



Confluence of Knowledge

Evidence and Implications on RCCE

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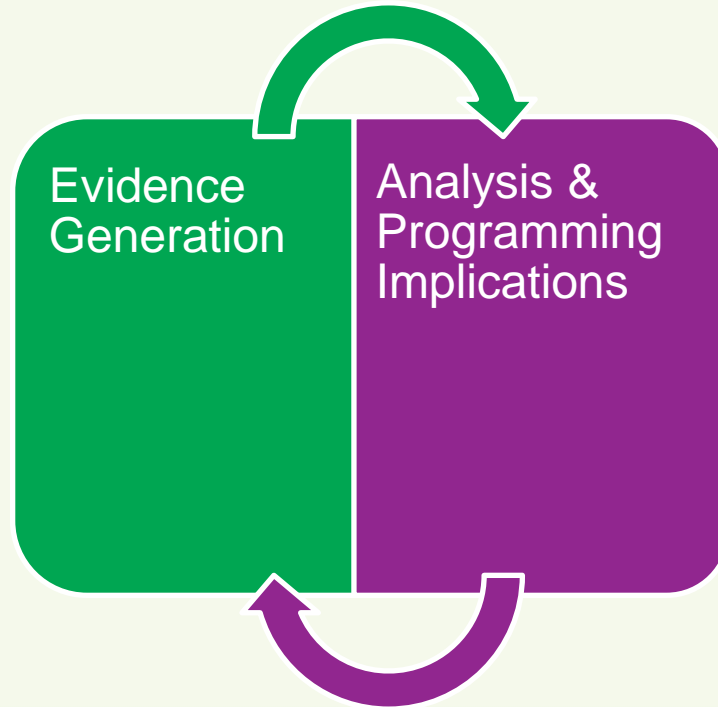
Why evidence? Why in pandemic?

The Pandemic

Initially a lock down, and now restricted movement – these are new situations and people may react in different unprecedented ways. Also the disease is new, novel and something that has not been communicated about before. Moreover, the restrictions on interpersonal communication, make it difficult to interact with communities

- **Social Aspect – Understanding perceptions of the population**
- **Changing scenario needs frequent and regular insights**
- **Analysis of misinformation, barriers to perceptions - Risk communication analysis**
- **Community feedback – What's going well and what needs attention?**

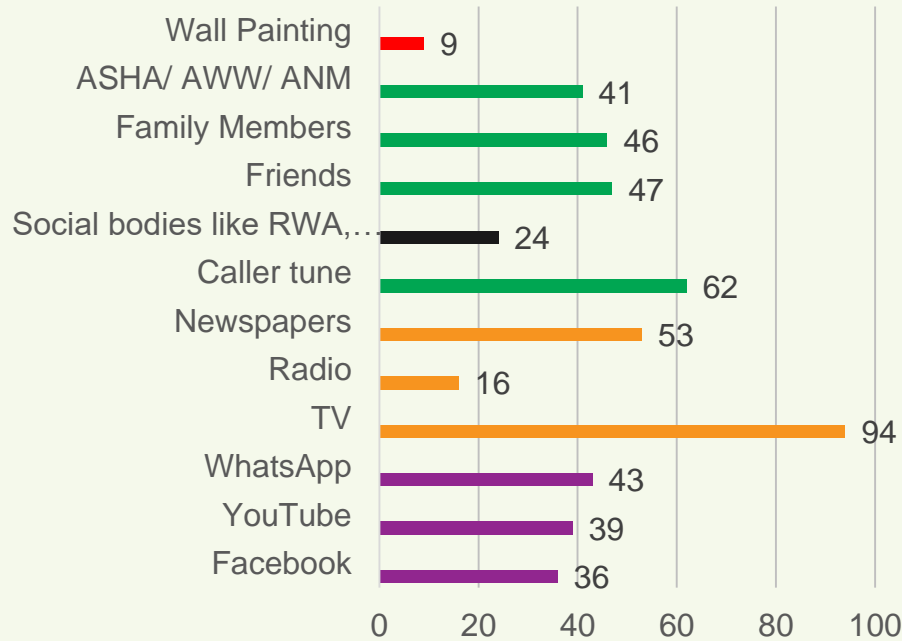
System of generation and utilization



What are we learning?



Who do you trust ?



Source : UNICEF- Kantar Public, July 2020

Gender

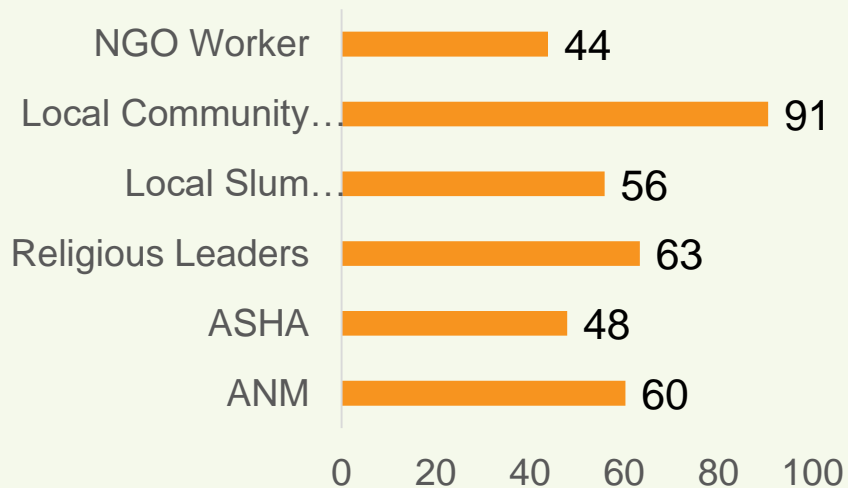
- Significantly higher proportion of male respondents cited social media and newspaper.
- Significantly higher proportion of female respondents cited family members for information about Covid-19.
- 41% respondents cited health workers (ASHA, AWW and ANM) as sources of information; significantly higher proportion of female respondents depend on them.

Education

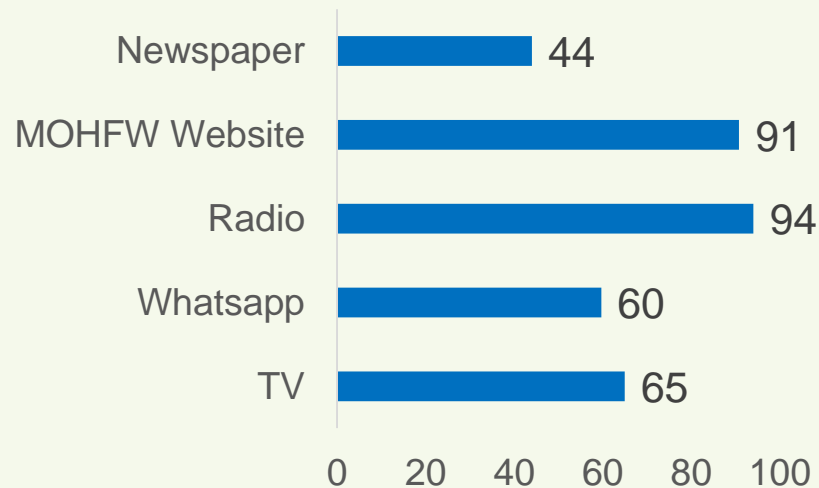
- Significantly higher proportion of graduates and post graduates access social media for COVID-19 related messages.

Who do you trust ? In urban high density areas

Most Trusted Sources



Most Trusted Medium

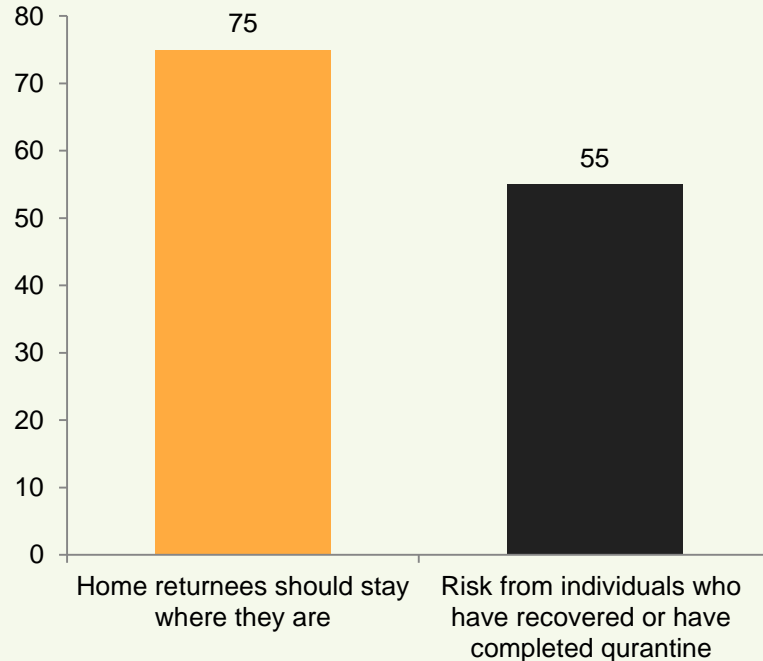


Role of WhatsApp in spreading the correct information, fake news and rumours-cannot be undermined.

Source : WHO Social Listening in Urban High Density Areas, July 2020

What is the perceived risk ?

- 55% respondents perceive risk from exposure to recovered individuals or individuals who have completed quarantine
- 75% respondents said that home returnees should stay where they are

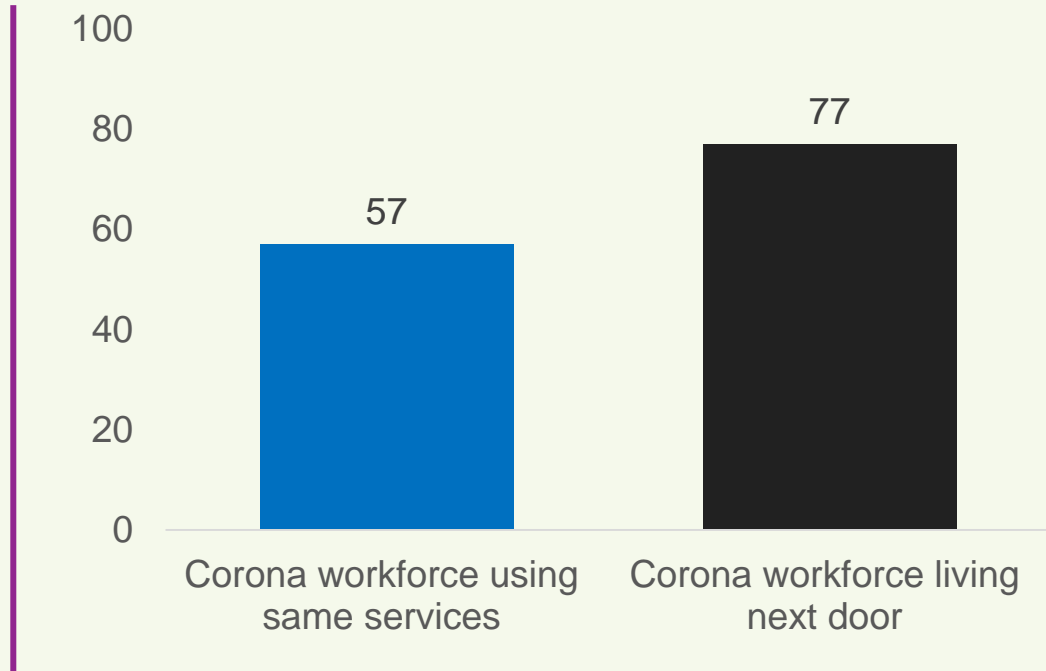


Source : UNICEF- Kantar Public, July 2020

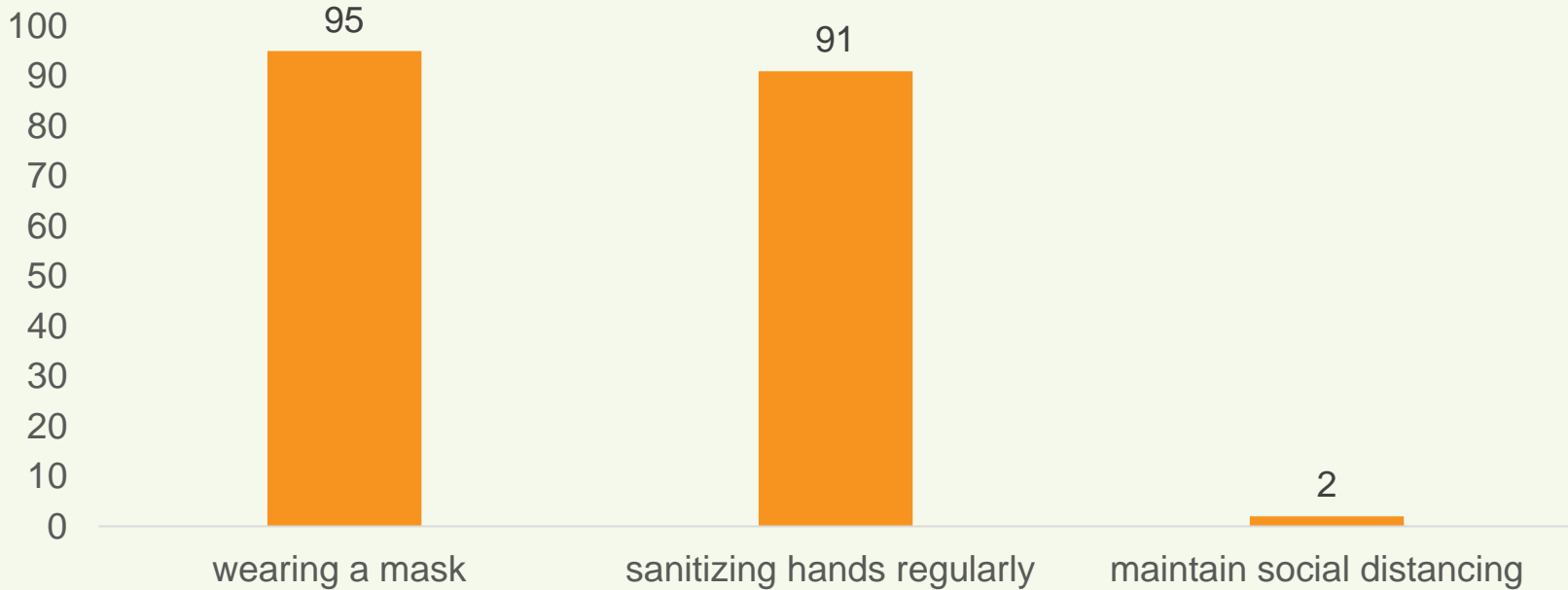
What is your level of comfort?

- Overwhelming appreciation for doctors, police, nurses, FLWs in containing virus spread. Overt stigma and discrimination against healthcare providers absent. 91% think they are not responsible for spread
- 77% respondents comfortable with coronavirus workforce living next door. 57% comfortable with them using the same essential services (grocery store, public space and public transport)

Source : UNICEF- Kantar Public, July 2020



How can you prevent spread?



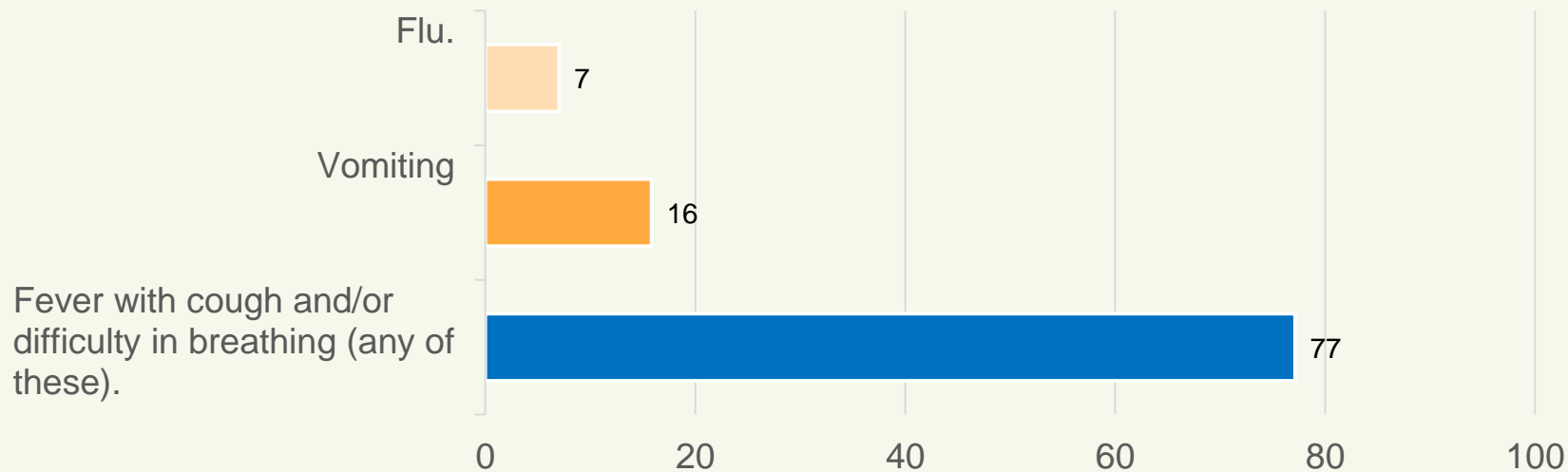
Source : UNICEF Kantar Public, July 2020

How are you accessing services ?

- **Immunization** - 55% of the rural and 45 % of the urban mothers with a child less than one year stated they DO NOT feel safe to take their child to AWC/ health centers for immunization
- **Online Classes** - 1/3rd mothers of child age 6-19 years reported that their children were attending on-line classes. About 20 % mothers reported that their schools do not have on-line class facilities

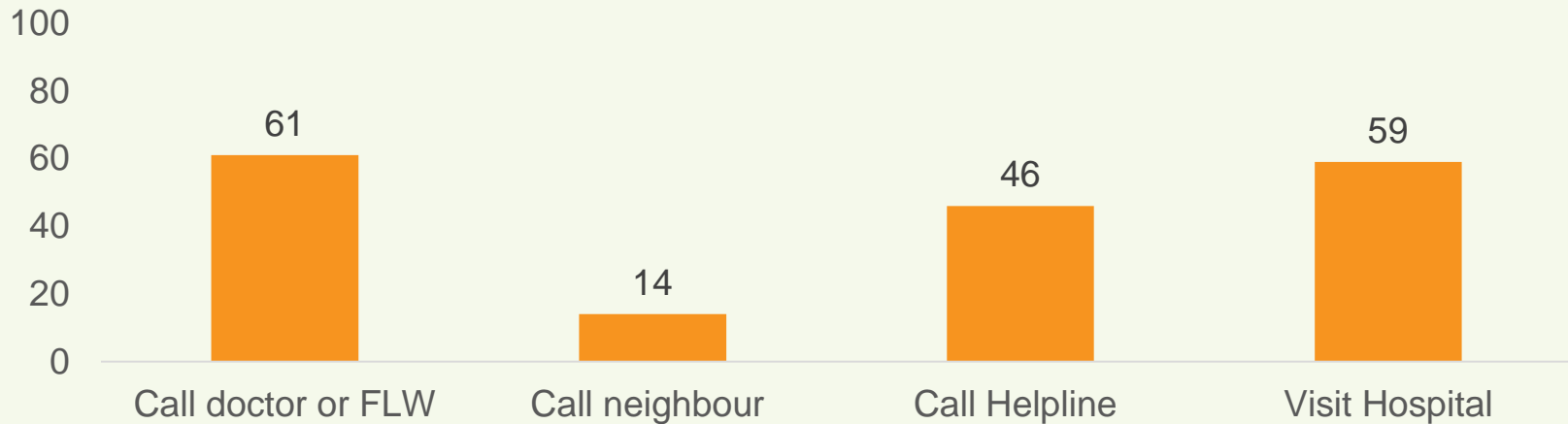
Source: UNICEF Community Based Monitoring, June 2020

What are the symptoms?



Source : WHO Social Listening, Jun 2020

What action will you take if someone has symptoms?



Significantly higher proportion of female respondents (17%) report 'call relative/friend/neighbor' compared to male respondents (12%)

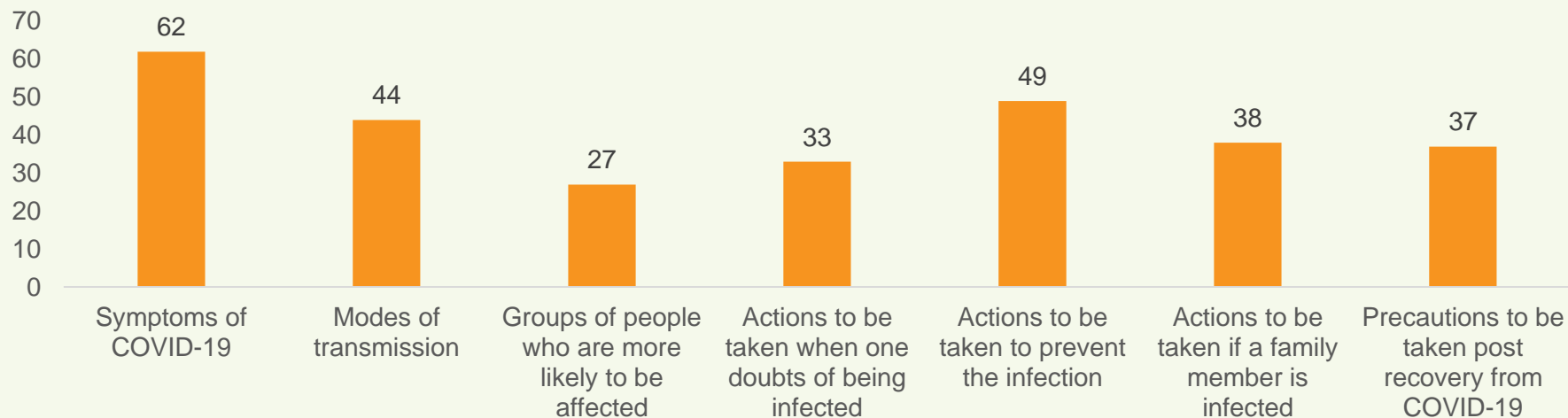
Source : UNICEF Kantar Public, July 2020

What do you do for home quarantine?



Source : UNICEF Kantar Public, Jul 2020

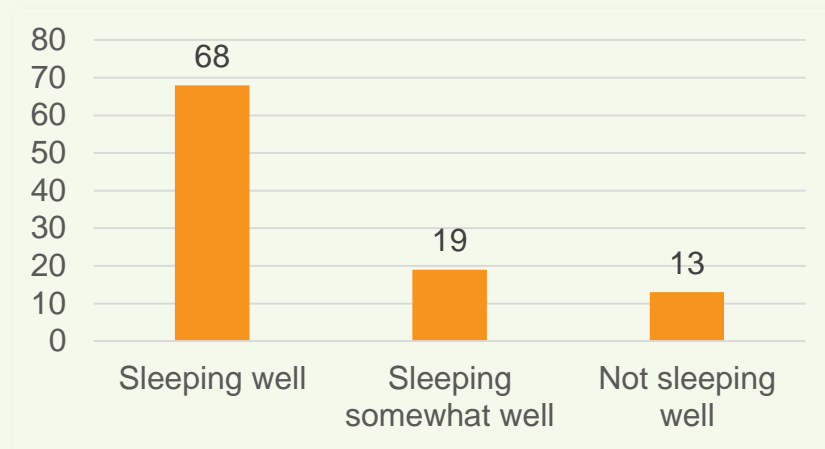
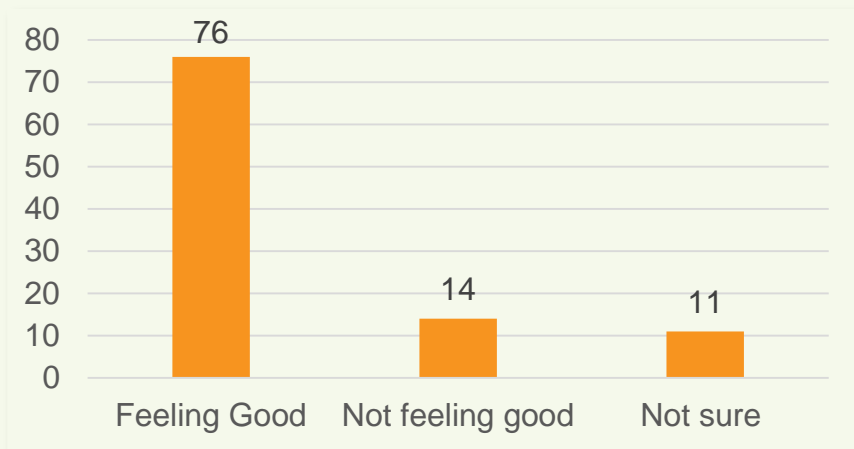
What do you want to know more about?



Significantly more proportion of female respondents wanted to know more about modes of transmission and actions to be taken if a family member is infected as compared to male respondents.

Source : UNICEF Kantar Public, July 2020

How are you feeling and sleeping ?



Overall, 76% were feeling good, 68% sleeping well

More male respondents reported feeling well, more female respondents reported sleeping well.

More rural respondents feeling and sleeping well

N= 19,489

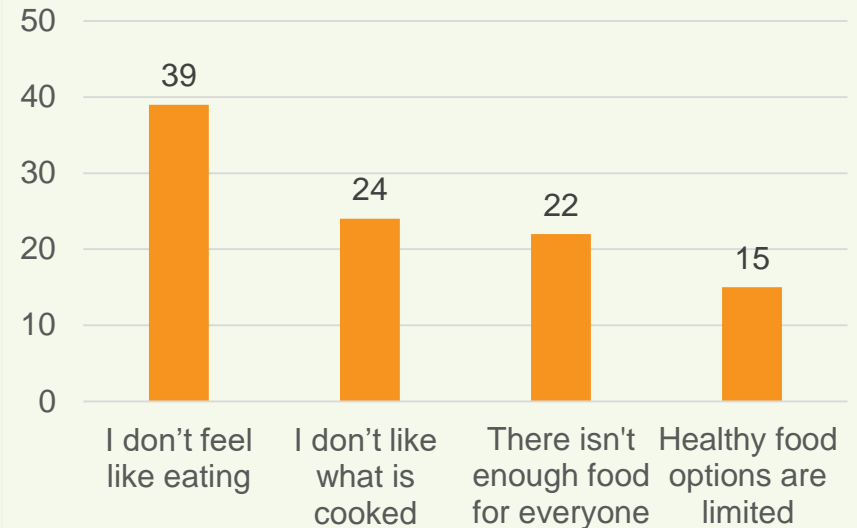
Source : UNICEF U Report , July 2020

How are you eating?

Overall, 69% eating well, 73% urban and 65% rural respondents reported eating well.

Of those not eating well, 39% didn't feel like eating

43% of urban respondents, 35% of rural respondents said that they didn't feel like eating. A higher percentage (25%) of rural respondents said that there wasn't enough food for everybody compared to the urban respondents (18%).

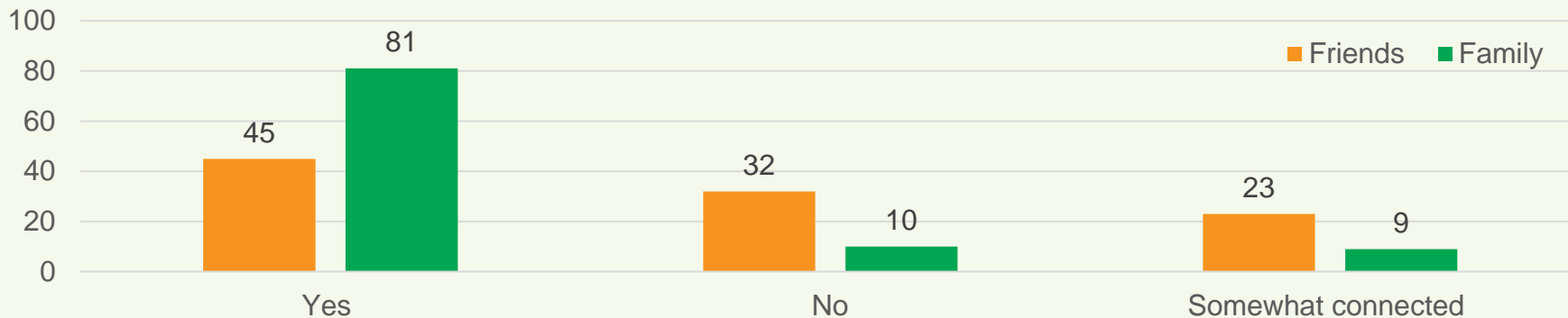


N= 1711

This question was polled to those who said that they were not eating well.

Feeling connected with friends & family ?

Do you feel connected with friends and family?



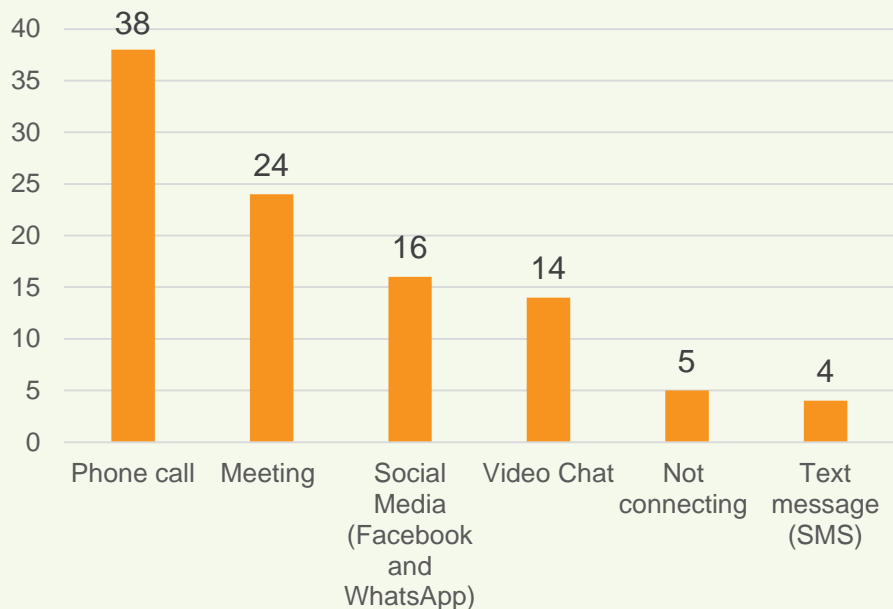
No difference in the trend by place of residence or by sex,.

56% of those **above 35 years** of age said that they **felt connected** with friends, while for other age groups this value was between 42-49%

33% of **31-34 year** olds said that they **somewhat felt connected** with friends, the range for other age groups was 20-24%

Source : UNICEF U Report , July 2020

How are you connecting with friends/family?



N= 14,872

Source : UNICEF U Report , July 2020

27% rural respondents, 21% urban, said they were **meeting** their friends

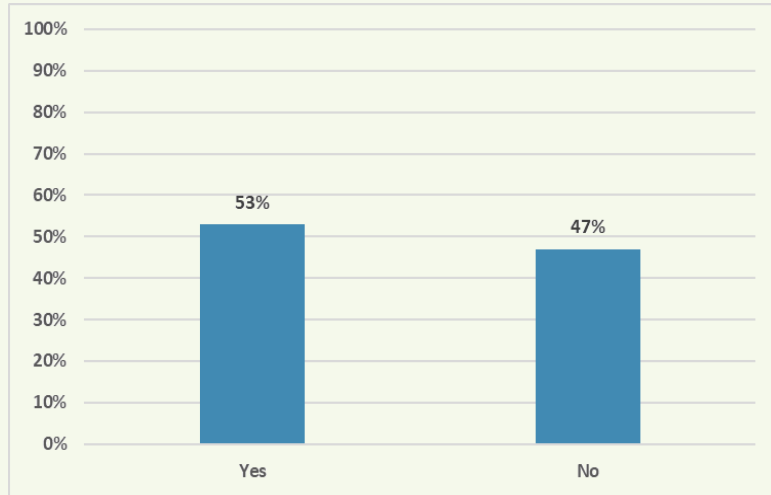
16% urban respondents reported **video chat**, compared with **10%** from **rural areas**.

21% < 15 years olds opted for **video chat** as a means of connecting with family

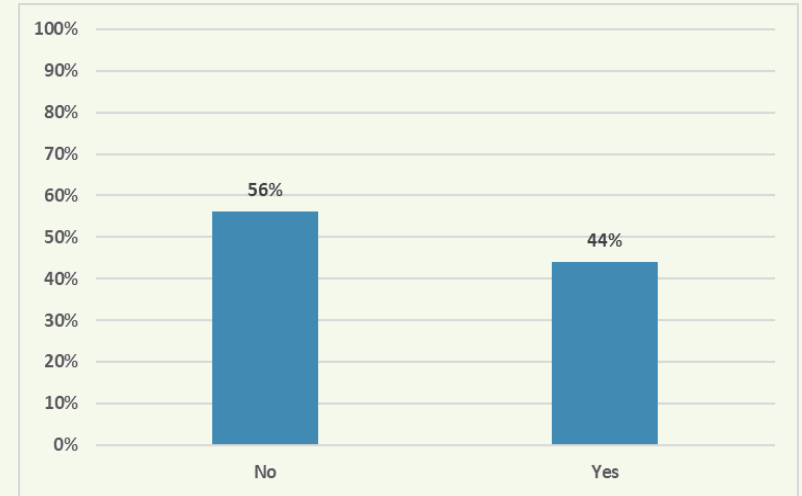
For 54% >34 years, **phone call** was the most preferred means and only **14%** of them said that they were **meeting their family**.

What do you know about Helplines?

Childline



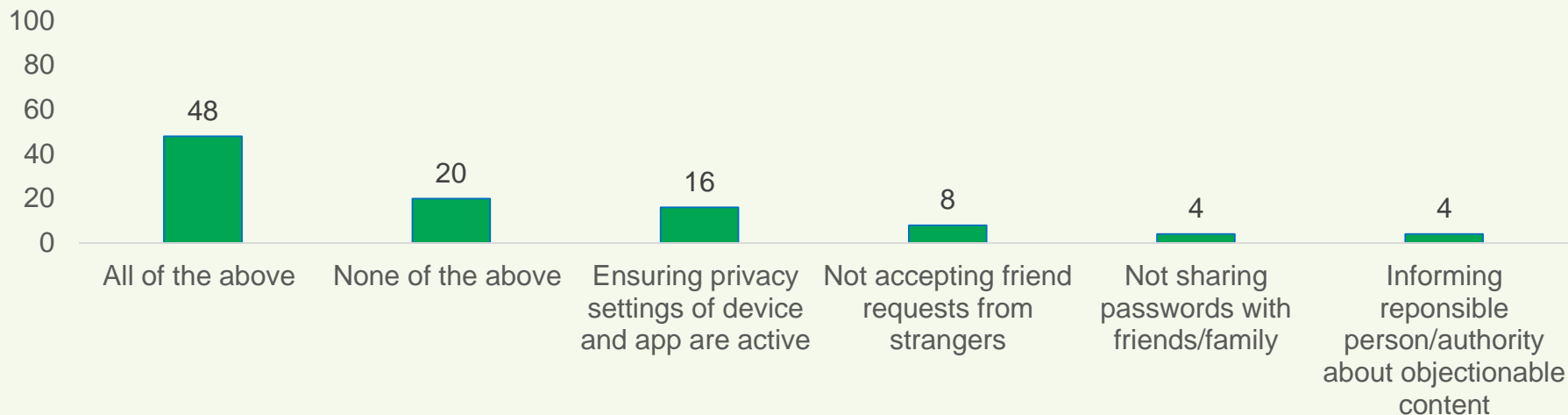
COVID Psychosocial Helpline



53% respondents had heard of ChildLine number and could recall it correctly; only 44% respondents had heard of the COVID Psycho-social helpline number

Source : UNICEF U Report , July 2020

How do you keep your safe online?



52% urban and **43% of rural** respondents chose **All of the above** as an option. **22% of rural** respondents and **16% urban** respondents said that they **did not follow any safety measures** to stay safe online. There was no difference in trend by sex.

Source : UNICEF U Report , July 2020

Programming Implications

Content

Reinforce behaviours—handwashing, wearing masks, upkeep of masks, eating well, doing chores

Promote – online safety, social connections, maintaining physical distance; not spitting, unnecessary crowding

Reassure safety of essential services

Channels

TV - C-19 content in different formats and genres (talk shows, entertainment, news, also sports)

Continue IPC through frontline workers

Augment through social networks

Continue to explore

Barriers, challenges to practicing CABs

Mental health and wellbeing

Multisectoral impact of COVID

Thank You