

Anthrax-related attitudes and behaviors in Zambia

An Interactive Voice Response (IVR) Survey

SURVEY OVERVIEW

Anthrax outbreaks have occurred occasionally in Zambia, most recently in late 2023, and typically related to interactions with hippos or consumption of hippopotamus meat. Breakthrough ACTION conducted an Interactive Voice Response (IVR) survey among listeners to Viamo's 667 line to assess awareness of anthrax, concern about the disease, and performance of preventative behaviors. The survey collected data in five languages and four provinces: Copperbelt, Eastern, Southern, and Western. Across provinces and waves, 1,000 individuals completed the survey.



WHAT DID WE LEARN?

37%

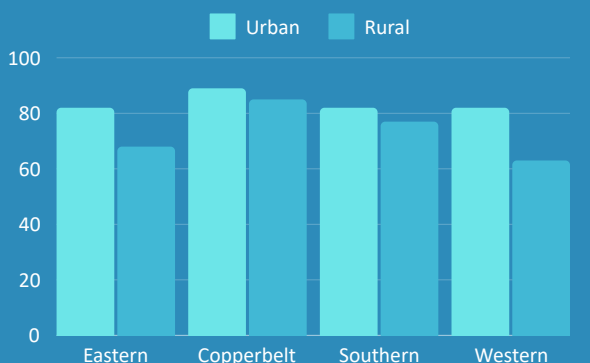
had encountered an animal body in the month before the survey, more frequently in urban areas.

23%

said they ate the meat from the animal that died of illness or unknown causes

50%

said they called a veterinary worker to report the animal body



% of respondents who believe it is very risky to eat meat from animals that died of sickness or unknown causes

The odds for calling a veterinary worker to report a dead animal were

2.5x

higher among respondents who heard anthrax information on multiple mass media channels

- Three in four respondents (75.4%) felt it is **very risky to eat meat from animals that died of illness or unknown causes**. Respondents in urban areas and in Copperbelt province tended to believe the behavior was more risky.
- Among respondents who encountered a dead animal, those who **believed the eating the meat was risky had 3x lower odds of eating it**, whereas concern about anthrax had no effect. Messaging directly on the danger of the behavior may be beneficial, alongside working to inform people about the threat of anthrax.
- Seven in 10 respondents had ever heard of anthrax and 80% were very concerned about it. Those who were more concerned had greater odds of calling a veterinary worker.
- Among those who **did not encounter** a dead animal, **19.7% said they would probably or definitely eat** the meat if they did. Nine in 10 said they would call a veterinary worker.
- 65% of respondents had heard information about anthrax in the media in the 3 months before the survey. Exposure to messages was strongly associated with the decision to call a veterinary worker, but not with the decision to eat meat from an animal that died of illness or unknown causes. Environmental and economic factors may be more influential.

