# Process and Steps for Conducting a KAP Survey

# Did any of you conduct a KAP survey before?

- Please share us briefly what key steps and processes you followed to conduct that KAP survey (from planning to final result dissemination)?

- What challenges did you face?

- Was there any internal or external review of your KAP survey report including the dataset?

- Did you keep the report internal (just serving your own organizational project purpose) or also shared externally?

- What would you like to do differently next time?

# What are some of the key processes & steps of conducting a KAP assessment?

1. First of all, discuss the need and rationale of conducting a KAP survey.

2. Identify budget

3. Develop a ToR/ Protocol of the KAP survey

4. Do internal review of the ToR within the organization and then share with AIM-TWG (MoH if needed) for external review and validation of the ToR/ protocol

5. Identify or recruit HR for survey data collection and field work

6. Conduct training for survey team

7. Community sensitization and advocacy meeting (if needed)

8. Conduct survey data collection ensuring proper monitoring and supervision

9. Data management and analysis

10. Drafting preliminary report and sharing with respective technical advisors

11. Drafting final report and share with AIM-TWG together with dataset

12. Finalization and dissemination of the report

# Any Question?

# Terms of Reference (ToR) of KAP Survey

# Why developing a ToR or protocol important prior conducting any assessment?

- To understand the assessment objectives and rationale
- To know the type and list of survey indicators including variables that will be collected
- Clarifies the survey methodology (sampling approach and sample size)
- Specifies geographic coverage including targeted survey population
- Includes questionnaire and other assessment tools
- Portrays data collection and analysis plan
- More importantly a ToR itself serves as a tool to ensure technical details/ rigor, transparency, accountability and commitment to different stakeholders (e.g. Cluster, AIM-TWG, MoH, Donor etc.).

# Components of an Assessment ToR

**In general, a survey protocol should include the following items:**

1. A statement of the problem or its background
2. An area map of the survey location
3. Survey goals and objectives
4. Survey methodology including the survey population, survey design, survey sampling plan, sample size, enrollment and consent procedures, data collection procedures, data management and analysis plans
5. List of indicators and variables to be collected
6. Enumerators and other survey HR training plan
7. Data analysis and reporting plan
8. Ethical consideration (if any)
9. Survey timeline/ schedule
10. Plan for use and dissemination of survey results
11. Questionnaires and interview forms as annexes

# Let's see a ToR Example



Adobe Acrobat
Document

# Any Question?