

Program Profile

Program	Program name	Knowledge, Attitude and Practice of Dengue in Dhaka City – A Cross-sectional Study
	Category	A8 – SDG-Based Responses to Global Challenges

Summary of Program

Program Name	Knowledge, Attitude and Practice of Dengue in Dhaka City – A Cross-sectional Study
Category	A8 – SDG-Based Responses to Global Challenges
Abstract of Program	This cross-sectional study explores the knowledge, attitudes, and practices (KAP) related to dengue fever among residents of Dhaka City. Targeting SDG 3 (Good Health and Well-being) and SDG 11 (Sustainable Cities and Communities), the program assessed public awareness and behavioral patterns that influence dengue transmission and prevention. Students from the MPH program conducted community-based surveys across various wards in Dhaka, engaging residents in identifying key gaps in knowledge and practices. The project fostered civic awareness through data-informed health education drives and community cleanup campaigns. Emphasizing ethics and inclusiveness, informed consent and culturally appropriate communication strategies were prioritized. Data was analyzed to inform municipal dengue prevention policies. The program provided an experiential learning opportunity for students and a practical public health intervention with measurable societal impact.

Details of Program

Planning

Objectives	Long-term Goals	- Reduce the burden of dengue through education and community engagement. - Foster data-driven public health initiatives in urban Bangladesh.
	Short-term Targets	- Publish study findings and share with local health departments. - Implement targeted education sessions in high-risk wards.
	Rationale	Dengue fever is a recurring urban health crisis in Dhaka. KAP studies are essential for tailoring effective vector control strategies and public communication campaigns.
Subject (Leader)	Initiator(s)	Hasan S. M. Mahmudul
	Champion(s)	Hasan S. M. Mahmudul
	Major team member(s)	Fathema Tuz Zohra, Swapan Kumar Sarkar

Environment	Nature/Society	High population density, inadequate drainage, and urban waste management contribute to mosquito breeding.
	Industry/Market	Outbreaks affect workforce productivity and increase the burden on healthcare systems.
	Citizen/Government	Dhaka South City Corporation (DSCC) and health authorities are actively engaged in mosquito control and public health education.
Resources	Human resources	Sufficient student and faculty involvement, supported by community health workers.
	Financial resources	Departmental research funding was adequate for surveys and awareness materials.
	Technological resources	Online data tools (Google Forms, KoboToolbox) and analytics software were used.
Mechanism	Strategy (Weight/Sequence)	1. Community participation (40%) 2. Data collection and analysis (30%) 3. Educational intervention (30%)
	Organization	University departments collaborated with local ward committees and public health officers.
	Culture	Supportive of participatory, field-based learning and civic responsibility in public health education.
Doing		
Launch date		June 2024
Responsible organization		World University of Bangladesh
Program content and process		Surveys were conducted in Dhaka city's high-risk neighborhoods using structured questionnaires. Trained MPH students collected data and conducted informal community awareness sessions during household visits. Data was analyzed to identify misconceptions and low-risk perceptions related to dengue prevention. This informed the design of IEC materials (Information, Education and Communication), including leaflets, posters, and social media content.
Key highlights of the content/process		Content: 1. In-depth KAP survey design 2. Local-level risk mapping 3. Data-driven public messaging Process: 1. Student-led field implementation 2. Community engagement 3. Integration with city authority plans
Differences from traditional approaches		This program used participatory approaches and student-driven intervention instead of a top-down academic study. Community involvement improved data quality and impact.
Progress as of today		80% completed – Surveys, data analysis, and awareness campaigns done. Final publication and policy brief preparation underway
Problems in implementation		Heavy rains delayed fieldwork. In some slum areas, access was difficult.

Approaches to solve the problems	Flexible scheduling and partnerships with local organizations helped overcome these challenges.
Completion date, if completed	October 2025
Seeing	
Impacts on students	Significant experiential learning in research and community health practice.
Impacts on professors	Enhanced faculty-student mentorship, co-authorship, and improved curriculum relevance.
Impacts on university administration	Strengthened university-community partnership; highlighted as a flagship field learning initiative.
Responses from industry/market	Interest in student research internships from local health startups.
Responses from citizen/government	NGOs showed interest in using data for future dengue prevention strategies.
Measurable output (revenues)	N/A
Measurable input (expenses)	50000 BDT
Cost-benefit analysis for effectiveness	Low cost, high-impact program due to student and volunteer participation
Future Planning	
Where does the project go from here?	Scale the study to suburban and slum areas of Dhaka. Establish a dengue early-warning KAP-based dashboard. Develop a course module on participatory outbreak research.
Addendum	
Exhibits, pictures, diagrams, etc.	Will share
Reports, mimeos, monographs, books, etc.	Will publish and then share
Others which may help explain the program (including website links)	