

Advocacy, communication and social  
mobilization for TB control

# **A GUIDE TO DEVELOPING KNOWLEDGE, ATTITUDE AND PRACTICE SURVEYS**



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# ABBREVIATIONS AND ACRONYMS

<b>ACSM</b>	advocacy, communication and social mobilization
<b>AIDS</b>	acquired immunodeficiency syndrome
<b>DHS</b>	demographic and health survey
<b>DOTS</b>	the internationally recommended strategy for TB control
<b>HIV</b>	human immunodeficiency virus
<b>KAP</b>	knowledge, attitudes and practices
<b>NTP</b>	national TB control programme
<b>TB</b>	tuberculosis
<b>WHO</b>	World Health Organization

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# ABOUT THIS GUIDE

## Who should use this guide?

This guide is designed for tuberculosis (TB) programme managers and staff who intend to conduct advocacy, communication and social mobilization (ACSM) activities as part of their broader TB control strategy. The guide may also be a helpful tool for consultants hired to assist country programmes in conducting ACSM work. The guide was developed as a tool to help systematize countries' approaches to collecting and using data on knowledge, attitudes and practices (KAP) as an evidence base for planning, refining and evaluating ACSM work. This resource is intended to serve not as a definitive work, but as a practical toolkit that offers a theoretical framework, practical suggestions, and a menu of useful resources and tools.

Countries may use the guide in various ways, depending on whether they are adding ACSM questions into a national prevalence survey, or designing a full KAP survey specifically to gather data for ACSM planning. The guide focuses on aspects of KAP survey research that are different or unique for TB and ACSM, as compared to other types of surveys. It is designed for TB programme managers, programme staff and consultants who are familiar with basic research methods, have good data collection skills and may already have conducted TB prevalence surveys. The guide does not pro-

## How to use this guide

TB programme staff and consultants are encouraged to use the tools included in this guide as practical suggestions, rather than scripts or rules. The guide is organized in six major steps that range from conceptualization of the purpose of the KAP survey to analysis and use of the data collected. A list of further reading is provided to guide readers to documents that complement the topics covered in this guide. TB programme staff and consultants may adapt and extract ideas from the Sample KAP survey questionnaire and Menu of sample ACSM KAP survey questions that are provided as Annexes.

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