



A GLOBAL NGO NETWORK
FOR PRINCIPLED AND EFFECTIVE
HUMANITARIAN ACTION

Community Perceptions, Knowledge and Attitude towards COVID-19

Survey Report

August 2020

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Introduction

COVID-19 is one of an emerging outbreak in recent decades resulting in major epidemic with significant public health and economic impacts. As of August 05, 2020, the outbreak has resulted in an estimated 281,135 cases and 6,014 deaths in Pakistan. National Humanitarian Network (NHN) with the support of International Council for Voluntary Agencies (ICVA) has started multiple initiatives for public awareness on prevalence, symptoms and measures to be taken to curb the spread of COVID 19. TO contain the spread of virus the government has taken multiple measure including lockdown, establishment of designated health facilities and country wide awareness campaign. This epidemic has had unprecedented effects on social, economic and behavior of communities across the county. In this context, NHN desired to conduct a survey to analyses situation. Due to movement restriction and to maintain “physical distance” survey was conducted online using Google forms application.

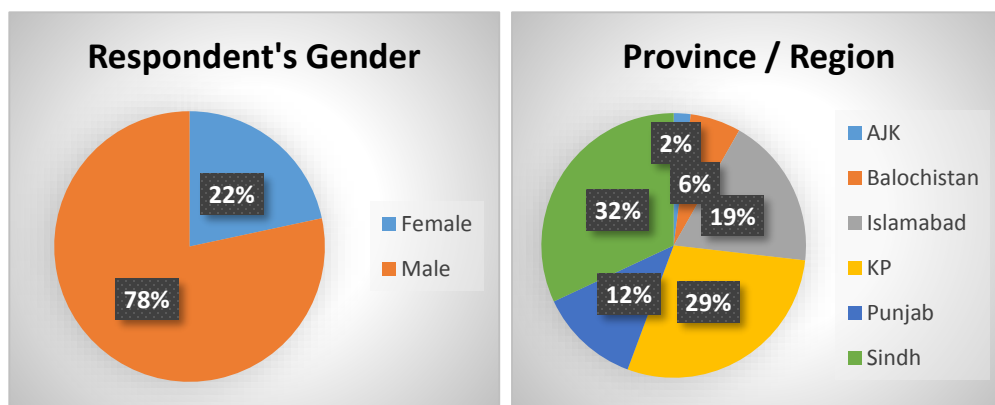
Methodology

The Knowledge Attitude Practice (KAP) survey of the community’s perception on COVID 19 fears and concerns related to the impact of the outbreak in their lives were considered. The Objective of survey was as below:

- To determine the knowledge, attitude, and perceptions of people about COVID-19.
- To determine how people obtain information about COVID-19.

NHN with consultation of its members developed the questionnaire on its objectives of the survey. The KII questionnaire converts the open-end questions to multiple choice so that the analysis can be quantified. Find the questionnaire used in annexure 1.

The responses received per province is as below, the random sampling method was used, where the survey questionnaire was circulated through multiples mediums i.e. NHN email group, WhatsApp group, Facebook page and Twitter account to covers the maximum districts and areas. The following graphs presents the response percentage of men and women and responses received from each province.



Key elements of the survey:

- Online survey was conducted
- Selection of locations were based on the presence of NHN members and partner's coverage

Limitations

The lockdown has affected the movement of civil society organizations and humanitarian partners to urban and rural areas, owing to these limitations, NHN opted for an online survey to cover maximum locations. The lockdown has forced many individuals to their homes and hence their access to online services was also reduced. As a result, the number of responses were not as expected. The information provided under the survey is based on the access to online service of responders and does not reflect any personal perceptions.

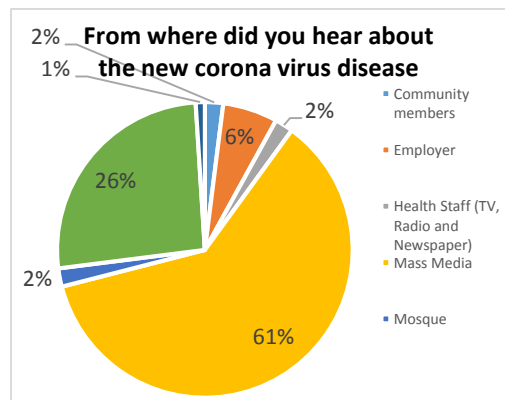
Target Areas of the Survey

The key areas target in the survey are:

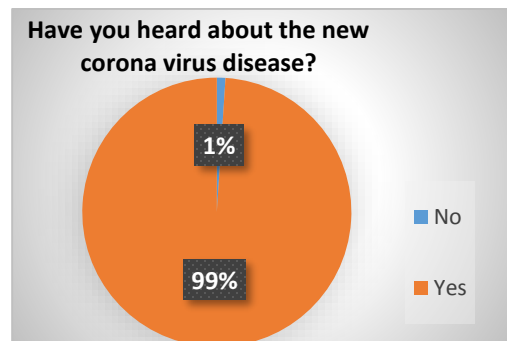
- Awareness
- Prevention Measures
- Risk Perception
- Reaction / Response to Infection of Close Ones
- Sectoral Impacts
- Protection Elements

Awareness

Over 99% of the responders are aware of the Coronavirus disease. Novel Coronavirus Disease (COVID 19) has led to a massive public reaction and the media has been reporting continuously to keep everyone informed about the pandemic situation. The respondents have indicated a high level of information



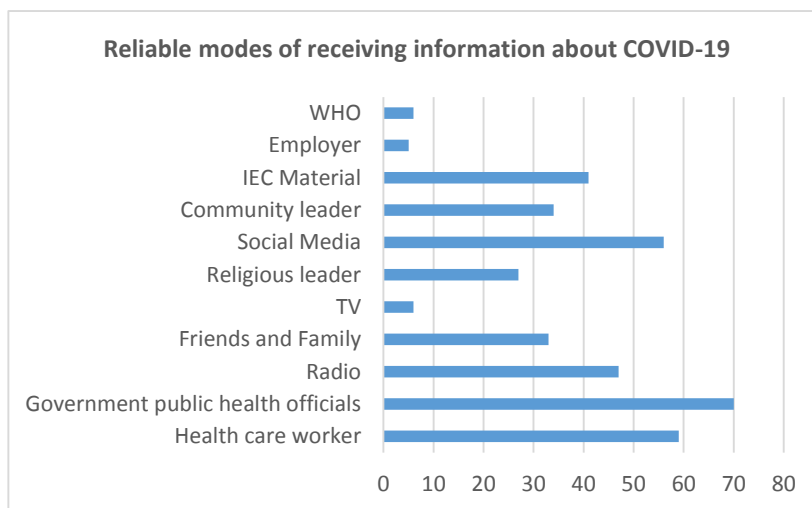
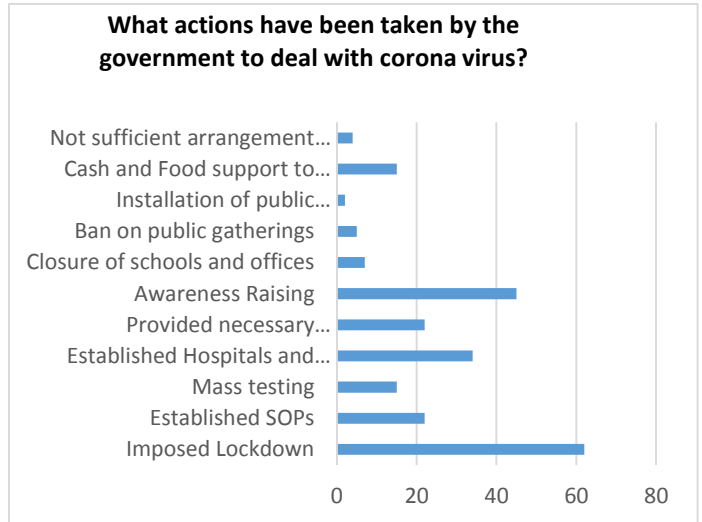
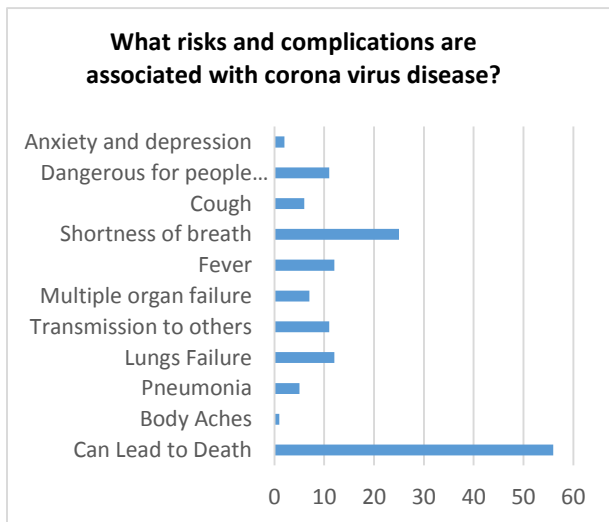
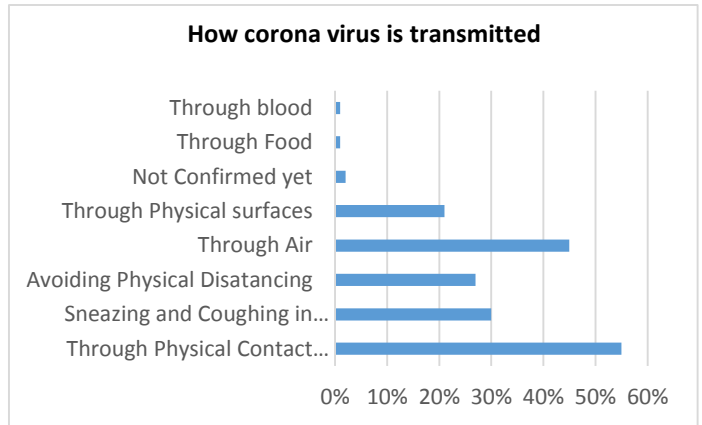
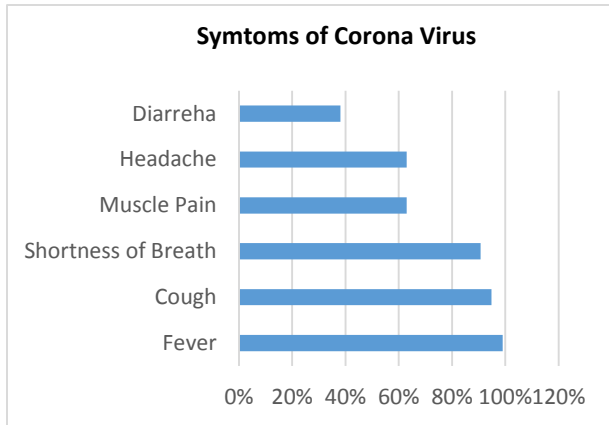
related to COVID-19 with 83% of them



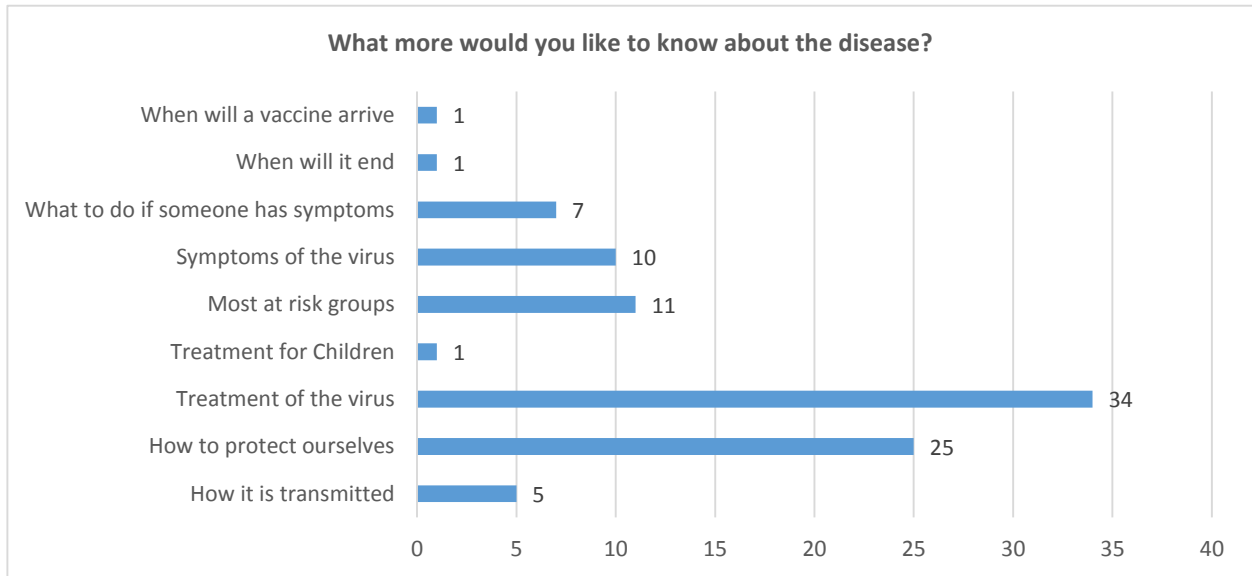
having mentioned that they heard about the disease from mass media especially from TV and radio. When asked about information of COVID-19 symptoms 90 - 100% linked it with fever, cough and shortness of breath whereas 30-60% associated it with diarrhea, headache and muscle pain. Misconception is observed in responder's view about COVID-19 transmission as 60% related it with physical contact and

29% with physical distancing which illustrates their confusion. On the other hand, 2% are still of the view that the reason of transmission is yet not confirmed. 56% identified death as the risk of COVID-19 whereas

from 12-25% related it to cough, fever and transmission to others. In response to awareness about government actions, 62% relate it with imposing lockdown however 4% are of the view that government has not done sufficient arrangements to fight with COVID. 70% responders consider government public health officials as a reliable medium of information for COVID-19.

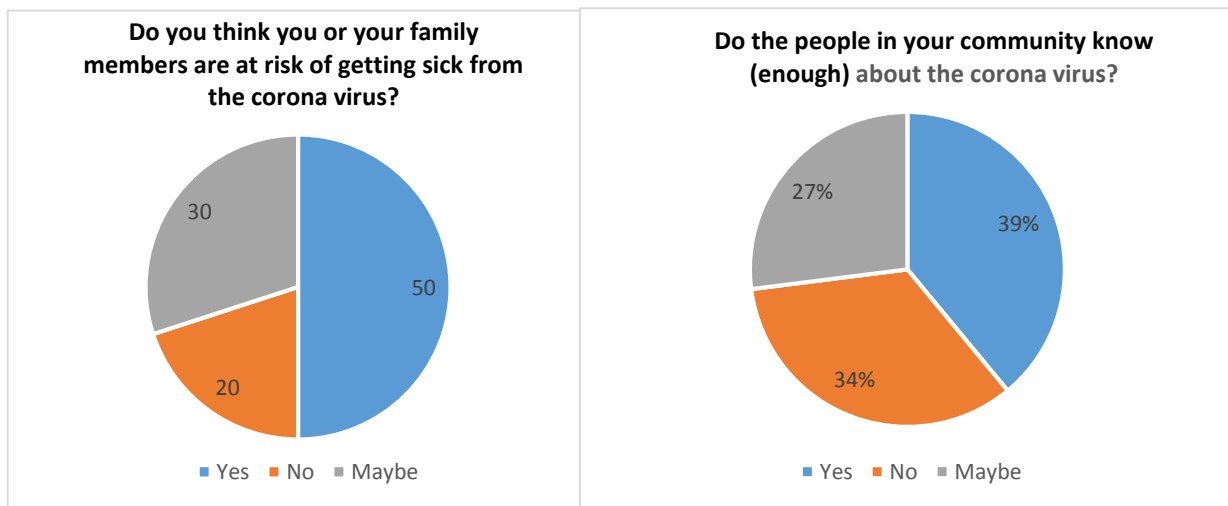


in response to be on risk of getting sick from COVID-19, 50% shared positive response whereas 20% disagreed and 30% are not sure.



34 % of the respondents still are more keen to know about treatment of virus as depicted in the survey and 25% want to know about how to protect themselves.

39% of the respondents are of the view that people in our community have sufficient information about COVID 19 however 34% disagree and 27% are not sure about it.

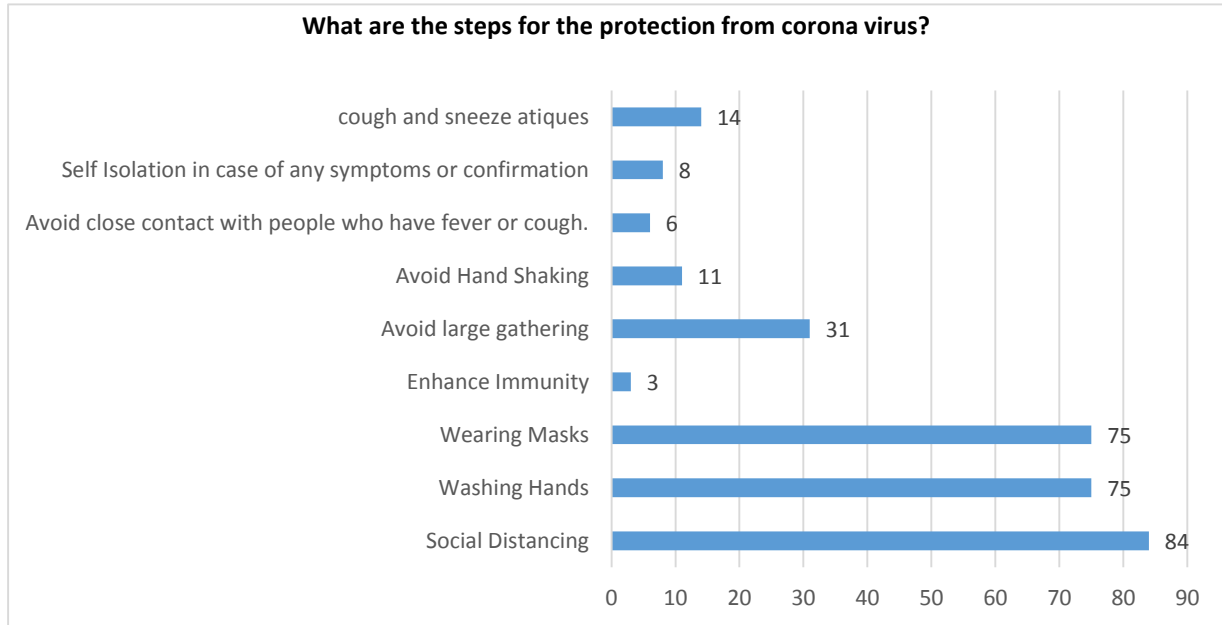


Prevention Measures

The below graph shows that respondents have greater understanding of prevention measures. On the adoption of precautionary measures methods, the responses received are

- 84% agreed on social distancing,
- 75% selected wearing masks and washing hands,
- 31% are of the view to avoid large gatherings
- 11% view that avoiding handshakes and social hugging as a form of greeting.

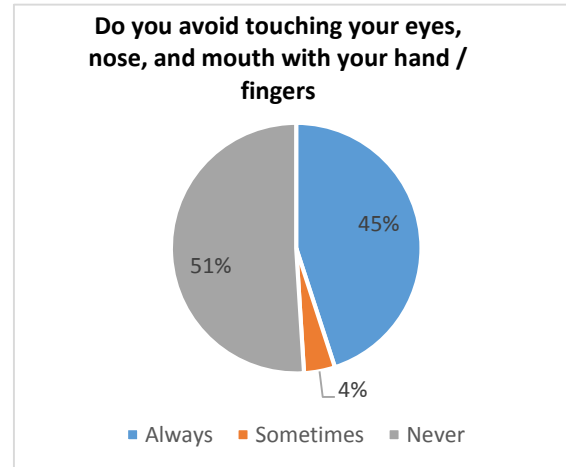
This shows that people are aware of the important preventive measures however they need further clarification on these.



The following table shows the respondents' understanding of the measures to be followed to avoid /prevent COVID-19 infections.

Practices	% of respondents
Washing hands regularly by using hand rub or soap for at least 20 seconds	87%
Covering their mouth and nose when coughing or sneezing	76%
Avoid close contact with anyone who is sick with flue like symptoms	80%
Avoid shaking hands with others	69%
Avoiding to attend large gatherings	73%
Clean & disinfect frequently touched objects and surface	49%

Majority of the responders did not avoid touching their eyes, nose and mouth which reflects lack of behavioral motivation. As shown in the graph.



Risk Perception

The following table shows the perceived level of trust of responders on communication mediums of COVID-19.

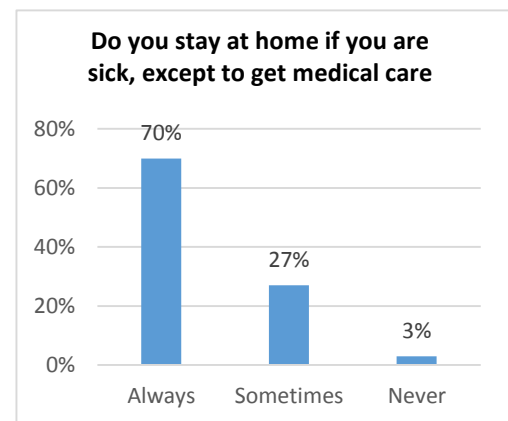
Communication Medium	Level of Trust		
	High	Medium	Low
Radio	30 %	39%	31%
Social Media	31%	33%	36%
Health Care Workers	53%	42%	5%
Family Members	27%	47%	26%
Friends	29%	47%	24%
Community Leaders	19%	50%	31%
Government /Public Health Officials	68%	24%	8%
Religious Leaders	40%	38%	22%
Posters	30%	43%	27%

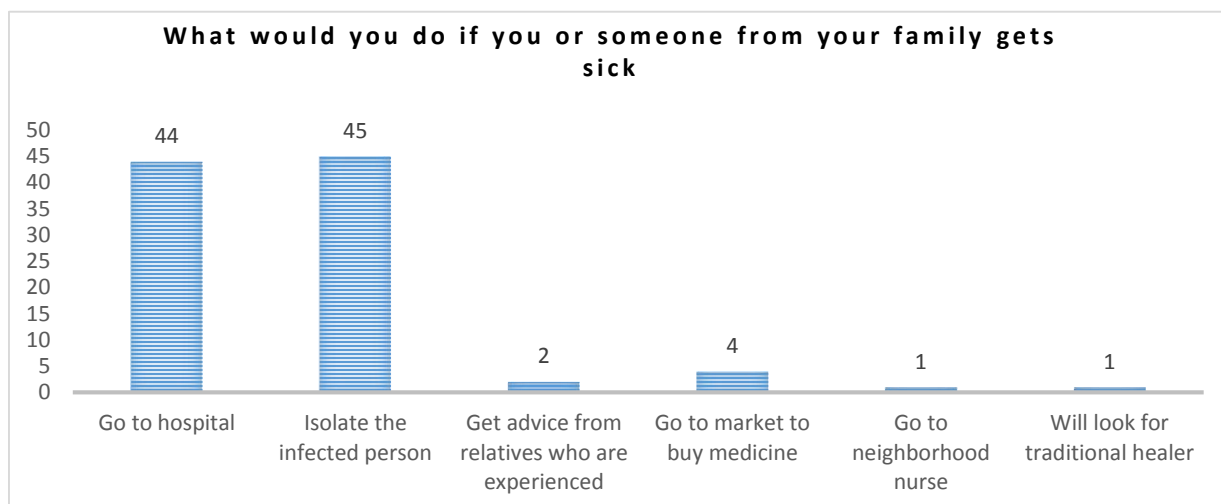
Reaction / Response to Infection of Close Ones

70% of the responders prefer to stay at home if they are sick and only will go out to get medical care. The graph shows that 27% are still not sure about their reaction or behavior in case they are affected by the virus and 3% are determined to put their and others life on risk by going out and not staying at home.

In response to their reaction if someone from their family get sick:

- 45% mentioned that they will isolate the infected person
- 44% will take the patient to hospital
- 4% will do the self-medication by going to market and bring medicine for the patient
- 2% will get the advice of relatives who have experienced it
- 1% are of the view to refer neighborhood nurse or consult traditional healer





Sectoral Impacts

COVID 19 impact on following sectors were inquired from the participants.

- Health
- Livelihood
- Education
- Social behavior

Health

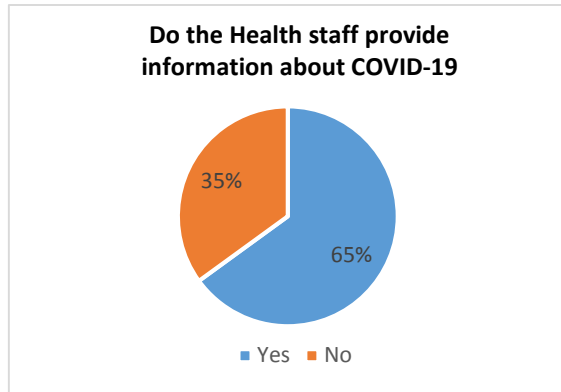
60% of the respondents were of the view that their access to health services was affected by the lockdown and movement restrictions. The common reasons shared by responders for low access to health facilities during the lockdown are as follows:

- Healthcare facilities are closed for non-emergency cases
- No access to healthcare facilities due to travel restrictions
- Fear of contacting the virus during hospital visit
- Fear of discrimination

Respondents suggested following prevention measures health workers should put in place in the health facilities:

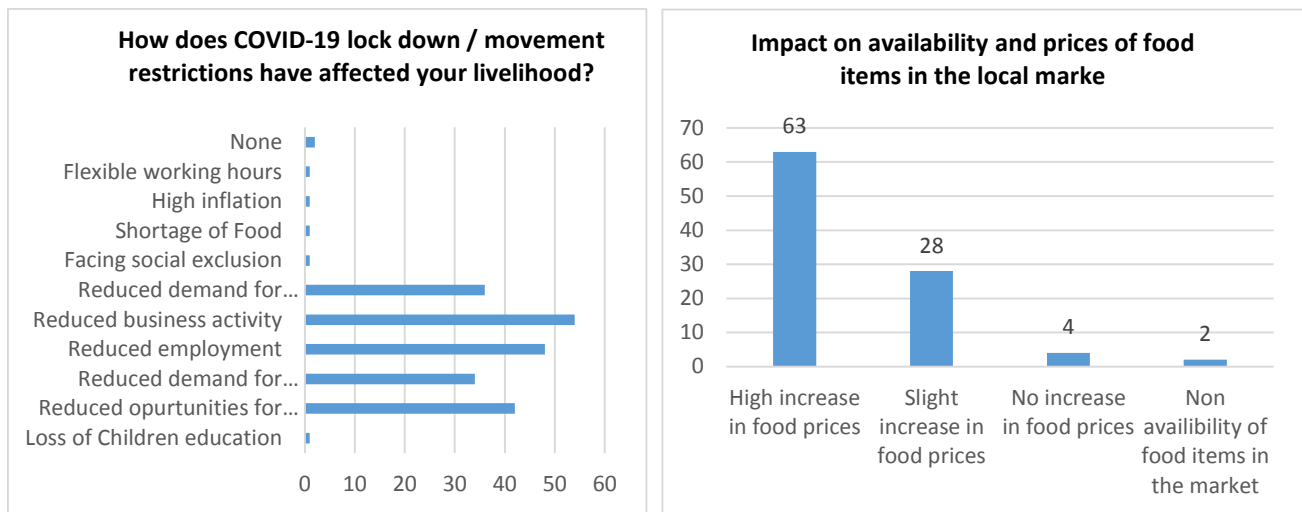
- Written SOPs shall be placed at every corner of the health facility and implementation shall be ensured
- Ensure availability and use of PPE kits
- Ensure 24/7 provision of designated staff at hospitals
- Ensure availability of isolation rooms
- Ensure creating awareness among visitors and staff

65% of the participants agreed that health staff provided them COVID-19 information when they visited any health facility.



Livelihood

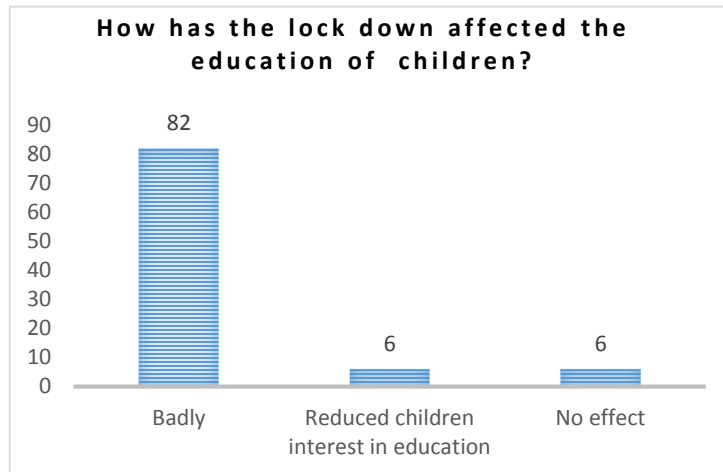
Below graphs depict the impact of COVID 19 restrictions on livelihood and impact on availability and prices of food items in local markets as per the survey responders.



34% responded that lockdown has badly affected the professional life while 21% are of the view there has been no impact on their professional life due to COVID-19.

Education

82% of the responders have mentioned that lockdown has affected the education of children badly and 06% think that it has reduced the interest of children in education. Whereas 06% also thinks that it has had no effects on the educational life of the children.

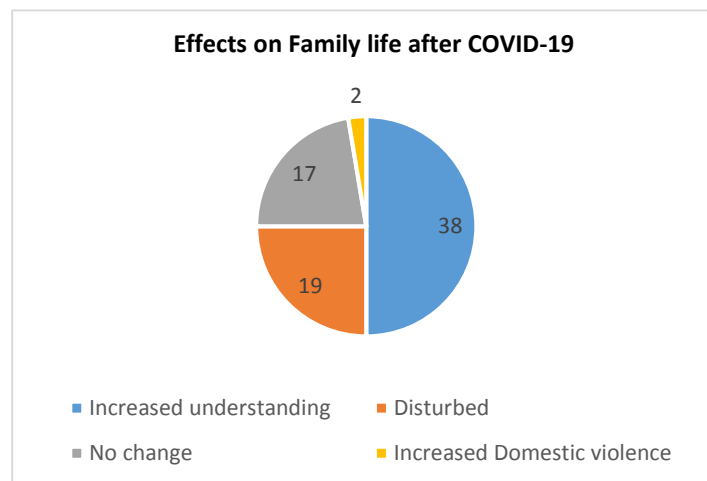


Social Behavior

Responders were asked that how has the lockdown affected their routine behavior and the responses received are:

- It has led to depression
- Disappearance of connection between family
- Increase mental and physical abuse
- Increased domestic violence

While responding to how it has effected the family life, 38% are of the view that it helped in increasing understanding among the family members, 19% replied that it has disturbed the family life however 17% are of the view that they have observed no change and 02% think that domestic violence is increased due to COVID 19.



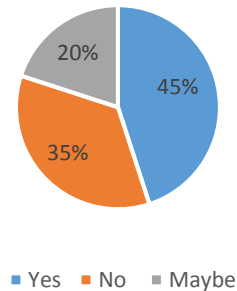
Protection Elements

45% responders mentioned that they will allow their female family members to be hospitalized for a long period (14 days) if they get infected by COVID 19.

However, following reasons were shared by the responders on not allowing the female family members to be quarantined in hospital if she gets sick from the virus:

- She would be better looked after at home
- Hospital environment is not good
- Lack of facilities in health units
- Due to local norms

Would you allow your female family members to be hospitalized for a long period (14 days) if they get infected by COVID-1



Conclusion

99% of the respondents are aware of the coronavirus disease however only 22% are women responders. 39% consider that communities have the enough information about the virus and its risk. Thus, there is need to spread awareness drive for communities.

Government health workers are the most trusted and reliable source of. The social networks and news media are another important source of information. Religious leaders and community elders are considered as trust worthy however the feedback about effectiveness of posters as communication medium was inadequate. It is important to consider their feedback on the effectiveness of posters to develop simple and pictorial messages that are not overloaded with the text.

Most of the respondents are worried about COVID-19 as their daily routines are greatly (64%) disrupted and is causing depression. People are aware of preventive measures such as proper hygiene practices, physical distancing (social distancing) and restricted movements /avoidance of large scale gatherings. However, people are worried about the duration of these restrictions, its economic costs and psychological stress that it inflicts. People still believe that the virus can be prevented through local remedies include visiting to quacks, local medical shops, shrines and traditional healers. Increased access to health facilities, include testing facilities, laboratories, screening facilities and treatment centers at the provinces is needed. Health staff needs protective gear to save themselves from the risk of COVID-19 and provide effective services to people who are at the risk.

There has been a huge economic impact on the lives and livelihoods of people. The biggest impact of COVID-19 lockdown has been on the daily wagers and more so in the urban areas. People are already reporting inflation of essential commodities and food items. Large number of people also mentioned that food items are expensive due to movement restrictions. There is strong need for both short-term and long-term economic recovery package for this humanitarian crisis. If the government has to restricted movements and lock down approach to contain the spread of disease, it should also consider for economic support to poor and vulnerable.

Due to school closures, children are staying at home and most of the respondents mentioned that it is showing negative impact on children education. There are reports of increase in domestic violence

including gender based violence and physical abuse due to lock downs in the initial phase phases of COVID-19. People have also reported an increase of stress, anxiety, anger, fear and sleeplessness. Thus it is suggested to have helplines and telephone counselling services and follow up through mobile units for mental health victims of GBV, domestic violence and people who are having traumatic stress disorders.

Annex -1

Survey Questions: Community Perceptions, Knowledge and Attitude about COVID-19

Objectives:

- Determine the knowledge, attitude, and perceptions people have about COVID-19
- Determine how people obtain information about COVID-19

Date	
Gender	
Age	
Province	
District	

1. Have you heard about the new coronavirus disease?
 Yes No
2. If yes, from whom or from where did you hear about the new coronavirus disease?
 Family member Health staff including CHW Mass media (Radio, TV) Masjid Community member Social media Others: _____ specify
3. What do you know about the new coronavirus disease coronavirus?
4. What are the steps to take protection from coronavirus?
5. What are the symptoms of coronavirus?
 Fever Cough Shortness of breath breathing difficulties Muscle pain Headache Diarrhea
6. How coronavirus virus is transmitted to other human beings?
7. What steps once should take for self-care?
8. What risks and complications are associated with coronavirus disease?
9. What actions are taken by the government to deal with coronavirus?
10. What are the different ways of receiving information about coronavirus that you would prefer and consider authentic?
 Radio, Social media, Health care worker, Family members, Friends, Community leaders, Government public health officials, Religious leaders, Posters, Other community members, Others
11. Why you trust the one you marked more than any other source?
12. Mark the level of trust for each medium for coronavirus information.
 Radio (level of trust: high Medium Low)
 Social media (level of trust: high Medium Low)
 Health care worker (level of trust: high Medium Low)
 Family members (level of trust: high Medium Low)
 Friends (level of trust: high Medium Low)
 Community leaders (level of trust: high Medium Low)
 Government public health officials (level of trust: high Medium Low)
 Religious leaders (level of trust: high Medium Low)
 Posters (level of trust: high Medium Low)

Other community members (level of trust: high Medium Low)

13. Do you know how the disease spreads or you can get sick from the new coronavirus?

14. Of each of the measures below, which ones are you doing? Why or why not?

Measure	Yes	No	Why/Why not?
Wash your hands regularly using hand rub or soap and water for at least 20 seconds			
Avoid touching your eyes, nose, and mouth with your hand/fingers			
Covering mouth and nose when coughing or sneezing, and washing your hands after			
Avoid close contact with anyone who is sick, especially those with flu or cold symptoms such as fever, cough, or sneezing			
Clean and disinfect frequently touched objects and surfaces			
Stay at home if you are sick, except to get medical care			
Avoid shaking hands with others			
Avoid large gatherings			
Other measures			

15. Do you think you or your family members are at risk of getting sick from the coronavirus?

Yes No - Why or why not?

16. What would you do if you or someone from your family gets sick?

I will look for a more experienced relative to advise me on what to do I would go to the hospital / health unit I would go to the neighborhood nurse I would go to buy medicines at the market I'm going to look for the traditional healer I would stay in quarantine Other:

17. What more would you like to know about the disease?

How to protect yourself from the disease? Symptoms of the new coronavirus disease How it is transmitted What to do if you have the symptoms Most at risk groups How to treat it Other: _____

18. Do you feel that people in your community know (enough) about the coronavirus disease?

Yes No - Why or why not?

19. How does COVID 19 lockdown/movement restrictions have affected your livelihood?

Impact on Agriculture Impact on selling farm produce Impact on livestock management Impact on daily wages laborers Impact on Debt Impact on job Impact on small scale business Impact on medium scale business Impact on large scale business Other - _____ please specify.

20. How does COVID-19 affect availability and prices of food items in the local market?

Food items are not available in local market High increase in prices of food items Slight Increase in prices of food items No changes in prices

21. How does the lockdown affect the education of your children?

22. Is your access to health services affected by the lock down/movement restrictions? Yes No If yes, how is it affected?
23. What COVID 19 preventive measures do you think health workers should put in place in the health facilities?
24. Do the Health staff in clinics (public or private) sectors provide you information about COVID-19? Yes No
25. How Health staff present the health effect of the disease in your communities?
26. Do you allow your female family members to be hospitalized for a long period (14 days) if they get infected by COVID 19?
 Yes No - Why or why not?
27. How does the lockdown affect your routine behavior?
 It has led to domestic violence It has led to physical abuses It has led to mental abuses It has led to disappearance of spiritual consistencies between the family members other.....
28. How do you see the future life of yours?
 Family life _____
 Social life _____
 Educational life _____
 Professional Life _____
29. Any other point, experience you want to share related to COVID-19.
30. Can you explain COVID-19 in one sentence?

Annex II

Culturally sensitive awareness messages in English

Practice Self Hygiene

- Wash your hands frequently with soap and water or with an alcohol-based hand rub particularly,
 - After coughing or sneezing
 - When caring for the sick
 - Before, during and after you prepare food
 - Before eating
 - After toilet use
 - When hands are visibly dirty
 - After handling animals
- Avoid touching your eyes, nose, and mouth with your hands.
- Follow good respiratory hygiene by covering your mouth and nose with mask.

Physical Distancing

- Maintain at least 1-meter distance between yourself and others.
- Avoid handshaking or any other touching.
- Avoid close contact with anyone when you are experiencing cough and fever.
- Stay home and isolate yourself if you have fever, cough and difficulty breathing, and seek medical care early.

Practice & Maintain Environmental Cleanliness

- Maintain general cleanliness.
- Clean and disinfect frequently touched objects and surfaces regularly.

Stress Management

It is normal to feel sad, stressed, confused, scared or angry during COVID-19 outbreak, but you can help yourself through several ways.

What can you do about it?

- Understand the risk and allow yourself time and space to express your feelings about what happened.
- Be patient with your emotional state, as it is normal to experience mood fluctuations.
- Take steps to get the facts, stay up to date on what is happening, while limiting your media exposure. Avoid watching or listening to news reports 24/7 since this tends to increase anxiety and worry.
- Stick to routines, or develop sustainable new ones (showering, exercising, getting dressed, etc.).
- Structure work routines at home.
- Contact your friends and family. Talking to people you trust can help.

- Maintain a healthy lifestyle such as eating nutritious meals, drinking sufficient amounts of water and getting adequate rest.
- Focus on things you do well.
- Try some pleasurable relaxing activities like reading favorite books, listening to music, watching movies, doing relaxation exercises.
- Jointly with other family members, try to keep active, writing, playing games, crosswords, puzzles, and other mind games can be very helpful to stimulate thinking, it is a good chance to spend quality time with your family members.
- Look for or inject humor into the situation, humor can help you in coping with the situation.
- Maintain hope and believe that things will settle back to normal soon.
- If you feel you need support, talk to a professional, look for psychology support groups online or on social media platforms.

Reliable Information Mediums

- Follow reliable government, public service messages and mediums to avail information.
- Avoid social media cites that are not own / run by reliable organizations or agencies.