



# European Association for Cancer Education

## 32nd Annual Scientific Meeting

### Workshop 2

### CANCER EDUCATION CAMPAIGNS - THE TOOLS BEHIND DATA COLLECTION AND IMPACT ANALYSIS

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Well-chosen and well-implemented methods for data collection and analysis are essential for all types of evaluations. This workshop provides an overview of the issues involved in choosing and using methods for impact evaluations – that is, evaluations that provide information about the intended and unintended effects produced by specific campaigns.

The task of developing a new questionnaire or translating an existing questionnaire into a different language might be overwhelming. This workshop will provide a framework to guide researchers through the various stages of questionnaire development and translation.

We will also address the psychometric characteristics of assessment instruments, and analyze their main features, reliability and validity.

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