

COMMUNITY RAPID ASSESSMENT FOR COMMUNICATION RESPONSE TO COVID-19 CRISIS

Report-Round 2

23 December, 2021

unicef  | for every child

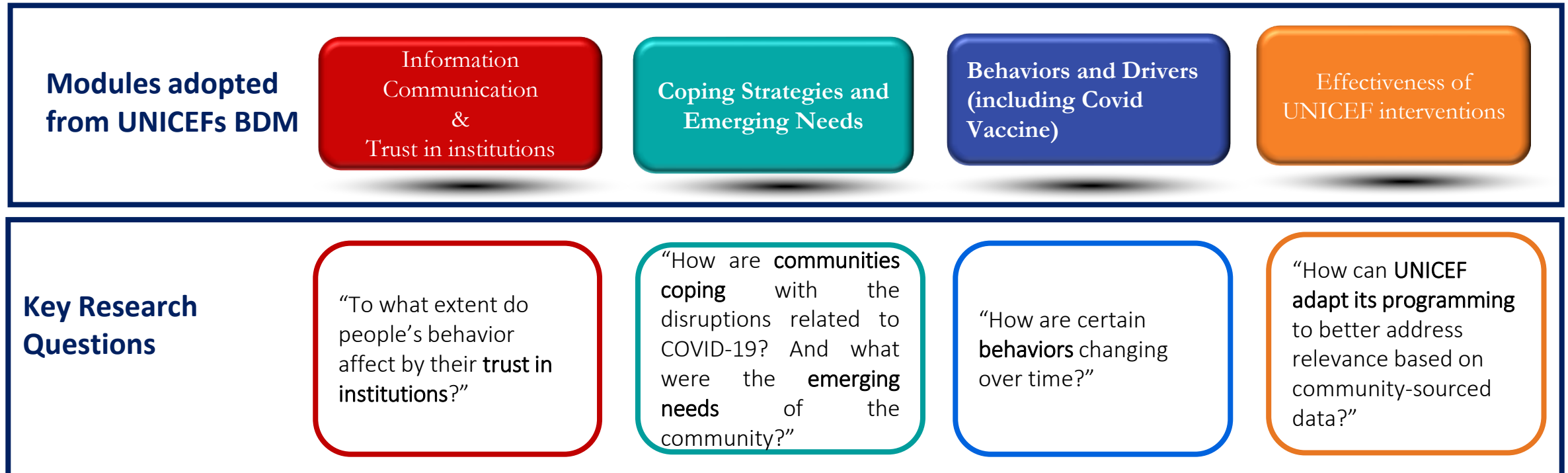
India

GAME CHANGERS



PLANNING COMMUNITY RAPID ASSESSMENT

- Keeping in view the needs, UNICEF planned an assessment with communities and platform members to get real time periodic data
- Utilizing UNICEFs Behavior Drivers Model (BDM) following modules were considered for the community rapid assessment



COMMUNITY RAPID ASSESSMENT-ROUND 2

Objective



- Provide high quality community-sourced data on behavioural and trust component to inform COVID-19 program and policy decisions.

- Assess effectiveness of UNICEF interventions with specific community level platforms (such as SHG members, PRIs, FLWs) in selected states

Methodology



STUDY DESIGN:

Cross-sectional study at 3 different point in times

APPROACH

- General Population-RDD (Random Digit Dialling)
- Platform Members-Utilizing the sampling frame provided by UNICEF

Study Geography & TGs



5 STATES

- **Andhra Pradesh**
- Bihar
- Madhya Pradesh
- Odisha
- Uttar Pradesh

Target Groups (TGs)

- 1) General Population (Male & Female aged 18 years and above)
- 2) Platform Members-
 - ✓ Self-help group (SHG) members
 - ✓ Panchayati Raj Institutions (PRI) members
 - ✓ Frontline workers (FLWs) such as ASHA, AWW and ANMs

SAMPLE SIZE-CRA-ROUND 2

Community Rapid Assessment will collect data at 3 point in time (3 rounds)

By rounds

	Round 1	Round 2	Round 3	Total
General Population	2000	2000	2000	4000
Stakeholders	3000	3000	3000	9000
Total	5000	5000	5000	15000

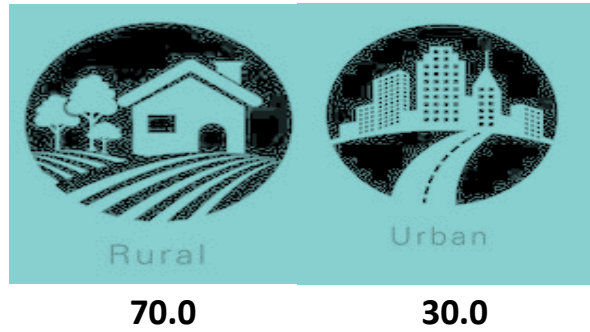
By States and Respondent categories

Target	Round	Sample Achievd	Strata	States					
				AP	Bihar	Odisha	MP	UP	Total
General Population	Round 1	2400		480	480	480	480	480	2400
	Round 2	2631		508	522	526	555	520	2631
Platform Members (FLW, SHG, PRI)	Round 1	2608	SHG members	300	300	-		-	600
			PRI members	333	-	333	334	-	1003
			FLWs	201	201	201	201	201	1005
	Round 2	2645	SHG members	300	300	-		-	600
			PRI members	362	-	283	372	-	1017
			FLWs	201	203	206	200	218	1028

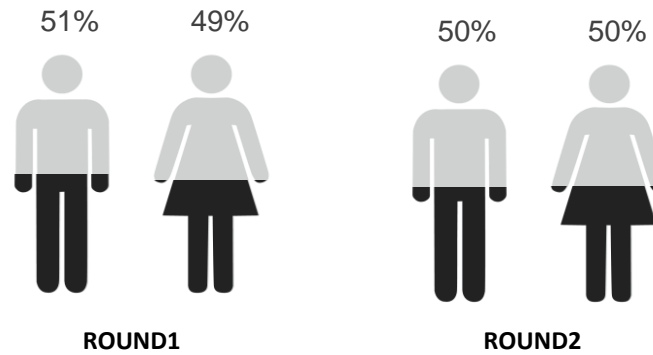
PROFILE OF GENERAL POPULATION: (ROUND 1,N-2235; ROUND 2,N- 2144)

(All 5 states-AP, Bihar, MP, Odisha and UP)

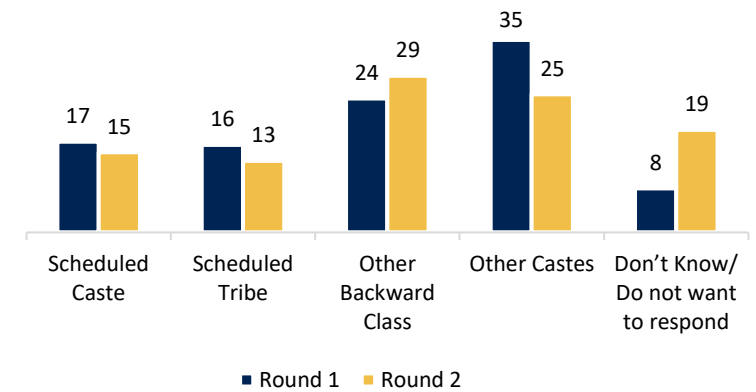
BY RESIDENCE



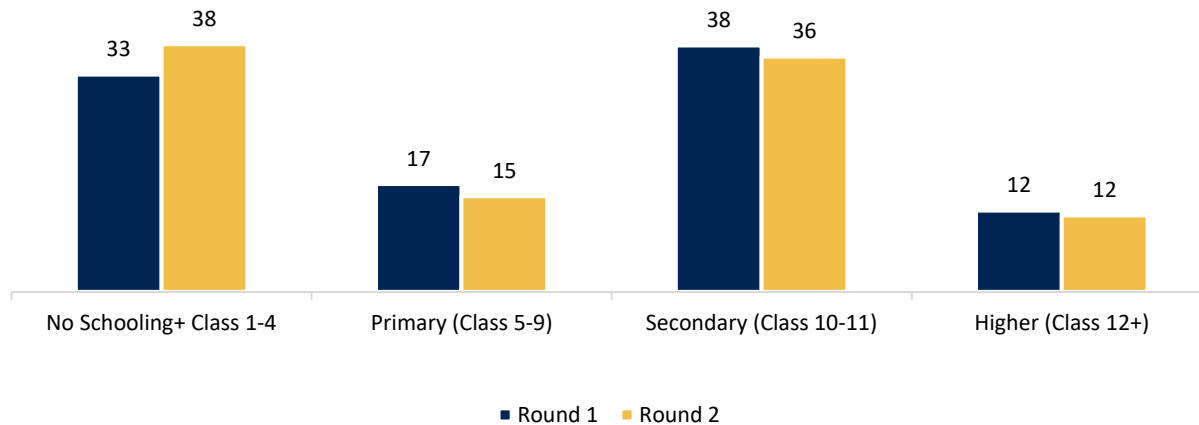
GENDER DISTRIBUTION



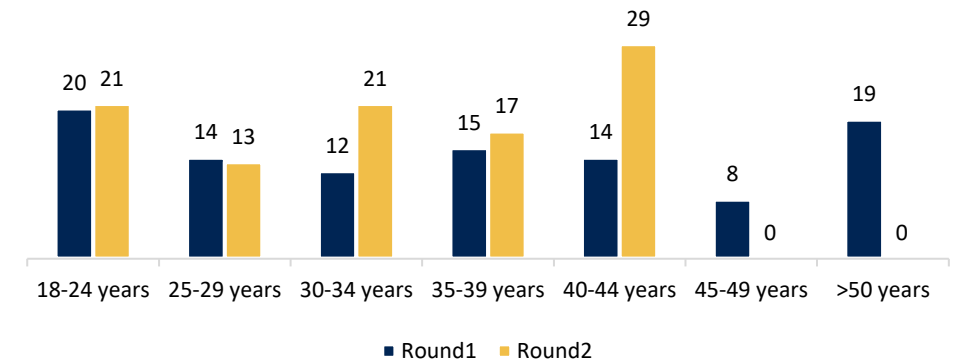
SOCIAL GROUP DISTRIBUTION



EDUCATION DISTRIBUTION



AGE DISTRIBUTION



FINDINGS-COMMUNITY RAPID ASSESSMENT

ROUND I & II

Data set used in the presentation:

- **General Population (Weighted) – represented as ‘GP’**
- **Platform Members (Unweighted) represented as**
 - **FLW- Frontline workers (ASHA, ANM and AWW)**
 - **SHG-Self Help Group (SHG)**
 - **PRI- Panchayati Raj Institutions**

WHAT HAS CHANGED?

Round 1



Data collection
GP: 9th-23rd April 2021
PM:10th-30th April 2021



Round 2



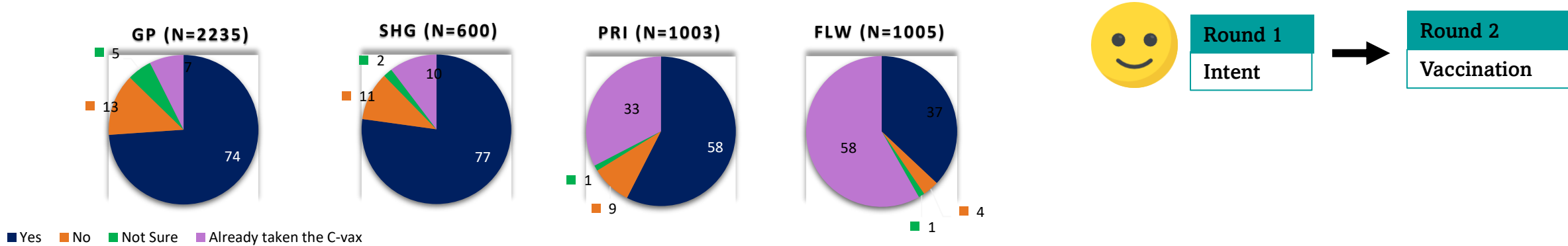
Data collection
GP: 13th August- 6 September 2021
PM: 13th August- 12 September 2021



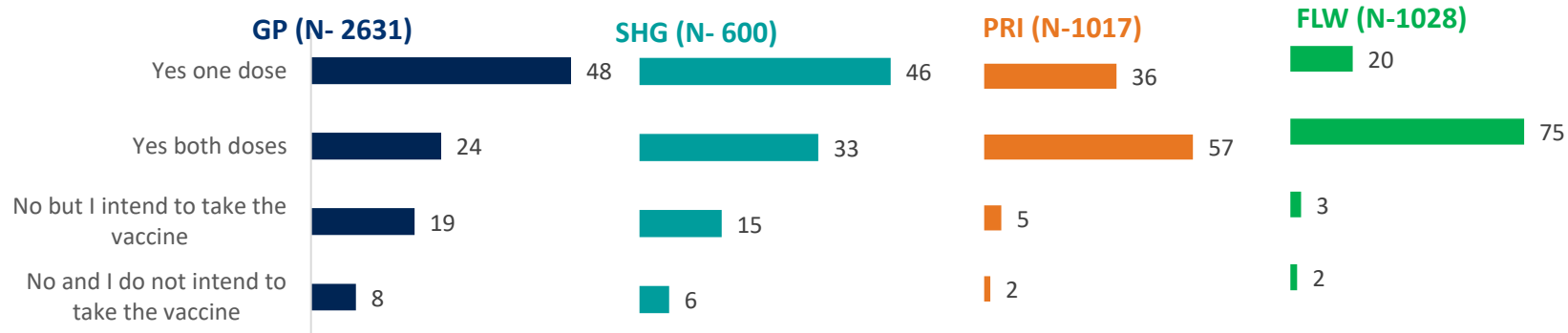
COVID VACCINE

COVID VACCINATION

Do you intend to get a Covid-19 vaccine when it is available to you? [ROUND1]



Have you taken the covid vaccine? [ROUND 2]

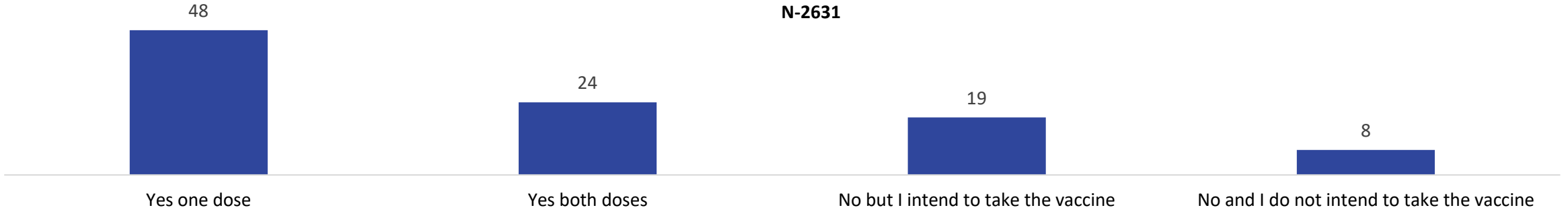


In the first round, people had shown positive intent to get the COVID-19 vaccine and a small portion was also vaccinated
 In the second round, the intent is still positive, and majority of the people have already received at least one dose of the vaccine

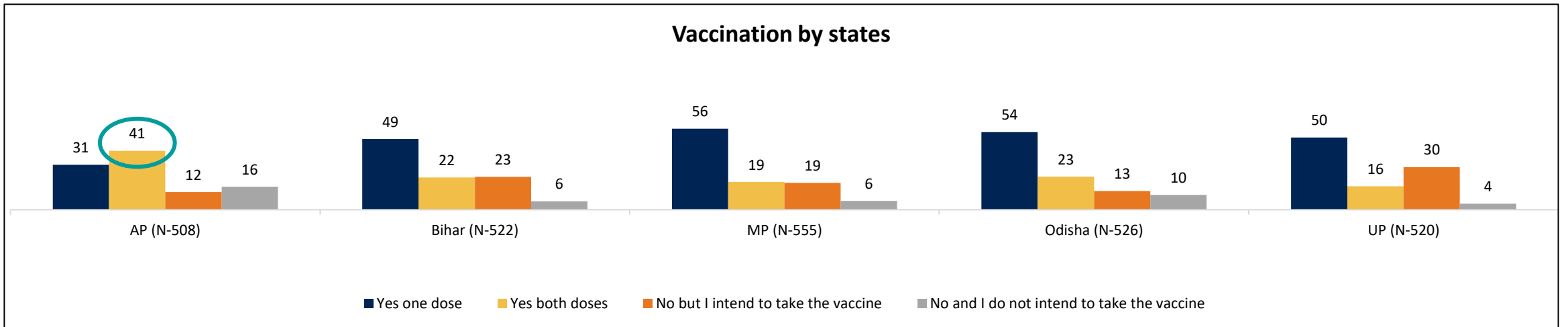
COVID VACCINATION (GENERAL POPULATION) BY BACKGROUND CHARACTERISTICS

Have you taken the covid vaccine?
[ROUND 2]

N-2631

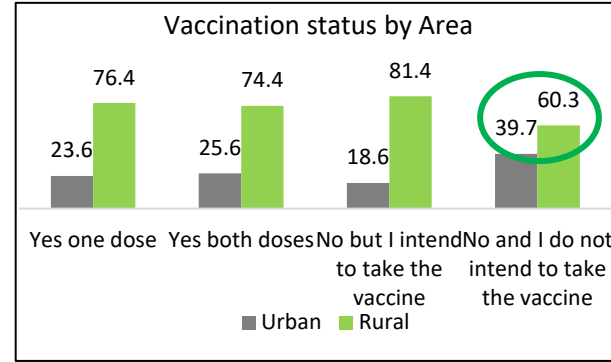
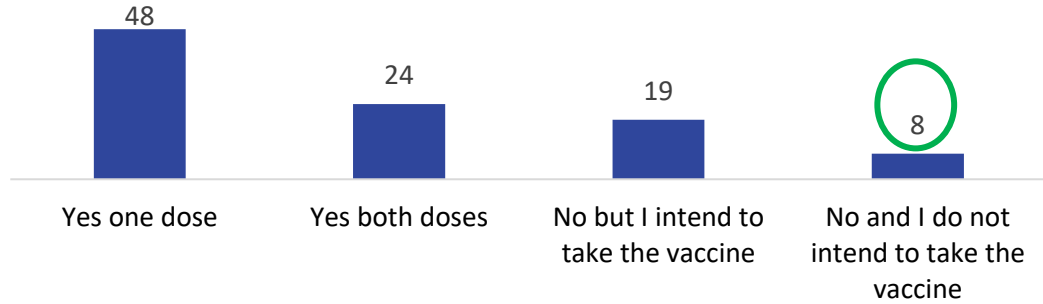


Vaccination by states

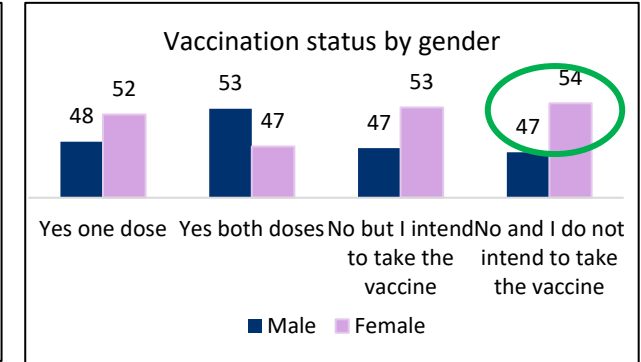


COVID VACCINATION (GENERAL POPULATION) BY BACKGROUND CHARACTERISTICS

Have you taken the covid vaccine?
[ROUND 2, (N-2631)]

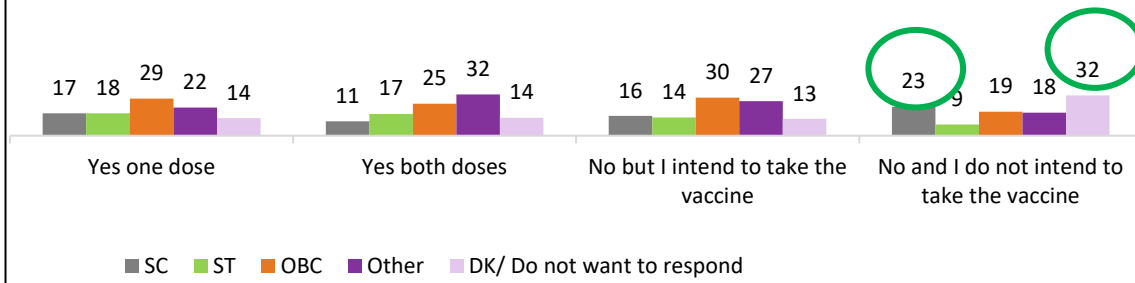


Round 1-N: urban-521; rural-1714
Round 2-N: urban-643; rural-1988

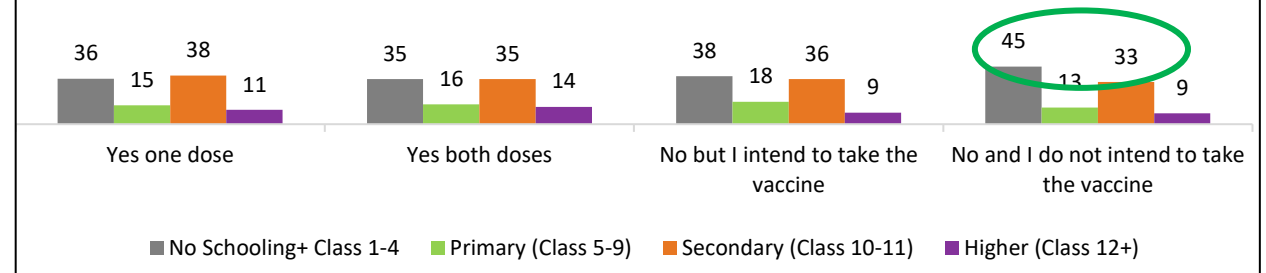


Round 1-N: Male-1130; female-1105
Round 2-N: Male-1286; female-1345

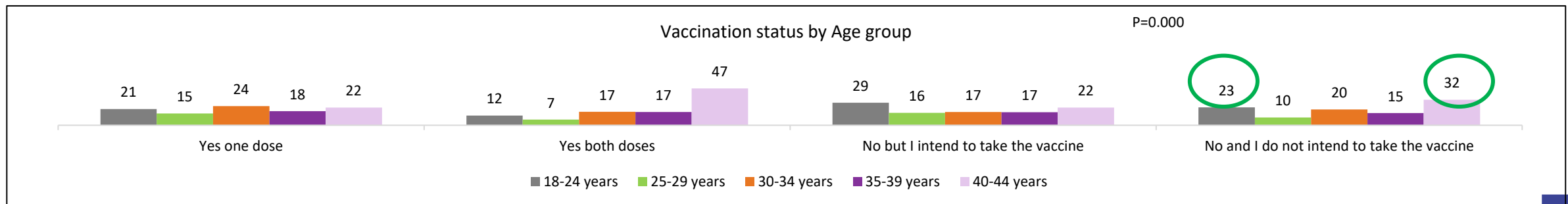
Vaccination status by Social Group



Vaccination status by Education

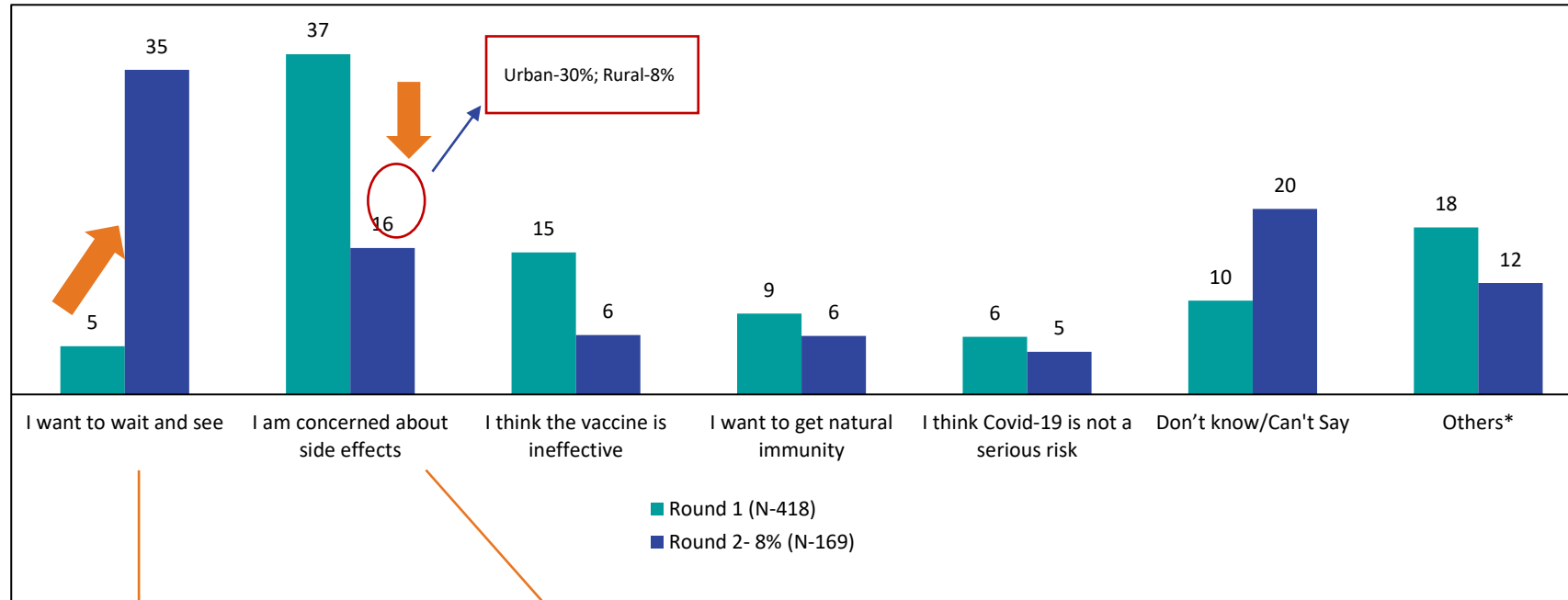


Vaccination status by Age group



REASONS FOR NOT BEING ABLE TO GET A COVID-19 VACCINE WHEN IT IS AVAILABLE

Q. For what reasons would you not take a COVID-19 vaccine, even when it is available to you?
(N: Those who are either not willing or not sure to take COVID 19 vaccine)



More than a third want to wait and see and then take the decision with a sharp inc. from R1 to R2

A decline is seen among concerns like side effects and ineffectiveness of vaccine

**Others include no issue, doctor's consultation, don't need vaccine, etc.*

While all states have seen a rise since R1, AP (R1:R2=5%:39%) and UP (R1:R2=6%:51%) witnessed over 30% and 40% increase respectively and Odisha (R1:R2=7%:50%) saw an increase of over 30%

While across states there has been 1-2% decrease since R1, AP (R1:R2=46:10) saw about a 30% decrease



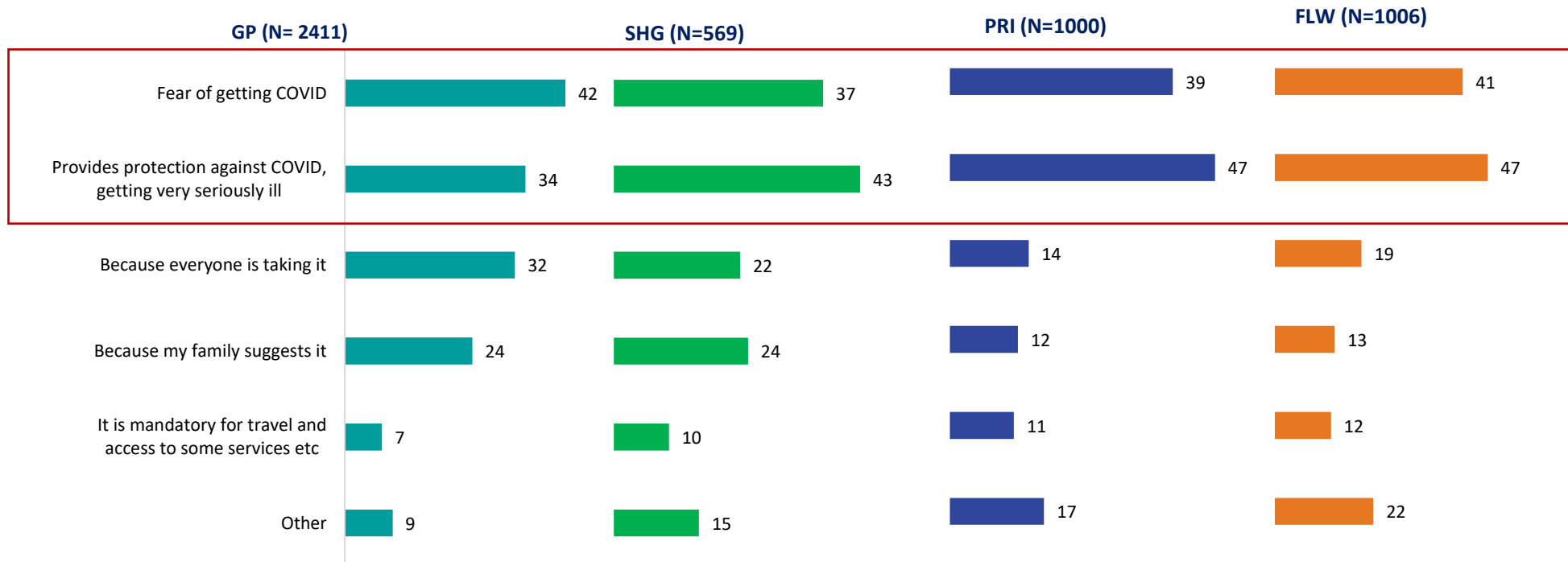
COVID VACCINATION (GENERAL POPULATION)

What helped you take the decision to be vaccinated? [ROUND 2]

(N: Those who have either taken vaccine or intend to take vaccine)



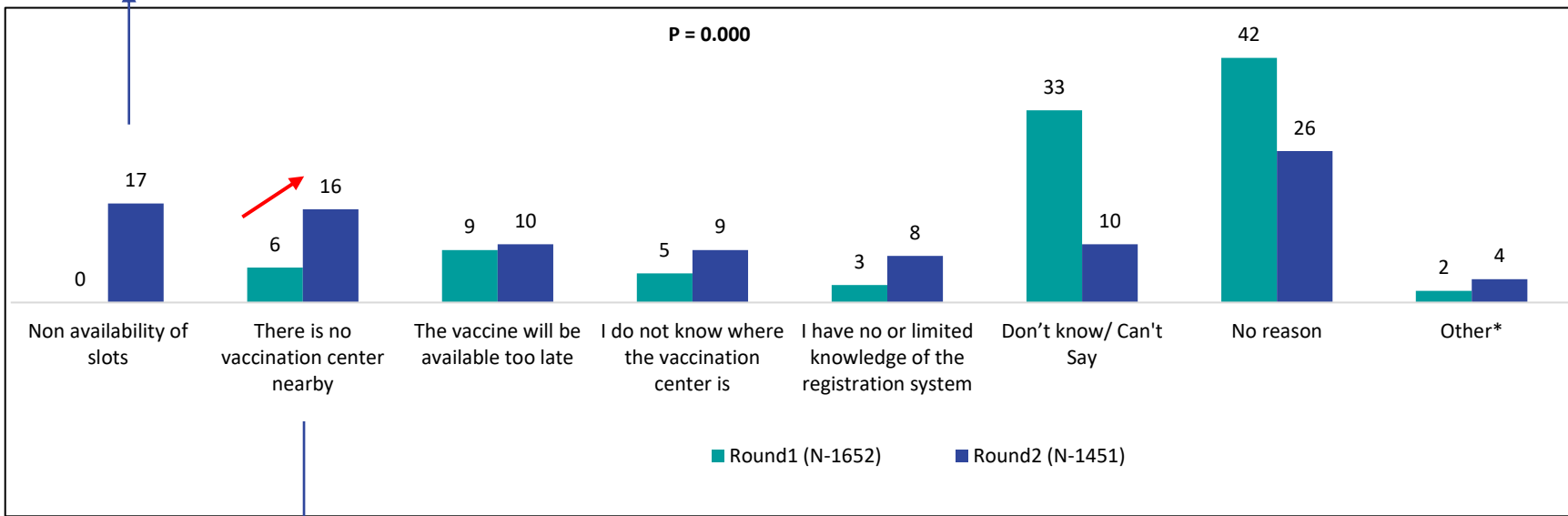
Most cited correct reason to take the decision of vaccination
Among GPs, a high proportion also cited normative reasons



REASONS FOR NOT BEING ABLE TO GET A COVID-19 VACCINE WHEN IT IS AVAILABLE

Q. For what reasons, would you not be able to get a COVID-19 vaccine, even if you wanted to?
(N: Those who are willing to take C-Vaccine when it will be available for them)

Male: Female- 19%:15%
 Urban: Rural- 12%:19%
 AP: Urban: Rural –5:22%
 Bihar : Urban:Rural – 24:16%



Two key reasons cited were **non-availability of slots for vaccination and unavailability of vaccination center nearby**



Supply side intervention needs to be strengthened.

Male: Female- 18%:15%
 Urban: Rural- 18%:16%
 While all states have seen an increase, AP witnessed over 15% increase since R1
 (R1:R2=0%:17%)

**Others include registration system is difficult to use, waiting for preferred vaccine, lack of money, etc.*



The findings in subsequent sections presented by the modules adopted for evaluation

Information
Communication
&
Trust in institutions

Behaviors and Drivers
(including Covid
Vaccine)

Coping Strategies and
Emerging Needs

Effectiveness of UNICEF
interventions with
Platform Members (PMs)

Trust in institutions or an ecosystem around plays a key role in managing the pandemic like COVID pandemic, hence few questions in the trust in institutions with regards to COVID and C-Vaccine were asked.

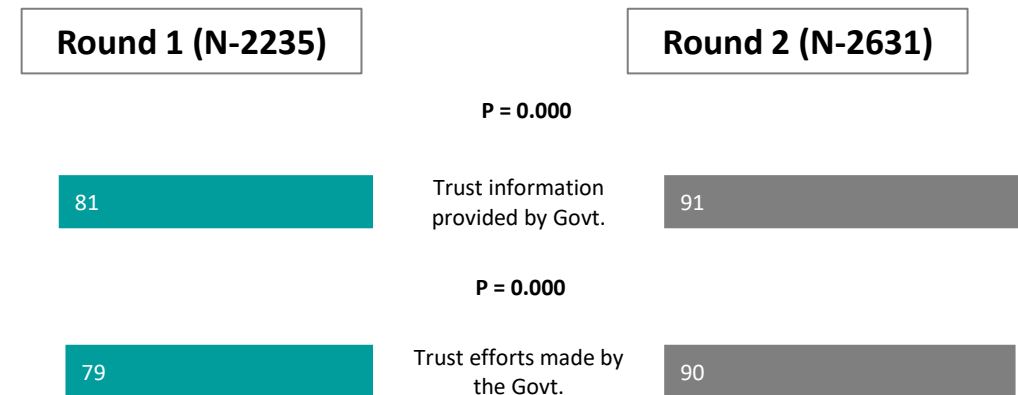
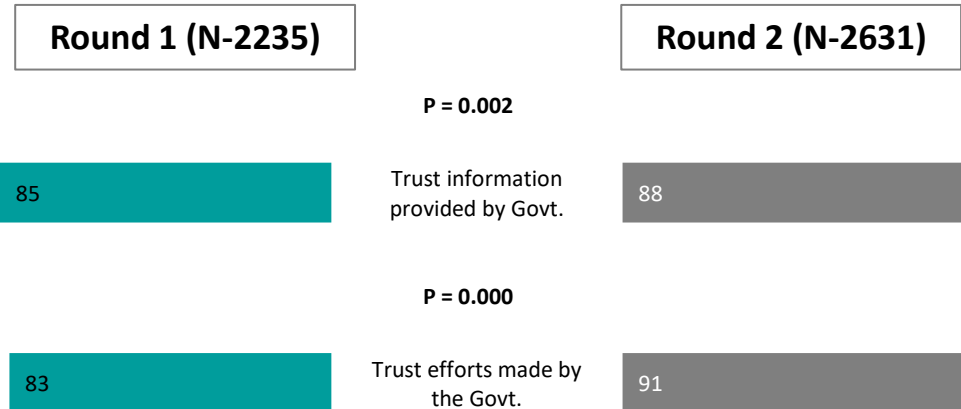
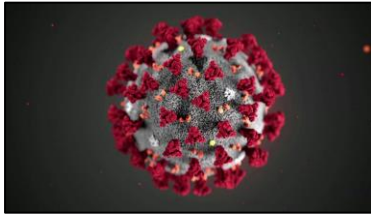
A good accountable source of information accessible to most of the community plays a significant role in disseminating the correct information

Trust in Govt. access to a reliable source and a good inflow of information

Trusting Government for the information provided and efforts made towards COVID and COVID vaccine



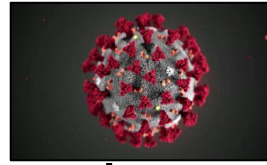
High trust in GOVT.



High trust in government for information and efforts towards COVID and the COVID vaccine and there has also been a slight increase in trust since Round 1

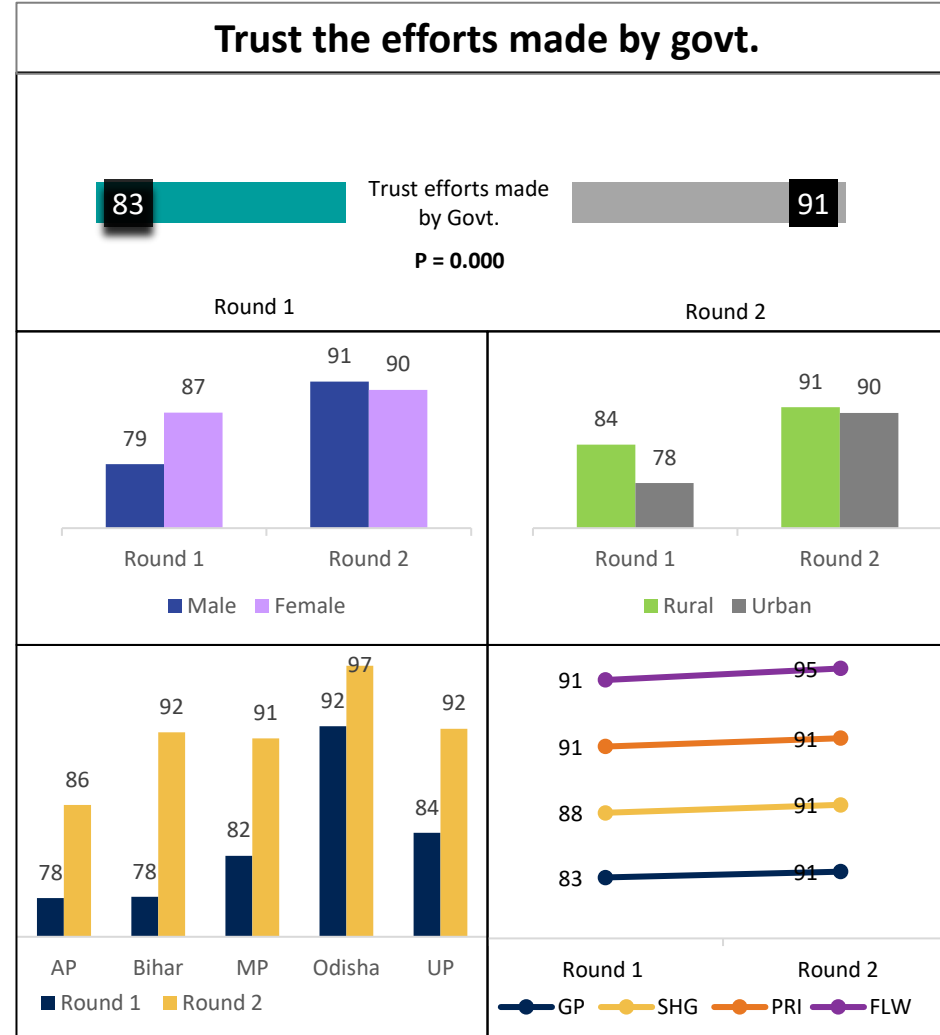
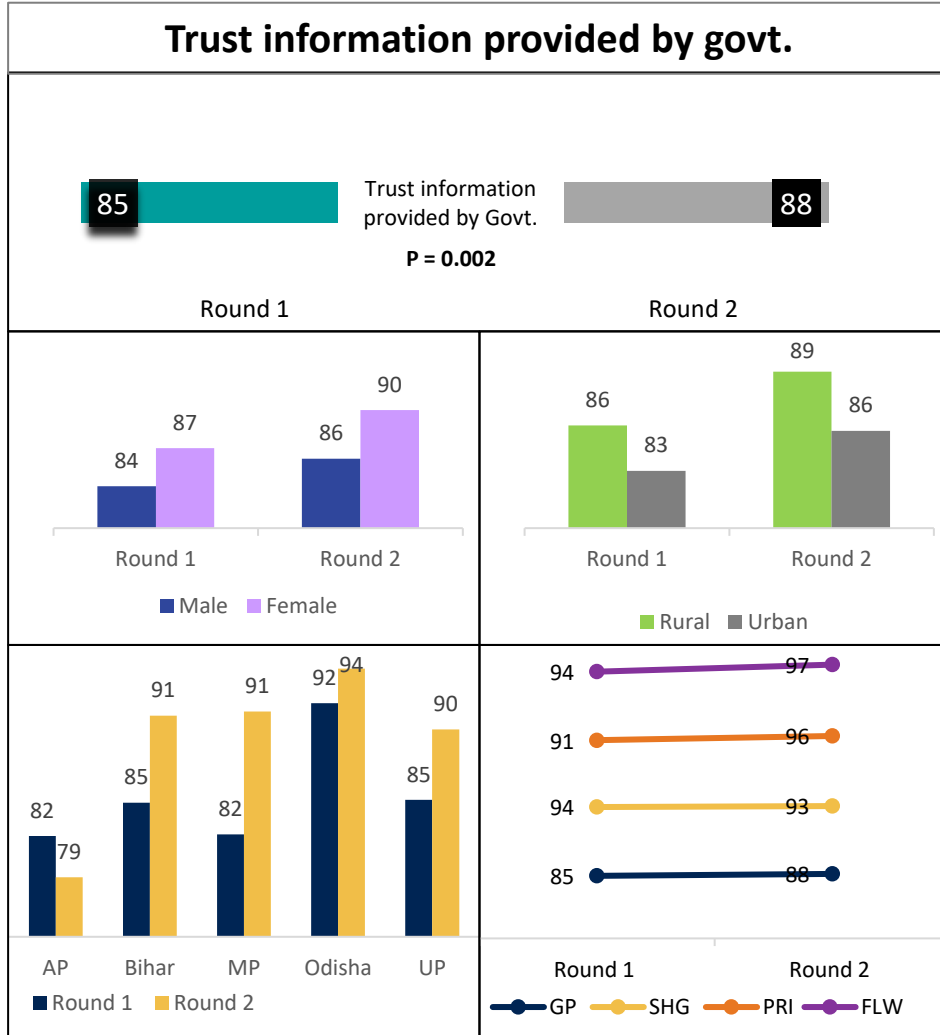
In case of COVID, people are trusting government's efforts more than the information while it is the opposite for COVID vaccine

Trusting Government for the information provided and efforts made towards COVID (YES%)



Overall trust in COVID information has increased since R1 even by gender and area

All states except AP have shown increase in trust



Overall trust in govt. efforts has increased since R1 even by gender and area

All states have shown increase in trust especially Bihar

Round 1 (N-2235)

Round 2 (N-2631)



Trusting Government for the information provided and efforts made towards COVID vaccine (YES%)

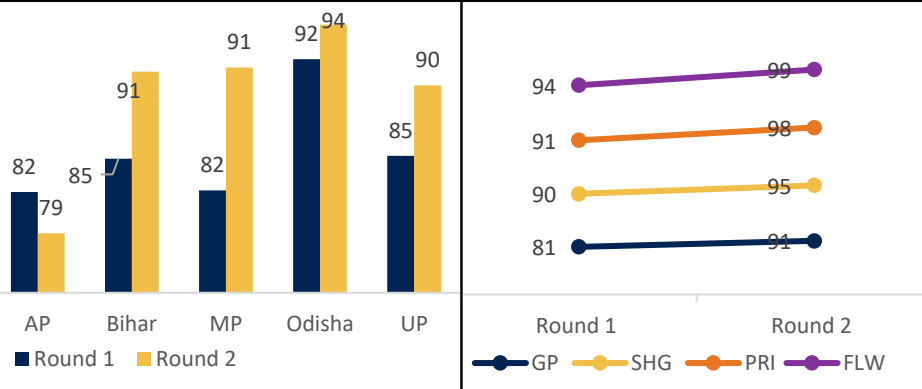
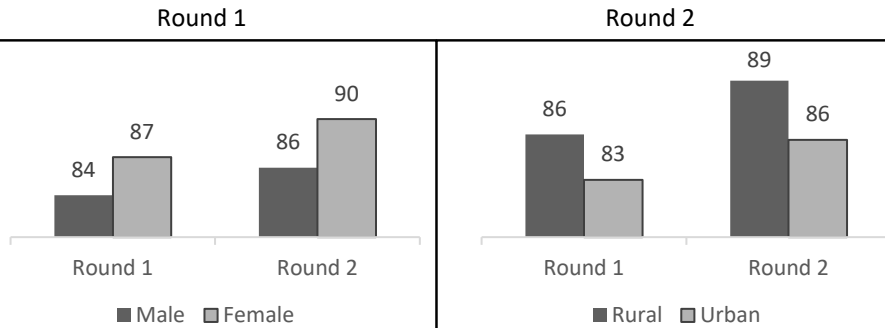
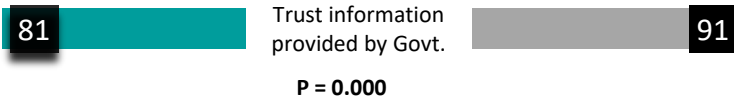


Overall trust in information about the COVID vaccine has increased since R1 even by gender and area

All states except AP have shown increase in trust



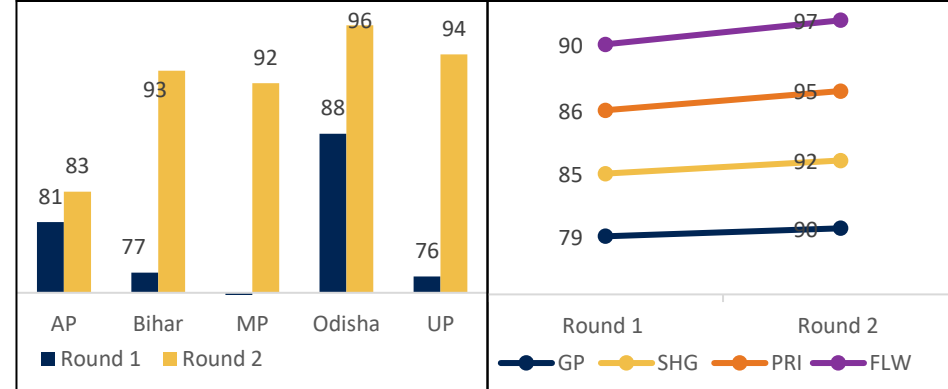
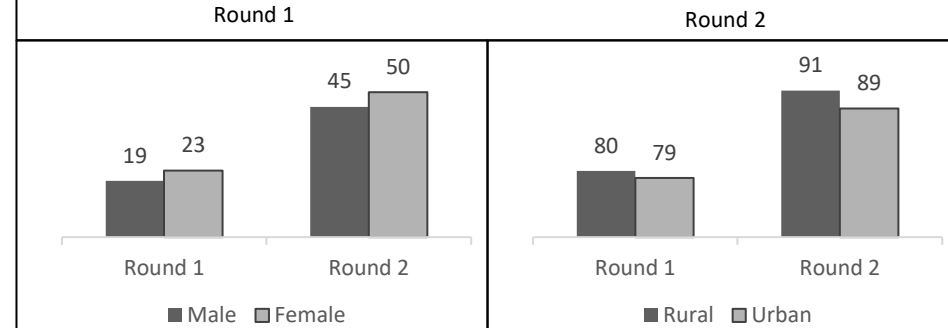
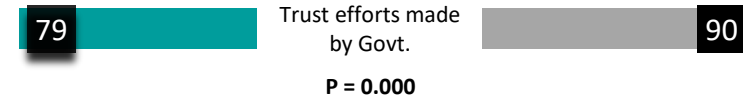
Trust information provided by govt.



Round 1 (N-2235)

Round 2 (N-2631)

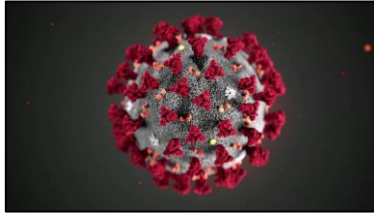
Trust the efforts made by govt.



Overall trust in govt. efforts has increased since R1 even by gender and area

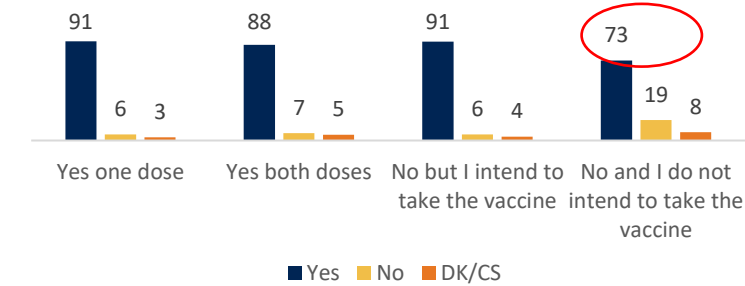
All states have shown increase in trust especially Bihar

Trusting in Government by vaccination or intent to take vaccine



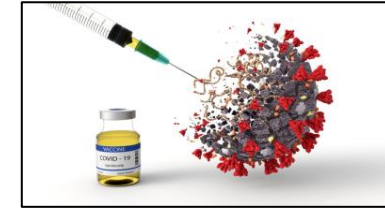
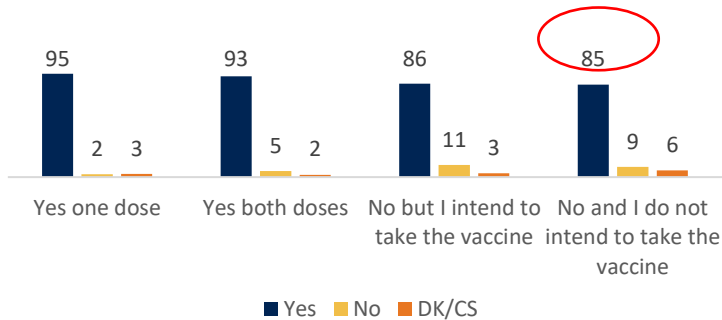
Trust information provided by govt.

P = 0.000



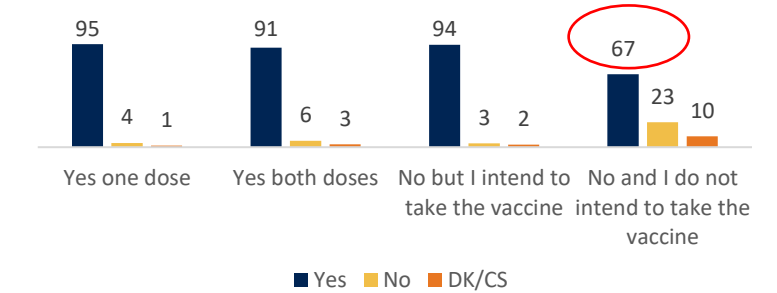
Trust efforts made by govt.

P = 0.000



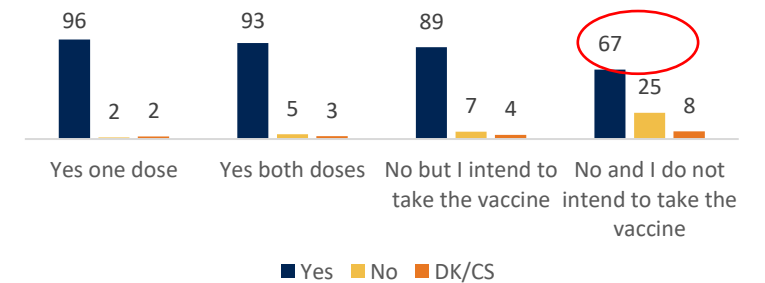
Trust information provided by govt.

P = 0.000



Trust efforts made by govt.

P = 0.000



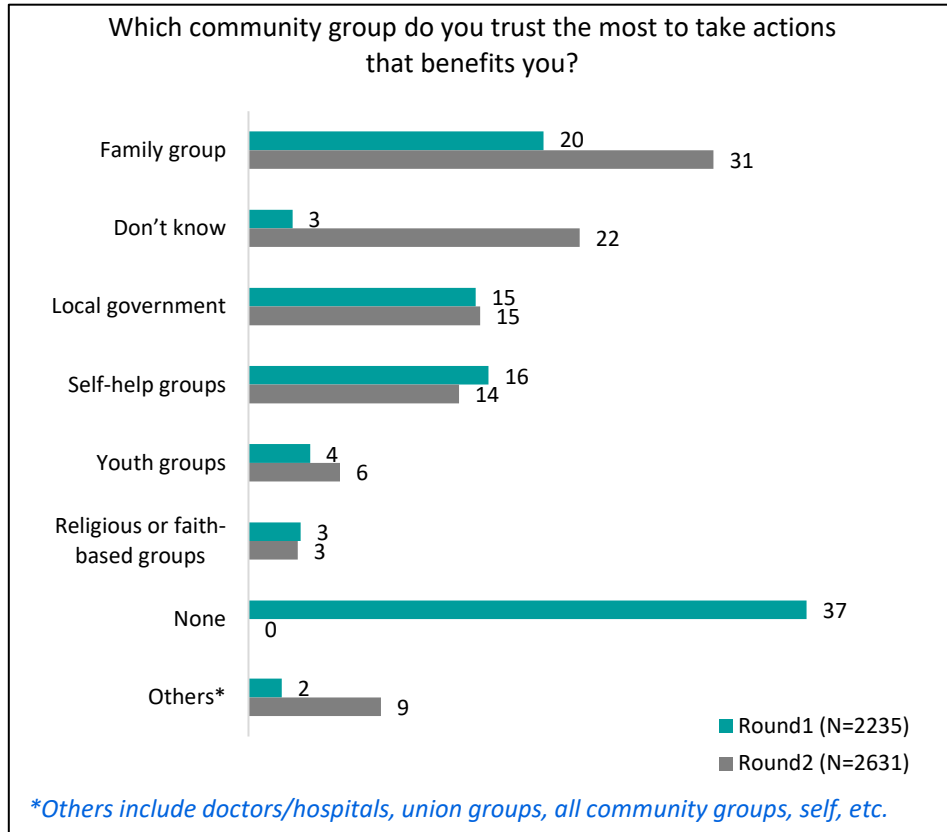
Trust in Government and its efforts towards COVID and COVID vaccine seems to be significantly low among those who don't intend to take C-vaccine

Round 1 (N-2235)

Round 2 (N-2631)

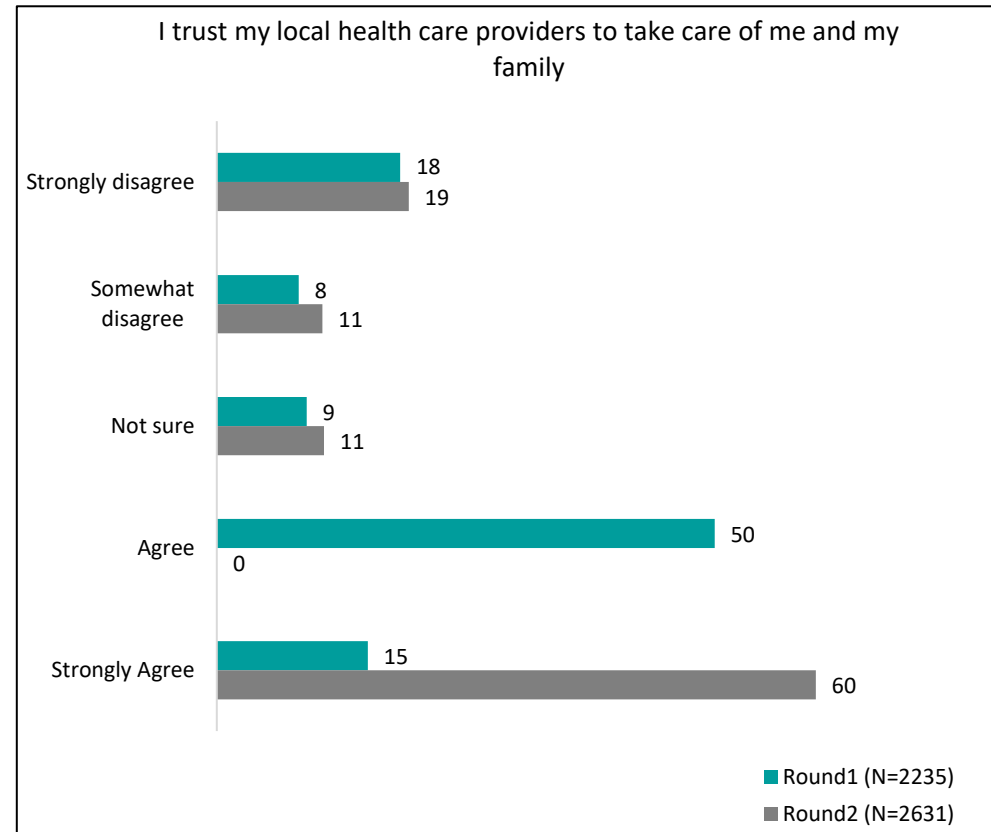
TRUSTING OTHER INSTITUTIONS

COMMUNITY GROUPS



Trust in community groups such as local government and youth groups has seen a slight increase since Round1 but SHGs have seen a decrease

LOCAL HEALTH CARE PROVIDERS



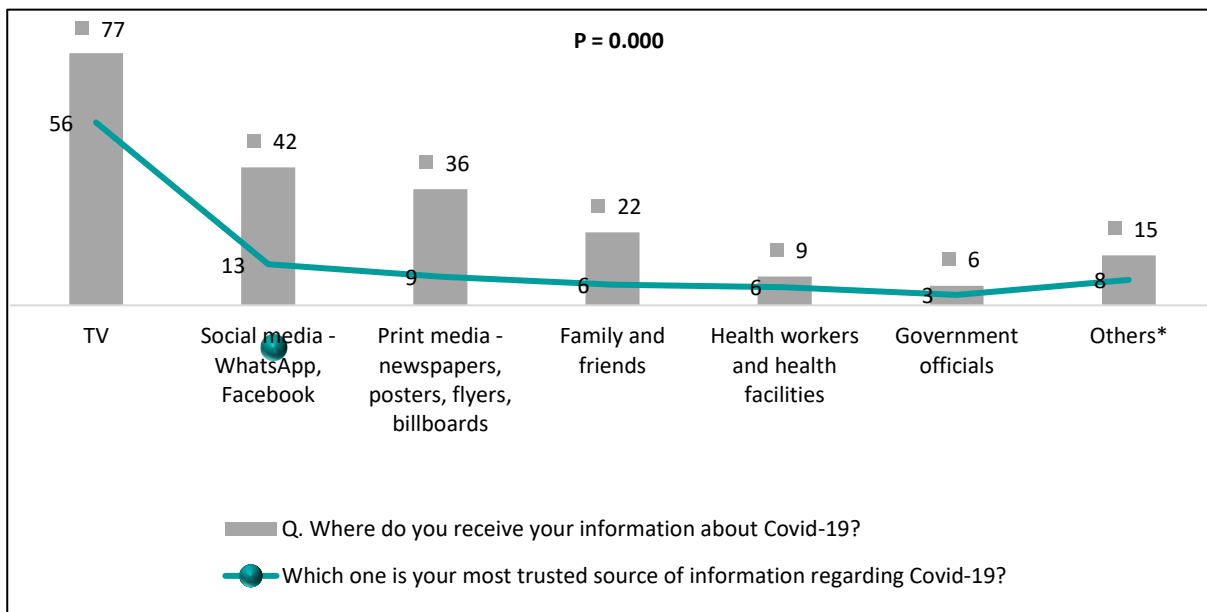
Trust in local health care providers has sharply increased since Round1

Most common and trusted sources of information about COVID 19



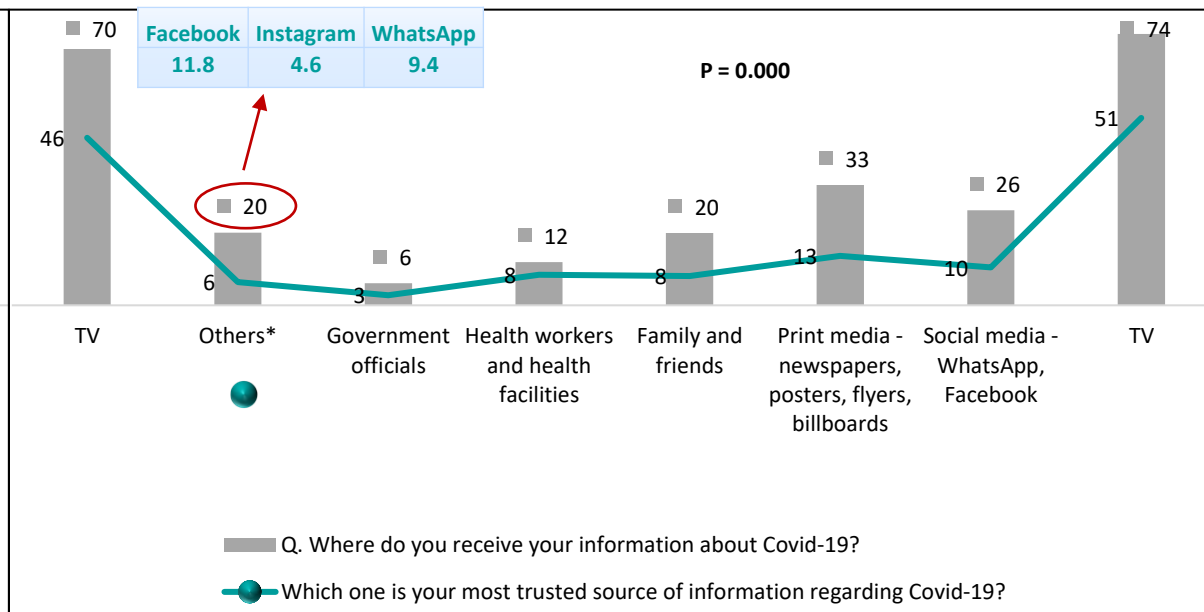
- TV continues to be most common & trusted source of information followed by Print media
- Social Media has seen a decline from R1 to R2 both as common & trusted source
- IPC increased slightly from R1 to R 2

ROUND 1 (N=2235)



- Primary reasons for trusting the said source (Top 3)**
1. The information provided is clear and based on facts
 2. I have always trusted this source
 3. My family & friends trust this source

ROUND 2 (N=2631)

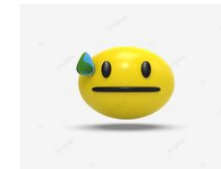


- Primary reasons for trusting the said source (Top 3)**
1. The information provided is clear and based on facts
 2. I have always trusted this source
 3. My family & friends trust this source

*Other sources includes colleagues at workplace, radio, internet, Aarogya Setu App, UNICEF/WHO



To understand if community is getting sufficient needed clear and actionable information about COVID, a recall question of last one week was asked



A gap in inflow of information about COVID was seen

Received information about COVID in the past week

Round 1
(N-2400)



N- 1876 (received any information)

79% - Information received was clear and actionable

Round 2
(N-2631)



N- 1380 (received any information)

83% Information was clear

94% Information was actionable

Not sure Nothing A little Moderate amount A lot

The number of people who have heard nothing about COVID-19 in the week preceding the survey have increased across all states (compared to R1) except AP and Odisha where there has been about 5% and over 10% decrease respectively

The number of people who have heard a lot about COVID-19 in the week preceding the survey have decreased across all states (compared to R1) except Odisha and UP where there is a 1-2% increase

Q. Why information received was not actionable? (Top 3)

1. Distrust among people
2. Lack of knowledge
3. Fake news

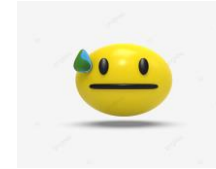
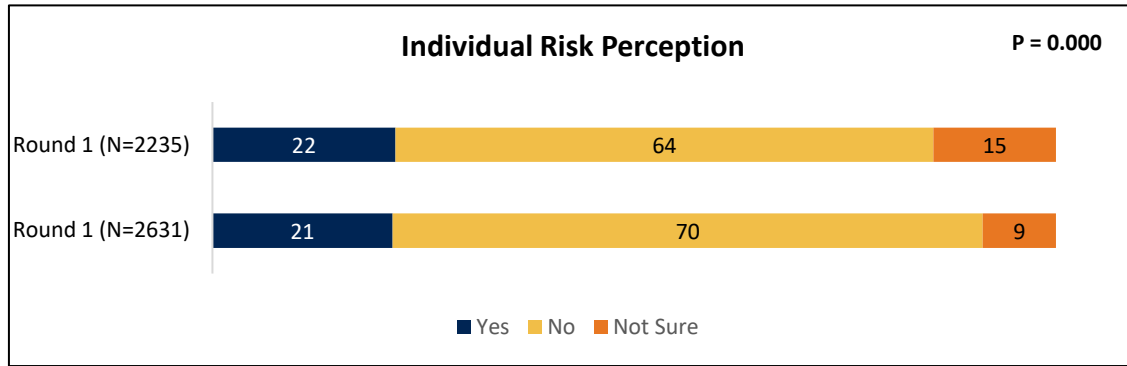
Information
Communication
&
Trust in institutions

**Behaviors and Drivers
(including Covid
Vaccine)**

Coping Strategies and
Emerging Needs

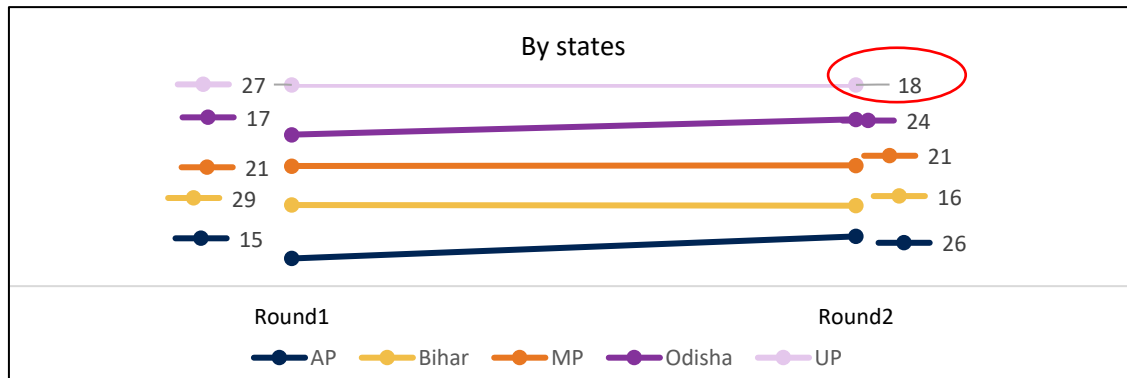
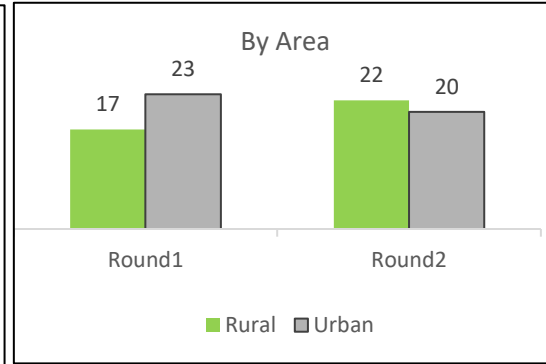
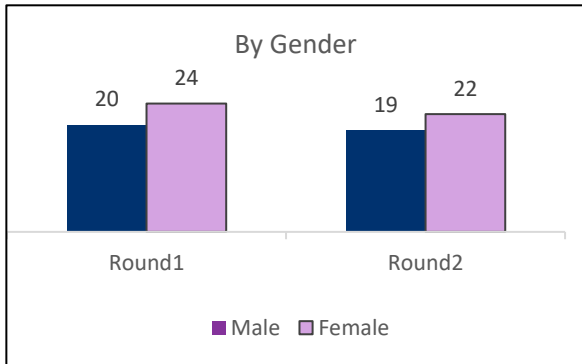
Effectiveness of UNICEF
interventions with
Platform Members (PMs)

DO YOU THINK IT IS LIKELY THAT YOU CAN BE INFECTED WITH COVID 19?

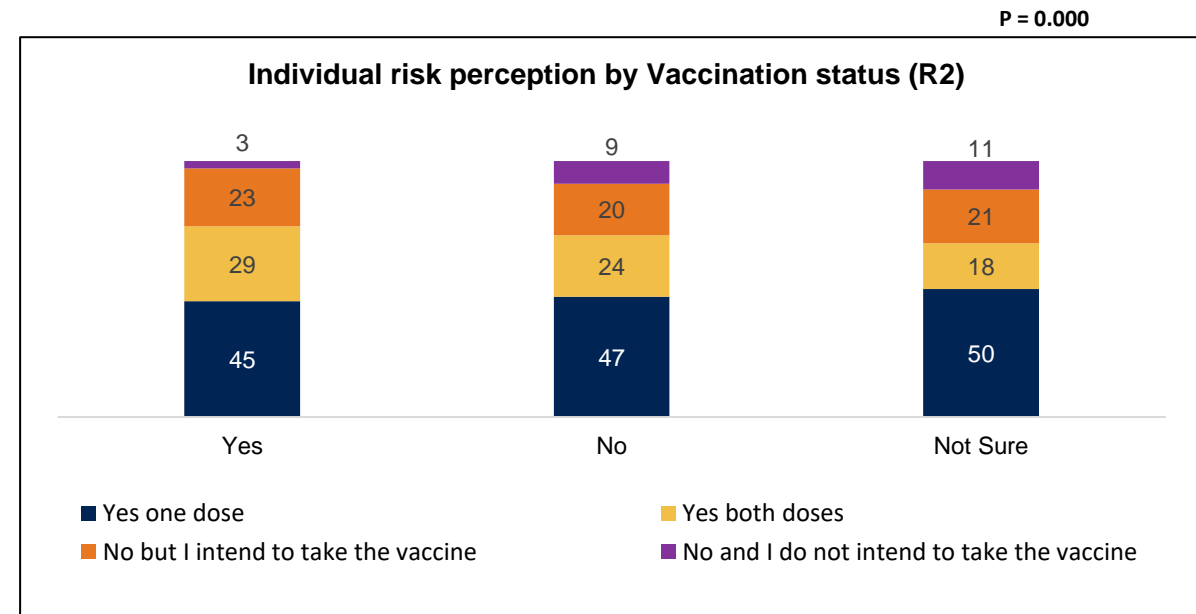


Overall, Low Individual risk perception among the community.

Shows a significant decrease from R1 to R2



No major variation in risk perception by vaccination status

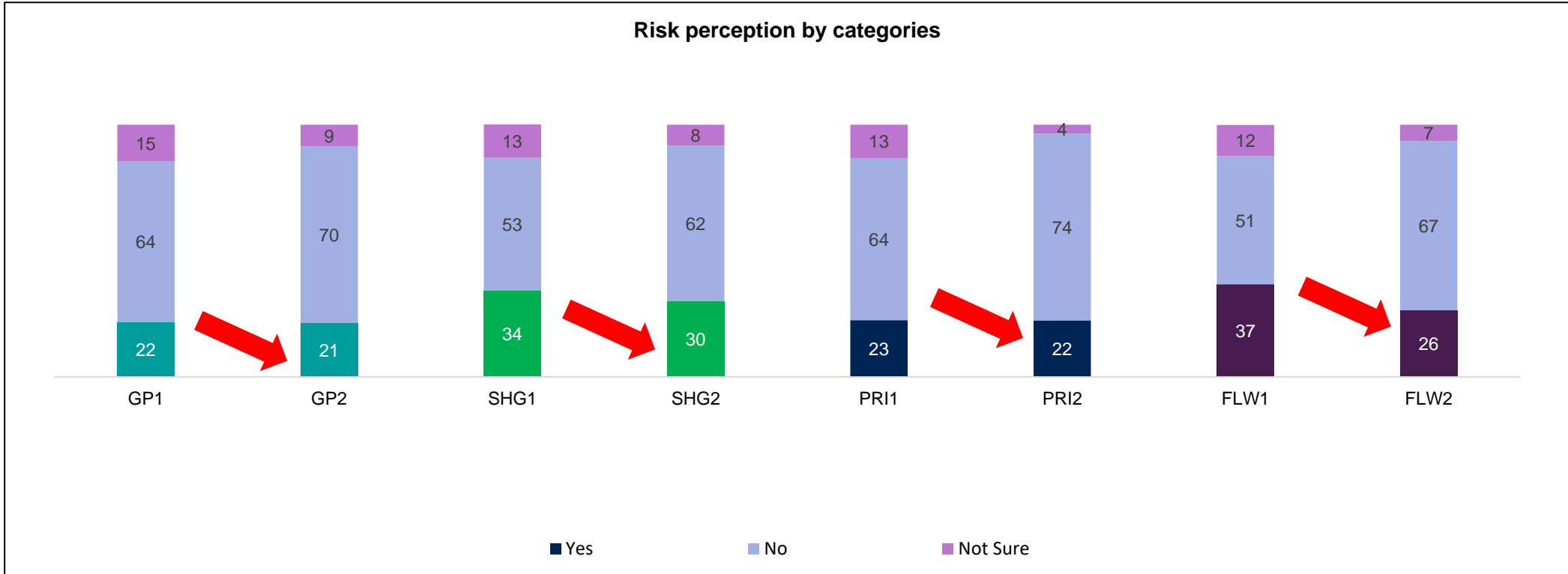


DO YOU THINK IT IS LIKELY THAT YOU CAN BE INFECTED WITH COVID 19? (CATEGORIES)



Overall, Low Individual risk perception among the all groups.

Further, decrease from R1 to R2

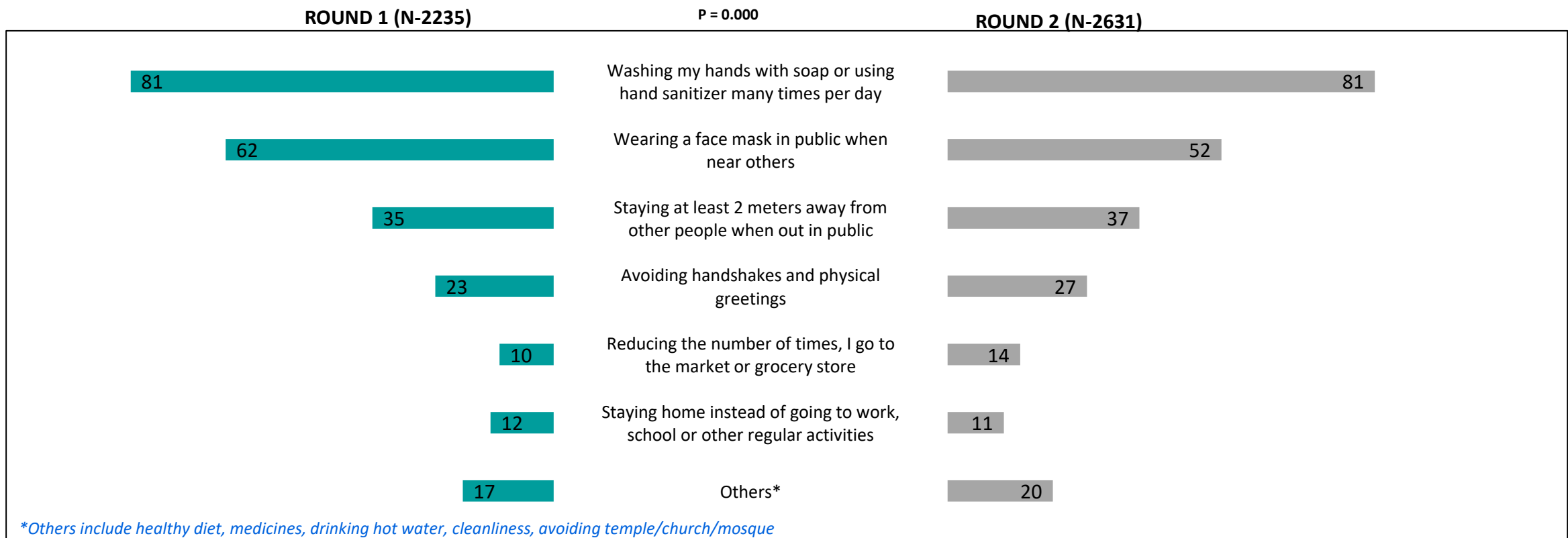


ROUND 1 (N=2235)

ROUND 2 (N=2631)

MEASURES FOLLOWED TO PROTECT ONESELF FROM THE VIRUS (TOP OF THE MIND RECALL...)

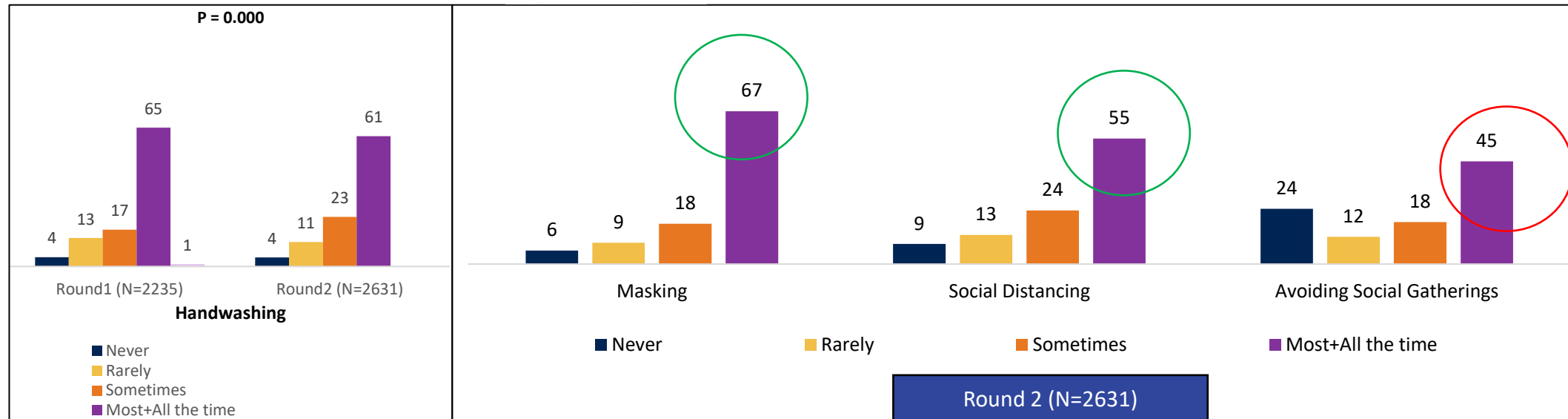
Washing hands with soap or sanitizer is still the most followed protective measure
 While masking has seen a decrease, there has been a slight increase in practicing social distancing
 More people have started going out rather than staying home as compared to Round 1



No major variations by state, area or gender in either of the rounds



OPINION ON BEHAVIORS AND PRACTICES FOLLOWED BY INDIVIDUALS FOR COVID 19 IN ONE WEEK PRECEDING THE SURVEY



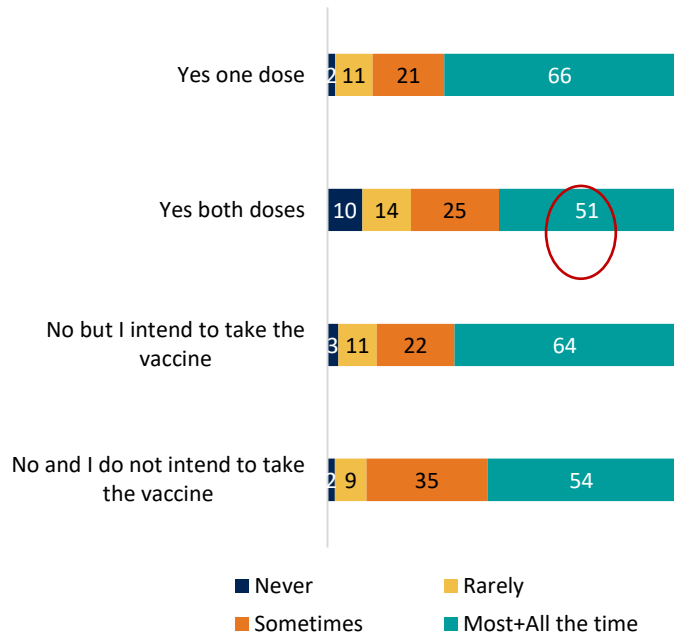
Handwashing continues to be among the top practices followed by people presenting an almost similar behavior by rounds
 While a larger section of people is wearing masks and practicing social distancing, lesser people are avoiding social gatherings
 No major variations by state, area or gender

IS COVID BEHAVIOR ASSOCIATED WITH THE VACCINATION STATUS OR INTENT TO TAKE VACCINE?

ROUND 2 (N-2631)



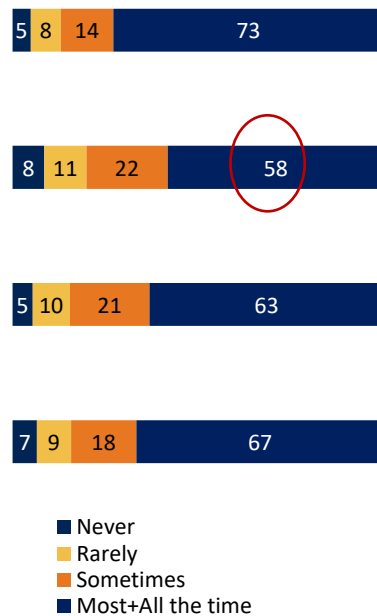
Hand washing



p=0.000



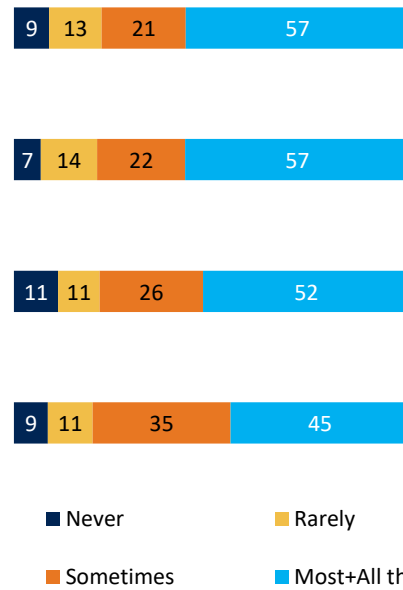
Wearing a mask



p=0.000



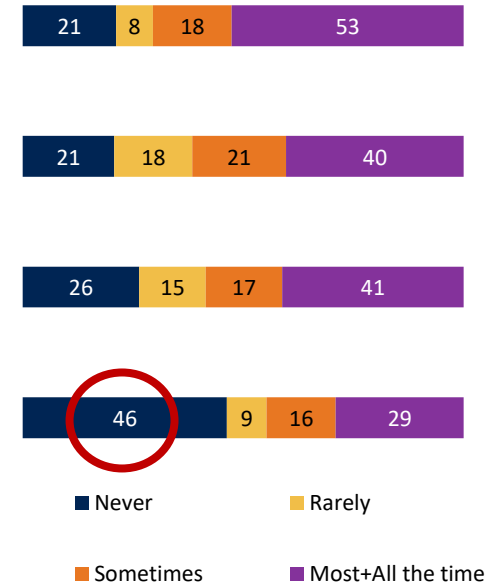
Social Distancing



p=0.001



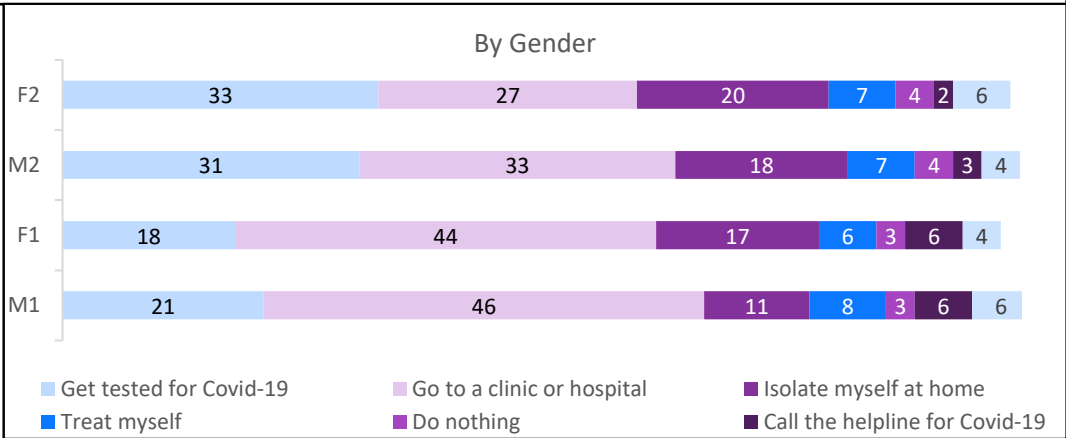
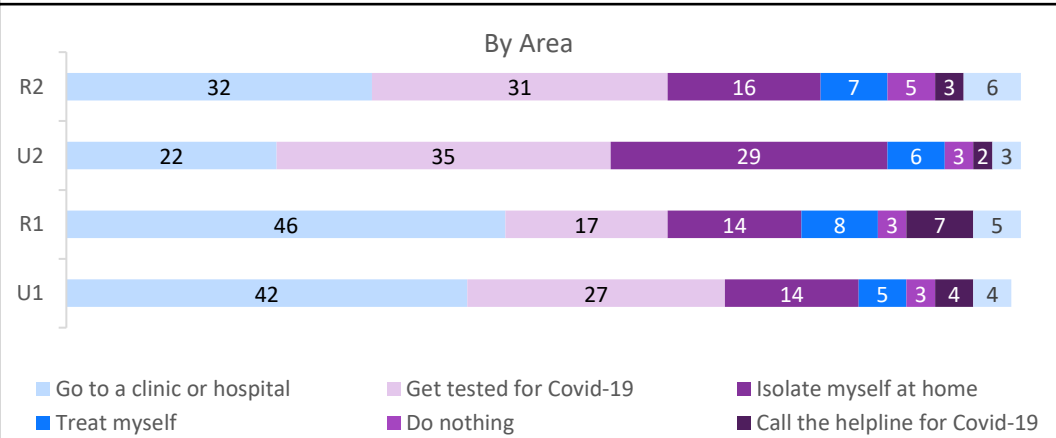
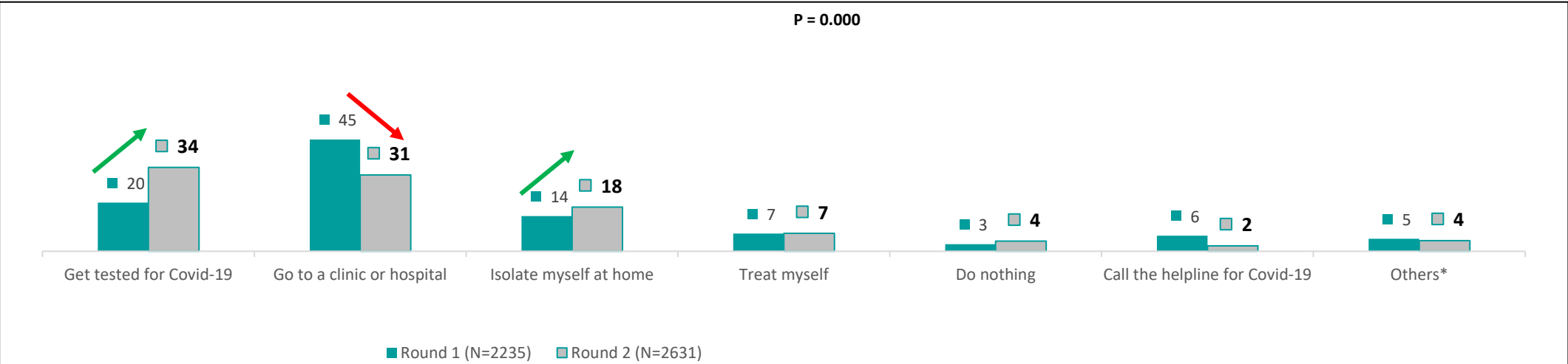
Avoiding Crowd or Gatherings



p=0.000

FIRST ACTION I WOULD DO IF I HAD COVID 19 SYMPTOMS

While Round2 saw in an increase in the willingness of people to get tested, there is a decrease in number of people willing to go to clinics or hospitals
There has been a further dip in the number of people who could call the helpline for COVID-19



Information
Communication
&
Trust in institutions

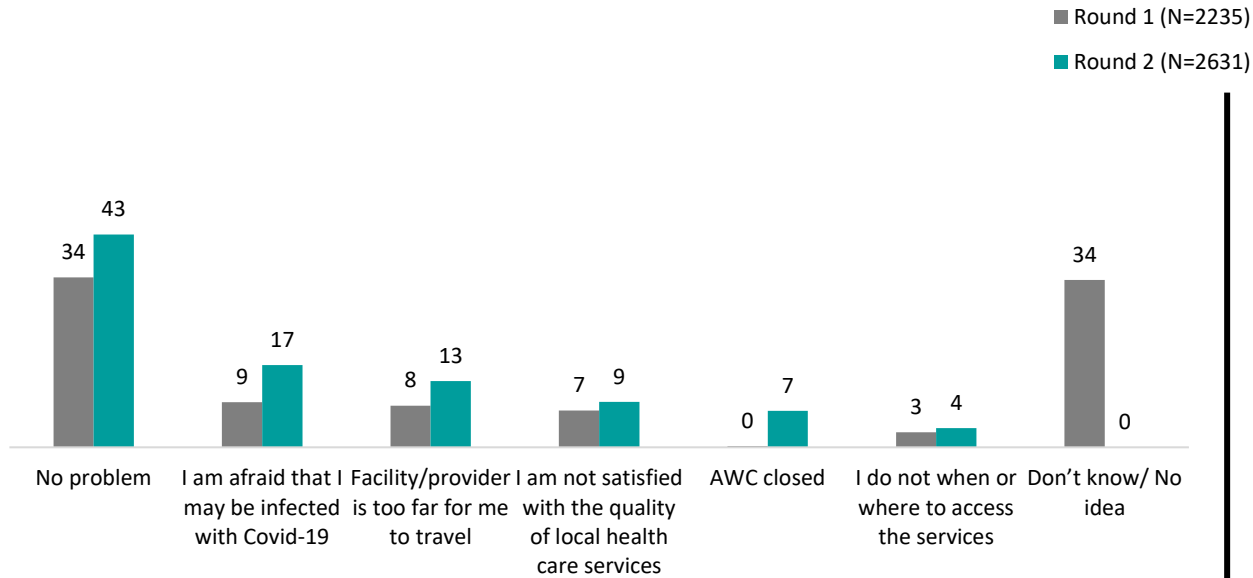
Behaviors and Drivers
(including Covid
Vaccine)

**Coping Strategies and
Emerging Needs**

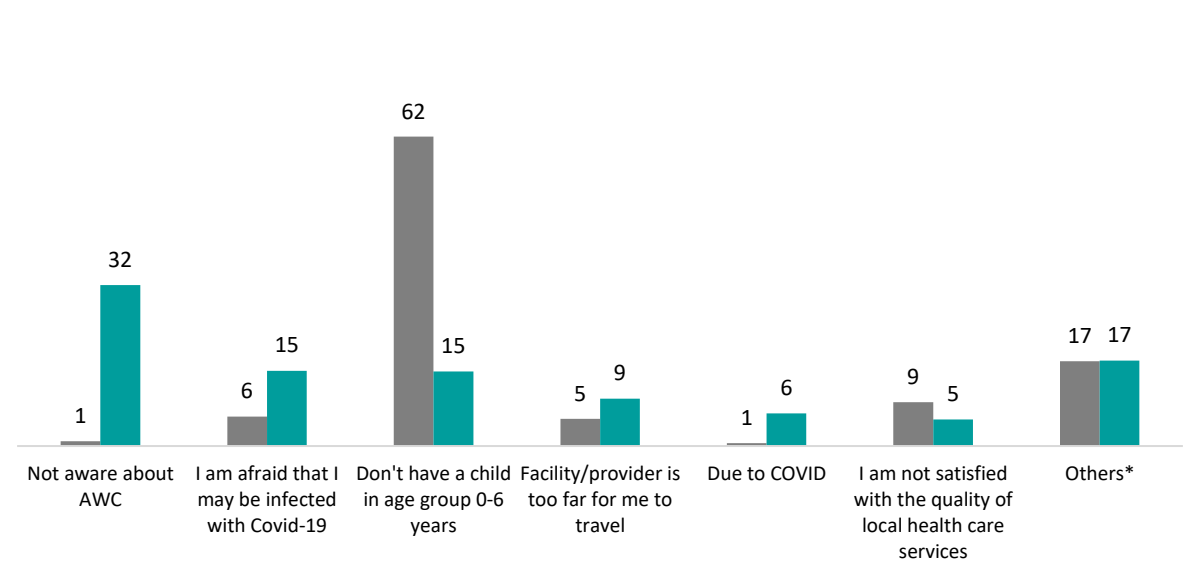
Effectiveness of UNICEF
interventions with
Platform Members (PMs)

COPING STRATEGIES-1. ACCESS TO ESSENTIAL SERVICES

Main Barrier To See Healthcare Provider



Main Barrier to go to AWC for nutrition and preschool services



*Others include don't know where to access the services, don't believe the virus is real, would put job at risk, etc.

*Others include not satisfied with the quality of services don't know where to access the services, don't believe the virus is real, etc.



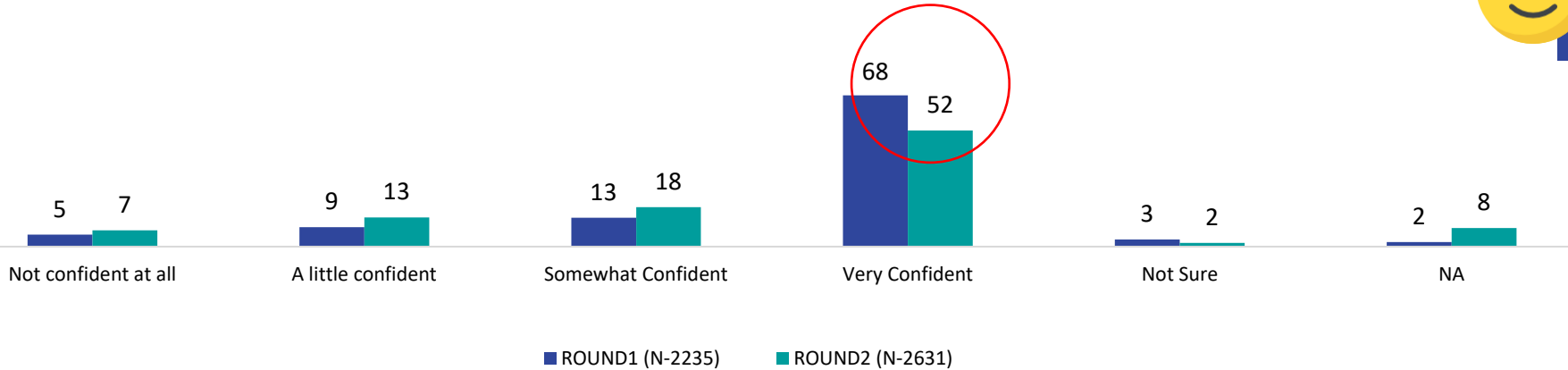
- No major barriers in accessing essential services like health care provider or AWC for nutrition and pre-school services.
- Only some respondents indicated concern of being infected with COVID while accessing these services- PRI and FLWs more sensitive to the risk of COVID

COPING STRATEGIES- 2. SELF-EFFICACY

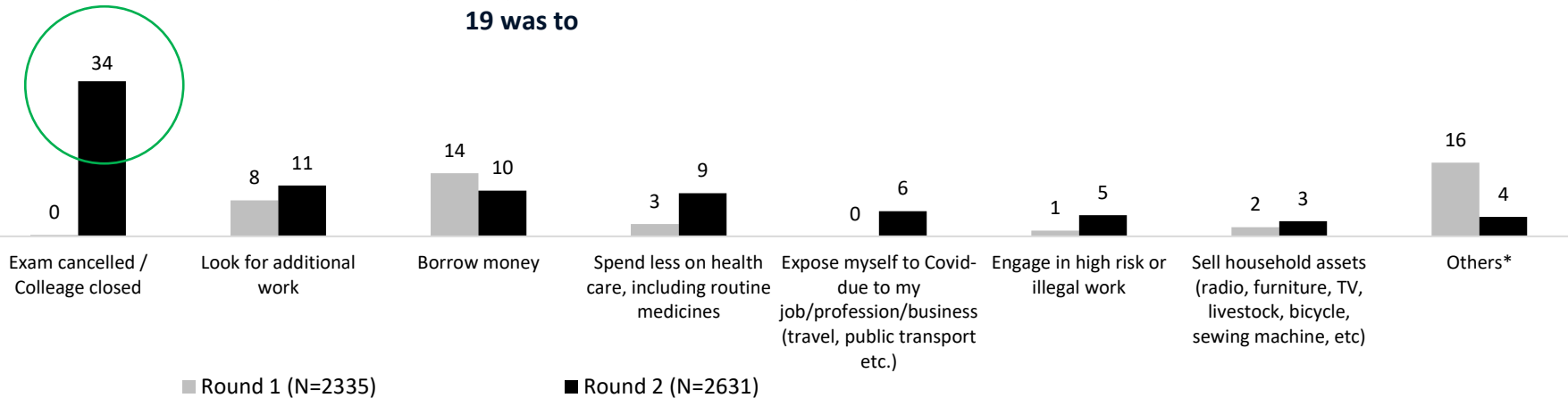
Q. How confident are you in providing what is needed to protect your family during Covid-19? (Soap, masks etc.)



- A high self-efficacy to provide for the family
- No major issues faced in last 30 days
- Cancellations, closure of colleges bothersome

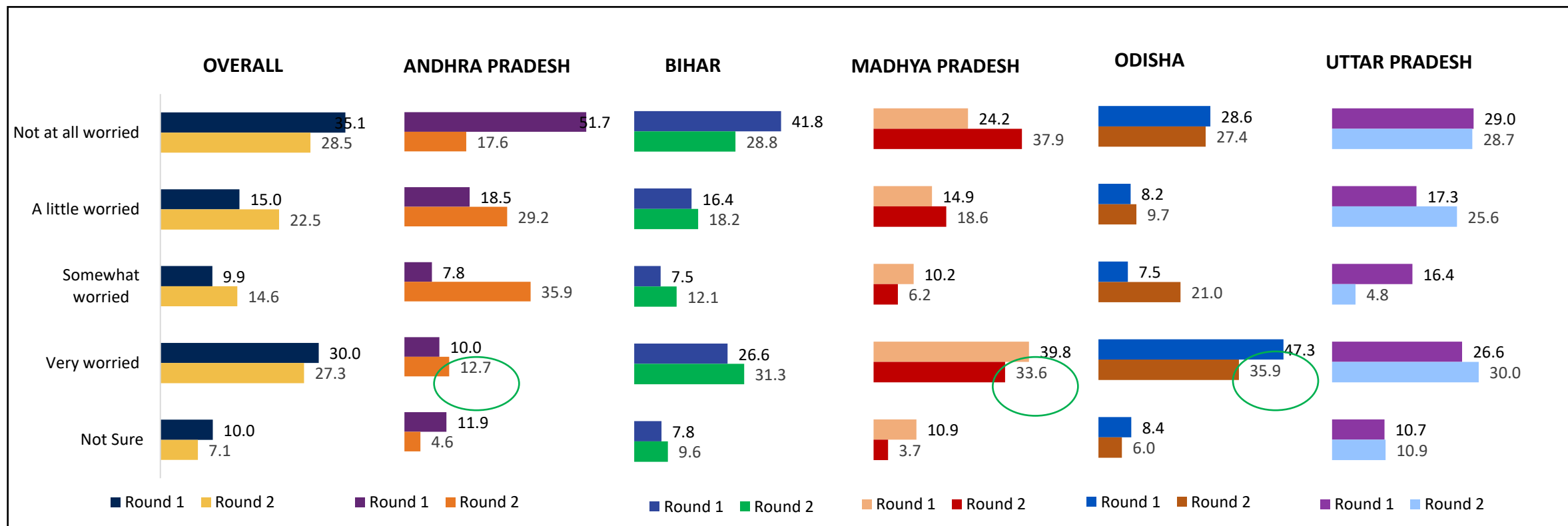


Q. Over the past 30 days, the hardest thing you had to do in order to cope with COVID-19 was to



*Others include wearing a mask, financial issues, health issues, staying at home, etc.

Q. How concerned are you about being home quarantined for Covid-19 symptoms



*Other sources includes SMS/calls, colleagues at workplace, radio, internet, Aarogya Setu App, UNICEF/WHO

Round 1: N-Overall-2235; AP-452; Bihar-293; MP-399; Odisha-378; UP-321

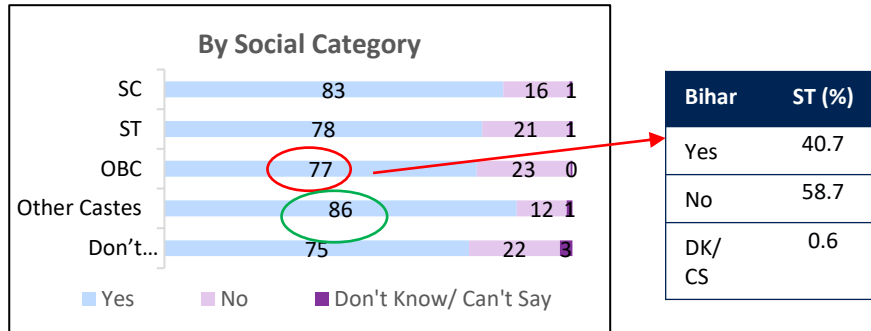
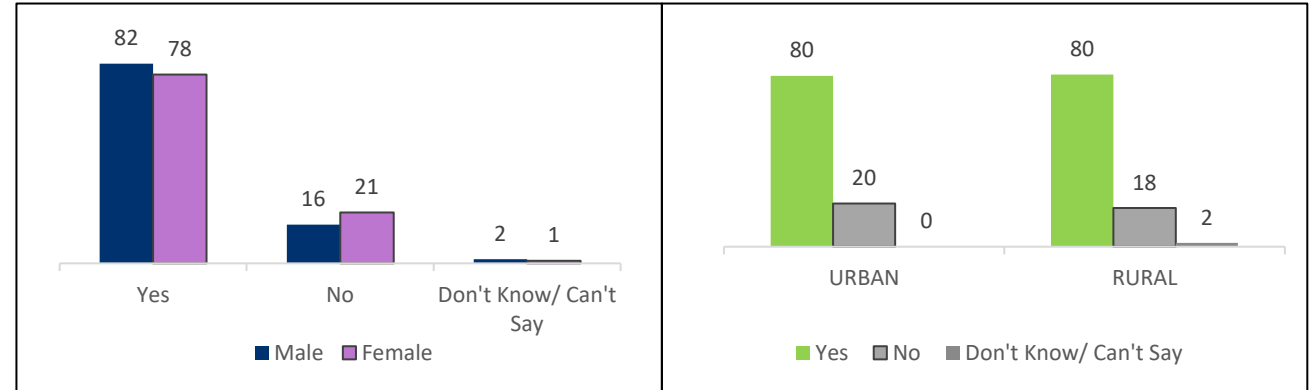
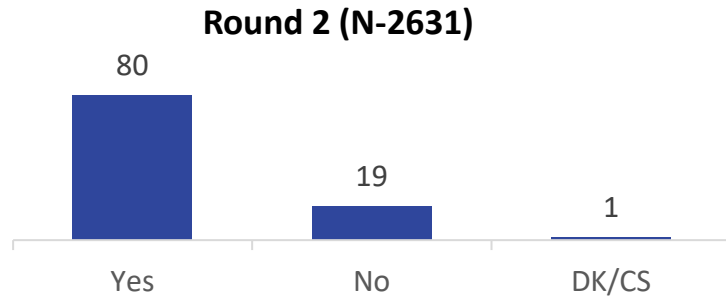
Round 2: N-Overall-2631; AP-508; Bihar-522; MP-555; Odisha-526; UP-520

The data presents a mixed response with some people 'Not at all concerned' and some 'very concerned' for being home quarantined for COVID 19 symptoms. Interestingly, AP as a state is less concerned about being home quarantined and Odisha & MP has relatively good proportion of people concerned about home quarantine.

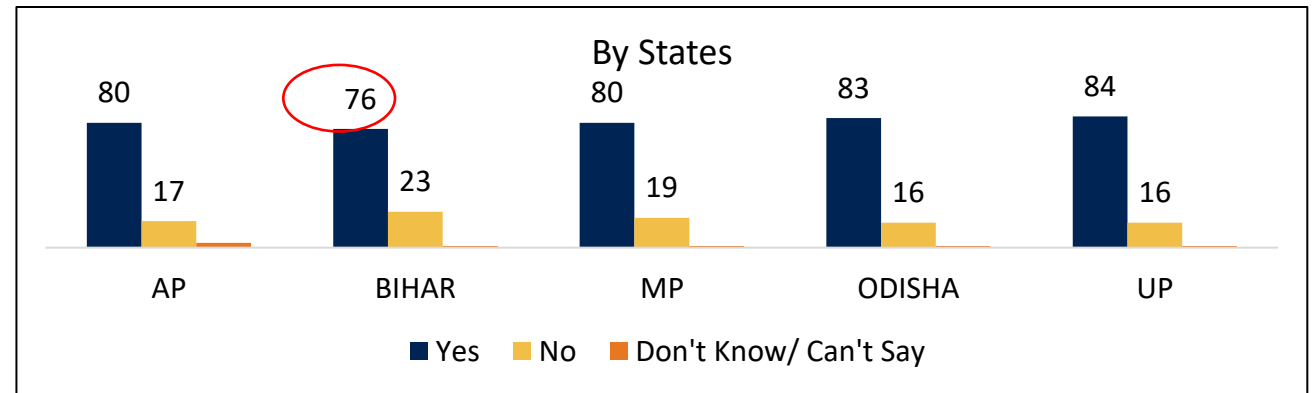
SUFFICIENT SPACE TO QUARANTINE/SELF-ISOLATE IN CASE OF COVID 19 SYMPTOMS (ROUND2)

N=2631
N (YES%) = 2104

Q. Do you have sufficient space or a room to self isolate?

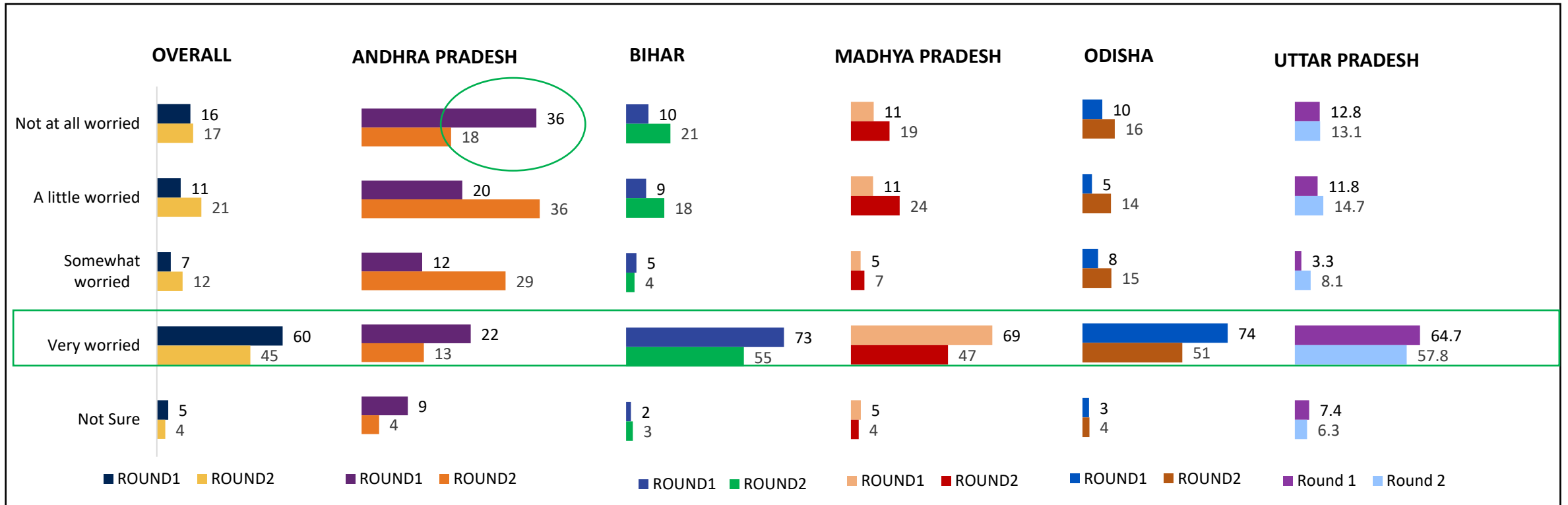


NO major variation by states- follows more or less same proportion



Q. How concerned or worried are you about being able to deal with the effect of the pandemic?

STATES



*Other sources includes SMS/calls, colleagues at workplace, radio, internet, Aarogya Setu App, UNICEF/WHO

Round 1: N-Overall-2235; AP-452; Bihar-293; MP-399; Odisha-378; UP-321

Round 2: N-Overall-2631; AP-508; Bihar-522; MP-555; Odisha-526; UP-520

Most of the respondent groups 'very worried' to deal with the effect of pandemic except in AP where a good proportion were 'Not at all worried'
The 'very worried' status has declined from round 1 to round 2

- All the values in the slide are in %, unless specified
- N (Denominator/base) is total sample, unless specified

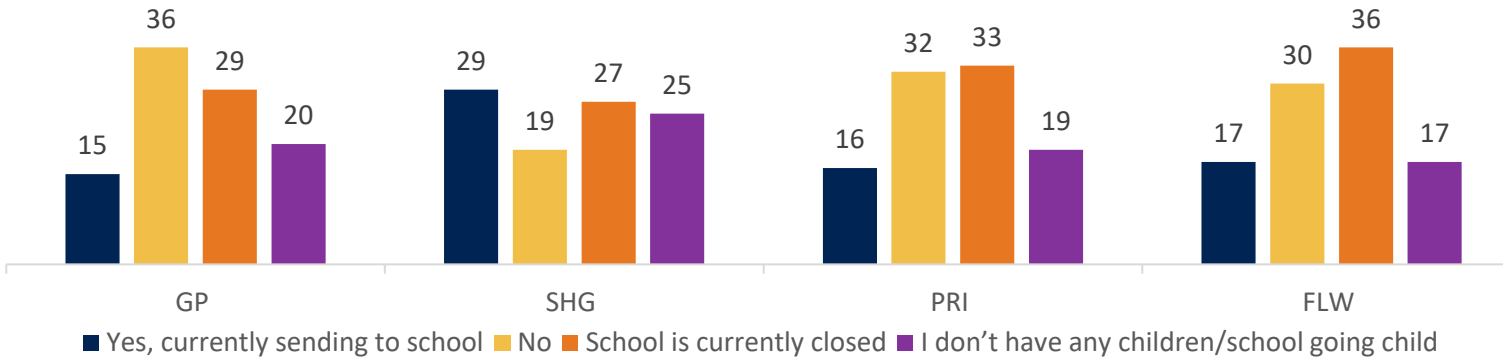


EMERGING CONCERNS AND NEEDS

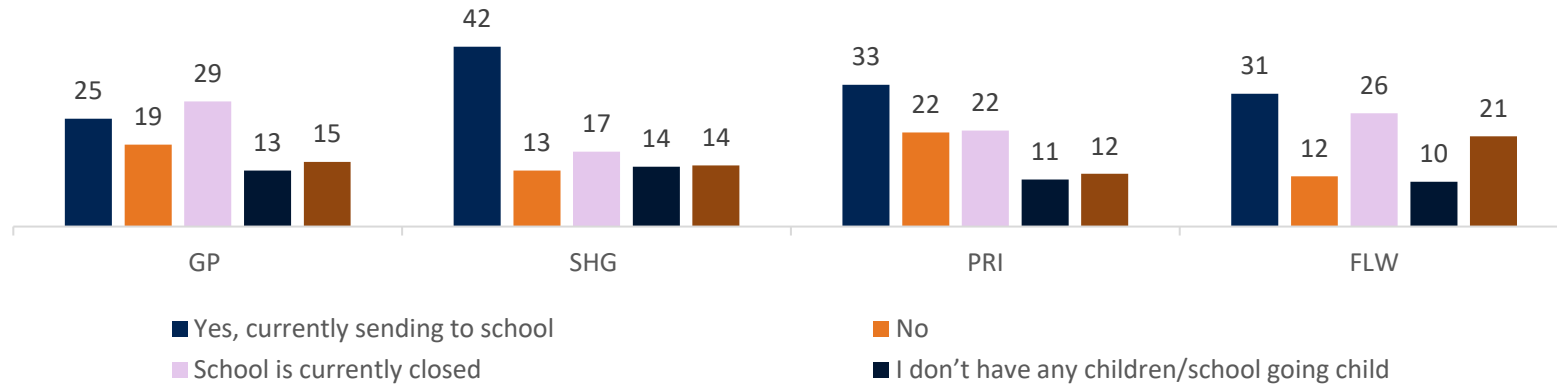


Are you sending your child/children to school?

Round 1



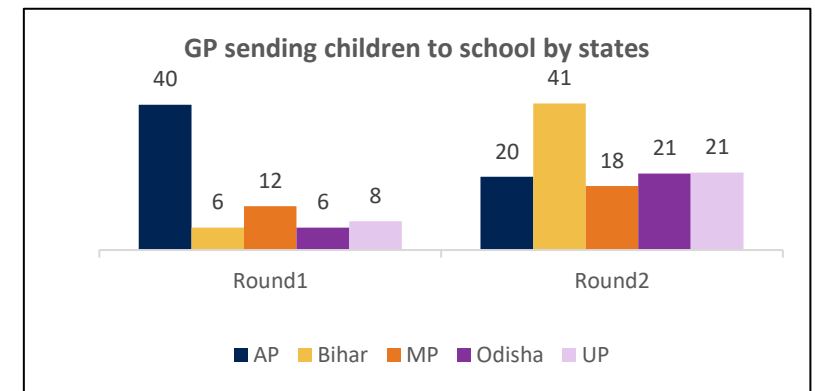
Round 2



Round 1 (N-2235) Round 2 (N-2631)

More parents reported sending their children to school among GP & SHG

While in round 1, more urban parents (28%) were sending their children to school as compared to urban (15%) parents. During Round 1, parents in AP (40%) were primarily sending their children to school, in round 2- more than 2/5th of the parents in Bihar reported sending their children to school followed by other states



EMERGING CONCERNS AND NEEDS

Q. Are your child/children currently engaged in remote learning?

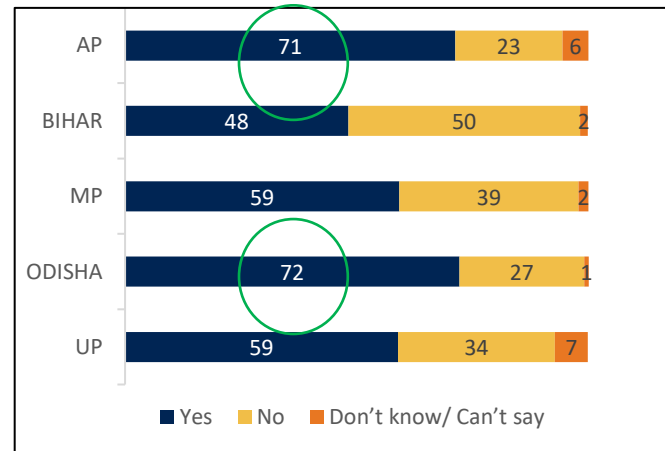
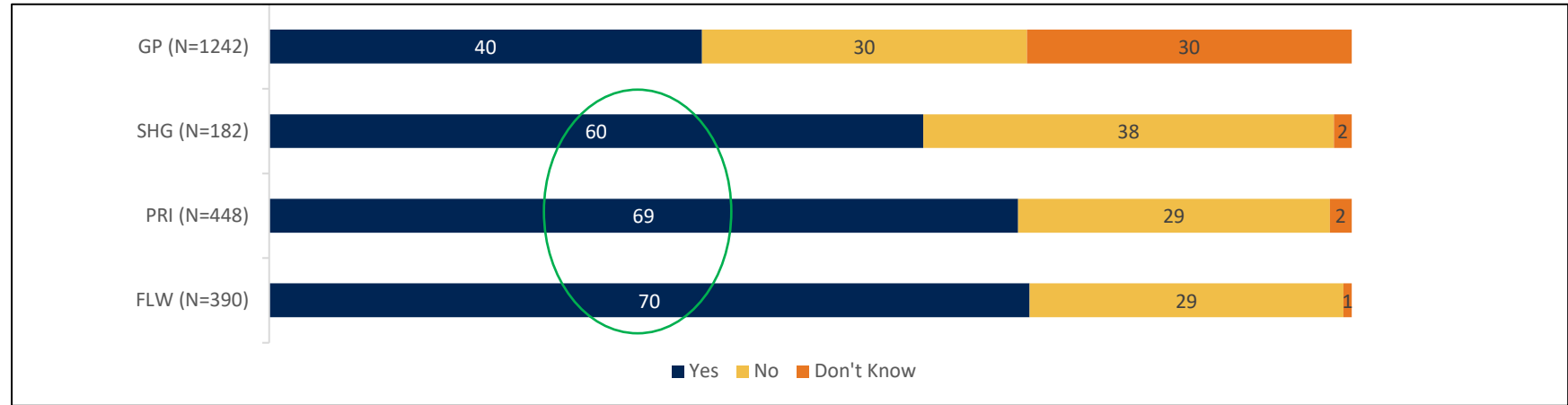
(N: Those who were either 'not sending' children to school or stated school is closed)



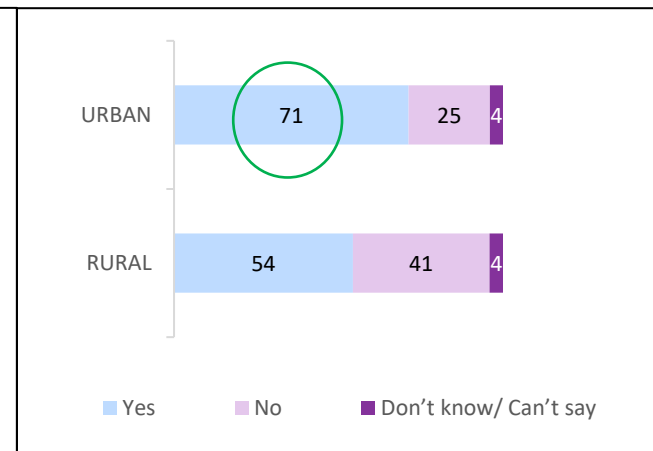
More parents confirmed their children engaged in remote learning- higher among platform members than Gen. Popn.

A good proportion confirmed from both rural and urban, slightly higher in urban area than rural

Relatively more parents in AP & Odisha gave their affirmation



By States



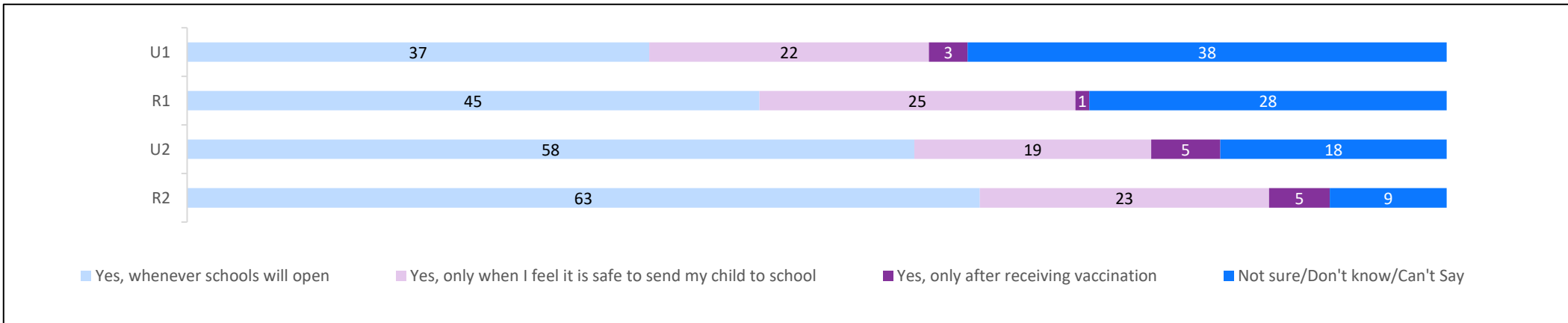
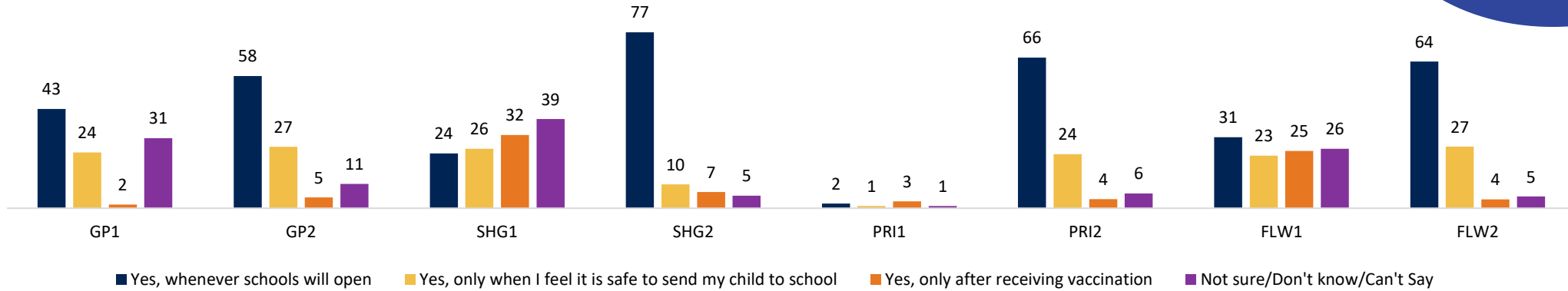
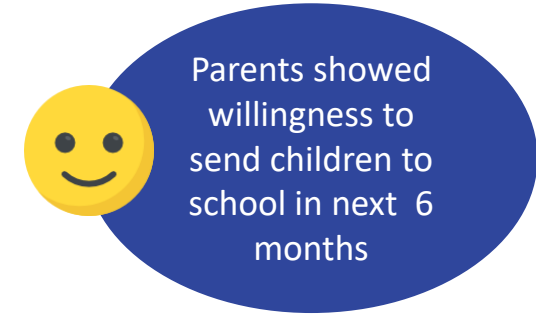
By Area

EMERGING CONCERNS AND NEEDS

Q. Are you planning to send your child/children to school when it opens?

(N: Those who were either 'not sending' children to school or stated school is closed)

ROUND 1 - N = 1469; ROUND 2 - N = 1223



By Area

Information
Communication
&
Trust in institutions

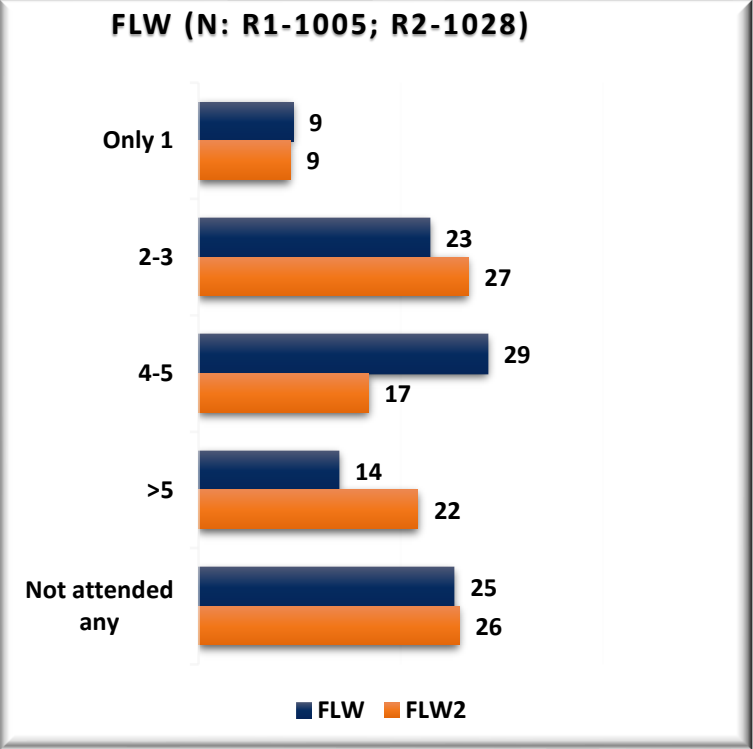
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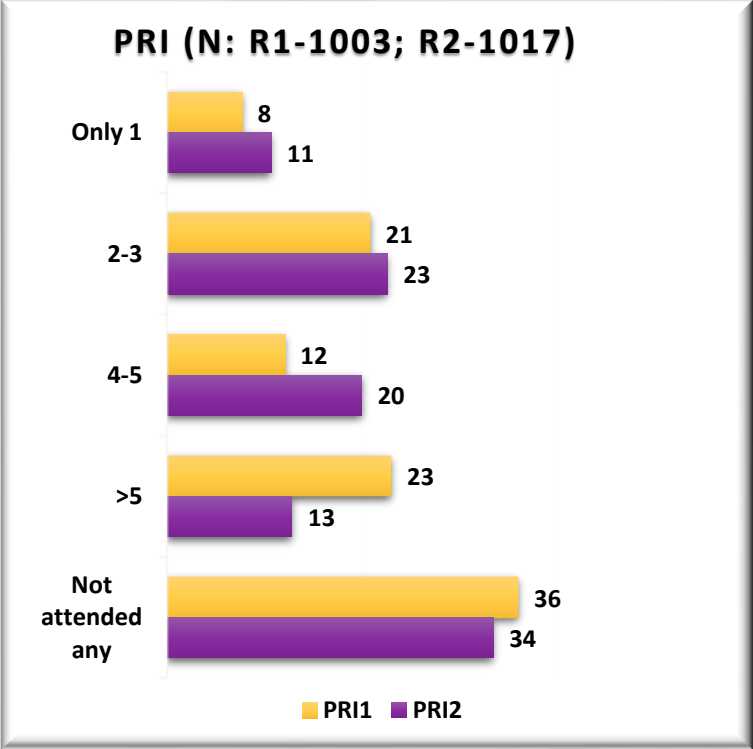
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NUMBER OF COVID-19 RELATED TRAININGS ATTENDED BY RESPONDENT CATEGORY AND BY STATES

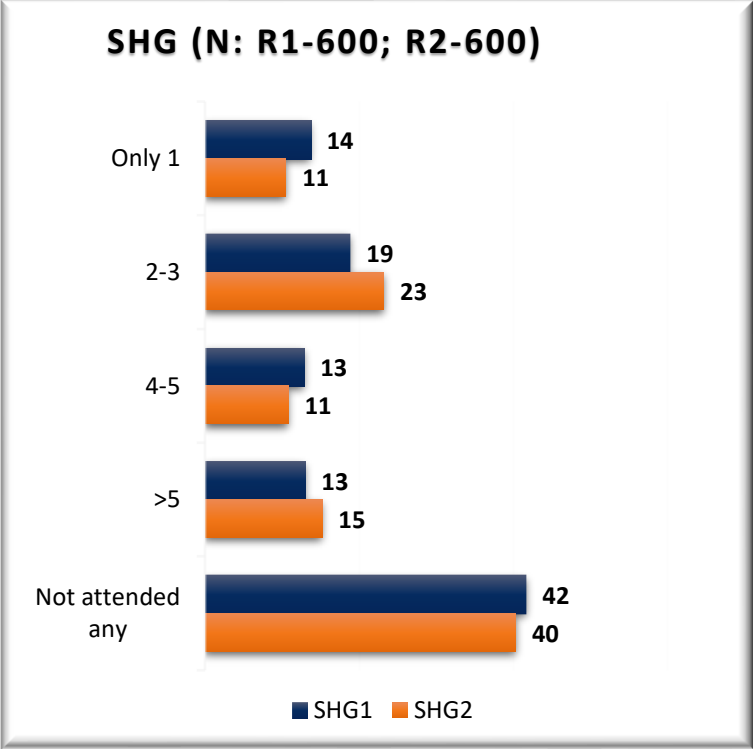
FLW



PRI

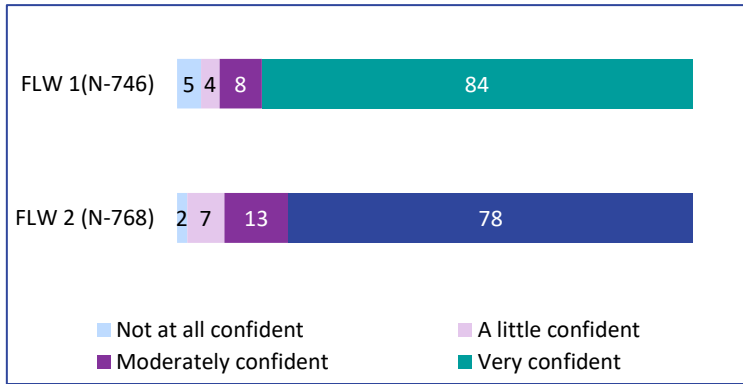


SHG

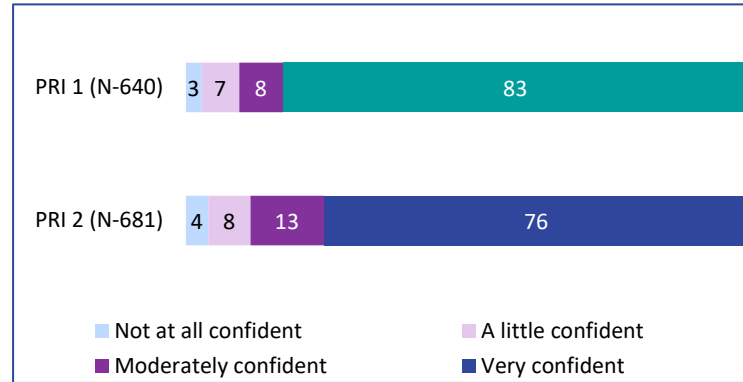


CONFIDENT TO EXPLAIN COVID-19 PROTECTION MEASURES AND SYMPTOMS TO THOSE IN YOUR COMMUNITY, BASED ON THE TRAININGS RECEIVED

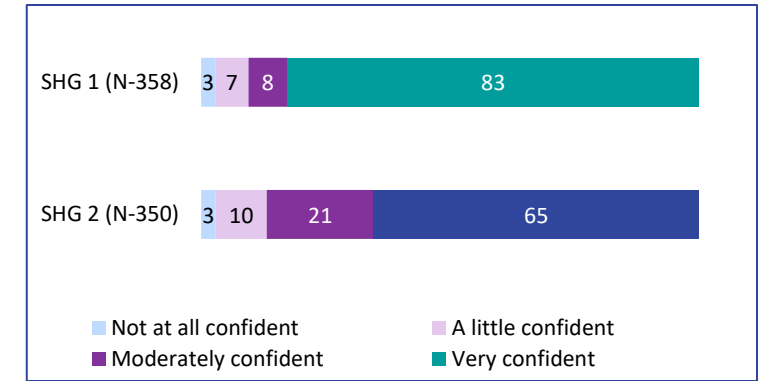
FLW



PRI



SHG



Who stated 'Very confident' -

- Round 1:
 - Age group 25-34 years (45.2%)
 - Having attained higher education (61.2%)
- Round 2:
 - Age group 30-39 years (84%)
 - Having attained higher education (80%)

Who stated 'Very confident' -

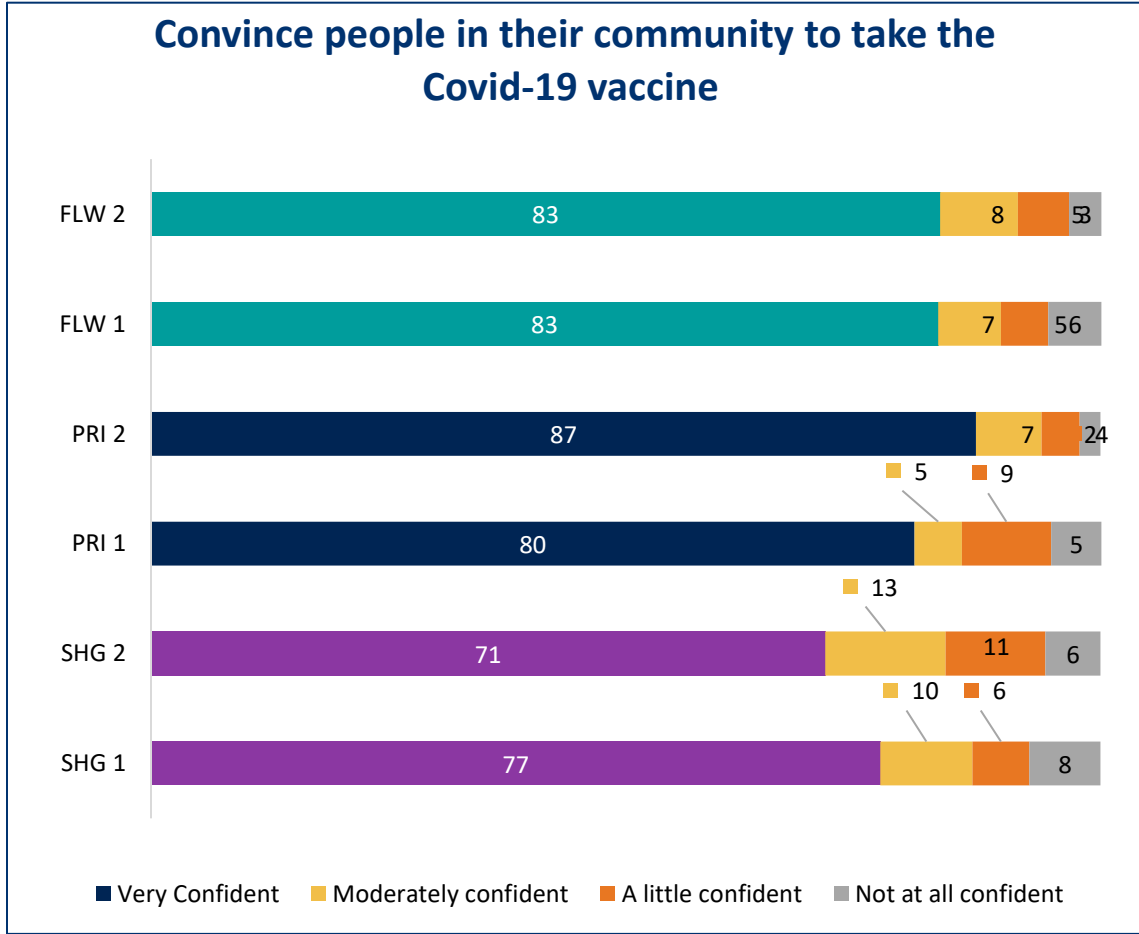
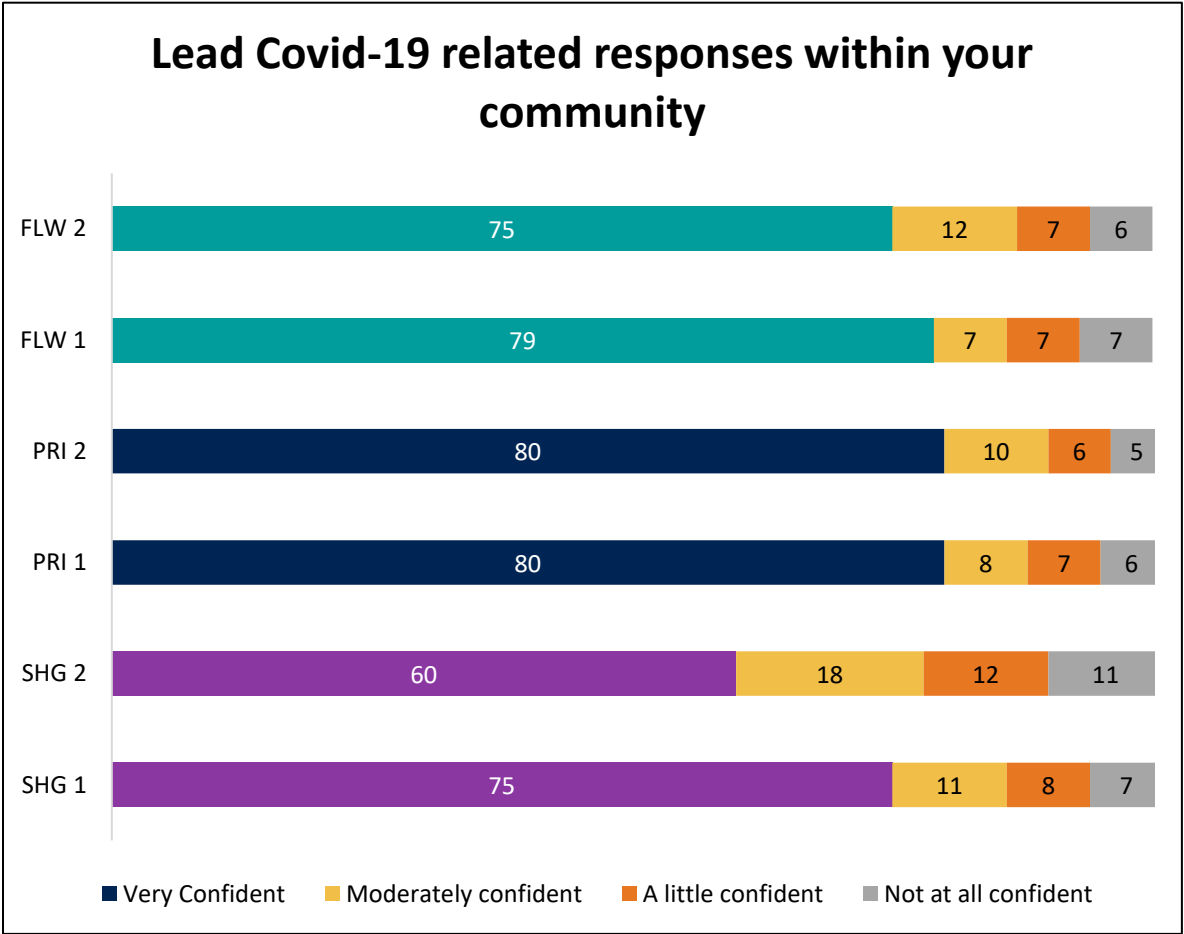
- Round 1:
 - Age group 25-34 years (41.4%)
 - Having attained higher education (68.1%)
- Round 2:
 - Age group- 50+ years (82%)
 - Having attended upto Class 4 (84%)

Who stated 'Very confident' -

- Round 1:
 - Age group- 35-44 years (40.1%)
 - Having attained higher education (59.7%)
- Round 2:
 - Age group 30-39 years (71%)
 - Having attained higher education (72%)

Round 1-N: FLWs- 1005; PRIs-1003; SHG members-600;
 Round 2-N: FLWs- 1028; PRIs-1017; SHG members-600;

CONFIDENCE AMONG COMMUNITY PLATFORM MEMBERS TO



Round 1-N: FLWs- 1005; PRIs-1003; SHG members-600;
 Round 2-N: FLWs- 1028; PRIs-1017; SHG members-600;



TOPLINE TAKEAWAYS



What has worked

Trust remains high, continue actions to maintain trust

Good flow of correct information through trusted sources

Openness among communities to return to pre-covid times, new normal

Continue, Maintain and Improve



What can be improved

- ❑ Further tap trusted sources of information, esp TV and frontline workers
- ❑ Define state specific interventions for state specific challenges (in addition to national protocols)
- ❑ Refine the content/key messages
- ❑ Continue to capacitate FLWs and SHGs, building their confidence
- ❑ Appreciate the good work – acknowledge, amplify, motivational stories
- ❑ Use opportunities to reinforce COVID appropriate behaviors e.g., Poshan Maah, Swachta Pakhwada

CONFORMITY TO ISO STANDARD SLIDE

- ✓ This work was undertaken in accordance with the standards laid out in ISO 20252:2019, ensuring a consistent quality of work to the highest standards in the industry. Ipsos's processes are annually audited by external certified to external accredited quality assessors.
- ✓ Ipsos has over 18,000+ employees across 90 markets and works with 5000+ clients
- ✓ Ipsos is member of most key market research bodies and we abide by their quality standards.



ISO 20252:2019



WORLD



THANK
YOU

GAME CHANGERS

