

## Guidance Document

# Knowledge, Attitudes and Practices Survey on Child Labour, Education, and Child Protection

## What is the tool?

This tool, developed by the International Cocoa Initiative (ICI), assesses adults' knowledge, attitudes and practices in relation to child labour, education, and child protection. It is intended for use with adults in cocoa-growing communities, for example, members of cocoa-producing households, community leaders, CLMRS personnel, cooperative representatives, field agents involved in the implementation of sustainability programmes, and participants in awareness-raising sessions on child labour and child rights.

The survey is administered through a structured interview of about 30 minutes. The questionnaire comprises five sections. Section A covers informed consent, which must always be obtained before proceeding. Section B collects general information about the interview and demographic information on the interviewee.

Sections C, D, and E focus on child labour, education, and child protection respectively. Each of these sections contains questions directly asked to the respondent and covers their knowledge, attitudes, and practices related to these topics. The three thematic sections are designed as separate modules and may be administered together as part of a single survey or used independently, depending on the survey objectives. However, if a thematic section is selected, all questions within that section should be included, as the knowledge, attitude, and practice components are intended to be administered together.

Section overview:

- A.** Informed Consent
- B.** General information about the interview and the respondent
- C.** Child labour: Knowledge, Attitudes and Practices
- D.** Children's education: Knowledge, Attitudes and Practices
- E.** Child protection: Knowledge, Attitudes and Practices

## Why use this tool?

This tool is designed for stakeholders working to address child labour and increase child protection and access to quality education in cocoa-growing communities. It can be used for the following purposes:

- **Inform the planning and design of interventions** aimed at preventing child labour, promoting children's access to quality education or increasing child protection.
- **Evaluate the effect of an intervention** aimed at changing attitudes, knowledge or practices related to child labour, education or child protection, by comparing a baseline with an endline, or a treatment group with a control group.
- **Measure changes** regarding knowledge, attitudes and practices in relation to child labour, education and child protection in a given area over time.

## How was the tool developed?

The English version of this tool was developed for the West African cocoa-growing context, specifically for Ghana, where it has been tested in a pilot among 25 cocoa producers. The tool builds on ICI's long-standing experience in measuring knowledge, attitudes, and practices related to child protection and child labour in cocoa-growing communities. However, the current version is not simply an update of earlier instruments; it is a thoroughly revised and field-tested tool that draws on lessons learned from previous ICI KAP survey and incorporates substantial improvements in content, structure, and question design.

While the questionnaire was developed for the Ghanaian context, the questions are relevant to farming communities in many developing countries, and thus can be used in similar settings. Some questions as well as response categories have to be adapted to the specific context in which the questionnaire is used. These questions are marked with a little note in the questionnaire.

## How to use the tool?

The questionnaire should be administered by interviewers who have received appropriate training in interviewing adults and who are familiar with the concepts of child labour, education, and child protection. Interviews should be conducted individually and in a private setting whenever possible, in order to minimize social desirability bias and ensure the confidentiality of respondents' answers. Questions should be read exactly as written and asked directly to the respondent. To minimize interviewer bias, interviewers should **not** read the response categories aloud unless explicitly instructed to do so or unless clarification is requested by the respondent.

Interviewer training should include procedures for responding to child protection concerns, including recognising potential risks, following established referral procedures, and knowing what action to take and whom to contact when concerns arise.

The order of the questions has been carefully designed to minimize response bias and should therefore be maintained. Questions should not be omitted, reordered, or rephrased unless specifically instructed in the survey guidance.

Further guidance on administering the questionnaire is provided in the document *Questionnaire – KAP Survey on Child Labour, Education, and Child Protection*.

## How should the data collected be analysed?

Data should be analysed separately for each thematic section (child labour, education, protection). The questions used to assess the respondents' knowledge, attitudes, and practices can be scored using the procedures outlined in the document "*Scoring Guidance. KAP Survey on Child Labour, Education, and Child Protection*" ([available here](#)).

Following these guidelines, a score can be calculated for each thematic section and interpreted at the individual respondent level or aggregated across respondents to describe and compare population groups. In addition, items can be analysed separately to provide more detailed insights into specific areas, which might be particularly useful for identifying misconceptions, gaps in knowledge, or specific behaviours that require attention.