

Zimbabwe Red Cross Society (ZRCSS)

Understanding community perceptions and implementing RCCE in COVID-19 response



Agenda

1. Introduction - Sophie (BRC) / 5 min
2. Opening remarks – Tapiwa (ZRCS) / 5 min
3. Process and approach – Isabella (GTS) / 10 min
4. Methodology, key findings and recommendations – Pamla & Leobah (ZRCS) / 25 min
5. Dissemination of results & next steps – Leobah (ZRCS) / 5 min
6. Q&A / 10 min

British Red Cross (BRC) – Sophie Everest

Introduction



Zimbabwe Red Cross Society (ZRCSS) – Tapiwa Chadoka

Opening remarks



Ground Truth Solutions (GTS) – Isabella Leyh

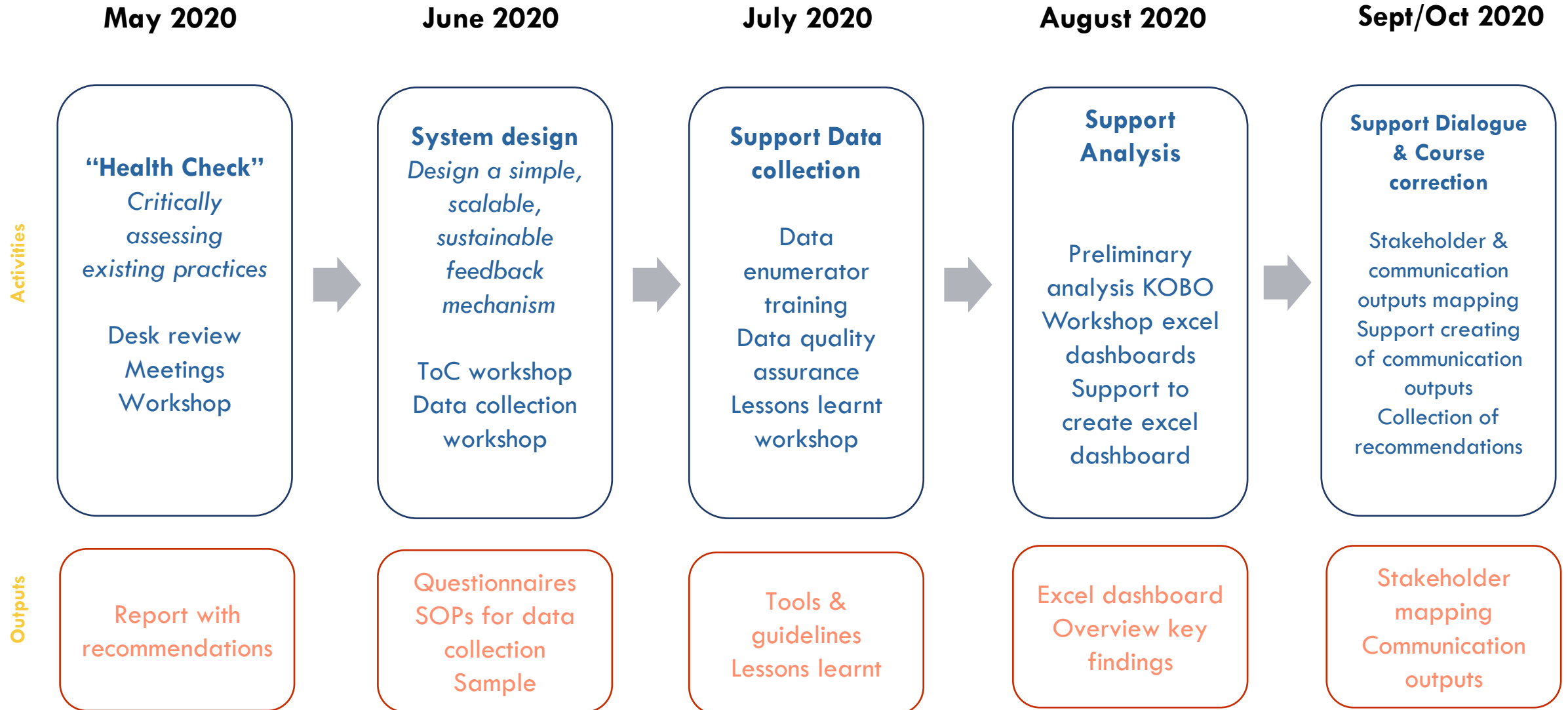
Process of designing and implementing feedback mechanism



Project objectives

- To design a proactive feedback mechanism in cooperation with the NS
 - Know what to ask and how to ask it (questionnaire design and SOPs)
- To provide technical support and tools and guidance to implement mechanism
 - Data collection
 - Analysis
 - Dialogue
 - Course corrections

Timeline: Activities & outputs (so far)



Zimbabwe Red Cross Society (ZRCSS) – Pamla Torto &
Leobah Mudungwe

COVID-19 perception survey results and recommendations



- Districts were chosen based on areas of intervention of ZRCS which are the rural communities
- Sample was calculated based on the most recent service recipients' numbers of ZRCS
- Data presented not representative of the whole population of Zimbabwe, but of the views, perceptions, opinions and beliefs of communities benefiting from Red Cross services
- A one-day training was conducted with volunteers on COVID-19 Perception survey and data enumeration.

- COVID-19 regulations were adhered to e.g temp checks, provision of PPE to volunteers and physical distancing during the sessions

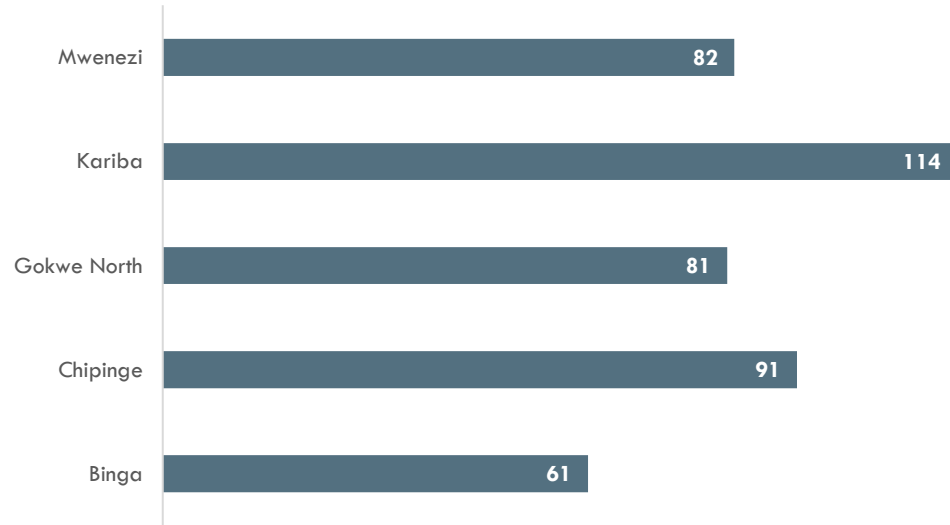


- Administered face-to-face by volunteers

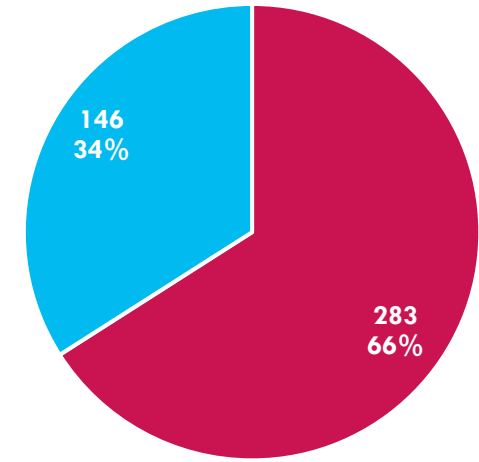


Demographics

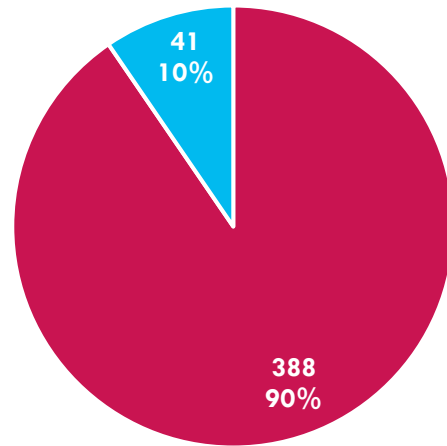
District



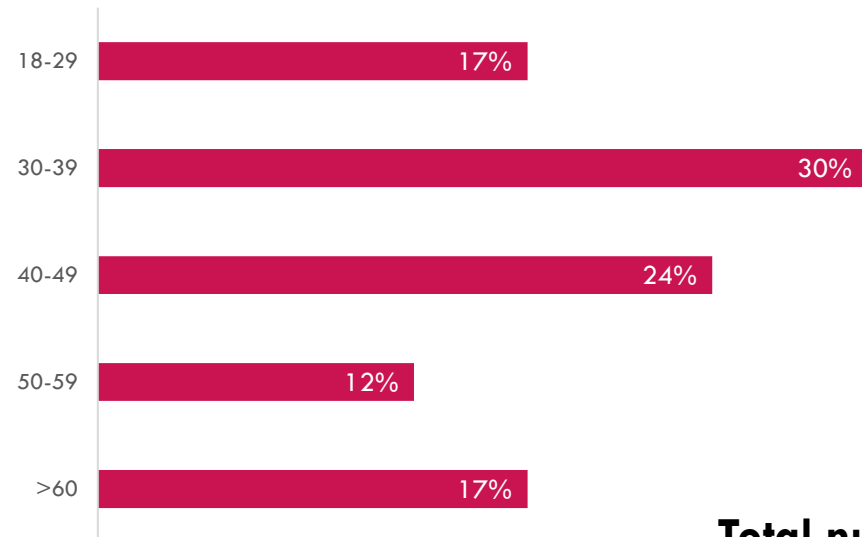
Gender



Disability



Age



**Total number of respondents:
429**

The majority feels that they have enough information to protect themselves from the virus

Do you have enough information to protect yourself from the virus?



■ No ■ Yes

Many feel that specific groups are struggling to access information on the virus

Are there specific groups of people who are struggling to access information on the corona virus?

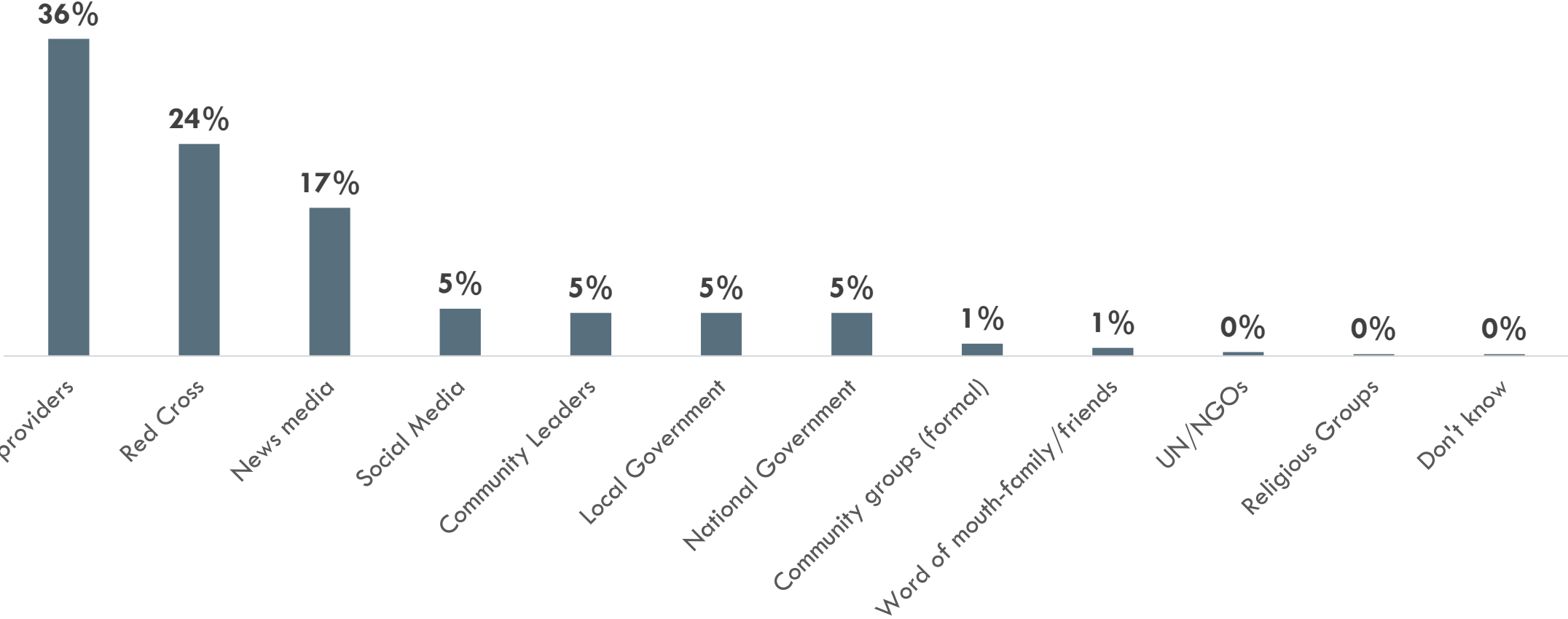


■ No ■ Yes

Health professionals and the Red Cross are the most trusted sources of information

What source do you trust the most for information on how to protect yourself from the virus?

Information

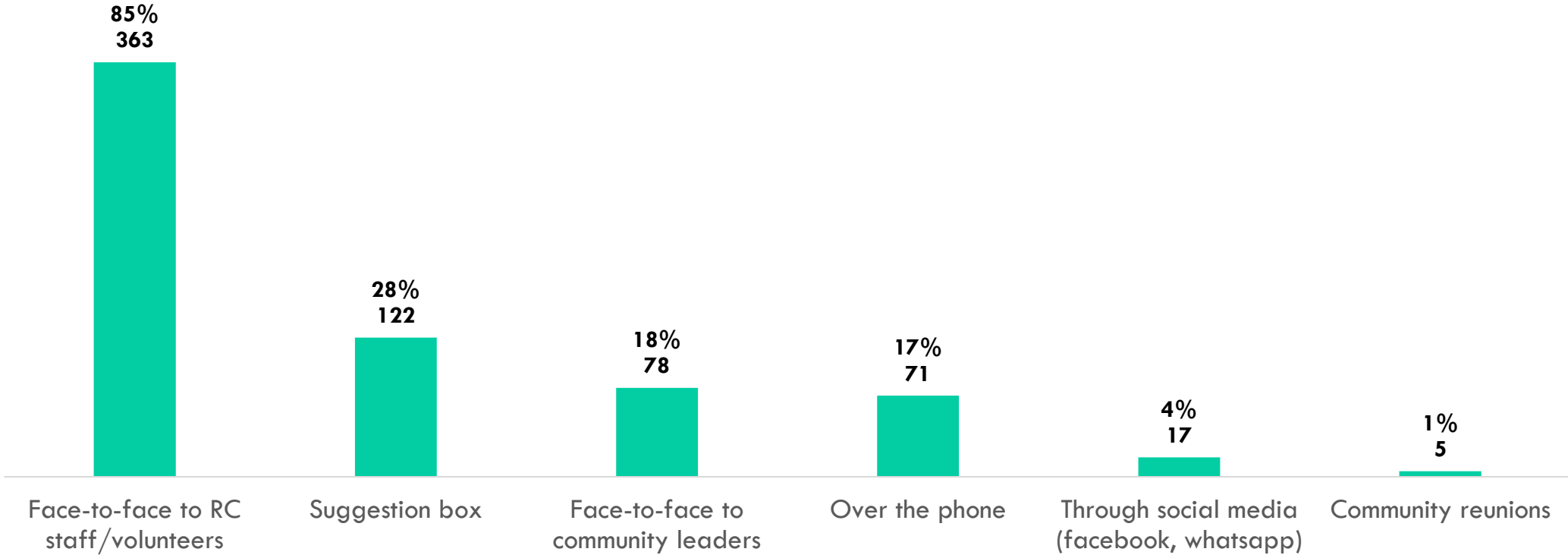


Recommendations

- Need to work closer with health professionals to spread awareness and key messages
- Community leaders play an important role in communities and need to encourage them to take a more prominent role in the fight against COVID-19 and disseminating information
- Need to focus on vulnerable populations more during awareness raising campaigns, namely the elderly, people with disability, people with illness/chronic disease. Connect with organisations specialized working with these groups and invest more in face-to-face communication with them.
- To target the youth disseminate information in schools and colleges

People prefer to communicate questions to the RC face-to-face

How would you prefer to communicate any questions you have to the Red Cross?



Communication channels

For the bulk of respondents, their economic situation has worsened since the start of the pandemic

How has your ability to meet your basic needs changed since the virus started spreading?



■ Improved ■ No change ■ Worsened

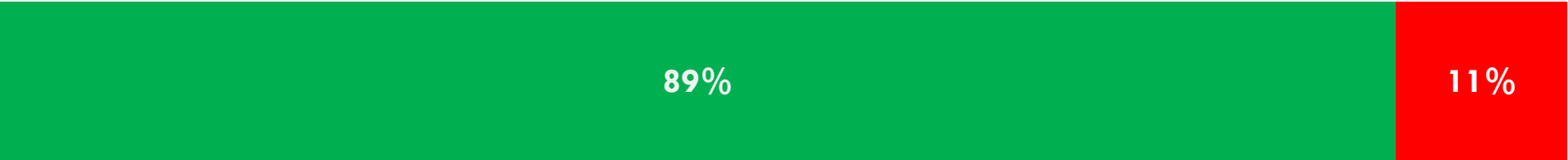
Economic impact

Recommendations

- Need to understand why the ability to meet basic needs has improved in Binga and Mwenezi
- Need to understand how the youths have managed to improve their economic situation

Respondents claim that the vast majority is abiding by guidance

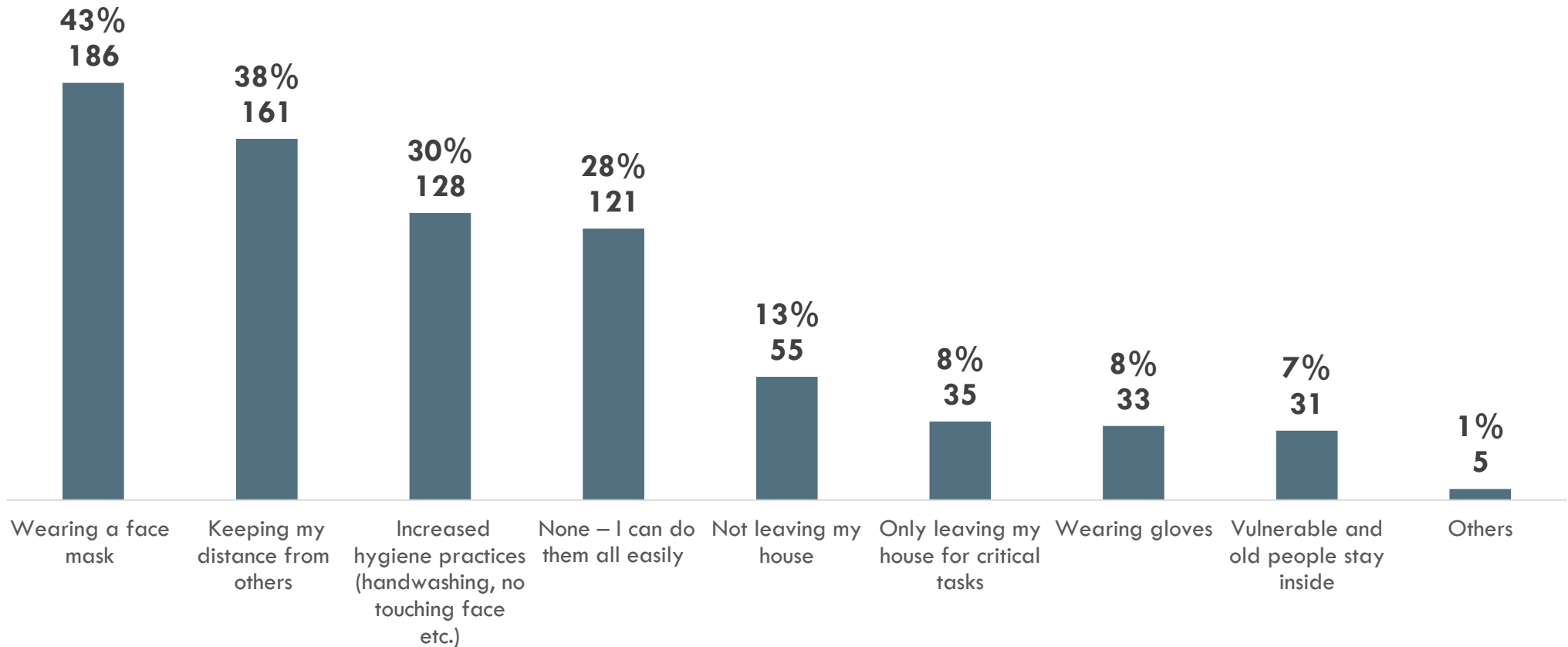
Are people in your community abiding by the guidance/policies regarding the corona virus?



■ Yes ■ No

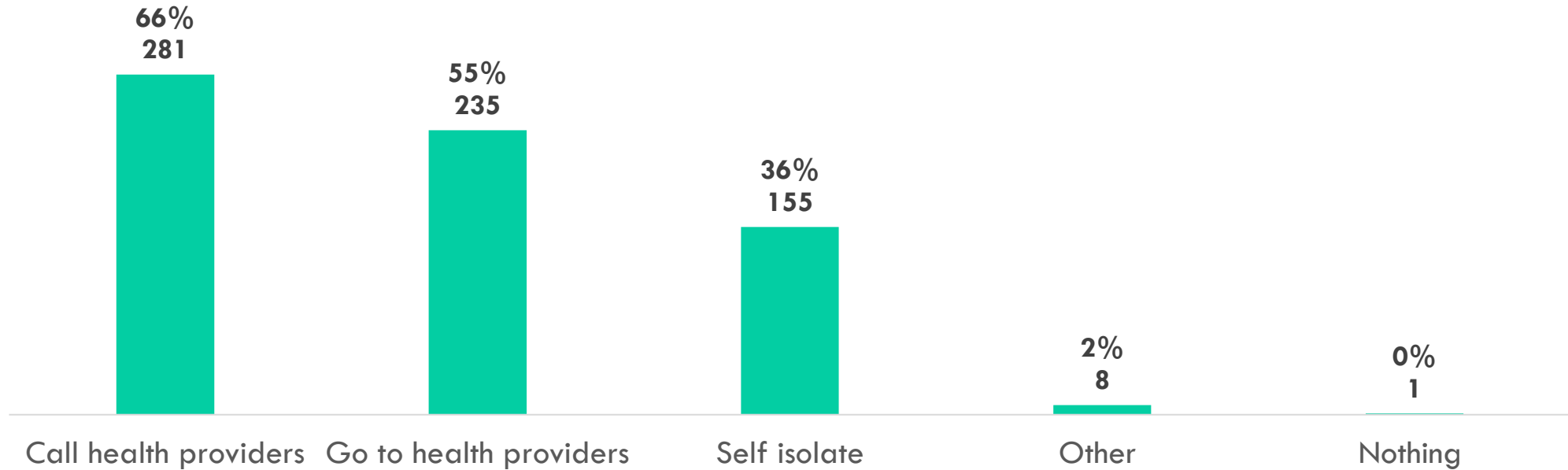
People find wearing a mask most difficult to do

What precautionary measures do you find most difficult to adhere to?



Still half would go to health providers if they experienced symptoms

What would you do if you experience corona virus symptoms?

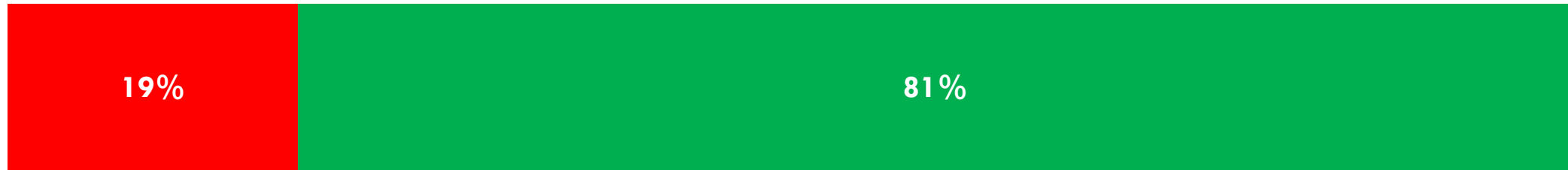


Recommendations

- More awareness raising and communication needed on the importance of wearing masks and how masks can be produced with local materials
- Need to understand why keeping distance from others and increased hygiene practices are measures that are problematic for communities and co-create solutions with them.
- Highlight the importance of calling health providers before going to see them when experiencing COVID-19 symptoms
- Need to engage local leaders to enforce laws to ensure adherence to the regulations

A large part of the respondents believes that access to health services is guaranteed

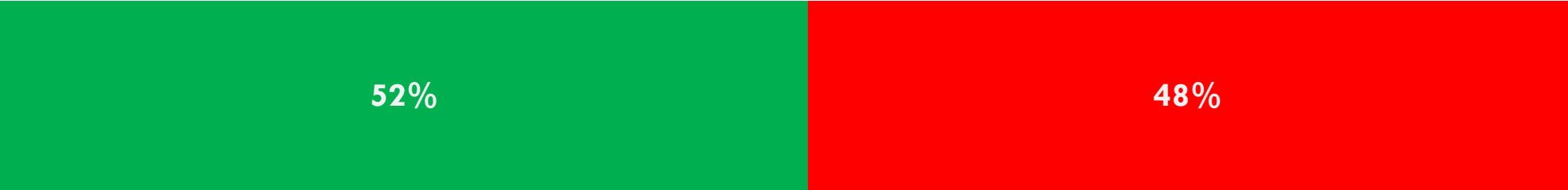
Do people in your community have access to health services should they need them in the time of corona virus?



■ No ■ Yes

Half of respondents believe rumours are being spread

Do you think rumours and misinformation about the coronavirus are being spread in your community?

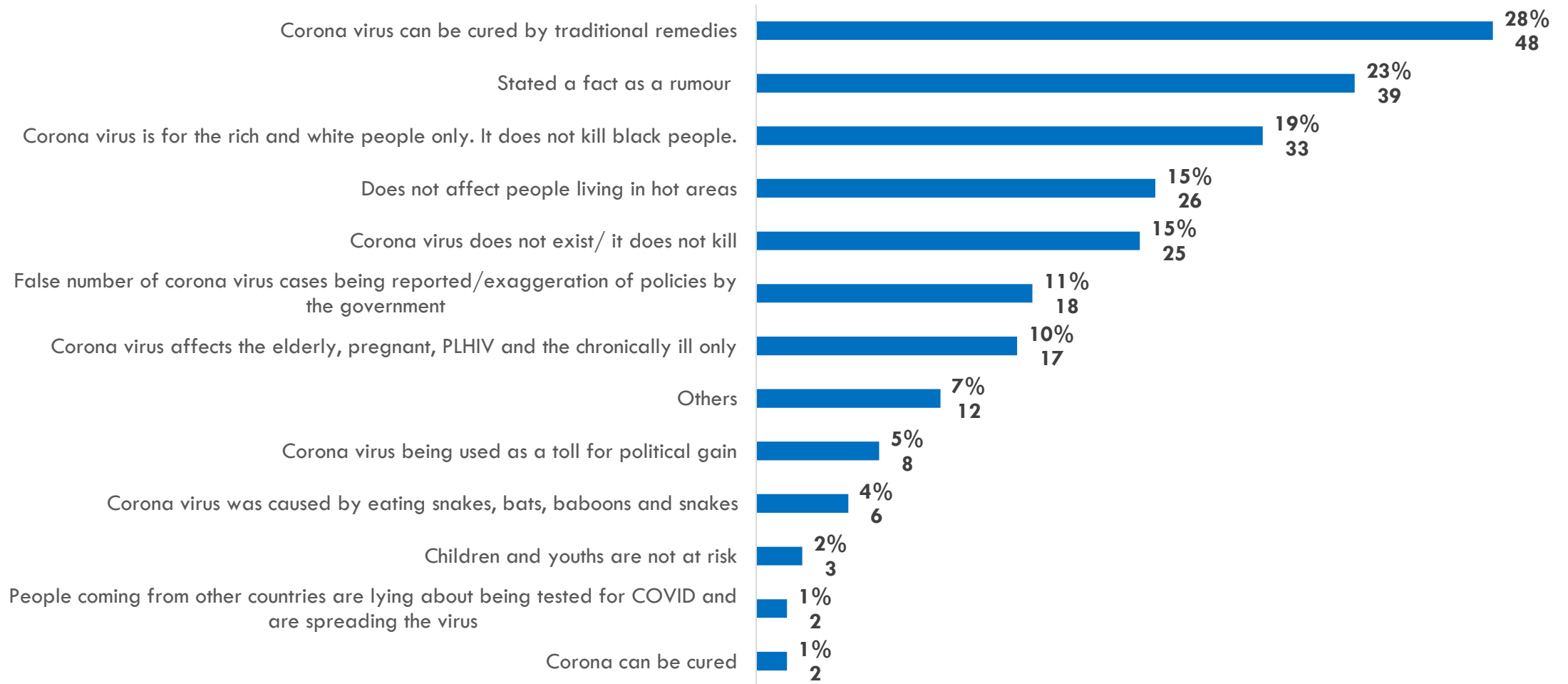


■ Yes ■ No

Rumours

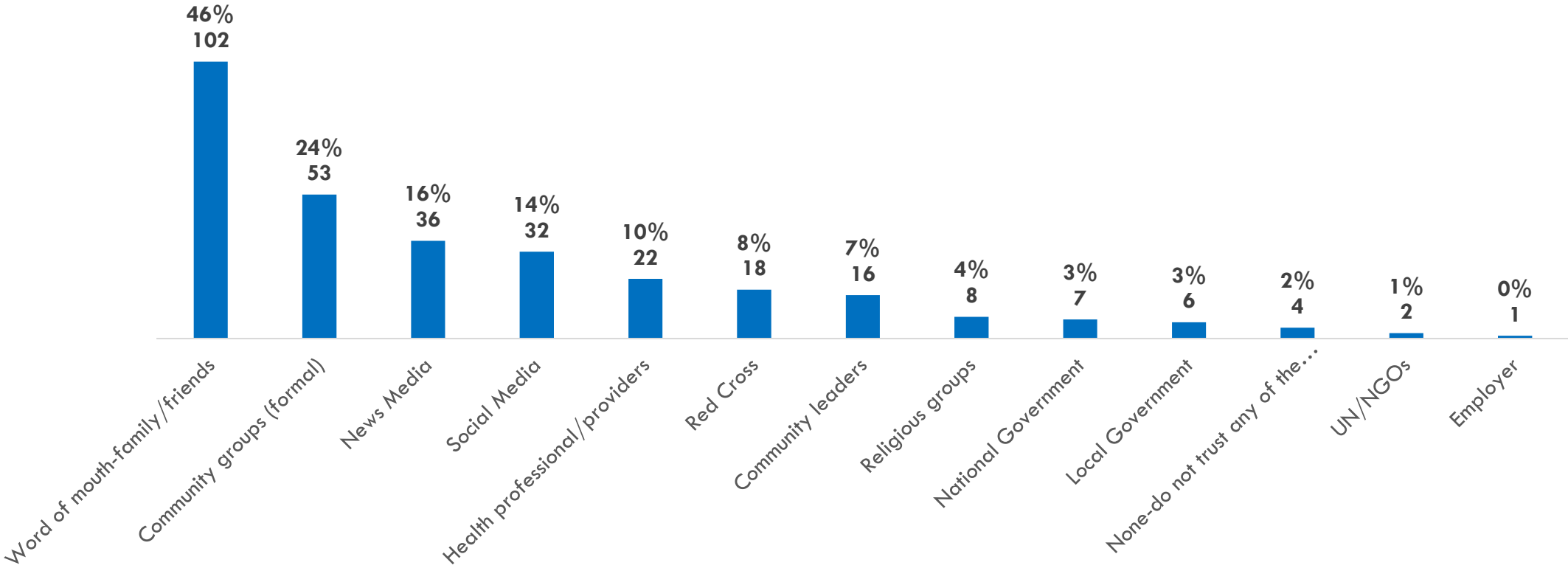
Rumour tracking

What rumours or misinformation about the corona virus have you heard?



The source of rumours is recognised to be largely word of mouth

From whom/where did you learn about this?



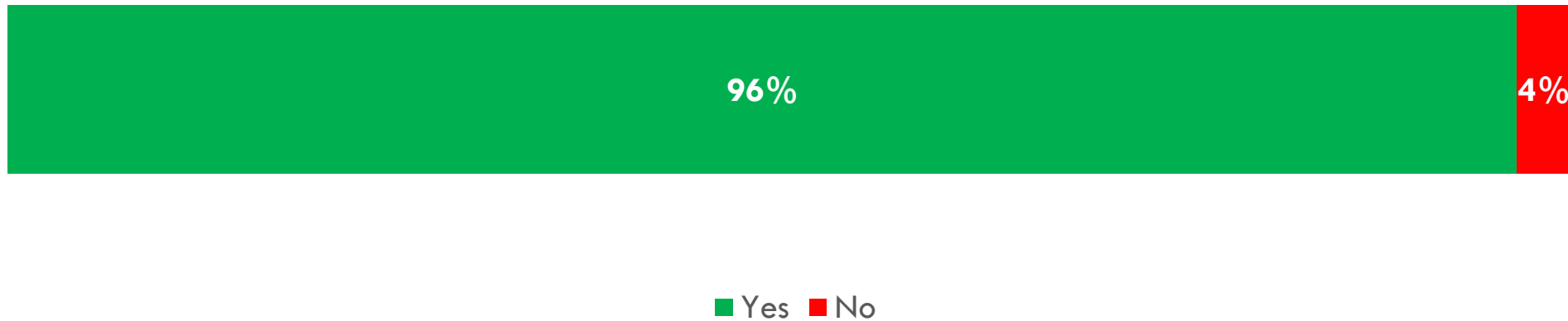
Rumours

Recommendations

- Need to further invest in giving communities the tools to distinguish rumours from facts
- Need to encourage them to verify information with most trust sources (health providers/Red Cross)
- It is necessary to talk more about the role of traditional remedies.
- Need to find out communities' response or behavior when they hear rumours

Almost all respondents have a positive outlook on the future

Do you believe the measures that have been introduced in your area will reduce the spread of the virus?



Recommendations next rounds

- Add a question on stigma and discrimination as a result of COVID-19
- Add question on psychosocial support
- Include refugees and urban areas in sample

Disseminating findings & co-creating solutions

National level

- Presentation to ZRCS management and managers of provinces
- Shared presentation with national COVID-19 taskforce + due to receive written feedback

District level

- Presented results to COVID-19 taskforce, including local government, in Chipinge and Chimanimani
- District field officer to reach out to organisations working with people with disability and elderly to present findings and get feedback
- Staff to present findings to local stakeholders in Mwenezi, Kariba and Binga on next trip to districts

Dialogue & course correction

Next steps

- Based on recommendations received, draw up action plan to course-correct
- Adapt questionnaire and sampling for round 2
- Think through how perceptions can be collected for other projects/programmes of the ZRCS



Q&A

Sophie Everest (BRC) - severest@redcross.org.uk

Tapiwa Chadoka (ZRCS) – tapiwac@redcrosszim.org.zw

Pamla Torto (ZRCS) – pamelat@redcrosszim.org.zw

Leobah Mudungwe (ZRCS) – leobahm@redcrosszim.org.zw

Isabella Leyh (GTS) – isabella@groundtruthsolutions.org

