

When to use it

A KAP survey can be conducted at any point while programming activities for a project. It is particularly useful if conducted in the early phases of a project after the overall objectives have been determined because the data can be used to establish a baseline for comparison when the project is finished.

What it is

It is a methodology used to assess the impact of knowledge and learning activities on individuals' behaviours and practices. It can be adapted to assess the changes in the practices of an organization. There are many variations in how to use this methodology, and the data can be analysed quantitatively or qualitatively, depending on the survey objectives and design. The intent here is to give practitioners an initial exposure to this type of methodology.

How to use it

The methodology involves developing a written standardized questionnaire to assess three levels of learning:

- > Level 1 – the knowledge of individuals or groups on a particular topic
- > Level 2 – the change in attitudes as a consequence of acquiring the knowledge
- > Level 3 – the change in practices as a consequence of applying the knowledge.

Following are some sample questions that can shape a KAP survey:**Knowledge**

- 1) Are you familiar with the following topic?
- 2) How would you rate your understanding of the topic after attending the training/learning initiative? (1= none; 2= low; 3=medium; 4=high; 5= very high)

Attitudes

- 3) Do you think the information provided in the training is useful to your work?
- 4) Is this knowledge influencing your behaviour? How?

Practices

- 5) Are you practising what you learned?
- 6) Are you using the knowledge that you learned from the learning initiative? Can you provide examples?

To read more on KAP surveys, please refer to: http://www.anthropologymatters.com/index.php?journal=anth_matters&page=article&op=viewArticle&path%5B%5D=31&path%5B%5D=53
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