



COMMUNITY FEEDBACK REPORT: COVID-19 Vaccine

Papua New Guinea Red Cross Society, January 2024



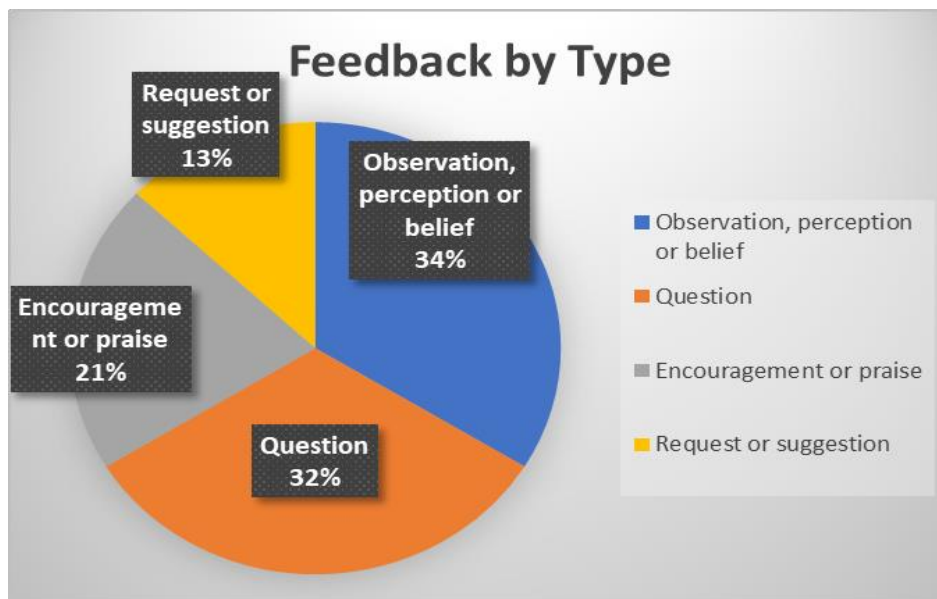
Country context:

Papua New Guinea (PNG) is a country located in the southwestern Pacific Ocean. It occupies the eastern half of the island of New Guinea and numerous smaller islands. It shares the island of New Guinea with Indonesia to the west and is north of Australia.

The country has diverse cultures and languages, with over 800 spoken. Rich in natural resources like gold and oil, the country faces challenges in development, including poverty and limited access to healthcare. Its stunning landscapes, unique wildlife, and traditional customs make it a culturally vibrant yet complex nation.

Community Insights:

Community feedback considered in this report was collected between 20 October and 13 November, 2023 by Papua New Guinea Red Cross Society, East New Britain Branch. All the feedback were received through face-to-face interaction with the community members and mobile phone feedback. Total number of feedback is 77 (36 Male, 41 Female). It should be noted that data is not representative and has limitations.

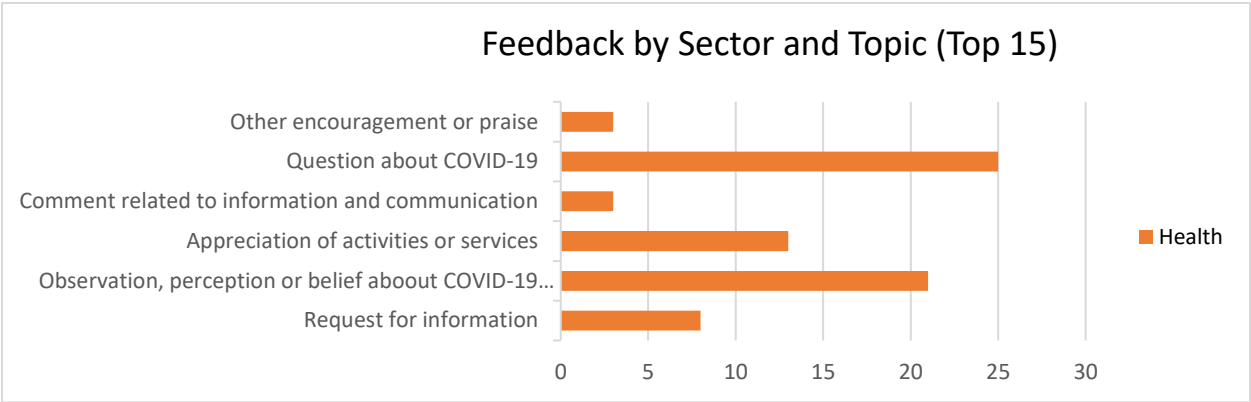


Total number of feedback (n=77)

The highest number of feedback type received from the interviewees are; 'Observation, perception or belief' followed by 'Encouragement and praise'. The feedback are more

related to queries and also the interviewees just wanting to get more information about COVID19 and the vaccines, thus indicating the feedback type.

Feedback by sector and topic:



Total number of feedback (n=77)

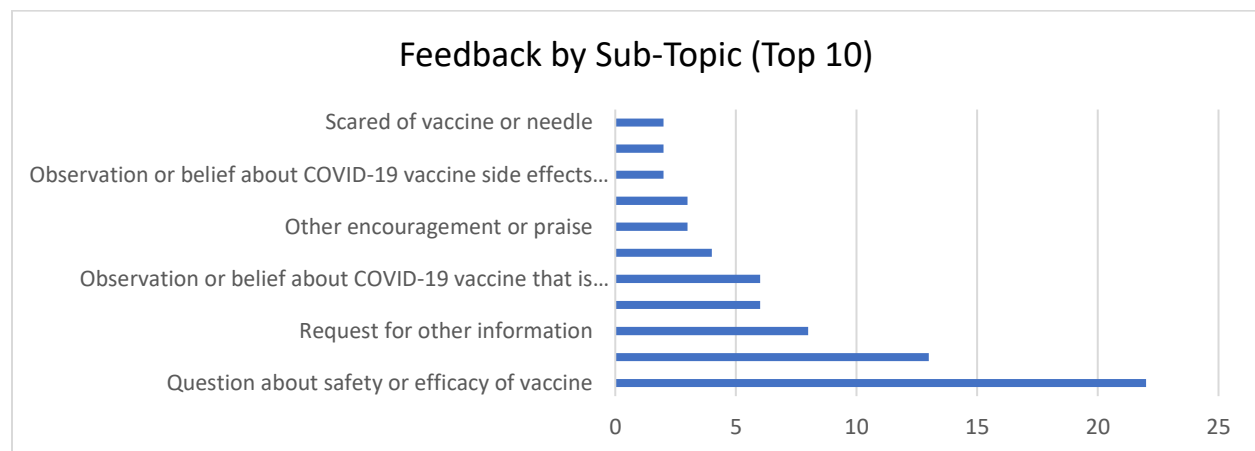
The community feedback were mostly done through face-to-face discussions and most of the conversation were on the topic of ‘Observation, perception or belief about COVID-19 vaccine’. Based on analysis of the discussions, most of the interviewees provided feedback on the information and how these information were used either positively or negatively on people’s mindset and behavioral approach towards COVID-19 and the vaccine as well.

There is also a relationship linkage between the topics, ‘Appreciation of activities or services’ and ‘Comment related to information and communication’. Where a few have appreciated the service of vaccination for protection against COVID-19 and have encouraged others positively. Other concerns were mainly on the mis-interpretation of the information of COVID-19 and the vaccine. Some of these negative information were disseminated through social media which indeed have a great impact on the perception and belief of the interviewees.

There were a few feedback on topic, ‘Questions about COVID-19’ which were more on the side effects of the vaccine and whether it was safe for people and children. These questions being asked, also framed discussion on perception and belief where most of the interviewees asked questions that were needed to be answered to get more accurate information. There is assumption that the answers they received, determined positive or negative approach on COVID-19 and the vaccine.

Feedback by subtopic:

The Feedback topics were further analyzed into sub-topics to further understand the rationale of the interviewees' feedback and what the conversations were really targeted on. As per the data, most of the conversations were on 'Disbelief in COVID-19 vaccine' and this were through the information that people have received either through social media or conversation with other people. Negative information and also lack of clarity, impacted people's decision whether to be vaccinated or not. Although there were a few appreciation feedbacks, where most of the interviewees were encouraging others and talking positively, especially on the vaccination, again it came down to people's perception and belief.



Total number of feedback (n=77)

The primary feedback was really instigated by social media through the negative videos and messaging. This really discouraged people from being vaccinated.

However, despite the negativity, there were also positive feedback from a few of the interviewees who had been vaccinated. They had shared their experience and encouraging others positively, that the vaccination will help protect them from COVID-19. Approximately 22 individuals (28.5%) from the total of 77 interviewees have shared positive feedback.

The other 55 interviewees provided negative feedback which was mainly based on their perception and the information that they had received or heard which really varied from one person to another. A few feedback where around safety of the vaccination and also not having sufficient information about COVID-19 and the vaccine.

Examples of positive and negative feedback received:

Positive feedbacks:

"I believe the vaccine does not cause any harm, it's the belief of the majority of people in the community/villages that is stopping others who are willing to get vaccinated. ."

(Male, age 18-29, ENB branch, PNG)

"Nothing is wrong to be immunized by this covid-19 vaccines. I am privileged to get it because who knows in case in the near future our PNG Government will charge the vaccines.." (Male, age 30-39, ENB branch, PNG)

"It is my right to say yes or no, but many people have suffered the COVID-19 virus, so why are we going against COVID-19 vaccine,? It is more safer to take it rather than refusing." (Female, age 50-59, ENB branch, PNG)

Negative Feedbacks:

"There are people dying of COVID-19 because the vaccine itself doesn't cure person, in other words all of them will die. How can a drug develop overnight /month. Our PNG Government should consider." (Female, age 30-39, ENB branch, PNG)

"I will never say yes to be vaccinated by any medical team in terms of c-19 vaccine.." (Male, age 50-59, ENB branch, PNG)

"Too scared to get vaccinated because of so much misleading info around. Wants more info." (Female, age 30-39, ENB branch, PNG)

Recommendations:

These recommendations collectively suggested are based on the analysis of the feedback data:

- Dissemination of information: Vital information is clearly communicated to the communities through awareness during bigger community gatherings and events. And also integration of messaging in collaboration with the health authorities during community health patrols.
- IEC materials on "Myths & Facts": Distribution of IEC materials during community events to ensure people have the right information. Materials to be also translated to local language (Pidgin, Motu and etc) so can be easily understood, especially people in the rural communities.

- Engagement and Collaboration with Local Leaders and Community Based Organizations (CBO): Facilitate a Leadership training with the intention to integrate the COVID-19 and Vaccination messaging and awareness. Leaders includes the community leaders, women and youth leaders, church leaders and etc. The training to ensure that the leaders are equipped with the right information and also understanding what their role and responsibility during any emergencies is or in this situation COVID19 pandemic that has an impact on their community members.
- Story telling or Community Conversations: Community members who had been vaccinated sharing their experiences. This will trigger questions and discussions and creating a 'safe space' for community members to openly discuss. Part of this concept is also to understand any learnings and how the community to learn from them. Community to initiate their own recommendation on how they can keep their community safe.
- Capture the learning from community engagement for COVID-19 vaccine promotion emphasize the significance of listening, tailored information sharing, and localized accessibility. These lessons, rooted in trust-building and cultural sensitivity, should be used for wider learning.

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