KAP Survey

Knowledge-Attitudes-Practices on Environmental Awareness

from Interviews and Discussions in Vientiane, Khammouane, Houaphanh and Sayaboury
1 – Background  Cornerstones

**Sample size:** 1,334

**Respondents:** 1,197 villagers and 137 urban decision makers & opinion leaders

**Focus Group Discussions:** 220 Focus Group Discussions (FGDs) in 64 villages

**Provinces:**  ■ Vientiane Capital (44),  ■ Khammouane (394),  ■ Huaphanh (417) and  ■ Sayaboury (479)

**Time frame:** 10 Sept to 16 Nov, 2012
1 – Background

Data Analysis

Indexes

Climate Change Knowledge Index
Correct answers to K-questions

+ Environmental Attitude Index
Positive answers to A-questions

- Environmental Practice Index
Negative answers to P-questions

Environmental Risk Index
Answers indicating risks to the environment

Climate Change Awareness Index
Answers indicating CC awareness

Correlations

Environmental Awareness Consistency
Trusted Media Preference
Target Audience Differentiation

Comparison Groups

- gender: male - female (707 / 627)
- age: young - old (418 / 916)
- location: rural - urban (1,197 / 137)
- provinces: see left
- Sectors (137): 1-MoNRE, 2-other ministries, 3-academia, 4-mass media, 5-mass organizations, 6-CSO, 7-private sector
- education: low – medium – high
- financial situation: 5 buying power categories from poor to rich
2 – Qualitative Results

Rural Focus Group Discussions & Meetings

- There is no clear distinction between climate change, weather and the environment. But there is an awareness that climate change and environmental degradation are contributed to by humans, including the villagers themselves.
- Villagers often attribute climate and environmental changes to their seasonal agricultural calendar and the natural resources their livelihood depends on.
- Many villagers know about harmful practices and their reasons. Some have rational ideas about root causes and impacts of environmental degradation.
- Natural disasters, forest protection and the extinction of species are the most often mentioned livelihood risks.
- Radio and TV stations in the three provinces do not have environmental programs but ‘local news’ cover natural disasters and agricultural extension.
- Radio has high local content in addition to national LNR programs. Radio programs are re-broadcast through narrow-casting (loudspeakers) at the district level.
3 – Basic Results Knowledge

Knowledge related to climate change is low, even among urban opinion leaders at MoNRE, academia and the mass media, e.g. 100% of academic and Vientiane respondents, and 61% of MoNRE staff state that “the amount of rainfall in Laos will increase from year to year”.

High educational or financial status does not help with individual questions but increases the overall Climate Change Knowledge Index. Vice versa, the poorer the respondents, the more often they state they “never heard of climate change”.

From all the institutions, MoNRE and academia do best for the Climate Awareness Index while 2/3 of government organizations incl. MoNRE put their words into action as indicated by the Consistency of Environmental Awareness Correlation.

There is a high expectation that the Lao government protects forests (92%), enforces environmental laws (80%), protects animals and plants from extinction (73%) and adapts land use planning (72%).

At least 4 out of 5 respondents state that they need more information on climate change, deforestation, loss of land, biodiversity, urban and waste-related problems.
Knowledge

Basic results from overall sample and provinces

KC1. When you hear people talking about "climate change": What kind of change do you think they are talking about?

<table>
<thead>
<tr>
<th>Category</th>
<th>Vientiane (44)</th>
<th>Khammouane (395)</th>
<th>Houaphanh (417)</th>
<th>Sayaboury (479)</th>
<th>Overall (1335)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change of weather</td>
<td>91%</td>
<td>67.68%</td>
<td>70%</td>
<td>75%</td>
<td>75.7%</td>
</tr>
<tr>
<td>Change in average temperature</td>
<td>65%</td>
<td>61%</td>
<td>76%</td>
<td>75%</td>
<td>76.8%</td>
</tr>
<tr>
<td>Change in length of seasons</td>
<td>80%</td>
<td>77%</td>
<td>77%</td>
<td>81%</td>
<td>77%</td>
</tr>
<tr>
<td>Change in frequency of extreme weather events</td>
<td>77%</td>
<td>75%</td>
<td>77%</td>
<td>77%</td>
<td>76.7%</td>
</tr>
<tr>
<td>Change in forest cover</td>
<td>84%</td>
<td>84%</td>
<td>84%</td>
<td>84%</td>
<td>84%</td>
</tr>
<tr>
<td>Change in air quality</td>
<td>56%</td>
<td>57%</td>
<td>56%</td>
<td>56%</td>
<td>56%</td>
</tr>
<tr>
<td>Change in water supply</td>
<td>59%</td>
<td>49%</td>
<td>54%</td>
<td>59%</td>
<td>54%</td>
</tr>
<tr>
<td>Never heard of Climate Change</td>
<td>15%</td>
<td>9%</td>
<td>4%</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>Heard of &quot;climate change&quot; but don't know the meaning</td>
<td>4%</td>
<td>9%</td>
<td>9%</td>
<td>7%</td>
<td>9%</td>
</tr>
</tbody>
</table>
In the Positive Environmental Attitude Index, respondents reveal a utilitarian ‘careless’ attitude reflected in statements such as “exploiting/destroying the environment is justified if it brings an economic benefit” or “it is all right to lose a species in order to satisfy your human needs”.

Respondents with a high education and financial status top this Index.

Alarmingly, almost half of the respondents believe that the environment is not in danger at all. Such ‘careless’ attitudes decrease with higher education and youth but raise to with the richest cohort of respondents.

Positive attitudes such as “it is important to preserve the environment for future generations” (99%) often look like lip-service because when it comes to taking action respondents “do not know what to do” (83%), “have no time” (79%) or “no money” (60%).

Some of the highest livelihood risks mentioned are related to climate change (73%), natural disasters (87%) or deforestation (76%). Health risks (80%), livestock disease (83%) and access to water (63%) come next.
Attitudes 2/2

- As expressed in the *Environmental Risk Index*, the poorest and the richest respondents as well as civil society organizations and academia expose the **least risky attitudes and practices**.
- People are **willing to stop** slash and burn (71%) as well as burning waste practices at home (57%), and even to hunt less (48%). The commitment is much less when it comes to a halt in buying wild animal meat (18%) or to using less pesticides (26%).
- **Measures to solve environmental problems** are predominantly seen in “*stricter enforcement of existing environmental legislation*” (82%) and “*awareness raising at school*” (53%) and “*through mass media*” (32%). Only 7% trust “*initiatives by large-scale investors*”.
- Regarding the **national policy agenda**, respondents state that “*protecting the environment*” (60%) should be the second most important topic after “*promoting education*” (86%) and before “*improving healthcare*” (58%) and “*reducing corruption*” (25%).
Attitudes  Basic results from overall sample and provinces

AE6. Which are the THREE (3) main measures that would help solve environmental problems?

- Heavy fines for environmental polluters: 34, 35, 35
- Stricter enforcement of existing environmental legislation: 49, 42, 42
- Relying on self-help initiatives of rural communities: 82, 82, 78
- Relying on initiatives by large-scale investors (e.g., through CSR): 84, 82
- Increase the involvement of environmental organizations in protecting the environment: 52
- Raising general environmental awareness through mass media: 61, 54, 53
- Raising environmental awareness at school: 51, 53
4 – Basic Results Practices

- As most practice questions were village-oriented, the few urban respondents fare better than the majority of rural ones in the Negative Environmental Practice Index, and the more educated and wealthy respondents are, the less they engage in potentially harmful practices to the environment.
- This confirms studies indicating that such practices are often consequences of structural poverty and the lack of access to information and education.
- Regarding productive activities of male and female household members, a two-thirds majority is involved in rice-related and garden activities. Other subsistence-oriented activities are animal husbandry and fish raising.
- In terms of sustenance and food consumption practices, meat is a rare treat from whatever source but more than half of the respondents have meat from forest animals at least once a month. Fish, predominantly from rivers and lakes, is one of the major staples dished at least once a week.
- The forest products used in household are topped by firewood (93%) and food (89%), even in urban areas. Traditional medicine makes for 52% and timber for local use as well as traditional housing materials range at 55%, respectively 7%.
Practices

Basic results from overall sample and provinces

PE4. What kind of forest products have you been using in your household?

- Food
- Firewood
- Other traditional housing materials
- Wild animal meat
- Fish from rivers/lakes
- Timber for sale
- Timber for local use
- Traditional medicine

Percentage

- Vientiane (44)
- Khammouane (395)
- Houaphanh (417)
- Sayaboury (480)
- Overall (1336)

3 April, 2013
3 – Basic Results  Trusted Media Preferences  1/2

- **Media consumption** patterns differ between urban and rural locations. In general, having conversations with relatives (72%) or neighbors (72%) ranges even before watching TV (71%) while the Internet (91%) newspapers (56%) and books or other publication (39%) are never used.
- Popular **TV** is Thai TV only while **radio** is the most consistently ranked media, allows for moderated discussion group potential, and appeals even to poor farmers. **Newspapers** and other print media are rarely available in rural areas.
- **Person-to-person** communication channels such as village authorities, community meetings, LWU/LYU et al. are highly trusted.
- The frequency of conversations with peers is very high which plays into the **two-step flow of communication** from mass media via opinion leaders to the rural masses.
- There is a high degree of motivation for all types of **infotainment** because there is hardly any information and entertainment in the countryside.
TV and radio are ahead in the Trusted Media Preference Correlation (TMP).
The higher the educational level is, the higher is the TMP for TV, Internet, newspapers and books while it is the other way around for conversations.
Radio is a common denominator for all respondents, even for academia.
If the frequency of media consumption is neglected but trust is emphasized, highly trusted sources of environmental information such as village authorities, community meetings or teachers rank higher while conversations and the Internet fall back in the ranking.
The higher educated and wealthier respondents in general prefer mass media while interpersonal communication plays more of a role for lower educated and less well-to-do respondents.
Radio, community meetings and village authorities are easy-access media that the poor tend to trust more than the rich.
Trusted Media Preferences without frequency multiplicator

Score

Maximum score = 1000
Average score = 531
N = 1,324

3 April, 2013
KAP Survey Results
5 – Major Findings and Conclusions

1 - The average scores regarding the whole range of knowledge, attitudes and practices related to climate change, biodiversity and environmental protection are low both for individual questions as well as for the indexes and correlations.

2 – The low statistical variance between comparison groups indicates that all Lao citizens have relatively low knowledge and awareness, and fluid attitudes and opinions about the mentioned issues.

3 – The thematic focus of future are media and educational activities should be on natural disasters, forest protection and livelihood aspects.

4 – Any type of valid input related to climate change, biodiversity and the environment is needed and will be relevant to all target audiences in Laos.

5 – This calls for a ‘heating up society’ scenario where a series of well-coordinated messages over many media and communication channels and over a period of at least some years is supposed to raise the awareness of the general public.

6 – As opinion leaders do not yet sufficiently take up a leading role in environmental awareness raising, capacity development is essential.

7 – The KAP Survey was Step 2 in ProCEEd’s overall Environmental Education and Communication Strategy (EECS). Its next steps will be to prepare regular mass media non-formal environmental education activities at various levels.
As a federal enterprise, GIZ supports the German Government in achieving its objectives in the field of international cooperation for sustainable development.

Published by
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Registered offices, Bonn and Eschborn, Germany
ProCEEd – Promotion of Climate-related Environmental Education
Nahaidiau Rd, Ban Nahaidiau, Chanthabouly District, Vientiane Capital, Lao PDR
T  +856 21 254 011
E  proceed@giz.de
I  www.laos-proceed.com

Responsible
Dr. Michael Trockenbrodt

Author
Manfred Oepen

Photo credits
Manfred Oepen, Katharina Krumbiegel

Layout
Manfred Oepen

In cooperation with