

A photograph of three people standing in a grassy field. On the left, a man with glasses and a blue checkered shirt holds a blue square. In the center, a woman in a striped shirt holds a pink cross. On the right, a woman in a white shirt holds a teal circle. The background shows a clear sky and some trees.

A TOOLKIT TO SUPPORT THE BOTNAR CHILD ROAD SAFETY CHALLENGE

TOOL 1

KNOWLEDGE ATTITUDE AND PRACTICE (KAP) SURVEY

BOTNAR

Child Road Safety Challenge



The Global Road Safety Partnership is hosted by:



 The George Institute
for Global Health

WHO Collaborating Centre for
Injury Prevention and Trauma Care



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Acknowledgements

This publication is supported by Fondation Botnar and implemented by the Global Road Safety Partnership.

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This guidance document was written under the Botnar Child Road Safety Challenge with funding support from Fondation Botnar. It was written by Prasanthi Attwood, Elizabeth Towner and Margie Peden of The George Institute for Global Health, UK.

Recommended citation:

Attwood P, Towner E, Peden M. *The Botnar Child Road Safety Challenge Toolkit*, <https://www.grsproadsafety.org/resources/botnar-challenge-toolkit>, Geneva, Switzerland, November 2021.

What is a Knowledge, Attitude and Practice (KAP) survey?

A Knowledge, Attitude and Practice (KAP) survey is a quantitative method of collecting information from respondents on their knowledge, attitudes and practices surrounding specific areas of interest e.g. speeding and road safety.

KAP surveys can be administered in different ways e.g. self-administered paper questionnaires or on a computer or an interviewer can administer questionnaires in person or remotely over the telephone. These different methods of administration will need to be taken into account when the KAP survey is designed as each will have differing resource needs (human, time and financial) and will have varying response rates.





For example:

A KAP survey surrounding speeding can include knowledge questions on speed limits in different areas of a town, and/or on road signs. *Attitude* questions can include opinions on speeding and on the use of speed cameras, and *practice* questions may ask whether the respondent has been issued a speeding ticket in the preceding 12 months.

Why is a KAP Survey useful?

A KAP survey is useful in helping to plan, implement, monitor and evaluate road safety interventions. It can identify gaps in knowledge, cultural beliefs or behavioural patterns that will facilitate understanding. KAP surveys provide a useful tool by which to measure repeated responses over a period of time thereby permitting trends to be observed pre- and post- a particular intervention e.g. increased speed enforcement.

What are the advantages and limitations of KAP Surveys?

ADVANTAGES 	LIMITATIONS 
Can collect information from large numbers of people, compared with other methods such as focus groups and in-depth interviews	Do not get in-depth responses and answers to 'how' and 'why' questions.
Because of larger numbers, comparisons can be made between different groups, e.g. younger/ older children; males / females.	Advisable to have statistical support to conduct robust analysis.
Can be repeated over different times to show trends and patterns in results.	Based on self-reported statements not objective data, compared with methods such as observation surveys.
Analysis of the results may be quicker than for qualitative methods	

When can a KAP survey be conducted?

The great strength of KAP surveys is in their reliability (repeatability) – if the same tool is used before an intervention and at regular intervals during and after an intervention, robust results testing the effectiveness of the intervention can be elicited (see Annex 1.5 for an example of how a KAP survey has been used to test the effectiveness of a drink-driving intervention).

A KAP survey can be used in *all* stages of a project and can complement the findings of focus groups and in-depth interviews.

In the **early stages** of a study or project, KAP surveys may explore participants' understanding about road safety issues and interventions to help in the development and targeting of an appropriate intervention and in targeting groups at most risk. At this early stage, KAP surveys can be used to allocate resources, aid in project design and in establishing a baseline for comparison with subsequent KAP surveys.

In the **development stage**, KAP surveys can be used to contribute to the design of the intervention (e.g. volunteers to supervise children when crossing a busy road.)

In the **evaluation stage** of the intervention, KAP surveys can help to measure whether the intervention has had any effect by comparing baseline surveys before the intervention and follow-up surveys, after the intervention has taken place.

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