

TEST & TREAT

Interactive Radio
Campaign



DATA ANALYSIS REPORT MAY 2023





TRAC FM collects valuable data from citizens throughout Uganda and enables organisations, researchers and government institutions to reach out to citizens in a direct and cost effective way.

For more information visit www.tracfm.org or send an email to info@tracfm.org

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I. BACKGROUND

About the Test & Treat project

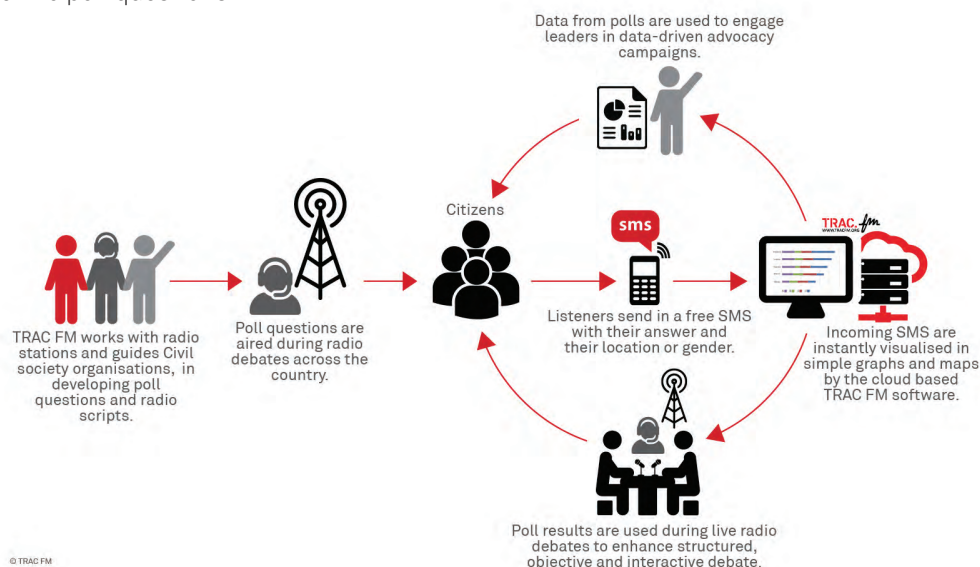
In 2022, Coalition for Health Promotion and Social Development (HEPS-Uganda) was selected among 21 global CSOs to benefit from a USD 2M grant from FIND and Unitaid for a coordinated advocacy programme spanning 19 low- and middle-income countries. This advocacy is aimed at boosting access and uptake of Covid-19 tests and treatments.

The scope of HEPS-Uganda work included developing a Covid-19 testing landscape assessment focusing on financing, procurement, and supply chain for Covid-19 diagnostics. Assessing public awareness of tools and attitudes around Covid testing, treatment, and vaccination, disseminating findings to different stakeholders, using the assessment findings to carry out CSO coalition based communication and advocacy for accountability and to ensure a “test and treat” approach to Covid.

Approach and Methodology

Through live radio talk shows and SMS polls Trac FM creates a powerful feedback loop between citizens and their leaders, and among citizens in remote communities. Trac FM offers free participation to the polls in all local languages and the rule where each phone number only gets 1 vote in the poll. By working with the most widely favoured local language radio stations at the most popular time slots, Trac FM polls and talk shows reach the homes of thousands of listeners.

During live talk shows, the results are shown in real time and the host and commentators can talk about the results. In the Test & Treat campaign, radio Simba received over 1,000 responses each for each radio poll. The Trac FM platform received a total of 2,134 responses to the two poll questions.



II. POLL FINDINGS

Poll 1 - What would motivate you to go for a Covid-19 test?

Covid-19 testing is one of the key prevention strategies in response to the pandemic. It is essential for gathering information about who is infected or not and this is important for evidence-based public health decision-making.

With support from FIND and Unitaid, the Coalition for Health Promotion and Social Development (HEPS-Uganda) implemented a national campaign to accelerate test-and-treat uptake for Covid-19. Part of this campaign involved seeking people's views on Covid-19 testing.

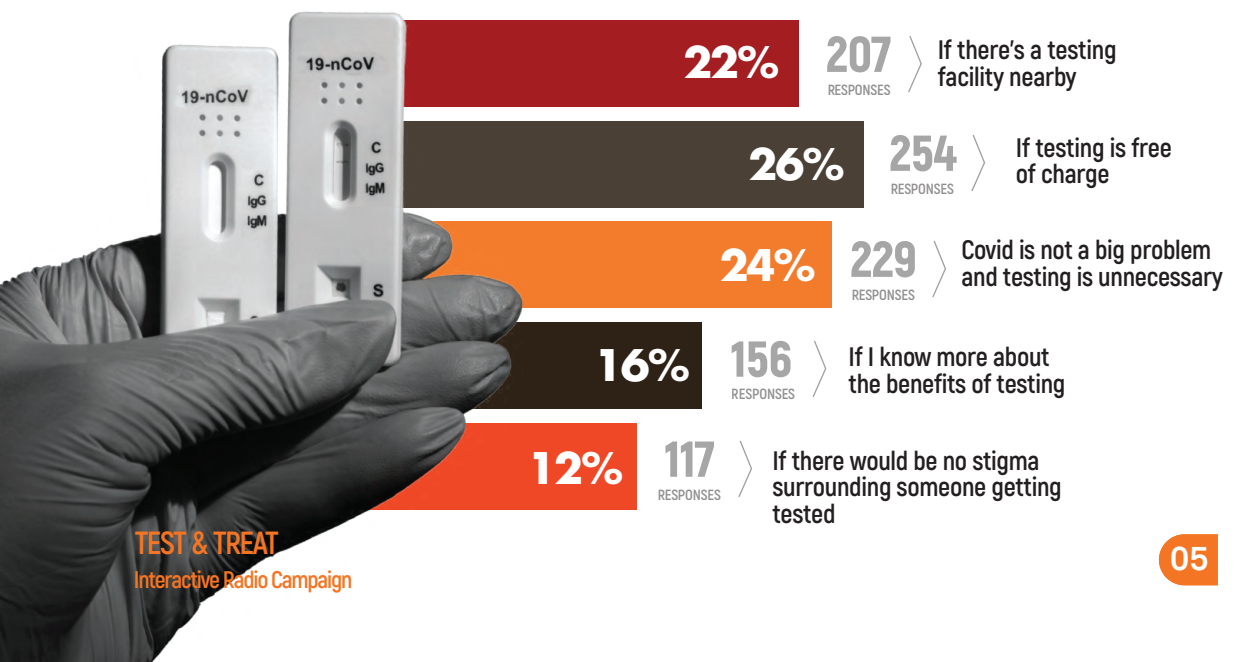
Why Emphasis on Test and Treat approach?

Covid-19 testing is one of the key prevention strategies in the pandemic response. It is a tool for gathering information on who is infected or not and this is important for evidence-based public health decision-making.

Today, there is a range of treatment options that can prevent Covid-19 hospitalizations and deaths for those at high risk of developing severe or critical Covid-19. Timely deployment of adequate tests and treatment services in low resource settings, especially for the most at risk populations is key in the response to the pandemic.

The World Health Organisation (WHO) recommends that all individuals suspected of being infected with Covid-19 be tested to effectively stop the spread of the virus. It is necessary to rapidly detect all positive cases of Covid-19 for isolation, treatment and implementation of public health control measures based on the national protocols.

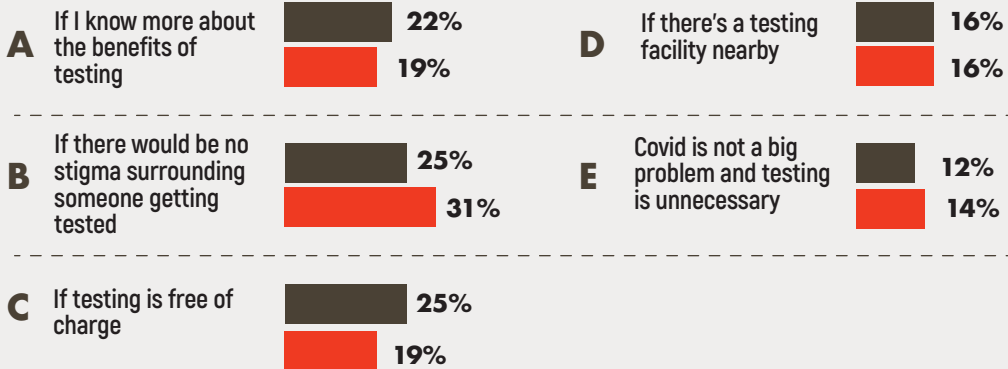
Though important, testing remains low in Uganda and this is a concern. Low income and lower-middle-income countries are still far from the UN General Assembly's global target of 100 tests per 100,000 population per day. Since 2020, less than 3.5 million Ugandans (as at October 30, 2022) had tested for Covid-19, according to Ministry of health statistics, a figure that is too low.



FEMALE
RESPONDENTS

MALE
RESPONDENTS

1,087 TOTAL RESPONSES



Poll 1 Analysis

OPTION C If testing is free of charge - Most votes with 26%

OPTION E Covid is not a big problem and testing is unnecessary has 24% of the votes.

OPTION D If there's a testing facility nearby has 22% of the votes.

OPTION A If I know more about the benefits of testing, it has 16% of the votes.

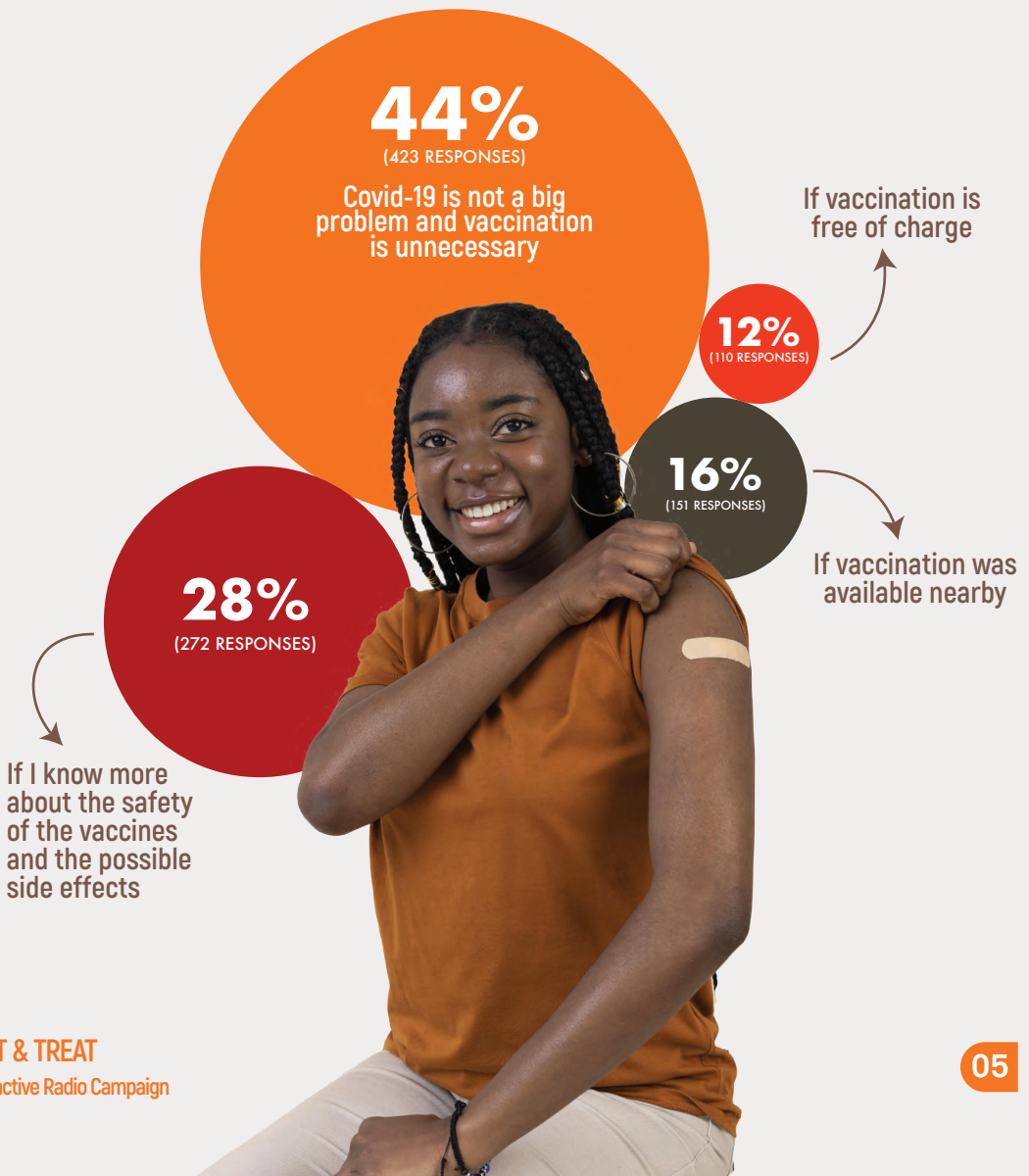
OPTION B If there would be no stigma surrounding someone getting tested has 12% of the votes.

In the run-in to this talk-show, we conducted an opinion poll on what would motivate someone to go for a Covid-19 test. Almost 50 percent of the responses to the poll said they would - If testing is free of charge and If there's a testing facility nearby. Also, a cross section of respondents say Covid is not a big problem and testing is unnecessary.

Poll 2 - If you are not vaccinated yet, what would motivate you to go for Covid-19 vaccination?

The World's largest-ever vaccination drive is well underway, with Covid-19 vaccines being administered globally. According to the World Health Organisation, Covid-19 vaccines are safe and effective at protecting people from getting seriously ill, being hospitalized, and dying.

According to the Ministry of Health, in Uganda, out of a vaccination target population of 44.3 million people, only 12.9 Million Ugandans (29%) were fully vaccinated as at the end of January 2023. This means 24.8 million people (56% of the vaccination-eligible population) were not vaccinated at all, while 6.4 million people (15%) were partially vaccinated - though it is crucial to vaccinate fully.



Poll 2 Analysis

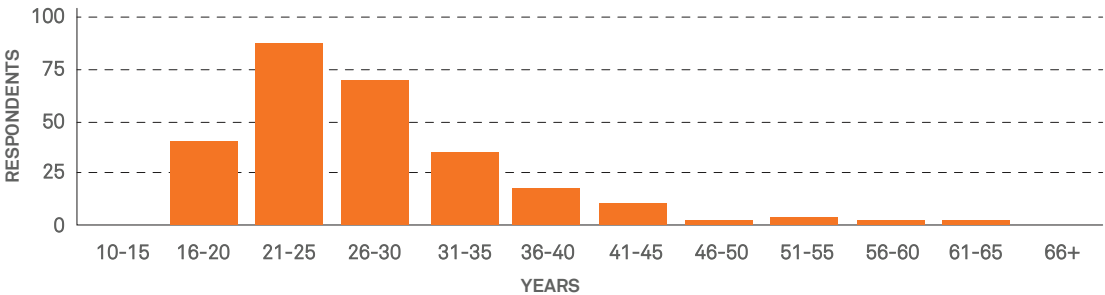
- OPTION D** Covid-19 is not a big problem and vaccination is unnecessary - Most votes with 44%
- OPTION A** If I know more about the safety of the vaccines and the possible side effects has 28% of the votes.
- OPTION C** If vaccination was available nearby has 16% of the votes.
- OPTION B** If vaccination is free of charge has 12% of the votes.

In the run-in to this talk-show, we conducted an opinion poll on what would motivate someone to go for a Covid-19 test. Almost 50 percent of the responses to the poll say they would - If testing is free of charge and If there's a testing facility nearby. Also, a cross section of respondents say Covid is not a big problem and testing is unnecessary.

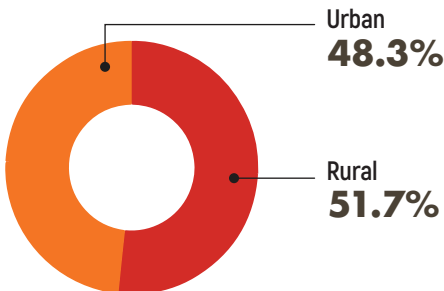
III. RESPONDENTS PROFILES

Trac FM monitors demographic profiles of its listeners to ensure data quality through a random selection of 250 respondents. A telephone survey was conducted to collect follow-up answers and demographic data. The study aimed to investigate whether the radio campaign raised listeners' awareness of the importance of getting vaccinated, as well as gaining insights of the key message that people take home after the campaign. The typical profiles of the respondents to the Trac FM radio polls were also analyzed.

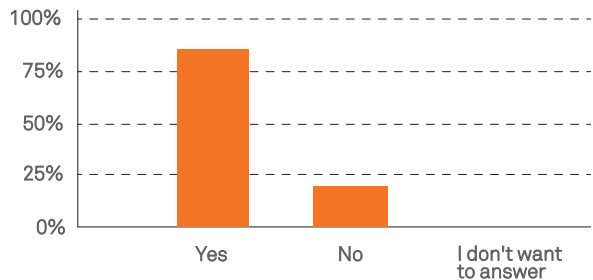
Respondents Age:



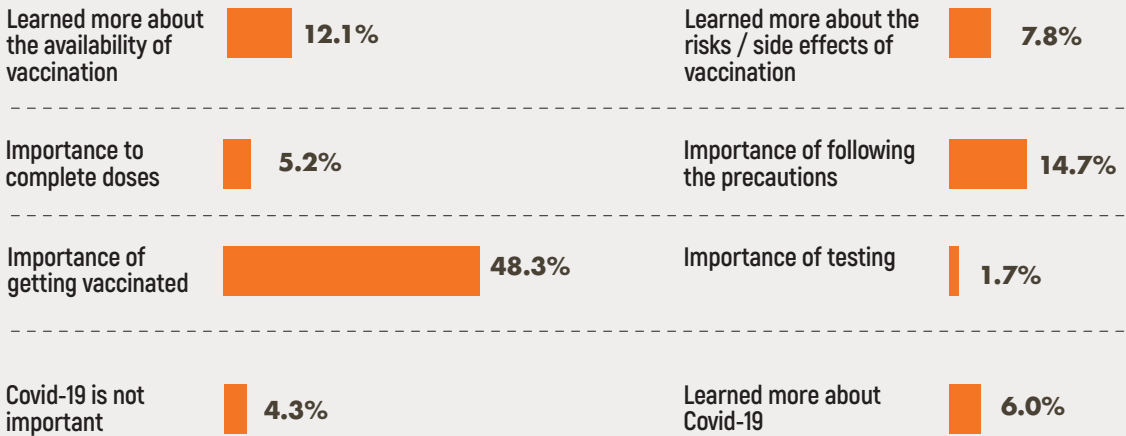
Rural or Urban:



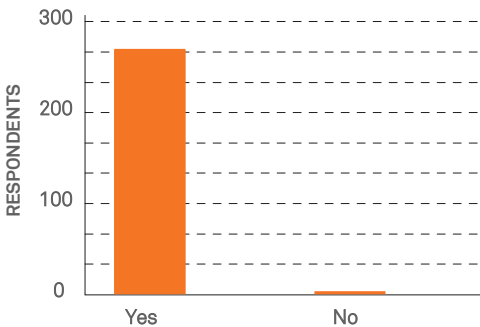
Have you been vaccinated?



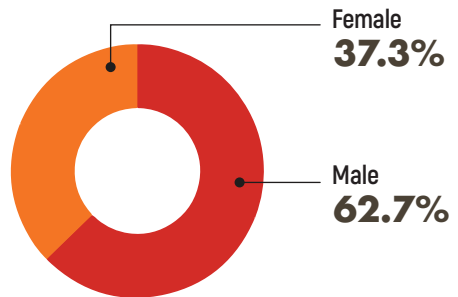
After listening to the show or participating in the poll, what is the key message you take home?



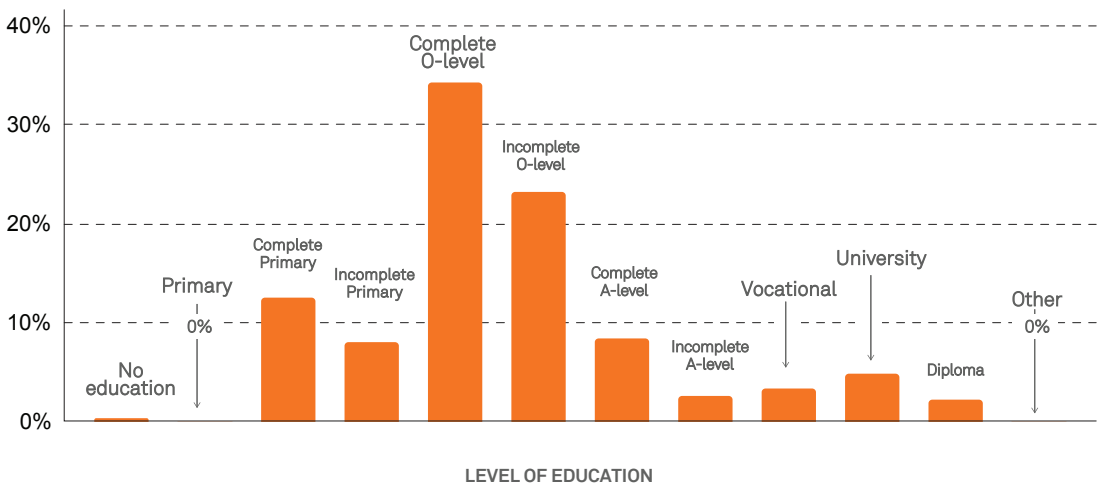
Did your participation in the radio program raise awareness of the importance of getting vaccinated against Covid-19?



Gender:



Level of Education:



IV. PROJECT PARTNERS

For the Test & Treat campaign, Trac FM collaborated with HEPS-Uganda, Ministry of Health, with funding from FIND and Unitaid to develop the radio polls and additional context information, clarifying the collected data, sharing the outcomes on social media and selecting the (local) radio guests based on their thematic interests.



FIND, the global alliance for diagnostics, seeks to ensure equitable access to reliable diagnosis around the world. FIND connects countries and communities, funders, decision-makers, healthcare providers and developers to spur diagnostic innovation and make testing an integral part of sustainable, resilient health systems. The organization co-convenes the Access to Covid-19 Tools (ACT) Accelerator diagnostics pillar, and a WHO Collaborating Centre for Laboratory Strengthening and Diagnostic Technology Evaluation. Founded in Geneva, Switzerland, in 2003, it has regional hubs in Kenya, India, South Africa and Viet Nam. With partners across the public and private sectors, FIND works to make sure that everyone who needs a test can get one.

For more information, please visit www.finddx.org



Unitaid is a global health agency engaged in finding innovative solutions to prevent, diagnose, and treat diseases more quickly, cheaply, and effectively, in low- and middle-income countries. Its work includes funding initiatives to address major diseases such as HIV, malaria, and tuberculosis, as well as HIV co-infections and co-morbidities including advanced HIV disease, cervical cancer, and hepatitis C, and cross-cutting areas, such as fever management. Unitaid is now applying its expertise to address challenges in advancing new therapies and diagnostics for the Covid-19 pandemic, serving as a key member of the Access to Covid-19 Tools (ACT) Accelerator, co-leading with Wellcome and the Global Fund the Therapeutics Pillar and participating in the Diagnostics Pillar. Unitaid is hosted by the World Health Organisation. For more information, please visit www.unitaid.org



The Coalition for Health Promotion and Social Development (HEPS-Uganda) is a non-governmental organisation (NGO) that promotes the health and socioeconomic rights of vulnerable people.

For more information, please visit www.heps.or.ug

V. ABOUT TRAC FM

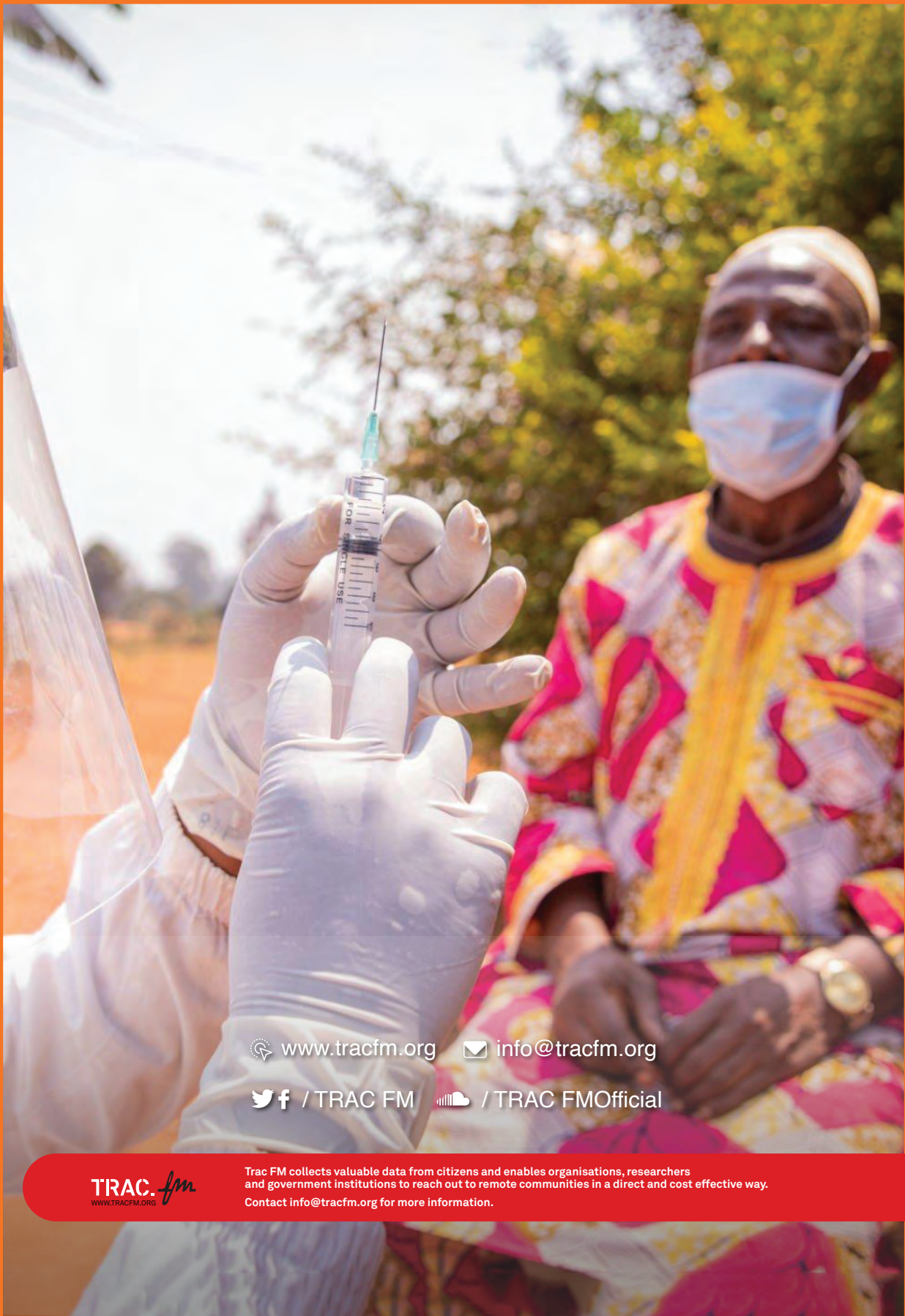
Trac FM transforms radio audiences from passive listeners to active participants. Through SMS polls and radio talk shows citizens of Uganda and other East African countries take part in inclusive and well-informed public debate on social development, public policy and governance. Through its network of partner stations, Trac FM reaches out to the most remote and excluded citizens through the use of basic mobile phones, free SMS and interactive FM radio talk-shows, all broadcasted in local languages.

Trac FM collects real-time data through radio and SMS to identify cultural, socio-economic and political trends from a citizen perspective. Local language programming, respondent anonymity, long-standing partnerships with radio stations and the involvement and training of local radio journalists enables Trac FM to build a unique relationship with a large sample of the population and discuss intimate and sensitive topics with them at a national scale. The collected feedback is analyzed, packaged and disseminated to assist policymakers and practitioners on the ground to integrate unmediated citizen opinions in the development of their policies and programs.

Trac FM International is an NGO registered in the Netherlands and Uganda with programs throughout East-Africa. Would you like to efficiently and effectively interact with the communities you serve?

For interactive radio campaigns, Monitoring Evaluation and Learning partnerships and other questions, please contact us at info@tracfm.org.





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