



Presentation of Results and Analysis

COVID-19 Perception Survey and
Community Trust Index



Outline:

1. USAID BHA Building Trust Fund Project Objectives
2. Community Engagement and Accountability (CEA) Approaches
3. Background of the Activity
4. Methodology and Sample Demographics
5. Results Highlights
 - a. Community Feedback and Information
 - b. COVID-19 Risk Perception
 - c. Vaccine Awareness and Perception
 - d. Community Trust Index
6. Way Forward



USAID BhA Building Trust Research Objectives



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Who is USAID BHA?

USAID's Bureau for Humanitarian Assistance (BHA) provides life-saving humanitarian assistance — including non-emergency programming that is foundational to linking humanitarian assistance to long-term development and the journey to self-reliance.



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What is BhA Building Trust Project?

- Aims to keep people safe before, during and after public health emergencies by building people's trust in the responses, health measures and responders trying to keep them safe.
- Funded by USAID's Bureau for Humanitarian Assistance, it is built on our many years of experience developing Community Engagement and Accountability (CEA) approaches in different countries and contexts.
- the best way of building trust is to listen to the people we serve—their thoughts, fears, doubts and concerns about the situation they're in and the services we, and others, provide—and adapt our work and messaging according to their feedback.
- Supporting Red Cross and Red Crescent Societies in the Central African Republic, the Democratic Republic of the Congo, Ecuador, Haiti, Iraq, Kyrgyzstan, Nepal, the Philippines and Sudan.



Global Risk Communication and Community Engagement Strategies

1. Community-Led
2. Data-Driven
3. Reinforce capacity and local solutions
4. Collaborative



BUILDING TRUST IN THE UPTAKE OF COVID-19 VACCINATION

Philippine Red Cross Goal

Empower the most vulnerable and marginalized community members and strengthen the capacities through localized preparedness, risk reduction and development programs

Project Goal

Intensify uptake of COVID-19 vaccination through RCCEA

Project Objective

Objective 1:

Improve the quality and consistency of Risk Communication and Community Engagement approaches

Objective 2:

Generate, analyze and use evidence

Objective 3:

Reinforce knowledge, local capacity and local solutions

Objective 4:

Strengthen coordination and advocacy

Objective 5:

Scale up quality services and health worker support



Project Areas

Chapters:

- Albay
- Basilan
- Cotabato
- Masbate
- Lanao de Sur - Marawi
- Surigao del Norte
- Sulu
- Tawi Tawi



Public



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Baseline: COVID-19 Perception Survey

Date:

February - March 15, 2023

Enumerators:

10 volunteers from each chapter

Target Communities:

lowest COVID-19 vaccination rate



Methodology & Sample Demographics



Public



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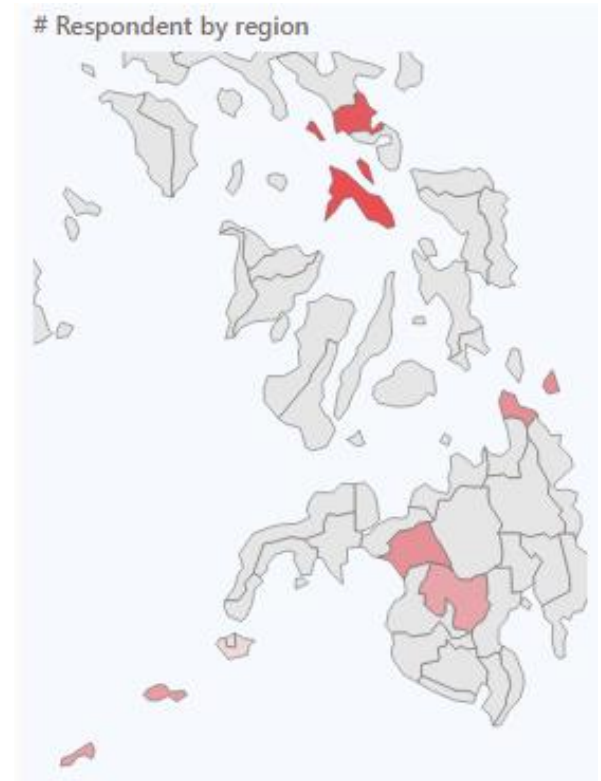
Methodology

- Household surveys were conducted face-to-face by the volunteers during 1 Feb to 15 Mar 2023
- PRC chapters determined the target communities
- A representative sample of households were randomly selected based on the geographical information system (GIS) data (i.e., [WorldPop Global](#)) integrated into [gridsample.org](#)
- A two-stage cluster sampling were implemented where a few neighborhood grids were selected within each target community and 20 households were selected within each neighborhood by systematic sampling
- Respondents have different probabilities of being selected depending on the estimated population size and response rate of each sampled neighborhood, hence, a sampling weight was calculated for each respondent
- The sampling weight was further adjusted by rebalancing according to gender ratio (i.e., 49.8% females vs. 50.2% males according to the Philippine census 2021 estimate)



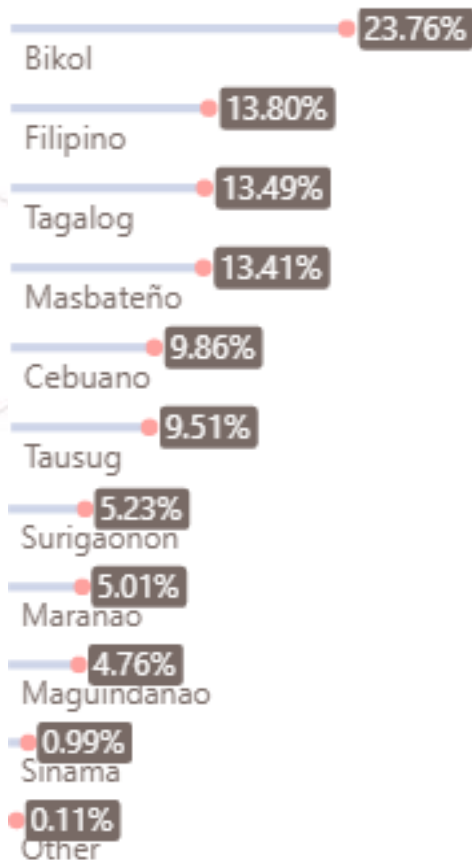
Sample Demographics

- Weighted sample size: 2,757 (1,387 males, 1,354 females, 15 others)
- Scope: target communities of low COVID-19 vaccination rates in Albay, Cotabato, Lanao del Sur, Masbate, Sulu, Surigao del Norte, and Tawi-Tawi
- 96% of the communities reside in rural areas
- 28% reported having a chronic illness ((i.e., heart disease, diabetes, asthma, kidney disease, obesity, cancer etc.)
- 24% reported their family have received aid from PRC

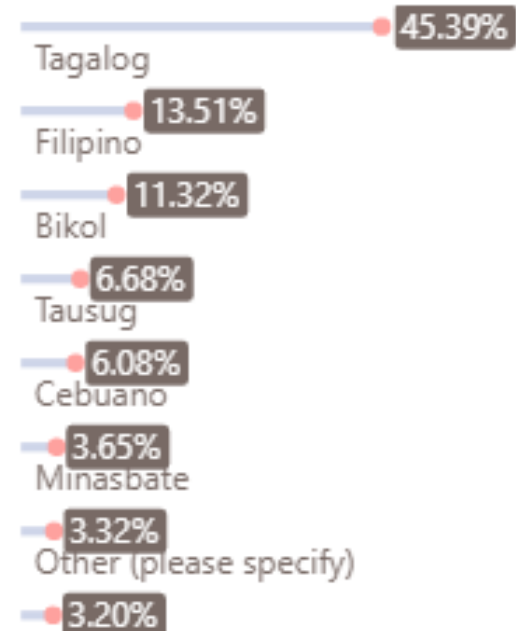


Sample Demographics

Main language at home:



Other language spoken:



Methodology & Sample Demographics



Public



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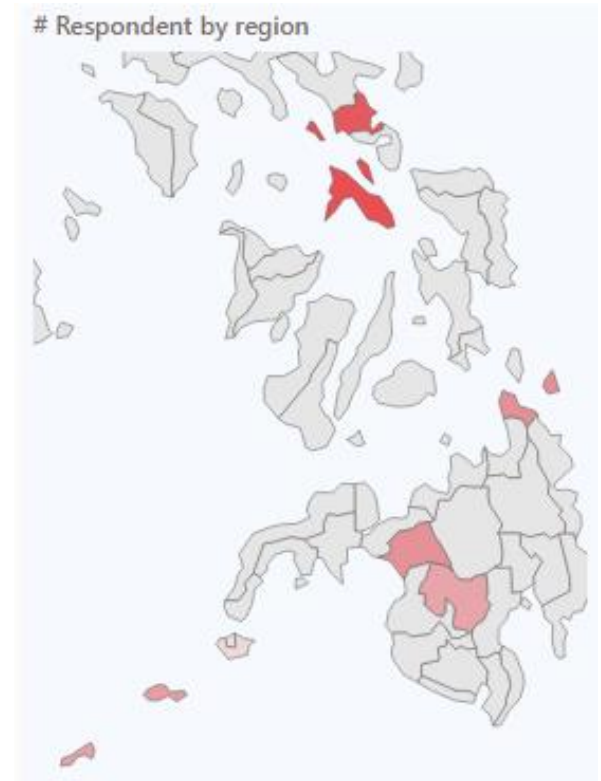
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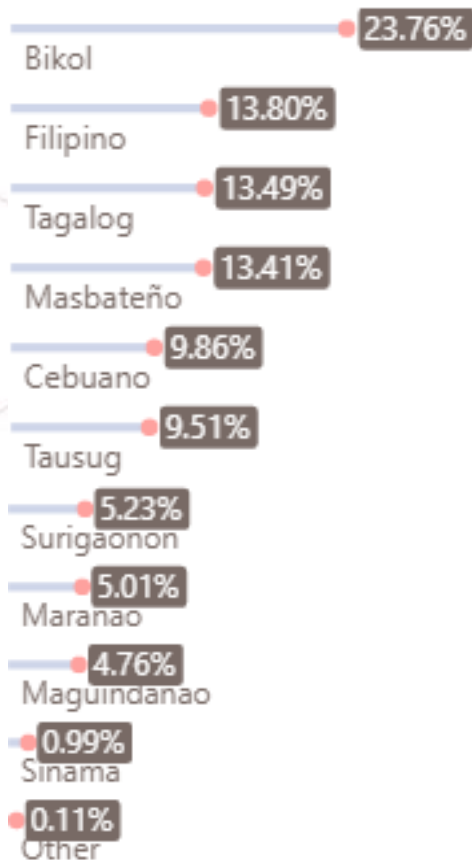
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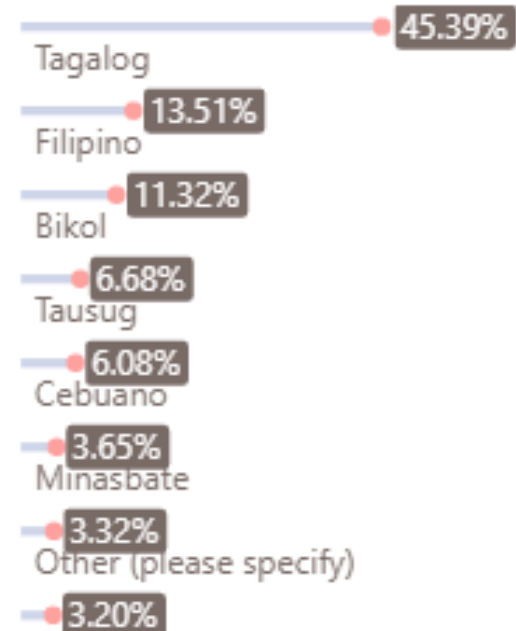


Sample Demographics

Main language at home:

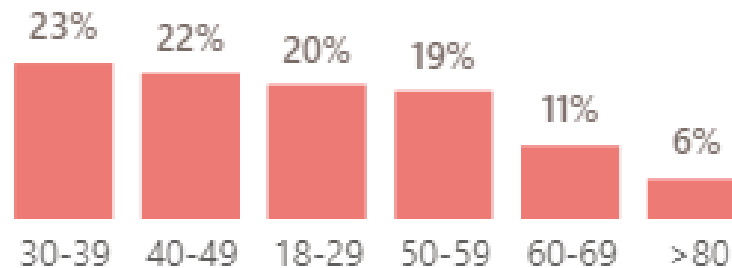


Other language spoken:

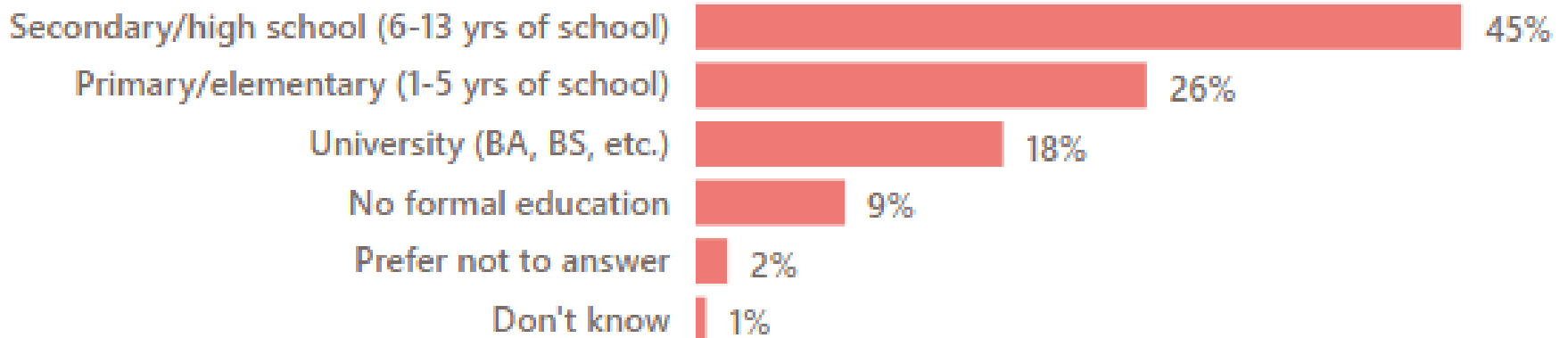


Sample Demographics

Age range:



Highest education attained:



Sample Demographics

Work situation:

Other worker	27.92%
Prefer not to answer	13.15%
Not currently in paid work	12.99%
Essential services worker	10.27%
Homemaker	8.57%
Business owner	5.58%
Student	4.71%
Retired	4.45%
Farmer	3.74%
None of the above (please specify)	3.61%
Health worker	3.07%



Dashboard



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Community Perception Survey Dashboard



Community Perception



Community Feedback



Volunteer Survey



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Community Trust Index



Community Perception on COVID-19



Demographics



Communication



Follow Up



Risk and Prevention



Vaccination



Community Trust Index



Project Info



Methodology



Contact us



Main Page



Community Engagement and Accountability

PASSWORD: PRC_CEA



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Results Highlights



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Results Highlights

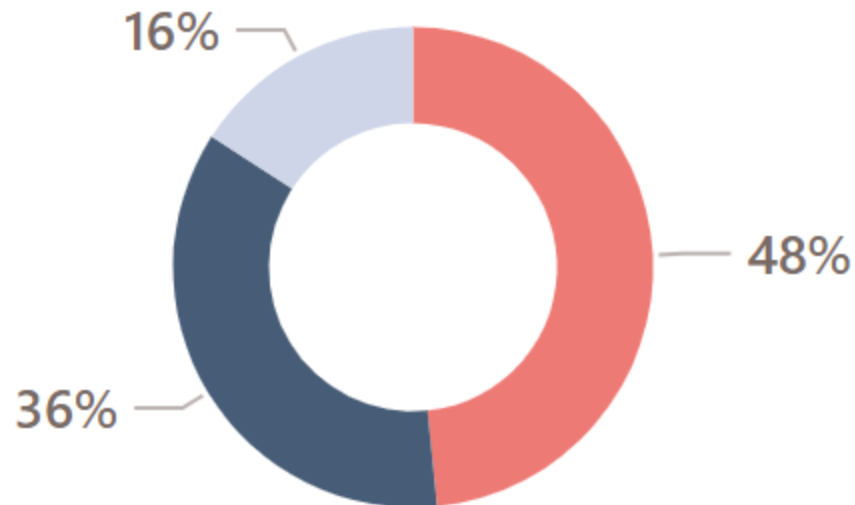
Community Feedback and Information Need



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Community Feedback and Information Need

Do you know how to make suggestions or complaints to the Philippine Red Cross?

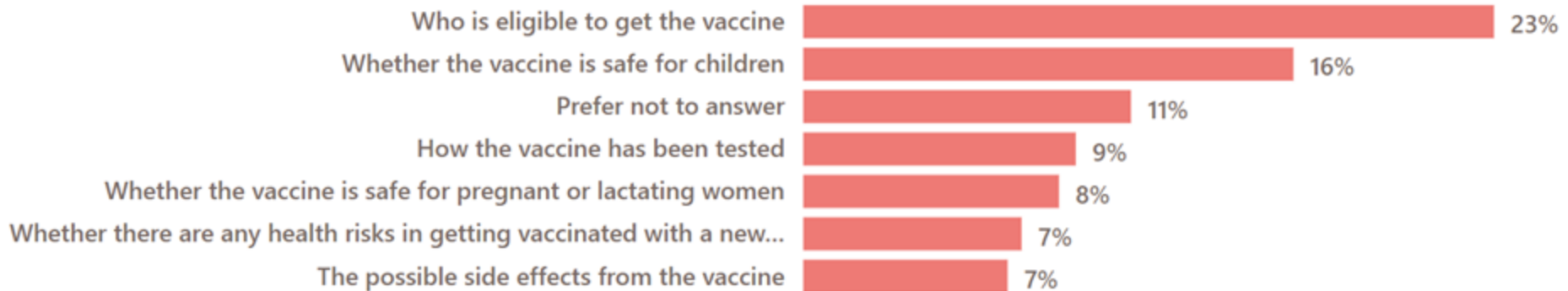


● No ● Yes ● Prefer not to answer

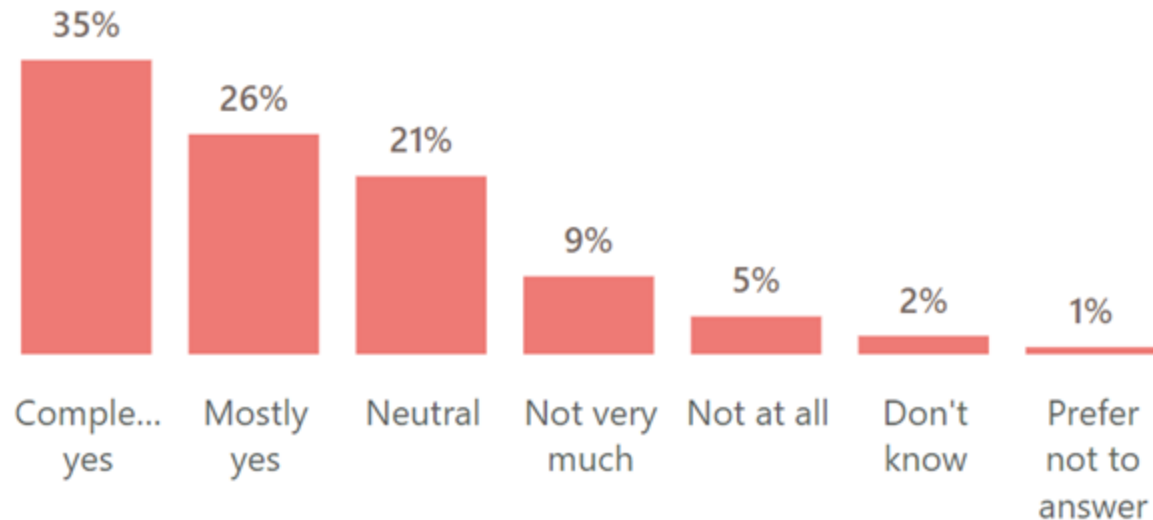


Community Feedback and Information Need

If not, what information you expect to acquire?

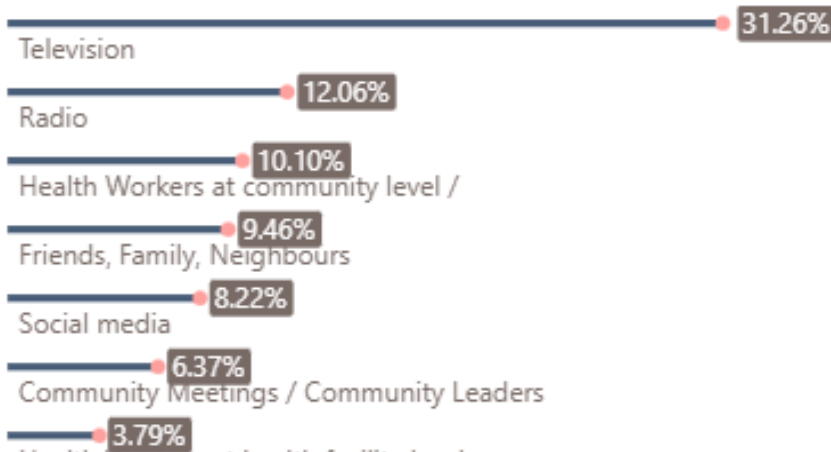


Do you have enough information to make an informed decision about whether to get vaccinated against COVID-19?

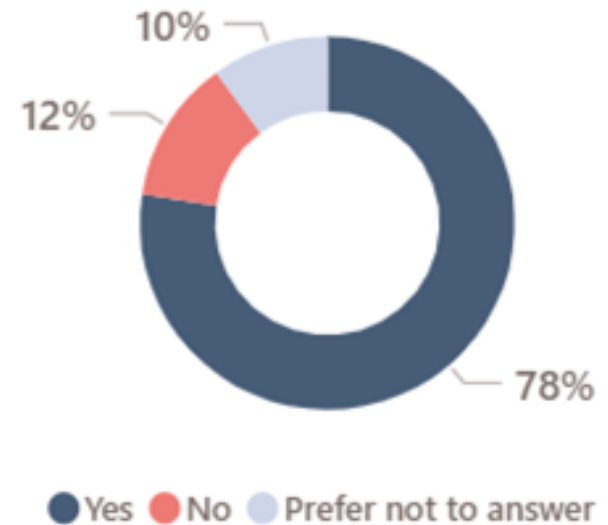


Preferred Information Channel

How do you usually access information about COVID-19?

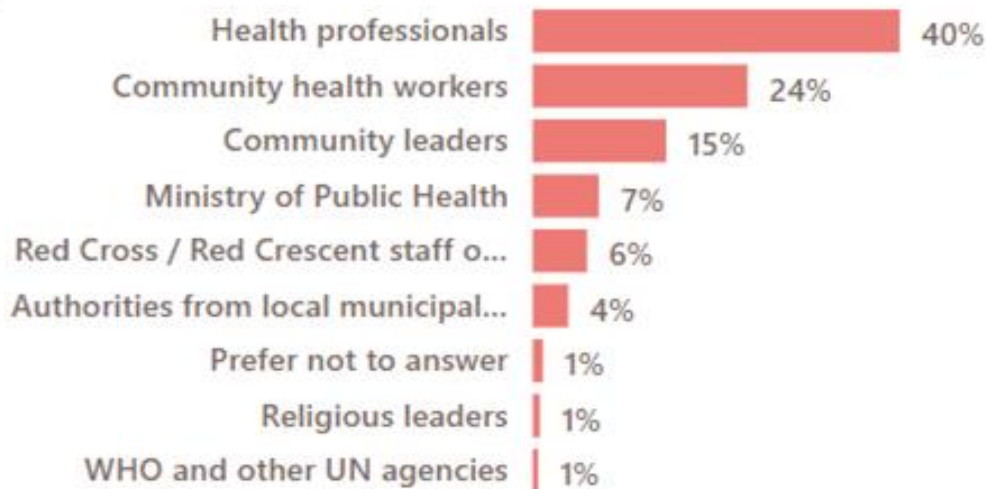


Are these your preferred methods for accessing information about COVID-19 or the vaccine?

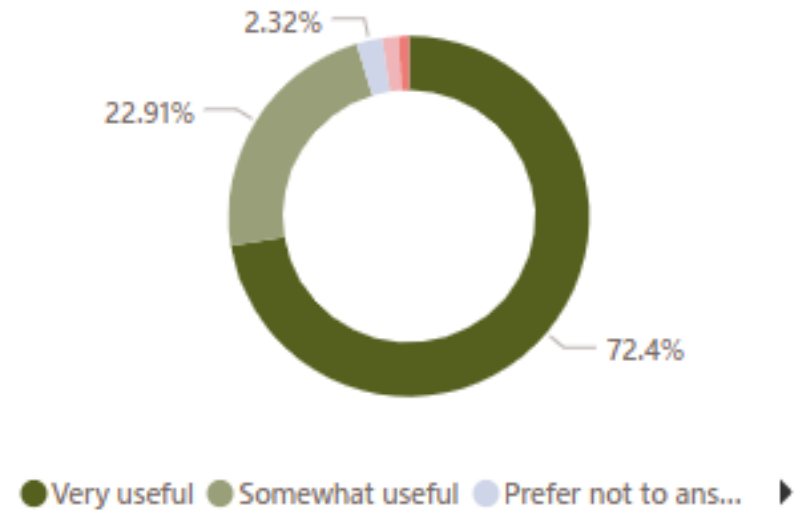


Trustworthy Sources

Who do you refer to the most to get trustworthy information about COVID-19?

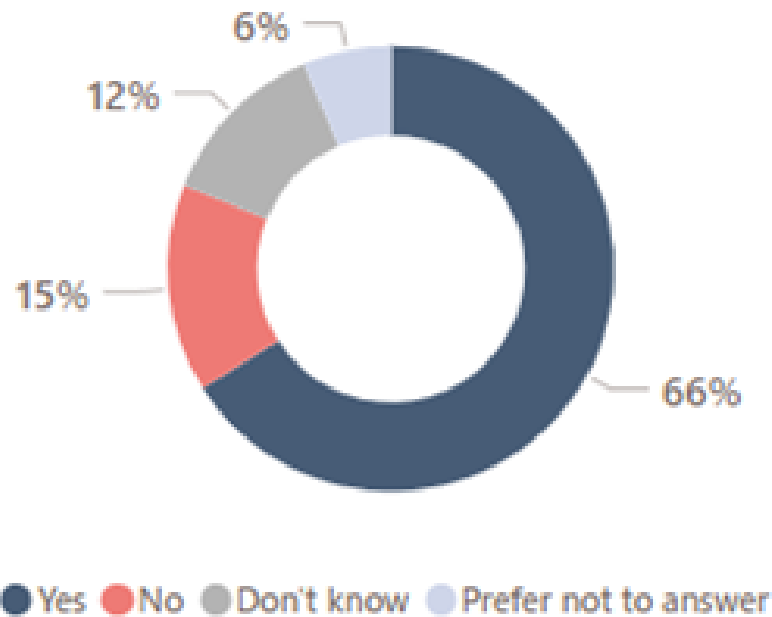


How useful is the information you received about COVID-19?



Report Adverse Events after Vaccination

Are you aware how can you report an adverse event after vaccination?



Who would you report to after vaccination?



Remarkable Differences by Socio- Demographics

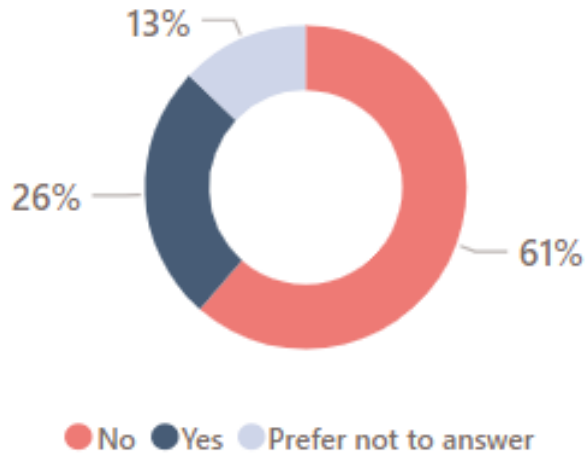


Public

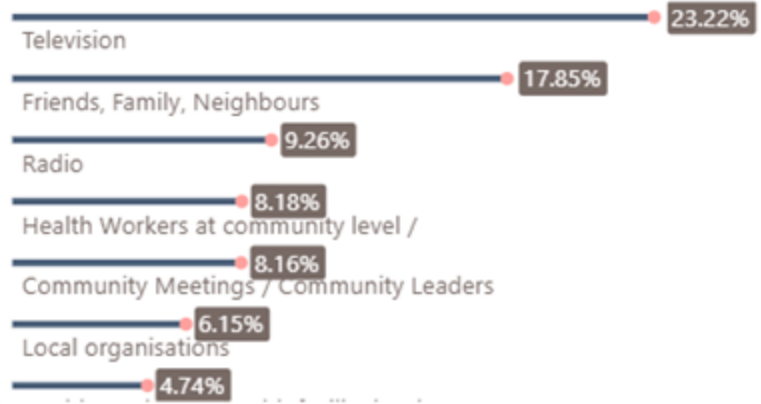


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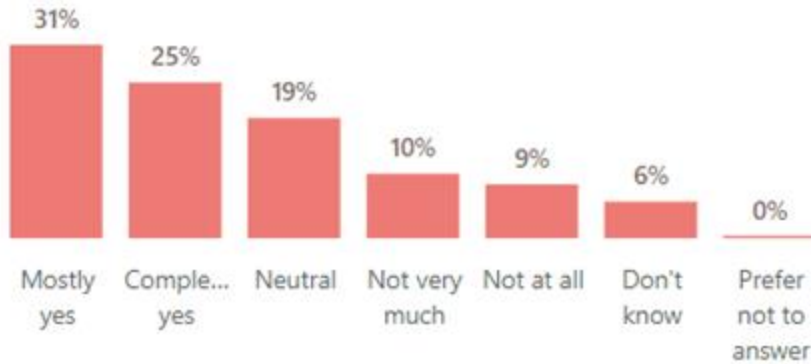
Do you know how to make suggestions or complaints to the Philippine Red Cross?



COVID-19: Information and communication preferences



Do you have enough information to help you make an informed decision about whether to get vaccinated against COVID-19?



EDUCATION:

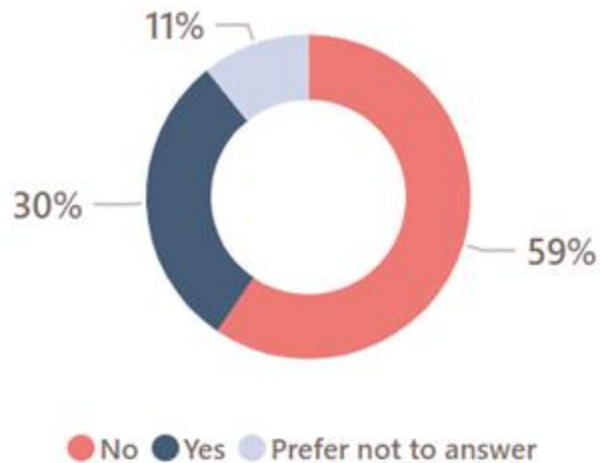
- No Formal Education



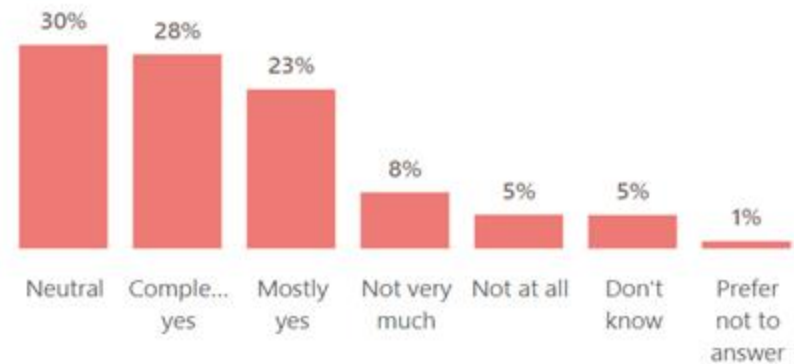
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Remarkable Differences: Community Feedback and Information Need

Do you know how to make suggestions or complaints to the Philippine Red Cross?



Do you have enough information to help you make an informed decision about whether to get vaccinated against COVID-19?



WORK SITUATION:

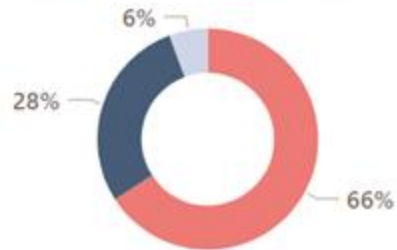
- Business Owner
- Farmer
- Homemaker



LANGUAGE:

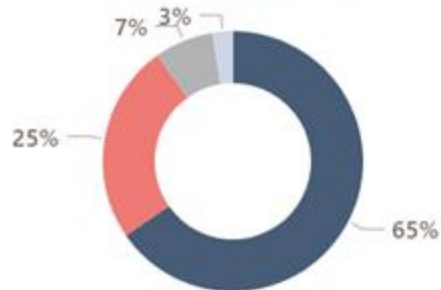
- Tausug

Do you know how to make suggestions or complaints to the Philippine Red Cross?



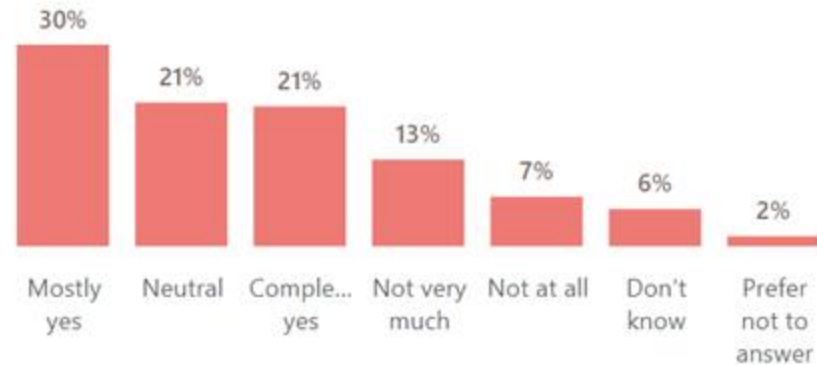
● No ● Yes ● Prefer not to answer

Are you aware of how you can report adverse events after vaccination?

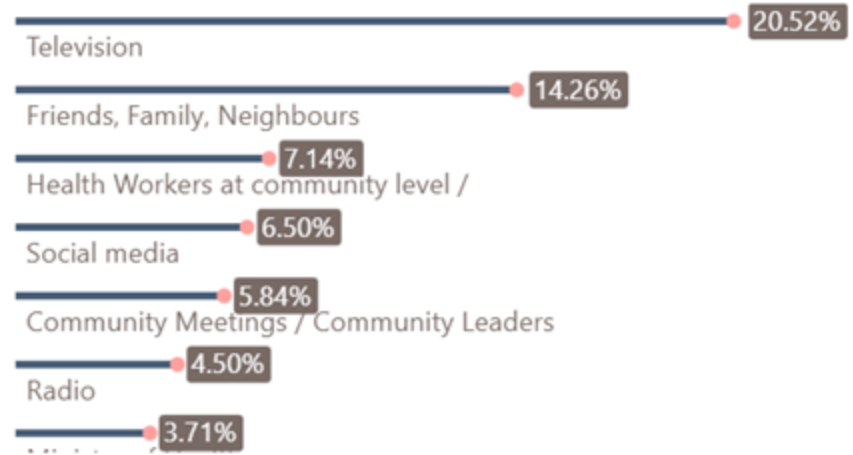


● Yes ● No ● Don't know ● Prefer not to answer

Do you have enough information to help you make an informed decision about whether to get vaccinated against COVID-19?



COVID-19: Information and communication preferences



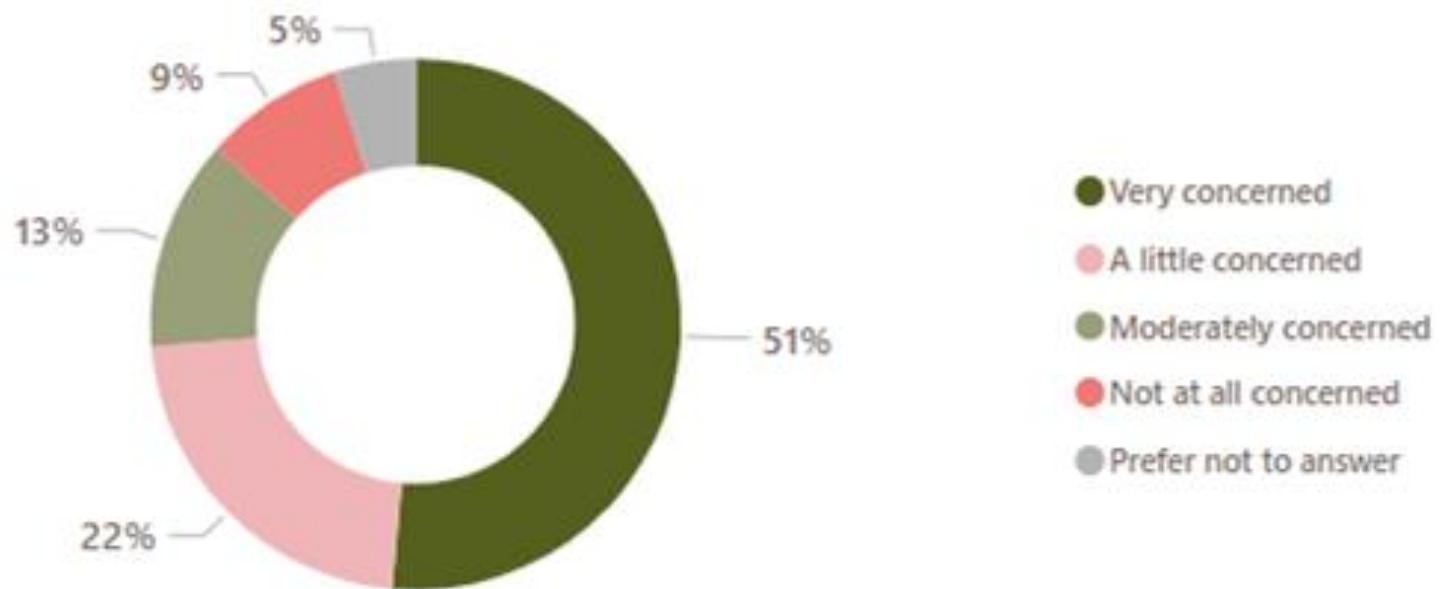
Risk and Prevention



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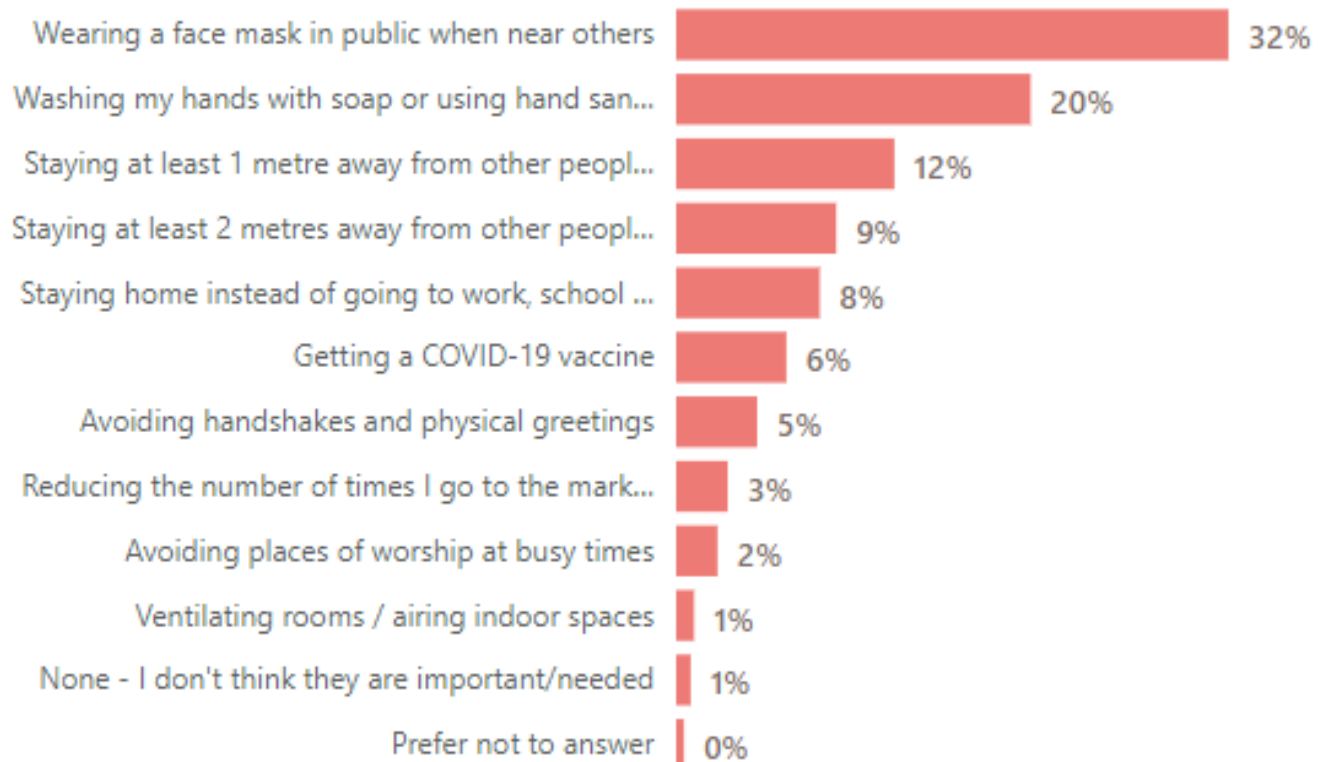
Risk Perception

How concerned are you about getting COVID-19?



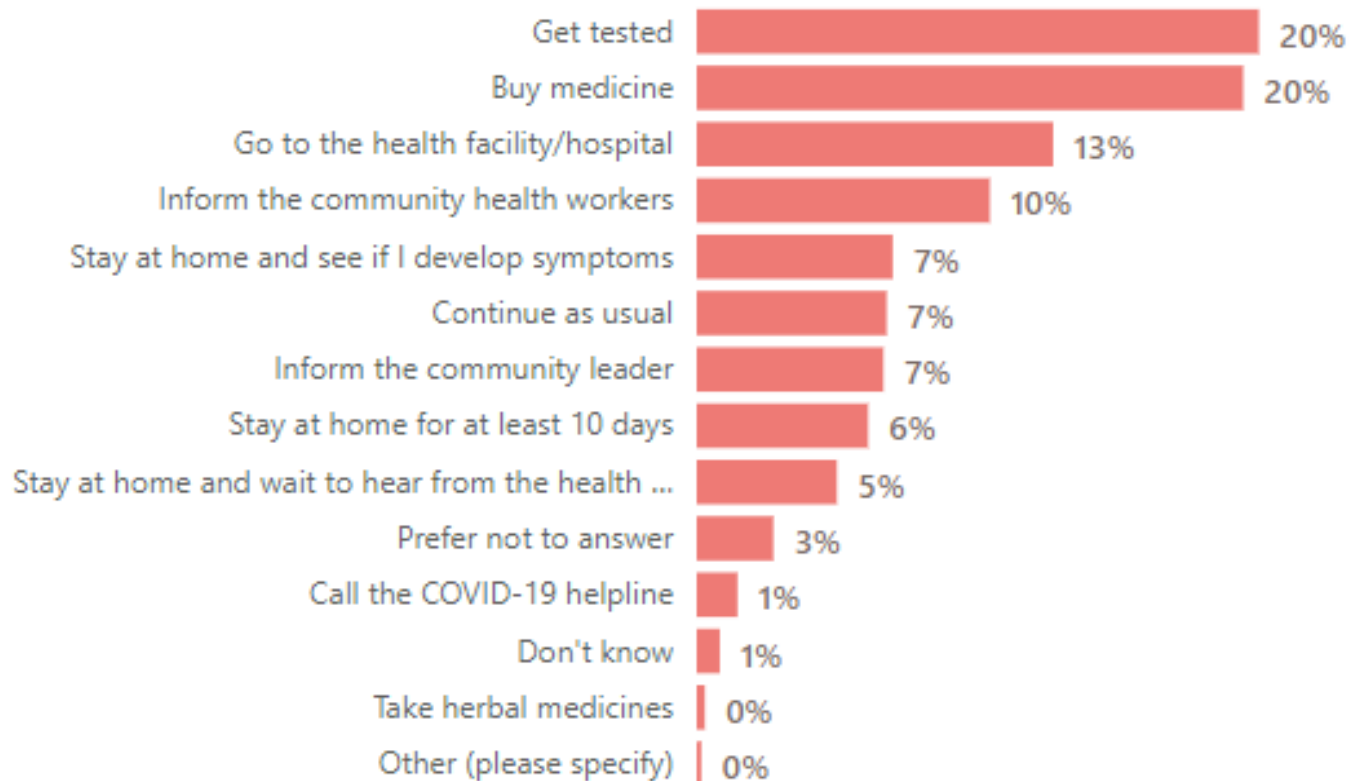
Preventive Measures

What measures do you find most important to protect yourself from the virus



Preventive Measures

When you experience COVID-19 symptoms, what do you think you would do?



Remarkable Differences by Socio- Demographics



Public

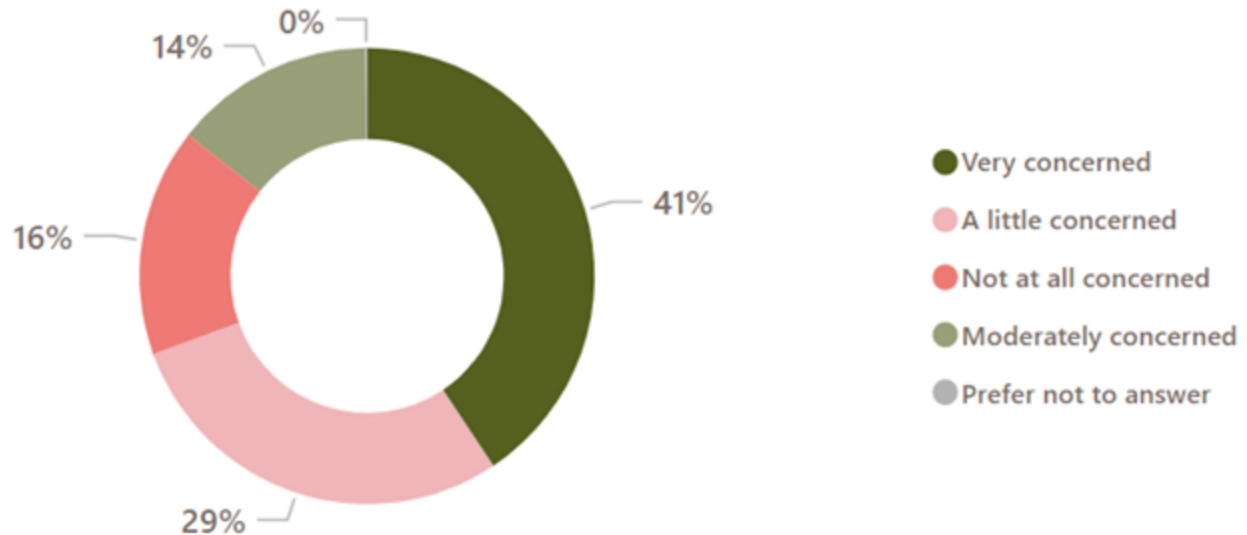


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WORK SITUATION:

- Essential Service Worker

How concerned are you about getting COVID-19?



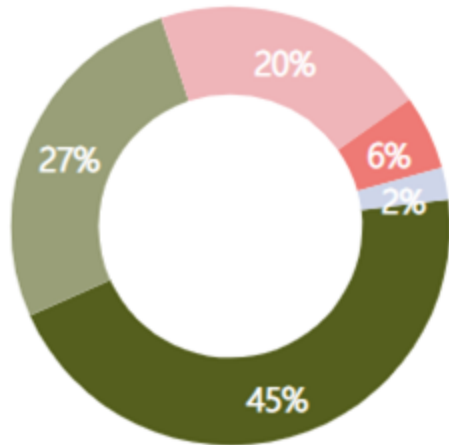
Vaccination



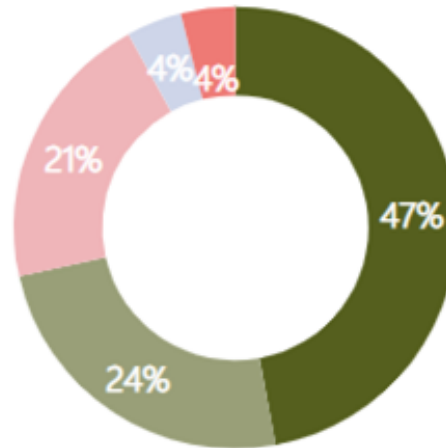
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Perception to COVID-19 Vaccine

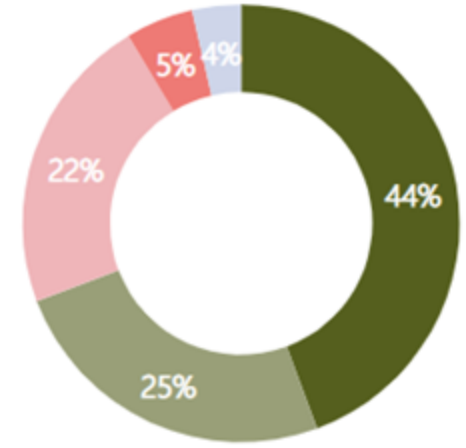
How much do you trust the COVID-19 vaccine?



How much do you think getting a COVID-19 vaccine for yourself will protect other people in your community from COVID-19?



How safe do you think a COVID-19 vaccine will be for you?

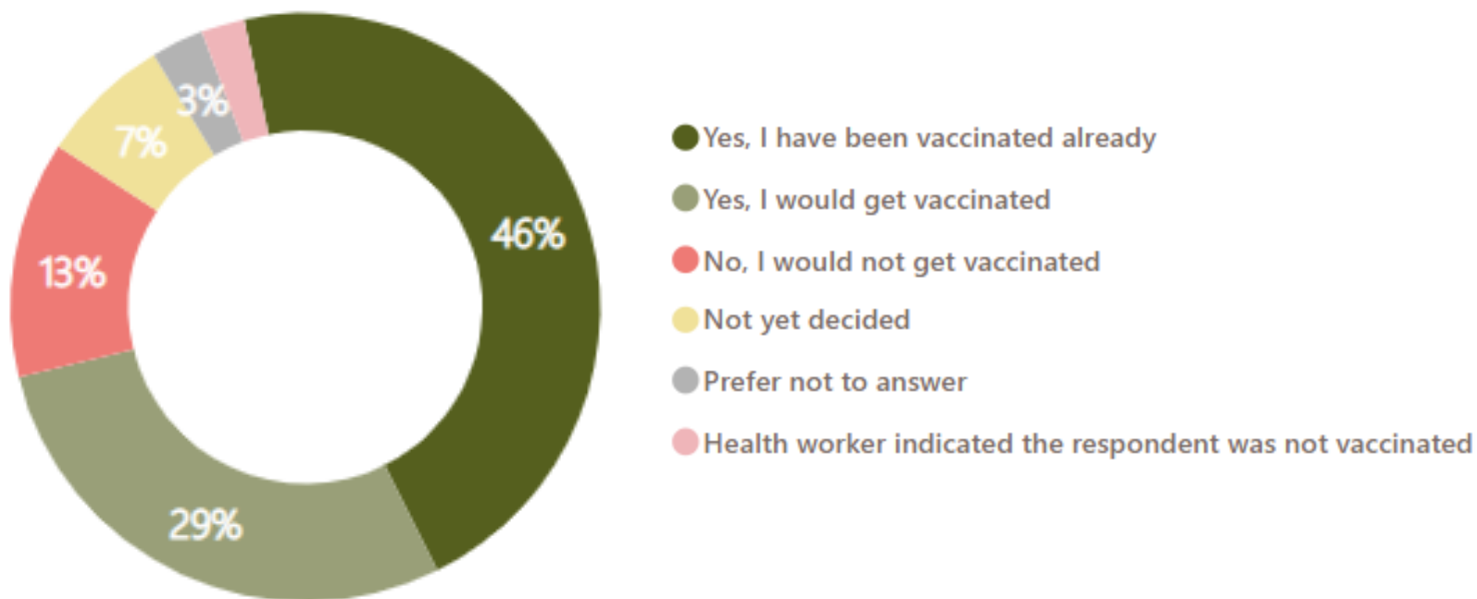


● Very safe ● Moderately safe ● A little safe ● Not at all safe ● Prefer not to answer

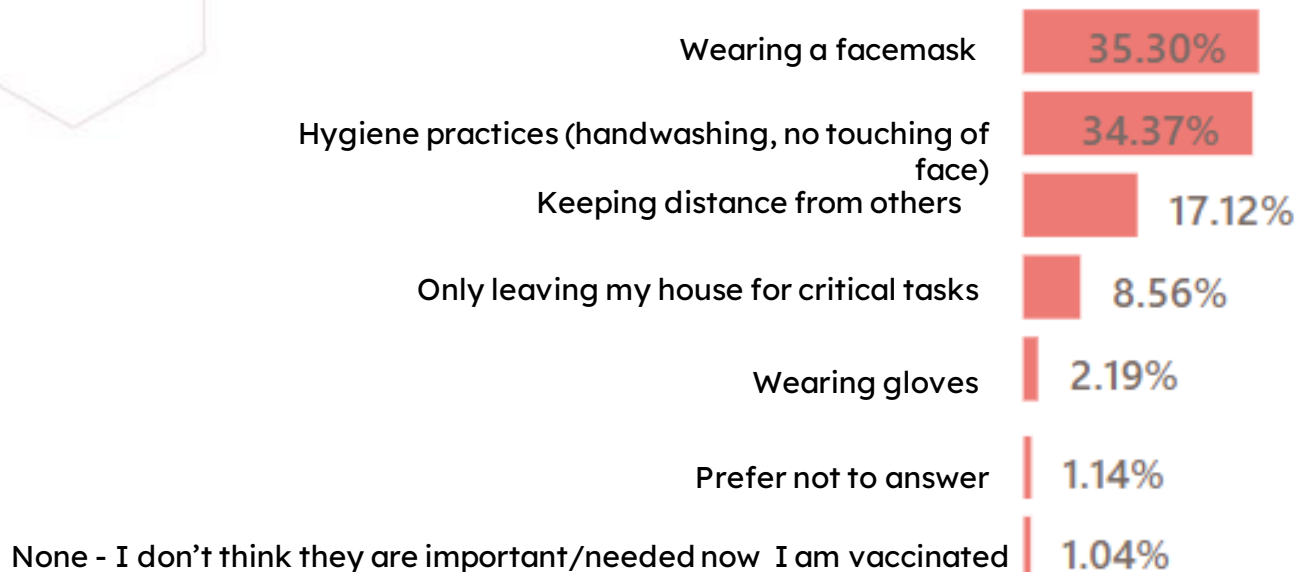


Willingness to get COVID-19 vaccine

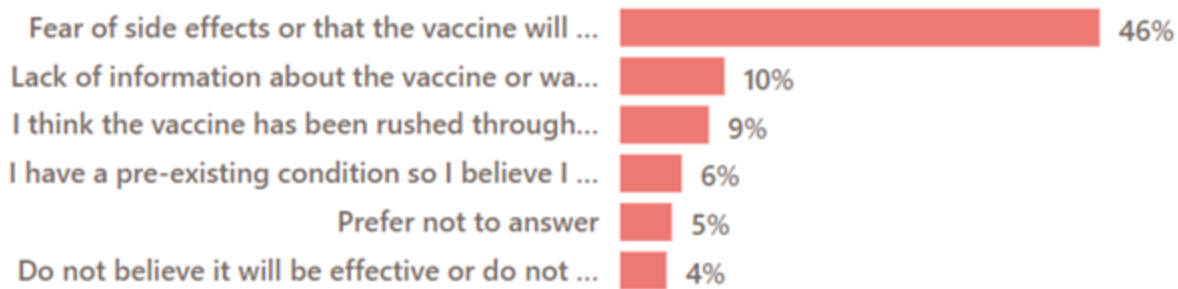
If a COVID-19 vaccine were available and recommended to you, would you get it?



Since getting vaccinated against COVID-19, which COVID-19 public health measures do you follow?



What are the reasons you would not get vaccinated to protect against COVID-19, or why are you still undecided?



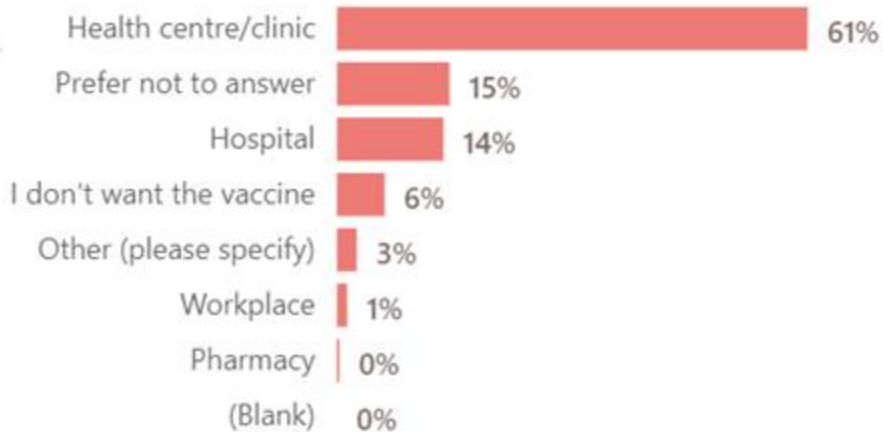
Perception to COVID-19 Vaccine

COVID-19 vaccine side effect that you concerned the most:

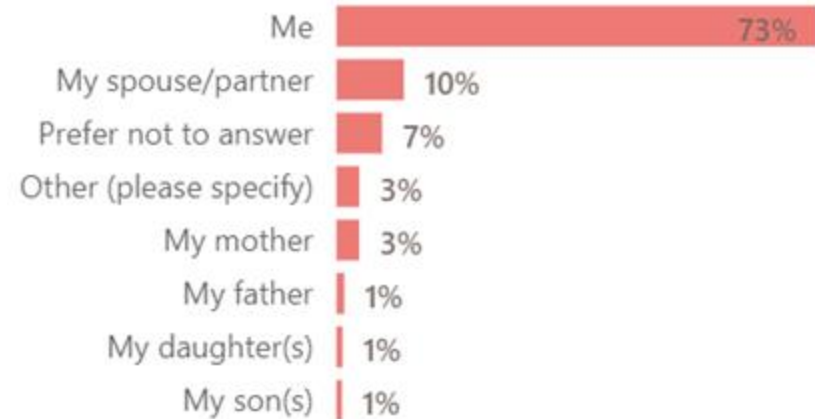


Perception to COVID-19 Vaccine

Where would you prefer to get a COVID-19 vaccine?



In your family, who will have the final say about whether you get a COVID-19 vaccine?



What would motivate you to get vaccinated against COVID-19 vaccine?

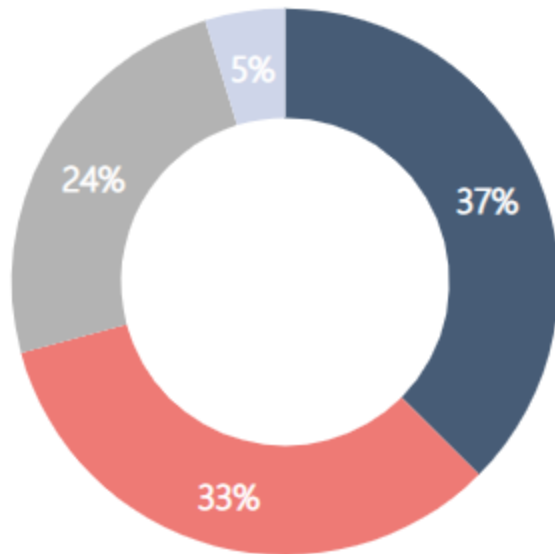


What makes it hard for you to get a COVID-19 vaccine?



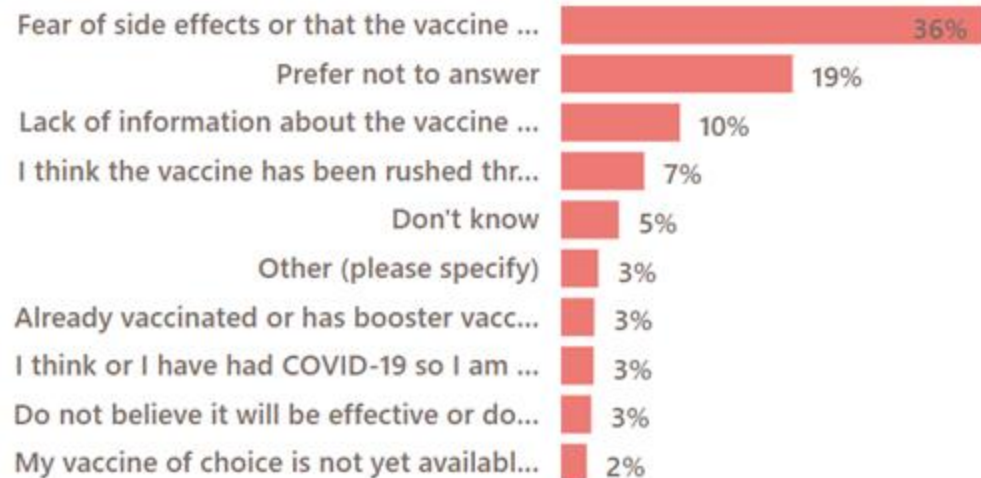
Willingness to get COVID-19 vaccine booster

Are you willing to take COVID-19 vaccine booster without any hesitation?



● Yes ● No ● Not yet decided ● Prefer not to answer

What are the reasons you would not get booster, why are you still undecided?



Remarkable Differences by Socio- Demographics



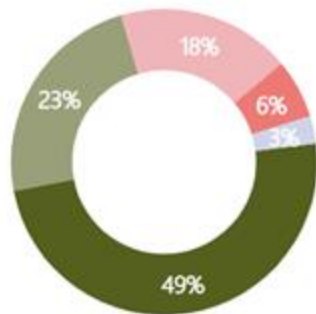
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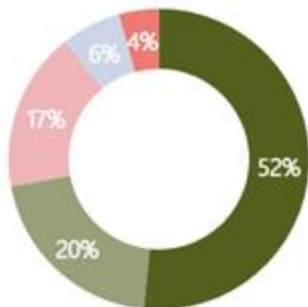
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Remarkable Differences: Perception to COVID-19 Perception

How much do you trust the COVID-19 vaccine?

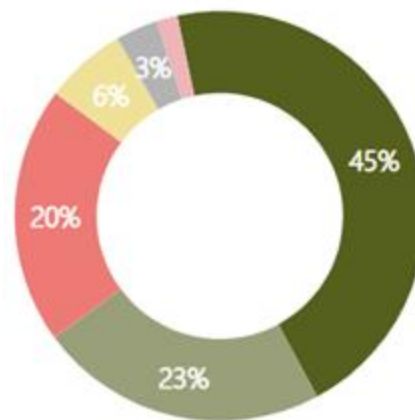


How much do you think getting a COVID-19 vaccine for yourself will protect other people in your community from COVID-19?



Very much Moderately A little Prefer not to ...

Willingness to get COVID-19 vaccines



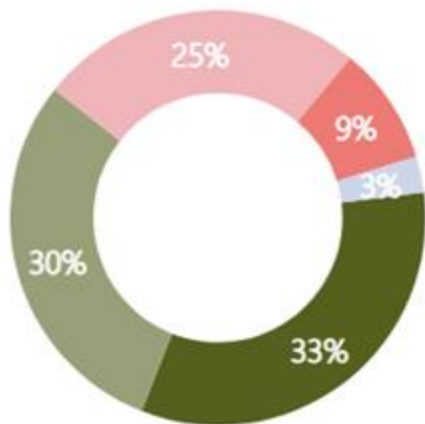
- Yes, I have been vaccinated
- Yes, I would get vaccinated
- No, I would not get vaccinated
- Not yet decided
- Prefer not to answer
- Health worker individuals

Age:

- 60 and older



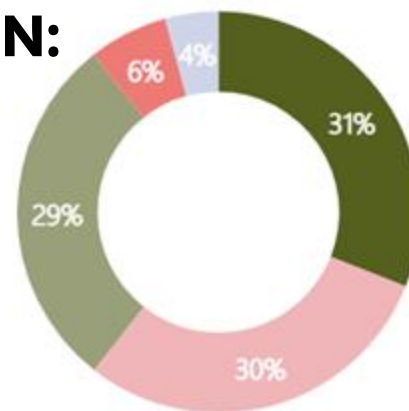
How much do you trust the COVID-19 vaccine?



WORK SITUATION:

- Business Owner
- Farmer
- Homemaker

How safe do you think a COVID-19 vaccine will be for you?

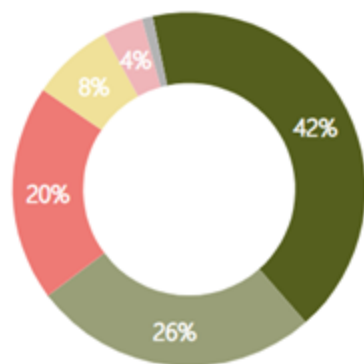


● Very much
 ● Moderately
 ● A little
 ● Prefer not to ...
 ▶

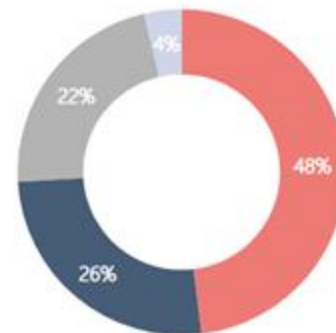
● Very safe
 ● A little safe
 ● Moderately safe
 ▶

Willingness to get COVID-19 vaccines

Willingness to get COVID-19 vaccine booster



● Yes, I have been va...
● Yes, I would get va...
● No, I would not ge...
● Not yet decided
● Health worker indi...
● Prefer not to answer



● No
 ● Yes
 ● Not yet decided
 ● Prefer not to answer

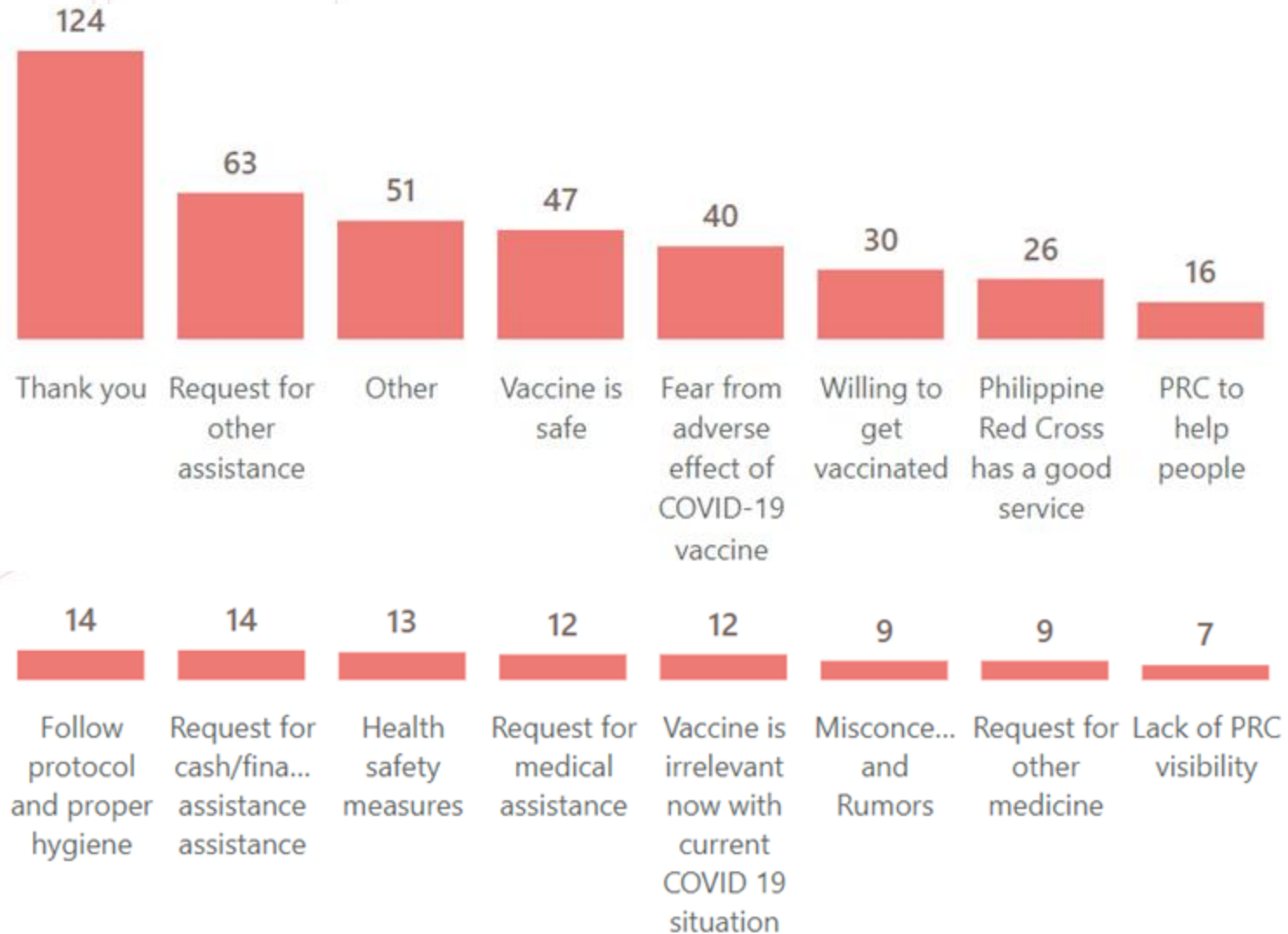


Other Topics



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People want to say to PRC:



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How would you like to be contacted?

