



Republic of the Philippines
Department of Environment and Natural Resources
BIODIVERSITY MANAGEMENT BUREAU
Quezon Avenue, Diliman, Quezon City
Tel. Nos.: (632) 924-6031 to 35 Fax: (632) 924-0109, (632) 920-4417
Website: <http://www.bmb.gov.ph> E-mail: bmb@bmb.gov.ph

TECHNICAL BULLETIN

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SUBJECT : **GUIDELINES ON THE CONDUCT OF KNOWLEDGE
ATTITUDE AND PRACTICES (KAP) SURVEY FOR
THE COASTAL AND MARINE ECOSYSTEMS
MANAGEMENT PROGRAM (CMEMP)**

Pursuant to Section 7.6 of the DENR Administrative Order No. 2016-26 on the Guidelines for the Implementation of the Coastal and Marine Ecosystems Management Program (CMEMP), the "Guidelines on the Conduct of the Knowledge, Attitude and Practices (KAP) Survey for CMEMP is hereby issued for the guidance of all concerned.

SECTION 1. Rationale. Communication is an essential factor in advocating policies, raising awareness, changing behavior, influencing public opinion and collaborating to address conflicts. It can affect outcomes in seeking technological, political, economic, behavioral or cultural solutions. Thus, a set of well-designed communication strategies is needed in order for a cause to succeed. The Social Marketing and Mobilization is one of the program components that covers the communication element of CMEMP which will be part of the current communication framework of the Biodiversity Management Bureau. It responds to the fourth objective of the Program which is to enhance the formation of positive values among all stakeholders including the youth through shared responsibilities in the sustainable management of the coastal and marine resources and habitats.

The KAP Survey under CMEMP is a qualitative and quantitative method of data collection to measure the knowledge, attitude and practices of stakeholders relative to the coastal and marine environment. The results are expected to yield existing knowledge needs, social norms and way of life of the people at the barangay level which are inputs in developing the CMEMP communication plan. The communication plan will encompass a set of innovative strategies and approaches to refuel activities that will not only foster environmental consciousness but to fortify social norms that actively promote sustainable actions in contributing to the overall well-being of the people and the marine ecosystems.

SECTION 2. Objectives. The KAP survey aims to establish a new set of baseline data for the development the CMEMP communication strategies/plan. It also aims to provide additional indicators to consider in monitoring and evaluating the effectiveness of the communication approaches of CMEMP.

SECTION 3. Scope and Coverage. The KAP survey shall be done in barangays within NIPAS Marine Protected Areas including the Verde Island Passage and their adjacent municipal waters, except CAR, NCR and ARMM.

SECTION 4. Definition of Terms. For the purpose of these guidelines, the following definition of terms shall be used:

Attitude – stakeholders' feelings, leanings and motivations of the stakeholders towards the coastal and marine environment which are not directly seen or observed.

Knowledge - stakeholders' perception and understanding about the different coastal and marine habitats and the different services that they provide, ultimately for the human well-being.

Practices - explicit behaviors and actions of the stakeholders that directly and indirectly affects the coastal and marine ecosystems. Practices can be directly observed.

Section 5. Survey Questionnaire. A semi-structured questionnaire shall be used in the conduct of the activity which shall be led by the Regional Offices. The questionnaire is in English and translated in Tagalog (Annex 1 and 2). The survey shall be administered by trained enumerators.

Section 6. KAP Survey Respondents. The respondents shall be individuals, aged 15 years old and above, residing at municipalities within the NIPAS MPA, and representatives of the following:

1. Local Chief Executives and Local Government Unit key officials
2. Household heads (usually fishermen)
3. Local organizations
4. Students/Youths (age 15 to 24 years old)
5. Local business owners
6. School heads and teachers

Section 7. Sampling Method. The selection of respondents shall be purposive and shall be based on the list in Section 6.

At least 10% of the total population of the barangay that are within the sampling frame should be interviewed. In order to get a confidence interval of 95%, each of the NIPAS MPA shall compute the required number of respondents based on sample size with confidence interval of +/-5. BMB shall issue a technical bulletin for the details of the collation and analysis of data.

Section 8. Reporting. The Regional Offices shall prepare and submit periodic report to BMB on the status of the KAP Survey per NIPAS site.

Section 9. Fund. CMEMP funds allocated to the Regional Offices pertaining to the conduct of the KAP Survey shall be used.



THERESA MUNDITA S. LIM
Director

Knowledge Attitude and Practices (KAP) Survey Questionnaire for CMEMP (ENGLISH)

GENERAL INFORMATION

1. Date and time of the Interview

Example: December 15, 2012 11:03 AM

2. Name of Interviewer/Enumerator (First Name, M.I., Last Name)

3. Questionnaire Form Number

4. Geo-tag ID

5. Name of Protected Area

6. Location (Barangay, City/Municipality, Province)

RESPONDENT'S PROFILE

7. Respondent Cluster

Mark only one oval.

- ☐ Local Chief Executives and Local Government Unit key officials
- ☐ Head of households (usually fishermen) and of local organizations
- ☐ Wives of Fishermen/Farmers
- ☐ Students/Youth (age 15 and above)
- ☐ Local business owners
- ☐ School heads and teachers

8. Name of Respondent (First Name, M.I., Last Name)

9. Age (provide range of years)

Mark only one oval.

- ☐ 15-19 years old
- ☐ 20-24
- ☐ 25-29
- ☐ 30-34
- ☐ 35-39
- ☐ 40-44
- ☐ 45-49
- ☐ 50-54
- ☐ 55-59
- ☐ 60 and above

10. Gender

Mark only one oval.

- ☐ Male
- ☐ Female
- ☐ Lesbian
- ☐ Gay
- ☐ Bisexual
- ☐ Transgender
- ☐ Other: _____

11. How many years are you residing in your area?

12. If less than Five (5) years of residence, indicate place of origin.

13. Religion

Mark only one oval.

- ☐ Roman Catholic
- ☐ Iglesia ni Cristo
- ☐ Jehovah's Witness
- ☐ Mormon
- ☐ Protestant
- ☐ Muslim
- ☐ Seventh Day Adventist
- ☐ Baptist
- ☐ Born Again Christian
- ☐ Other: _____

14. Civil Status

Mark only one oval.

- ☐ Single
- ☐ Married
- ☐ Widowed
- ☐ Separated
- ☐ Other: _____

15. Number of Household Member/s

16. Highest Educational Attainment

Mark only one oval.

- ☐ No formal schooling
- ☐ Elementary level
- ☐ Elementary graduate
- ☐ High school level
- ☐ High school graduate
- ☐ College level
- ☐ College graduate
- ☐ Vocational courses
- ☐ Post Graduate level

17. Membership in Organization (if any)

Example: President, Samahang Mangingisda

KNOWLEDGE

18. Do you know what biodiversity is?

Mark only one oval.

- ☐ Yes
☐ No
☐ Not aware of

19. If yes, what consists biodiversity?

Check all that apply.

- ☐ animals/microorganisms
☐ trees/plants/forests
☐ estuaries/ coastal areas/
☐ rivers/lakes/streams
☐ caves

20. What are the roles/importance of the coastal and marine and other ecosystems in your area?

Check all that apply.

- ☐ Habitat of various species
☐ Provide food, livelihood and medicinal benefits to the people.
☐ Protect us from extreme/destructive effects of storm surges, waves and currents.
☐ Provide recreational, physical and mental benefits, tourism activities, and spiritual activities.
☐ Coastal, marine and other ecosystems are interconnected,
☐ Economic and environmental benefits
☐ Option/s: _____

21. What are the different ecosystems in your area?

Check all that apply.

- ☐ Mudflat Areas
☐ Mangrove Forests
☐ Seagrass Beds
☐ Coral Reefs
☐ Salt Marshes
☐ Lakes
☐ Lowland Forests
☐ Rivers
☐ Caves

22. What are the characteristics of our Mudflat Areas?

Check all that apply.

- ☐ Muds are deposited by tides or rivers
- ☐ Found in areas where tidal waters flow slowly
- ☐ Flooded due to change of tide level
- ☐ Other/s: _____

23. Does the condition of our Mudflat Areas directly affect the source of food of various wildlife species?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Not aware

24. What are the importance of Mudflat Areas?

Check all that apply.

- ☐ Provide feeding and resting areas for waterbirds
- ☐ Nursery areas for some fishes
- ☐ Rich in nutrients supporting a diversity of species
- ☐ Other/s: _____

25. What are the different factors/activities that affect our Mudflat Areas?

Check all that apply.

- ☐ Weather
- ☐ Location of mudflats
- ☐ Tree-planting
- ☐ Other/s: _____

26. What are the characteristics of our Mangrove Forests?

Check all that apply.

- ☐ Composed of trees and shrubs in salty coastal areas
- ☐ Has soft substrate
- ☐ Prop roots, thick and waxy leaves
- ☐ Other/s: _____

27. Does the condition of our Mangrove Forests affects the source of food of various species like mollusks, crustaceans and fishes?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Not aware

28. What are the importance of our Mangrove Forests?

Check all that apply.

- ☐ Natural breakwater
- ☐ Food source to many organisms
- ☐ Provide refuge to organisms
- ☐ Other/s: _____

29. What are the different factors/activities that affect our Mangrove Forests?

Check all that apply.

- ☐ Production of charcoal
- ☐ Logging
- ☐ Fishing grounds
- ☐ Other/s: _____

30. What are the characteristics of our Seagrass Beds

Check all that apply.

- ☐ Entirely immersed in seawater
- ☐ Grow in shallow marine and brackish waters
- ☐ Depth distribution limited by the availability of light
- ☐ Other/s: _____

31. Does the condition of our Seagrass Beds directly affect fish productivity?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Not aware

32. What are the importance of our Seagrass Beds?

Check all that apply.

- ☐ Maintenance of biodiversity: provide shelter and food for marine animals
- ☐ Nursery grounds for fish and invertebrates
- ☐ Stabilize coastlines and absorb nutrients from runoff
- ☐ Other/s: _____

33. What are the different factors/activities that affect our Seagrass Beds?

Check all that apply.

- ☐ Tree-planting
- ☐ Accidents resulting to oil-spills
- ☐ Boat-docking
- ☐ Other/s: _____

34. What are the characteristics of our Coral Reefs ?

Check all that apply.

- ☐ Soft or hard
- ☐ Extensive or patchy
- ☐ Live, bleached or dead with algae
- ☐ Other/s: _____

35. Does the condition of our coral reefs directly affect fish productivity?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Not aware

36. What are the importance of Coral Reefs?

Check all that apply.

- ☐ Habitat for fishes
- ☐ Recreation
- ☐ Reduce strong wave action
- ☐ Other/s: _____

37. What are the different factors/activities that affect our Coral Reefs?

Check all that apply.

- ☐ Dynamite fishing
- ☐ Global warming
- ☐ Poaching
- ☐ Other/s: _____

38. Do you know about Ocean/Marine Pollution?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Not aware

39. What are the sources of Ocean/Marine Pollution?

Check all that apply.

- ☐ Runoff from sewage, deforestation, farming, and other land use.
- ☐ Sedimentation due to erosion from mining, farming and coastal dredging
- ☐ Pathogens from sewage and livestock.
- ☐ Ballast water
- ☐ Toxins (Heavy metals, Radioactive Substances, etc.)
- ☐ Oil from cars, heavy machinery, industry, other land-based sources.
- ☐ Plastics
- ☐ Noise produced by supertankers, other large vessels and machinery.
- ☐ Other/s: _____

40. Do people directly contribute to Ocean/Marine Pollution?

Mark only one oval.

- ☐ Yes
- ☐ If yes, how? _____
- ☐ No
- ☐ Not aware

41. Do you have any idea about Climate Change?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Not aware

42. For you what is Climate Change?

Check all that apply.

- ☐ Global warming
- ☐ Caused by humans' use of fossil fuels, which releases carbon dioxide and other greenhouse gases into the air
- ☐ Shifting weather patterns
- ☐ Coastal areas are vulnerable to sea level rise, warming of the sea/oceans, intensified weather disturbances
- ☐ Low lying coastal communities being highly vulnerable to sea level rise
- ☐ Extreme weather conditions such as drought and flooding can compromise terrestrial crops and pressure on coastal and marine resources
- ☐ Ocean acidification

43. Do people directly contribute to Climate Change and its catastrophic effects?

Mark only one oval.

- ☐ Yes
☐ No
☐ Not aware

ATTITUDE

44. I feel the need to protect the various ecosystems because it affects my source of livelihood.

Mark only one oval.

	1	2	3	4	5	
Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree

45. I am always willing to help protect the various ecosystems by promoting sustainable use of biodiversity resources.

Mark only one oval.

	1	2	3	4	5	
Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree

46. It is every Filipino citizen's obligation and responsibility to protect our country's biodiversity and I have to find ways to do so starting in my area/community.

Mark only one oval.

	1	2	3	4	5	
Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree

47. I want to show to my family, relatives and friends the ways to conserve and protect our biodiversity.

Mark only one oval.

	1	2	3	4	5	
Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree

48. I decided to be more conscious of my actions so that I could contribute to increase resilience against the adverse impacts of climate change.

Mark only one oval.

	1	2	3	4	5	
Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree

49. **I will support and participate in local and national government efforts/programs in protecting our biodiversity.**

Mark only one oval.

	1	2	3	4	5	
Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree

50. **I depend on people who are more knowledgeable in protecting our biodiversity because they know better.**

Mark only one oval.

	1	2	3	4	5	
Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree

51. **I tend to disregard critical issues about our biodiversity because of lack of knowledge.**

Mark only one oval.

	1	2	3	4	5	
Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree

52. **I do not want to contribute to the country's biodiversity conservation activities because it is not my primary concern.**

Mark only one oval.

	1	2	3	4	5	
Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree

53. **I blame other people for floods and other calamities that are happening because of their irresponsible actions.**

Mark only one oval.

	1	2	3	4	5	
Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree

54. **In the past six (6) months, have you been involved in activities led by the local government or the DENR in your area?**

Mark only one oval.

- ☐ Regularly (once a month)
- ☐ Occasionally (at least once in the past six months)
- ☐ Never

55. If regularly or occasionally involved, why have you attended/participated?

Mark only one oval.

- ☐ It is my obligation
- ☐ To learn updates and new information
- ☐ To clarify or ask questions
- ☐ Other/s

PRACTICES

56. I use tin cans, plastic straws, plastic bottles and other plastic materials.

Mark only one oval.

- ☐ Never
- ☐ Sometimes
- ☐ Always

57. I throw my garbage such as plastic straws, candy wrappers, plastic bottles, etc. anywhere especially when I cannot see garbage bins nearby.

Mark only one oval.

- ☐ Never
- ☐ Sometimes
- ☐ Always

58. I directly harvest fish and other resources from the ocean for my family's daily sustenance.

Mark only one oval.

- ☐ Never
- ☐ Sometimes
- ☐ Always

59. If always, kindly state method/s in harvesting.

60. I have other sources of livelihood

Check all that apply.

- ☐ Poultry
- ☐ Piggery
- ☐ Carpentry
- ☐ Agriculture
- ☐ Other/s: _____

61. I cut mangroves for charcoal production.

Mark only one oval.

- ☐ Never
☐ Sometimes
☐ Always

62. I join tree planting activities and clean-up drives in my community.

Mark only one oval.

- ☐ Never
☐ Sometimes
☐ Always

63. I take photos of beautiful natural scenic spots and post them on social media to encourage friends and relatives to visit.

Mark only one oval.

- ☐ Never
☐ Sometimes
☐ Always

64. In our home, I am contributing to the conservation and protection of biodiversity by practicing proper waste management.

Mark only one oval.

- ☐ Yes
☐ No
☐ If Yes, please state how:

65. In our community, I am advocating and participating in activities involving conservation and protection of biodiversity.

Mark only one oval.

- ☐ Yes
☐ No
☐ If Yes, please state how:

66. On illegal activities affecting the environment in our area, I immediately call the attention of our local enforcers.

Mark only one oval.

- ☐ Never
☐ Sometimes
☐ Always

COMMUNICATION CHANNELS

67. In what medium would you like to be informed about all information concerning the country's biodiversity?

Check all that apply.

- ☐ Television
- ☐ Newspaper
- ☐ Radio
- ☐ Internet - Social Media (Facebook, Instagram, Twitter, Youtube, etc.)
- ☐ Pamphlets, posters and brochures
- ☐ Key persons from DENR/LGU/Barangay Officials
- ☐ Law Enforcers
- ☐ Other: _____

68. Which do you think are the top three (3) most effective media for spreading awareness about the status of the country's biodiversity?

Check all that apply.

- ☐ Television
- ☐ Newspaper
- ☐ Radio
- ☐ Internet - Social Media (Facebook, Instagram, Twitter, Youtube, etc.)
- ☐ Pamphlets, posters and brochures
- ☐ Key persons from DENR/LGU/Barangay Officials
- ☐ Law Enforcers
- ☐ Other: _____

Thank you very much for responding to this survey!

Healthy Oceans, Happy People!

69. Time End of Interview

Example: 8:30 AM

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