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Water Sector Trust Fund

Upscaling Basic Sanitation for the Urban Poor

KAP → Knowledge, Attitude, Practice

KAP and the SafiSan Social Awareness & Social Marketing Programme



Knowledge



Attitude



Practice

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Table of Contents

1	KAP: The definition	3
2	KAP, Hand Washing & Hygiene Practices	4
3	KAP-based interventions	5
4	KAP, hand washing & hygiene practices	6
5	Tools used by the hand washing & hygiene practices component.....	7
	Issues	7
	Tools.....	7
	Participatory WASH design.....	8
	Activities	8
6	KAP and the Marketing of SafiSan Toilets	8
	List of acronyms	10
	List of references used	10

KAP → Knowledge, Attitude, Practice

KAP and the SafiSan Social Awareness & Social Marketing Programme

1 KAP: The definition

Promoting a healthy lifestyle and a health living environment may require a change of behaviour. Efforts to achieve behavioural change should start with a study and analysis of current behaviours and their underpinnings. Within the framework of the SafiSan programme we should ask for example; why do (some) people not wash their hands after using a toilet? Current health-related behaviours can be analysed by considering the following 3 levels:

1. The **knowledge** people have. *Do people know that their current behaviour (e.g. smoking cigarettes) is harmful to their health and the health of others?*
2. Their **attitude** towards either health risks (having sex without a condom) or healthy behaviours (eating less salt and sugar). Are health risks perceived as inevitable (if God wants me to die what can I do about it?)
3. Their **practices** (actual behaviour). People may well know what is good for them and even believe they should do the right thing... but in the end they don't. What are the reasons? Peer pressure, the right thing (buying a mosquito net for the children) is simply unaffordable?

In other words, we can develop a programme that aims to understand and/or change health-related behaviour by considering **knowledge, attitudes and practices**.

K: Knowledge is a set of understandings, knowledge and of “science.”¹

It is also one's capacity for imagining, one's way of perceiving. Knowledge of a health behaviour considered to be beneficial, however, does not automatically mean that this behaviour will be followed. The degree of knowledge assessed by the survey helps to locate areas where information and education efforts remain to be exerted.

For example:

Do you think mosquitoes might be responsible for malaria? >> Yes/ No/ Don't know

¹ KAP definition copied from a document drafted by Sybille Gumucio, S2AP with the contribution of Melody Merica, Niklas Luhmann, Guillaume Fauvel, Simona Zompi, Axelle Ronsse, Amélie Courcaud, Magali Bouchon, Coralie Trehin, Sophie Schapman, Olivier Cheminat, Helena Ranchal, Sandrine Simon, Médecins du Monde, January 2011. / Graphic design: Polysemique.fr / Translated from French to English, corrections: Michael Hariton / Photographies: Benoit Guénot (pp. 1-2), Lâm Duc Hiên (pp. 9-33), Julie Béis (p. 55) / Printing: IGC Communigraphie.

A: **Attitude** is a way of being, a position. These are leanings or “tendencies to...”.

This is an intermediate variable between the situation and the response to this situation. It helps explain that among the possible practices for a subject submitted to a stimulus, that subject adopts one practice and not another. Attitudes are not directly observable as are practices, thus it is a good idea to assess them. It is interesting to note that numerous studies have often shown a low and sometimes no connection between attitude and practices.

For example:

If you think you have been exposed to tuberculosis after contact with someone who was coughing, what would you do? >> Go see a doctor / Take traditional medicines /Go to a laboratory / Nothing ...

P: **Practices** (behaviours) are an individual’s observable actions in response to a stimulus. This is something that deals with the concrete, with actions. For practices related to health, one collects information on consumption of tobacco or alcohol, the practice of screening, vaccination practices, sporting activities, sexuality etc.

For example:

Did you protect yourself by using a condom when you last had sex? >> Yes/No

2 KAP, Hand Washing & Hygiene Practices

We are able to identify the following KAP elements related to hand washing and sanitation-related hygiene practices:

Knowledge

- ⇒ **Why** you need to wash your hands
- ⇒ **When** you need to wash your hands ... after visiting the toilet, before & after eating, etc.
- ⇒ **Where** you should wash your hands
- ⇒ **What** you need to wash your hands ... clean water, soap
- ⇒ **How** you should wash your hands

Attitude

Hand washing is important but:...

- ⇒ there is no need, my hands are clean
- ⇒ I am in a hurry I have no time to wash my hands
- ⇒ its cumbersome
- ⇒ there is no water (not enough water)
- ⇒ there is no soap

- ⇒ I don't know how to wash my hands properly
- ⇒ etc.

Hand washing is **not** so important because:

- ⇒ there is no reason
- ⇒ it's a waste of time and money
- ⇒ germs do not kill
- ⇒ its not part of our culture
- ⇒ my hands are usually not dirty
- ⇒ my parents never used to wash their hands and they are okay
- ⇒ the surroundings are so dirty here anyway
- ⇒ the surroundings are very clean here (e.g. the toilet)
- ⇒ no one else does it so why should I?
- ⇒ God decides whether I will become sick or not
- ⇒ etc.

Practice

- ⇒ Hands are always washed but not properly (due to a lack of knowledge)
- ⇒ Hands are always washed but not properly (due to a lack of water, soap, ashes, etc.)
- ⇒ Hands are not always washed (after using the toilet)
- ⇒ Hands are not washed before or after certain activities (e.g. having a meal)
- ⇒ Hands are (almost) never washed
- ⇒ Hands cannot be washed (due to a lack of water)
- ⇒ etc.

3 KAP-based interventions

In order to improve and increase hand washing practices several interventions can be considered. The identification of the most appropriate type or type of interventions (i.e. the design of a hand washing campaign or programme) can be carried out on the basis of a **KAP** analysis. In other words, why do residents of an area, or certain groups or categories within the population of that area, not wash their hands? Can their behaviours (practices) be explained by the lack of knowledge, do people have a negative attitude towards hand washing or are they not washing hands because, for example, they are unable to buy soap or do not have access to sufficient quantities of clean water.

Results of a **KAP** analysis

Main cause of behaviour that has to be discouraged	Intervention	Main cause of behaviour	Intervention	Main cause of behaviour	Intervention
Lack of knowledge	Awareness creation	Knowledge exists		Knowledge exists	
Negative attitude	Sensitisation & facilitation	Negative attitude	Sensitisation & facilitation	Positive attitude	
No hand washing	Facilitation	No hand washing	Facilitation	No hand washing	Facilitation

4 KAP, hand washing & hygiene practices

K – Knowledge & awareness

In recent years many hand washing (WASH) united and campaigns designed and implemented by UNICEF and the World Bank) have been implemented in Kenya at both the national and local level. It seems these efforts have been successful in terms of awareness creation. The UBSUP Preparatory Study, which was developed with the KAP concept in mind, shows that most residents of urban low income areas in Kenya know the importance of washing their hands after using the toilets. Approximately 90% of all responding households consider it to be important to wash hands before eating or after using the toilet (UBSUP preparatory Study, October 2012; 56).

AP – Attitude & Behaviour

Almost 72% of all respondents wash their hands with water and soap after using the toilet and approximately 27% use water only (UBSUP preparatory Study, October 2012; 56). These figures seem to suggest that there is more than just awareness, many residents of urban low income areas seem to have the right attitude and have adopted the right practices (although we cannot rule out that on the basis of a good understanding of the health risks associated with no- or irregular hand washing, respondents may decide to give an answer – “*We always wash out hands with water and soap after using the toilet*”- they think the interviewer wants to hear)².

Although the figures obtained with the UBSUP Preparatory Study give reason for certain optimism the SafiSan programme will contain a hand washing and hygiene practices component. The existence of such a component can be justified as follows:

- Even if a majority within the target audience is aware and does “the right thing” there is need to repeat messages to prevent the recurrence or emergence of unwanted practices.
- Although respondents tell us they are washing their hands after using the toilet... do they always do so? In other words, the hand washing and hygiene practices component should emphasise the need to practice what we all already know.

² According to Wikipedia: “Reported behavior versus actual behavior: The value of collected data completely depends upon how truthful respondents are in their answers on questionnaires. In general, survey researchers accept respondents’ answers as true unless there is otherwise reason for suspicion. Because respondents are aware that their responses are being recorded and analyzed, sometimes they feel pressure to respond to questions in a certain way. This is called social desirability, where participants answer questions according to their beliefs of what attitudes are socially the most acceptable to uphold. Survey researchers avoid reactive measurement by examining the accuracy of verbal reports, and directly observing respondents’ behavior in comparison with their verbal reports to determine what behaviors they really engage in or what attitudes they really uphold.” (Source: Wikipedia; keyword; survey research)

- We should not assume that good practices are always passed on to a next generation. The SafiSan programme provides the opportunity to reach a new generation (also through the SafiSan School WASH programme).
- The SafiSan programme provides the opportunity to have the introduction of new hardware (toilets and hand washing facilities) being accompanied by a focussed KAP-oriented sensitisation programme.

The hand washing & hygiene practices component of the SafiSan programme has a **primary** and a **secondary** focus:

Primary focus:

No.	Why	How to
1	Why it is important to wash your hands after using the toilet	How to wash your hands
2	Why it is important to keep your toilet clean	How to clean the toilet
3	Why the SafiSan toilet has to be used in the correct way	How to use the toilet

Secondary focus:

No.	Why	How to and when
1	Why is hand washing so important (in general; e.g. before eating, after playing, etc.)	<u>How</u> and <u>when</u> to wash your hands
2	Why are <u>dirty toilets and living dirty (everyday) surroundings</u> a health risk?	How to clean the toilet and keep your surroundings clean
3	Why is it important not to throw your waste anywhere.. within- or outside your yard... or in your toilet	How to handle your waste

5 Tools used by the hand washing & hygiene practices component

Issues

The issues which will be addressed by the SafiSan hand washing & hygiene practices component:

1. Hand washing after using the toilet: **why?**
2. Hand washing: **how?**
3. Hand washing: **when?**
4. Keeping the toilet clean & cleaning the toilet: **why?**
5. Keeping the toilet clean & cleaning the toilet: **how?**
6. Using the SafiSan toilet in the correct way: **why?**
7. Using the SafiSan toilet in the correct way: **how?**
8. Handling solid waste responsibly: **why?**
9. Handling solid waste responsibly: **how & where?**

Tools

The following tools will be used to address these important environmental and health issues:

1. Posters [for each of the identified (9) key issues].
2. Messages embedded in important SafiSan activities (the SafiSan Mini Fairs and SafiSan Baraza Shows).
3. The SafiSan song and animation only address a limited number of issues.

Participatory WASH design

The design of the hand washing & hygiene practices component of SafiSan was done together with members of the target group. School children in Isiolo and Kajiado were asked to participate in the development of hand washing sensitisation tools. The exercise resulted in the development and production of (1) WASH posters and a comic books

Activities

These outputs (see previous section) will be used to sensitise the children attending schools in the SafiSan project areas but also elsewhere in urban and rural Kenya. The posters in particular will also be used during the SafiSan area-level activities (e.g. the SafiSan Baraza Shows and the SafiSan Mini Fairs).

6 KAP and the Marketing of SafiSan Toilets

Perhaps the KAP concept can also be used to assess the challenges and requirements of a social marketing programme.

Like the other programmes of the WSTF, the SafiSan programme (UBSUP) is a national-level programme which has its specific impact in specific areas. In order to:

1. create general awareness (What is the SafiSan programme?) at national, regional and local level, to
2. sell toilets in local settings (urban low income areas),

the UBSUP social marketing programme will focus on the following levels:

Level	National	WSP	Town	Area/community	Plot/household
	<i>Macro</i>	<i>Macro</i>	<i>Macro</i>	<i>Meso</i>	<i>Micro</i>
Objective	Awareness	Awareness & sensitisation	Sensitisation & marketing	Marketing & sale	Sale, assembly & after care
KAP ⁽¹⁾	Knowledge	Knowledge & attitude	Attitude & practice	Practice (action)	Attitude & Practice

1): KAP = knowledge, attitude, practice

In other words, relevant levels have been created according to overall objectives (awareness creation, sensitisation, sale, etc.). For each level and objective a different set of activities has been composed.

Level	National	WSP	Town	Area/community	Plot/household
	<i>Macro</i>	<i>Macro</i>	<i>Macro</i>	<i>Meso</i>	<i>Micro</i>
Objective	Awareness	Awareness & sensitisation	Sensitisation & marketing	Marketing & sale	Sale, assembly & after care
KAP ⁽¹⁾	Knowledge	Knowledge & attitude	Attitude & practice	Practice (action)	Attitude & Practice
Activity	Marketing of toilets				
Message(s)	Access to good Sanitation is a human right >>				
	What is SafiSan? >>				
	--	The SafiSan toilets >>			
	--	--	Attributes of the SafiSan toilets >>		
	--	--	--	How to get a SafiSan toilet >>	
	--	--	--	--	Construction assembly & manuals
Activity	Hand washing & hygiene practices				
Why	Importance of hand washing >>				
How	--	How to wash your hands? >>			
When	--	When to wash your hands >>			
Why					
How					
When					
Why					
How					
When					

1): KAP = knowledge, attitude, practice

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List of acronyms

KAP:	Knowledge, Attitude, Practice
UBSUP:	Up-scaling Basic Sanitation for the Urban Poor
UNICEF:	United Nations Children's Fund
WASH:	Water, Sanitation and Hygiene
WSTF:	Water Sector Trust Fund

List of references used

(UBSUP Preparatory Study, October 2012; 56)

Wikipedia, keyword: "survey research"
