

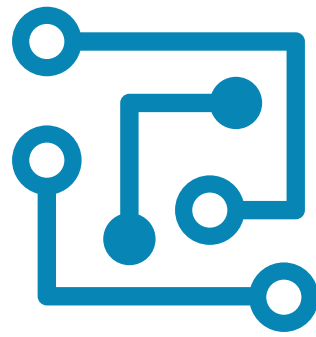
Design considerations for surveys to evaluate educational measures

Study preparation



Allow time to distribute educational materials to the target population before launching the survey

Use a systematic process to select a **generally representative sample** using a sampling frame with diverse representation, broad coverage, low potential for bias, and reliable eligibility information



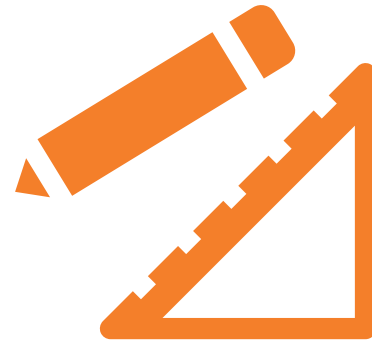
Perform **in-person cognitive testing** to optimise questionnaire wording and participant comprehension and to identify cultural and translational issues

Study execution



Ensure local regulatory and **ethics committee requirements** are met

Implement strategies to minimise opportunities for influencing participants' responses (e.g., not allowing participants to prepare for survey beforehand; restricting participants from going backwards in the survey)



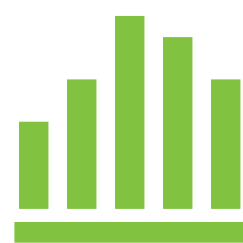
Utilise data collection modes that match the needs of the target population and local customs

Analysis of results



Where thresholds are not required, **evaluate item-level results** within the context of salience to the target population and relative severity of the risk

Stratify results by logical variables to **explore factors that may influence knowledge**



Evaluate generalisability of study results by comparing respondents to non-respondents or to the expected distribution of the target population, when data are available

