

Effect of source of information on compliance of public health measures in response to Covid -19

Esther Owelle (Busara)&
Janet Langat (*UON*)

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Policy Challenge

- People living in informal settlements have a greater risk of being infected with Covid-19 due to public health concerns such as lack of basic needs such as water, housing, soap and difficulty in social distancing due to overcrowding.
- It is important for policy makers to understand the context of the environment in slum areas from the communities themselves before they impose strategies to curb the virus. Prior understanding of this will also increase compliance of the public health measures since environmental and social factors will be out into consideration.
- According to Plohn *et al*, trust in science and scientists had a higher likelihood adherence to the set up guidelines by the public. Their study found that involving the public discourses where facts are relayed in a way that they can easily understand can improve the level of trust in science and scientists making it easier for people to comply with laid down policies and guidelines



Policy Challenge

- Adherence to public health measures is pegged on a number of things one of them is trust, both in the content and the source of information.
- Policy makers should be engaged in finding out how to increase compliance of physical distancing measures and how to communicate risk effectively in ways that will enhance acceptance and compliance. (Ayeni T,2020)
- This study seeks to assess compliance of public health practices in households in informal settlements in Nairobi and the effect of this on their health.

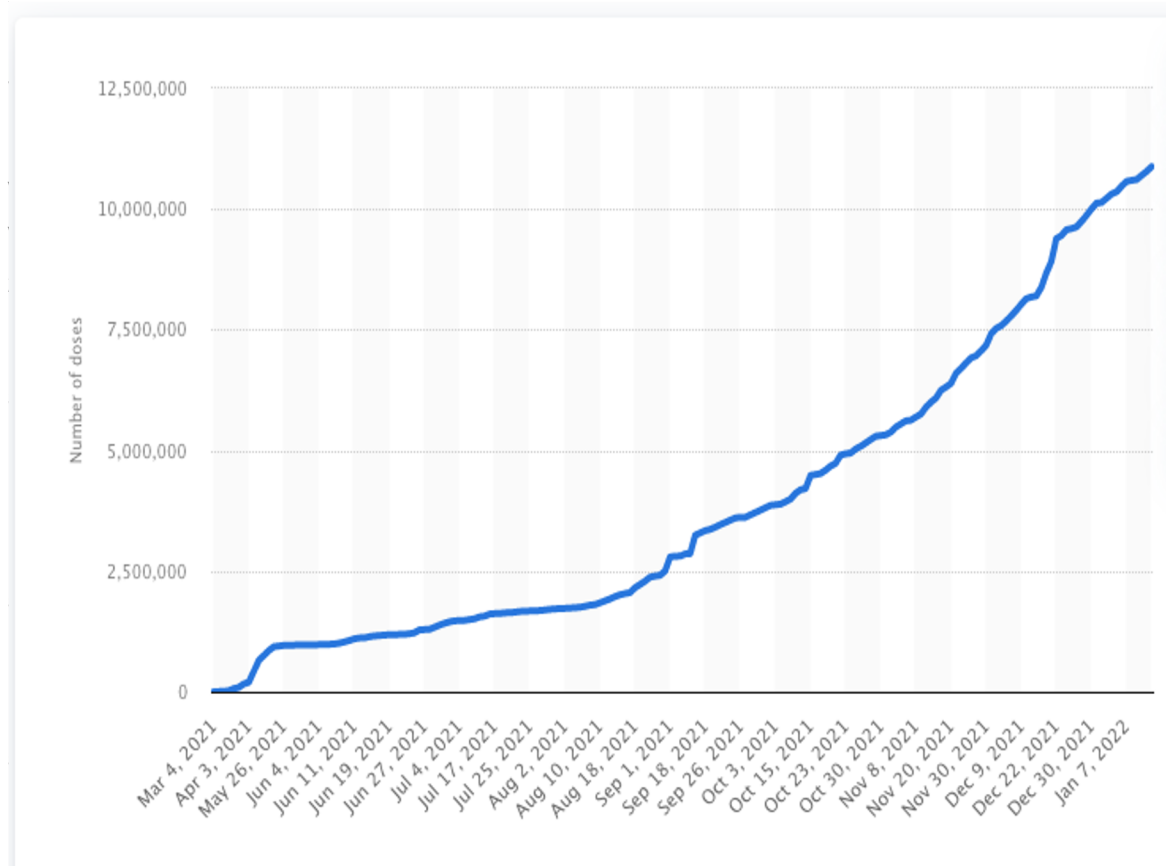


Context

- Study was conducted remotely via phone surveys among respondents in Kibera which is the largest informal settlement in Kenya.
- Respondents were recruited from Busara Center database
- Vaccines were first rolled out in Kenya in March 2021
 - First rolled out to frontline health workers, elderly, teachers
 - Delivered in phases; Phase 1: Mar - Aug 2021, Phase 2: Sept-Dec 2021, Phase 3: Jan - June 2022
- Implementation dates: **June 2021 to August 2021**



Context



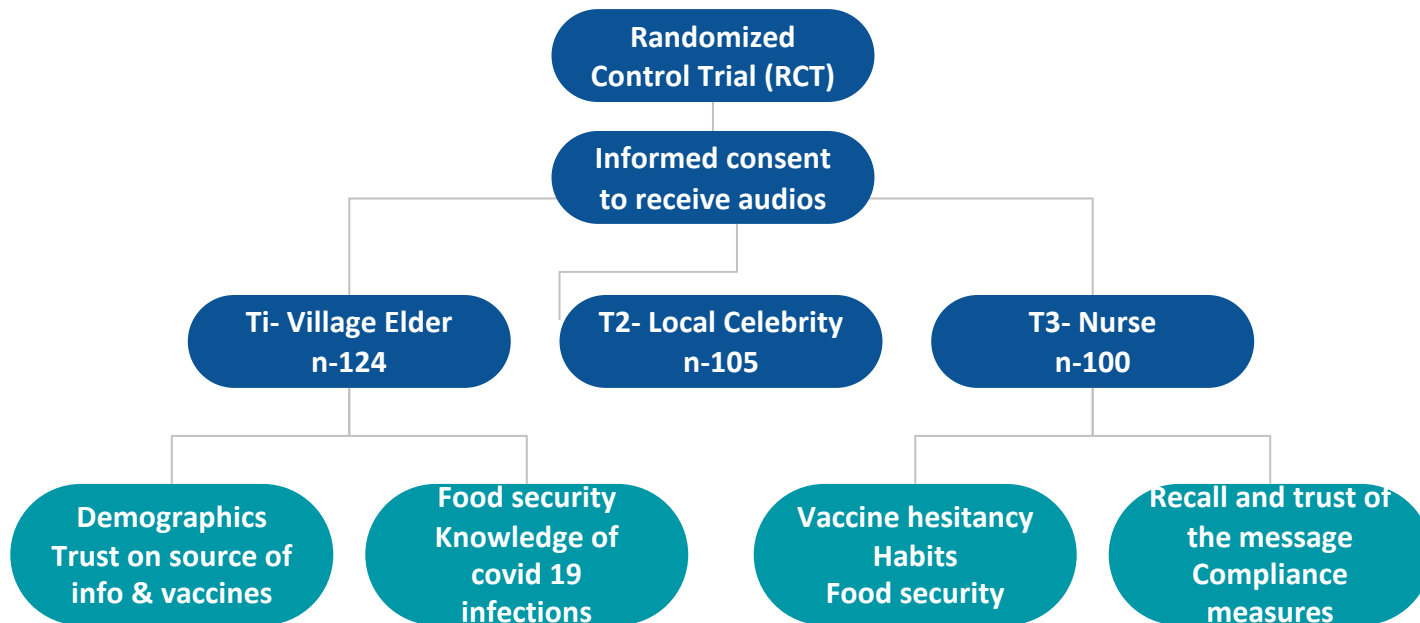
Vaccination rates as of January 2022: **10,611,612**

- 1st Dose: **6,077,770**
- 2nd Dose: **4,533,842**
- **16.6%** fully vaccinated
- Target by mid 2022 **70%**

Source MOH



Study Design



We ask survey questions on

We first conducted a formative research to identify leaders/artists that the community identify with in the villages

Total respondents



Study Design: Interventions Delivery

After consenting, we sent the recordings to the respondents via text messages to the respondents inform of Survey CTO links which they submitted after listening to the audio

During consenting, we asked the respondents their language preference on the audio to increase comprehension levels

Survey was only administered to respondents that listened to the audios



Study Design: Audio Messages

T1- Village elder

Message: Hey, my name is Aisha .a village elder in Kibera. I have a message for you regarding Covid 19 vaccines, “Getting vaccinated against COVID-19 will be one of the best ways to protect yourself, your family and everyone else around you against the virus. The more people get vaccinated against COVID-19, the better it is for everyone. By stopping the spread of COVID-19, we can keep businesses, schools, and other venues open. Stopping the spread of COVID-19 gets us closer to the end of the pandemic. Get vaccinated against COVID-19 in your nearest government health facility today!

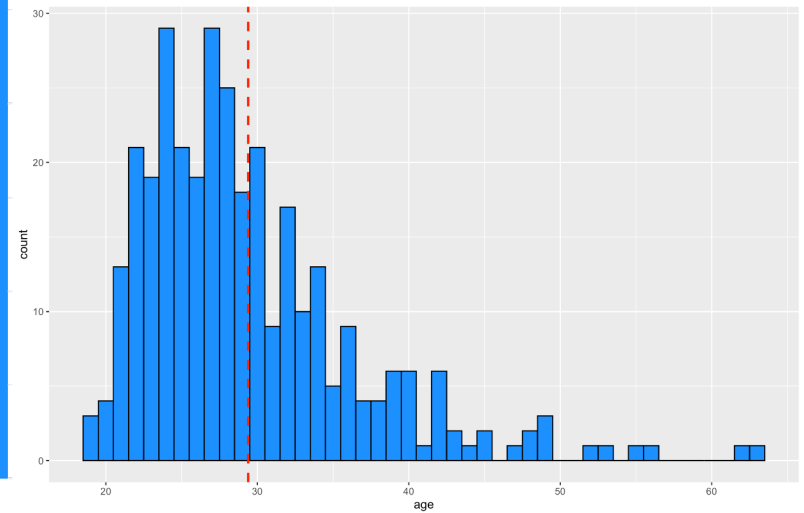
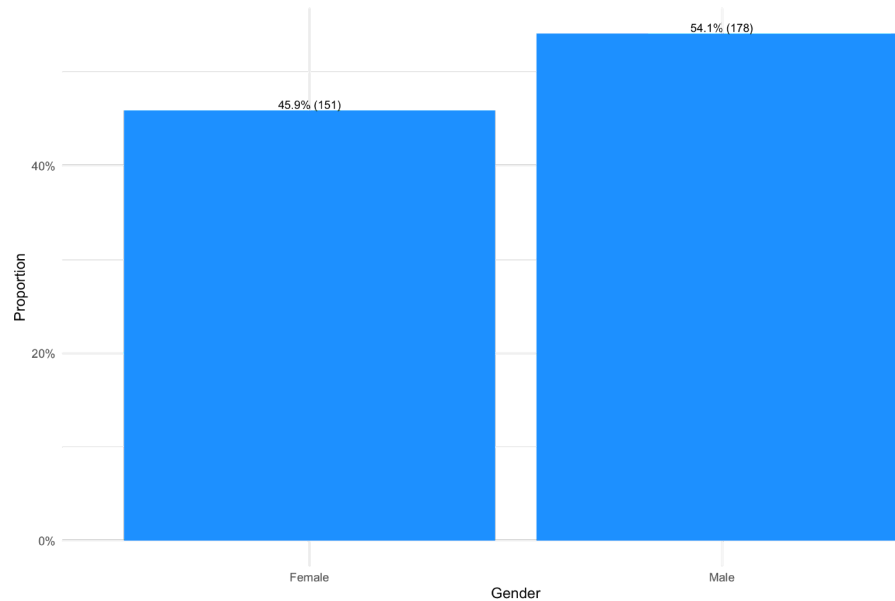
T2- Local Celebrity

Message: Hey, my name is Simba (Lion) a local celebrity. I have a message for you regarding Covid 19 vaccines, “Getting vaccinated against COVID-19 will be one of the best ways to protect yourself, your family and everyone else around you against the virus. The more people get vaccinated against COVID-19, the better it is for everyone. By stopping the spread of COVID-19, we can keep businesses, schools, and other venues open. Stopping the spread of COVID-19 gets us closer to the end of the pandemic. Get vaccinated against COVID-19 in your nearest government health facility today

T3 - Nurse from MOH

Message: Hey, my name is Caroline a nurse from Kenyatta Hospital. I have a message for you regarding Covid 19 vaccines, “Getting vaccinated against COVID-19 will be one of the best ways to protect yourself, your family and everyone else around you against the virus. The more people get vaccinated against COVID-19, the better it is for everyone. By stopping the spread of COVID-19, we can keep businesses, schools, and other venues open. Stopping the spread of COVID-19 gets us closer to the end of the pandemic. Get vaccinated against COVID-19 in your nearest government health facility today!

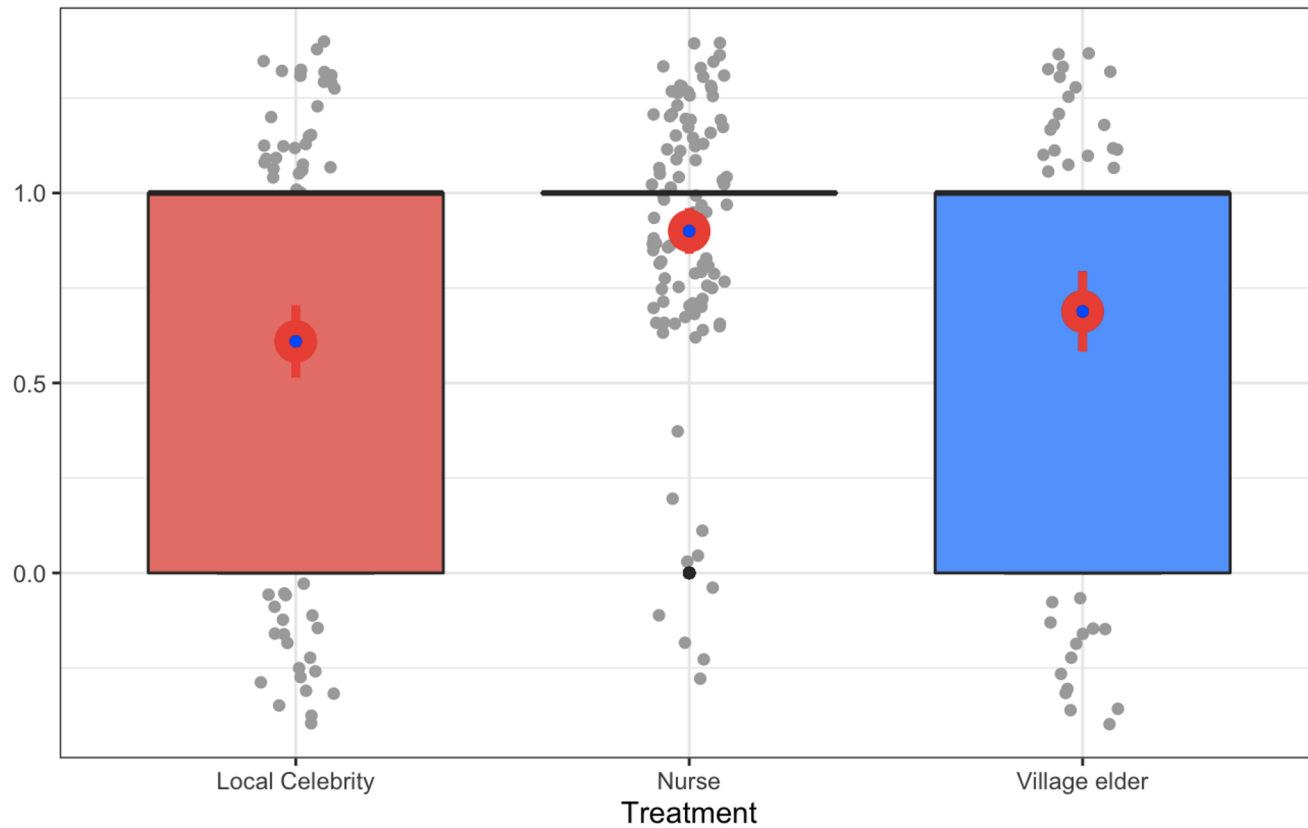
Findings: Demographics



Findings: Recall

Boxplot, dotplot and SEM plot of recall by treatment

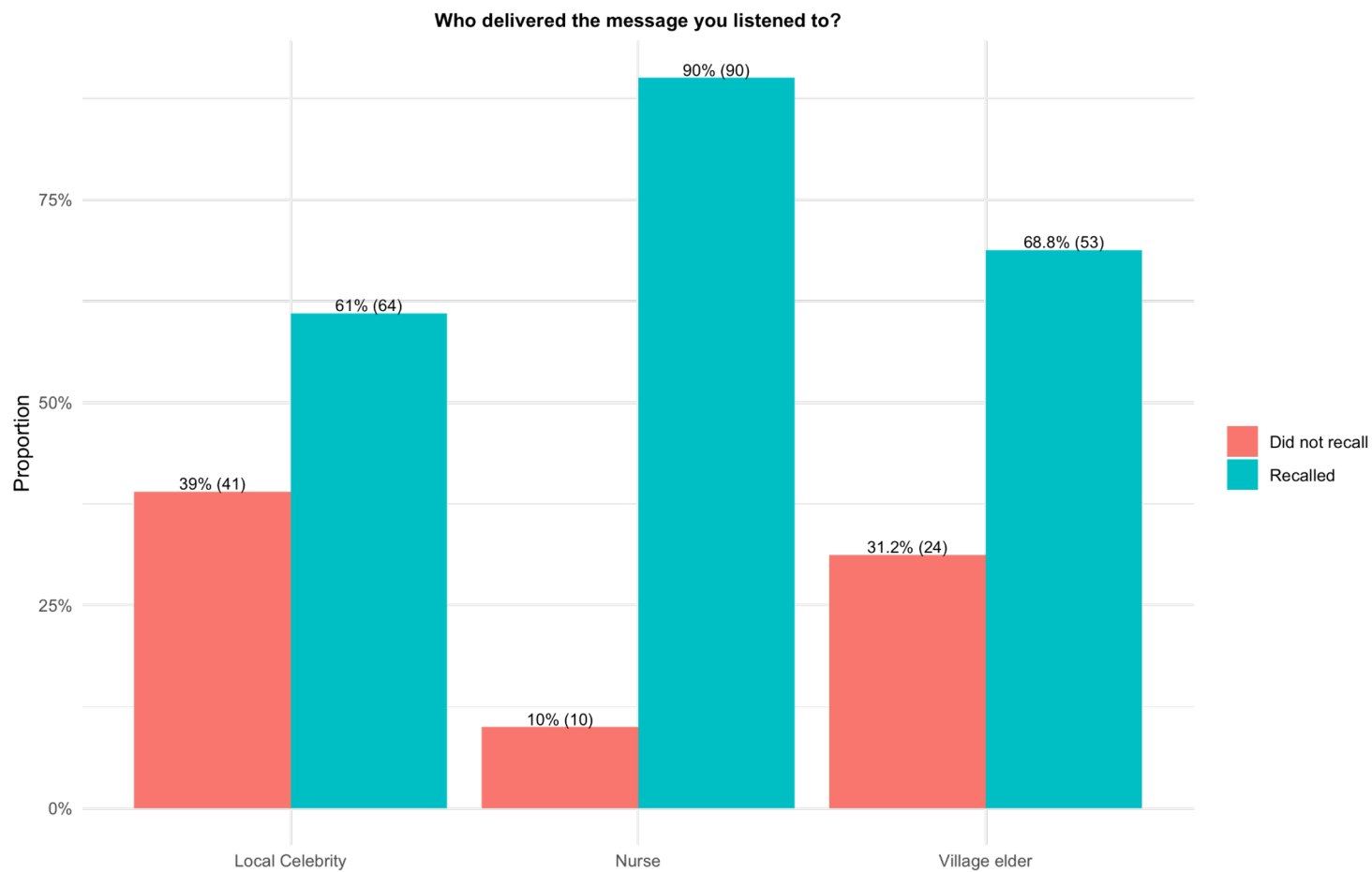
Gray dots=Data points, Black dot=Outlier, Blue dot=Mean, Red=95% confidence interval



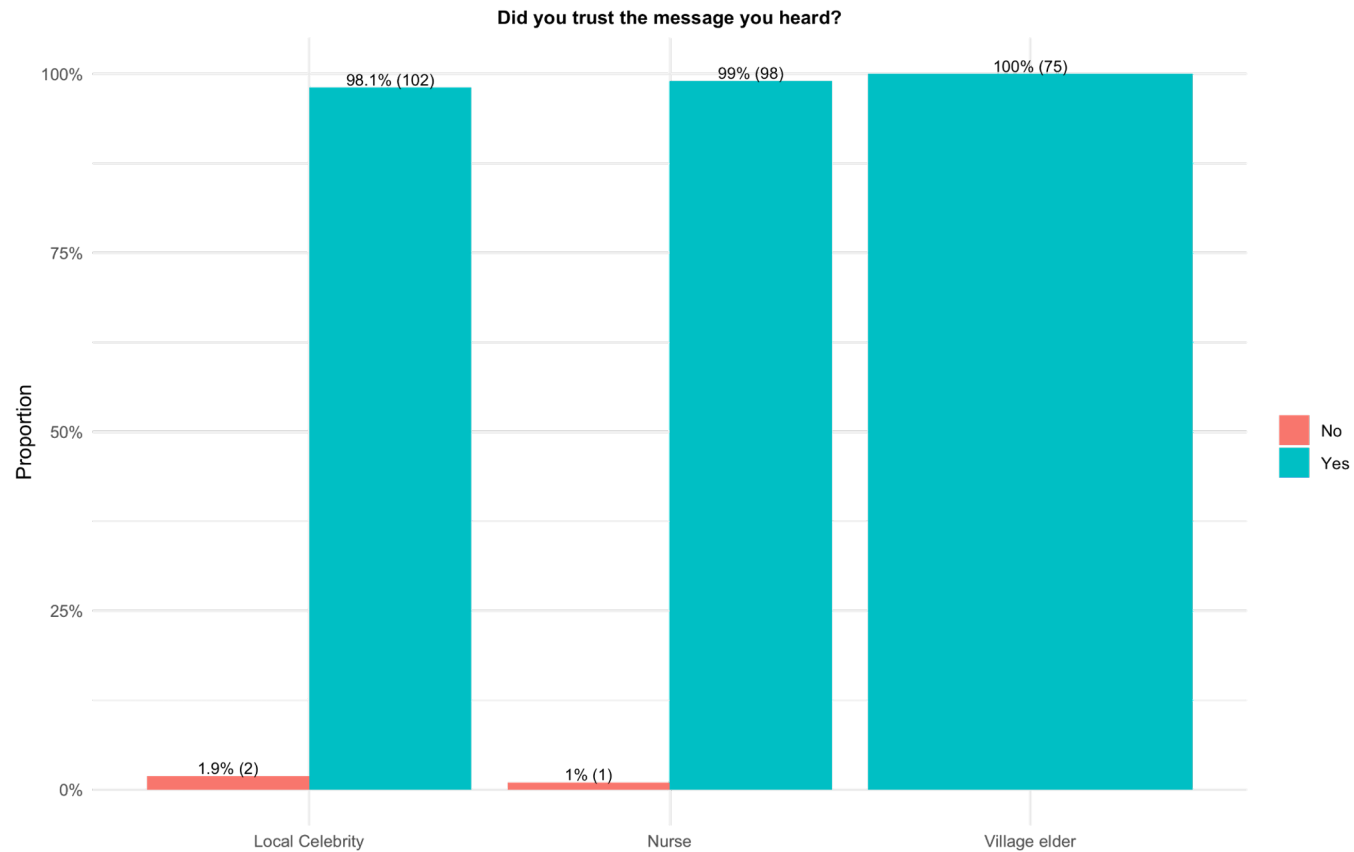
Data from egap covid study



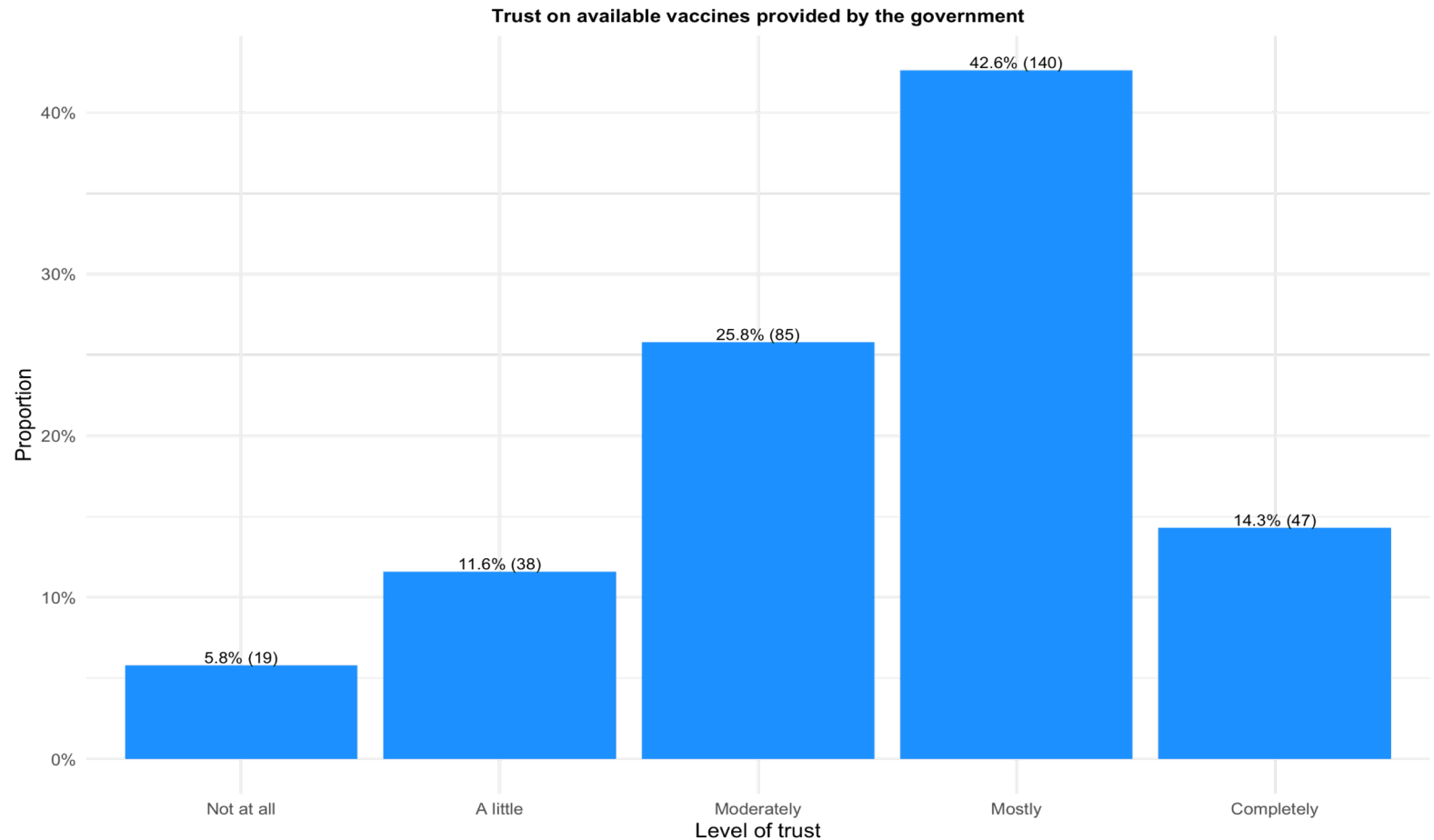
Findings



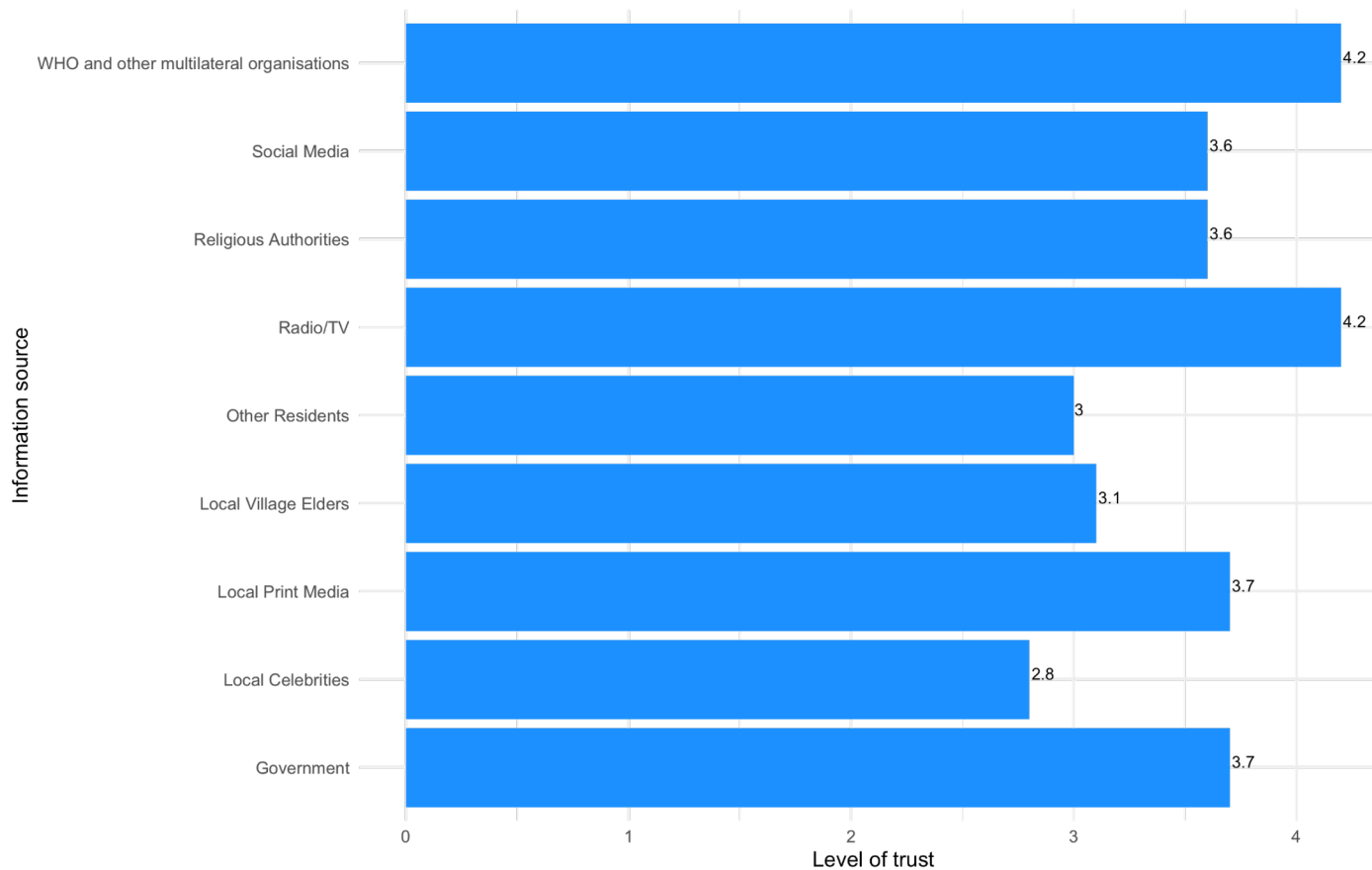
Findings



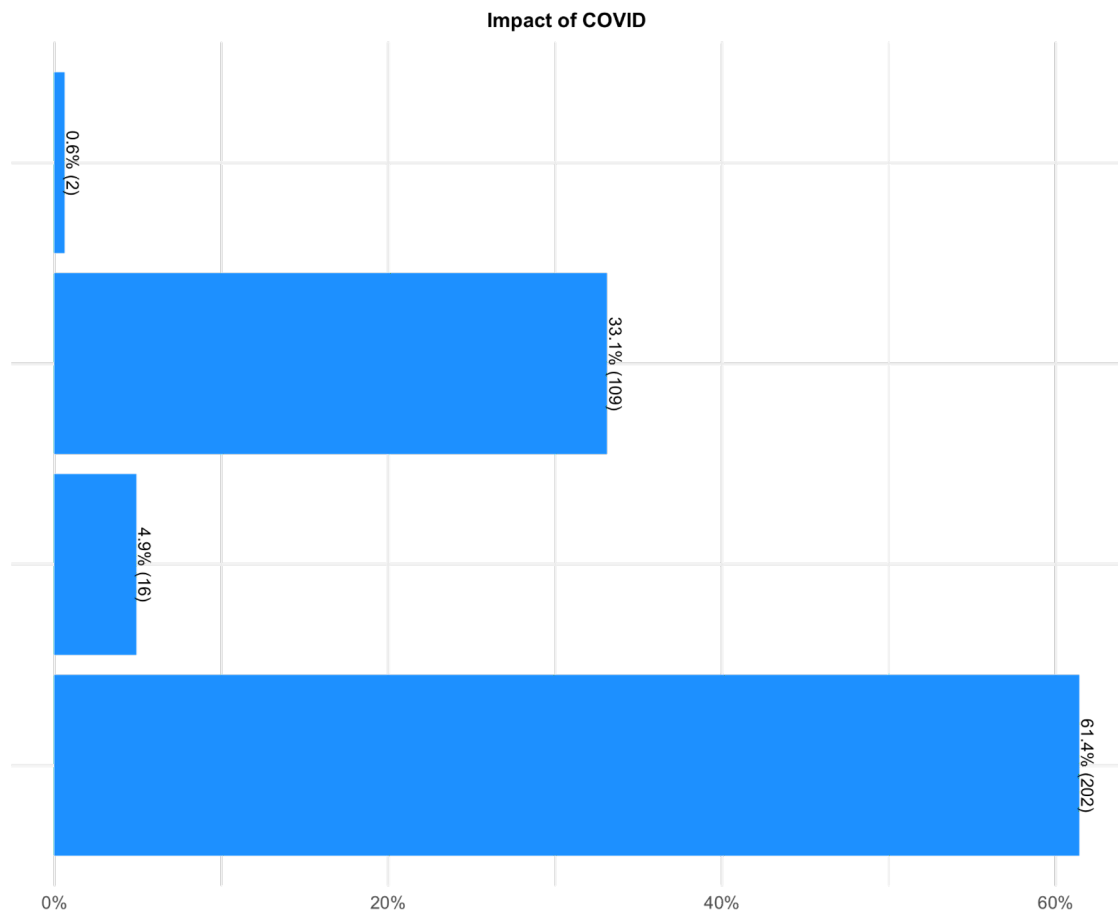
Findings



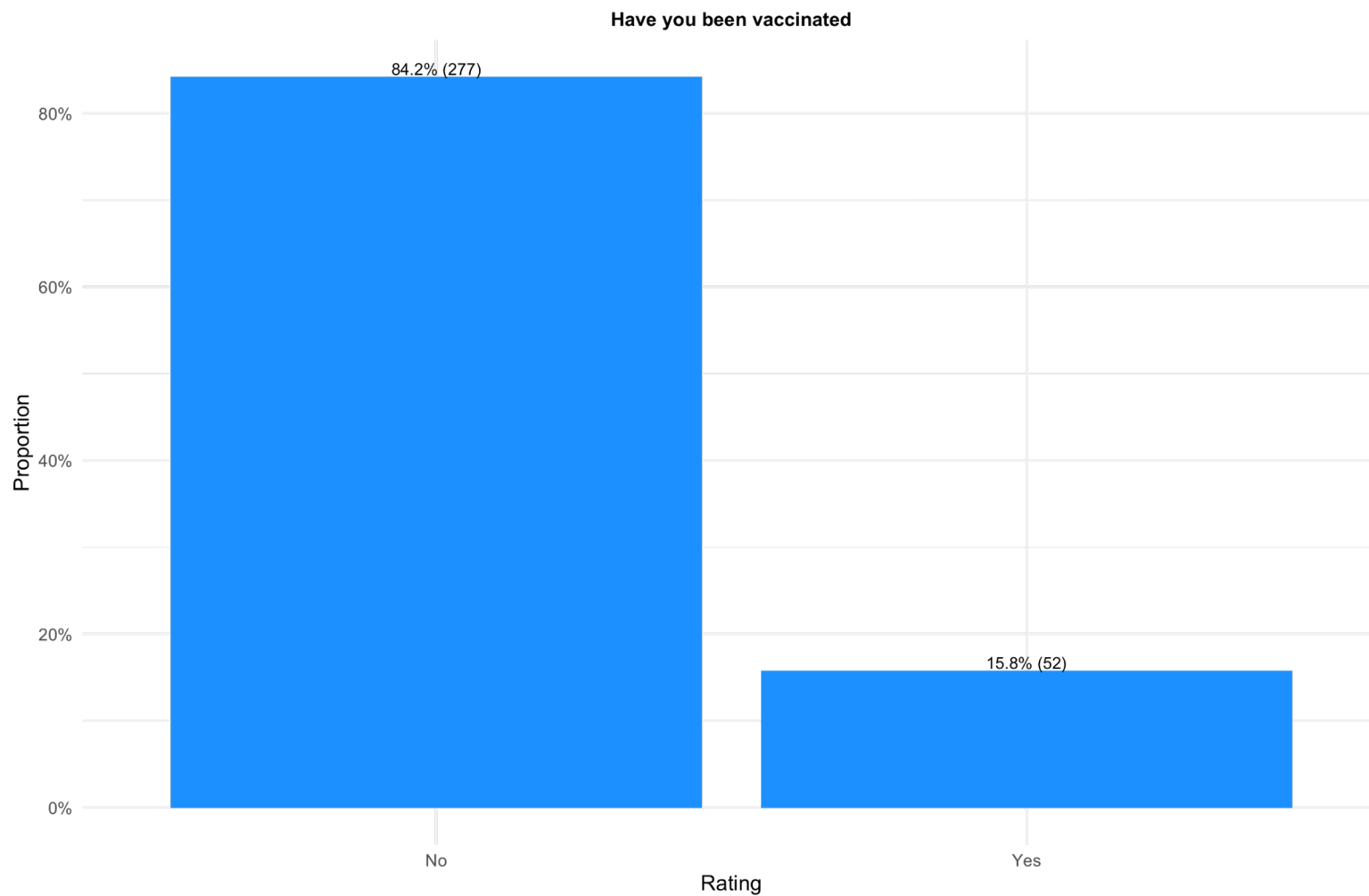
Additional Findings



Additional Findings



Additional Findings



Lessons and Policy Implications

- To enable the public adhere to laid out public health guidelines, there is need to trust both the source and the content of the information being relayed
- There's need for credible sources of information to counter harmful misinformation which would turn have a negative effect on people i.e myths on the effects of vaccines was among the reasons why people had not been vaccinated
- Test willingness to share the information with other people i.e how many respondents share the audio recording with their friends/family.
- Explore long-term effects of the sources of information



Thank you!

Website: <https://egap.org/>

Twitter: @EGAPTweets

Email: admin@egap.org

