

KAP Study: An Innovative Tool in Health Care Settings

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KNOWLEDGE possessed by a community refers to their understanding of that topic/ disease.

ATTITUDE refers to their feelings toward the topic, as well as any preconceived ideas they may have toward it.

PRACTICE refers to the ways in which the community demonstrate their knowledge and attitudes through their actions.

KAP studies are highly focused evaluations that measure changes in human knowledge, attitudes and practices in response to a specific intervention, usually outreach, demonstration or education and also widely used and valued around the world for at least 40 years in public health. Eg, family planning, education and water supply and other programs. Each KAP survey is unique to a particular setting and designed for a specific issue. Whereas social surveys may cover a wide range of social values and activities, KAP surveys focus specifically on the knowledge, attitudes and practices (behaviours) for a certain topic. It is a key step in the process of dissemination, adaptation and evaluation of prevention messages and program. This type of study can highlight factors which influence 'bad' behaviour, such as the reasons behind certain attitudes and the reasons and methods behind certain practices related to health and also pinpoint communication networks (when or how is information received/disseminated and by whom).It is used to investigate human behaviour concerning a topic and It allows collection of large amount of data that will be subjected to statistical analysis. In health care setting it brings to light the social, cultural & economic factors that may influence health and implementation of public health initiatives. With an ever rising, Global health burden and diverse causes of diseases in Indian subcontinent, KAP surveys act as innovative tool in understanding the causes and risk factors of diseases.