

Attachment 22B: Follow-Up Survey in English

National Cancer Institute

Cancer Research in the Media

INTER-AMERICAN WORKSHOP FOR SCIENTIFIC JOURNALISM

Los Medios y la Investigación del Cáncer

TALLER INTERAMERICANO DE PERIODISMO CIENTÍFICO

A Pesquisa do Câncer na Mídia

OFICINA INTERAMERICANA DE JORNALISMO CIENTÍFICO

November 11-12, 2010
Rio de Janeiro, Brazil

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health

OMB No.: 0925-0642
Expiration Date: 9/30/2014

Public reporting burden for this collection of information is estimated to average 15 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. **An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.** Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: NIH, Project Clearance Branch, 6705 Rockledge Drive, MSC 7974, Bethesda, MD 20892-7974, ATTN: PRA (0925-0642). Do not return the completed form to this address.

The Online Survey Questions:

1. Country in which you work: _____

2. Type of media outlet: (select all that apply)

- Newspaper
- Magazine
- Radio
- TV
- Other: _____

3. Job description: (select all that apply)

- Journalist/writer
- Editor
- Producer
- Presenter
- Other: _____

How well did Cancer Research in the Media 2010 Workshop prepare you to perform the following tasks?

Very Poor

Poor

Acceptable

Well

Very Well

4. Understand the results of cancer research studies

How well did Cancer Research in the Media 2010 Workshop prepare you to perform the following tasks?

| | Very Poor | Poor | Acceptable | Well | Very Well |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 5. Interpret research results for the public | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Identify appropriate resources for accurate and current cancer research | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Determine the credibility of a research finding | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Understand - clinical trials | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

9. Since you participated in “Cancer Research in the Media 2010 Workshop”:

- a. How many **health** news stories have you written/created/edited? _____
 - Number: _____ (you may give an approximate number)
 - I have not been able to write/create/edit any **health** news story
 - I do not remember
- b. How many **health research** news stories have you written/created/edited? _____
 - Number: _____ (you may give an approximate number)
 - I have not been able to write/create/edit any **health research** news story
 - I do not remember
- c. How many **cancer** news stories have you written/created/edited? _____
 - Number: _____ (you may give an approximate number)
 - I have not been able to write/create/edit any **cancer** news story
 - I do not remember
- d. How many **cancer research** news stories have you written/created/edited?
 - Number: _____ (you may give an approximate number)
 - I have not been able to write/create/edit any **cancer research** news story
 - [If NO Stories have been written for a-d, SKIP TO #20].**
 - I do not remember

Since “Cancer Research in the Media 2010 Workshop”, have you included the following HealthNewsReview.org criteria in the news stories on **cancer research** you have written/created/edited how?

| | Never | Rarely | Sometimes | Most of the | Always |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 10. Discussed the availability of the treatment, screening test, product or procedure covered in the story. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. Discussed of the costs of the treatment, screening test, product or procedure covered in the story. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Since “Cancer Research in the Media 2010 Workshop”, have you included the following HealthNewsReview.org criteria in the news stories on **cancer research** you have written/created/edited how?

| | Never | Rarely | Sometimes | Most of the | Always |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 12. Discussed potential harms from using the treatment, screening test, product or procedure covered in the story. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13. Discussed potential benefits of the treatment, screening test, product or procedure covered in the story. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. Promoted the gravity of a particular disease or risk factor in the story. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15. Evaluated the quality of the evidence of the research being covered. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16. Discussed whether the treatment, screening test, product or procedure covered in the story is a true novelty . | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17. Used a press release exclusively to write the new story.* | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18. Discussed alternative options for the treatment, screening test, product or procedure covered in the story. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 19. Apply the HealthNewsReview.org to other health research issues NOT related to cancer. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

*Denote reverse-phrased items. /Scoring must be reversed prior to analysis.

20. Thinking back to “Cancer Research in the Media 2010 Workshop” what is one thing that has been most helpful in developing high quality cancer research stories?

21. Since you participated in “Cancer Research in the Media 2010 Workshop” what have been the main challenges you have faced in covering **cancer research** news?

22. Is there anything about “Cancer Research in the Media 2010 Workshop” that could have been done differently to make it more useful to you?

23. What other topics would you like to see offered in future trainings by the National Cancer Institute?
