



KNOWLEDGE, ATTITUDES, AND PRACTICES (KAP)

Healthy Mother, Healthy Baby Activity

The USAID Healthy Mother, Healthy Baby (HMHB) Activity helps make sustainable improvements to deliver quality maternal, newborn and child health (MNCH) and nutrition services by building the technical capacity, leadership, management, and policy reform potential of Tajikistan.

Partnering with the Tajikistan Ministry of Health and Social Protection of the Population (MoHSPP), HMHB leverages the power of digital technology to create an enabling environment that strengthens capacity and ensures users have the correct information at their fingertips to make better informed decisions. HMHB led a household-level survey to collect baseline data on the community knowledge, attitudes, and practices (KAP) of Tajik families, with the aim of measuring HMHB's program impact over time and informing decision making at the MoHSPP.

In November 2021, HMHB and its partners surveyed 228 households with at least one child between the ages of 6 and 30 months. Surveyors also interviewed 225 mothers-in-law and 220 husbands, for a total sample size of 673 adult respondents from 12 districts in the Khatlon Region. The survey collected data on MNCH, nutrition, water, sanitation, and hygiene (WASH), and COVID-19.

To implement this wide-scale household survey, HMHB built a KAP Survey application using the open-source platform, CommCare. The app ensures household anonymity and segments inputs received from individual interviewees for deeper analysis. CommCare adheres to robust national and international client and data confidentiality requirements. HMHB managed KAP Survey data in the District Health Information Software 2 (DHIS2) platform under categories including mother and child nutrition, WASH, household nutrition behavior, and anthropometric measurements of children under 30 months of age.

The KAP survey is a critical component of HMHB's monitoring and evaluation framework. To assess intervention impact within the target population, HMHB will follow up this 2021 baseline with midline and endline surveys further into the life of the activity. Outcomes from the baseline survey will help HMHB, MoHSPP, and the broader donor and development community better identify and respond to knowledge gaps, cultural beliefs, and behavioral patterns. By analyzing survey trends, HMHB and its partners can adapt interventions to reflect local contexts. The KAP survey also reveals areas where deeper analysis and research is needed.

By digitalizing the KAP survey, HMHB made data capture, management, trend visualization, and analysis more cost- and time-efficient. These efficient processes helped enhance programmatic planning and implementation. Data validation rules, logic checks, and automated calculations—built into the platform itself—also improved data quality. As with other CommCare applications, the platform pushed data into DHIS2 for management and analysis and transferred it directly to a server at the Republican Center for Medical Statistics and Information to expedite decision making.

