

**CDC HPV Phase II Focus Group Responses, Favorite Brochure Selection, April 27, 2005**

	<b>A</b>	<b>B</b>	<b>Neither</b>	<b>Notes</b>
<i>Atlanta, 2/15</i>				
AA Female	3	6	0	
Caucasian Female	6	3	0	
AA Male	2	6	0	Only 8 participants
<i>Charleston, WV, 2/17</i>				
Caucasian Female	0	9	0	
AA Female	0	8	1	
Caucasian Male	0	9	0	
<i>New York, 2/21</i>				
Hispanic Female	0	7	2	
Hispanic Male	0	8	1	
AA Male	3	5	1	
<i>St. Louis, 2/22</i>				
AA Female	8	1	0	
Caucasian Male	0	9	0	
Caucasian Female	0	9	0	
<i>Los Angeles, 2/24</i>				
Hispanic Female	3	6	0	
Hispanic Female	0	9	0	
Hispanic Male	8	0	1	
<b>TOTALS</b>				
African American Female	11	15	1	
African American Male	5	11	1	
<b>African American - Total</b>	<b>16</b>	<b>26</b>	<b>2</b>	
Caucasian Female	6	21	0	
Caucasian Male	0	18	0	
<b>Caucasian - Total</b>	<b>6</b>	<b>39</b>	<b>0</b>	
Hispanic Female	3	22	2	
Hispanic Male	8	8	2	
<b>Hispanic - Total</b>	<b>11</b>	<b>30</b>	<b>4</b>	
<b>Cumulative Total</b>	<b>33</b>	<b>95</b>	<b>6</b>	

Material Tested U = Useful Information C = Confusing Information B = Both Useful and Confusing Information	Atlanta, 2/15			Charleston, WV, 2/17			New York, 2/21			St. Louis, 2/22			TOTAL																																	
	African American Female	Caucasian Female		African American Male		Caucasian Female	African American Female		Caucasian Male		African American Female	Caucasian Male		African American Female	African American Male		African American - Total		Caucasian Female		Caucasian Male		Caucasian - Total		Cumulative Total																					
	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B																
<b>Panel 1</b>																																														
Genital human papillomavirus (HPV) infection is the most common sexually transmitted infection in the United States. It is transmitted by sex (such as vaginal, anal and possibly, oral sex). Genital HPV is not a new virus. But many people are not aware of it because it usually has no symptoms and goes away on its own.	8			8			5	1			7	1	8			6	1			5	2					16	0	0	10	3	0	26	3	0	22	0	1	12	2	0	34	2	1	60	5	1
At least 50 percent of sexually active people will have genital HPV at some point in their lives. Most will never know it. Anyone who has ever had sex (or genital contact) with another person is at risk for genital HPV. The risk of getting genital HPV increases with the number of sex partners a person has in their life.	4	2		9			3	1	1		9		8	1		4		1		6		1				12	3	0	9	1	2	21	4	2	24	0	1	12	0	1	36	0	2	57	4	4
Genital HPV has also been linked to these factors:	3			2			2				6		1	1		2				1		2				5	1	1	3	0	2	8	1	3	8	0	0	5	0	0	13	0	0	21	1	3
• Having sex at a young age	4			8			1	4			8		3			4				4		2				8	0	1	8	0	2	16	0	3	16	0	1	6	0	0	22	0	1	38	0	4
• Number of sex partners your partner has had	4			8			5				8		3			4				4		2				8	0	1	9	0	2	17	0	3	16	0	0	5	0	0	21	0	0	38	0	3
• Smoking	3	1		8			1	4			8		1	2	4					5		2				5	0	4	9	0	2	14	0	6	16	0	1	5	2	1	21	2	2	35	2	8
• Oral contraceptive use	5	1		6	1		2	3	1	1	8		2	1	4					3		2				8	0	3	6	1	3	14	1	6	15	1	2	5	1	3	20	2	5	34	3	11
• Poor nutrition	5	2		7			2	4			8		2	1	4					3		3				8	0	4	7	0	3	15	0	7	15	0	2	5	1	1	20	1	3	35	1	10
• Lack of circumcision in men	3			8			1	3			8		2	1	4					3		2				6	0	2	6	0	2	12	0	4	16	0	1	5	2	1	21	2	2	33	2	6
• Uncircumcised male partners for women	3			8			3				8		2	1	4					3		2				6	0	2	6	0	2	12	0	4	16	0	0	5	2	1	21	2	1	33	2	5
• Having other sexually transmitted infections or diseases (STDs)	4			8			3				8		2	1	4					3		2				7	0	1	6	0	2	13	0	3	16	0	0	5	0	0	21	0	0	34	0	3
• Weak immune system	5			8			4				8		2	1	4					4		2				8	0	2	8	0	2	16	0	4	16	0	0	5	0	0	21	0	0	37	0	4
Genital HPV can infect the genital skin (penis, vulva, anus) and the linings of the vagina, cervix, and rectum.	2			5			2				6		4			3		1		1						7	0	0	3	0	0	10	0	0	11	0	0	6	0	1	17	0	1	27	0	1
Most sexually active people will get genital HPV. Very few will develop health problems	3	1		2			1	1		1	4		2			2	2									6	1	0	1	0	1	7	1	1	6	0	1	3	2	0	9	2	1	16	3	2
Genital HPV is an equal opportunity infection; both men and women get and give it.	3			6			1	2			8		3			1	3			5						8	1	1	7	0	0	15	1	1	16	0	1	3	0	0	19	0	1	34	1	2
<b>Panel 2</b>																																														
Most people with genital HPV don't know that they are infected. As a result, they can pass the infection to a sex partner without knowing it.	4			7			1	1			8		3			3	1			3		1				7	0	0	4	0	2	11	0	2	18	0	0	6	3	0	24	3	0	35	3	2
Some genital HPV types are known as "low risk" because they are not associated with cancer. Other types are known as "high-risk" because they are linked to cancer.	2	1		2	9			3	1		7	1	1	1	2	2	1			2		1				4	3	4	5	0	2	9	3	6	16	2	0	4	1	1	20	3	1	29	6	7

Material Tested U = Useful Information C = Confusing Information B = Both Useful and Confusing Information	Atlanta, 2/15			Charleston, WV, 2/17			New York, 2/21			St. Louis, 2/22			TOTAL							Cumulative Total																			
	African American Female	Caucasian Female	African American Male	Caucasian Female	African American Female	Caucasian Male	African American Male	African American Female	Caucasian Male	Caucasian Female	African American Female	Caucasian Male	Caucasian Female	African American Female	African American Male	African American - Total	Caucasian Female	Caucasian Male	Caucasian - Total	Cumulative Total																			
Low-risk types of genital HPV may cause genital warts. Genital warts are single or multiple growths or bumps that appear in the genital area. Genital warts are usually painless and do not lead to cancer.	6	2	10	4			7	4	2	1	5	1	1	4	1	11	0	2	9	1	0	20	1	2	18	0	0	6	0	1	24	0	1	44	1	3			
Persistent infection with high-risk types of genital HPV can lead to cancer of the cervix in women. It also is associated with other cancers, such as anal cancer in men who have sex with men. However, most people with high-risk genital HPV do not get cancer.	4	1	1	9	2	2	1	7	1	1	2	2	2	4	1	3	2	2	3	1	1	2	2	2	3	1	3	5	1	3	23	2	6	37	6	11			
Among women, cervical cancer is highly preventable and curable with regular screening and follow-up. The Pap test is the best way to screen for cervical cancer. It finds abnormal cells in the cervix caused by genital HPV so they can be treated before they turn into cancer.	5	1		8	2	1		8		4	4	1	3	1			9	2	0	4	1	0	13	3	0	16	0	2	7	1	1	23	1	3	36	4	3		
Male cancers of the penis and anus (rectum) are much less common than cervical cancer – with the exception of anal cancer in men who have sex with men. Currently, there are no approved tests for genital HPV in men.	3	1		5	1	2	2	9		2	2	1	1	5			7	1	0	7	0	0	14	1	0	16	1	2	6	1	1	22	2	3	36	3	3		
A vaccine to guard against genital HPV infection is currently being researched and may be available in the future.	3			7		2		6		2	3		3	3	1		7	0	0	5	3	1	12	3	1	13	0	0	4	0	0	17	0	0	29	3	1		
There is no cure for genital HPV. Even after a person is treated for genital warts or abnormal cells, the virus can remain in the skin and be transmitted to a partner.	4			7		5		7	1	3	2	5	4	2			8	0	2	9	0	2	17	0	4	18	0	1	10	1	0	28	1	1	45	1	5		
<b>Panel 3</b>	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B			
No shame, No blame No one should be ashamed of having genital HPV. The virus is so common that anyone who has ever been sexually active is at risk for it. Even people who've had only one lifetime sex partner still have a chance of getting genital HPV.	5	1		8			1	7		3	1	1	2	6			3		2	1		11	2	1	6	0	1	17	2	2	15	0	0	4	1	0	19	1	0
No one is to blame. Genital HPV infection is not a sign that you (or your partner) have cheated or been unfaithful. A person can have HPV for years before it is detected — so it is hard to tell when someone was exposed to the virus.	4	1		7	1			8		1		2	6			3		1	1		8	1	0	6	0	1	14	1	1	15	1	0	3	0	1	18	1	1	
Condoms are not proven to prevent genital HPV	2			4		3		2		3		1	1	3			5		6			5	0	0	6	0	0	11	0	0	6	0	0	7	1	0	13	1	0

Material Tested U = Useful Information C = Confusing Information B = Both Useful and Confusing Information	Atlanta, 2/15			Charleston, WV, 2/17			New York, 2/21			St. Louis, 2/22			TOTAL							Cumulative Total																			
	African American Female	Caucasian Female	African American Male	Caucasian Female	African American Female	Caucasian Male	African American Male	African American Female	Caucasian Male	Caucasian Female	African American Female	Caucasian Male	Caucasian Female	African American Female	African American Male	African American - Total	Caucasian Female	Caucasian Male	Caucasian - Total	U	C	B																	
The surest way to prevent risk for HPV is to abstain from sex or genital-to-genital contact with another person. For men and women who choose to be sexually active, a mutually monogamous, long-term relationship with a partner who has had no or few prior sex partners is the best way to prevent future HPV infections.	3	1	1	8			5	4	1	2	1	4	1	1	1	1			8	2	2	6	1	1	14	3	3	13	0	0	3	1	0	16	1	0	30	4	3
Genital HPV infection can occur in both male and female genital areas that are covered or protected by a latex condom, as well as areas that are not covered. Condoms may reduce the risk of genital warts and cervical cancer. However, condoms are not recommended as a primary strategy for the prevention of HPV infection.	3	1	1	7			8	3	2	2	1	3		1	3	1	1		7	3	1	6	0	0	13	3	1	16	0	0	5	2	0	21	2	0	34	5	1
Know how to prevent cervical cancer				3			1	1						1					1	0	0	0	0	1	1	0	1	4	0	0	1	0	0	5	0	0	6	0	1
Cervical cancer is the most serious (though rare) consequence of genital HPV infection. However, cervical cancer is highly preventable with regular Pap tests and curable with early detection and treatment. Of the women in the United States who develop cervical cancer, about half have never had a Pap test.	4			8			8	4		2	1	1	1		3		1		8	0	0	2	1	0	10	1	0	17	0	0	5	1	0	22	1	0	32	2	0
<b>Panel 4</b>																																							
When a change is detected on the Pap test, the Pap test result will be "abnormal." Not all Pap test abnormalities are the result of high-risk HPV infection. If a woman gets an abnormal Pap test result, she should follow-up with her health care provider.	3		1	6			6		2		1	1	2	1				5	0	1	2	1	1	7	1	2	12	0	0	1	0	1	13	0	1	20	1	3	
As part of cervical cancer screening, some health care providers may also use a HPV DNA test. This test may be used in women with unclear Pap test results or in women age 30 and older. The results of a HPV DNA test can be used by health care providers to help guide next steps in detecting and managing cervical abnormalities.	5	1		6			6		2		1	1	1		2	1		7	3	0	1	0	1	8	3	1	12	0	0	2	0	0	14	0	0	22	3	1	
Understand genital HPV				4			1			1					1		1		1	0	0	0	0	1	0	0	5	0	0	2	0	0	7	0	0	8	0	0	
• Genital HPV is a very common virus that is sexually transmitted by both men and women.	3			9			7		5		2	3	1		4		1		9	0	0	4	0	0	13	0	0	17	0	0	6	0	0	23	0	0	36	0	0



**Material Tested**

U = Useful Information  
 C = Confusing Information  
 B = Both Useful and Confusing Information

**Panel 1**

	Atlanta, 2/15			Charleston, WV, 2/17			New York, 2/21			St. Louis, 2/22			TOTAL			Cumulative Total																																
	African American Female	Caucasian Female	African American Male	Caucasian Female	African American Female	Caucasian Male	African American Male	African American Female	Caucasian Male	Caucasian Female	African American Female	Caucasian Male	African American - Total	Caucasian Female	Caucasian Male	Caucasian - Total	U	C	B																													
	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B																								
HPV is common in men and women			2			2			2	1			1		2	1			1	0	0	3	0	0	4	0	4	3	0	0	4	0	0	7	0	0	11	0	4									
There are many different types of human papillomavirus (HPV), a common virus. Some types of HPV can infect the skin and linings of the genitals (such as the penis, anus, cervix, vagina) of men and women. These types are called genital HPV and they are passed on by sex.	6		2	6			3	1		6		6	5			7			4		7	1			16	0	2	10	1	0	26	1	28	13	0	0	12	0	0	25	0	0	51	1	28			
Genital HPV is the most common sexually transmitted infection in the United States. At least half of all sexually active men and women will have genital HPV at some point in their lives. Most will never even know it.	7	1	1	7			6		1	7	1		2	5	3	4			3		8	4			12	1	6	10	0	1	22	1	28	18	1	0	11	0	0	29	1	0	51	2	28			
Why haven't more people heard of it?				1			1					1				2			2			2			3	0	0	3	0	0	6	0	6	3	0	0	3	0	0	9	0	6						
Genital HPV is not new. But a lot of people don't know about it because genital HPV infection usually has no symptoms and goes away on its own, without causing any health problems.	4	1	2	6			1	4		8		3	1	4	4	1		1	1		1	4			8	2	6	9	0	2	17	2	23	18	0	1	5	0	2	23	0	3	40	2	26			
How do you get genital HPV?							1						1			2			2		1	1		2	2	0	0	1	0	0	3	0	3	2	0	0	2	0	0	4	0	0	7	0	3			
If you have vaginal, anal, or oral sex with an infected partner, you can get genital HPV. Both men and women can give and get genital HPV infection from their sex partners and not be aware of it — because they may not have any signs or symptoms of infection.	5	1	1	6			1	3		8		3	1	4		5		1	1		5	2			9	2	1	8	0	1	17	2	18	16	0	1	9	0	0	25	0	1	42	2	19			
Genital HPV does not cause health problems for most people				1			4					1	1			1			1	1		1			2	1	1	5	0	0	7	1	8	2	0	0	0	0	0	2	0	0	9	1	8			
Most often, the virus goes away without causing any health problems. But some types of genital HPV can cause genital warts, and others have been linked to cervical cancer. Genital HPV types can be grouped as "low-risk" or "high-risk," based on their link to cervical cancer.	5	2	1	5			2	2		6	1		3	2	4	4		2	2	1	1	5	1		3			10	4	4	6	0	3	16	4	20	14	1	2	9	1	0	23	2	2	39	6	22
What does low-risk HPV mean?				1			1						1			2	1		2		2	2			2	1	0	2	0	0	4	1	4	3	0	0	3	0	0	6	0	0	10	1	4			



Material Tested U = Useful Information C = Confusing Information B = Both Useful and Confusing Information	Atlanta, 2/15			Charleston, WV, 2/17			New York, 2/21			St. Louis, 2/22			TOTAL	African American - Total			Caucasian - Total	Cumulative Total																																	
	African American Female	Caucasian Female	African American Male	Caucasian Female	African American Female	Caucasian Male	African American Male	African American Female	Caucasian Male	Caucasian Female	African American Female	African American Male		Caucasian Female	African American Female	African American Male			Caucasian Male																																
Infection with high-risk types of genital HPV usually causes no problems. But sometimes, high-risk types of genital HPV can cause cell changes that can lead to cancer over time — if left untreated. Certain high-risk types of genital HPV can cause cervical cancer in women. High-risk types of genital HPV also have (continued on next panel)	6	1		6	1		3			7	1	1	2	1	2	6			3	2	1	1			4	2	1	2	9	2	2	6	2	1	15	4	17	14	4	1	10	0	2	24	4	3	39	8	20		
<b>Panel 3</b>	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B						
(continued from previous panel) been linked to other cancers, including anal cancer in men who have sex with men. Most of the time, these infections do not cause health problems for anyone.	1	1	3	2	1		1			6			1	1		1			2	2		1			3			3			1			6	4	9	8	1	1	4	0	0	12	1	1	18	5	10			
Does high-risk HPV mean cancer?	2						2			1			1			1			4			1			3			3			9	0	9	3	0	0	1	0	0	4	0	0	13	0	9						
No. High-risk HPV is not the same as cancer. It is the virus that can cause cancer if it lingers (persists) and changes cells over many years. Persistent genital HPV infection (that doesn't go away for years) is the main risk factor for cervical cancer.	7	1		6			1	3		7			3	1		1	2		5	1		3	1		7	1		5			13	2	1	8	0	1	21	2	22	18	0	1	9	1	0	27	1	1	48	3	23
The good news is: cervical cancer is highly preventable with early detection and follow-up.	1			3			3			4			1	1		1	1		1	1		1			4			2			7	0	7	9	0	0	5	0	0	14	0	0	21	0	7						
How can women prevent cervical cancer?				1			1			2			1			1			2			1			2			1			4	0	4	3	0	0	3	0	0	6	0	0	10	0	4						
There is a test, called the Pap test, which looks for cell changes caused by genital HPV. It finds cell changes early — so they can be treated before they turn into cancer. The Pap test can also find cancer in its early stages so it can be treated before it becomes a threat to a woman's health.	6			1	5	1				6	1		2			1			5			2			4			10			15	0	16	11	2	0	5	0	0	16	2	0	31	2	16						
Why should women get regular Pap tests?				1			1			2			1			1			2			1			3			1			4	0	4	4	1	0	4	0	0	8	1	0	12	1	4						
The Pap test is the best way to screen for cervical cancer. Getting regular Pap tests can save a woman's life. About half of the women in the United States who develop cervical cancer have never had a Pap test.	9			7			1			7			1			1			3			2			5			1	1		15	0	15	15	1	1	6	0	0	21	1	1	36	1	16						
Should women worry about an abnormal Pap test result?										1			3			1			1			1			1			5			5	1	0	0	2	0	0	3	0	0	3	0	8	0	5						



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	African American Female	Caucasian Female	African American Male	Caucasian Female	African American Female	Caucasian Male	African American Male	African American Female	Caucasian Male	Caucasian Female	African American Female	Caucasian Male	Caucasian Female	African American Female	African American Male	African American - Total	Caucasian Female	Caucasian Male	Caucasian - Total																	
When used consistently and correctly, a condom can protect you from certain sexually transmitted diseases, including HIV. Condoms also prevent pregnancy. However, it is not known how much protection condoms provide against genital HPV, since areas that aren't covered by a condom can be exposed to the virus. Some studies show that condom use may lower the risk of cervical cancer and genital warts, which are caused by genital HPV.	6	6	1	1	7	4	3	2	2	2	2	4	1	1	1	12	0	0	3	2	2	15	2	15	14	2	1	7	0	0	21	2	1	36	4	16
There's no blame, no shame about genital HPV				1				1			1	1	1			1	0	0	1	0	1	2	0	2	0	1	0	1	0	0	1	1	0	3	1	2
It is natural for people who learn they have genital HPV to want to know who gave it to them. But there is no way to know for sure. The virus is very common. A person can have genital HPV for a very long time before it is detected. If you have genital HPV, don't blame your current partner – or assume that your partner is cheating. Genital HPV is not a sign that you or your partner has had sex outside of your relationship. Genital HPV is so common that even people who have only one lifetime partner sometimes have the virus.	6	6			4	1	1	4	1	1	4	1	1	4	1	12	0	0	4	0	1	12	0	12	10	0	0	5	0	1	15	0	1	27	0	13
<b>Panel 5</b>	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B
What about a vaccine?				2					1		1	1										3	0	3	0	0	0	1	0	0	1	0	0	4	0	3
Although a genital HPV vaccine currently is not available, research shows there may be a vaccine to guard against certain types of genital HPV in the next few years. However, this does not reduce the importance of the Pap test as a valuable way to protect women's health.	1	1		5			3	1		2	1	1				2					9	3	9	7	0	0	2	0	0	9	0	0	18	3	9	
It is important to know the link between genital HPV and cervical cancer				1			1			1						2			1			1	1	1	3	0	0	2	0	0	5	0	0	6	1	1
It's a fact: high-risk types of genital HPV are linked to cervical cancer. But this cancer develops slowly and is highly preventable and curable with regular screening and follow-up.	4			5			1			5			1			4			0	2	1	6	1	6	13	0	0	4	0	0	17	0	0	23	1	6
Understand HPV: Don't be alarmed, be informed				3			1			1						0			3	0	0	3	0	3	4	0	0	1	0	0	5	0	0	8	0	3
There are some important things to remember about genital HPV:	1			2						4						1			0	1	0	2	0	2	6	0	0	0	0	0	6	0	0	8	0	2



Material Tested U = Useful Information C = Confusing Information B = Both Useful and Confusing Information	New York, 2/21			Los Angeles, 2/24			TOTAL	Hispanic - Total														
	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Male													
Panel 1	U	C	B	U	C	B	U	C	B	U	C	B										
Las personas de su comunidad deben conocer acerca del virus del papiloma genital humano (HPV, por sus siglas en inglés). Es la infección de transmisión sexual más común en los Estados Unidos. La mayoría de las personas sexualmente activas tendrán este virus en algún momento de sus vidas. En la mayoría de los casos, el HPV genital no provoca síntomas ni problemas de salud. Pero, algunos tipos de HPV genital pueden originar verrugas genitales. Otros tipos pueden conducir a cáncer cervical en las mujeres.	3	2	2	3	3	1	6	2	1	6	2	8	1	15	6	3	11	4	1	26	10	4
Las probabilidades de que las mujeres hispanas contraigan cáncer cervical son entre dos y tres veces más altas que en mujeres caucásicas. Esto se debe principalmente a que las mujeres hispanas son menos proclives a someterse a pruebas de Papanicolaou regulares. Estas pruebas pueden detectar problemas en una etapa inicial para prevenir el cáncer cervical.	1	2	1	2	4	1	6	2		5	2	9		12	6	1	11	4	1	23	10	2
Este folleto lo ayudará a conocer más sobre el HPV genital, las condiciones que puede causar en hombres y mujeres, y cómo puede prevenir las consecuencias más graves. Es importante que tanto los hombres como las mujeres estén informados acerca de cómo este virus común puede afectar su salud.				1			7			3	1	8		10	1	0	9	0	0	19	1	0

Material Tested U = Useful Information C = Confusing Information B = Both Useful and Confusing Information	New York, 2/21	Hispanic Female		Hispanic Male		Los Angeles, 2/24	Hispanic Female		Hispanic Male		TOTAL	Hispanic Female		Hispanic Male		Hispanic - Total						
		U	C	B	U		C	B	U	C		B	U	C	B		U	C	B			
<b>Panel 2</b>																						
El HPV genital es muy común										2		0	0	0	2	0	0	2	0	0		
Al menos el 50 por ciento de las personas sexualmente activas contraerán HPV genital en algún momento de sus vidas. La mayoría nunca lo sabrá, ya que no pueden sentir ni ver los síntomas. Pueden transmitir la infección a su pareja sexual sin saberlo. Estos son algunos hechos concretos sobre el HPV genital:																						
• El HPV genital no es un virus nuevo.	3			3	1		6		9		8	1	18	0	0	11	2	0	29	2	0	
• Normalmente, no presenta síntomas y desaparece por sí solo.	1			1			3	1	4	1	6	2	8	1	1	6	1	2	14	2	3	
• El HPV genital se transmite por vía sexual (como sexo vaginal, anal y posiblemente oral).	4			1			3	2	5	1	7		12	1	2	8	0	0	20	1	2	
• Tanto hombres como mujeres transmiten y se contagian el HPV genital.	2		1	2			5		7		7	1	14	0	1	9	0	1	23	0	2	
• No existe ninguna cura para el HPV, pero se pueden tratar los problemas que provoca (verrugas genitales, cambios celulares en la cerviz).			1	1			4		5	1	7		9	1	1	8	0	0	17	1	1	
• Padecer de HPV genital no es lo mismo que padecer cáncer.	4	1		2	2		3	1	7	1	6	1	14	2	1	8	3	0	22	5	1	
	1			1	1		4	1	3	2	1	7	1	8	3	1	7	1	2	15	4	3
<b>Panel 3</b>																						
El HPV genital puede infectar las partes íntimas de una persona: la piel de los genitales (pene, vulva, ano) y el interior de la vagina, cerviz y recto.																						
Cómo se propaga el HPV genital	3			1			4		2	1	8	1	9	0	1	9	1	0	18	1	1	
								1		1	1		0	2	0	1	0	0	1	2	0	

Material Tested U = Useful Information C = Confusing Information B = Both Useful and Confusing Information	New York, 2/21			Los Angeles, 2/24			TOTAL	Hispanic - Total															
	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Male														
Cualquier persona que haya tenido relaciones sexuales (o contacto genital) con otra persona puede padecer el HPV genital. Cuanto más parejas sexuales tenga una persona en su vida, mayores serán las posibilidades de que contraiga HPV genital.	2			2	1		4			6	1	1	6	2	12	1	1	8	1	2	20	2	3
El HPV genital también se ha vinculado con los siguientes factores:		1			1		1	3		4	1	1	7	1	5	5	1	7	1	1	12	6	2
• Mantener relaciones sexuales a temprana edad.	1	1		1			2		6			5	1	1	9	1	0	6	1	1	15	2	1
• El número de parejas sexuales que haya tenido su pareja.				2			3		6			6			9	0	0	8	0	0	17	0	0
• Fumar.	1	4	1	1			2		7	1		5	1	2	10	1	4	6	2	2	16	3	6
• Uso de anticonceptivos orales (píldoras para el control de la natalidad).	1	1					2	2	6			6	2		9	0	3	6	0	3	15	0	6
• Deficiencias en la nutrición.	1						2	1	6	1		6	2		9	2	0	6	0	2	15	2	2
• Hombres sin circuncidar.		2	1	2	2		3	1	6	2		6	1		9	3	2	7	2	3	16	5	5
• Compañeros sin circuncidar (en el caso de las mujeres).	1			1	1		2	1	4	2		6	1	1	7	3	0	6	2	2	13	5	2
• Padecer otras infecciones o enfermedades de transmisión sexual (STD, por sus siglas en inglés).							2		1	4	2	2	5	1	6	2	3	5	1	3	11	3	6
• Debilidad del sistema inmunológico.				1	1	1	2	1	4	2		7			6	3	0	8	1	1	14	4	1
No existe información que sugiera que una mujer puede contraer HPV genital o cáncer cervical por falta de higiene, sexo violento, abortos o sexo durante la menstruación.	1			1			1								5	1	2	5	1	2	10	2	4

Material Tested U = Useful Information C = Confusing Information B = Both Useful and Confusing Information	New York, 2/21			Los Angeles, 2/24			TOTAL	Hispanic - Total																
	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Male															
<b>Panel 4</b>	U	C	B	U	C	B	U	C	B	U	C	B												
La mayoría de las personas sexualmente activas contraerán HPV genital. Muy pocas desarrollarán problemas de salud	1	1					2			2	1	1	5	1	0	2	2	1	7	3	1			
Algunos tipos de HPV genital se conocen como "de bajo riesgo" porque no están asociados con el cáncer. Otros tipos se conocen como "de alto riesgo" porque están vinculados al cáncer.	2	1	1	2	1		4	1		2	1	2	8	3	1	10	1	1	18	4	4			
La infección con los tipos de HPV de bajo riesgo no presenta problemas. Pero, en ocasiones, los tipos de HPV genital de bajo riesgo pueden originar verrugas genitales. Las verrugas genitales son crecimientos o protuberancias simples o múltiples que aparecen en el área de los genitales. Las verrugas genitales por lo general son indoloras y no conducen al desarrollo de cáncer. Existen varias opciones de tratamiento para las verrugas genitales. Si no se tratan, este tipo de verrugas no se convertirá en cáncer.																								
	3	1		4	2		3	4		5	2	2	7			11	7	2	11	2	2	22	9	4

Material Tested U = Useful Information C = Confusing Information B = Both Useful and Confusing Information	New York, 2/21			Los Angeles, 2/24			TOTAL	Hispanic - Total												
	Hispanic Female	Hispanic Male	Hispanic Male	Hispanic Female	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Male	Hispanic - Total										
La infección con los tipos de HPV de alto riesgo no presenta problemas. El HPV de alto riesgo no es lo mismo que el cáncer. Pero, en ocasiones, la infección persistente con tipos de HPV genital de alto riesgo puede conducir a cáncer cervical en las mujeres. El virus puede causar cáncer si continua (persiste) y cambia las células cervicales con el paso de los años. El HPV genital también está asociado con otras clases de cáncer, como el cáncer anal en los hombres que mantienen relaciones sexuales con hombres. Sin embargo, la mayoría de las personas con HPV genital de alto riesgo no desarrollan cáncer.	3	1	2	2	5	1	4	2	2	7	2	12	3	3	9	4	0	21	7	3
Los cánceres de pene y de ano (recto) en los hombres son mucho menos comunes que el cáncer cervical, con la excepción del cáncer anal en hombres que mantienen relaciones sexuales con hombres. Actualmente, no existen exámenes aprobados para detectar el HPV genital en los hombres.	2		4		5		4	3	7	1		11	0	3	11	0	1	22	0	4
El cáncer cervical se puede prevenir en gran medida con pruebas de Papanicolaou regulares y es posible curarlo si se detecta en una etapa temprana y se siguen los tratamientos adecuados. La prueba de Papanicolaou detecta células cervicales anormales provocadas por el HPV genital para que se puedan tratar antes de que se conviertan en cáncer.	2	1	2	3	4	1	6	1	8	1		12	0	3	10	3	1	22	3	4

Material Tested U = Useful Information C = Confusing Information B = Both Useful and Confusing Information	New York, 2/21			Los Angeles, 2/24			TOTAL	Hispanic - Total																
	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Male															
Las mujeres hispanas presentan mayores tasas de incidencia de cáncer cervical y reciben el diagnóstico en etapas más avanzadas, en comparación con las mujeres caucásicas.	2			2	3	2	6	7	2	0	6	0	0	13	2	0								
<b>Panel 5</b>	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B						
Conozca cómo prevenir el cáncer cervical							1			3			3			4	0	0	3	0	0	7	0	0
Es importante que todas las mujeres que hayan sido sexualmente activas en algún momento se sometan a pruebas de Papanicolaou regulares, aún cuando se sientan saludables y ya no se encuentren sexualmente activas. Recuerde: Las pruebas de Papanicolaou detectan cambios que una mujer no puede ver ni sentir. En los Estados Unidos, del número de mujeres que desarrollan cáncer cervical, aproximadamente la mitad nunca se realizó una prueba de Papanicolaou.	2			1	2	2	9			9			9			20	0	0	10	2	2	30	2	2
Cuando se detecta un cambio en la prueba de Papanicolaou, el resultado será "anormal". Sin embargo, no todas las anomalías que registran las pruebas de Papanicolaou se deben a una infección con HPV de alto riesgo. Si una mujer obtiene un resultado anormal en la prueba de Papanicolaou, deberá realizar un seguimiento con su médico.		1	1	1	1		4			6	1		6	1		10	2	1	7	2	0	17	4	1



Material Tested U = Useful Information C = Confusing Information B = Both Useful and Confusing Information	New York, 2/21				Los Angeles, 2/24				TOTAL		Hispanic - Total										
	Hispanic Female		Hispanic Male		Hispanic Female		Hispanic Male		Hispanic Female		Hispanic Male										
Los preservativos pueden reducir el riesgo de padecer verrugas genitales y cáncer cervical. Sin embargo, no se recomiendan los preservativos como la principal estrategia para la prevención de la infección de HPV. Esto se debe a que la infección de HPV genital puede producirse tanto en las áreas genitales de hombres como de mujeres que están cubiertas o protegidas por un preservativo de látex, así como en las áreas que no están protegidas.				2		4		6	1	4	2	2	10	0	1	6	2	2	16	2	3
No debe sentirse ninguna culpa, ni vergüenza por el HPV genital						2		1		4			3	0	0	4	0	0	7	0	0
Nadie debe sentir vergüenza de haber contraído el HPV genital. El virus es tan común que cualquier persona que haya sido sexualmente activa en algún momento puede padecerlo. Aún las personas que sólo hayan tenido una pareja sexual en toda la vida tienen posibilidades de contraer el HPV genital.			2	2		7		5	1	7	1		12	0	3	9	1	0	21	1	3
No debe culparse a nadie. La infección con HPV genital no indica que usted (o su pareja) se hayan engañado o hayan sido infieles. Una persona puede tener HPV genital durante años antes de que sea detectado, por lo tanto es difícil de saber cuándo una persona estuvo expuesta al virus.	2	1		1		6		6	1	1	6	1	14	2	1	7	1	0	21	3	1





Material Tested U = Useful Information C = Confusing Information B = Both Useful and Confusing Information	New York, 2/21			Los Angeles, 2/24			TOTAL															
	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Female	Hispanic Male	Hispanic Female	Hispanic Male	Hispanic - Total													
<b>Panel 1</b>	U	C	B	U	C	B	U	C	B	U	C	B										
El HPV genital es un virus común entre hombres y mujeres sexualmente activos	1			5						6	4	1	7	0	0	5	0	1	12	0	1	
En los Estados Unidos, el virus del papiloma genital humano (HPV, por sus siglas en inglés) es la infección más común transmitida sexualmente. Al menos la mitad de los hombres y mujeres sexualmente activos contraerán HPV genital en algún momento de sus vidas.	3		1	4	1		8	1		6	1	7	17	1	2	4	1	0	21	2	2	
Este folleto lo ayudará a conocer más sobre el HPV genital y las condiciones de salud que puede originar. Por lo general, las condiciones como las verrugas genitales o los cambios cervicales leves son inofensivos. Pero, en ocasiones, el HPV genital puede conducir a cáncer cervical en las mujeres. Sin embargo, este tipo de cáncer (la consecuencia más grave del HPV genital) se puede prevenir con pruebas de Papanicolaou regulares.	4	1	2	6			6	2	1	6	1	3	4	16	3	4	10	4	0	26	7	4
El HPV genital no es algo para temer. Es algo que la comunidad debe conocer y sobre lo que debe hablarse. Tome un paso importante en la protección de su salud y en la de aquellos que ama: conozca más sobre este virus común.	1		2	4			6			5	2	5	2	12	0	4	6	2	0	18	2	4
¿Qué es el HPV genital?				2			1			2		3		3	0	0	2	0	0	5	0	0

Material Tested U = Useful Information C = Confusing Information B = Both Useful and Confusing Information	New York, 2/21			Los Angeles, 2/24			TOTAL																	
	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Male	Hispanic - Total															
Existen varios tipos diferentes de HPV. Algunos tipos de HPV pueden infectar las partes íntimas de una persona, incluso la piel y el interior de los genitales (como el pene, el ano, la cerviz, la vagina) de hombres y mujeres. Estos tipos se denominan HPV genital y se transmiten por vía sexual.	3	1	4	6	1	7	1	1	8	16	2	2	4	0	0	20	2	2						
<b>Panel 2</b>	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B						
¿Por qué la gente no sabe mucho al respecto?				3			1			2			1	1		3	0	0	4	1	0	7	1	0
El HPV genital no es nuevo. Pero muchas personas lo desconocen porque la infección de HPV genital generalmente no presenta síntomas y desaparece por sí sola, sin causar problemas de salud.	3		2	4			6	1	4	2	2	4	2			13	2	5	6	2	0	19	4	5
¿Cómo se contrae el HPV genital?				2			1		2			3				3	0	0	2	0	0	5	0	0
Si practica sexo vaginal, anal u oral con una persona infectada, puede contraer el HPV genital. El HPV genital no se contrae por falta de higiene. Tanto hombres como mujeres pueden transmitir y contagiarse el HPV genital. Con frecuencia, las personas ignoran que están transmitiendo el HPV genital a su pareja porque no ven ni sienten ningún síntoma.	2	2	1	4			6	1	1	7		1	8			15	3	3	4	0	0	19	3	3
Si alguna vez ha mantenido relaciones sexuales (o contacto genital) con otra persona, puede padecer el HPV genital. Puede padecer el HPV genital aún si hubieran pasado años desde que tuvo sexo. Cuantas más parejas sexuales tenga (y más parejas haya tenido su propia pareja), mayores serán las probabilidades de padecer HPV genital.																								
				1	4	1	7	1	5	1		5	2			12	1	2	6	3	0	18	4	2

Material Tested U = Useful Information C = Confusing Information B = Both Useful and Confusing Information	New York, 2/21			Los Angeles, 2/24			TOTAL			Hispanic - Total		
	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Female	Hispanic Male	Hispanic Female	Hispanic Male	Hispanic - Total			
El HPV genital no causa problemas de salud en la mayoría de las personas	1		1 1	1		1 4	3	0 0 1 1 0	4 1 0			
La mayoría de las veces, el virus desaparece sin causar ningún trastorno en la salud. Pero algunos tipos de HPV genital pueden originar verrugas genitales. Otros tipos pueden estar vinculados al cáncer cervical. Los tipos de HPV genital pueden denominarse "de alto riesgo" o "de bajo riesgo", según su relación con el cáncer cervical.		1 2 3		3 3 1 7	1 6 1		10 4 4 3 0 1	13 4 5				
¿Qué significa HPV de bajo riesgo?		2		1 2		4	2 1 0 2 0 0	4 1 0				
La infección con los tipos de HPV genital de bajo riesgo en general no presenta problemas. En ocasiones, los tipos de bajo riesgo pueden causar cambios celulares en la cerviz de una mujer. Estos cambios son inofensivos, transitorios y no se pueden sentir ni ver a simple vista.	1 1	3 1		3 2	6	5 1 3	10 3 0 4 2 3	14 5 3				
Los tipos de HPV genital de bajo riesgo también pueden originar verrugas genitales. Son crecimientos o protuberancias que aparecen en las áreas genitales de hombres y mujeres. Las verrugas genitales por lo general son indoloras. Pueden ser elevadas o planas, pequeñas o grandes, y simples o múltiples. Existe una variedad de tratamientos para las verrugas genitales. Si no se tratan, este tipo de verrugas no se convertirá en cáncer.	1	2 1		3 2 1 6	2 2 1 3		10 2 3 3 2 3	13 4 6				
<b>Panel 3</b>	U C B	U C B		U C B U C B U C B			U C B U C B	U C B				
El HPV genital también se ha vinculado con los siguientes factores:				3	1 3		0 3 1 0 0 0	0 3 1				

Material Tested U = Useful Information C = Confusing Information B = Both Useful and Confusing Information	New York, 2/21			Los Angeles, 2/24			TOTAL			Hispanic - Total		
	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Female	Hispanic Male	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Male	
• Mantener relaciones sexuales a temprana edad.	1	1		2	3	1 5 1	5	1 1 2 1 0		7	2	1
• Fumar.	1 3 1			2	2 1 1 5		4	2 4 1 0 0		5	2	4
• Usar anticonceptivos orales.	1 2 1			2	3	1 5	5	1 3 1 0 0		6	1	3
• Deficiencias en la nutrición.	1 3 1			2	1 1 2 5		3	2 5 1 0 0		4	2	5
• Hombres sin circuncidar.	1 1 1			1 1 1	2 1 3 3	3	3	3 5 1 0 3		4	3	8
• Compañeros sin circuncidar (en el caso de las mujeres).	1	1			1 1 2 2 3	2	2	2 3 1 0 2		3	2	5
• Padecer otras infecciones o enfermedades de transmisión sexual (STD, por sus siglas en inglés).		1		2	2	1 4 1	4	0 1 1 0 1		5	0	2
• Debilidad del sistema inmunológico.	1 1 2			1	1 3 2 4		4	1 4 2 0 0		6	1	4
¿Qué significa HPV de alto riesgo?	1 2			1	2	3	3	0 1 2 0 0		5	0	1
La infección con los tipos de HPV genital de alto riesgo en general no presenta problemas. Pero, en ocasiones, los tipos de HPV genital de alto riesgo pueden causar cambios celulares que, si no se tratan, pueden conducir a cáncer con el paso del tiempo. Algunos tipos de HPV genital de alto riesgo pueden causar cáncer cervical en las mujeres. Los tipos de HPV genital de alto riesgo pueden causar otras clases de cáncer, incluso cáncer anal en hombres que tengan relaciones sexuales con hombres.	4	4		7	6	7	17	0 0 4 0 0		21	0	0
¿El HPV genital es lo mismo que el cáncer?	1	2		1	3	3	5	0 0 2 0 0		7	0	0
No. El HPV genital de alto riesgo no es lo mismo que el cáncer. Es el virus que puede causar cáncer si se continua (persiste) y cambia las células con el paso de los años. La infección persistente de HPV genital (que no desaparece durante años) es el principal factor de riesgo para el cáncer cervical.	3	2		4 1 2	7	6 1 1	14	1 2 3 1 1		17	2	3

Material Tested U = Useful Information C = Confusing Information B = Both Useful and Confusing Information	New York, 2/21			Los Angeles, 2/24			TOTAL	Hispanic - Total				
	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Male			
¿Los cánceres cervicales pueden originarse por otras conductas?	1	3		1	1	4	3	0	0	6	0	0
No existe información que sugiera que las mujeres pueden contraer HPV o cáncer cervical por practicar sexo violento, abortos o sexo durante la menstruación. Sin embargo, el hecho de fumar y de tener débil el sistema inmunológico puede contribuir a que una mujer desarrolle cáncer cervical si padece HPV genital (continued on next panel)	2	2	5	5	1	5	12	1	3	6	1	0
<b>Panel 4</b>	U	C	B	U	C	B	U	C	B	U	C	B
(continued from previous panel) y no se somete a pruebas de Papanicolaou regulares ni realiza un seguimiento.	3			5		2	10	0	0	0	0	0
Las probabilidades de que las mujeres hispanas contraigan cáncer cervical son entre dos y tres veces más altas que en mujeres caucásicas no hispanas. La buena noticia es que: el cáncer cervical se puede prevenir totalmente con una detección temprana y con seguimiento.	3	1	2	1	1	1	8	1	2	4	2	1
¿De qué manera las mujeres pueden prevenir el cáncer cervical?			2	2		2	4	0	0	3	1	0

Material Tested U = Useful Information C = Confusing Information B = Both Useful and Confusing Information	New York, 2/21			Los Angeles, 2/24			TOTAL	Hispanic - Total										
	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Male									
Existe un examen, denominado prueba de Papanicolaou, que busca cambios celulares causados por el HPV genital. Detecta los cambios celulares en etapas tempranas, de manera que puedan ser tratados antes de que se conviertan en cáncer. La prueba de Papanicolaou también puede hallar cáncer en sus primeras etapas, de manera que pueda ser tratado antes de convertirse en una amenaza para la salud de la mujer.	3	2		6	1	7	7	16	1	0	2	0	0	18	1	0		
¿Por qué las mujeres deberían someterse a pruebas de Papanicolaou regularmente?		2		1		1	3	2	0	0	2	0	0	4	0	0		
El cáncer cervical no presenta síntomas hasta que está avanzado. Por ese motivo las pruebas de Papanicolaou regulares puede salvar la vida de una mujer, porque detecta problemas antes de que la mujer se sienta enferma. Es importante para las mujeres realizar pruebas de Papanicolaou regulares, aún si se sienten saludables y ya no están activas sexualmente. Cualquier mujer que alguna vez haya tenido relaciones sexuales está expuesta a padecer cáncer cervical. En los Estados Unidos, aproximadamente la mitad de las mujeres que desarrollaron cáncer cervical nunca se realizaron una prueba de Papanicolaou.	2	1	2	4	7	1	5	7	1	14	2	2	4	0	1	18	2	3



<b>Material Tested</b> U = Useful Information C = Confusing Information B = Both Useful and Confusing Information	New York, 2/21				Los Angeles, 2/24				TOTAL										
	Hispanic Female		Hispanic Male		Hispanic Female		Hispanic Female		Hispanic Male		Hispanic Female		Hispanic Male		Hispanic - Total				
Si una mujer recibe un resultado de la prueba de Papanicolaou poco claro, el médico puede realizar una prueba del ADN del HPV para determinar los pasos siguientes. En el caso de las mujeres de más de 30 años, esta prueba de HPV también puede utilizarse con la prueba de Papanicolaou como parte de los estudios rutinarios de cáncer cervical.	2	1	2	1	3	1	1	3	7	1	8	1	2	3	1	1	11	2	3
No debe sentirse ninguna culpa, ni vergüenza por el HPV genital			3		1		2		3		3	0	0	3	0	0	6	0	0
Es natural que las personas que descubren que padecen el HPV genital deseen saber quién se los contagió. Pero no hay modo de saberlo con seguridad. El virus es muy común. Una persona puede tener HPV genital durante un tiempo prolongado antes de ser detectado. Si padece HPV genital, no culpe a su pareja actual, ni suponga que su pareja ha sido infiel. El HPV genital no indica que usted o su pareja haya mantenido relaciones sexuales fuera del ámbito de la pareja. El HPV genital es tan común que aún las personas que tengan una sola pareja toda la vida suelen contraer el virus.	1	1	1	6	6	1	4	1	6	1	11	1	3	7	1	1	18	2	4

Material Tested U = Useful Information C = Confusing Information B = Both Useful and Confusing Information	New York, 2/21			Los Angeles, 2/24			TOTAL	Hispanic - Total										
	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Male									
Es posible que se sienta incómodo para hablar de temas sexuales con su pareja. Pero mantener una conversación sobre el HPV genital puede ayudar a proteger su salud para que pueda estar cerca de las personas que ama. Puede pedir a su pareja que lea este folleto o bien pueden leerlo juntos; de esta manera, les resultará más sencillo comenzar a hablar sobre el tema.			2	3	3	6	6	0	0	2	0	0	8	0	0			
<b>Panel 6</b>	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B			
¿Es necesario que sepa si padezco el HPV genital?			2	1		2	1	2		3	0	1	2	0	0	5	0	1
No es necesario que se someta a ninguna prueba sólo para detectar si tiene HPV genital. Sin embargo, es importante que las mujeres se realicen estudios para detectar las enfermedades que pueden causar la infección de HPV genital, como el cáncer cervical.	1		2	4			5	1		2	2	4	7		1	8	3	6
¿Existe una prueba de HPV genital para hombres?			2	1			2	1	2							3	1	0
No existe una prueba de HPV genital para hombres. La prueba de HPV actual no resulta práctica para detectar signos tempranos de cáncer en los hombres. Afortunadamente, los casos de cáncer asociados con HPV en hombres son mucho menos comunes que el cáncer cervical en las mujeres.	1		2	5			2	1	5	6						8	0	3
¿Existen modos de reducir el riesgo del HPV?			3	1			1		2							2	0	0

Material Tested U = Useful Information C = Confusing Information B = Both Useful and Confusing Information	New York, 2/21			Los Angeles, 2/24			TOTAL											
	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Female	Hispanic Male	Hispanic Female	Hispanic Male	Hispanic - Total									
El modo más seguro de prevenir el HPV genital es no mantener relaciones sexuales. Si decide mantener una vida sexualmente activa, procure limitar el número de parejas y elegirlos con precaución. Además, cuantas menos parejas haya tenido su pareja, menor será la probabilidad de que su pareja haya contraído el HPV genital.	1	1	5	4	2	6	7	11	2	1	5	0	0	16	2	1		
¿Qué sucede con los preservativos?			2	1		2	2	3	0	0	2	0	0	5	0	0		
Cuando se usan de un modo constante y correcto, un preservativo puede protegerlo de ciertas enfermedades de transmisión sexual (STD, por sus siglas en inglés), entre ellas el VIH. Los preservativos también previenen el embarazo. Sin embargo, se desconoce qué grado de protección ofrecen contra el HPV genital. Las áreas que no quedan protegidas por un preservativo podrían estar expuestas al virus. Algunos estudios demuestran que el uso del preservativo puede reducir el riesgo de cáncer cervical y de verrugas genitales causados por el HPV genital.	1	1	2	3	1	6	1	4	3	10	2	1	2	0	3	12	2	4
<b>Panel 7</b>	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B	U	C	B
Comprenda el HPV: No se alarme, infórmese				1					2				0	0	0	1	0	0
Es un hecho: los tipos de HPV genital de alto riesgo están vinculados al cáncer cervical. Pero este cáncer se desarrolla lentamente y se puede prevenir y curar en gran medida con las pruebas de Papanicolaou regulares y con seguimiento.				2			1		3			7	1	4	0	3	1	0
A continuación, detallamos algunos puntos importantes que debe conocer su comunidad sobre el HPV genital:									4			4		4	0	0	0	0

Material Tested U = Useful Information C = Confusing Information B = Both Useful and Confusing Information	New York, 2/21			Los Angeles, 2/24			TOTAL			Hispanic - Total					
	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Female	Hispanic Male	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Male				
• La mayoría de las personas sexualmente activas tendrán HPV genital en algún momento de sus vidas.			1	1		5	6			6	0	0	7	0	0
• El HPV genital por lo general desaparece por sí solo, sin causar problemas de salud.		1	1		1	2	2	6		2	0	4	3	0	4
• La consecuencia más grave del HPV genital es el cáncer cervical en las mujeres.		1	1	1		5	4	1	1	6	0	1	8	1	2
• El cáncer cervical se puede prevenir mediante la realización de pruebas de Papanicolaou regulares. La mayoría de las mujeres que contraen cáncer cervical no se ha sometido a pruebas de Papanicolaou regulares.	1		1	1		7	5			9	0	0	10	0	0
• Las mujeres deben consultar con un médico para realizarse pruebas de Papanicolaou regulares a fin de prevenir problemas en el futuro.			1	1		6	5			7	0	0	8	0	0
• Es importante que tanto hombres como mujeres conversen abiertamente sobre el HPV genital con sus parejas, de manera que todos estén informados y sean capaces de tomar decisiones seguras para su salud.	1	1	1			7	5			8	0	1	9	0	1
Para obtener más información sobre el HPV genital, llame al 1-800-XXX-XXXX. O visite <a href="http://www.xxxx.org">www.xxxx.org</a> .										0	0	0	0	0	0

Material Tested U = Useful Information C = Confusing Information B = Both Useful and Confusing Information	New York, 2/21	New York, 2/21		Los Angeles, 2/24	Los Angeles, 2/24			TOTAL	TOTAL		Hispanic - Total		
		Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Female	Hispanic Male		Hispanic Female	Hispanic Male			
<b>Panel 8 (front panel)</b>													
[Insertar título aquí]		U	C	B	U	C	B	U	C	B	U	C	B
imagen va aquí													
www.xxx.xxx/xxxx													

Note: First, Second, Third denotes participant's ranking of poster as "Favorite" to "Least Favorite" respectively. Numbers equal cumulative number of participants who selected it.

	Posters			Individual								Couple						Group														
	Individual (C)	Couple (B)	Group (A)	Eye-Catching	Well-organized	Attractive	Informative	Would read this	Relevant to me	Like pictures	Like colors	Like headline	Uncomfortable	Eye-Catching	Well-organized	Attractive	Informative	Would read this	Relevant to me	Like pictures	Like colors	Like headline	Uncomfortable	Eye-Catching	Well-organized	Attractive	Informative	Would read this	Relevant to me	Like pictures	Like colors	Like headline

Atlanta, 2/15

AA Female	First: 3 Second: 3 Third: 2	First: 3 Second: 1 Third: 4	First: 3 Second: 3 Third: 2	5	6	3	4	6	2	5	5	6	5	2	4	1	5	4	4	3	6	6	5	3	5	5	3	6	6	5	1		
Caucasian Female	First: 3 Second: 3 Third: 3	First: 3 Second: 4 Third: 2	First: 3 Second: 2 Third: 4	1	4		4	3	1	1	2	2	2	5	3	5	2	5	4	6	5	5	2	4	2	3	4	3	2	2	5	2	2
AA Male	First: 6 Second: 0 Third: 1	First: 1 Second: 1 Third: 5	First: 0 Second: 2 Third: 5	4	5	3	6	5	5	4	3	6	4	4	1	5	6	4	3	4	2	4	1	3	5	5	3	2	1	2	1		

Charleston, WV, 2/17

Caucasian Female	First: 4 Second: 2 Third: 3	First: 2 Second: 0 Third: 7	First: 3 Second: 6 Third: 0	5	3	3	3	4	2	3	3	5	3	2	3	4	3	4	2	3	3	8	2	2	3	6	1	4	2	8	1		
AA Female	First: 3 Second: 4 Third: 2	First: 5 Second: 0 Third: 4	First: 1 Second: 5 Third: 3	6	4	2	2	7		2	4	4	5	2	3		6	1	5	8	6	5	3	1		4		6	3	4	1		
Caucasian Male	First: 3 Second: 2 Third: 4	First: 2 Second: 2 Third: 5	First: 4 Second: 5 Third: 0	5	5	2	7	5	2	2	3	4	1	6	1	3	4	4	2	2	3	3	2	7	3	5	4	8	2	4	1	8	

Note: First, Second, Third denotes participant's ranking of poster as "Favorite" to "Least Favorite" respectively. Numbers equal cumulative number of participants who selected it.

	Posters			Individual								Couple								Group												
	Individual (C)	Couple (B)	Group (A)	Eye-Catching	Well-organized	Attractive	Informative	Would read this	Relevant to me	Like pictures	Like colors	Like headline	Uncomfortable	Eye-Catching	Well-organized	Attractive	Informative	Would read this	Relevant to me	Like pictures	Like colors	Like headline	Uncomfortable	Eye-Catching	Well-organized	Attractive	Informative	Would read this	Relevant to me	Like pictures	Like colors	Like headline

**New York, 2/21**

Hispanic Female	First: 4 Second: 0 Third: 5	First: 1 Second: 6 Third: 2	First: 4 Second: 3 Third: 2	2	4	5	8	3	4	6	3	6	5	3	6	2	5	4	3	5	6	1	5	5	8	3	4	5	5	3	5	1	
Hispanic Male	First: 3 Second: 3 Third: 3	First: 4 Second: 3 Third: 2	First: 2 Second: 4 Third: 3	2	2	2	2	4	4		3	2	1	3	1	3	2	2	4	4	2	4	1	1	1	1	3	4	3	3	2	2	1
AA Male	First: 6 Second: 1 Third: 2	First: 2 Second: 1 Third: 6	First: 1 Second: 7 Third: 1	7	4	4	6	5	3	3	1	5	7	3	3	4	4	3	1	1	1	1	1	8	4	3	6	5	1	3	3	4	

**St. Louis, 2/22**

AA Female	First: 3 Second: 4 Third: 1	First: 1 Second: 1 Third: 6	First: 4 Second: 3 Third: 1	7	4	2	4	7	2	6	4	6	3	1		1	4		3	2	4		6	4	3	2	7	1	5	7	6		
Caucasian Male	First: 3 Second: 4 Third: 2	First: 5 Second: 3 Third: 1	First: 1 Second: 2 Third: 6	5	4	3	6	5	3	6	3	7	1	5	5	5	6	5	4	6	8	4		3	4	2	2		1	1	1	3	3
Caucasian Female	First: 5 Second: 1 Third: 3	First: 4 Second: 3 Third: 2	First: 0 Second: 5 Third: 4	5	4	4	7	6	4	4	5	6	7	6	4	3	7	3	5	5	5		3	2	4	4	5	2	4	3	6	1	

Note: First, Second, Third denotes participant's ranking of poster as "Favorite" to "Least Favorite" respectively. Numbers equal cumulative number of participants who selected it.

	Posters			Individual								Couple						Group														
	Individual (C)	Couple (B)	Group (A)	Eye-Catching	Well-organized	Attractive	Informative	Would read this	Relevant to me	Like pictures	Like colors	Like headline	Uncomfortable	Eye-Catching	Well-organized	Attractive	Informative	Would read this	Relevant to me	Like pictures	Like colors	Like headline	Uncomfortable	Eye-Catching	Well-organized	Attractive	Informative	Would read this	Relevant to me	Like pictures	Like colors	Like headline

Los Angeles, 2/24

Hispanic Female	First: 4 Second: 3 Third: 2	First: 0 Second: 2 Third: 7	First: 5 Second: 4 Third: 0	7	1	2	5	4	5	2	3	5	1	2	3	3	2	4	2	2				1	6	5	7	3	4	4	6	3	6	
Hispanic Female	First: 6 Second: 2 Third: 1	First: 1 Second: 3 Third: 5	First: 2 Second: 4 Third: 3	5	5	4	3	5	4	5	7	5	2	2	1	1	3	2	3	1	3	1				5	2	4	1	3	4	4	2	3
Hispanic Male	First: 1 Second: 1 Third: 7	First: 3 Second: 5 Third: 1	First: 5 Second: 3 Third: 1	3	1	2	5	4	2	2	2	3	1	5	2	6	4	6	3	7	8	3				5	1	4	6	5	6	3	2	7

TOTALS

African American Female	First: 9 Second: 11 Third: 5	First: 9 Second: 2 Third: 14	First: 8 Second: 11 Third: 6	18	14	7	10	20	4	13	13	16	0	13	5	7	2	15	5	12	13	16	0	17	12	7	7	16	4	17	16	15	2
African American Male	First: 12 Second: 1 Third: 3	First: 3 Second: 2 Third: 11	First: 1 Second: 9 Third: 6	11	9	7	12	10	8	7	4	11	0	11	7	4	9	10	7	4	5	3	1	12	5	6	11	10	4	5	4	6	1
African American - Total	First: 21 Second: 12 Third: 8	First: 12 Second: 4 Third: 25	First: 9 Second: 20 Third: 12	29	23	14	22	30	12	20	17	27	0	24	12	11	11	25	12	16	18	19	1	29	17	13	18	26	8	22	20	21	3
Caucasian Female	First: 12 Second: 6 Third: 9	First: 9 Second: 7 Third: 11	First: 6 Second: 13 Third: 8	11	11	7	14	13	7	8	10	13	2	15	11	12	9	15	11	13	13	13	2	15	6	9	11	14	5	10	10	16	4
Caucasian Male	First: 6 Second: 6 Third: 6	First: 7 Second: 5 Third: 6	First: 5 Second: 7 Third: 6	10	9	5	13	10	5	8	6	11	2	11	6	8	10	9	6	8	11	7	2	10	7	7	6	8	3	5	2	11	3
Caucasian -Total	First: 18 Second: 12 Third: 15	First: 16 Second: 12 Third: 17	First: 11 Second: 20 Third: 14	21	20	12	27	23	12	16	16	24	4	26	17	20	19	24	17	21	24	20	4	25	13	16	17	22	8	15	12	27	7
Hispanic Female	First: 14 Second: 5 Third: 8	First: 2 Second: 11 Third: 14	First: 11 Second: 11 Third: 5	14	10	11	16	12	13	13	13	16	0	8	7	10	6	10	10	8	8	9	3	16	12	19	7	11	13	15	8	14	1

<p>Note: First, Second, Third denotes participant's ranking of poster as "Favorite" to "Least Favorite" respectively. Numbers equal cumulative number of participants who selected it.</p>	Posters			Individual								Couple								Group													
	Individual (C)	Couple (B)	Group (A)	Eye-Catching	Well-organized	Attractive	Informative	Would read this	Relevant to me	Like pictures	Like colors	Like headline	Uncomfortable	Eye-Catching	Well-organized	Attractive	Informative	Would read this	Relevant to me	Like pictures	Like colors	Like headline	Uncomfortable	Eye-Catching	Well-organized	Attractive	Informative	Would read this	Relevant to me	Like pictures	Like colors	Like headline	Uncomfortable
Hispanic Male	First: 4 Second: 4 Third: 10	First: 7 Second: 8 Third: 3	First: 7 Second: 7 Third: 4	5	3	4	7	8	6	2	5	5	2	8	3	9	6	8	7	11	10	7	1	6	2	5	9	9	9	6	4	9	1
Hispanice - Total	First: 18 Second: 9 Third: 18	First: 9 Second: 19 Third: 17	First: 18 Second: 18 Third: 9	19	13	15	23	20	19	15	18	21	2	16	10	19	12	18	17	19	18	16	4	22	14	24	16	20	22	21	12	23	2
Cumulative Total	First: 57 Second: 33 Third: 41	First: 27 Second: 35 Third: 59	First: 38 Second: 58 Third: 35	69	56	41	72	73	43	51	51	72	6	66	39	50	42	67	46	56	60	55	9	76	44	53	51	68	38	58	44	71	12

Note: First, Second, Third and Fourth denotes participant's ranking of poster as "Favorite" to "Least Favorite" respectively. Numbers equal cumulative number of participants who selected it.

	Identity Images				A - "It's About Me"							B - "HPV: You & Me"							C - "HPV & Cervical Cancer"							D - "HPV Common Infection. Common Reality"							
	A - "It's About Me"	B - "HPV: You & Me"	C - "HPV & Cervical Cancer"	D - "HPV Common Infection. Common Reality"	Eye-catching	Attractive	Informative	Relevant to me	Like picture	Like the phrase	Uncomfortable	Eye-catching	Attractive	Informative	Relevant to me	Like picture	Like the phrase	Uncomfortable	Eye-catching	Attractive	Informative	Relevant to me	Like picture	Like the phrase	Uncomfortable	Eye-catching	Attractive	Informative	Relevant to me	Like picture	Like the phrase	Uncomfortable	
<b>Atlanta, 2/15</b>																																	
AA Female	First: 0 Second: 6 Third: 1 Fourth: 1	First: 0 Second: 0 Third: 4 Fourth: 4	First: 2 Second: 1 Third: 2 Fourth: 3	First: 6 Second: 1 Third: 1 Fourth: 0	3	3	2		2	4		2	2	1		2	3	1		4	1	3	2	5	4		6	1	5		2	8	
Caucasian Female	First: 4 Second: 1 Third: 3 Fourth: 1	First: 0 Second: 1 Third: 2 Fourth: 6	First: 2 Second: 5 Third: 2 Fourth: 0	First: 3 Second: 2 Third: 2 Fourth: 2	4	2	4	3	1	4	2	2	2	1	1	1	1		4		3	1	4	2	1	2	2	3	1		2	1	
AA Male	First: 3 Second: 3 Third: 1 Fourth: 1	First: 0 Second: 2 Third: 5 Fourth: 1	First: 0 Second: 1 Third: 1 Fourth: 6	First: 5 Second: 2 Third: 1 Fourth: 0	5	2	6	3	4	4			1		2	2	3	1		1	1	1	2	1	3	1	4	2	4	5	1	5	
<b>Charleston, WV, 2/17</b>																																	
Caucasian Female	First: 4 Second: 1 Third: 2 Fourth: 0	First: 0 Second: 1 Third: 2 Fourth: 4	First: 3 Second: 1 Third: 3 Fourth: 0	First: 0 Second: 4 Third: 0 Fourth: 3	5	2	2	1	3	4		3	1	1		2	2		4		1	1	1	4		3	1	2		2			
AA Female	First: 0 Second: 0 Third: 2 Fourth: 7	First: 1 Second: 2 Third: 5 Fourth: 1	First: 1 Second: 6 Third: 2 Fourth: 0	First: 7 Second: 1 Third: 0 Fourth: 1	1					3		1		1	1		2		1			1		3		2		3	1		3		
Caucasian Male	First: 2 Second: 3 Third: 3 Fourth: 1	First: 0 Second: 4 Third: 1 Fourth: 4	First: 2 Second: 0 Third: 4 Fourth: 3	First: 5 Second: 2 Third: 1 Fourth: 1	8	3	5	1	2	5		6	3	2	2	5	4		6	3	3	1	3	5	2	6	3	4	1	2	6	2	
<b>New York, 2/21</b>																																	
Hispanic Female	First: 6 Second: 1 Third: 1 Fourth: 1	First: 1 Second: 1 Third: 4 Fourth: 3	First: 0 Second: 3 Third: 2 Fourth: 4	First: 2 Second: 4 Third: 2 Fourth: 1	4	5	6	6	7	7	1	1	1	3	5	3	3	3	3	3	2	4	5	1	4	1	5	2	5	6	1	7	

Note: First, Second, Third and Fourth denotes participant's ranking of poster as "Favorite" to "Least Favorite" respectively. Numbers equal cumulative number of participants who selected it.

**Identity Images**

**A - "It's About Me"**

**B - "HPV: You & Me"**

**C - "HPV & Cervical Cancer"**

**D - "HPV Common Infection. Common Reality"**

A - "It's About Me"	B - "HPV: You & Me"	C - "HPV & Cervical Cancer"	D - "HPV Common Infection. Common Reality"
First: 4 Second: 3 Third: 2 Fourth: 0	First: 2 Second: 2 Third: 2 Fourth: 3	First: 0 Second: 1 Third: 3 Fourth: 5	First: 3 Second: 3 Third: 2 Fourth: 1
First: 5 Second: 2 Third: 3 Fourth: 0	First: 1 Second: 3 Third: 4 Fourth: 2	First: 1 Second: 1 Third: 0 Fourth: 6	First: 3 Second: 4 Third: 1 Fourth: 0

Eye-catching	Attractive	Informative	Relevant to me	Like picture	Like the phrase	Uncomfortable
3	1	4	4	6	3	
7	5	7	4	3	5	

Eye-catching	Attractive	Informative	Relevant to me	Like picture	Like the phrase	Uncomfortable
1	2	1	1	3	4	1
5	3	6	3	2	5	

Eye-catching	Attractive	Informative	Relevant to me	Like picture	Like the phrase	Uncomfortable
1		3	2		3	1
5	2	9	1	2	5	

Eye-catching	Attractive	Informative	Relevant to me	Like picture	Like the phrase	Uncomfortable
3	1	3	1	1	7	1
6	4	6	3	2	5	

Hispanic Male

AA Male

**St. Louis, 2/22**

AA Female	First: 1 Second: 2 Third: 3 Fourth: 3	First: 5 Second: 1 Third: 2 Fourth: 1	First: 1 Second: 4 Third: 2 Fourth: 1	First: 2 Second: 2 Third: 1 Fourth: 4
Caucasian Male	First: 3 Second: 1 Third: 0 Fourth: 5	First: 1 Second: 1 Third: 7 Fourth: 0	First: 1 Second: 3 Third: 2 Fourth: 3	First: 4 Second: 4 Third: 0 Fourth: 1
Caucasian Female	First: 4 Second: 2 Third: 1 Fourth: 2	First: 1 Second: 3 Third: 3 Fourth: 2	First: 3 Second: 1 Third: 3 Fourth: 2	First: 1 Second: 3 Third: 2 Fourth: 3

1		1	1	1	2	
3	3	5	1	2	1	4
5	3	6	4	4	5	

3	1	3	1	4	5	
4			4	3	2	
3	1		1	1	1	

2		1	2	1	4	
4	1	3	1	2	3	
1		5	2		2	

1		3		1	4	1
6	2	1	2	2	6	
4	1	3	3	2	4	1

**Los Angeles, 2/24**

Hispanic Female	First: 3 Second: 4 Third: 2 Fourth: 0	First: 2 Second: 3 Third: 3 Fourth: 1	First: 1 Second: 1 Third: 3 Fourth: 4	First: 3 Second: 1 Third: 1 Fourth: 4
Hispanic Female	First: 4 Second: 2 Third: 3 Fourth: 0	First: 0 Second: 4 Third: 1 Fourth: 4	First: 2 Second: 3 Third: 3 Fourth: 1	First: 3 Second: 0 Third: 2 Fourth: 4
Hispanic Male	First: 4 Second: 2 Third: 3 Fourth: 0	First: 4 Second: 3 Third: 0 Fourth: 2	First: 1 Second: 3 Third: 2 Fourth: 3	First: 0 Second: 1 Third: 4 Fourth: 4

5	3	6	3	6	4	
5	4	3	4	6	6	
6	4	7	5	4	6	

3	6	1	3	5	6	
3	1	2	3	4	3	
5	5	4	4	5	5	

5	1	1	2	3	5	2
3	2	4	4	5	4	
4	2	6	5	4	5	2

4		3	4	2	7	
3	1	2	3	2	3	1
3	1	6	3		5	

Note: First, Second, Third and Fourth denotes participant's ranking of poster as "Favorite" to "Least Favorite" respectively. Numbers equal cumulative number of participants who selected it.

**Identity Images**

**A - "It's About Me"**

**B - "HPV: You & Me"**

**C - "HPV & Cervical Cancer"**

**D - "HPV Common Infection. Common Reality"**

A - "It's About Me"	B - "HPV: You & Me"	C - "HPV & Cervical Cancer"	D - "HPV Common Infection. Common Reality"
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Eye-catching	Attractive	Informative	Relevant to me	Like picture	Like the phrase	Uncomfortable
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Eye-catching	Attractive	Informative	Relevant to me	Like picture	Like the phrase	Uncomfortable
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Eye-catching	Attractive	Informative	Relevant to me	Like picture	Like the phrase	Uncomfortable
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Eye-catching	Attractive	Informative	Relevant to me	Like picture	Like the phrase	Uncomfortable
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**TOTALS**

<b>African American Female</b>	First: 1 Second: 8 Third: 6 Fourth: 11	First: 6 Second: 3 Third: 11 Fourth: 6	First: 4 Second: 11 Third: 6 Fourth: 4	First: 15 Second: 4 Third: 2 Fourth: 5
<b>African American Male</b>	First: 8 Second: 5 Third: 4 Fourth: 1	First: 1 Second: 5 Third: 9 Fourth: 3	First: 1 Second: 2 Third: 1 Fourth: 12	First: 8 Second: 6 Third: 2 Fourth: 0
<b>African American - Total</b>	First: 9 Second: 13 Third: 10 Fourth: 12	First: 7 Second: 8 Third: 20 Fourth: 9	First: 5 Second: 13 Third: 7 Fourth: 16	First: 23 Second: 10 Third: 4 Fourth: 5
<b>Caucasian Female</b>	First: 12 Second: 4 Third: 6 Fourth: 3	First: 1 Second: 5 Third: 7 Fourth: 12	First: 8 Second: 7 Third: 8 Fourth: 2	First: 4 Second: 9 Third: 4 Fourth: 8
<b>Caucasian Male</b>	First: 5 Second: 4 Third: 3 Fourth: 6	First: 1 Second: 5 Third: 8 Fourth: 4	First: 3 Second: 3 Third: 6 Fourth: 6	First: 9 Second: 6 Third: 1 Fourth: 2
<b>Caucasian -Total</b>	First: 17 Second: 8 Third: 9 Fourth: 9	First: 2 Second: 10 Third: 15 Fourth: 16	First: 11 Second: 10 Third: 14 Fourth: 8	First: 13 Second: 15 Third: 5 Fourth: 10
<b>Hispanic Female</b>	First: 13 Second: 8 Third: 5 Fourth: 1	First: 3 Second: 8 Third: 8 Fourth: 8	First: 3 Second: 7 Third: 8 Fourth: 9	First: 8 Second: 5 Third: 5 Fourth: 9
<b>Hispanic Male</b>	First: 8 Second: 5 Third: 5 Fourth: 0	First: 6 Second: 5 Third: 2 Fourth: 5	First: 1 Second: 4 Third: 5 Fourth: 8	First: 3 Second: 4 Third: 6 Fourth: 5
<b>Hispanice - Total</b>	First: 21 Second: 13 Third: 10 Fourth: 1	First: 9 Second: 13 Third: 10 Fourth: 13	First: 4 Second: 11 Third: 13 Fourth: 17	First: 11 Second: 9 Third: 11 Fourth: 14

	5	3	3	1	3	6	3
	12	7	13	7	7	9	0
	17	10	16	8	10	15	3
	14	7	12	8	8	13	2
	11	6	10	2	4	6	4
	25	13	22	10	12	19	6
	14	12	15	13	19	17	1
	9	5	11	9	10	9	0
	23	17	26	22	29	26	1

	6	3	5	2	6	10	1
	5	4	6	5	4	8	1
	11	7	11	7	10	18	2
	8	4	1	2	4	4	1
	10	3	2	6	8	6	0
	18	7	3	8	12	10	1
	7	8	6	11	12	12	3
	6	7	5	5	8	9	1
	13	15	11	16	20	21	4

	7	1	4	5	6	11	0
	6	3	10	3	3	8	1
	13	4	14	8	9	19	1
	9	0	9	4	5	8	1
	10	4	6	2	5	8	2
	19	4	15	6	10	16	3
	11	5	9	11	9	13	3
	5	2	9	7	4	8	3
	16	7	18	18	13	21	6

	9	1	11	1	3	15	1
	10	6	10	8	3	10	0
	19	7	21	9	6	25	1
	9	4	8	4	4	6	2
	12	5	5	3	4	12	2
	21	9	13	7	8	18	4
	12	3	10	13	5	17	1
	6	2	9	4	1	12	1
	18	5	19	17	6	29	2

	9	1	11	1	3	15	1
	10	6	10	8	3	10	0
	19	7	21	9	6	25	1
	9	4	8	4	4	6	2
	12	5	5	3	4	12	2
	21	9	13	7	8	18	4
	12	3	10	13	5	17	1
	6	2	9	4	1	12	1
	18	5	19	17	6	29	2

Note: First, Second, Third and Fourth denotes participant's ranking of poster as "Favorite" to "Least Favorite" respectively. Numbers equal cumulative number of participants who selected it.

**Cumulative Total**

Identity Images				A - "It's About Me"							B - "HPV: You & Me"							C - "HPV & Cervical Cancer"							D - "HPV Common Infection. Common Reality"						
A - "It's About Me"	B - "HPV: You & Me"	C - "HPV & Cervical Cancer"	D - "HPV Common Infection. Common Reality"	Eye-catching	Attractive	Informative	Relevant to me	Like picture	Like the phrase	Uncomfortable	Eye-catching	Attractive	Informative	Relevant to me	Like picture	Like the phrase	Uncomfortable	Eye-catching	Attractive	Informative	Relevant to me	Like picture	Like the phrase	Uncomfortable	Eye-catching	Attractive	Informative	Relevant to me	Like picture	Like the phrase	Uncomfortable
First: 47 Second: 34 Third: 29 Fourth: 22	First: 18 Second: 31 Third: 45 Fourth: 38	First: 20 Second: 34 Third: 34 Fourth: 41	First: 47 Second: 34 Third: 20 Fourth: 29	65	40	64	40	51	60	10	42	29	25	31	42	49	7	48	15	47	32	32	56	10	58	21	53	33	20	72	7

	Identified as Confusing Information/Comments
<p><b>Atlanta, 2/15</b>  <b>AA Female</b>  <b>General Population Ad</b>  <b>Poster Copy (A)</b></p>	
<p>Shelby</p>	<p>There are many different types of human papillomavirus (HPV), a common virus. Condoms have not been proven effective in preventing genital HPV infection. They do however, seem to reduce the risk of genital warts and cervical cancer that can result from genital HPV. Cervical cancer, the most serious consequence of genital HPV infection, is preventable with routine Pap tests and follow-up.</p>
<p>Monica H.</p>	<p>Most people who have sex will get genital HPV - and not even know it.                  If you decide to be sexually active, limit the number of partners you have and choose your partners carefully. The fewer partners your partner has had, the less likely he or she is to have genital HPV.</p>
<p>Maria</p>	<p>Usually genital HPV is harmless. It has no symptoms. And it goes away on its own. But, genital HPV infection can cause problems. Some types can cause genital warts. Other types have been linked to cervical cancer in women.                  If you decide to be sexually active, limit the number of partners you have and choose your partners carefully. The fewer partners your partner has had, the less likely he or she is to have genital HPV.</p>
<p><b>General Population Ad</b>  <b>Poster Copy (B)</b></p>	
<p>Shelby</p>	<p>While it's always smart to use condoms to reduce your risk of sexually transmitted diseases - condoms have not been proven to protect against genital HPV. However, they have been shown to reduce the risk of genital warts and cervical cancer, which can result from genital HPV.</p>
<p>Maria</p>	<p>Usually genital HPV is harmless. It has no symptoms. And it goes away on its own. But, genital HPV infection can cause problems. Some types can cause genital warts.</p>
<p><b>Brochure A (italicized text)</b></p>	
<p>Monica</p>	<p>Panel 1: "Genital HPV infection is the most common...<i>and possible, oral sex.</i>"                  Panel 5: "The surest way to prevent risk...<i>another person</i>"</p>
<p>Monica H.</p>	<p>Panel 1: "Genital HPV infection is the most common...<i>Genital HPV is not a new virus.</i>"</p>
	<p>Panel 1: "Genital human <i>papillomavirus</i> (HPV)..."                  Panel 2: "<i>Persistent infection with high-risk types of genital HPV... anal cancer in men who have sex with men.</i>"</p>

Maria	Panel 2: <i>"Among women, cervical cancer is highly preventable... so they can be treated before they turn into cancer."</i>
Kenyatta	Panel 2: <i>"Some genital HPV types are known as 'low-risk' because... they are linked to cancer."</i>
	Panel 2: <i>"Male cancers of the penis and anus...tests for genital HPV in men."</i>
	Panel 3: <i>"Genital HPV infection is not a sign...exposed to the virus."</i>
	Panel 3: <i>"For men and women who choose to be sexually active... few prior sex partners is the best way to prevent future HPV infections."</i>
Shelby	Panel 1: <i>"Anyone who has ever had sex... is at risk for genital HPV."</i>
	Panel 1: <i>"Most sexually active people will get genital HPV. Very few will develop health problems."</i>
LaShonda	Panel 1: <i>"At least 50% of sexually active people will... Most will never know it."</i>
Yolanda	Panel 1: <i>"At least 50% of sexually active people will... Most will never know it."</i>
	Panel 1: <i>"The risk of getting genital HPV increases with the number of sex partners a person has in their lifetime."</i>
	Panel 3: <i>"Genital HPV can occur in both male and female genital areas that are covered or protected by a latex condom, as well as areas that are not covered."</i>
	Panel 4: <i>"As part of cervical cancer screening... women age 30 and older."</i>
	Panel 4: <i>"Most sexually active people will have genital HPV at some point in their lives, but few will develop health problems as a result."</i>
	Panel 3: <i>"Even people who've had only one lifetime sex partner still have a chance of getting genital HPV."</i>
Felicia	
<b>Brochure B</b> (italicized text)	
Monica	Panel 1: <i>"Genital HPV is the most common sexually transmitted infection... Most will never even know it."</i>
	Panel 1: <i>"Most often, the virus goes away without causing any health problems... been linked to cervical cancer."</i>
	Panel 1: <i>"Infection with low-risk types... Sometimes low-risk types can cause mild cell changes in a woman's cervix."</i>
Kenyatta	Panel 5: <i>"Although a genital HPV vaccine currently is not available..."</i>
Shelby	Panel 1: <i>"Both men and women can give and get genital HPV infection from their sex partners and not be aware of it - because they may not have any signs or symptoms of infection."</i>
	Panel 2: <i>"Infection with high-risk types of genital HPV usually cause no problems."</i>
	Panel 2 and 3: <i>"High risk types of genital HPV also have been linked to other cancers... health problems for anyone."</i>
	Panel 3: <i>"High risk HPV is not the same as cancer."</i>

Yolanda	Panel 1: "Genital HPV is the most common sexually transmitted infection... Most will never even know it."
	Panel 1: " <i>Genital HPV is not new. But a lot of people...without causing any health problems.</i> "
	Panel 1: " <i>Most often, the virus goes away without causing any health problems... been linked to cervical cancer.</i> "
	Panel 2: "Smoking"
	Panel 2: "Poor nutrition"
	Panel 4: "There is no approved genital HPV test for men, and the current HPV test is...less common than cervical cancer in women."
<b>Response Sheet (poster)</b>	
Lorrie	Individual: Needs to list Web site address
	Group: I don't relate to these people. They look like party go-ers.
Felicia	Group: Eye-catching, very colorful. Jumped out at me. Showing people having good time both male and female. You couldn't tell if they have HPV or not.
	Couple: It relates to me by being with someone so I would like to know what about couples.
	Individual: Doesn't relate to me because I am involved with someone, but my question is I don't know if he's only with me, but I know I'm only with him.
Shelby	Individual: Would like to see more races, multi-racial pictures.
	Group: For a sexually transmitted brochure it's too colorful.
	Couple: Looks a little weird so that we can see the face.
Maria	Group: Too much laughter.
<b>Response Sheet (Identity Images)</b>	
Shelby	A: Is it really the <u>most common</u> sexually transmitted disease?
	B: Uncomfortable - The picture is way off
	C: Guys can get it too?!
<b>Caucasian Female Brochure A (italicized text)</b>	
Ariel	Panel 1: Bullet Points, Why are these factors?
	Overall: much better flow of information and much better format in this version (in my opinion).
	Panel 5: Good bullets
	Panel 1: "Genital HPV can infect the genital skin... and rectum." Probably not most important info?

	Overall: Language more common, but sometimes oddly worded.
Lauren	Panel 2: "Some genital HPV types are known as 'low-risk'... Having low and high risk together is preferable - flows well.
Elizabeth	Panel 1: "Genital HPV has also been linked to these factors:... Smoking [explain]; Poor nutrition [how? Explain more.]; Weak immune system [if these are factors, what makes an STD?]"
Rebecca	Panel 3: "No one is to blame. <i>Genital HPV infection is not a sign that you (or your partner) have cheated or been unfaithful.</i> "
Melissa	Panel 1: "Genital HPV is an equal opportunity infection..." EEO, bad word choice.
	Panel 2: "The Pap test is the best way to screen for cervical cancer. [Pap tests find] abnormal cells..."
	Panel 2: " <i>Male cancers of the penis and anus... men who have sex with men.</i> "
	Panel 5: "Women should get regular Pap tests... HPV with their partners, so everyone [circled the word "everyone"] is informed..."
Precious	Panel 1: " <i>Oral contraceptive use</i> " (bullet)
<b>Brochure B</b> (italicized text)	
Elizabeth	Panel 3: "Most of the time, these <i>infections do not cause health problems for anyone.</i> "
Lauren	Panel 1: "Infection with low-risk types of genital HPV usually causes... can cause <i>mild cell changes</i> in a woman's cervix..."
	Panel 3: "There is a test, called the Pap test, which looks for <i>cell changes</i> caused by genital HPV. It finds <i>cell changes</i> early..."
	Panel 3: "When abnormal <i>cell changes</i> are found..."
	Panel 3: "If a woman gets an unclear Pap test result... HPV DNA to <i>direct next steps.</i> "
Ariel	Panel 1: "Infection with low-risk types of genital HPV usually causes... can cause mild cell changes in a woman's cervix... Low-risk HPV types can also cause genital warts. [ <i>There are</i> ] growths..."
	Panel 2: "Genital HPV also has been linked to these factors:" Why specifically are these factors?"
	Panel 4: "The surest way to prevent genital HPV is not to have sex." Do not like sentence.
	Panel 4: "What about condoms?" Needs to be on front or inside.
	Panel 2: " <i>If you have ever had sex (or genital contact) with another person, you are at risk for getting genital HPV infection.</i> "
	Panel 2: " <i>Infection with high-risk types of genital HPV usually causes no problems.</i> "

CDC HPV Phase II Focus Group Responses Written Comments/Items of Confusion for Participants

4/27/2005

Faye	Panel 3: "About half of the women in the United States who develop cervical cancer have never had a Pap test." Do not agree with.
Israel	Panel 4: " <i>When used consistently and correctly, a condom can protect you... Condoms also prevent pregnancy.</i> "
Melissa	Panel 4: "The surest way to prevent genital HPV is [to not] have sex."
<b>Response Sheet (posters)</b>	
Elizabeth	Overall: I had the most problem with the pictures that seem to trigger mainly woman on this issues.
Lauren	Group: Like Colors - purple makes the photo "pop" without being too flashy.
	Group: Like Headline - I like the "most don't know they have it."
	Couple: Like Pictures - picture is "clean" and visually appealing, makes the poster attractive.
	Couple: Uncomfortable - Bold print with back shadow is [illegible] and outdated. Taking the back shadow off might help. Orange color works but is slightly alarming, this might be a plus though.
	Individuals: Like Pictures - Show many different cultures.
	Individuals: Uncomfortable - Green is kind of sterile and scary. "Fact" thing is sort of cheesy and scary, too dramatic.
Faye	Group: Like heading, no statistics, more casual
	Individual: I like how poster has people with different racial backgrounds.
	Couple: Makes it seem like HPV can only be contracted between heterosexual couples.
Ariel	Individual: Not very attractive colors or headline, but it's inclusive by picturing individuals.
	Couple: Most appealing! Best headline! Event though I really like the way this one looks the best, I don't like how there is only a heterosexual couple on the cover. It could be misleading to gay people. It could be implied that only straight people get HPV.
Rebecca	Group: Pretty colors!
	Couple: This one is cute and appeals to me.
	Individual: Pretty boring, I like the green and the little pictures, besides that nothing great.
Israel	Group: I don't like this one at all. Nothing on the inside catches my eye, and the front picture is incredibly Unrealistic.
	Group: Uncomfortable - It's boring, I wouldn't look at it twice.
Israel	Overall: I think that there should be more pictures of men.
	Individual: Informative, don't like "couple" picture.

CDC HPV Phase II Focus Group Responses Written Comments/Items of Confusion for Participants

4/27/2005

	Couple: Warm colors, couldn't tell who was male/female, like bar graph, shadowing hard to read.
Melissa	Group: No diversity in group, highlighting wrong/important, don't like graph.
Precious	Group: Like colors - purple
Charlotte	Group: Looks like other advertisements
<b>Response Sheet (Iden. Images)</b>	
Elizabeth	Overall: I like the image from C and B to go with words from selection D.
Lauren	Overall: Moving the heart symbol next to the HPV in D would make a good logo.
	C: Simple, clever, informative
	D: Stark and heavy
	A: Uncomfortable - it looks like something you could be happy to have!!
Faye	D: Is straight and to the point
	A: YMCA - cheesy
	C: Don't like heart
	B: Don't like heart
Ariel	A: Looks optimistic and the phrase is informative
	C: Relevant to me - as a woman
	B: Corny
	D: Dislike phrase and look
	Overall: I would recommend combining A, B and D.
Israel	Overall: The HPV on D is good, but instead of common infection.... There should be the phrase from A.... Know it's the most common sexually...
Melissa	C: Kind of wordy - but it gives more info.
	D: Switch A slogan on D. Put icon on D.
	A: Inappropriate slogan (It's about me) sends wrong message
Precious	A: Uncomfortable - Don't like the person with hands in the air. Take HPV from D. And get rid of HPV.
	D: Uncomfortable - too common
	B: Uncomfortable - don't like at all.
Charlotte	B: I like the couple heart. Great logo. Put phrase "A" with heart logo.
<b>AA Male Brochure A (italicized text)</b>	
Dominic	Panel 1: " <i>Oral contraceptive use.</i> " Bullet1
Zsewan	Panel 1: " <i>Genital human papillomavirus (HPV)</i> "

CDC HPV Phase II Focus Group Responses Written Comments/Items of Confusion for Participants

4/27/2005

Mario	Panel 1: <i>"Anyone who has ever had sex (or genital contact) with another person is at risk for genital HPV."</i>
<b>Brochure B</b> (italized text)	
Dominic	Panel 1: <i>"There are many different types of human papillomavirus (HPV), a common virus."</i>
Zsewan	Panel 5: <i>"Although a genital HPV vaccine currently is not available, research shows there may be a vaccine to guard against certain types of genital HPV in the next few years."</i>
Samori	Panel 1: <i>"There are many different types of human papillomavirus (HPV), a common virus."</i>
<b>Response Sheet (posters)</b>	
NONE	
<b>Response Sheet (Iden. Images)</b>	
NONE	
<b>Charleston, WV, 2/17 Caucasian Female Brochure A</b> (italized text)	
Crystal	Panel 2: <i>"Some genital HPV types are known as 'low-risk'... Other types are known as 'high-risk' because they are linked to cancer."</i>
	Panel 2: <i>"Persistent infection with high-risk types of genital HPV can lead to... However, most people with high-risk genital HPV do not get cancer."</i>
<b>Brochure B</b> (italized text)	
Ida	Panel 3: <i>"There is a test, called the Pap test... The Pap test can also find cancer in its early stages so it can be treated before it becomes a threat to a woman's health."</i>
	Panel 1: <i>"Genital HPV is the most common sexually transmitted infection... Most will never even know it."</i>
	Panel 1: <i>"Most often, the virus goes away without causing any health problems. But some types of genital HPV can cause genital warts."</i>
	Panel 2: <i>"If you have ever had sex (or genital contact)... You may be at risk even if years have passed since you had sex."</i>
	Panel 2: <i>"Many treatment options are available for genital warts... For this reason, it's not clear if treatment lowers the chance of giving genital HPV to a sex partner or not."</i>

Amy	Panel 2: "Infection with high-risk types of genital HPV usually causes no problems... <i>Certain high-risk types of genital HPV can cause cervical cancer in women.</i> "
<b>Response Sheet (posters)</b>	
No Names	Couple: Was ok, but not my favorite.
	Individual: The pictures on the front show that it could be anyone, white, black, male or female. The title should be broader and brighter, well organized.
	Group: Pictures look like it's happy, not serious looking.
	Couple: Each page is set up the same way. Doesn't hold my attention.
	Couple: I think both serious an not relationships should talk openly about this.
	Individual: Headline
	Group: Looks like a party
	Couple: Good for graphic
	Individual: A young person would find this boring.
<b>Response Sheet (Iden. Images)</b>	
No Names	C: Short and to the point (favorite)
<b>AA Female Brochure A</b> (italicized text)	
Kareemah	Panel 1: " <i>Genital HPV has also been linked to these factors:</i> "
Torri	Panel 3: " <i>Genital HPV infection can occur in both male and female genital areas that are covered or protected by a latex condom.</i> "
Totty	Panel 3: "The surest way to prevent risk for HPV is to abstain... <i>long-term relationship with a partner who has had no or few prior sex partners is the best way to prevent future HPV infections.</i> "
	Panel 2: " <i>Some genital HPV types are known as 'low-risk' because they are not associated with cancer. Other types are known as 'high-risk' because they are linked to cancer.</i> "
	Panel 3: "No one should be ashamed of having genital HPV. <i>The virus is so common that anyone who has ever been sexually active is at risk for it.</i> "
Cykethia	Panel 3: "Genital HPV infection can occur in both male and female genital areas that are covered or protected by a latex condom... However, <i>condoms are not recommended as a primary strategy for the prevention of HPV infection.</i> "
Jammi	Panel 1: " <i>At least 50 percent of sexually active people will have genital HPV at some point in their lives.</i> "
<b>Brochure B</b> (italicized text)	

Kareemah	Panel 1: "Most often, <i>the virus goes away without causing any health problems.</i> "
	Panel 2: " <i>Genital HPV also has been linked to these factors: Having sex at an early age; Smoking... Weak immune system</i> "
Kia	Panel 4: "It is natural for people who learn they have genital HPV to want to know... don't blame your current partner - or <i>assume</i> that your partner is cheating."
Tabitha	Panel 5: " <i>Although a genital HPV vaccine currently is not available, research shows there may be a vaccine to guard against certain types of genital HPV in the next few years. However, this does not reduce the importance of the Pap test as a valuable way to protect women's health.</i> "
Torri	Panel 1: "Infection with low-risk types of genital HPV <i>usually causes no problems.</i> Sometimes, low-risk types...not visible to the eye. <i>Low-risk HPV types can also cause genital warts. They are growths or bumps that appear in the genital areas of men and women.</i> "
Totty	Panel 1: "Genital HPV is not new... genital HPV infection usually has <i>no symptoms</i> and goes away on its own..."
Jammi	Panel 1: "If you have vaginal, anal, or oral sex with an infected partner, you can get genital HPV. <i>Both men and women can give and get genital HPV infection from their sex partners and not be aware of it - because they may not have any signs or symptoms of infection.</i> "
	Panel 2: " <i>Infection with high-risk types of genital HPV usually causes no problems...Certain high-risk types of genital HPV can cause cervical cancer in women.</i> "
	Panel 3: "...been linked to other cancers... <i>Most of the time, these infections do no cause health problems for anyone.</i> "
	Panel 4: " <i>Because most people will have genital HPV at some point in their lives...the diseases that genital HPV infection can cause, such as cervical cancer.</i> "
<b>Response Sheet (posters)</b>	
Jammi	Couple: I think the picture on the back of the couple brochure should be on the front page, and the picture on the front should go on the back.
Javona	Couple: I think the picture on the back should be on the front.
Cykethia	Group: Uncomfortable - Don't like the picture on the front, they seem happy
Titannia	Individual: Numbers catch your attention
	Couple: Headline not good, because if you was in a store and you seen the paper, you won't pick it up, Because all you would read would be the first couple words, which you know nothing about, and if you have never heard it before you won't know what it is or means. You would just ignore it. Maybe you should put, "If you are having sex you will have HPV."

<b>Response Sheet (Iden. Images))</b>	
Torri	A: Looks like he's celebrating.
Titannia	A: It's not about me, that should not be there. Just take it out. It will be straight.
Cykenthia	A: Don't like the phrase.
Anastasia	A: This is a little bit too happy.
Kareemah	D: Basic is best, no need for extra slogans.
Kia	C: Cervical Cancer
Jammi	A: I don't like the fact that it says "It's About Me" because it's not about me, it's about everybody.
<b>Caucasian Male Brochure A (italicized text)</b>	
	Panel 3: " <i>The surest way to prevent risk for HPV is to abstain from sex...a partner who has had no or few prior sex partners is the best way to prevent future HPV infections.</i> "
Jason	Panel 3: " <i>Genital HPV infection can occur in both male and female genital areas that are covered or protected by a latex condom, as well as areas that are not covered.</i> "
	Panel 1: " <i>Most sexually active people will get genital HPV. Very few will develop health problems.</i> "
	Panel 2: " <i>Most people with genital HPV don't know that they are infected. As a result, they can pass the infection to a sex partner without knowing it.</i> "
Travis	Panel 2: " <i>Male cancers of the penis and anus... Currently there are no approved tests for genital HPV in men.</i> "
	Panel 1: " <i>Genital human papillomavirus (HPV) infection is the most common sexually transmitted infection...</i> "
	Panel 1: " <i>Most sexually active people will get genital HPV. Very few will develop health problems.</i> "
Adam	Panel 3: " <i>Condoms are not proven to prevent genital HPV.</i> "
Jeff M.	Panel 4: " <i>Most sexually active people will have genital HPV at some point in their lives, but very few will develop health problems as a result.</i> "
<b>Brochure B (italicized text)</b>	
Travis	Panel 1: " <i>Infection with low-risk types of genital HPV usually cause no problems.</i> "
<b>Response Sheet (posters)</b>	
Jeff K.	Overall: All three give you enough information on the front cover (headline) to make you wonder and want to know more.

CDC HPV Phase II Focus Group Responses Written Comments/Items of Confusion for Participants

4/27/2005

Jason	Couple: Uncomfortable - Looks like the people on the front don't want you to see who they are. (Least favorite)
Richard	Couple: Uncomfortable - It makes you wonder if someone in the past had it or not (least favorite)
Travis	Individual: Uncomfortable - This would scare people with no information.
<b>Response Sheet (Iden. Images)</b>	
Richard	D: Uncomfortable - not enough info.
Daniel	C: Short and sweet. A: The rhyming scheme sounds elementary.
Jeff M.	C: Doesn't appeal to males.
Jeff K.	D: Uncomfortable -It just doesn't really appeal to me. Not enough info and it kind of leaves you in the dark which wouldn't really make you want to read anymore. C: Uncomfortable - It is relevant to a woman but not really to a guy. I think a women would probably read it but not a guy.
<b><i>New York, 2/21 Hispanic Female Brochure A (italicized text)</i></b>	
No Names	Panel 2: " <i>Tanto homres como mujeres transmiten y se contagian el HPV genital.</i> "
	Panel 6: " <i>Nadie debe sentir verguenza de haber contraido el HPV genital... hayan tenido una pareja sexual en toda la vida tienen posibilidades de contraer el HPV genital.</i> "
	Panel 1: " <i>Las personas de su comunidad deben conocer acerca del virus del papiloma genital humano (HPV, por sus siglas en ingles).</i> "
	Panel 1: " <i>Las personas de su comunidad deben conocer acerca del virus del papiloma genital humano (HPV, por sus siglas en ingles).</i> "
	Panel 1: " <i>Las probilidades de que las mujeres hispanas... mas atlas que en mujeres caucasicas.</i> "
	Panel 5: " <i>Cuando se detecta un cambio en la prueba de... se deben a una infeccion con HPV de alto riesgo.</i> "
	Panel 6: " <i>El modo mas seguro de prevenir el riesgo de contraer HPV genital... un relacion monogamica mutua de largo plazo con una pareja que no haya tenido o haya tenido...</i> "
	Panel 1: " <i>Las personas de su comunidad deben conocer acerca del virus del papiloma genital humano (HPV, por sus siglas en ingles).</i> "

	Panel 3: " <i>Mantener relaciones sexuales a temprana edad.</i> "
	Panel 3: " <i>Hombres sin circuncidar.</i> "
	Panel 4: "La mayoría de las personas sexualmente activas contraeran HPV genital. <i>Muy pocas desarrollaran problemas de salud.</i> "
	Panel 4: "La infección con los tipos de HPV... <i>HPV genital de bajo riesgo pueden originar verrugas genitales.</i> "
	Panel 4: "La infección con los tipos de HPV de alto riesgo no presenta problemas... Sin embargo, la mayoría de las personas con HPV genital de alto riesgo ne desarrollan cancer."
	Panel 1: "Las probilidades de que las mujeres hispanas... a que las mujeres hispanas son menos <i>provlives</i> a someterse a pruebas de <i>Papanicaolaou regulares.</i>
	Panel 2: "No existe ninguna cura para el HPV... (verrugas genitales, <i>cambios celulares en la cerviz.</i> )"
	Panel 3: "El HPV genital tambien se ha <i>vinculado</i> con los siguientes factores
	Panel 4: "La infección con los tipos de HPV de alto riesgo no presenta problemas... Las verrugas genitales por to general son <i>indoloras</i> y no conducen..."
	Panel 4: "Las mujeres hispanas presentan mayores <i>tasas</i> de incidencia de cancer cervical..."
<b>Brochure B</b> (italicized text)	
No Names	Panel 6: " <i>No es necesario que se someta a ninguna prueba solo...</i> "
	Panel 1: "Este folleto lo ayudara a conocer mas sobre el HPV genital... el <i>HPV genital puede conducir a cancer cervical en las mujeres.</i> "
	panel 1: " <i>Existen varios tipos diferentes de HPV.</i> "
	Panel 2: " <i>Si practica sexo vaginal, anal u oral con una persona infectada, puede contraer el HPV genital.</i> "
	Panel 2: "La mayoría de las veces, el virus desaparece sin causar ningun ... Otros tipos <i>pueden estar vinculados al cancer cervical.</i> "
	Panel 2: "Si practica sexo vaginal, anal u oral con una persona infectada, puede contraer el HPV genital... Con frecuencia, <i>las personas ignoran que estan transmitiendo el HPV genital a su pareja porque no ven ni sienten ningun sintoma.</i> "
	Panel 2: "La infección con los tipos de HPV genital de bajo riesgo en general presenta no problemas. <i>En ocasiones, los tipos de bajo riesgo pueden causar cambios celulares en la cerviz de una mujer.</i> Estos cambios son inofensivos, transitorios y <i>no se pueden sentir ni ver a simple vista.</i> "

	Panel 5: "Es natural que las personas que descubren que padecen el HPV genital deseen saber... <i>Una persona puede tener HPV genital durante un tiempo prolongado antes de ser detectado. Si padece HPV genital, no culpe a su pareja actual, ni suponga que su pareja ha sido infiel.</i> "
	Panel 3: " <i>Mantener relaciones sexuales a temprana edad; Funmar; Usar... Debilidad del sistema inmunologico.</i> "
	Panel 4: "El cancer cervical no presenta sintomas hasta que esta avanzado... <i>Es importante para las mujeres realizar pruebas de Papanicolaou regulares, aun si se sienten saludables y ya no estan activas sexualmente.</i> "
	Panel 6: " <i>Cuando se usan de un modo constante y correcto, un preservativo puede protegerlo de ciertas enfermedades de transmision sexual (STD, por sus siglas en ingles), entre elias el VIH. Los preservativos tambien previenen el embarazo.</i> "
<b>Response Sheet (posters)</b>	
No Names	Overall: Individual mas. Me gusto.
<b>Response Sheet (Iden. Images)</b>	
No Names	B: "Tu y yo" - y si estoy sola?
	B: Me incomoda - Por que no solo se transmite sezualmente
	A: A me gusto mas en desonito
	B: Tu y yo no me gusto. Por que no necesito estoy en una relacion
<b>Hispanic Male Brochure A (italicized text)</b>	
No Names	Panel 1: "Las personas de su comunidad deben conocer acerca del virus... Otros tipos pueden conducir a <i>cancer cervical</i> en las mujeres."
	Panel 3: "Hombres sin <i>circuncidar.</i> "
	Panel 4: "La infeccion con los tipos de HPV de bajp riesgo no presenta problemas... Las verrugas genitales son <i>crecimientos</i> o <i>protuberancias</i> simples o multiples... Las verrugas gentiales pro lo general son <i>indoloras</i> y no conducen al desarrollo de cancer."
	Panel 5: "Ahora existe una prueba del <i>AND del HPV</i> nueva que lost medicos..."
	Panel 6: "El modo mas seguro de prevenir el riesgo de contraer HPV genital... plazo con una pareja <i>que no haya tenido o haya tenido solo unas pocas parejas sexuales</i> es el mejor modo de prevenir..."
	Panel 6: "El modo mas seguro de prevenir el riesgo de contraer HPV genital... ser sexualmente activos, una relacion <i>monogamica</i> mutua de largo plazo con una pareja..."

	Panel 1: "Las probabilidades de que las mujeres hispanas contraigan cancer cervical... hispanas son menos <i>proclives</i> a someterse a pruebas detectar problemas..."
	Panel 5: "No existe ninguna cura para el HPV... (verrugas genitales, cambios <i>celulares</i> en la cerviz.)"
	Panel 5: " <i>Padecer</i> de HPV genital no es lo mismo que padecer cancer."
	Panel 6: "Cualquier persona que haya tenido relaciones sexuales... con otra persona puede <i>padecer</i> el HPV genital."
	Panel 6: "El HPV genital tambien se ha <i>vinculado</i> con los sigulentes factores:"
	Panel 1: "Las personas de su comunidad deben conocer acerca del virus del <i>papiloma</i> genital humano...En la mayoría de los casos, el <i>HPV genital</i> no provoca sintomas... Otros tipos pueden conducir a <i>cancer cervical</i> en las mujeres."
	Panel 1: "Las probabilidades de que las mujeres hispanas contraigan <i>cancer cervical</i> son entre dos y tres veces mas altas que en mujeres <i>caucasicas</i> ... hispanas son menos <i>proclives a someterse a pruebas de Papanicolaou regulares</i> . Estas pruebas pueden... para prevenir el <i>cancer cervical</i> ."
	Panel 2: "Al menos el 50 por ciento de las personas... contraeran <i>HPV genital</i> en algun momento... <i>Estos son algunos hechos concretos sobre el HPV genital; El HPV genital no es un virus nuevo.</i>
	Panel 2: "No existe ninguna cura para el HPV... (verrugas genitales, cambios <i>celulares</i> en la cerviz).
	Panel 3: "Hombres sin <i>circuncidar</i> ."
	Panel 3: "Companeros sin <i>circuncidar</i>
	Panel 4: "La infeccion con los tipos de HPV de alto riesgo no presenta problemas... El virus puede causar cancer si continua (persiste) y cambia las <i>celulas cervicales</i> con el paso de los anos."
	Panel 4: " <i>El cancer cervical</i> se puede prevenir en gran medida con pruebas de <i>Papanicolaou regulares</i> y es posible curarlo... La prueba de <i>Papanicolaou</i> detecta <i>celulas cervicales</i> anormales."
	Panel 6: "El modo mas seguro de prevenir el riesgo de contraer HPV genital... una relacion <i>monogamica</i> mutua de largo plazo..."
	Panel 5: "Es importante que todas las mujeres que hayan sido sexualmente activas... pruebas de <i>Papanicolaou</i> regulares, aun cuando..."
	Panel 1: " <i>Las probabilidades de que las mujeres hispanas contraigan cancer cervical son entre dos y tres veces mas altas que en mujeres caucasicas.</i> Esto se debe..."

	Panel 4: "Algunos tipos de HPV genital se conocen... por que estan <i>vinculados</i> al cancer."
	Panel 4: "La infeccion con los tipos de HPV bajo riesgo no presenta... son crecimientos o <i>protuberancias</i> simples o multiples... Las verrugas genitales por lo general son <i>indoloras</i> y no conducen al desarrollo de cancer."
	Panel 4: "El cancer cervical se puede prevenir en gran medida con pruebas de <i>Papanicolaou regulares</i> y es posible curarlo..."
	Panel 1: "Las personas de su comunidad deben conocer acerca del virus... pueden originar <i>verrugas genitales</i> . Otros tipos pueden conducir a <i>cancer cervical</i> en las mujeres."
	Panel 1: "Las probabilidades de que las mujeres hispanas... son menor <i>proclives</i> a someterse..."
	Panel 3: " <i>Hombres sin circuncidar</i> ."
	Panel 3: " <i>Companeros sin circuncidar</i> "
	Panel 3: "Debilidad del sistem <i>inmunologico</i> ."
	Panel 4: "El cancer cervical se puede prevenir en gran medida con pruebas de... La prueba de <i>Papanicolaou</i> detecta celulas cervicales anormales..."
	Panel 1: "Las personas de su comunidad deben conocer... ( <i>HPV</i> , por sus siglas en ingles)."
	Panel 3: " <i>Fumar</i> ."
	Panel 4: "La <i>mayoria</i> de las personas sexualmente activas contrareran HPV genital..."
	Panel 5: "Ahora existe una prueba del <i>ADN</i> del HPV nueva que lost medicos..."
	Panel 6: "El modo mas seguro de prevenir <i>el riesgo de contraer HPV genital</i> es no tener relaciones sexuales o contacto genital con otra persona."
<b>Brochure B</b> (italicized text)	
No Names	Panel 2: "Si alguna vez ha mantenido relaciones sexuales... <i>Puede padecer</i> el HPV genital aun si..."
	Panel 2: "La infeccion con los tipos de HPV genital de bajo... causar cambios <i>celulares</i> en la cerviz de una mujer."
	Panel 7: "Es un hecho: los tipos de HPV genital de alto riesgo estan <i>vinculados</i> al cancer cervical."
	Panel 2: "El HPV genital no causa problemas de salud en la <i>mayoria</i> de las personas."
<b>Response Sheet (posters)</b>	
No Names	Individual: Uncomfortable - No se ve interesante
	Group: Uncomfortable - No me tas ensyando nada del importancia

	Couple: Uncomfortable - Teniendo mucho tiempo bueno con algo serio
	Group: Uncomfortable - Es importante perso uno se tiene que verce primero antes que ver a otros.
<b>Response Sheet (Iden. Images)</b>	
No Names	D: Uncomfortable - No me gusta la frase.
	B: Uncomfortable - No me gusta
	C: Solamente se ve que se trate de mujeres.
<b>AA Male Brochure A (italicized text)</b>	
No Names	Panel 1: "Genital human papillomavirus (HPV) infection is the... <i>But many people are not aware of It because it usually has no symptoms and goes away on its own.</i>
	Panel 3: " <i>The surest way to prevent risk for HPV is to abstain from sex or genital-to-genital contact with another person.</i> "
	Panel 2: " <i>A vaccine to guard against genital HPV infection is currently being researched and may be available in the future.</i> "
	Panel 2: " <i>A vaccine to guard against genital HPV infection is currently being researched and may be available in the future.</i> "
	Panel 3: "The surest way to prevent risk for HPV is to abstain from sex or genital-to-genital contact with another person... <i>a mutually monogamous, long-term relationship with a partner...</i> "
	Panel 3: " <i>Cervical cancer</i> is the most serious (though rare) consequence of genital HPV infection."
	Panel 2: "Low-risk types of genital HPV may cause genital warts... <i>Genital warts are usually painless and do not lead to cancer.</i> "
	Panel 2: "Persistent infection with high-risk types of genital HPV can lead to cancer... <i>However, most people with high-risk genital HPV do not get cancer.</i> "
	Panel 2: " <i>A vaccine to guard against genital HPV infection is currently being researched and may be available in the future.</i> "
	Panel 2: "Among women, cervical cancer is highly preventable and curable... <i>The Pap test is the best way to screen for cervical cancer.</i> "
	Panel 2: " <i>A vaccine to guard against genital HPV infection is currently being researched and may be available in the future.</i> "
	Panel 3: "The surest way to prevent risk for HPV is to abstain from sex or genital-to-genital contact... <i>a mutually monogamous, long-term relationship with a partner...</i> "

	Panel 4: "When a change is detected on the <i>Pap test</i> , the <i>Pap test result</i> will be 'abnormal.'"
<b>Brochure B</b> (italicized text)	
No Names	Panel 4: "When used consistently and correctly, a condom can protect you from certain... <i>However, it is not known how much protection condoms provide against genital HPV, since areas... condom use may lower the risk of cervical cancer and genital warts, which are caused by genital HPV.</i> "
	Panel 5: " <i>It is important to know the link between genital HPV and cervical cancer. It's a fact: high-risk types of genital HPV are linked to cervical cancer. But this cancer develops slowly and is highly preventable and curable with regular screening and follow-up.</i> "
	Panel 2: "Infection with high-risk types of genital HPV usually cause no problems... cell changes that <i>can lead to cancer over time - if left untreated. Certain high risk types of genital HPV can cause cervical cancer in women. High-risk types of genital HPV also have been linked to other cancers... Most of the time, these infections do not cause health problems for anyone.</i> "
	Panel 4: " <i>Because most people will have genital HPV at some point in their lives and it usually goes away on its own, you don't need to be tested just to find out if you have genital HPV.</i> "
	Panel 2: "Many treatment options are available for genital warts... <i>For this reason, it's not clear if treatment lowers the chance of giving genital HPV to a sex partner or not. If left untreated, genital warts may go away... Genital warts will not turn into cancer.</i> "
	Panel 2: " <i>Infection with high-risk types of genital HPV usually cause no problems.</i> "
	Panel 3: "... been linked to other cancers, including anal cancer in men who have sex with men. <i>Most of the time, these infections do not cause health problems for anyone.</i> "
	Panel 4: "Because most people will have genital HPV at some point in their lives and it usually goes away on its own, you don't need to be tested just to find out if you have genital HPV."
	Panel 4: " <i>Is there a genital HPV test for men? There is no approved genital HPV test for men, and the current HPV test... cancers in men are much less common than cervical cancer in women.</i> "
	Panel 4: "When used consistently and correctly, a condom can protect you from certain... <i>However, it is not known how much protection condoms provide against genital HPV, since areas... condom use may lower the risk of cervical cancer and genital warts, which are caused by genital HPV.</i> "

<b>Response Sheet (posters)</b>	
No Names	Couple: Uncomfortable - heads off - can't relate and looks a lot like herpes and sexual impotency ads.
<b>Response Sheet (Iden. Images)</b>	
No Names	C: May not appeal to men.
<b>St. Louis, 2/22 AA Female Brochure A (italicized text)</b>	
Radiance	Panel 2: <i>"Among women, cervical cancer is highly preventable... so they can be treated before they turn into cancer."</i>
Twanna	Panel 1: <i>"Genital HPV is an equal opportunity infection; both men and women get and give it."</i>
	Panel 2: <i>"Persistent infection with high-risk types of genital HPV can lead to cancer of the cervix in women."</i>
LaDonna	Panel 2: <i>"Some genital HPV types are known as 'low-risk' because they are not associated with cancer. Other types are known as 'high-risk' because they are linked to cancer."</i>
	Panel 2: <i>"Persistent infection with high-risk types of genital HPV can lead to cancer of the cervix in women."</i>
	Panel 4: <i>"As part of cervical cancer screening, some health care providers... This test may be used in women with unclear Pap test results or in women age 30 and older."</i>
Shaneen	Panel 3: <i>"The surest way to prevent risk for HPV is to abstain... For men and women who choose to be sexually active, a mutually monogamous long-term relationship with a partner who... to prevent future HPV infections."</i>
	Panel 4: <i>"As part of cervical cancer screening, some health care providers may also use a HPV DNA test."</i>
	Panel 5: <i>"The surest way to prevent risk for genital HPV is to abstain from sex or genital-to genital contact with another person."</i>
Kim	Panel 1: <i>"Genital HPV has also been linked to these factors: Having sex at a young age; number of sex partners your partner has had...having other sexually transmitted infections or diseases; weak immune system."</i>
<b>Brochure B (italicized text)</b>	
	Panel 1: <i>"Genital HPV does not cause health problems for most people."</i>

	Panel 1: <i>"What does low-risk HPV mean?" Infection with low-risk types of genital HPV usually cause no problems... They may be raised or flat, small or large, and single or multiple.</i>
Rada	Panel 3: <i>"When abnormal cell changes are found, they are usually easy to treat... keep a close watch to be sure that these changes do not come back or get worse.</i>
Kristy	Panel 2: <i>"Genital HPV also has been linked to these factors:"</i>
	Panel 1: <i>"Most often, the virus goes away without causing any health problems... Genital HPV types can be grouped as 'low-risk' or 'high risk.' based on their link to cervical cancer.</i>
LaDonna	Panel 3: <i>"No. High-risk HPV is not the same as cancer. It is the virus that can cause cancer."</i>
	Panel 2: <i>"Genital HPV has also been linked to these factors: Having sex at a young age; number of sex partners your partner has had...having other sexually transmitted infections or diseases; weak immune system."</i>
	Panel 4: <i>"Do I need to know if I have genital HPV? Because most people will have genital HPV at some point... women to screen for diseases that genital HPV infection can cause, such as cervical cancer."</i>
	Panel 4: <i>"Are there ways to reduce my risk? The surest way to prevent genital HPV is not to have sex... the less likely he or she is to have genital HPV."</i>
Kim	Panel 5: <i>"Genital HPV usually goes away on its own, without causing any health problems."</i>
<b>Response Sheet (posters)</b>	
No Names	Group: Not eye-catching. Don't like pictures. Don't like colors. Don't like headlines. Group of people laughing.
	Couple: Good choice of colors, pictures, and people. It shows different types of people which goes good with pamphlet A.
	Individual: Don't like the green, it's kind of depressing. Does not have as much of an effect on me.
	Couple: Not enough room for information. Pictures are too big.
	Individual: Not attractive. Don't like pictures.
	Group: Bright colors. Everyone can relate who lives alternative lifestyles.
	Individual: Bright colors will get my attention. Equal opportunity.
	Couple: It's not eye catching, don't like colors. Seems boring. Colors are too dull, don't stand out.
	Individual: Pictures inform readers that it can be anybody.

	Group: Picture #1 - Bad picture quality. Picture #2 - Unless you are in to group sex, it may deter someone from reading.
	Couple: Picture is too isolated with just couples. Headline is not enough information on front to grab someone's attention.
	Couple: More details, more pictures, better color
	Individual: When there is a fact involved on the cover along with a percentage that is more of an eye-catcher to me. But me personally am no fond of the color green.
	Group: This brochure right off the bat tells you that your not alone in the situation, but you should be aware
	Couple: This is my least favorite because it is as if this is only related to couples.
<b>Response Sheet (Iden. Images)</b>	
No Names	D: Straight to the point.
	B and C: It is as if its only a virus women get, it's just on a relationship level.
	A: It had all the information in the book and all the details. (Favorite)
	B: I feel like you should know the person before you lay down.
	D: It didn't describe anything.
	A: Did not like it at all.
	B: It shouldn't say "You and Me." It should be for the general population. And it should include same sex partners.
	C: I like the awareness about HPV = cervical cancer.
	A: Too self-centered.
	D: Although the logo is generic, I like the similarity of this logo and the Department of Health.
	D: Was not eye-catching.
	D: Not eye-catching. Not attractive. Not relevant to me. Did not like picture.
	C: Like the phrase because it shows relationship.
	A: Too happy.
	B: Informative.
	C: Don't really like either.
	D: Not informational. Boring. Does not catch my eye.
	A: Looks like something you want that is fun.
	A: Don't like picture.
<b>Caucasian Male Brochure A (italicized text)</b>	

Kenny	Panel 2: <i>"Some genital HPV types are known as 'low-risk' because... 'high-risk' because they are linked to cancer."</i>
	Panel 2: <i>"Among women, cervical cancer is highly preventable and curable with regular screening and follow-up."</i>
Tim (1)	Panel 1: <i>"Genital human papillomavirus (HPV)... many people are not aware of it because it usually has no symptoms and goes away on its own."</i>
	Panel 1: <i>"Smoking; Oral contraceptive use; Poor nutrition; Lack of circumcised male partners for women..."</i> How?
	Panel 3: <i>"Genital HPV infection can occur in both male and female genital areas... However condoms are not recommended as a primary strategy for the prevention of HPV infection."</i>
Tim (2)	Panel 1: <i>"Smoking; Oral contraceptive use; Lack of circumcision in men; Uncircumcised male partners for women..."</i>
Matt	Panel 1: <i>"Genital human papillomavirus (HPV)... anal and possibly oral sex). Genital HPV is not a new virus... usually has no symptoms and goes away on its own."</i>
	Panel 2: <i>"There is no cure for genital HPV. Even after a person is treated for genital warts or abnormal cells, the virus can remain in the skin and be transmitted to a partner."</i>
	Panel 3: <i>"No one should be ashamed of having genital HPV... Even people who've had only one lifetime sex partner still have a chance of getting genital HPV."</i>
Greg	Panel 2: <i>"Most people with genital HPV don't know that they are infected. As a result they can pass the infection to a sex partner without knowing it."</i>
	Panel 2: <i>"Persistent infection with high-risk types of genital HPV can lead to cancer... However, most people with high-risk genital HPV do not get cancer."</i>
<b>Brochure B</b> (italicized text)	
Matthew	Panel 2: <i>"Uncircumcised male partners for women."</i>
Tim (1)	Panel 1: <i>"Most often, the virus goes away without causing any health problems."</i>
	Panel 2: <i>"Smoking; Using oral contraceptives; poor nutrition; Lack of circumcision in men; Uncircumcised male partners for women."</i> How are they linked?
	Panel 5: <i>"Genital HPV usually goes away on its own, without causing any health problems."</i> How long does it stay in the body?
Tim (2)	Panel 1: <i>"Most often, the virus goes away without causing any health problems."</i>
	Panel 2: <i>"Smoking; Using oral contraceptives; Lack of circumcision in men; Uncircumcised male partners for women."</i>
	Panel 3: <i>"No. High-risk HPV is not the same as cancer... Persistent genital HPV infection (that doesn't go away for years) is the main risk factor for cervical cancer."</i>

	Panel 4: <i>"There is no approved genital HPV test for me, and the current HPV test is not useful for finding early signs of cancer in men."</i>
Matt	Panel 4: <i>"It is natural for people who learn they have genital HPV to want to know who gave it to them... Genital HPV is so common that even people who have only one lifetime partner sometimes have the virus."</i>
<b>Response Sheet (posters)</b>	
	Couple: Stats and segmented statements. Easy/quick to obtain information.
Keith C.	Group: Doctor looks extremely worried, what's wrong with doctor? Individual: Would not read all the paragraphs.
Greg	Individual: Too plain.
<b>Response Sheet (Iden. Images)</b>	
Keith C.	A: Me - it's not about HPV, very negative message.
Tim	A: It shouldn't be "All About Me."
Greg	A: Don't like the picture.
<b>Caucasian Female Brochure A (italicized text)</b>	
Danielle	Panel 2: <i>"Some genital HPV types are known as 'low-risk' because they are not associated with cancer. Other types are known as 'high-risk' because they are linked to cancer."</i>
<b>Brochure B (italicized text)</b>	
	Panel 2: <i>"Infection with high-risk types of genital HPV usually causes no problems. But sometimes, high-risk types of genital HPV can cause cell changes that can lead to cancer over time - if left untreated."</i>
	Panel 4: <i>"Because most people will have genital HPV at some point in their lives... just to find out if you have genital HPV."</i>
Beckie	Panel 4: <i>"When used consistently and correctly, a condom can protect you... Some studies show that condom use may lower the risk of cervical cancer and genital warts, which are caused by genital HPV."</i>
Dawn	Panel 2: <i>"If you have ever had sex (or genital contact) with another person... You may be at risk even if years have passed since you had sex."</i>
	Panel 2: <i>"Infection with high-risk types of genital HPV usually causes no problems. But sometimes, high-risk types of genital HPV can cause cell changes that can lead to cancer over time - if left untreated."</i>

Rachel	Panel 4: "When used consistently and correctly, a condom can protect you... <i>However, it is not known how much protection condoms provide against genital HPV, since areas that aren't covered by the condom can be exposed to the virus. Some studies show that condom use may lower the risk of cervical cancer and genital warts, which are caused by genital HPV.</i> "
Stefanie	Panel 2: "Many treatment options are available for genital warts... <i>It's not clear if treatment lowers the chance of giving genital HPV to a sex partner or not.</i> "
	Panel 4: "It is natural for people who learn they have genital HPV to want to know who gave it to them... <i>Genital HPV is so common that even people who have only had one lifetime partner sometimes have the virus.</i> "
Samantha	Panel 3: "Why should women get regular Pap tests? <i>The Pap test is the best way to screen for cervical cancer. Getting regular Pap tests can save a women's life. About half of the women in the United States who develop cervical cancer have never had a Pap test.</i> "
<b>Response Sheet (posters)</b>	
Samanta	Individual: Needs brighter color.
Rachel	Group: Don't like pictures.
Kathy	Couple: Headline - Genital stands out, the fact that I've had sex and I should read this makes me curious.
Sarah	Individual: I love percentages! It stands out and makes me think this is a topic well researched. Graphs (multiple) are wonderful. Color is energetic, vibrant, attracting.
	Couple: Picture almost limits disease to couples.
	Group: No graphs. No Statistics. Too generalized. Too many people on the front, shouldn't be a group picture. Color is horrible, ugly, unappealing.
Danielle	Group: Nothing about this would catch my eye. It looks like a vacation brochure or cigarette ad.
<b>Response Sheet (Iden. Images))</b>	
Danielle	C: What does intimate relationship have to do with cervical cancer?
	A: This looks like a cheerleader icon and totally turned me off.
Sarah	A: I like that it says "About me" - that would make me pick it up.
	B: Again, almost limits this to couples, relationships, rather than a disease.
	D: Boring -- too little pictures, info, everything.
	C: This makes me think Only a woman's brochure, not for men at all -- focus on cancer rather than HPV.
Dawn	D: It does not describe that it is a sexually transmitted disease.
Kathy	C: Informative - the most

Stefanie	D: Eye-catching - not too busy C: Like the Phrase - Cancer caught my eye.
Rachel	D: Don't like picture. B: Like the phrase - seems Dr. Suessish.
Samantha	D: Doesn't specify what it is. Boring.
<b>Los Angeles, 2/24 Hispanic Female Brochure A (italicized text)</b>	
No Names	Panel 1: "Las personas de su comunidad deben conocer acerca del virus del <i>papuloma genital humano</i> (HPV, por sus siglas en ingles)."
	Panel 1: "Las probabilidades de que las mujeres hispanas... mas altas que en mujeres <i>caucasicas</i> . Esto se debe principalmente a que las mujeres son menos <i>proclives</i> a someterse a pruebas..."
	Panel 3: "El HPV <i>genital</i> tambien se ha <i>vinculado</i> con los siguientes factores:"
	Panel 3: " <i>Deficiencias</i> en la nutricion."
	Panel 3: "Hombres sin <i>circuncidar</i> ."
	Panel 3: "Companeros sin <i>circuncidar</i> (en el caso de las mujeres)."
	Panel 4: "Algunos tipos de HPV <i>genital</i> se conocen como... por que estan <i>vinculados</i> al cancer."
	Panel 4: "La infeccion con los tipos de HPV de bajo riesgo no presenta... son crecimientos o <i>protuberancias</i> simples o multiples... general son <i>indoloras</i> y no conducen al desarrollo..."
	Panel 6: "El modo mas seguro de prevenir el riesgo de contraer HPV <i>genital</i> ... una relacion <i>monogamica</i> mutua de largo..."
	Panel 7: "Para evitar contraer el HPV <i>genital</i> ... mas seguro es <i>abstenerse</i> de mantener relaciones sexuales..."
	Panel 7: "En el case de hombres y mujeres que elijan ser sexualmente activos, una relacion <i>monogamica</i> mutua de largo plazo..."
	Panel 2: " <i>Padecer de HPV genital no es lo mismo que padecer cancer</i> ."
	Panel 7: "En el case de hombres y mujeres que elijan ser sexualmente activos, una relacion <i>monogamica</i> mutua de largo plazo..."
	Panel 1: "Las probabilidades de que las mujeres hispanas... mas altas que en mujeres caucasicas. Esto se debe principalmente a que las mujeres son menos <i>proclives</i> a someterse a pruebas..."
	Panel 3: " <i>Como se propaga el HPV genital</i> ."
	Panel 3: "El HPV <i>genital</i> tambien se ha <i>vinculado</i> con los siguientes factores:"

	Panel 4: "La infeccion con los tipos de HPV de bajo riesgo no presenta... son crecimientos o <i>protuberancias</i> simples o multiples... general son <i>indoloras</i> y no conducen al desarrollo..."
	Panel 4: "La infeccion con los tipos de HPV de bajo riesgo no presenta... son crecimientos o <i>protuberancias</i> simples o multiples... general son <i>indoloras</i> y no conducen al desarrollo..."
	Panel 6: "El modo mas seguro de prevenir el riesgo de contraer HPV genital... una relacion <i>monogamica</i> mutua de largo..."
	Panel 7: "En el case de hombres y mujeres que elijan ser sexualmente activos, una relacion <i>monogamica</i> mutua de largo plazo..."
	Panel 1: "Las personas de su comunidad deben conocer acerca del virus del papuloma genital humano (HPV, por sus siglas en ingles)... Pero algunos tipos de HPV genital pueden originar <i>verrugas</i> genitales."
	Panel 3: "El HPV genital tambien se ha <i>vinculado</i> con los siguientes factores:"
	Panel 3: "Debilidad del sistema <i>inmunologico</i> ."
	Panel 4: "La infeccion con los tipos de HPV de bajo riesgo no presenta... son crecimientos o <i>protuberancias</i> simples o multiples... general son <i>indoloras</i> y no conducen al desarrollo..."
	Panel 6: "El modo mas seguro de prevenir el riesgo de contraer HPV genital... una relacion <i>monogamica</i> mutua de largo..."
	Panel 1: "Las probabilidades de que las mujeres hispanas... mas altas que en mujeres caucasicas. Esto se debe principalmente a que las mujeres son menos <i>proclives</i> a someterse a pruebas..."
	Panel 4: "La infeccion con los tipos de HPV de alto riesgo no presenta... otra clases de cancer, como el <i>cancer anal</i> en los hombres que mantienen relaciones sexuales..."
	Panel 7: "En el caso de hombres y mujeres que elijan... una relacion <i>monogamica</i> mutua de largo plazo..."
<b>Brochure B</b> (italicized text)	
No Names	Panel 1: "En los Estados Unidos, el virus del <i>papiloma</i> genital humano..."
	Panel 2: "Los tipos de HPV genital de bajo riesgo tambien pueden... o <i>protuberancias</i> que aparecen en las arreas genitales de hombres y mujeres."
	Panel 3: "No existe informacion que sugiera que las mujeres... <i>Sin embargo, el hecho de fumar y de tener debil el sistema inmunologico puede contribuir a que una mujer dearrolle cancer cervical si padece HPV genital y no se somente a pruebas...</i> "

	Panel 6: "El modo mas seguro de prevenir el HPV genital es no mantener relaciones sexuales..."
	Panel 1: "Este folleto lo ayudara a conocer mas sobre el HPV... Pero, en ocasiones, el HPV genital puede conducir a cancer cervical en las mujeres."
	Panel 2: "La mayoría de las veces, el virus desaparece sin causar ningun... Los tipos de HPV genital pueden denominarse 'de alto riesgo' o 'de bajo riesgo', segun su relacion con el cancer cervical."
	Panel 3: "El HPV genital tambien se ha vinculado con los siguientes factores:"
	Panel 5: "Cuando se encuentran cambios celulares anormales... No todas las anomalidades que registran las pruebas de Papanicolaou se deben a la infeccion con HPV genital de alto riesgo."
	Panel 1: "Existen varios tipos diferentes de HPV... Estos tipos se denominan HPV genital y se transmiten por via sexual."
	Panel 2: "Si alguna vez ha mantenido relaciones sexuales... mayores seran las probabilidades de padecer HPV genital."
	Panel 2: "La mayoría de las veces, el virus desaparece sin causar ningun... Otros tipos pueden estar vinculados al cancer cervical. Los tipos de HPV genital pueden denominarse 'de alto riesgo' o..."
	Panel 2: "La infeccion con los tipos de HPV genital de bajo riesgo en general... Estos cambios son inofensivos, transitorios y no se pueden sentir ni ver a simple vista."
	Panel 2: "Los tipos de HPV genital de bajo riesgo tambien pueden... o protuberancias que aparecen en las arreas genitales de hombres y mujeres. Las verrugas genitales por lo general son indoloras."
	Panel 3: "El HPV genital tambien se ha vinculado con los siguientes factores:"
	Panel 3: "Hombres sin circuncidar."
	Panel 3: "Companeros sin circuncindar (en el caso de las mujeres)."
	Panel 2: "La mayoría de las veces, el virus desaparece sin causar ningun... Otros tipos pueden estar vinculados al cancer cervical. Los tipos de HPV genital pueden denominarse 'de alto riesgo' o..."
	Panel 2: "Los tipos de HPV genital de bajo riesgo tambien pueden originar... Son crecimientos o protuberancias que aparecen en las areas..."
	Panel 1: "Este folleto lo ayudara a conocer mas sobre el HPV... Pero, en ocasiones, el HPV genital puede conducir a cancer cervical en las mujeres."
	Panel 2: "La infeccion con los tipos de HPV genital de bajo riesgo en general no presenta problemas. En ocasiones, los tipos de bajo riesgo pueden causar cambios celulares en la cerviz de una mujer."

	Panel 4: "Las probabilidades de que las mujeres hispanas contraigan cancer cervical... que en mujeres <i>caucasicas</i> no hispanas."
	Panel 4: "Existe un examen, denominado prueba de Papanicolaou, que busca <i>cambios celulares</i> causados por el HPV genital. <i>Detecta los cambios celulares</i> en etapas tempranas..."
	Panel 4: "El cancer cervical no presenta sintomas hasta que esta avanzado... <i>Cualquier mujer que alguna vez haya tenido relaciones sexuales esta expuesta a padecer cancer cervical.</i> "
	Panel 4: "Lamentablemente, en muchas culturas, el estudio de cancer cervical... que las mujeres <i>caucasicas</i> ."
	Panel 5: "Si una mujer recibe un resultado de la prueba de... realizar una prueba del <i>ADN del HPV para</i> determinar los pasos siguientes."
	Panel 6: <i>No es necesario que se someta a ninguna prueba solo para detectar si tiene HPV genital.</i> "
	Panel 6: "El modo mas seguro de prevenir el HPV genital es no mantener relaciones sexuales... <i>Ademas, cuantas menos parejas haya tenido su pareja, menor sera la probabilidad de que su pareja haya contraido el HPV genital.</i> "
	Panel 2: "Si practica sexo vaginal, anal u oral con una persona... <i>Con frecuencia, las personas ignoran que estan transmitiendo el HPV genital a su pareja porque no ven ni sienten ningun sintoma.</i> "
	Panel 3: "No. El HPV genital de alto riesgo no es lo mismo que el cancer... <i>La infeccion persistente de HPV genital (que no desaparece durante anos) es el principal factor de riesgo para el cancer cervical.</i> "
<b>Response Sheet (posters)</b>	
No Names	Couple: Uncomfortable - Se ve muy pobre, como que no tiene much informacion al principio para que la gente le llame la atencion.
<b>Response Sheet (Iden. Images)</b>	
No Names	C: Uncomfortable - Por que claro te dice cancer a la vista.
<b>Hispanic Female Brochure A (italicized text)</b>	
No Names	Panel 3: " <i>Cualquier persona que haya tenido relaciones sexuales (o contacto genital) con otra persona puede padecer el HPV genital.</i> "

	Panel 4: " <i>La infeccion con los tipos de HPV de alto riesgo no presenta problemas. El HPV de alto riesgo no es lo mismo que el cancer... El HPV genital tambien esta asociado con otras clases de cancer, como el cancer anal en los hombres que mantienen relaciones sexuales con hombres. Sin embargo, la mayoría de las personas con HPV genital de alto riesgo no desarrollan cancer.</i> "
	Panel 5: " <i>Ahora existe una prueba del AND del HPV nueva que los medicos pueden utilizar en mujeres con resultados poco claros en la prueba de Papanicolaou o en mujeres mayores de 30 años.</i> "
	Panel 3: " <i>Fumar</i> "
	Panel 3: " <i>Debilidad del sistema inmunologico.</i> "
	Panel 4: " <i>La infeccion con los tipos de HPV de bajo riesgo no presenta problemas...Las verrugas genitales por lo general son indoloras y no conducen al desarrollo...</i> "
	Panel 4: " <i>La infeccion con los tipos de HPV de alto riesgo no presenta problemas. El HPV de alto riesgo no es lo mismo que el cancer... El virus puede causar cancer si continua (persiste) y cambia las celulas cervicales con el paso de los años.</i> "
	Panel 4: " <i>Las mujeres hispanas presentan mayores tasas de incidencia de cancer cervical y reciben el diagnostico en etapas mas avanzadas, en comparacion con las mujeres caucasicas.</i> "
	Panel 5: " <i>Cuando se detecta un cambio en la prueba de Papanicolaou... a una infeccion con HPV de alto riesgo.</i> "
	Panel 6: " <i>El modo mas seguro de prevenir el riesgo de contraer HPV genital es no tener relaciones sexuales... una relacion monogamica mutua de largo plazo con una pareja...</i> "
	Panel 6: " <i>Nadie debe sentir verguenza de haber contraido el HPV genital... Aun las personas que solo hayan tenido una pareja sexual en toda la vida tienen posibilidades de contraer el HPV genital.</i> "
	Panel 6: " <i>No debe culparse a nadie. La infeccion con HPV genital no indicia que usted... Una persona puede tener HPV genital durante años antes de que sea detectado, por lo tanto es dificil de saber cuando una persona estuvo expuesta al virus.</i> "
	Panel 1: " <i>Las probabilidades de que las mujeres hispanas contraigan cancer cervical son entre dos y tres veces mas altas que en mujeres caucasicas.</i> "
	Panel 1: " <i>Este folleto lo ayudara a conocer mas sobre el HPV genital, las condiciones que puede causar en hombres y mujeres, y como puede prevenir las consecuencias mas graves.</i> "

	Panel 3: " <i>Deficiencias en la nutricion.</i> "
	Panel 3: " <i>Hombres sin circuncidar.</i> "
	Panel 3: " <i>Companeros sin circuncidar (en el caso de las mujeres).</i> "
	Panel 3: " <i>No existe informacion que sugiera que una mujer puede contraer HPV genital o cancer cervical por falta de higene, sexo violento, abortos o sexo durante la menstruacion.</i> "
	Panel 2: " <i>Padacer de HPV genital no es lo mismo que padecer cancer.</i> "
	Panel 3: " <i>Como se propaga el HPV genital</i> "
	Panel 3: " <i>El HPV genital tambien se ha vinculado con los siguientes factores:</i> "
	Panel 4: " <i>La infeccion con los tipos de HPV de bajo riesgo no presnta problemas...por lo cancer son indoloras y no conducen al desarrollo...</i> "
	Panel 7: " <i>La mayoría de las personas sexualmente activas contraeran el HPV genital en algun momento de sus vidas, pero unos pocos desarrollaran problemas de salud por su causa.</i> "
	Panel 1: " <i>Las personas de su comunidad deben conocer acerca del virus... Otros tipos pueden conducir a cancer cervical en las mujeres.</i> "
	Panel 1: " <i>Las probabilidades de que las mujeres hispanas contraigan cancer cervical son entre dos y tres veces mas altas que en mujeres caucasicas... en una etapa inicial para prevenir el cancer cervical.</i> "
	Panel 2: " <i>El HPV genital no es un virus nuevo.</i> "
	Panel 2: " <i>No existe ninguna cura para el HPV, pero... cambios celulares en la cerviz).</i> "
	Panel 3: " <i>Hombres sin circuncidar.</i> "
	Panel 3: " <i>Padecer otras infecciones o enfermedades de transmision sexual (STD, por siglas en ingles).</i> "
	Panel 4: " <i>La infeccion con los tipos de HPV de alto riesgo no presenta problemas... y cambia las celulas cervicales con el paso de los anos.</i> "
	Panel 1: " <i>Las personas de su comunidad deben conocer acerca del virus del papiloma genital humano (HPV, por sus suglas en ingles.</i> "
	Panel 1: " <i>Las probabilidades de que las mujeres hispanas contraigan cancer cervical... mas altas que en mujeres caucasicas... las mujeres hispanas son menos proclives a someterse a pruebas...</i> "
	Panel 2: " <i>Normalmente, no presenta sintomas y desaparece por si solo.</i> "
	Panel 3: " <i>Padecer otras infecciones o enfermedades de transmision sexual (STD, por siglas en ingles).</i> "
	Panel 3: " <i>Debilidad del sistema inmunologico.</i> "

	Panel 4: " <i>Algunos tipos de HPV genital se conocen como 'de bajo riesgo' porque no estan asociados con el cancer. Otros tipos se conocen como 'de alto riesgo' porque estan vinculados al cancer.</i> "
	Panel 4: "Las mujeres hispanas presentan mayores tasas de incidencia de cancer cervical y reciben el diagnostico en etapas mas avanzadas, en comparacion con las mujeres <i>caucasicas.</i> "
	Panel 6: "El modo mas seguro de prevenir el riesgo de contraer HPV genital es no tener relaciones sexuales... una relacion <i>monogamica</i> mutua de largo plazo con una pareja..."
<b>Brochure B</b> (italicized text)	
No Names	Panel 1: " <i>Existen varios tipos diferentes de HPV... HPV genital y se transmiten por via sexual.</i> " Medundaute
	Panel 6: " <i>No es necesario que se someta a ninguna prueba solo para detectar si tiene HPV genital... la infeccion de HPV genital, comoe el cancer cervical.</i> "
	Panel 6: " <i>Existe una prueba de HPV genital para hombres?</i> "
	Panel 3: "Hombres sin circuncidar."
	Panel 2: "El HPV genital no es un virus nuevo... no presenta sintomas y <i>desaparece por si sola, sin causar problemas de salud.</i> "
	Panel 3: "No . El HPV genital de alto riesgo no es lo mismo que el cancer. <i>Es el virus que puede causar cancer si se continua (persiste) y cambia las celulas con el paso de los anos. La infeccion persistente de HPV genital (que no desaparece durante anos) es el principal factor de riesgo para el cancer cervical.</i> "
	Panel 5: "Cuando se encuentran cambios celulares anormales... <i>No todas las anormalidade que registran las pruebas de Papanicolaou se deben a la infeccion con HPV genital de alto riesgo.</i> "
	Panel 6: " <i>No es necesario que se someta a ninguna prueba solo para detectar si tiene HPV genital.</i> "
	Panel 6: " <i>Cuando se usan de un modo constante y correcto, un preservativo puede protegerlo de ciertas enfermedades de transmision sexual (STD, por sus siglas en ingles)...</i> "
	Panel 2: "El HPV genital no es nuevo. Pero muchase personas lo desconocen porque la infeccion de <i>HPV genital generalmente no presneta sintimas y desaparece por si sola, sin causar problemas de salud.</i> "
	Panel 2: " <i>Si practica sexo vaginal, anal u oral con una persona infectada, puede contraer el HPV genital.</i> "

	Panel 2: "Si alguna vez ha mantenido relaciones sexuales... <i>Puede padecer el HPV genital aun si hubieran pasado anos desde que tuvo sexo. Cuantas mas parejas sexuales tenga (y mas parejas haya tenido su propia pareja), mayores seran las probabilidades de padecer HPV genital.</i> "
<b>Response Sheet (posters)</b>	
No Names	Group: Image - Solo la imagen de la primera pagina no me gusto.
	Individual: Title - Llama la attention
	Couple: Uncomfortable - Q no solo hay relaciones de mujer y hombre (la foto)
	Group:Fotos borrosas
	Couple/Individual: Me gustaraia que las fotos seaw multiraciales y la gente se puede identificas mas al no sentirse senetada.
	Group: No me atraeu ni las fotos ni los colores.
<b>Response Sheet (Iden. Images)</b>	
No Names	B: Confusa la frase, me puede llevar a fue me hable las relaciones sexuales propiamente dicha.
	D: Insulso
	D: Me gusta a diga a [illegible] sea una infeccion, pero a la vez es una realidad, llamativo para no se si up puedo ser una de ellas.
	C: Con solo decir cancer llamo mi attention
	A: Como se trata de me es importante llama mu attention.
	D: Unfomfortable - No tiene un mensaje se me llame la attention es muy poco claro.
	A: Me gusto porque es algo que dice se trata de ti atiendete.
<b>Hispanic Males Brochure A (italicized text)</b>	
No Names	Panel 6: " <i>El modo mas seguro de prevenir el riesgo de contraer HPV genital es no tener relaciones sexuales o contactro genital con otra persona.</i> "
	Panel 3: " <i>El HPV genital puede infectar las partes intimas de una persona: la piel...</i> "
	Panel 4: " <i>La infeccion con los tipos de HPV de alto riesgo no presenta problemas... Sin embargo, la mayoría de las personas con HPV genital de alto riesgo no desarrollan cancer.</i> "
	Paenl 5: " <i>Ahora existe una prueba del ADN del HPV nueva que los medicos... los pasos siguientes en la deteccion y atencion de las anormalidades cervicales.</i> "

	Panel 6: "El modo mas seguro de prevenir el riesgo de contraer HPV genital es no tener relaciones sexuales o contacto genital con otra persona... una relacion <i>monogamica mutua</i> de largo plazo..."
	Panel 1: "Las personas de su comunidad deben conocer acerca del virus... <i>La mayoría de las personas sexualmente activas tendran este virus en algun momento de sus vidas. En la mayoría de los casos, el HPV genital no provoca sintomas ni problemas de salud.</i> "
	Panel 2: "Al menos el 50 por ciento de las personas sexualmente activas... Estos son algunos hechos concretos sobre el HPV genital;"
	Panel 2: "Normalmente, no presenta sintomas y desaparece por si solo."
	Panel 2: "No existe ninguna cura para el HPV, perso se pueden tratar... celulares en la cerviz)."
	Panel 3: "Padecer otras infecciones o enfermedades de transmision sexual (STD, por sus siglas ingles)."
	Panel 3: "No existe informacion que sugiera que una mujer... abortos o sexo durante la menstruacion."
	Panel 4: "La mayoría de las personas sexualmente activas contraeran HPV genital. Muy pocas desarrollaran problemas de salud."
	Panel 4: "la infeccion con los tipos de HPV bajo riesgo no presenta problemas... Si no se tratan, este tipo de verrugas no se convertira en cancer. "
	Panel 5: "Cuando se detecta un cambio en la prueba de Papanicolaou... se deben a una infeccion con HPV de alto riesgo."
	Panel 6: "Nadie debe sentir verguenza de haber contraido el HPV genital... No debe culpase a nadie. La infeccion con HPV genital no indica que usted... es dificil de saber cuando una persona estuvo expuesta al virus."
	Panel 7: "La mayoría de las personas sexualmente activas contraeran el HPV genital en algun momento de sus vidas, pero unos pocos desarrollaran problemas de salud por su causa. "
	Panel 3: "Companeros sin circuncidar (en el caso de las mujeres)."
	Panel 3: "Mantener relaciones sexuales a temprana edad."
	Panel 4: "Los canceres de pene y de ano (recto) en los hombres... Actualmente, no existen exámenes aprobados para detectar el HPV genital en los hombres."
	Panel 6: "Los preservativos pueden reducir el riesgo de padecer... Esto se debe a que la infeccion de HPV genital puede... asi como en las areas que no estan protegidas."
	Panel 1: "Las probabilidades de que las mujeres hispanas contraigan... son menos provlives a someterse a pruebas..."

	Panel 4: " <i>La infeccion con los tipos de HPV de alto riesgo no presenta problemas.</i> "
	panel 5: " <i>Ahora existe una prueba del AND</i> "
<b>Brochure B</b> (italicized text)	
No Names	Panel 1: "Este folleto lo ayudara a conocer mas sobre el HPV genital y las condiciones de salud que puede originar... <i>las condiciones como las verrugas genitales o los cambios cervicales leves son inofensivos.</i> "
	Panel 2: " <i>Si alguna vez ha mantenido relaciones sexuales... mayores seran las probabilidades de padecer HPV genital.</i> "
	Panel 1: " <i>El HPV genital no es algo para temer.</i> "
	Panel 2: "Si alguna vez ha mantenido relaciones sexuales... <i>Cuantas mas parejas sexuales tenga</i> (y mas parejas...."
	Panel 2: "La infeccion con los tipos de HPV genital de bajo riesgo... <i>Estos cambios son inofensivos, transitorios y no se pueden sentir ni ver a simple vista.</i> "
	Panel 2: "Los tipos de HPV genital de bajo riesgo tambien... <i>Pueden ser elevadas o planas, pequenas o grandes...</i> "
	Panel 3: "No. El HPV genital de alto riesgo no es lo mismo que el cancer... <i>La infeccion persistente de HPV genital (que no desaparece durante anos) es el principal factor de riesgo para el cancer cervical.</i> "
	Panel 4: "Las probabilidades de que las mujeres hispanas <i>contraigan cancer cervical son entre dos y tres veces... La buena noticia es que: el cancer cervica...</i> "
	Panel 4: "Existe un examen, denominado prueba de Papanicolaou... <i>hallar cancer en sus primeras etapas de manera que pueda...</i> "
	Panel 5: " <i>Cuando se encuentran cambios celulares anormales, por lo general son sencillos de tratar.</i> "
	Panel 5: " <i>Si una mujer recibe un reultado de la prueba de Papanicolaou... los estudios rutinarios de cancer cervical.</i> "
	Panel 6: "El modo mas seguro de prevenir el HPV genital es no mantener relaciones sexuales... menor sera la <i>probabilidad de que su pareja haya contraido el HPV genital.</i> "
	Panel 7: "La consecuencia mas grave del HPV genital es el <i>cancer cervical en las mujeres.</i> "
	Panel 1: "Este folleto lo ayudara a conocer mas sobre el HPV genital y las condiciones de salud que puede originar... <i>Pero en ocasiones, el HPV genital puede conducir a cancer cervical en las mujeres. Sin embargo...prevenir con pruebas de Papanicolaou regulares.</i> "
	Panel 2: " <i>El HPV genital no es nuevo...sin causar problemas de salud.</i> "

	panel 2: " <i>Por que la gente no sabe mucho al respecto? El HPV genital no es nuevo... sin causar problemas de salud.</i> "
	Panel 4: "Las probabilidades de que las mujeres hispanas contraigan cancer cervical son entre dos y tres veces... <i>el cancer cervical se puede prevenir totalmente con una deteccion temprana y con segulmiento.</i> "
	panel 5: "Es natural que las personas que descubren que padecen el HPV... <i>Una persona puede tener HPV genital durante un tiempo... relaciones sexuales fuera del ambito de la pareja.</i> "
	Panel 7: " <i>Es un hecho: los tipos de HPV genital de alto riesgo estan... Papanicolaou regulares y con seguimiento.</i> "
	Panel 1: "Este folleto lo ayudara a conocer mas sobre el HPV genital y las condiciones de salud... los <i>cambios cervicales</i> leves son inofensivos."
	Panel 2: " <i>Los tipos de HPV genital de bajo riesgo tambien.</i> "
	Panel 3: " <i>Mantener relaciones sexuales a temprana edad.</i> "
	Panel 3: " <i>No existe informacion que sugiera que una mujer... abortos o sexo durante la menstruacion.</i> "
	Panel 6: "Cuando se usan de un modo constante y correcto... Sin embargo, se desconoce que <i>grado de proteccion</i> ofrecen contra el HPV genital."
	Panel 1: "El HPV genital no es algo para temer."
	Panel 1: "Este folleto lo ayudara a conocer mas sobre el HPV... las verrugas genitales o los <i>cambios cervicales</i> leves son inofensivos."
<b>Response Sheet (posters)</b>	
No Names	Group: Le agregaria a la portada A en el titulo de abaja photographia B y le pondria el color del B y tambien la grafica.
	Individual: Uncomfortable - La foto nova con el tema.
	Couple: Buenas estadisticas respecto al tema
	Individual: Titulo muy largo y no va directo al punto
<b>Brochure B (italicized text)</b>	
No Names	B: Hable de tu pareja tambien
	C: Habla de tu pareja tambien
	C: Uncomfortable - Mas para las mujeres.
	D: No tiene nada de atraccion.







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\*Note: Participant comments included in this grid are limited to written participant comments from the response sheets. While all participants were verbally encouraged to discuss reactions to the materials, participants were only instructed to provide a written explanation when they selected "Uncomfortable" as a response to the Poster and Identity Images.



<p><b>Material Tested</b>                      U = Useful Information                      C = Confusing Information                      B = Both Useful and Confusing Information                      *Only tested in 1 group</p>	<p><b>Atlanta, 2/15</b></p>	<p>African American Female</p>	<p>Caucasian Female</p>	<p>African American Male</p>	<p><b>Charleston, WV, 2/17</b></p>	<p>Caucasian Female</p>	<p>African American Female</p>	<p>Caucasian Male</p>	<p><b>New York, 2/21</b></p>	<p>Hispanic Female</p>	<p>Hispanic Male</p>	<p>African American Male</p>	<p><b>St. Louis, 2/22</b></p>	<p>African American Female</p>	<p>Caucasian Male</p>	<p>Caucasian Female</p>	<p><b>Los Angeles, 2/24</b></p>	<p>Hispanic Male</p>	<p>Hispanic Female</p>
<p><b>Paragraph 3</b></p>	<p>U C B U C B U C B</p>	<p>U C B U C B U C B</p>	<p>U C B U C B U C B</p>	<p>U C B U C B U C B</p>	<p>U C B U C B U C B</p>	<p>U C B U C B U C B</p>	<p>U C B U C B U C B</p>	<p>U C B U C B U C B</p>	<p>U C B U C B U C B</p>	<p>U C B U C B U C B</p>	<p>U C B U C B U C B</p>	<p>U C B U C B U C B</p>	<p>U C B U C B U C B</p>	<p>U C B U C B U C B</p>	<p>U C B U C B U C B</p>	<p>U C B U C B U C B</p>	<p>U C B U C B U C B</p>	<p>U C B U C B U C B</p>	<p>U C B U C B U C B</p>
<p>Both men and women should know about the link between genital HPV and cervical cancer.</p>	<p>2</p>	<p>2</p>																	
<p>Women should ask their health care provider about getting a Pap test.</p>	<p>4</p>																		
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