

Participatory data analysis with local partners yields results relevant to the local context that better inform social and behavior change communication programs.

The Value-Add of Participatory Research and Data Analysis Techniques to Inform Risk Communication: Insights from a Qualitative Study on Zoonotic Diseases in Guinea

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PURPOSE

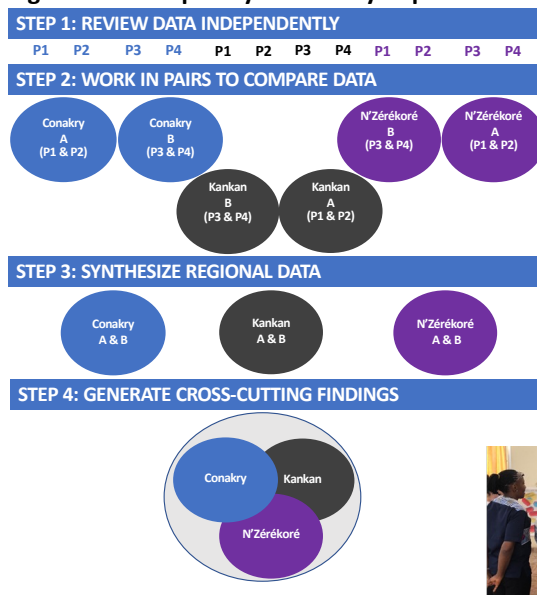
- Explore risk perceptions regarding multiple zoonotic disease prevention behaviors among community leaders, animal handlers, health providers, veterinarians, and general community members.

METHODS

- N = 229
- Sept/Oct 2019
- Data collection: Participatory qualitative research (i.e., free listing, pile sorting)
- Data analysis: Participatory multi-day workshop (see Figure 1) engaging local stakeholders in inductive and deductive coding



Figure 1. Participatory data analysis process



Step 4 of data analysis

RESULTS

- **Freelisting:** 84% of participants named at least 1 zoonotic disease
- **Pile sorting cross-cutting findings:**
 - People live in world of uncertainty and perceived lack of control.
 - Animals serve as main source of income, investment, or savings for many people.



DISCUSSION

- Participatory data collection techniques combined with a participatory data analysis process that included local stakeholders resulted in rich insights grounded in local context.



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