

Abstract

An elaborate understanding of the Knowledge, Attitudes and Practices (KAP) of particular community can inform the design of Behaviour Change Communication (BCC) campaigns to influence acceptance and use of Malaria control measures. Research to clearly determine what interventions to carry out has not been exhaustively undertaken in Kabras North Division. This study investigated the KAP in relation to malaria prevention and control among households in Kabras North Division, Kakamega County. A community based, cross sectional study was carried out where a stratified random sampling with proportional allocation was used to select 370 representative households. A questionnaire was used to collect information on demographics, knowledge and attitudes towards malaria and its prevention and treatment habits. The data was described using frequency and contingency tables. Chi-square tests are used to test for associations between demographics variables, prevention and control. The results showed that resident of rural Kabras were knowledgeable on malaria, its transmission, its symptoms, how to seek treatment and prevent malaria. However, their attitudes towards malaria and their treatment seeking behaviours varied. Demographic factors like age and education level played a role in their malaria prevention habits. Younger people slept under mosquito nets more frequently than older people, and those with secondary school education slept more under mosquito nets than those with primary education only (Cramer's $V = 0.313$ and 0.706 respectively). BCC interventions could consider information of importance of early diagnosis, completion of prescribed drugs and possibly personalities and myths surrounding malaria in the locality.