



**The 2<sup>nd</sup> Meeting of the Project Steering Committee for  
the SEAFDEC/UNEP/GEF Project on Establishment and Operation of a Regional System of  
Fisheries *Refugia* in the South China Sea and Gulf of Thailand**  
5<sup>th</sup> – 6<sup>th</sup> November 2019  
Pullman Hotels and Resorts, MIRI, SARAWAK, MALAYSIA

## **KNOWLEDGE ATTITUDE AND PRACTICES**

### **I. INTRODUCTION**

The Project Coordinating Unit includes this issue for applying of “**KNOWLEDGE ATTITUDE AND PRACTICES**” into the project implementation by expressing the results in form of audio-visual presentation/ film to give audience easily understanding on the impacts of this project particular to ecosystem, and social aspects.

### **II. WHAT IS KNOWLEDGE ATTITUDE AND PRACTICE?**

KAP Study tells us what people know about certain things, how they feel and also how they behave. The three topics that a KAP study measures are Knowledge, Attitude and Practice. The Knowledge possessed by a community refers to their understanding of any given topic.

A KAP survey is a quantitative method (predefined questions formatted in standardized questionnaires) that provides access to quantitative and qualitative information. KAP surveys reveal misconceptions or misunderstandings that may represent obstacles to the activities that we would like to implement and potential barriers to behavior change. Note that a KAP survey essentially records an “opinion” and is based on the “declarative” (i.e., statements). In other words, the KAP survey reveals what was said, but there may be considerable gaps between what is said and what is done.

### **III. HOW DO WE APPLY FOR THE PROJECT IMPLEMENTATION?**

In general, when starting the project implementation, KAP survey has been conducted in form of baseline surveys to understand the situations of what we need to achieve. In this connection, it would be interesting, if the project could consider developing an audio-visual presentation/ film / infographic presentation, etc. to inform the public on change or impacts from the project activity.

### **IV. CONSIDERATION AND ACTION BY THE PSC**

- The Committee is requested to take note and consider applying the KAP survey to show the results/achievement in a form of presentation/ film.
- The Committee is invited to share their lesson learned on this topic.