

Understanding our Communities in St. Vincent and the Grenadines:

Results from a COVID-19 protection measures and vaccine
perception survey



Prepared for the St. Vincent and the Grenadines Red Cross Society
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INTRODUCTION

The St. Vincent and the Grenadines Red Cross Society launched a COVID-19 protection measures and vaccine perception survey to better understand how people are feeling about the pandemic and the measures to stay safe and healthy.

The survey ran for the first three weeks of March and we had feedback from 276 people, which gives us a margin of error of +/- 6 percent with a 95 per cent confidence level.

Respondents came from across the country, including St. Vincent and the Northern and Southern Grenadines. The areas with the largest number of respondents were: Kingstown (29 people), Bequia (23 people), Campden Park (13 people), Georgetown, and Arnos Vale (with 11 people each).

Of the respondents 75 per cent were people who identified as female and 21 per cent were people who identified as male, another 4 per cent preferred not to say.

Respondents were from a good cross-section of ages: 46.7 per cent of responses were from people 30-to-49 years old, 22.8 per cent of responses were from people 50-to-65 years old, 19.2 per cent were from 18-29 years old, and almost 10 per cent were from people over the age of 65.

A majority of people (68.1 per cent of respondents) were not living with anyone with a vulnerability, and 19 per cent were living with someone who was elderly.



PERCEPTIONS ON COVID-19 PROTECTION MEASURES

People are largely able to correctly identify the **main COVID-19 protection measures**:

1. Wash your hands often with soap and water or using a hand sanitizer (95.6 per cent of respondents)
2. Wear a mask (95.3 per cent of respondents)
3. Maintain social/physical distancing (93.4 per cent of respondents)
4. Avoid large groups or gatherings (89.8 per cent of respondents)

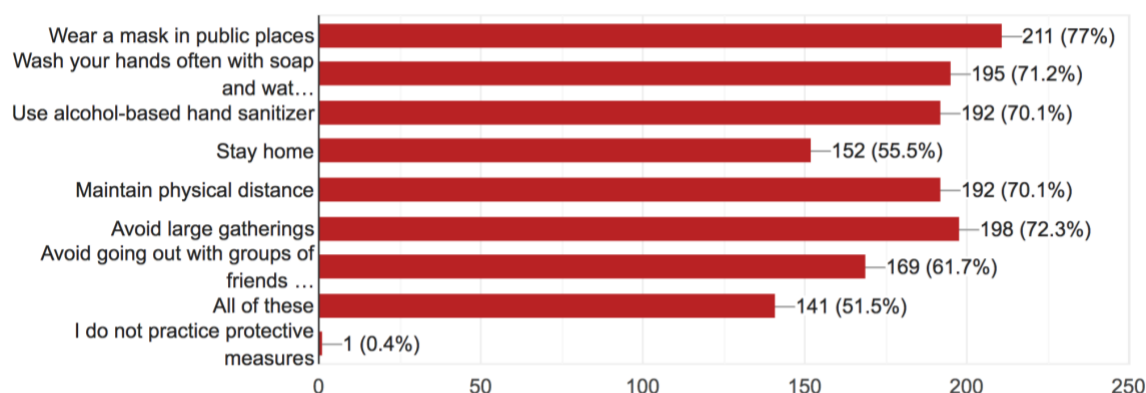
However, some people (44 respondents) said they eating garlic or ginger daily could keep them safe from COVID-19. Other responses submitted included taking Vitamin C, taking the vaccine, praying and having faith in god, and maintaining a healthy immune system.

Popular information sources on COVID-19 were (in order):

- Social Media (71.8 per cent of respondents),
- Ministry of Health (60.1 per cent of respondents),
- News (57 per cent of respondents),
- TV (50.9 per cent of respondents),
- Radio (48.7 per cent of respondents),
- Friends or relatives (35,2 per cent of respondents)
- WhatsApp (30 per cent of respondents)
- Road signs or posters (27.7 per cent of respondents)
- Medical workers (23 per cent of respondents)
- Talk in the community (10 per cent of respondents)

Almost 20 per cent of the respondents said they used all of these sources, and 1.5 per cent said they didn't use any of these.

Graph 1: A breakdown of what measures people have recently used to prevent the spread of COVID-19.

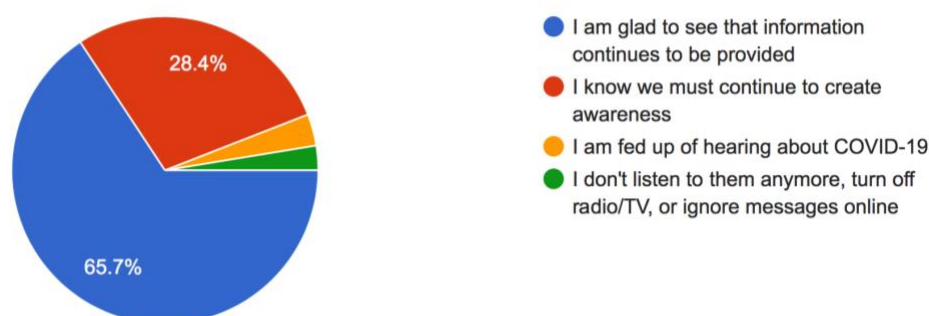




Of the 34 respondents who said they **did not use any safety measures**; the biggest reason why is they are **tired of worrying about COVID-19** (20.6 per cent). About 15 per cent said they had asthma or other breathing issues. Additionally, 11.8 of these **people said they didn't have money for masks**.

People responding to the survey identified **being out in public** (35.7 per cent), and in **public transportation** (34.5 per cent) as the **two most difficult places** to apply COVID-19 protective measures. Other areas include at home, at work, at restaurants and bars, walking in the street, at the market and at church.

Graph 2: How people are feeling about the campaigns to use protective measures

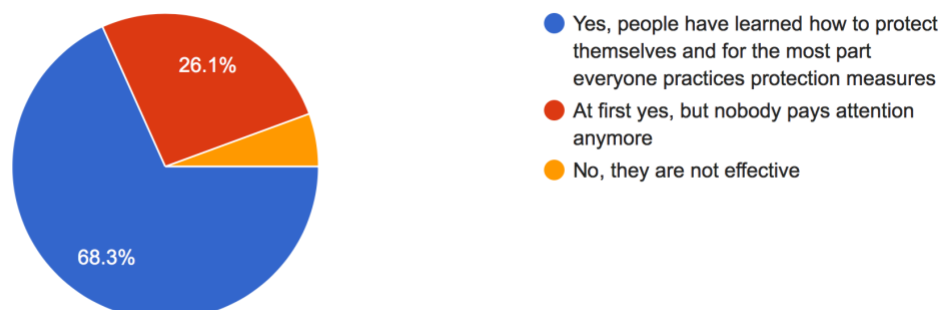


According to respondents, **the best ways to catch their attention with messages** is:

1. Posts in social media (72.5 percent)
2. Public service announcements on TV (48.3 per cent)
3. Public service announcements on the radio (46.5 per cent)
4. Posters in the community (39.9 per cent)
5. Graphics or images on WhatsApp (29.5 per cent)
6. Jingles, brochures in business, anything on their phone (25 per cent or less)



Graph 3: Responses to the question of if the campaigns promoting protective measures have been effective.



Selected* suggestions to make campaigns about COVID-19 more effective

“People need to hear more about the vaccine because a lot of people are afraid of taking the vaccine. We need to assure them it is safe and we can take it.”

“Use moderate influencers from both sides of the political fence”

“I would change the way in which information is being disseminated in the community. There are few less fortunate persons who do not have access to internet and tv, regular drive throughs would be suggested and not just a drive through where the trucks are just driving be and you only hear a bit of the information. The trucks should stay in one spot until all the information is given out. For those online persons have daily videos posted on the importance of following all protocols to stay and keep safe. Make some these videos animated and have some in real life situations where persons who live here in svgr acting the situations out. Make these videos interesting that will grasp the attention of everyone. Have regular text messages being sent to mobile devices everyday or every other day.”

“Do it at a community level. Include churches and community-based organizations”

“Have quizzes or game show with info about COVID, make sure people really understands”

“Make a soca song about corona”

“Use the popular radio stations like hot97 where you can appeal to a large audience”

“Are would make them more visually appealing to younger viewers. I would also campaign in a way that debunks conspiracies”

* Complete list of suggestions in Appendix A

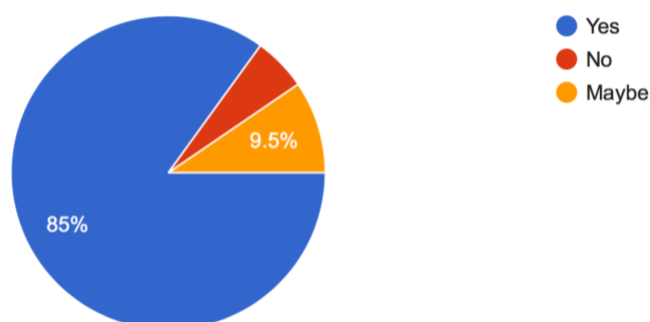


In cases where people are **not implementing protection measures**, the biggest reason why according to respondents is **mistrust of government and officials** (45 per cent), then **people are tired of COVID-19 and the measures** (41 per cent), people **believing the disease does not exist** is third (39 per cent), then not having access to protection measures, belief the disease is over, and it goes against customs are all between 15 and 20 per cent. An additional 20 respondents said the reason is people just don't **care/careless/ignorant**.

According to 53.4 per cent of respondents, people should have to **quarantine in a government facility**, with 34 per cent saying they should **quarantine at home**, and the rest are somewhere in between the two, with many commenting home should be the first choice, but only if there is space to isolate from others within the house.

COVID-19 PANDEMIC AND THE VACCINE

Graph 4: Answers to the question if people believe COVID-19 to be a threat.



Graph 5: Reflects how people are feeling at the one-year mark of the COVID-19 pandemic

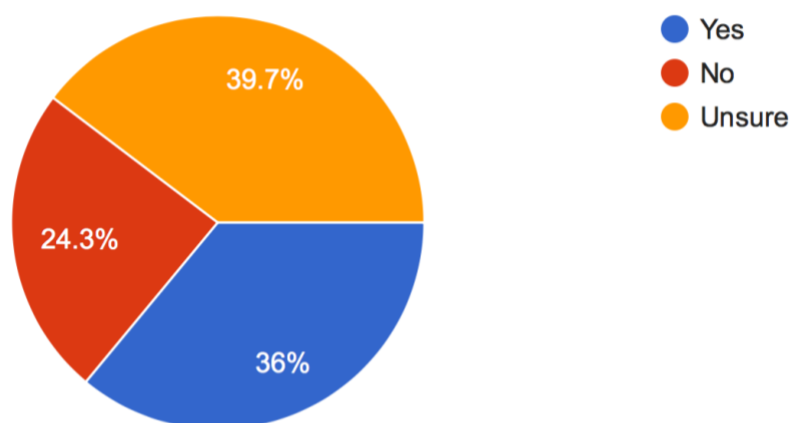




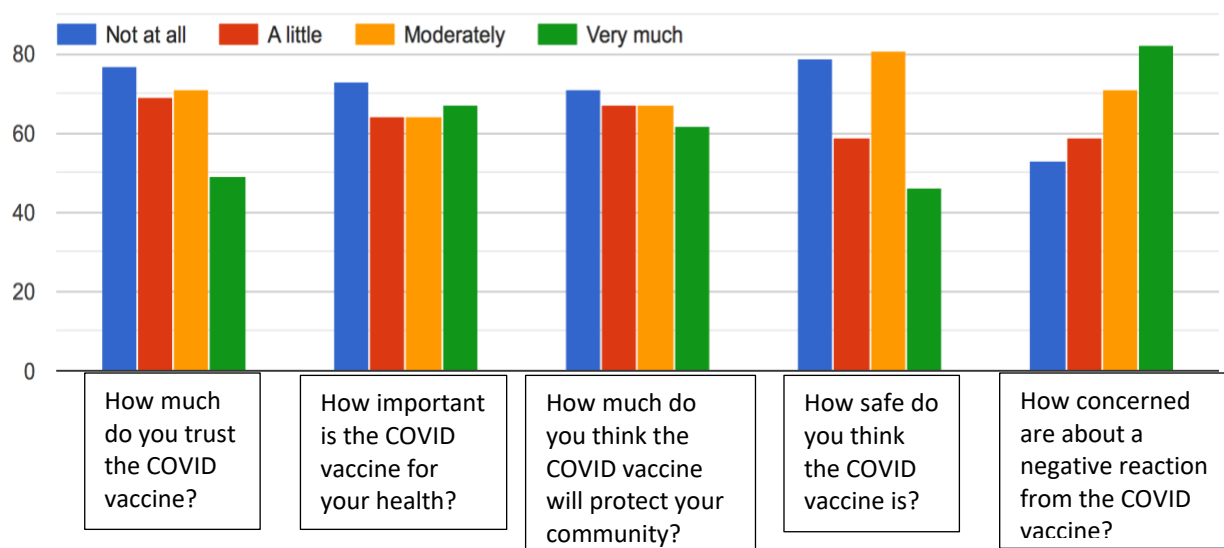
According to people who filled out the survey, there is the **belief** in St. Vincent and the Grenadines that COVID-19 can be prevented (57.8 per cent) and treated (61.5 per cent) **with home/herbal remedies**. There is also the believe **that it is just like a cold/flu** (60.7 per cent). People said they have heard people speak that the vaccine will save us (49 per cent), but that masks won't help them (48 per cent).

Mostly people are **feeling unsure about the vaccine**, just over 50 per cent of the respondents (51.1 per cent), with 25 per cent saying they are **unwilling to take**, 17 per cent saying they are **scared**, and 20 per cent are **worried**. There are about 30 per cent of **people who are happy or excited** about the vaccine (14 per cent excited, and 16 per cent happy).

Graph 6: If the COVID-19 vaccine was available and recommended to you, would you get it?



Graph 7: How people are feeling about the vaccine, its impacts, and possible side effects





Selected* feedback about the COVID-19 vaccine

"Do not trust the vaccine, need results from volunteers of symptoms or reactions from the vaccine before a decision can be made for me to take it"

"I had the first dose, I get second in May. And the first was easy and cool so no concerns about the second."

"I don't trust it one bit how did they develop a vaccine so soon and other diseases out here and you can't even start to find vaccine so fast"

"I wish we had more time to truly evaluate its effectively and long-term side effects, but I will take it for the benefit of the wider community."

"It makes no sense, because you can still contract and spread the disease. There are too many unanswered questions. Not enough time was spent to test and develop the vaccine. Its just about money. They still don't understand how the virus works. Too many theories and not enough concrete answers."

"I don't know too much information about it and there are too much of mixed information some say it's good some says it's bad it's causing a confusion"

"I do not trust this vaccine, I believe this vaccine that is sent to Africa and the Caribbean is made special for the Negro race, My trust is in God, look at the way the Indians treat their own, since when the Indian race love the Negro race? I dont trust Modi"

"Absolutely necessary, bring it on!"

"Not fully informed"

According to respondents, **the place they go for health information and facts on the vaccine is:**

1. Health Staff (68.1 percent)
2. Foundations and humanitarian organizations (35.6 per cent)
3. Government officials (26.2 per cent)
4. Friends and family (10.5 per cent)
5. Social media (6.7 per cent)
6. No one (15.7 per cent)

* Additional list of 100 pieces of feedback in Appendix B



CONCLUSIONS

While people are largely following at least some of the COVID-19 protection measures, there is still uncertainty still about COVID-19 and a lot of questions about the vaccine. There is space for the St. Vincent and the Grenadines Red Cross Society to play a role in spreading good information as organizations are seen as only second to health workers as a trusted source of health and vaccination information. Social media, public service announcements, and through communities are effective ways to reach people with those messages.

Red Cross could also play a role in ensuring those of people who are not able to afford protection measures (masks and hand sanitizer) have access to them.

The complete results are in a spreadsheet here:

https://docs.google.com/spreadsheets/d/1t9g5UaYIFOov79f9jqUuBdz5mVuHMPP_iEqMs7f30Dk/edit?usp=sharing



APPENDIX A:

Nothing

Nothing

I don't know

Impose fines

People need to hear more about the vaccine because a lot of people are afraid of taking the vaccine. We need to assure them it is safe and we can take it.

Not sending people home to quarantine with relatives and lock down the country for one week and do random house to house testing

Use moderate influencers from both sides of the political fence

Hold more community meetings

I don't think there needs to be a change but everyone should continue to adhere to these protocols .

Will not change anything. Will continue all the advertising

Vincentians only listen, whenever the situation gets drastic, like now the numbers are high, many are now wearing their masks etc. However, the people don't trust the information given by the authorities and to fix this they need to be more transparent.

Train business places how to properly sanitize areas frequently used by customers

Free mask should be given in the capital

Promote the protective measures and benefits through various mediums.

They need to be more specific to our local reality, population and discourse

Encourage 1 or 2 health officials to visit workplaces to advertise and inform because persons still don't understand the need to do proper protection measures

Reinforce it more

The audience

Do short films or documentaries showing the severe impact of Cov2 on the world/country so far economic and health wise may help

Authority needs to be more adamant with the public. Need to enforce the measures.

I wont change nothing but reinforced penalty when found breaking the rules

Make mask wearing mandatory in public.

Enforcement is the key..to many persons are not serious. Their attitudes are leave a lot to be desired.to casual.

Effective policing

Create neighborhood watch to monitor persons ... enforce the fine ...

More frequent community discussions about benefits of vaccination

There need to be more community efforts.

Stop sending mixed messages. Authorities should stick to same messages and stand by them.

When the Police catches the Van drivers and conductors not wearing their mask , suspend their licence for 3 months

Provide more accurate information about vaccines. There is too much fear based on conspiracy theories and other ill-informed sources.



I would change the way in which information is being disseminated in the community. There are few less fortunate persons who do not have access to internet and tv, regular drive throughs would be suggested and not just a drive through where the trucks are just driving be and you only hear a bit of the information. The trucks should stay in one spot until all the information is given out. For those online persons have daily videos posted on the importance of following all protocols to stay and keep safe. Make some these videos animated and have some in real life situations where persons who live here in svg re acting the situations out. Make these videos interesting that will grasp the attention of everyone. Have regular text messages being sent to mobile devices everyday or every other day. Have public people talk about the importance of vaccines. People will listen to people they look up to.

Community Bill Board..and DJs.Announcer paid.advertisement

Remind persons about their responsibilities to themselves and other with regards to the protocols

People need more information to persuade them that getting the vaccine will help them to not contract a sever form of Covid and also to help the country become a safe place for tourists to start to return to.

Make masks mandatory everywhere and enforceable

Test every house hold across the country and do what necessary To combat the spread Share mask hand sanitizer soap to less fortunate people in and around communities

Enforce protocols with charges of payment of money

More community meetings

More sensitivity

Making face mask mandatory

Mandatory wearing of mask and people staying at home while awaiting results

I dont even know what would work. Vincentians are hard headed

Do it at a community level. Include churches and community based organizations

Have quizzes or game show with info about covid, make sure people really understands

Have loud speakers going around in communities to speak about the protocols

Select more persuasive messengers

Many still dont know how to use a mask effectively. Still with the nose uncovered

None

The vehicle, the engine makes more noise than the public address system.

He attention should now focus on vaccination, hoping that it will allay fears aboit the vaccines.

Need a catch phrase to grab more people attention

Will educate the public about the pros and cons of the vaccine and what effect it has on the body. Encourage workplace to provide mask for their workers because with a cut in salary not everyone can afford to be buying mask when they have bills n family to feed.

Better infographics, transparency, distribution of mask and sanitizers

Put information in a song

More monitoring from the police in enforcing the protocols...,stiffer penalties

The country being truthful

More emphasis on the effects of not taking the protective measures seriously



Show the true figure about the co vid numbers

Try to go house to house and meet persons face to face taking protective measures let them see

Make sure everyone is treated the same

Provision on information in a simple format to reach the less educated persons

Lock down the country

For it to be enforced

Outside timing

More community PA system broadcast

Use the popular radio stations like hot97 where you can appeal to a large audience

The penalty for wearing a mask and quarantine, I would increase it so those person's who don't want to adhere to the protocol will have to pay.

The frequency of the information being relayed

When I see persons not practical protocols to encourage and enlightened them where the might need it.

More conferences on Social Media

Nothing. Getting people to follow protocols is the issue

Dont hesitate to vaccinate

More awareness of what the vaccines are chemically made from or of and many lots of queries of unanswered question making them unsure about vaccination. for instance: why is the vaccine is chemical based. Why is it made from fetus cannot support that Side effects where not properly tested to adhere to the most people needs why infected covid 19 persons are not given thr vaccines etc. So questions cause scaptism therefore reluctantants to take vaccines.

The way the information is being shared about the dangers of thd virus

We need a curfew from about six in the evening to four in the morning that is when we get most of the clusters.

more information from abroad... svg isnt serious

The ministry of health and the pm needs to be on the same page at all Times

Nothing because the message has been given.

The big truck on road with speakers blasting the information. It's so loud that you can't understand what is being said.

Making the wearing of mask mandatory

It effective already

Giving out free mask for those that are financially unable.

Make the law more effective

Are would make them more visually appealing to younger viewers. I would also campaign in a way that debunks conspiracies

Following the rule and regulations

More public distribution of masks

Nothing really persons still are negligent

More serious consequences to breaching protocol

More education especially on the proper wearing of mask



Target each village so persons are even more aware and also provide educational pamphlets to provide even more awareness

Make a soca song about corona

More public awareness

Place a help station in secure place where you have crowds at banks and lines in town for business with hand sanitizers can be given and spary enclose business disinfect them.

Implement stricter fines. Hire more serious officers to ensure persons are dealt with severely.

Make them more exciting and regular.

PA system public awareness in the villages

More public awareness programmes constantly to drive home the seriousness of this virus.

Persons are very complacent.

Punish ppl who break the protocol and stop the bias on who does what

Send messages using Digi cell or FLOW network. Especially to clear up misinformation

People need to hear more about the vaccine because a lot of people are afraid of taking the vaccine. We need to assure them it is safe and we can take it.

Nothing it is well advertised everyone should know by now what to do.

People need to hear more about the vaccine because a lot of people are afraid of taking the vaccine. We need to assure them it is safe and we can take it.

I think that all the effective measures have been exhausted.

Less propaganda and fear mongering. More factual information



APPENDIX B:

Unsure

It may have a negative impact years down the line.

Do not trust the vaccine, need results from volunteers of symptoms or reactions from the vaccine before a decision can be made for me to take it

Good

It a very thing

I had the first dose, I get second in May. And the first was easy and cool so no concerns about the second.

It's a good idea but I don't want it

I do not put any trust in it because of side effects

Not sure about it.. Experimental

I have no answer really

I don't trust it one bit how did they develop a vaccine so soon and other diseases out here and you can't even start to find vaccine so fast

I wish we had more time to truly evaluate its effectively and long term side effects, but I will take it for the benefit of the wider community.

It's the way forward

i think it is something good but i just need a bit more time before i can actually take the vaccine

Unsure of this vaccine and its effects. To many different types and still not sure if it is effective.

It doesn't prevent us from contacting COVID19

It makes no sense, because you can still contract and spread the disease. There are too many unanswered questions. Not enough time was spent to test and develop the vaccine. Its just about money. They still don't understand how the virus works. Too many theories and not enough concrete answers..

I don't know how safe it is

Manufactured too quickly, unsure of the long lasting side effects

I know it is a vaccine for covid-19 but what exactly does it do?

I'm still wondering how come after one year there is do much vaccines available for covid. I'm still wondering why after taking a vaccine you can still get covid.

Although it has been approved by WHO, I believe it's still in the testing phase as to its impact on humans

I'm concern about the side effect and if it really works.

Not fully understand need to know more

I think it will be able to help out with your breathing to avoid having breathing problems

Its not stopping Covid it was made too fast.

I don't know too much information about it and there are too much of mixed information some say it's good some says it's bad it's causing a confusion

Uncertain of the long term effects...

It's too soon to identify the medium and long term effects of the vaccine

No comment

I dont trust it at all for now



It cannot cure

Am still trying to do my own research on it. Will take some time before i take it

I don't know the side effect

I do not believe in the vaccine reason for saying if taking the vaccine mean that I can still get covid-19 what sound does it make to take the vaccine

I think that the vaccines are the game changer in stopping the virus, but what about therapeutics.

I took it today.no adverse reactions.

Why there is no vaccine for cancer but one for vaccines?

Do not trust the ingredients ... not enough time given to test ... unsure of long term effects ... some of the news branded as 'propaganda' should not be overlooked, the authorities should do their own thorough, independent and honest investigations and research ... for money making ...

After taking it the side effects had me worried about what it would be like to get the virus. The effectiveness of it still in question as well as to how often we would have to get booster shots after the required dosage.

It is a means of regaining an almost normal life so the sooner we accept it the better

It needs more testing, not enough data

It can help to prevent severe illness.

It will help to stop the spread of Covid if the vast majority of people should take it.

I do not trust this vaccine, I believe this vaccine that is sent to Africa and the Caribbean is made special for the Negro race, My trust is in God, look at the way the Indians treat their own, since when the Indian race love the Negro race? I dont trust Modi

It has been shown to be safe and effective, and we in SVG are blessed to have it available.

I was a bit convinced that the vaccine could be a good thing however after doing research my decishas changed significantly because of the many negative feedbacks and health risks I've seen arises in persons who would've been vaccinated.

It's a short term.solution

panic cs afraid of allergic reactions

Already had first dose

At present, I am not sure what I think about the vaccine

It's the only way this pandemic will end

Help curcb other infection

Absolutely necessary, bring it on!

It gives us hope for an end to the virus

I have already had the first dose

Too many mixup thing am reading.

I have already had my first vaccine.

We need more people to be willing to take it

I think it will ease our fear and improve many lives

I think the person that made the virus shld HV made a vaccine cause no one makes a virus without a cure an ppl fear so many country making vaccine tells me sum else u all exprementing on ppl to see how dey body react to u all drugs.



Time will tell.

I think it should be one hundred percent safe

Not fully informed

Not 100%

I quite sure

It is still in the trial stages

Well from listening to foreign news and Dr Foucci, I have faith that the vaccine will do its part.

We still must remember to keep doing preventstive measures.

It will help slow the pandemic

It's beneficial to our community

More research need to be done on it.

Its the best thing we hv right now to get back to normalcy

It is effective. It will save life. It will preserve good health

Still not sure about its effectiveness and safety form adverse side effects

Disappointed that it won't prevent the illness

Not sure according to others complaining I am waiting to see how things working out for some time.

It needs more time to ascertain the negative impact it can have on human

Not enough research

Its a start to protect onesself

Need more indept info

I'm not sure about the vaccine as yet but if I'm to put my trust in one will be the Sputnik from Russia. For me the covid19 vaccine developed too fast and was not tried before on humans.

That it is necessary in curbing the spread of the virus but more research still needs to be done about the possible side effects.

Don't really know the facts going on what ppl say trying to do my own research

I think it is still too early to know all the benefits and negatives.

Mixed feelings

with little information about the long term effects..am not interested in taking it.

It's available and people should take it to protect your self and others

It's FART. Why would I take a vaccine that's not preventing me from catching covid. What's the push in vaccinating us Vincentians. There are many other deadly diseases that they're still yet

to find a vaccine for. But up comes the covid vaccine. Trying to kill us out slowly. Old and underlying condition persons shouldn't be Afraid. You would get it with it without the vaccine.

God forbid. Just have faith in God and practice cleanliness. This vaccine raises a lot of issues.

Majority of those taking the vaccine are blindly following the masses.

It's good

It's not ready as yet

Not enough information given about it

I'm not getting the truth about it plus the time it take to develop is fast it's like testing it on humans

I am prepared to wait and see how things unfold with the different types and see the reactions before considering taking it



I took it. It is necessary to help us return to some form of normalcy
is hasn't had enough Lab testing done

I had the first dose and no adverse reaction

Anticipating d vaccination program as this will help to reduce d rapid spread of ths virus and
prevent persons from getting seriously ill

It's good

Not sure

Unsure