

**University  
of Basel**

In association with:



Swiss Tropical and Public Health Institute  
Schweizerisches Tropen- und Public Health-Institut  
Institut Tropical et de Santé Publique Suisse

# **The shortcoming of KAP studies**

# KAP Studies

Knowledge, Attitude and Practice studies are:

- qualitative, questionnaire-based
- rather quick and comparably inexpensive
- but: **might be misleading**

# TB in rural Mauritania: Concepts

- Encompasses different illness concepts
- Is believed to have spiritual or biomedical causes
- Is stigmatized
- Different actors may make a diagnosis

# TB in rural Mauritania: Campaign



## Tuberculosis

is not hereditary.

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is cured easily with the right treatment.

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affects men, women and children of all ages equally.

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# Pitfalls

Interviewees might answer what they believe to be correct, acceptable or what might please

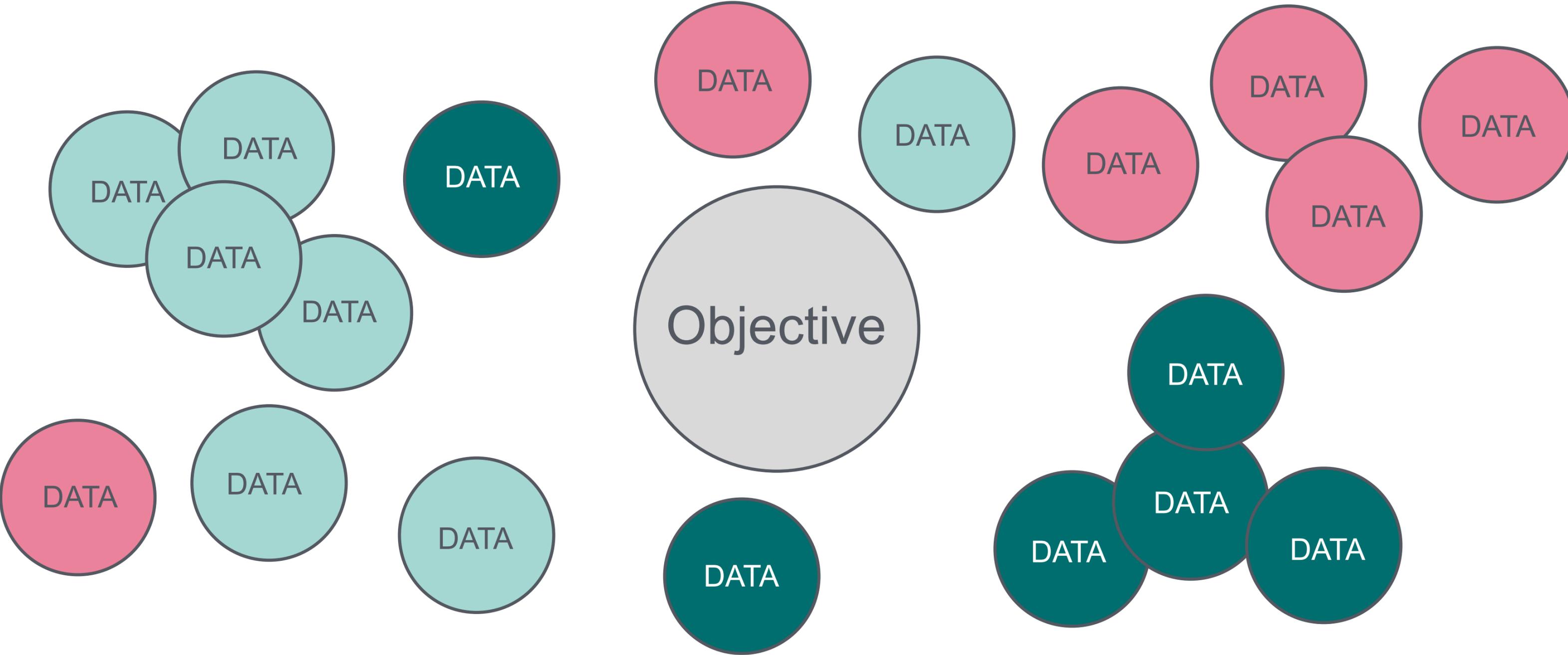
Interviewees might adapt their answer to the context, their expectations or to felt attitudes.

# To consider

Health programmes are often based on the assumption that knowledge and behaviour are directly linked.

To change behaviour they need to start addressing multiple factors.

# Accuracy needs time



# Rapid appraisal has its limitations

We need to go beyond close-ended questions in order to understand any health problem.