

# WOTTAZELA 7.0

Raising awareness In Bundibugyo district on reducing exposure to COVID-19 at home and in communities.

**REPORT**



**NOVEMBER 2021**





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.

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# CONTENT

	PAGE
<b>PARTNERS INVOLVED</b>	<b>02</b>
<b>1.0 INTRODUCTION</b>	<b>03</b>
<b>2.0 POLL FINDINGS</b>	<b>04</b>
2.1 Poll Question One	04
2.2 Poll Question Two	05
2.3 Poll Question Three	07
2.4 Poll Question Four	09

## PARTNERS INVOLVED



Caritas Fort Portal -HEWASA is a social and economic development program of the catholic Diocese of Fort portal. For over 25 years, the programme has been and continues to offer Integrated Water Resources Management (IWRM) interventions, health and hygiene promotion, livelihood support and water for production. Caritas Fort Portal -HEWASA works closely with Local Governments, private sector organisations, Financial Institutions, NGOs and CBOs, Schools and Health centres. These interventions contribute to the realisation of SDGs specifically SDG1 (No poverty), SDG 6 (Clean water and sanitation), SDG 4(quality education) SDG 3 (Good health and wellbeing) and SDG 17 (partnerships for the goals). Caritas Fort Portal-HEWASA uses an integrated approach that takes into account the areas of skills development, generation and adaptation of cutting-edge WASH innovations and addressing systemic blockages through Capacity building and advocacy. These approaches and strategies have remained central in all programs and interventions and form a core part in its past and current programs and specific projects.



TRAC FM transforms radio listeners from passive bystanders to active participants by facilitating informed and interactive debate. Through live radio talk-shows, SMS polls and dedicated software, TRAC FM enables our partners to collect relevant data. Real-time citizen data helps to close information gaps on public service delivery and empowers citizens to become part of crucial conversations about their livelihoods. TRAC FM's 10 years of experience in this field guides partners to set up solid data-driven advocacy campaigns with significant and positive impact on pro-citizen policies.



The Uganda Broadcasting Cooperation- Bundibugyo branch was engaged to run the polls, given the fact that it covers a wide area of the district, combining both the local dialects of Bakonzo and Babwisi within Bundibugyo district and beyond. The radio staff were engaged to develop jingles for each poll, translate it into the local dialects and thereafter, run them on the

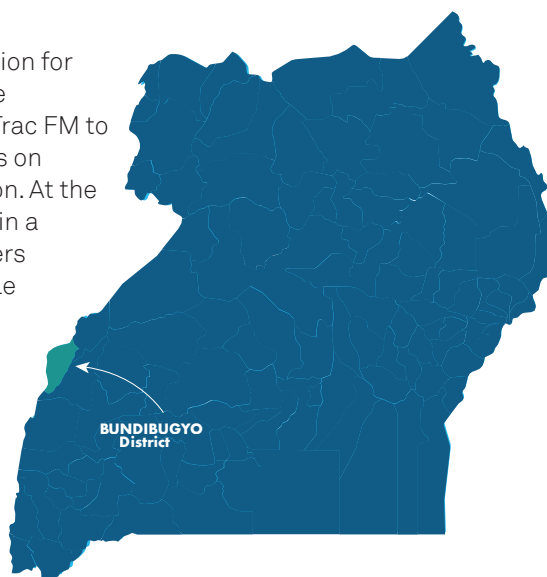
# 1.0 INTRODUCTION

Radio is the most important source of information for most Ugandans, especially in rural districts like Bundibugyo. HEWASA Uganda partnered with Trac FM to set up a radio campaign that informed listeners on important issues related to water and sanitation. At the same time, listeners were asked to participate in a number of SMS opinion polls. Over 2700 listeners participated in these surveys, providing valuable information on the situation on the ground in Bundibugyo.

In this short report you will read about citizens' views on Covid-19 and their perspectives on hygiene and other WASH related topics.

**Project area:** Bundibugyo

**Project timeline:** September-November 2021



**87%**

**Radio**



**74%**

**Mobile Phone**



**34%**

**TV**



**13%**

**Internet**

Media use in Uganda - Why we use radio to engage Ugandan citizens

## 1.1 Goals of the WASHfirst campaign

The WASHfirst project had three main goals including: To have enhanced understanding of the most at risk populations, about mitigation measures against COVID-19 transmission; have sufficient and constant access to commodities and consumables i.e. hand washing facilities, disinfection equipment, soap, hygiene kits (including menstrual health products), and personal protective equipment (PPEs); safe access to Water and Sanitation services.

The TRAC radio campaign has helped to contribute to the above goals through obtaining information from communities regarding their knowledge on how they can reduce the spread and stay safe from COVID-19 infection, the challenges faced as they endeavor to stay safe and reduce the spread of COVID-19, the communities' main concerns during the lockdown (effects of the lockdown on communities), and the different challenges faced in accessing water for domestic use. The information obtained will be used in subsequent advocacy and development engagements.

# 2.0 POLL FINDINGS

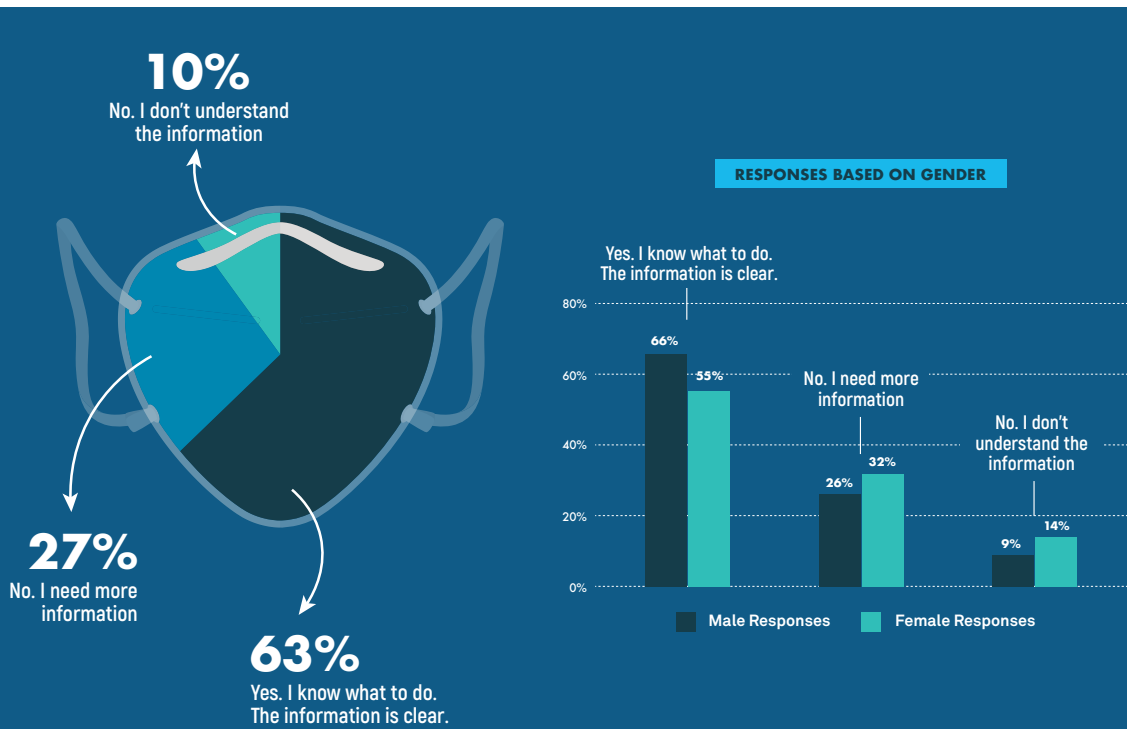
## 2.1 Poll Question One

**Do you know what to do to stay safe and reduce the spread of coronavirus?**

Over the course of 2 weeks, radio listeners in Bundibugyo district were asked if they had received enough information on how to reduce the spread of the Covid-19 pandemic. Listeners could use their mobile phone to answer the poll question by sending a free SMS with their answer. 1005 people participated in this poll.

A high number of respondents (63%) indicated that they had received enough clear information and they knew what to do. However, a significant number (37%) indicated that they had not received enough information or that the information was not clear. Poll results also showed that uncertainty about Covid-19 information was significantly higher among female participants.

This shows that although good work has been done to inform the general public on Covid-19, more work is needed. In this work, extra attention should go out to targeting the female population with clear instructions.



**TOTAL RESPONSES: 1,005**

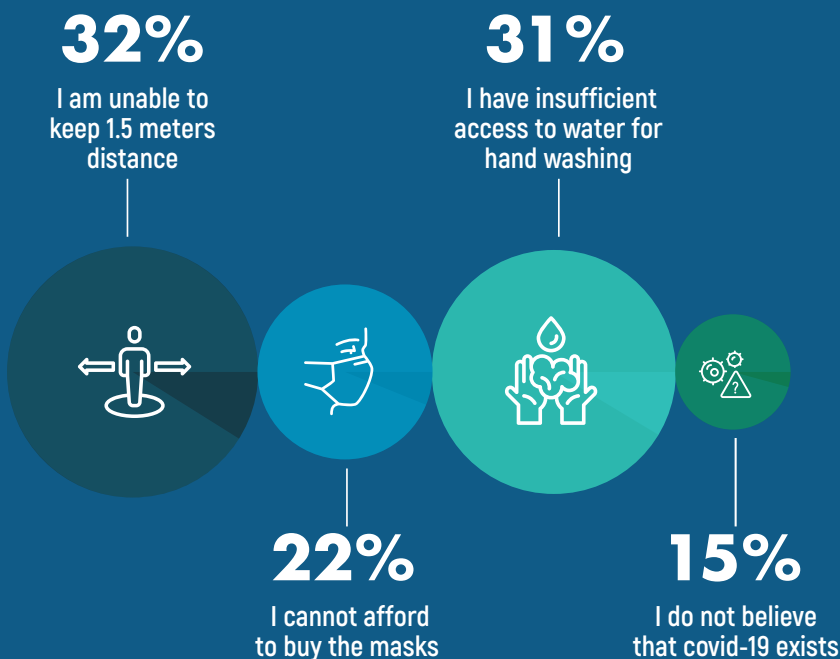
This poll question ran on UBC FM in Bundibugyo District from 27th September - 11th October 2021

## 2.2 Poll Question Two

### What is your biggest challenge to stay safe and reduce the spread of COVID-19?

The second poll was run for a time period of 17 days, where radio listeners in Bundibugyo were asked about their biggest challenge to stay safe and reduce the spread of COVID-19. Listeners used their mobile phone to respond to the poll question by sending a free SMS with their answer. A total of 1020 people participated in this poll.

From the responses received, a total of 32% indicated they were unable to keep 1.5m social distance, 31% had insufficient access to water, and 22% cannot afford to buy the masks. A small number of 15% indicated they do not believe that COVID-19 exists. These could be the 'lagards' (late converts/adopters), who may first wait to see a case of COVID-19 to believe. There was low response from women (24% compared to their male counterparts (76%).



TOTAL RESPONSES: **1,020**

This poll question ran on UBC FM in Bundibugyo District from 11th - 18th October 2021

## 2.2.1 Poll Analysis

Access to water could be a major challenge to all other initiatives in controlling the spread of COVID-19, and all other WASH related infections in the area. Without sufficient water to WASH, all other measures can be rendered fruitless. In a situation where over 50% of the respondents can neither afford masks nor observe social distance, the communities continue to be at risk in times of an outbreak. The 15% of those who do not believe in the existence of COVID-19 is a risk to the rest of the public in case of an outbreak of such a contagious disease.

## Recommendations

- Since the organisation is already working on water delivery, this district could be prioritised for water delivery, which will help improve overall WASH at community level.
- Continued awareness interventions are still very important, especially when there are wave hits.



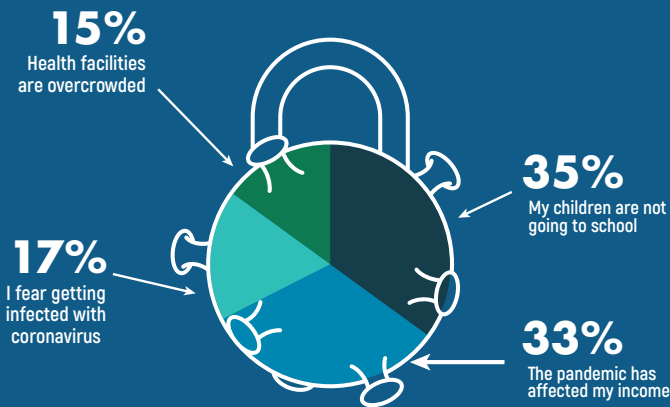


## 2.3 Poll Question Three

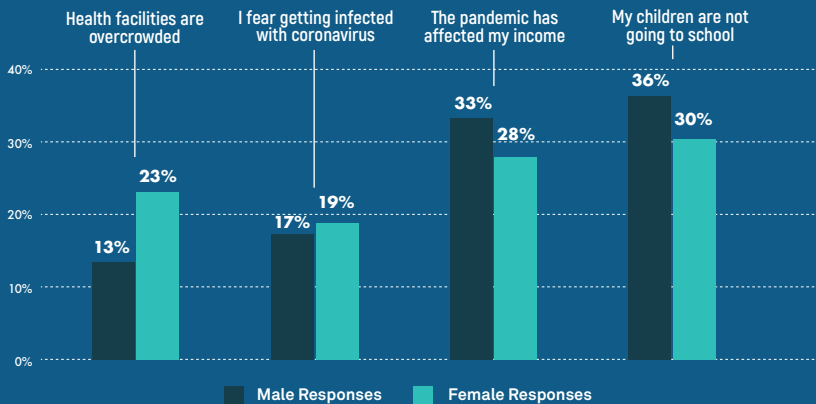
### What is your main concern during the coronavirus lockdown?

The third poll was run for a time period of 17 days, where radio listeners in Bundibugyo were asked about their main concern during Coronavirus lockdown. A total of 271 people participated in this poll.

From the responses received, the biggest percentage of respondents were concerned about their children not going to school (35%) and the dwindling household incomes (33%). Only 17% of the respondents feared getting infected by the coronavirus, an indicator that people have not directly experienced the infection in their communities. The 15% who indicated health centres being overcrowded could be because of the ailments than COVID-19. The responses from women were small to enable one to make conclusions and gender based inferences.



#### RESPONSES BASED ON GENDER



TOTAL RESPONSES: 271

This poll question ran on UBC FM in Bundibugyo District from 28th October - 15th November 2021

### 2.3.1 Poll Analysis

From the above responses, it can be deduced that corona is not apparent in the district, and the measures taken are affecting the communities more than the pandemic itself. Children not going to school has resulted into many child pregnancies & child marriages, increased deviant behaviors among youths, loss of interest in school, sexual abuse and gender based violence against children, among others. Reduction in business activities in Bundibugyo means even food at the table is hard to get since this cocoa dominant farming relies on external markets for food and other needs.

### Recommendations

- As the country moves towards school opening and the entire economy, the district leadership should be encouraged to link to relevant stakeholders to address the counter-effects of the lock-down, especially focusing on children and gender interventions.

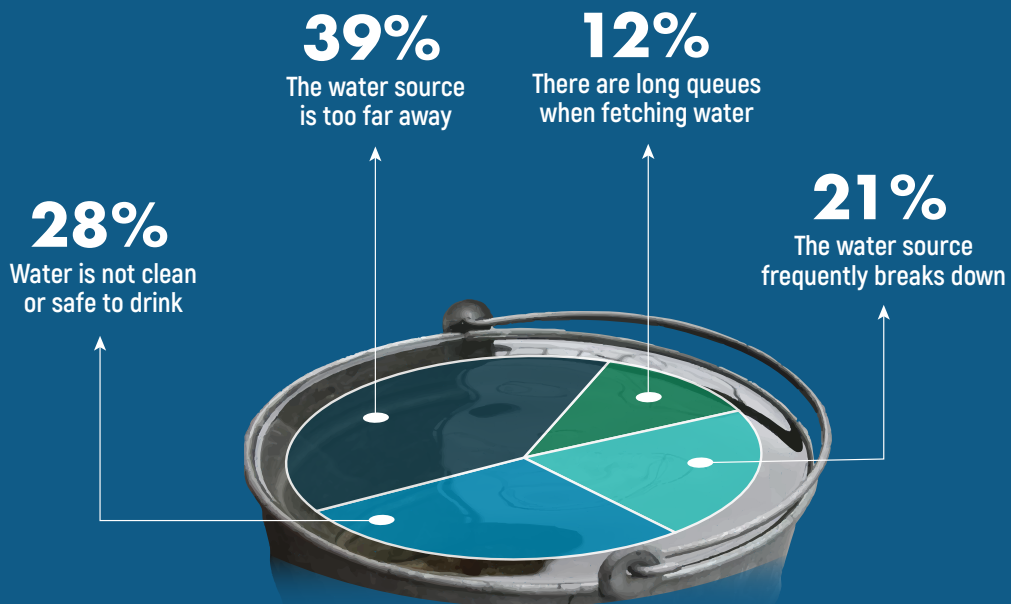


## 2.4 Poll Question Four

### What is your biggest challenge when getting water for domestic use?

The fourth poll was run for a time period of 14 days, where radio listeners in Bundibugyo were asked about their biggest challenge when getting water for domestic use. A total of 326 people participated in this poll.

From the responses received, 39% indicated the water source is too far away, 28% were challenged by water not being clean, and 21% had challenges of water source frequently breaking down. Only 12% faced challenges of long queues/lines at the water source.



TOTAL RESPONSES: **328**

This poll question ran on UBC FM in Bundibugyo District from 15th November to 2nd December 2021

### Recommendations

- Water is key in order to address the diversity of problems in the district, ranging from infection control, overall hygiene, gender based violence among others. The organisation and other partners could seek opportunities to invest in water supply at community and institutional levels.



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