

KelS: KELOID SURVEY

COMPARING WHAT THE
PUBLIC IN DIFFERENT
COUNTRIES KNOW ABOUT
KELOID SCARS

ABSTRACT

Keloid scars typically affect population groups differently. It is thought that the prevalence of keloids will reflect a difference in the knowledge of the general public. We are conducting a survey in Europe, Africa, North America and Asia to compare what people know.

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Overview

The aim of this project is to **compare the public perception of keloids between countries**. This depends on conducting the same survey with **100** members of the general public, in each country.

The important issue is that physical and cultural differences must be minimised to avoid bias. This documents sets out a basic protocol that you, the surveyor, can use to conduct to the keloid survey and avoid bias.

Stages of conducting survey

1. Translating (optional)
2. Preparing logistics
3. Piloting the survey
4. Review the pilot
5. Conduct the survey
6. Upload the results

1. Translating (optional)

The survey needs to be translated into the language used by the majority of the population, where it is being conducted. There is strict standardisation of language to **ensure that identical questions are being asked between settings**.

Furthermore, any references to the education system of the country need to reflect the qualifications available, keeping in mind the categories used in the original survey.

Any translation into a language other than English should be conducted by an independent translator. This translation (now in the local language) should then be **translated back into English language by a second independent translator**. If this matches the original survey, then you can proceed with the survey.

2. Preparing logistics

Equipment recommended

- 2 x clipboards
- 2 x black pens
- 2 x A4 sized images of keloids (printed in high quality colour, double sided and laminated)
- 100 x surveys (printed double-sided so the whole survey fits on 1 piece of A4 paper)

A4 Paper is 210 × 297 mm

Dates and times to survey

Times: daylight hours

Days: An even mix of weekdays and weekends.


Locations to survey

To get a broad spread of the population, choose **three urban locations** and complete 1/3 of the surveys at each location. The locations should be **away from hospitals**, representing **different socioeconomic classes** of population, to be checked by looking at census data. For example, the original locations used in Ghana were a street market (poor area), a bus station (middle class area) and a shopping mall (wealthy area).

How to conduct the survey with a participant


Introduction

"Hello Sir/Madame, my name is <name> and I am a <medical student/doctor>, <studying/working> at <university/hospital>. I am doing a survey on keloids. You may or not may not have heard about them. I would like to ask you some short questions about them. Would you like to see a picture to see what they look like? (warn about unattractive appearance)"



Show photos

Show the participant pictures of keloids. Show the images which correspond to the mixture/dominant skin colour in your country. In every case, the images are closely 'zoomed in' so the body parts on which they resided are hard to identify.



Consent

"Would you mind if I ask you some quick questions to find out what you know about this condition, please? It would be my pleasure to tell you all about keloids and you can ask me any questions at the end. The survey takes between 5-10 minutes. Can we proceed?".

You should stress that this **IS NOT AN EXAM** and it's ok if you don't know the answers.

3. Piloting the survey

In order to test the survey, it should be piloted with 10 members of the general public. This should ideally be conducted between the locations chosen for the full survey so as to identify any problems.

4. Reviewing the pilot

Making note of any errors that have been highlighted in the pilot, the survey and locations can then be revised.

5. Conduct the survey

General but important points

- You can either let **people read and fill out the questions or read the questions to them and write yourself.**
- You should let people read the instructions at the top of the survey. Once the participant has completed the first (*'About you'*) section **it is imperative to remind them that they can tick more than one box for each question.**
- Please **remind people to answer every question**, even if it's 'DON'T KNOW' as the answer.

Specific clarifications based on 'problem questions'

Question 1	Nil
Question 2	Nil
Question 3	Nil
Question 4	Nil
Question 5	Nil
Question 6	Nil
Question 7	Nil
Question 8	Nil
Question 9	Nil
Question 10	Nil
Question 11	Ghanaians, without clarification, would misinterpret this as "how many people have you seen with a keloid". It seemed to work better explaining that they had to KNOW the person so using the concept of having MET that person and knowing their name and something about them worked well to clarify.
Question 12	Ghanaians frequently didn't understand the concept of a 'what percentage of a country's health budget should go on treating keloids' so I had to explain how a president of a country could decide to give money to some people and not to others, depending on need. Relating this to how a health minister could decide to treat people with AIDS, sick children, people with flu etc. and give them different amounts of money. This drove home the concept of distribution based on disease burden.
Question 13	Nil

How to finish the survey

1. Thank the participant.
2. Write the number of the person e.g. 42 if it is the 42nd person you've surveyed and the location of the survey in the top corner of the page.
3. Tell the participant the answers to the questions as this is a good chance to educate the public.
4. Ask them if they have any questions about keloids.

6. Upload the results

A simple spreadsheet will be provided by the author, into which the results can be typed up and returned.