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 the 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

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