
UNDERSTANDING KEY COVID-19 HEALTH MESSAGES AND REVIEW HOW AND FROM WHO COMMUNITIES ARE RECEIVING AND ACCESSING INFORMATION ABOUT COVID-19.

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INTRODUCTION

- COVID-19 Pandemic has increased the work for Risk Communication and Community Engagement activities at Ministry of Health
- Collaboration and Partnership with technical partners and key stakeholders for response and preparation toward COVID-19
- Two rapid awareness surveys conducted to collect initial data on the reach to coverage of health messages regarding COVID-19



METHODS: SURVEY I

- The objective was to collect some initial data on the reach and coverage of health messages regarding COVID-19, including what channels of dissemination were most effective
- Targeted population : 18 – 55 years old
- National and provincial public health teams conducted face-to-face interviews, and responses were also facilitated via online surveys and a zero-data landing page linked to SMS
- Survey questions based: Messaging of COVID-19, preventive measures and accessing information



METHODS: SURVEY 2

- The second round of the survey aims to act as interim measure prior to develop and delivery of a larger, more formal KAP Survey
- The survey has been updated to include questions on knowledge of key health messaging addressing transmission, prevention measures and concerns.
- Face-to-face interviews conducted by Provincial Public Health Teams
- use of electronic survey forms using Kobo (free, open-source platform)



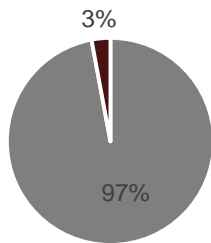
METHODS: SURVEY 2

- Paper base used where internet is not available.
- Data will be collated by the Risk Communications Team at the national level to be reported to the NHEOC and other key partners.
- Kobo software will also allow Provincial Teams to also undertake analysis of their own findings to feed into their own RCCE reporting and planning processes



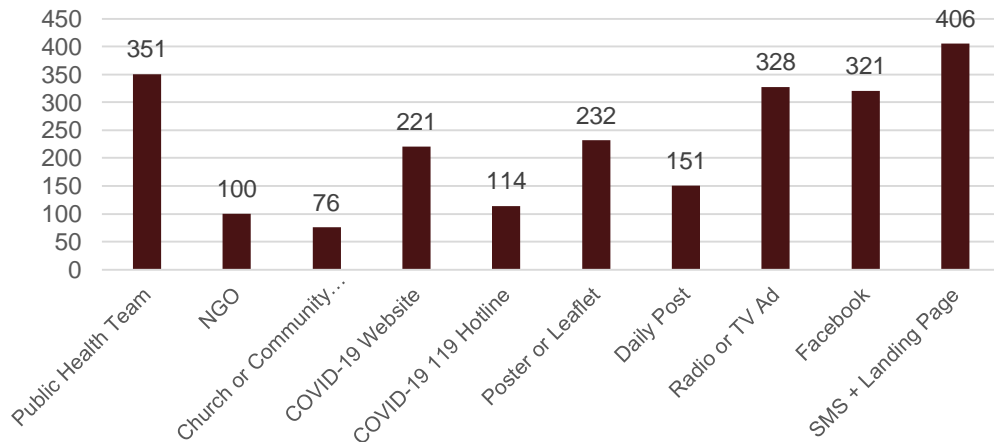
RESULTS: ROUND 1 SURVEY RESULTS

Were the messages you received clear and easy to understand?

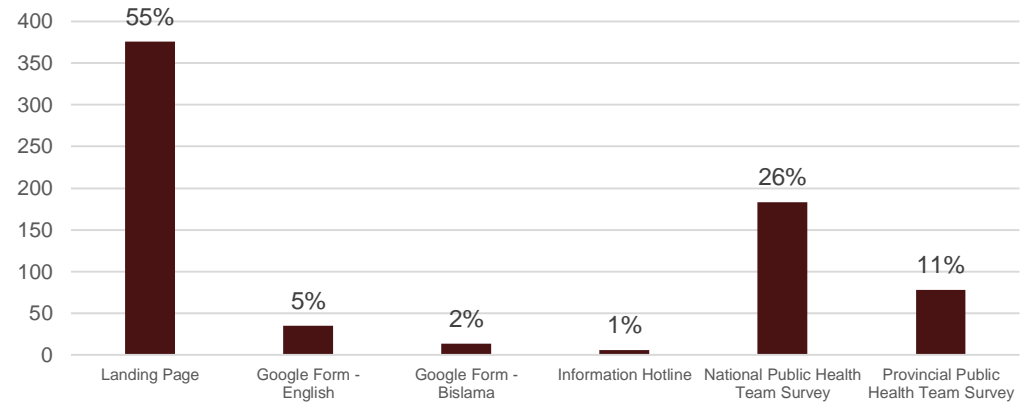


■ Yes ■ No

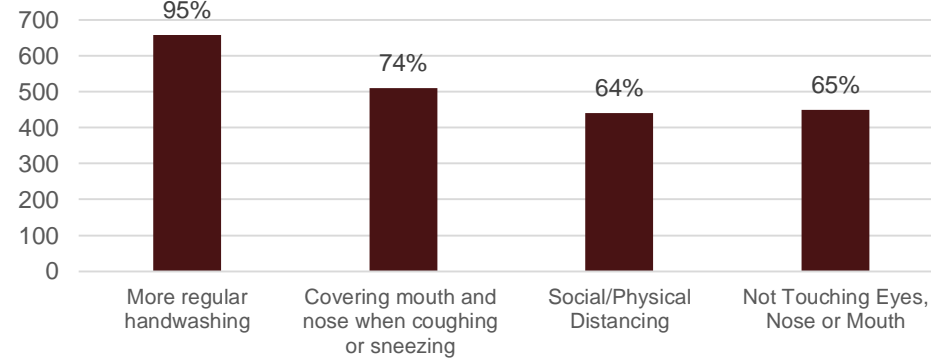
If yes, where did you see/hear/access these messages?



Survey Data Sources



Have you and your family adopted any of the following prevention measures for COVID-19?



RESULTS: ROUND 2 SURVEY

- 97% of survey respondents reported they have heard about COVID-19
- 96% of respondents reported having seen or received messages from the Ministry of Health about COVID-19.
- 84% of respondents reported that the information they received was clear and easy to understand



RESULTS: ROUND 2 SURVEY

- **Face-to-face (awareness and outreach): 94%**
- **Media and other information channels : 77%**
- **Preferred Information Channels**

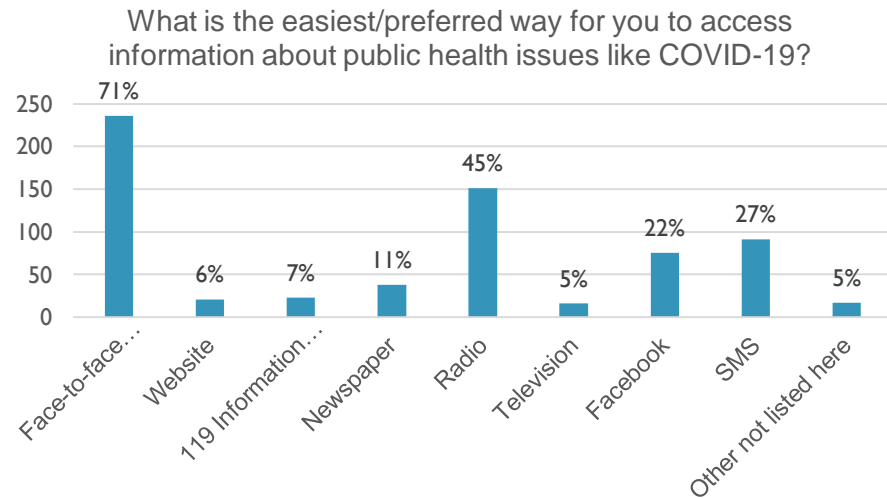


Figure 12: Preferred channels of communication

RESULTS: ROUND 2 SURVEY

■ Knowledge, Behaviours and Attitudes

- **Knowledge** : Transmission, Symptoms, Prevention measures : Over 70% of the respondents have a fair knowledge of COVID-19
- **Practice Behaviours**: Many respondents indicated barriers and challenges to implementation. Inability to practice physical distancing both at home (42%) and in public (41%) were the most widely reported challenges followed by the inability to stay at home (33%).
- **Attitude**: Level of concern 45% of all respondents indicated that they were 'very worried' about COVID-19. A further 22% indicated they were 'a little worried' and 15% said they were 'somewhat worried'.



DISCUSSION

- **Aligned with the Health Sector Preparedness and Response plan, the survey indicates that RCCE activities, delivered both face-to-face and via other media channels is reaching target populations and being understood**
- **The data from three provinces helps to better understand how health messages and information is being distributed and accessed at the local level**
- **Knowledge, uptake and maintenance of preventative behaviours remain a key challenge to prevention and response activities as does ensuring Provincial populations remain informed and engaged**
- **Provincial public health teams can and should play a key role in the coordination and implementation of data collection**



RECOMMENDATIONS / IMPLICATIONS

- This 2 survey have indicated that there is a greater level of basic knowledge and awareness about COVID-19 amongst the public even at the provincial level.
- Channels for distribution of messaging
- Channels of distribution of survey
- Further data collection and National level KAP survey



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