

# Psycho-social constructs and uptake of Rift Valley fever management practices: Evidence from Uganda's livestock value chain

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## Introduction

- Emerging infectious disease hamper progress towards achievement of global health and wellbeing (Sabin et al., 2020)
- Globally, annual costs due to emerging diseases amount to over USD 100 Billions (World Bank, 2012)
- Over 60% of emerging infectious diseases are zoonoses (UNEP & ILRI, 2020)
- RVF is one of the prioritized zoonoses due to its potential to cause outbreaks of public and animal health burden (WHO, 2015)
- Besides agroecological factors, human behaviour remains the single most significant factor shaping RVF transmission and spread
- Development of sustainable and effective public health responses requires in-depth understanding of community psycho-social constructs (Knowledge, attitudes, social norms, etc.) and how they impact intentions towards uptake of RVF management practices

## Methods

- Interviewed 444 cattle farmers and 180 other chain actors (Slaughterhouse attendants, butchers, transporters and traders)
- Psycho-social constructs measured on 5-point Likert-scale
- Principal component analysis used to identify sub-dimensions of knowledge and behavioral intentions.
- Partial Least Square (PLS) - SEM used for analysis
- Hypothesis tested**
  - Attitude positively affects behavioral intention.
  - Knowledge positively affects behavioral intention

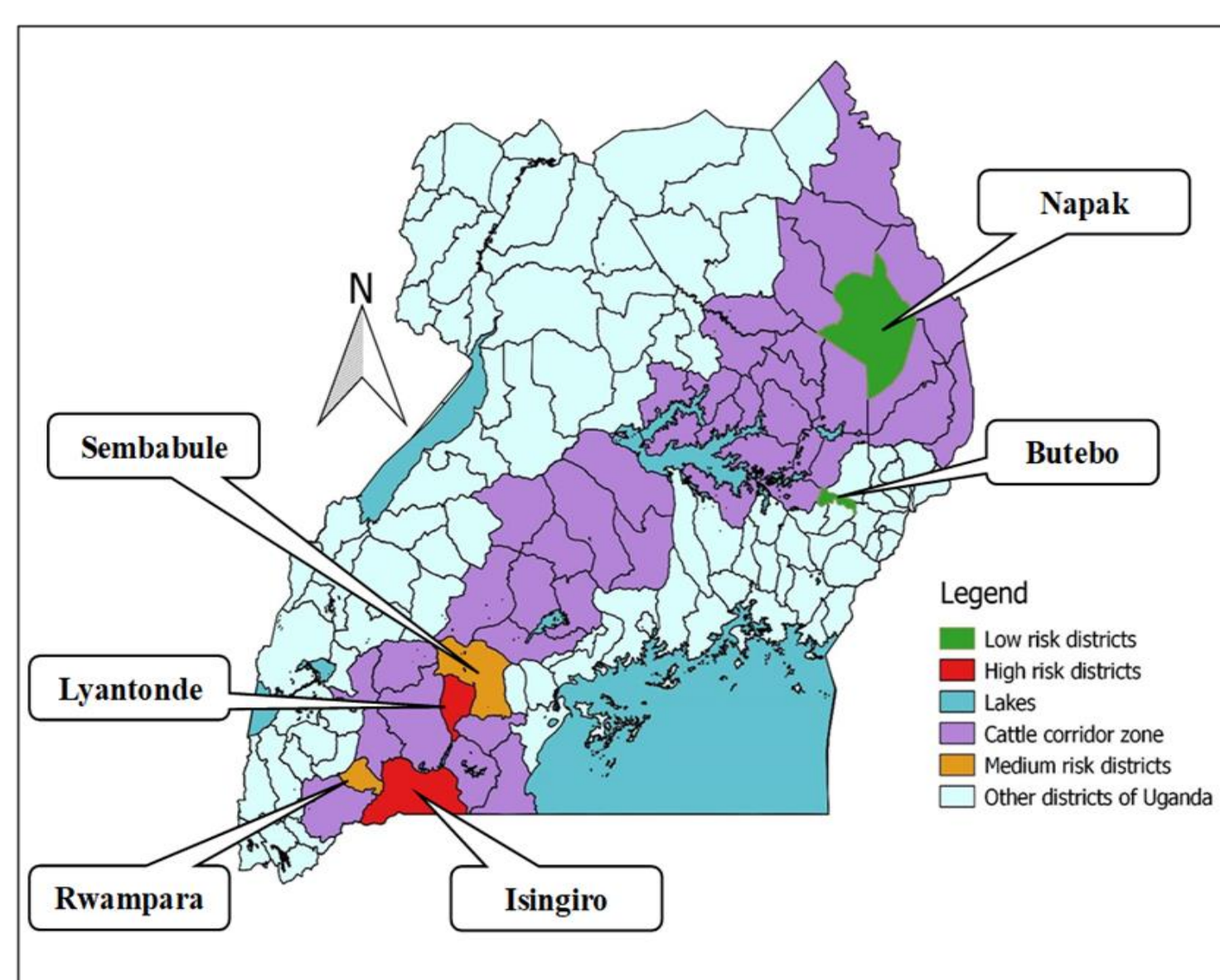


Figure 1: Uganda's cattle corridor map showing study districts by RVF risk level



Figure 2: RVF risk exposure practice

## Findings I

- Previous disease encounter (Experience) and Attitude positively influence farmer's behavioral intentions towards uptake of RVF control measures

Farmer psycho-social construct relationships	Coefficients	STDEV	P Values
Attitude -> Behavioral Intention	0.388	0.039	0.000
Knowledge -> Attitude -> Behavioral Intention	0.081	0.026	0.002
Previous disease encounter -> Behavioral Intention	0.166	0.039	0.000
Production system (Pastoral) -> Behavioral Intention	-0.142	0.049	0.004
Subjective Norm -> Behavioral Intention	0.009	0.043	0.837

## Findings II

- Perceived threat and Subjective norms linked to the chain actors positively influence behavioral intentions towards RVF control practices

Chain actors' psycho-social construct relationships	Coefficients	STDEV	P Values
Attitude -> Behavioral Intention	-0.182	0.068	0.008
Household size -> Behavioral Intention	-0.130	0.060	0.031
Knowledge -> Behavioral Intention	0.121	0.100	0.228
Knowledge -> Subjective Norm -> Behavioral Intention	0.182	0.038	0.000
Knowledge -> Attitude -> Behavioral Intention	0.084	0.034	0.013
Perceived threat -> Behavioral Intention	0.236	0.092	0.011
Subjective Norm -> Behavioral Intention	0.383	0.076	0.000

## Conclusions

- Awareness creation is more effective if implemented with mindset change programs to trigger positive attitudes
- Internal and external social pressure is necessary to promote uptake of RVF management practices among chain actors (Enforcement through para-vets is therefore essential)

## Limitations

- Study focus was at intrapersonal level, ignoring the Interpersonal linkages like social networks that shape disease management in the communities



## Contribution to Uganda's livestock development agenda

- One health promotion through community engagement and sensitization
- Inform on Key areas for prioritization in the countries RVF contingency plan that is under development

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