

# Rabies-related attitudes and behaviors in Zambia

## An Interactive Voice Response (IVR) Survey



### SURVEY OVERVIEW

Rabies is endemic in Zambia and is most commonly transmitted by dogs. Breakthrough ACTION conducted an Interactive Voice Response (IVR) survey among listeners to Viamo's 667 line assessing awareness, key attitudes, and adoption of desired prevention 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. Half of respondents were female and 77% were living in rural areas.



### WHAT DID WE LEARN?

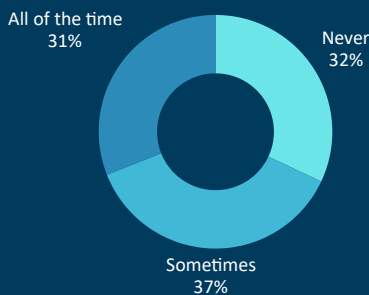


About 9 in 10 respondents (89.1%) were "very concerned" about rabies.

- 92% of respondents said they **would seek care at a health facility the same day** if they or a family member was bitten by a dog.
- Half (54.7%) had heard information in the media about rabies in the last 3 months.
- Respondents who had heard information about rabies in the media had stronger risk perception, meaning they were more concerned about rabies.
- Respondents who were very concerned about rabies had a greater tendency to say they would seek same-day care for a dog bite.
- Radio and print were the most common channels, followed by television and then social media.

### AMONG DOG OWNERS

Were your dogs tied up or confined? (last 24 hours)



- More than half of respondents (57%) said they own dogs, more in rural than urban settings.
- Among dog owners, the odds for **consistently confining or tying up dogs were 2.3 times higher** among respondents who **heard rabies information in the media**
- Tying or confining dogs was less common among women, in rural areas, and with increasing age. Similarly, vaccinating all dogs in the household was less common among older people and in rural areas.



About half (52.5%) said all their dogs were vaccinated against rabies. Another 21% said some of their dogs were vaccinated but not all.



The odds for vaccinating all dogs were

**2.8x**

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