

**COVID-19 : Knowledge & Practice
Baseline Survey
25th March 2020**

Trends & Insights
For Africa

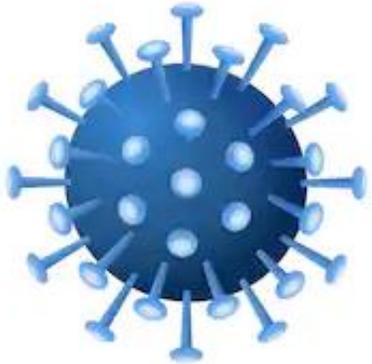
Awareness of measures GoK against COVID-19

Knowledge of how COVID-19 is spread

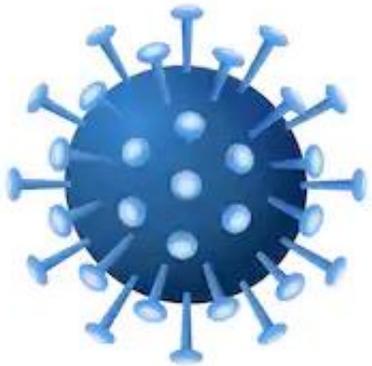
Knowledge of signs & symptoms of COVID-19

Prevention measures Kenyans have taken against COVID-19

Research Methodology



- ❑ **Knowledge of how COVID-19 is spread:** high awareness of the virus being spread by coughing or sneezing (87% mentions). Low knowledge (32%) of the fact that contaminated surfaces spread the virus.
- ❑ **Signs & symptoms of COVID-19:** Coughing (77%) and fever (70%) are the two main symptoms of COVID-19 that Kenyans are most aware of. There is low awareness of symptoms such as headaches (28%) and difficulty in breathing (24%). A significant proportion 12% are not aware of the symptoms.
- ❑ **Behavior change - prevention COVID-19:** Although there are five recommended preventive measures, most of Kenyans have only one of them i.e. adopted hand washing (above 70%). 18% have NOT adopted any prevention measures. There is low adoption of social distancing yet this is the main mode that can be used to slow down the spread of COVID-19.



- ❑ There are gaps **in knowledge** and **behavioral** traits. These present the risk of a surge in the numbers of those infected by the disease.
- ❑ There is an urgent need to **increase knowledge** and motivate Kenyans to **adopt the recommended prevention practices**.
- ❑ There is a need for more interventions at the grassroots level. This will require the joint effort of the **national government, county governments, the private sector, NGOs/donors**.



Awareness GoK's Measures to Curb COVID-19

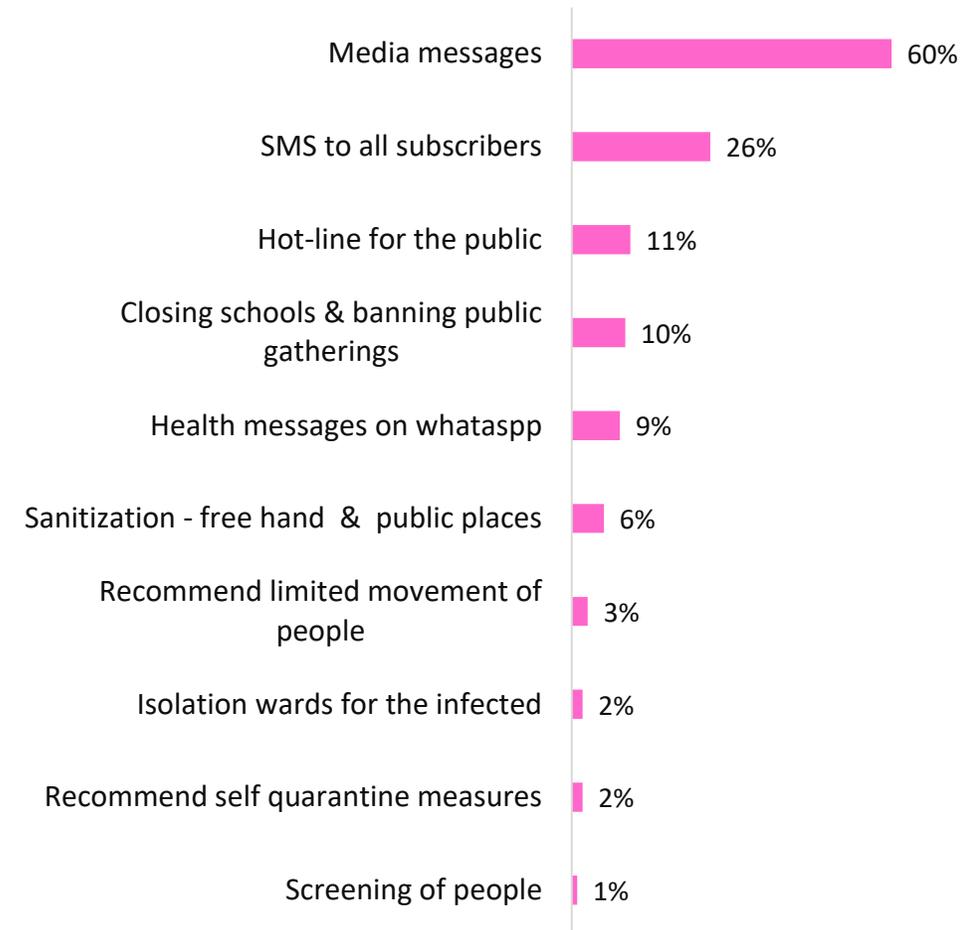
Awareness of measures GoK has taken



- ❑ According to Kenyans, the measures taken by Government Centre include the following
 - ❑ Public sensitization (media or using the mobile phone platforms)
 - ❑ Availing a hot-line to the public
 - ❑ Banning public gatherings

- ❑ There is limited awareness other measures taken.

% mentions of GoK measures



Q. What are the measures that the Government of Kenya has put in place to manage the risk of Corona Virus? [UNPROMPTED MENTIONS]

Knowledge of How COVID-19 is Spread

REPUBLIC OF KENYA



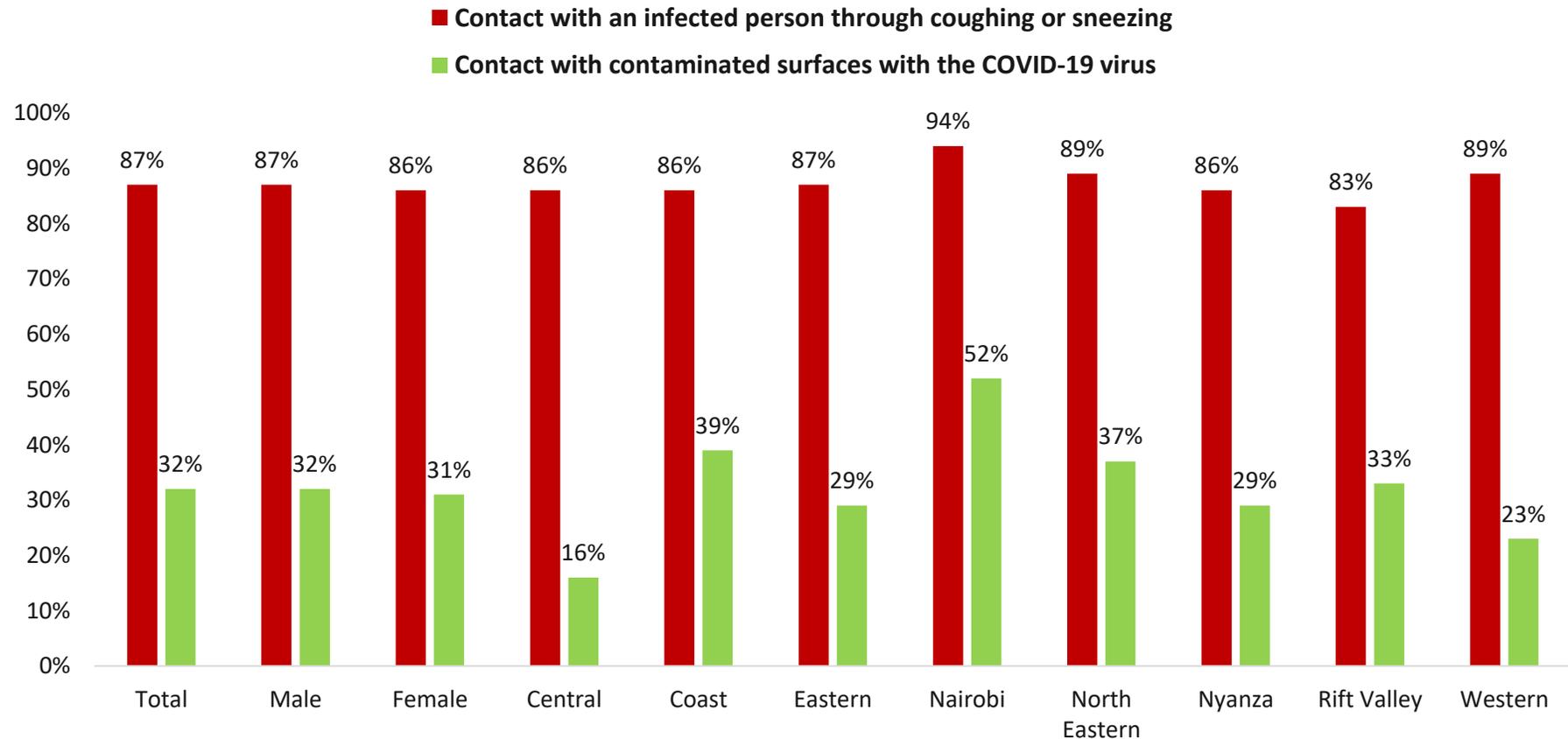
MINISTRY OF HEALTH

- COVID-19 is spread through contact with droplets produced by a person who is sneezing or coughing or contaminated surfaces or objects.

Knowledge of how COVID-19 is spread

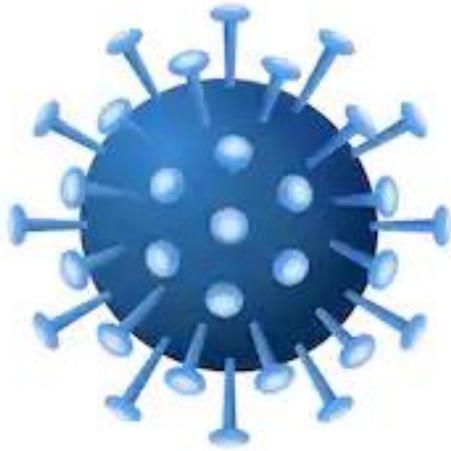


- ❑ There is high awareness of the virus being spread through coughing or sneezing.
- ❑ There is low knowledge of the fact that contaminated surfaces spread the virus across most regions (apart from Nairobi)



Q. How is Corona Virus disease spread? ? [SPONTANEOUS MENTIONS]

*North Eastern – sampled done in urban areas only



Insights

- ❑ The current knowledge gap amongst Kenyans is the risk of contaminated surfaces in the spread of COVID-19.
- ❑ This could imply that Kenyans have not yet understood that they can get the disease by touching a surface or object that has the virus on it and then touching their own mouth, nose, or possibly their eyes.
- ❑ It is recommended that public communication amplifies the link between contaminated services and the spread of the disease.



Knowledge of the Signs & Symptoms of COVID-19

COVID-19 symptoms include:

- Fever
- Cough
- Sneezing
- Headache and;
- Difficulty in breathing

(symptoms start within 14 days being infected)

REPUBLIC OF KENYA

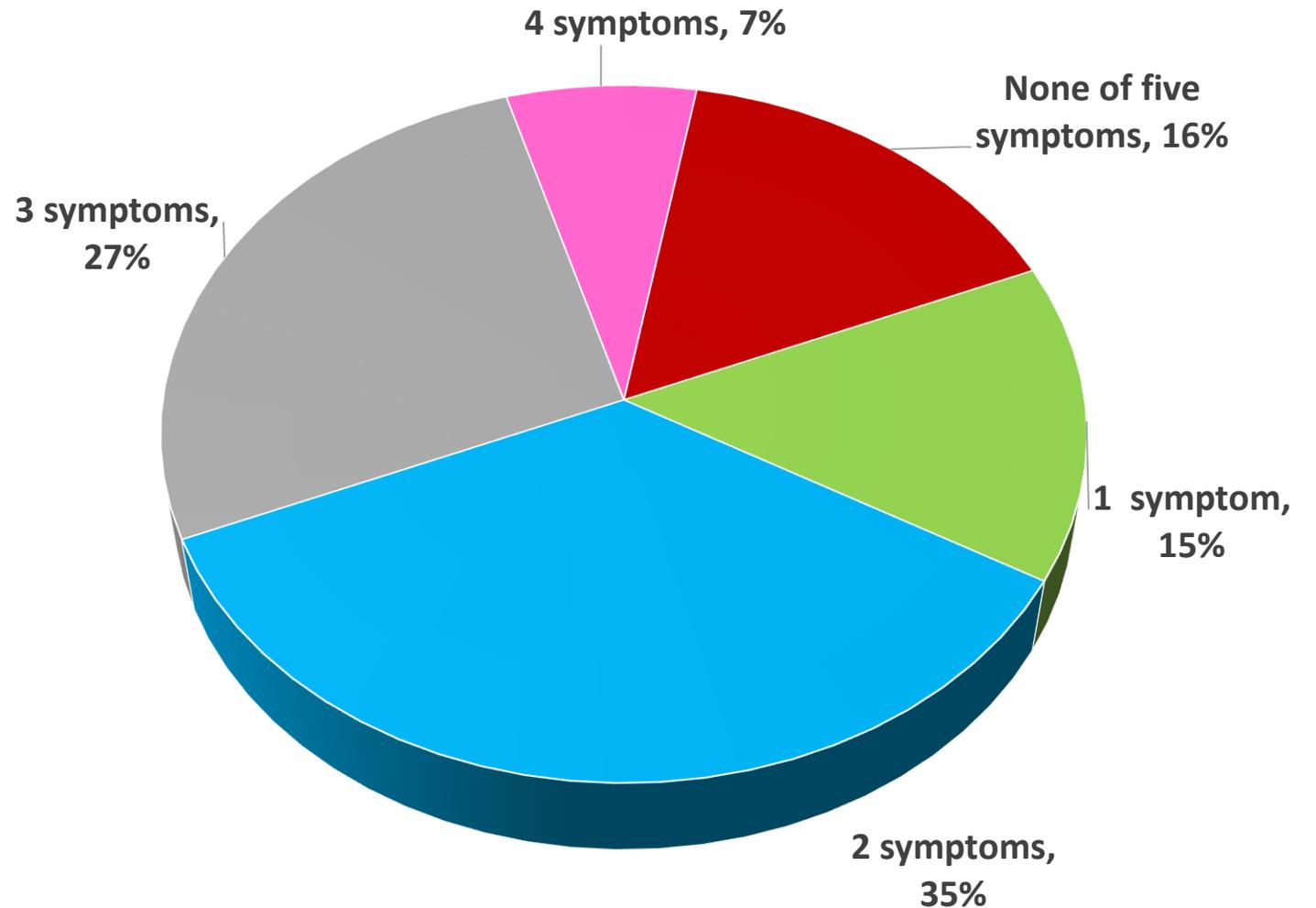


MINISTRY OF HEALTH

Knowledge of COVID-19 symptoms

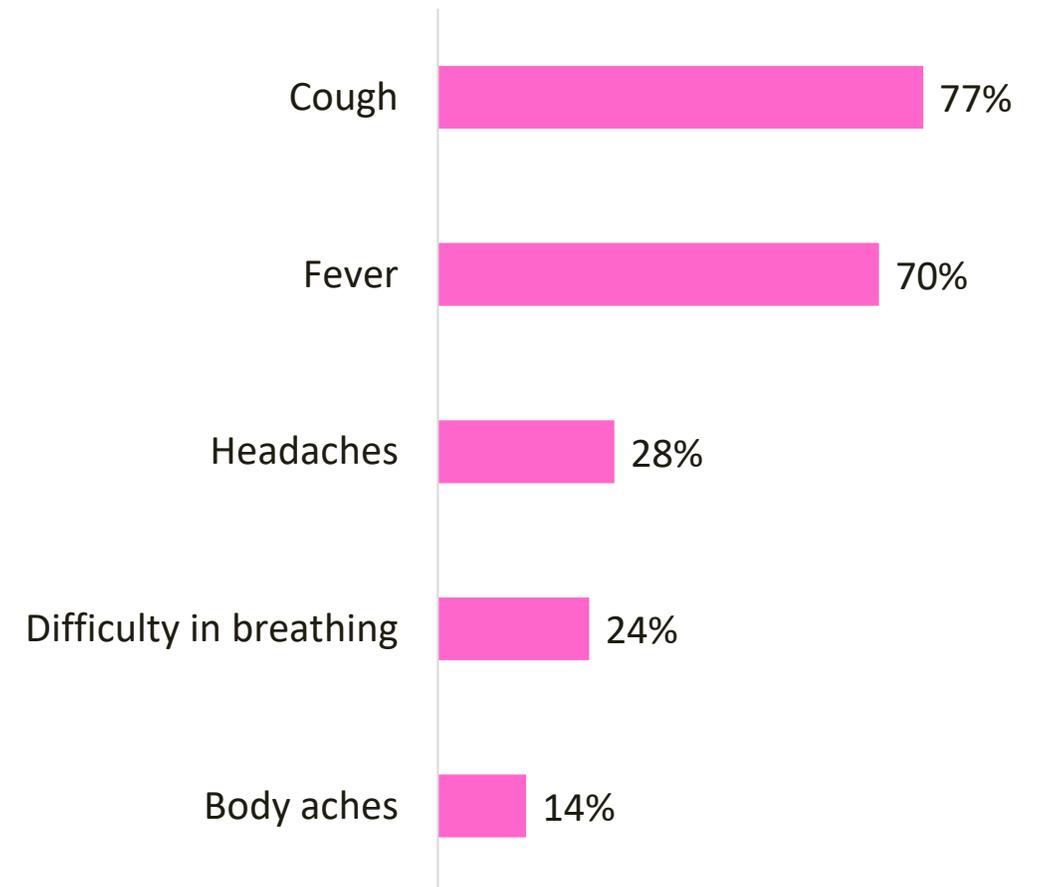


- ❑ Half (50%) of Kenyans know one or two symptoms of COVID-19.
- ❑ A significant number (16%) of Kenyan adults do not know any of the 5 symptoms of COVID-19.
- ❑ This is in spite numerous communication messages that have been aired in the media.



- ❑ Coughing and fever are the two main symptoms of COVID-19 that Kenyans are most aware of at 77% and 70% mentions respectively.
- ❑ There is low awareness of symptoms such as headaches and difficulty in breathing.
- ❑ Although the mentions are low, there are misconceptions that symptoms of the disease include sore throat (2%), flu-symptoms (1%).

% mentions for COVID-19 symptoms



Q. What are the symptoms of Corona Virus? [UNPROMPTED MENTIONS]

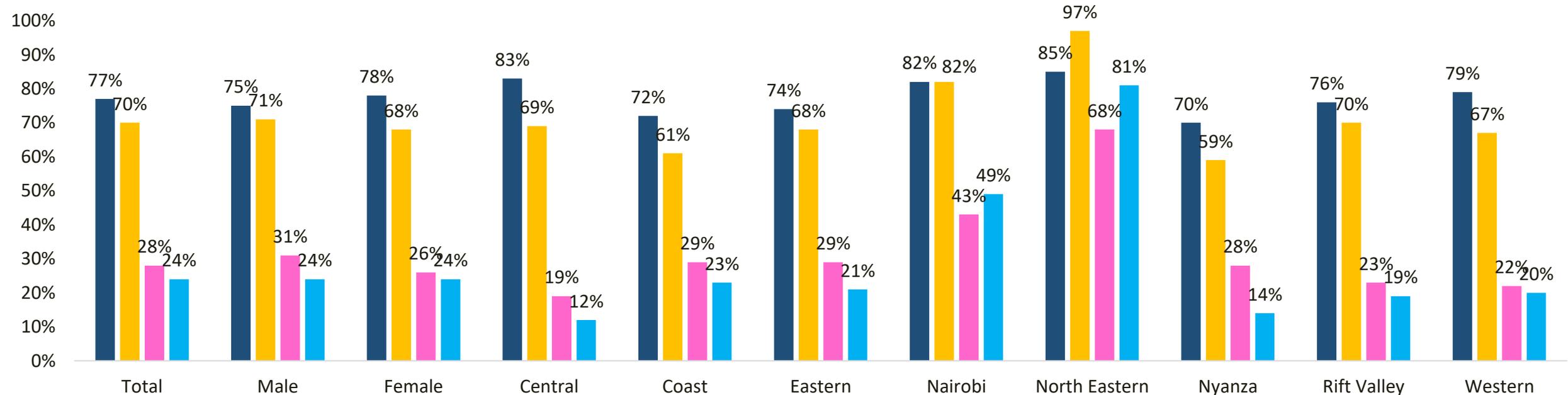
Knowledge of COVID-19 symptoms (gender & region)

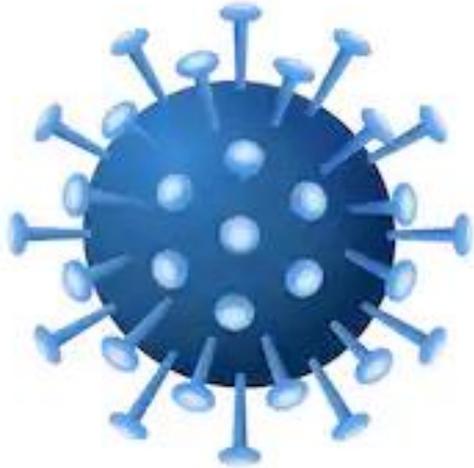


- There are no significant differences in the knowledge of symptoms between males and females respondents.
- Residents of Nairobi are most knowledgeable of the symptoms of COVID-19.

% mentions of symptoms of COVID-19

■ Cough ■ Fever ■ Headaches ■ Difficulty in breathing





Insights

- ❑ The information that fever and coughing are symptoms of COVID-19 has been engrained in the mindsets of Kenyans.
- ❑ There are crucial knowledge gaps in other symptoms. Therefore, Kenyans need to more information on the other symptoms of the disease.
- ❑ The seems to be a need to have more platforms and channels to sensitize the public on the symptoms.

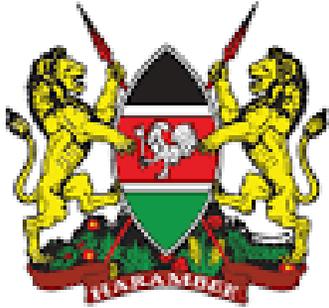
Current behavior: Prevention measures that Kenyans have taken against COVID-19

Recommended prevention measures against COVID-19

(Source: Ministry of Health)



REPUBLIC OF KENYA



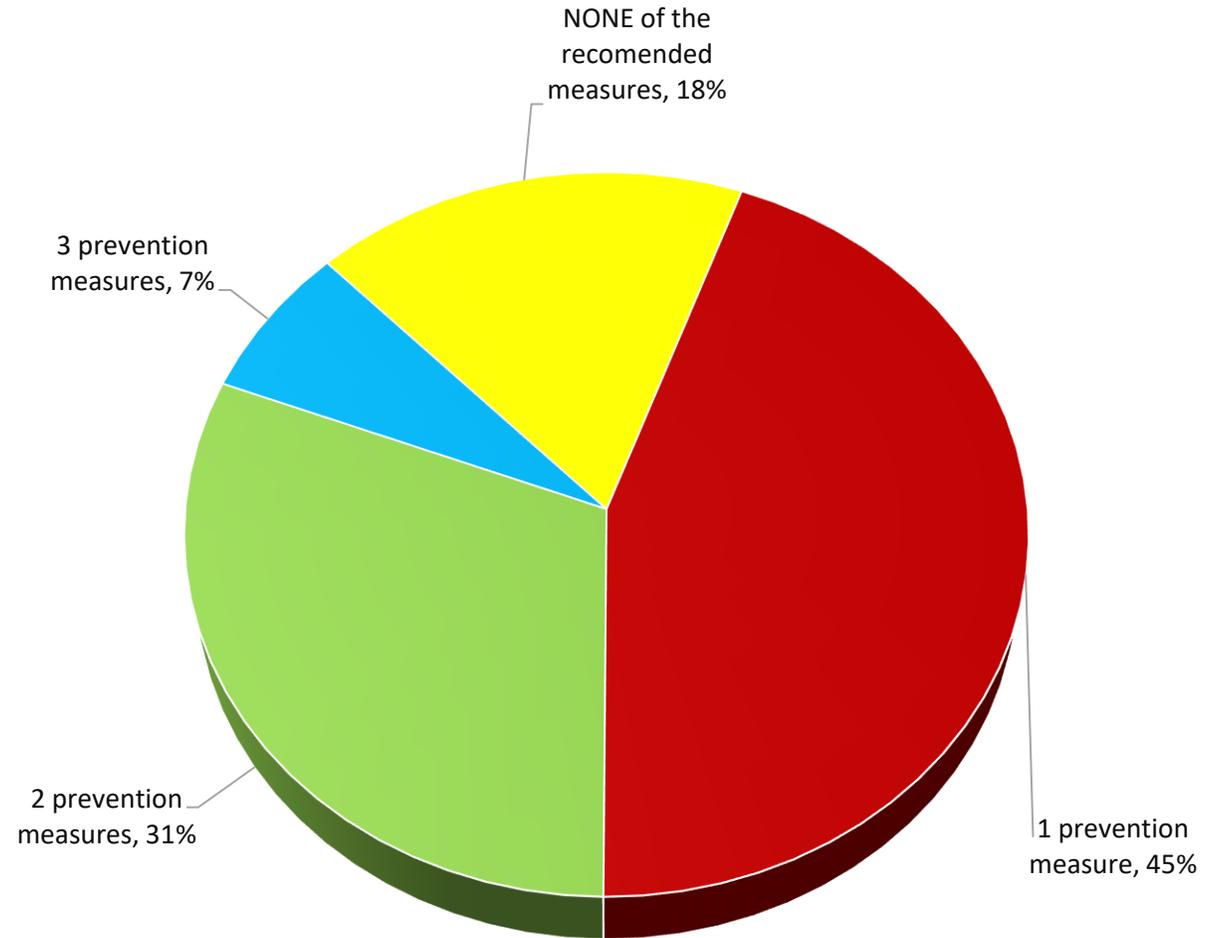
MINISTRY OF HEALTH

1. Washing hands regularly with soap and running water, or use an alcohol-based hand sanitizer,
2. Cough or sneeze into a disposable tissues or flexed elbow, and wash hands immediately.
3. Observe 2 metres social distance with people who have flu-like symptoms
4. Keep away from people who have flu-like symptoms and avoid travelling
5. Avoid handshake, hugging or kissing with people with flu-like symptoms

Prevention measures taken against COVID-19



- ❑ Although there are five recommended preventive measures, most (76%) of Kenyans have adopted one to two of these.
- ❑ Notably, 18% have not adopted any of the recommended measures.

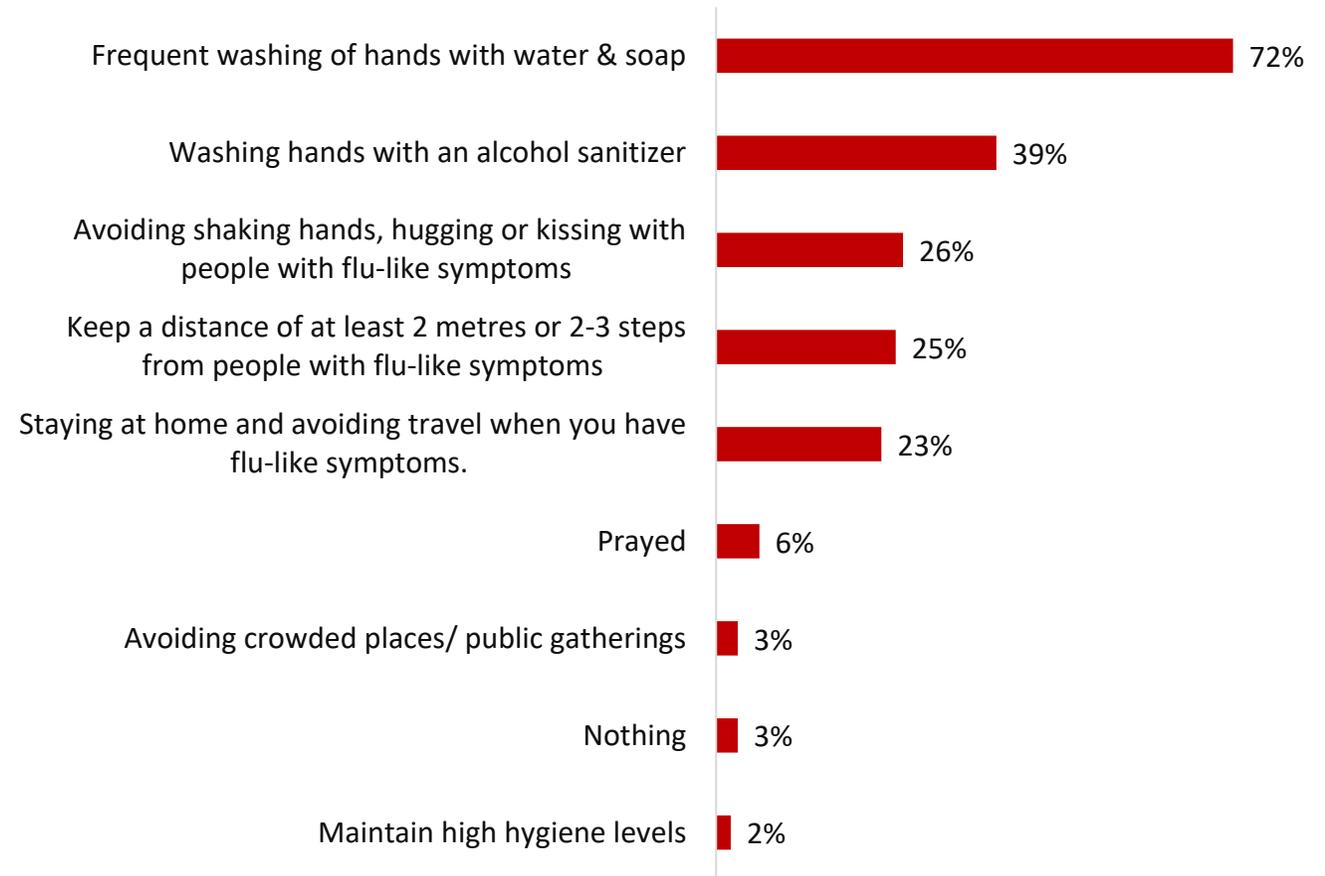


Prevention measures taken against COVID-19



- ❑ Majority of Kenyans are washing their hands as a preventive measure.
- ❑ There is low uptake of the other recommended measures.

% who mention prevention measure taken



Q. What measures have you put in place to protect yourself against the Corona Virus? [UNPROMPTED MENTIONS]

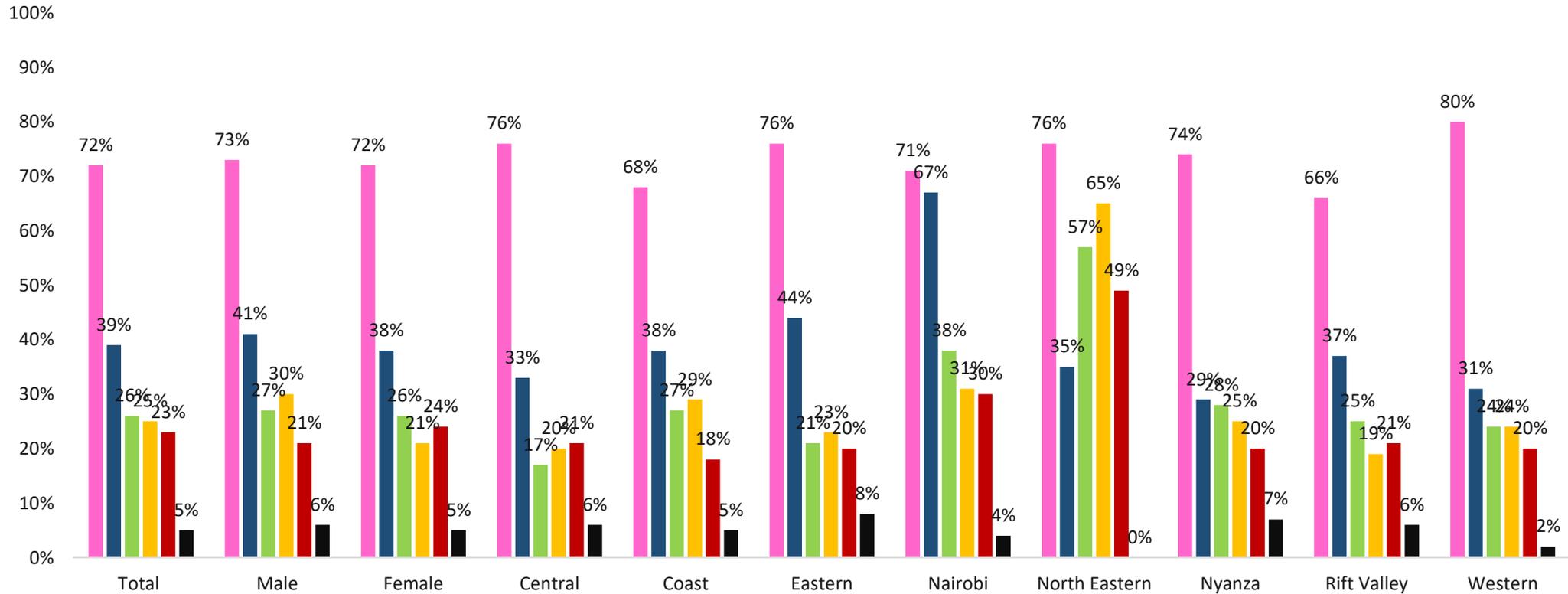
Prevention measures taken against COVID-19



- Majority of Kenyans are washing their hands as a preventive measure.
- There is low uptake of the other recommended measures especially social distancing.

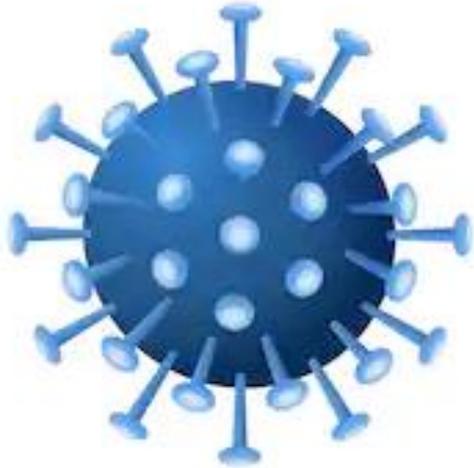
- Frequent washing of hands with water and soap
- Washing hands with an alcohol sanitizer
- Avoiding shaking hands, hugging or kissing with people with flu-like symptoms
- Keep a distance of at least 2 metres or 2-3 steps from people with flu-like symptoms
- Staying at home and avoiding travel when you have flu-like symptoms.
- Social distancing /avoiding crowds

% who mention prevention measure taken



Q. What measures have you put in place to protect yourself against the Corona Virus? [UNPROMPTED MENTIONS]

*North Eastern – sampling done urban areas only



Insights

- ❑ The spread of COVID-19 can be slowed through the implementation of social distancing measures and this limits human contact. The biggest challenge for Kenyan at the moment is social distancing.
- ❑ This means that future interventions should there is a need to empathize the need for social distancing. This will go a long way into minimizing its impact.



Research Methodology

Data collection methodology



Fieldwork dates	15 th to 21 st March 2020
Location	Kenya (national coverage)
Target	Adults aged 18+
Data collection	Telephonic interviews
Sample Size	1,000 respondents
Margin of Error	+/- 3%



Our Call Centre Capabilities

**Our call center is now virtual.
Enabled by the internet, our caller center staff can now work from home.**

Item	Details
No. of extensions	<ul style="list-style-type: none">• 300 extensions (can run 60 concurrent calls)
Redundancy	<ul style="list-style-type: none">• Multiple telephone suppliers• Connectivity has both fiber and mobile phone
Key features	<ul style="list-style-type: none">• 100% silent call recording that are reviewed for quality assurance• Real time dashboard to track calls made by call centre staff• Random dialing achieved through the Computer Assisted Telephonic Interviews (CATI) management system• KPI monitoring on a TV screen
Software used	<ul style="list-style-type: none">• Custom developed management system• Modern VOIP PABX platform with soft phones



About Us

TIFA Research is an African based full market research company. Insight generation is in our DNA, we strive to ensure that we unearth great consumer insights. We leave no stone unturned. This is our brand promise. TIFA leverages on technology to enhance our data collection processes and analysis. TIFA uses digital collection methods that guarantee high quality data outputs, faster and cost effectively. Services offered include;

- Market Research
- Social Research
- Sports Research
- Audience Research

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