Zimbabwe Red Cross Society (ZRCS)

Understanding community perceptions and implementing RCCE in COVID-19 response

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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 (ZRCS) – Tapiwa Chadoka

Opening remarks
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)

May 2020

“Health Check”
Critically assessing existing practices
Desk review
Meetings
Workshop

June 2020

System design
Design a simple, scalable, sustainable feedback mechanism
ToC workshop
Data collection workshop

July 2020

Support Data collection
Data enumerator training
Data quality assurance
Lessons learnt workshop

August 2020

Support Analysis
Preliminary analysis KOBO Workshop excel dashboards
Support to create excel dashboard

Sept/Oct 2020

Support Dialogue & Course correction
Stakeholder & communication outputs mapping
Support creating of communication outputs
Collection of recommendations

Outputs

Report with recommendations

Questionnaires
SOPs for data collection
Sample

Tools & guidelines
Lessons learnt

Excel dashboard
Overview key findings

Stakeholder mapping
Communication outputs
Zimbabwe Red Cross Society (ZRCS) – 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

**Gender**
- Male: 283 (66%)
- Female: 146 (34%)

**District**
- Mwenezi: 82
- Kariba: 114
- Gokwe North: 81
- Chipinge: 91
- Binga: 61

**Disability**
- Yes: 41 (10%)
- No: 388 (90%)

**Age**
- 18-29: 73 (17%)
- 30-39: 129 (30%)
- 40-49: 103 (24%)
- 50-59: 51 (12%)
- >60: 74 (17%)

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?

17% No  83% 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?

- Yes: 64%
- No: 36%
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?
• 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?

- **Face-to-face to RC staff/volunteers**: 363 responses (85%)
- **Suggestion box**: 122 responses (28%)
- **Face-to-face to community leaders**: 78 responses (18%)
- **Over the phone**: 71 responses (17%)
- **Through social media (facebook, whatsapp)**: 17 responses (4%)
- **Community reunions**: 5 responses (1%)
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: 34%
- No change: 14%
- Worsened: 51%
• 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: 89%
- No: 11%
People find wearing a mask most difficult to do

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

- Wearing a face mask: 43% (186 people)
- Keeping my distance from others: 38% (161 people)
- Increased hygiene practices (handwashing, no touching face etc.): 30% (128 people)
- None – I can do them all easily: 28% (121 people)
- Not leaving my house: 13% (55 people)
- Only leaving my house for critical tasks: 8% (35 people)
- Wearing gloves: 8% (33 people)
- Vulnerable and old people stay inside: 7% (31 people)
- Others: 1% (5 people)
Still half would go to health providers if they experienced symptoms

What would you do if you experience corona virus symptoms?

- Call health providers: 66% (281)
- Go to health providers: 55% (235)
- Self isolate: 36% (155)
- Other: 2% (8)
- Nothing: 0% (1)
• 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?

19% No 81% 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: 52%
- No: 48%
What rumours or misinformation about the corona virus have you heard?

- Corona virus can be cured by traditional remedies: 28% (48)
- Stated a fact as a rumour: 23% (39)
- Corona virus is for the rich and white people only. It does not kill black people: 19% (39)
- Does not affect people living in hot areas: 15% (26)
- Corona virus does not exist/it does not kill: 15% (25)
- False number of corona virus cases being reported/exaggeration of policies by the government: 11% (18)
- Corona virus affects the elderly, pregnant, PLHIV and the chronically ill only: 10% (17)
- Others: 7% (12)
- Corona virus being used as a toll for political gain: 5% (8)
- Corona virus was caused by eating snakes, bats, baboons and snakes: 4% (6)
- Children and youths are not at risk: 2% (3)
- People coming from other countries are lying about being tested for COVID and are spreading the virus: 1% (2)
- Corona can be cured: 1% (2)

Rumours
The source of rumours is recognised to be largely word of mouth.
• 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?

96% Yes, 4% No.
• 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
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
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