

# Knowledge, Attitude, and Practices (KAP) of face mask usage among the residents of Kannur District, Kerala, November 2021

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# Overview

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- Face masks in public places → mitigation strategy in COVID-19 pandemic
- Cross-sectional survey | November 2021 | Kannur, Kerala, India
- Knowledge, attitude, and practices (KAP) of adults towards face mask
- >90% of study population - Knowledge, attitude & practice of mask use

# Face mask against COVID-19


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-  Coronavirus disease (COVID-19) - ongoing pandemic
-  Universal Masking → non-pharmaceutical intervention in COVID-19
-  Government of Kerala mandated mask usage in public places
-  Little known about public compliance to mask wearing behaviors

# Objective

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KAP of face mask usage among the residents of Kannur District, Kerala, Nov 2021

-  Describe the knowledge, attitude, practices (KAP) of face mask usage among the residents of Kannur District, Kerala, November 2021

# Design, Setting & Study Population

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KAP of face mask usage among the residents of Kannur District, Kerala, Nov 2021



**Study Design**

Cross-sectional descriptive



**Study Setting**

Kannur District, Kerala, India



**Study Population**

Residents of age  $\geq 18$  years



**Study Period**

November 2021

# Sample size and sampling

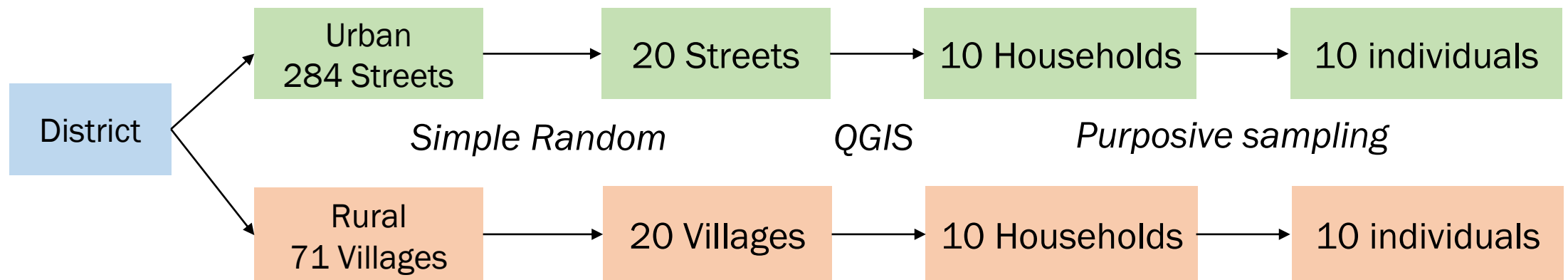
KAP of face mask usage among the residents of Kannur District, Kerala, Nov 2021



## Sample size

- 70% population awareness of appropriate mask use
- 10% absolute precision, 95% confidence level
- 20% non-response rate and with a design effect of 2

Sample Size  
**198 per setting**



# Data Collection methods & Data Analysis

KAP of face mask usage among the residents of Kannur District, Kerala, Nov 2021

- 20 trained Data Collectors → Interview
- Semi-structured data collection → Open Data Kit (ODK)
- Data was analysed using Epi-info ver 7.2
- Complex Sample Frequencies → Presented the results as percentages

*KAP Cut-offs*

>75%	<b>Good</b>
50 - 74	<b>Fair</b>
1 - 49	<b>Can improve</b>

# Sociodemographic profile of the study participants (N=400)

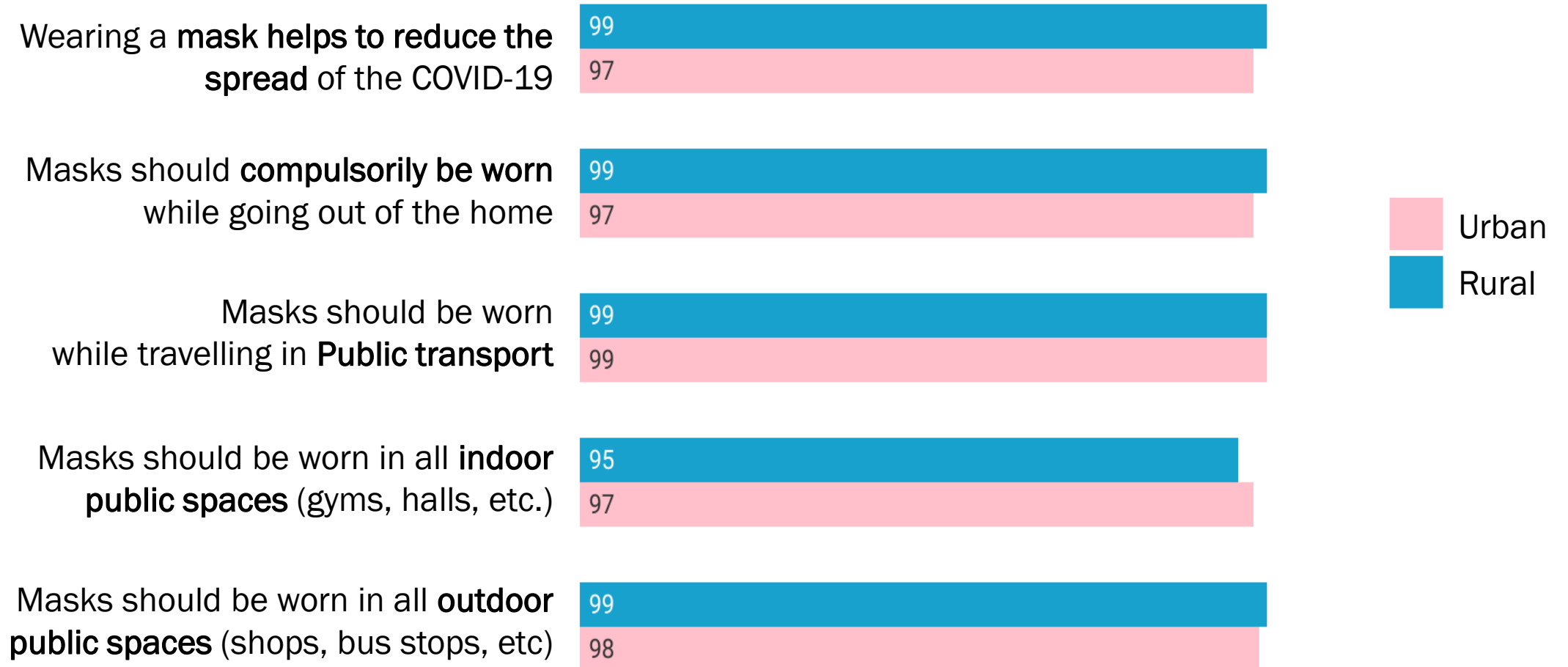
KAP of face mask usage among the residents of Kannur District, Kerala, Nov 2021

Characteristics		Rural (n=200)		Urban(n=200)	
		#	%	#	%
Gender	Male	80	40	88	44
	Female	120	60	112	57
Age Category	18 - 30	40	20	34	16
	31 - 50	92	46	108	54
	51 & above	68	35	58	29
Education	Graduate & above	58	29	44	22
	Secondary school	70	35	82	41
	Primary school	68	34	72	36
	No education	4	2	2	1



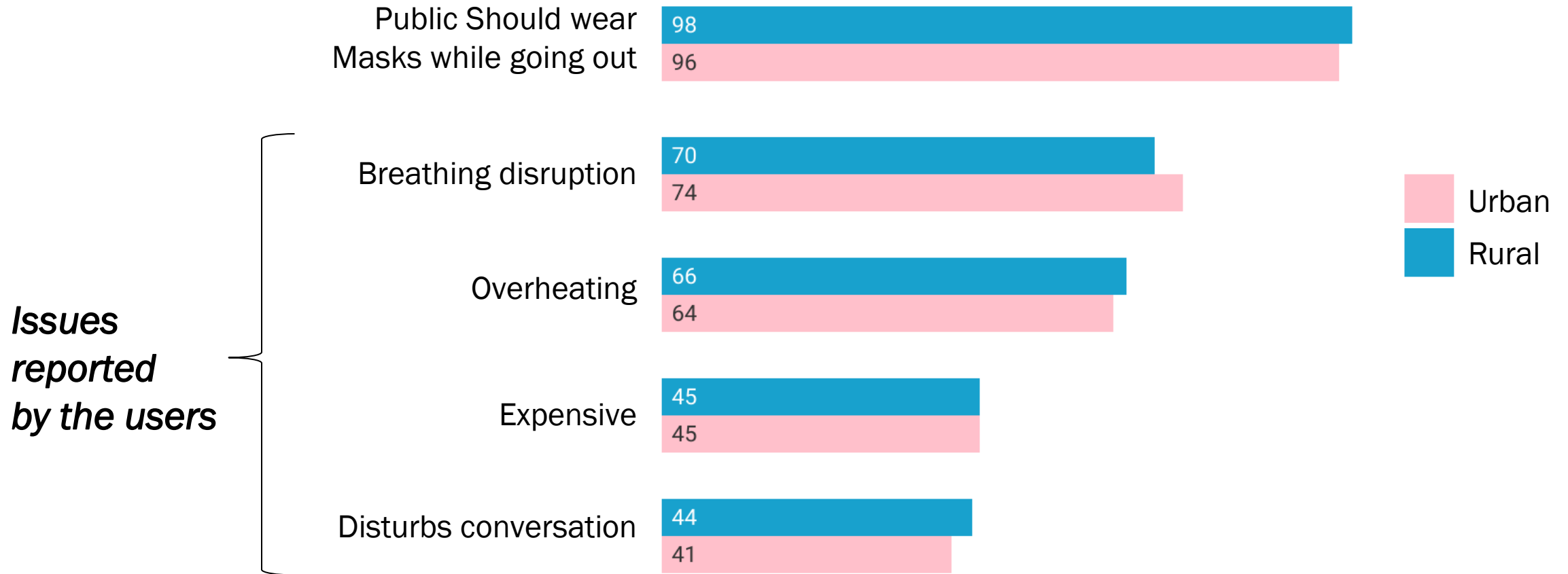
# Knowledge about face mask usage

KAP of face mask usage among the residents of Kannur District, Kerala, 2021 (N=400)



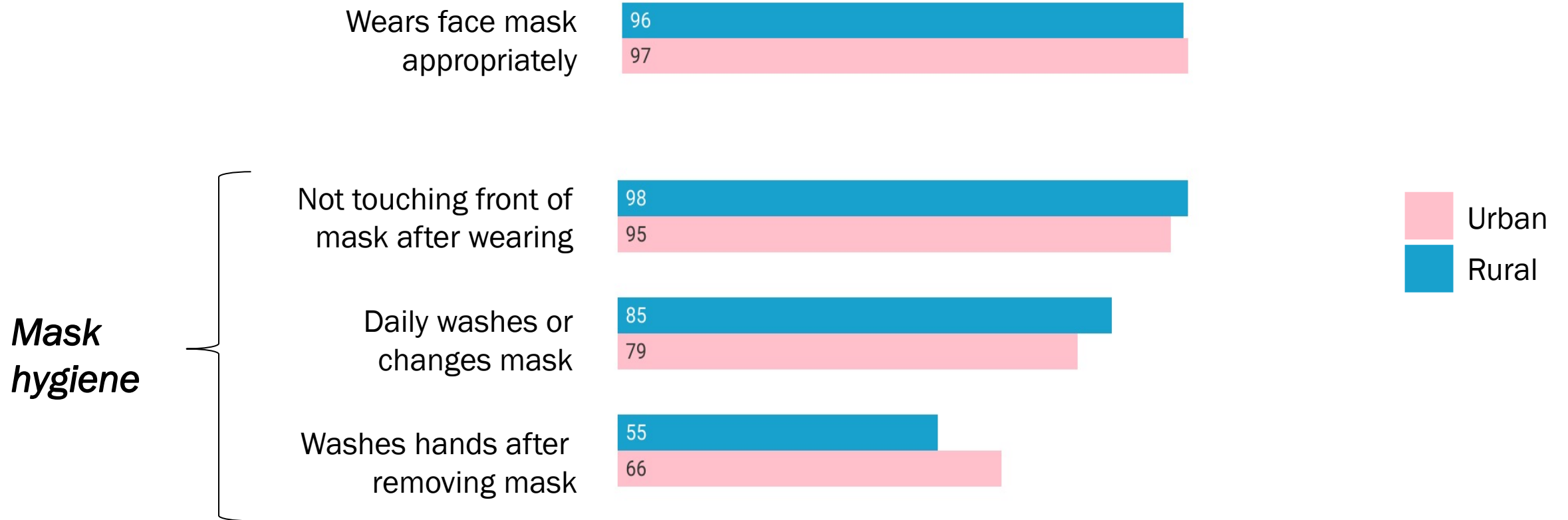
# Attitude towards face mask usage

KAP of face mask usage among the residents of Kannur District, Kerala, 2021 (N=400)



# Practice of face mask usage

KAP of face mask usage among the residents of Kannur District, Kerala, 2021 (N=400)



# Conclusions

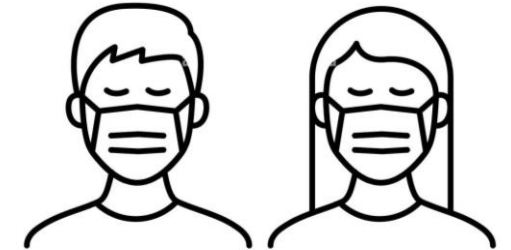
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- Knowledge → Good in both urban and rural
- Attitude towards mask-wearing was good
- Issues reported by user → Disruption to breathing, and Overheating
- Practice → Good in both urban and rural

# Recommendations

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- To continue the usage of face masks in public and workplaces during the pandemic period
- Innovative awareness campaigns to improve the attitude of the public to the issues raised
- Adapt similar surveillance activities in pandemic situations in future



# Public Health Actions

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- Results → District Administration
- Improve the attitude of the public → Social media campaigns

# THANK YOU!

## Acknowledgements

Sharan Murali <sup>(1)</sup>, Polani Rubeshkumar<sup>(1)</sup>, Manikandanesan Sakthivel<sup>(1)</sup>,  
Chokkalingam Durairajan<sup>(1)</sup>, Vettrichelvan Venkatasamy<sup>(1)</sup>, Prabhdeep Kaur<sup>(1)</sup>

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