



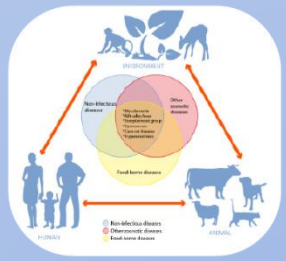

KAP studies in risk communication

Session: Principles of risk communication in the context of zoonoses

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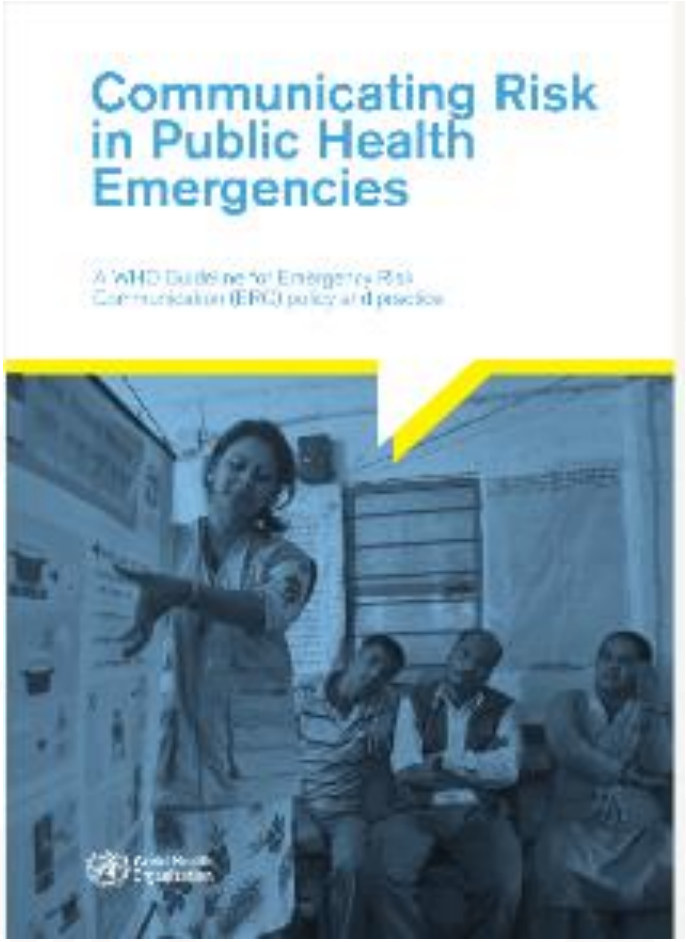
Gaps in risk communication

Factors

*"Important gaps include considerations of context – the **social, economic, political and cultural** factors influencing people's perception of risk and their risk-reduction behaviours."*

(2017 WHO Guideline for Emergency Risk Communication policy and practice)



KAP survey

Defining KAP

Demographic information

Knowledge
Attitudes
Practices

Steps to conduct a KAP

Define the scope
Develop a protocol
Design the questionnaire
Conduct the KAP survey
Analyse the data
Use the data

Reasons for conducting KAP Surveys

- To identify the level of knowledge, misconceptions, beliefs and practices / behaviors in relation to diseases
- To measure the effectiveness of intervention programs
- To probe on the feasibility of behavior change suggestions related to a health intervention (preventive measures)

Example questions

Knowledge

- Can rabies be cured?
- How can a person get TB?

Attitude

In your opinion, how serious a disease is brucellosis?

Practices

- What do you do, when a dog bites you?
- If you had symptoms of TB, at what point would you go to the health facility?

KAP and ethics

Research ethics

Research requires ethical clearance or a formal exemption from an ethics committee

Generally

- Do no harm
- People should not be identifyable
- Keep your data safe
- Only collect information that you really need

Who to ask? (sampling)

Quantitative survey

(random sampling)

- Each member of a community should have the same chance to get interviewed

Qualitative survey

(purposeful sampling)

- Select participants according to socio-demographic criteria (e.g. age, gender, level of education, profession (cattle herders), income etc.)
- When you realise that responses you get from the different categories are becoming repetitive (no new aspects), you can stop, as 'saturation' is reached.

Focus Group (FG) Discussion

Before	1	Define purpose of FG
	2	Determine composition of FG (4-12 people)
	3	Prepare question guide
During	4	Welcome, explain how the discussion works and what information will be used for
	5	Agree on documentation of the FG discussion
	6	Facilitate the discussion following the guide
	7	Pay attention to equal participation
	8	Make summaries to check your understanding
After	1	Complete notes/(transcribe), analyse

Analysis

Look for differences between population groups

For every finding, consider whether that finding applies to the population as a whole or whether there might be important differences between socio-demographic characteristics (subgroups).

Test relationships in the data

Look out for relationships between one variable and another.

(e.g. people with a certain religious background may have particularly risky practices or not.)

Rabies in Côte d'Ivoire (knowledge and attitudes)

- 81.9% of respondents did not consider rabies to be a serious disease, neither for humans nor animals
- 20.6% said that it is possible to cure a dog with rabies
- For humans, almost half of respondents (43.43%) were certain that a rabies patient could be cured

Brucellosis in Tanzania: reasoning

"Raw milk is more nutritious and causes our babies to gain weight fast and become big".

(Women FGD2, Kilombero)

"When we drink raw milk we can go for up to two days without feeling hungry as the milk has a lot of important nutrients and makes us very satisfied. But once you boil the milk it becomes just like water and has little value".
(Men FGD2, Kilombero)

Cited from: Mburu CM, Bukachi SA, Heitz Tokpa M, et al. (2021)

Findings and strategies

Of the 333 respondents, 29% reported that they had experienced abortions in their herds, 14% witnessed retained placentas, and 8% had seen still-births in their cattle within the previous year.

Symptoms attributed to trypanosomiasis and to supernatural reasons.

Only 7.2% had heard about brucellosis as a disease in livestock. Of those only 71% knew that humans can get infected through raw milk consumption.

What strategy will be more successful?

- Telling people to boil their milk?
- Tell people to call the vet, as soon as they observe abortions, retained placentas, still-births? (animal health, economic loss)

Cited from: Mburu CM, Bukachi SA, Heitz Tokpa M, et al. (2021)

Further reading

Advocacy, communication and social mobilization for TB control: a guide to developing knowledge, attitude and practice surveys. WHO/HTM/STB/2008.46 http://whqlibdoc.who.int/publications/2008/9789241596176_eng.pdf

N'Guessan RD, Heitz-Tokpa K, Amalaman DM, Tetchi SM, Kallo V, Ndjoug Ndour AP, Nicodem G, Koné I, Kreppel K and Bonfoh B (2022) Determinants of RabiesPost-exposure Prophylaxis Drop-Out in the Region of San-Pedro, Côte d'Ivoire. Front. Vet. Sci. 9:878886. https://doi:10.3389/fvets.2022.878886

Mburu CM, Bukachi SA, Heitz Tokpa K, Fokou G, Shilabukha K, Ezekiel M, et al. (2021) Lay attitudes and misconceptions and their implications for the control of brucellosis in an agro-pastoral community in Kilombero district, Tanzania. PLoS Negl Trop Dis 15(6): e0009500. https://doi.org/10.1371/journal.pntd.0009500

https://www.futurelearn.com/courses/one-health

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