify)	28.3%	110 *

An overwhelming majority wanted to attend USCA to participate in networking activities and take advantage of USCA’s many training opportunities.

\* Respondents who wrote in why they were attending USCA in the “Other” section planned to attend to present an abstract; fulfill a contractual agreement or work obligation; or learn about the new DEBIs.

**2. What types of sessions/events would benefit USCA attendees?**

*Respondents were allowed to select more than one answer to this question.*

Special "Economic Survival Toolkit" Training	47.2%	196
"Working with the New Administration" Training	53.5%	222
Special Sign Up Session for the EAI	20.2%	84
Opportunities to Win Scholarships	39.0%	162
Special Registration Rate and Training Session for Youth	37.6%	139
Institute for HIV/AIDS Executives	49.5%	204
More Continuing Education Credit Opportunities	20.4%	87
University Credit Opportunities	13.6%	58
Treatment Provider/Health Professional Training Sessions	59.1%	257
Other (please specify):	16.1%	45

Most respondents were interested in sessions geared to working with the Obama Administration, treatment provider/health professional training and advanced skills building.

**PAGE 2b: Responses to those directed to the “I’m Not Attending or Undecided about Attending USCA” page**

**1. Why are you not attending – or are undecided about attending – this year's USCA? (Check all that apply.)**

*Respondents were allowed to select more than one answer to this question.*

Budget constraints	95.2%	758
Someone else from my agency is attending.	6.4%	51
USCA isn't relevant to my work.	0.8%	8
I've attended USCA before and that was enough.	1.1%	9
USCA conflicts with my schedule.	1.6%	13
There aren't enough advanced level sessions.	3.9%	31
San Francisco doesn't appeal to me.	0.6%	5
I'm just not interested in attending USCA.	0.4%	3
I'm attending a different public health conference:	1.3%	8 *

\* Respondents who ticked this box are attending either the National HIV Prevention conference or the American Public Health Association meeting. A few participants selected this option in error.

**2. Please provide us additional information about why you are not – or are undecided about – attending USCA.**

Of the 456 people who provided additional information about why they were not – or were undecided – about attending USCA, nearly 100% reiterated their personal or organizational budget constraints. A typical example:

*I would love to attend the conference for 2009. However there is no money in budget for out of*

*town travel or conferences. I attended last year it was great. I would love to attend this year. There just isn't ... enough money to help combat this disease.*

Another person stated they were hesitant about attending USCA due to what they perceived to be stale programming:

The conference ceases to be innovative. It is the same talking heads. The workshops do not correlate to the community work that I do. [There also are] too many people hanging out instead of attending the workshops. Additionally, you never know what people do with the information once they have attended the conference. There needs to be a variety of workshops that deal with the actual communities that we serve; not the one size fits all DEBBI Interventions.

Special "Economic Survival Toolkit" Training	37.1%	295
"Working with the New Administration" Training	29.6%	236
Special Sign Up Session for the EAI Computer Program	8.8%	80
Opportunities to Win Scholarships	61.6%	486
Special Registration Rate & Training Session-Youth	13.8%	110
Institute for HIV/AIDS Executives	23.2%	185
More Continuing Education Credit Opportunities	22.1%	176
University Credit Opportunities	14.3%	114
Treatment Provider/Health Pro Training Sessions	30.2%	240
Other (please specify)	16.2%	129

Again, budget constraints informed the results of this question, with 61.6% of respondents asking for additional opportunities to win scholarships, and another 37.1% requesting "Economic Survival Toolkit" sessions. Nearly one-third of respondents also said they would be interested in treatment provider and health professional training, which would be relatively new for the USCA program.

The specific requests entered under "other" included:

- \* CTR training for non-clinics
- \* Sessions on aging and elderly populations living with HIV around education, prevention, services, health, etc.
- \* Workshops addressing Native American and HIV/AIDS issues

Question for both 2a and 2b

*Both those who are attending USCA and those who are not – or are unsure about – attending USCA answered the following question:*

**The 2009 USCA sponsor, the National Minority AIDS Council, is putting together a no-cost advertising campaign featuring its Executive Director, Paul A. Kawata. He's willing to do just about anything to get you to this year's USCA. What do you want to see him do? (no section)**

Dance in public places	45.0%	549
Pet a cat	7.7%	93
Jump from a plane	23.0%	279
Other (please specify)	36.0%	438

You can be rest assured that Paul Kawata will be dancing in public places to encourage everyone to come to USCA soon! Look for promotional video clips on our website, [www.2009usca.org](http://www.2009usca.org) or [www.nmac.org](http://www.nmac.org) starting next week.

NMAC staff members are working to get Paul to go along with jumping out of a plane and petting a cat. We are unsure, however, if he will agree with the suggestions listed in the “other” category, namely: dressing in drag and kissing a pig!