



September 2020

What have we learnt since April?

Changing views - communicating with Somalis on COVID19

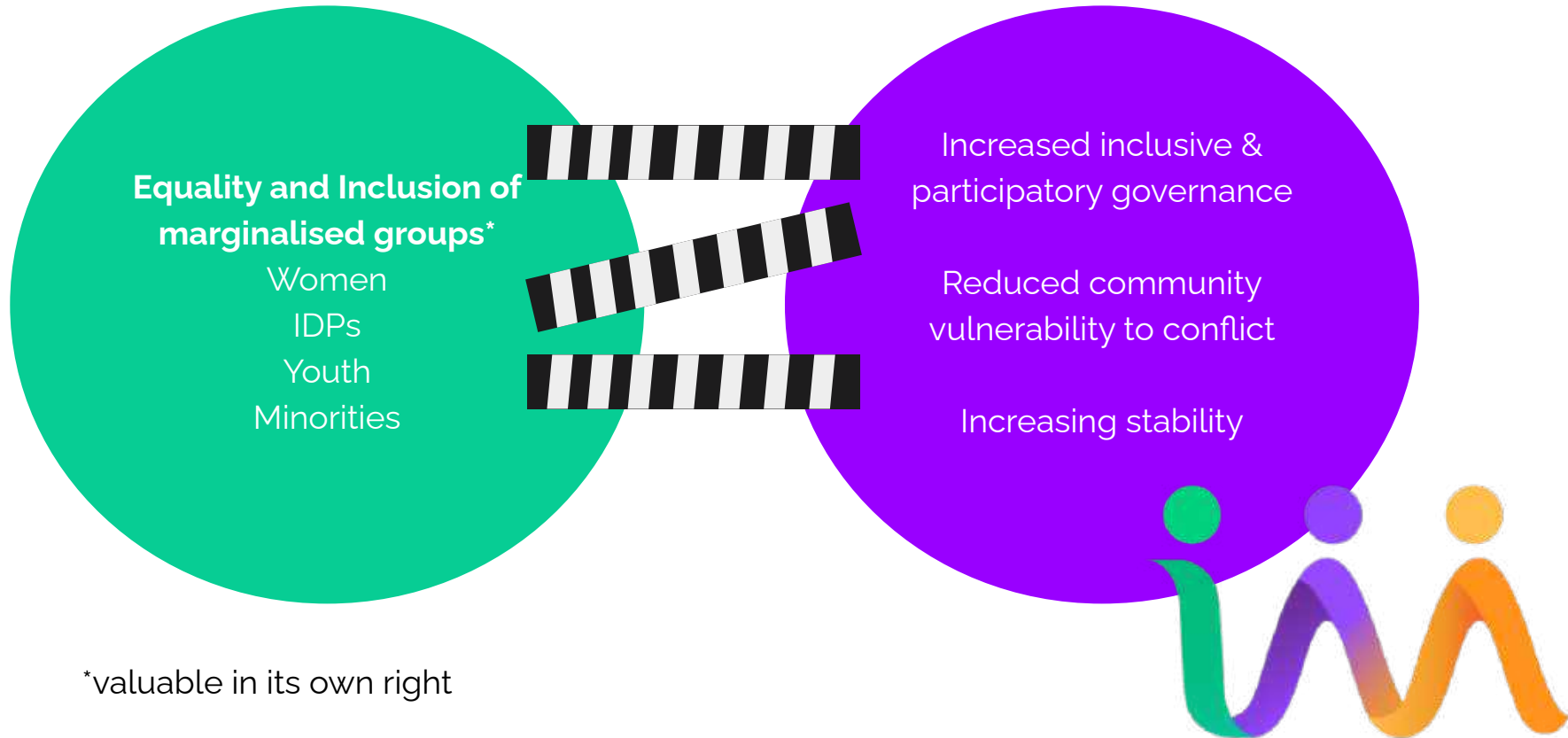


What the webinar will cover

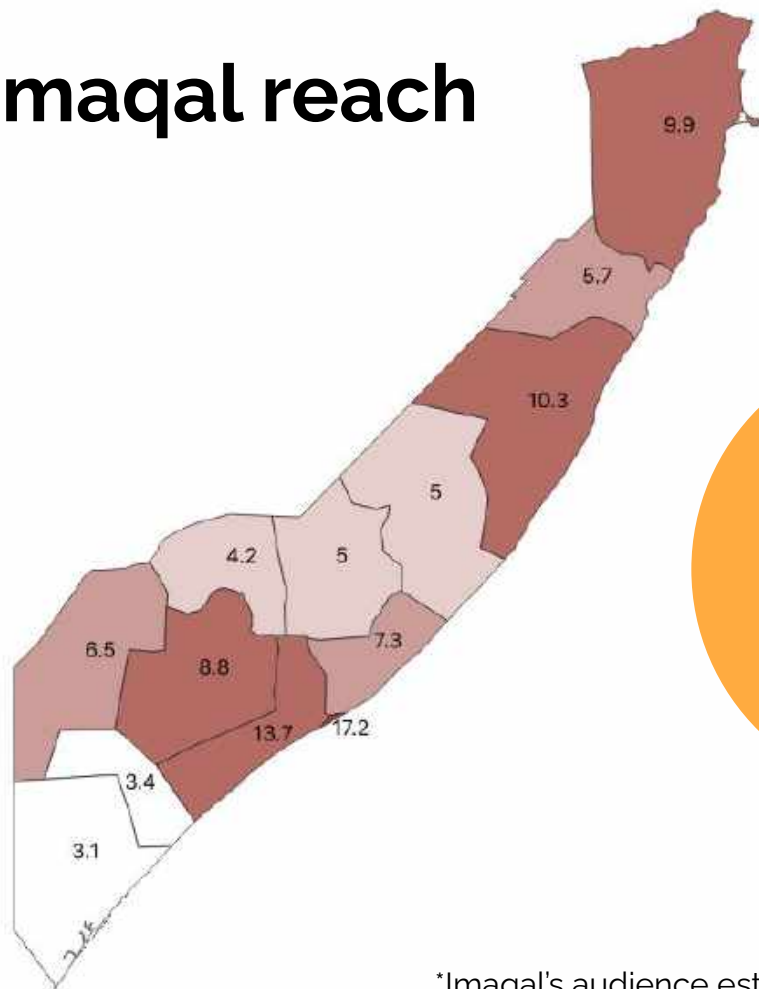
- What is Imaqal? A reminder
- How has Imaqal adapted to COVID-19?
- What have we learnt since April 2020 that can further inform the response to COVID-19 in Somalia?
- Conclusions and recommendations



What is Imaqal? Objectives



Imaqal reach



~896,700
audience*

- 3 Seasons Radio Drama (30 radio stations)
- 2x 15-episode Radio Magazine (30 radio stations)
- Social media discussion
- 6 TV debates
- 28 On-the-ground forums

*Imaqal's audience estimate as per representative phone survey in March-April 2020 (n=1632)

Sustained Engagement (Pre-Covid 19)



65%
participated
more than
once



How has Imaqal adapted to COVID-19?

Experience Africa's Voices interactive radio method in Somalia.

Rapid social insights for better interventions in health crises.



Key themes/ Issues tackled on COVID 19 programming response

Community perceptions on COVID 19

Community protection (collectively)

Religious/ Cultural perspectives

Effects on Livelihoods

Effects on vulnerable groups

Access to health & wellness

Rumors & misinfo

Gender inclusion on covid 19 response

Access to PPEs



Key themes/ Issues tackled on COVID 19 programming response

Impact on
girls
education

Economic
impact

Impact on
IDPs

109,426
messages

30,105
Unique
participants



Adapting Imaqal to COVID-19 response needs

Episode	Question
Diagnostic phase 1	<i>"Dear Imaqal Listener, your voice is important for the response to COVID-19. What are your thoughts on Coronavirus?"</i>
Ep1	<i>Do you think people in your community are at risk of coronavirus (Yes/No)? Why?</i>
Ep2	<i>A young Somali lady says: "It is a dangerous disease and its only cure is prevention." What is your community doing to protect itself from the coronavirus?</i>
Ep3	<i>Someone says: "I believe this pandemic doesn't discriminate people whether Christians or Muslims." What do you think?</i>
Ep4	<i>How has COVID-19 affected your way of life?</i>
Ep5	<i>What should be prioritized to support vulnerable households against the effect of COVID-19?</i>
Ep6	<i>How has COVID-19 affected your access to health services?</i>
Ep7	<i>How is your community dealing with rumours and misinformation that circulate about COVID-19?</i>

Adapting Imaqal to COVID-19 response needs

Episode	Question
Ep8	<i>How is covid 19 affecting women in your community?</i>
Ep9	<i>How accessible are the required COVID19 preventive needs (masks, water, sanitizers) to you and your community?</i>
Ep10	<i>What needs to be done to address the economic impact of COVID-19 on people's businesses, jobs and livelihoods?</i>
Ep11	<i>A girl says: "It (COVID-19) has caused me a considerable impact particularly on education." What does the community need to do to ensure girls continue learning during COVID-19?</i>
Ep12	<i>How are people with COVID-19 being treated in your community?</i>
Ep13	<i>What would you say is the biggest challenge that IDPs are facing during this COVID-19 pandemic?</i>
Diagnostic phase 2	<i>"Dear Imaqal Listener, your voice is important for the response to COVID-19. What are your thoughts on Coronavirus?" (same question as phase 1)</i>
SMS survey	4 SMS questions on perceived risk, and collective and individual barriers to following advice

Adapting Imaqal to COVID-19 response needs.
What have we learnt since April?



Topline findings

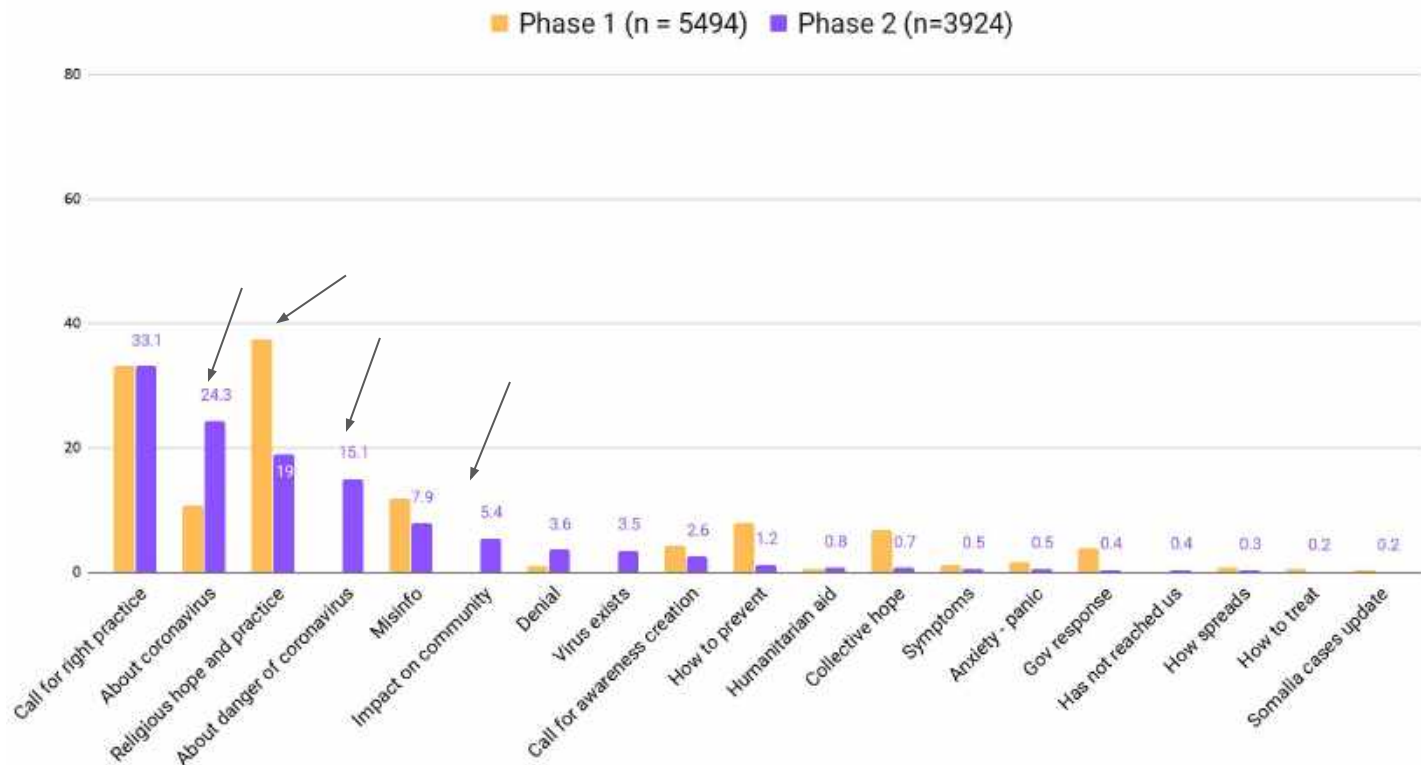
- Change from reliance on fate and religion to more concrete knowledge on the virus and emphasis on its existence. A change particularly seen among displaced persons.
- Concern on the impact of the pandemic on people's lives, especially jobs and businesses, education, healthcare access and social interaction.
- Persistent minority who deny the existence of the virus.
- Predominant voices that call for the right practice to be followed, especially young voices and women.
- Work, social interactions and stigma can be barriers to follow the health advice for those aware of its importance.

Change in overall prevalent views since April'20

“Dhageystaha sharafta leh ee Imaqal, Codkaaga wuxuu muhiim u yahay la tacaalidda xanuunka COVID-19. Waa maxay fikradahaaga ku aadan xanuunka Koroona fayraska?”

“Dear Imaqal Listener, your voice is important for the response to COVID-19. What are your thoughts on Coronavirus?”

Prevalence of themes in Phase 1 (April) and Phase 2 (August)



From fate and abstraction to concrete knowledge

1- Less reliance on religion in phase 2 (August) compared to phase 1 (April) and more **statements** on the virus itself and its danger, **suggesting more knowledge**

2- Misinformation conversations have moved from rumours and stigma attached to religion to a **debate on denial vs existence of the virus**.

Concern on the impact of the pandemic on people's lives

3- There is currently a concern on the impact of the pandemic and the containment measures in rather than on how the virus can be identified, prevented or how it is transmitted.

Demographic trends

4- **Men's SMS received continue to reflect misinformation more than women's**

5- **Younger participants (particularly 15-17) continue to champion** the need to follow the right practices and rely less on religion as seen in the first phase and throughout programming. They are telling us more about the **impact on their lives** than older groups.

6- **Displaced persons** who participated are sending more messages stating the characteristics and risk of the virus, suggesting **improved knowledge** compared to phase 1, when they were more likely to express misinformation. Yet, health information and resources on prevention continues to be important.

Fikirkeeya waxawaaye in
uujiro xanuunkaan uuyahay
mid dhab ah

*"In my opinion this exists
and it is real."*

Woman, 18, Heliwaa

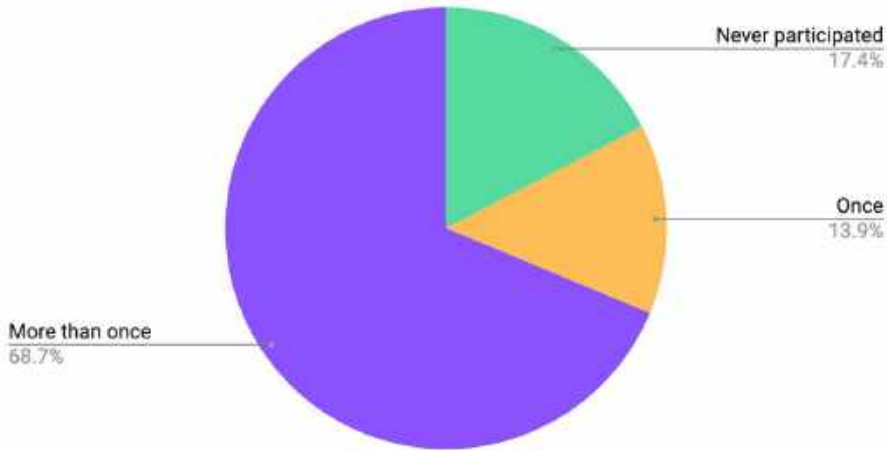
KAAH.corona.virus.samayn.wa
yn ayu igu yeshay.xaga
waxbarashad.iyo shaqadayda

*"It (coronavirus) has
massively affected my
education and job."*

Man, 18, Yaqshid

Understanding these changes in the context of Imaqal programming

Diagnostic respondents who participated in Imaqal COVID programming (n=5642)



More engagement with Imaqal, more knowledge

Those who engaged with Imaqal at least three times in the last 4 months were **significantly less likely to inquire about the prevention strategies** (OR = 0.05, p - value = 0.0394),

Those who engaged with Imaqal at least four times in the last 4 months were **significantly less likely to send rumour/stigma/misinfo messages** (OR = 0.45, p - value = 0.0074)

In addition, participation in at least one of the programmes was significantly associated with:

- (i) **increased call for right practice**
- (ii) **decreased messages on religious/hope practice** during phase 2 of diagnostics

In the context of a wide government, humanitarian and RCCE response, what other factors could explain this change in views?

Risk perception and barriers to adopt advice

(SMS survey July 2020 // n=4463)

Key insights:

- Participants perceive people in their communities to be worried about contracting COVID-19 and think that **lack of awareness** affects how others respond, although displaced participants were significantly more likely to mention the poor economy as a barrier to respond.
- Participants admit that **livelihoods, social life in the community,** and **stigma** make it difficult for themselves to follow all the measures.
- Religion continues to be an important lense from which to address skepticism and lack of action among those who don't perceive a risk.
- There are also clear differences among **displaced communities** compared to non-displaced, with a higher concern among displaced for their **livelihoods and poor economy** as well as the **gap in authorities' leadership.**

A woman is seen from the side, carrying a baby on her back. The baby is wrapped in a patterned cloth with a grid of circles. The woman is wearing a striped headscarf and a patterned wrap. The background is a clear blue sky.

"Sameyn aad uweyn ayuu ku yeshay Haba udrnatee
Dadka danyarta ah Oo Waxay malintii dhcdasan hbnkii
cunan."

It has caused a lot of impact especially to the poor people who eat
at night what they get during the day.

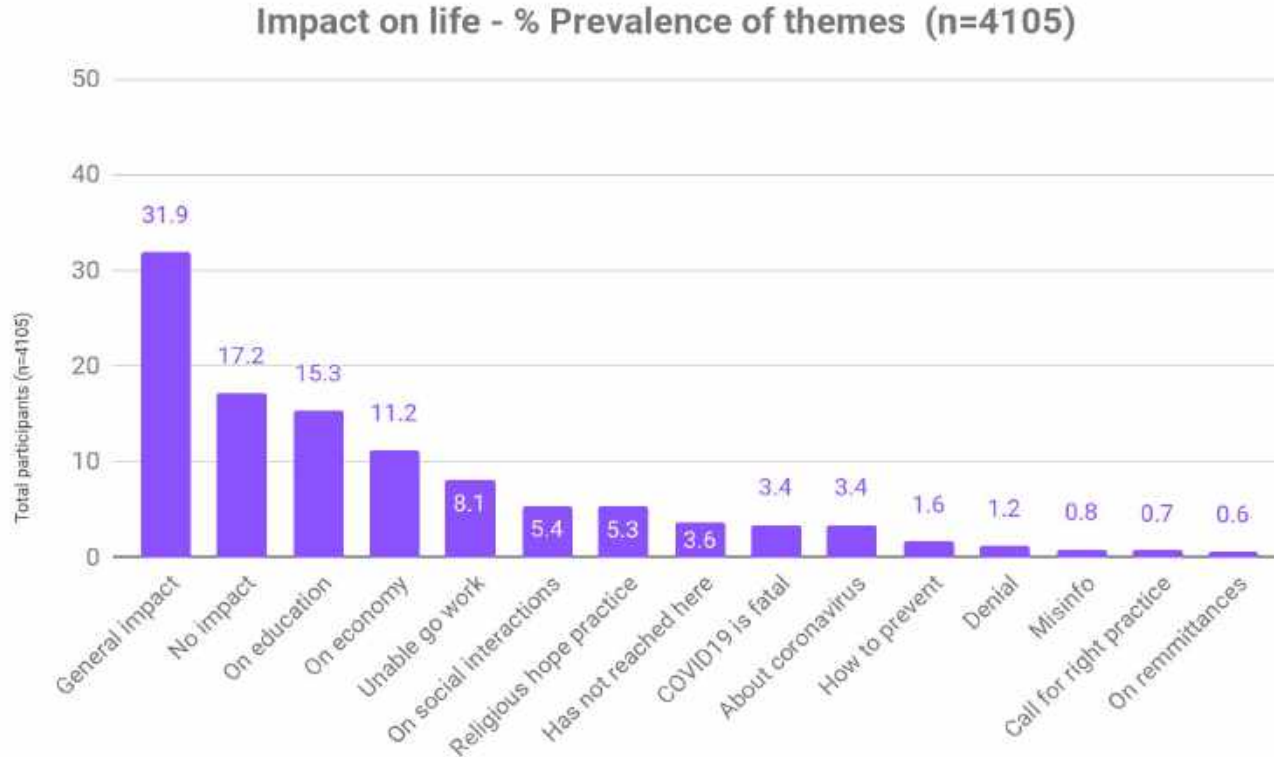
Woman, 19 years, Baydhabo



Livelihoods (ep. 4)

How has COVID-19 affected your normal life/way of life generally?

Sidee cudurka COVID-19 saameyn ugu yeeshay hab-nololeedkaaga guud?



General impact

saamiin waa kuyiilanaa maxaa yiilay
saameen ayoo kuyiishay soomaaliya
COVID-19 ii daawo maloohayaa

***“It has (a negative) impact because
Covid-19 has affected Somalia and it has
no cure.”*** Man, Dhuusamareeb

Education

wuxuu ugaystay dhibaato aad uweyn
gees walba siiba waxbarashada.
Dheddig, 35, Galkacyo.

***“It (COVID-19) has caused me a
considerable impact particularly on
education.”*** Woman, 35, Galkacyo.

On economy

si weyan ayu usameyay no lasha guud
***“It has hugely affected livelihoods more
generally.”*** Woman, 18 years, Hodan

Dhaman dadka somaliyed wa samen
ad balar e dhaga dhaqalha gancsiga
***“It has widely affected the economic
sector and business operations of all
Somali people.”*** Woman, Yaaqshiid

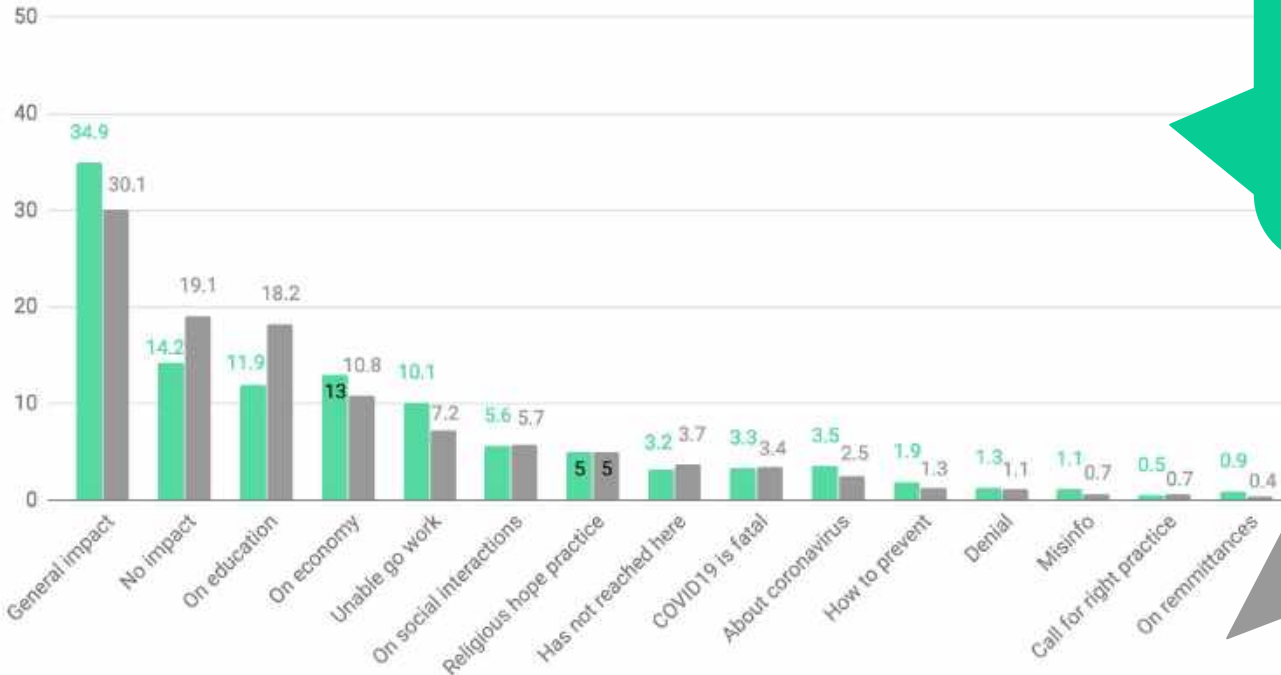
Waxbarashadii ayuu hakad iga galiyey
socodna hasheegin dhaqdhaqaageygii
waa uu igaxanibay
***“It has suspended my education let
alone walking freely, it has restricted my
movements.”*** Man, 22 years, Dharkenley.



Recently displaced felt the impact more, especially on livelihoods. Non-displaced participants report more on 'no impact' or impact on education

% Prevalence of themes by displacement

■ Displaced (n=1365) ■ Not displaced (n=2050)



Samen wen ayuu qu yeeshay dhinaca dhaqalaha wyo ma ciishada waa qaali. ***"It has affected the economy and made the lifestyle very expensive."*** Man, IDP-Mogadishu

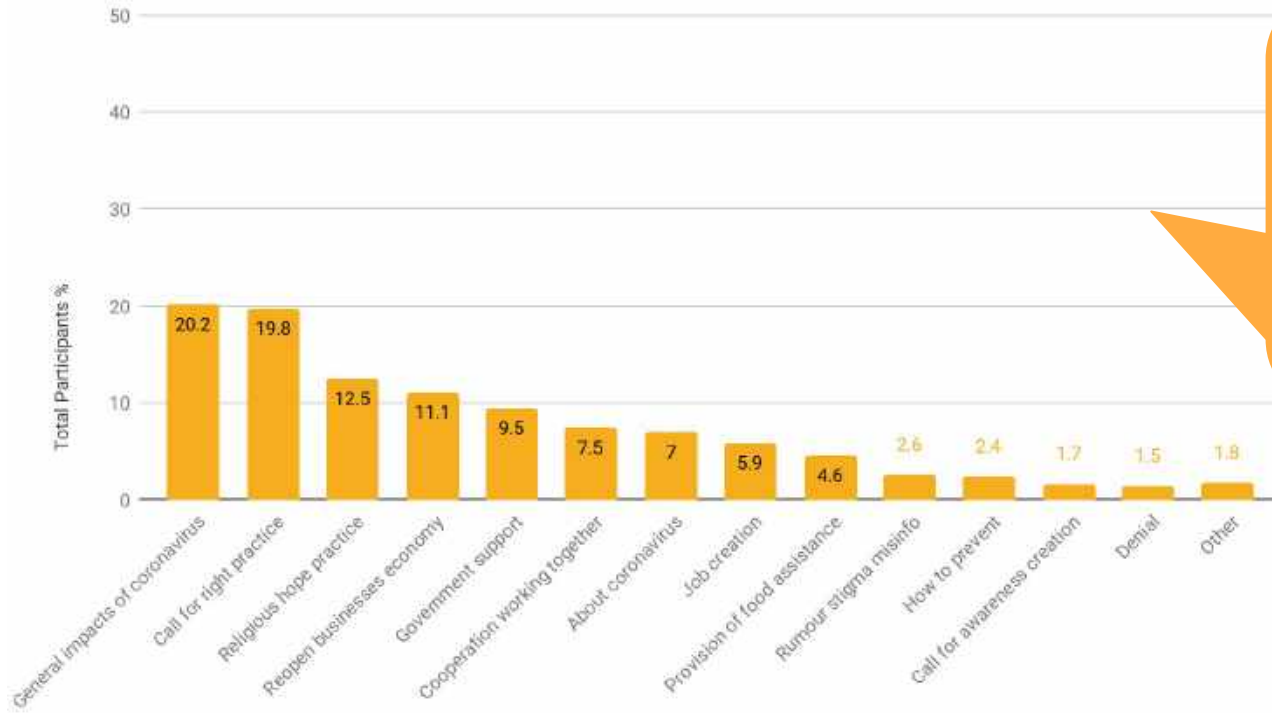
si waayn ayuu usaamayey dhaqalaha iyo ganacsiga ayuu aad usameyey. ***"It has largely affected the economy and the business."*** Woman, 20 years, IDP-Hodan.

Livelihoods (ep. 10)

What needs to be done to address the economic impact of COVID-19 on people's businesses, jobs and livelihoods?

Waa maxay waxa ay tahay in la sameeyo si wax looga qabto saameynta dhaqaale ee xanuunka COVID-19 uu

% theme prevalence (n=2459)



Sameyn weyn ayow kuyeshay xaga dhaqale xaga ganacsiga iskuqirka bulshada
"It has hugely affected the economy, trade and community integration."
Woman, 20, Belet weyne



Re-opening businesses

Magacaygu wa duraan cali waxa dib lugu soocelin karaa in dib lofuro ganacsiga lagana taxadarayo faafida xanuunka COVID-19 mahadsanid

“Normal situations can be restored by reopening businesses and taking further precautions to stop the spread of the pandemic.” Man, 58

Cooperation

waxaa wax loqaqabakara inay bulshadu isgacansiyaan isnaxariiriyaan simidka dhibataysan loocaawiyo

“Something can be done if the community cooperates with each other to help those in need” Woman, 32, Cadado

Funds

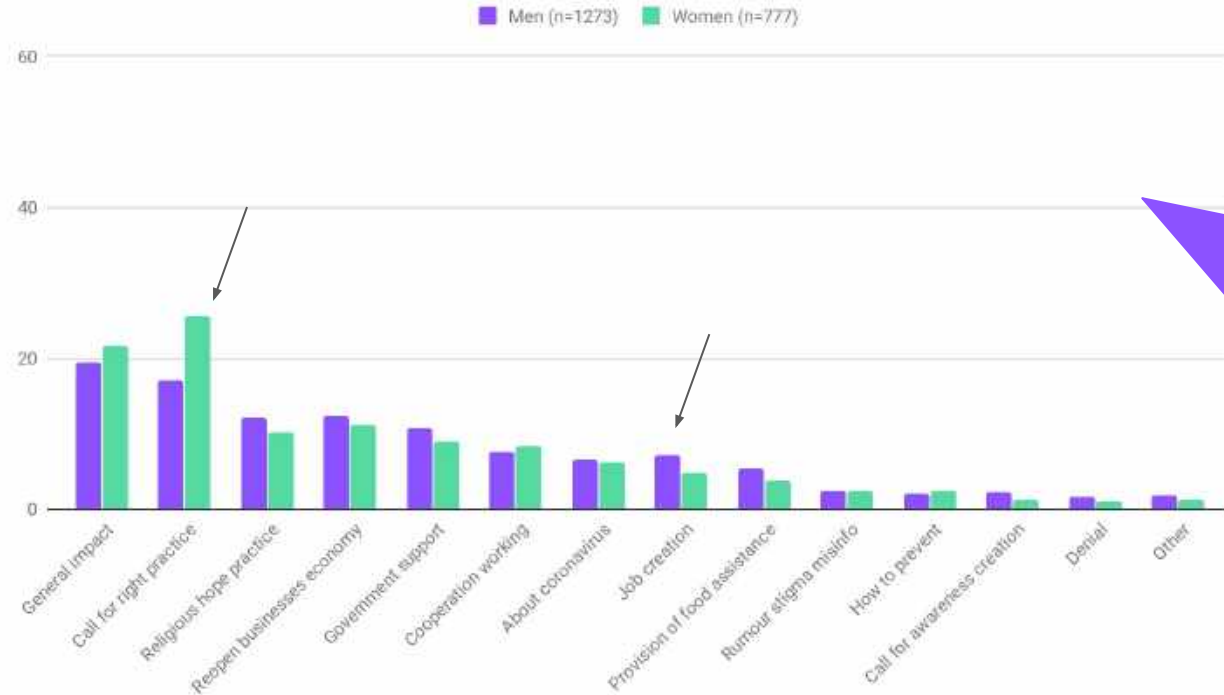
waa inlaga hela dowlada dhaxe takulen ku adan magelin masharic hormarin siloga kabto dhibatada dhaqale e hayso gud ahan calamka dowladu waa iney kashaqey saa hormarka beraha xolaha bada dhulka iyo ilha dhaqale sida ganac siga iyo xarirka dublamasiyed

“The government should provide funds for development projects to help with the economic crisis that's affecting the whole world, the government should work on developing agriculture, marine, land resources and financial resources such as trade and diplomatic relations.” Man, 25, Afgoye.



As seen throughout Imaqal's COVID programming, women continue to ask for people to follow the health guidelines ('Call for right practice'), showing they can be champions in communication efforts.

% theme prevalence by gender



Inlaqaato talooyinka
caafimaad siloogahortago
cove19

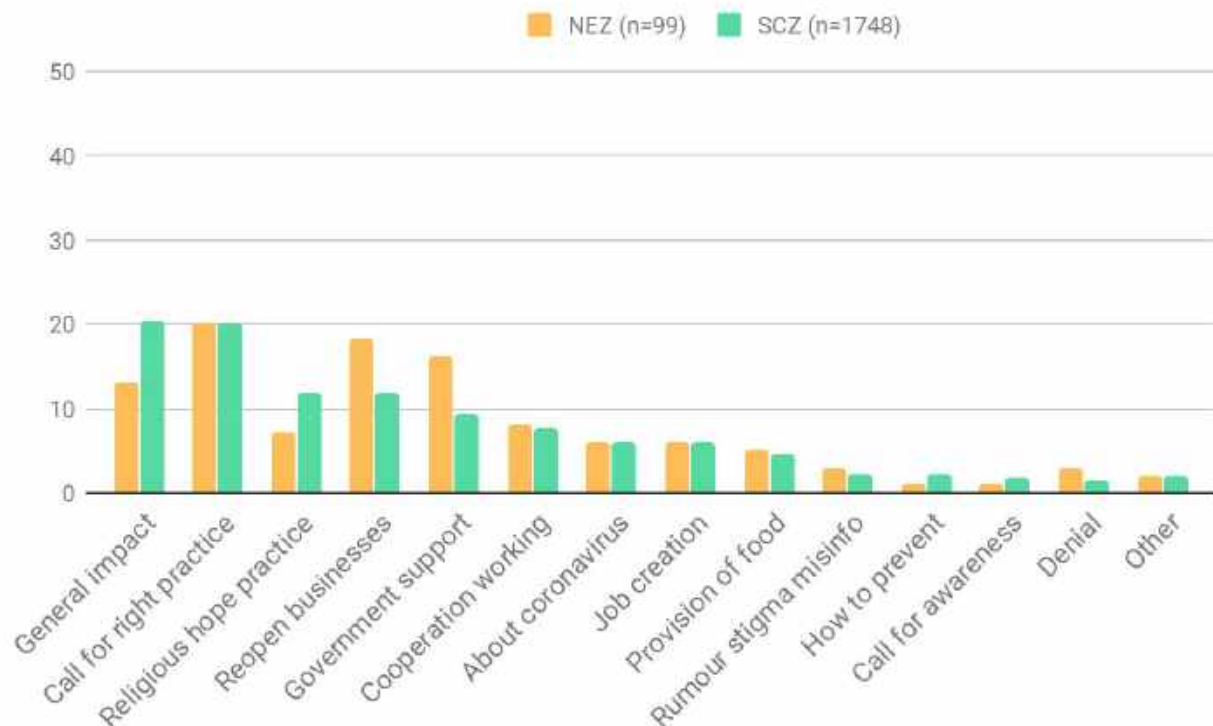
***“To (they should) follow the
authorities' advice so as to
prevent Covid-19.”***

Woman, 24, Guriceel.



Participants from the North East highlight the need to reopen businesses and government support whereas more of those from the South East refer to general impacts felt and call for trusting religion.

% theme prevalence by geographical region



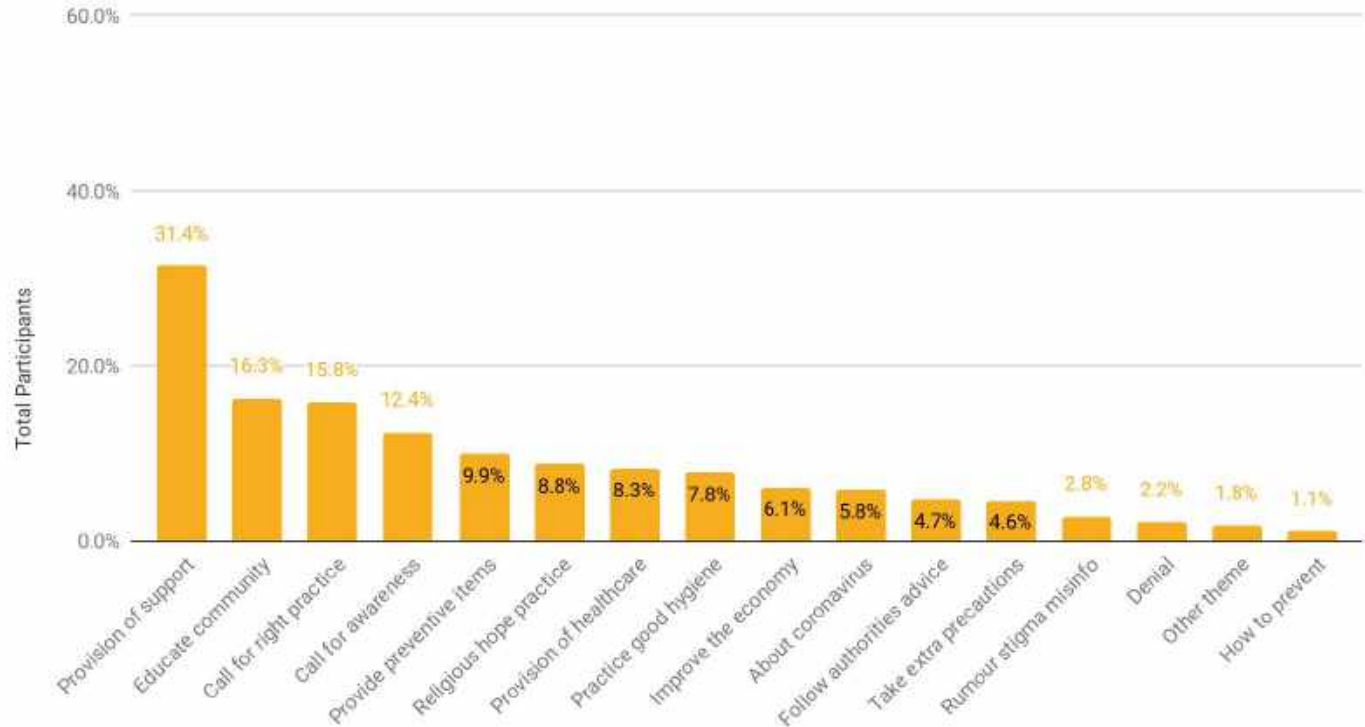
Vulnerable households (ep.5)

What should be prioritized to support vulnerable households against the effect of COVID-19?

Waa maxay waxa ay tahay in mudnaanta la siivo si aovsaska nuul looga taadaero saamavnta xanuunka Koroona fayraska?

- Financial resources
preventive materials and healthcare support
- Awareness, education, following advice

Themes prevalence by participants



(General) support

Waxey illa tahay inlooga hortagikaro ina lasiiyo wax eey isku dabaraan inta lagu jiro xaalada karoonna FERS Sida cunto iyo agabka nolosha dhamaantiis

"I think this could be prevented by providing vulnerable people with basic necessities during the Coronavirus era such as food and all sorts of basic needs." Man, 26 years

wad mahad santihin knn dhaman waxa kamid ah waxa laga tagera cuno kirada guriga oo laga sacido iwm

"Thank you, the thing they need to be supported in is getting food, rent and daily sustenance in the running of their house." Man, 30 years, Karaan

Preventive items

Wxey ila tahay in mudnanta lasiiyo marka hore nadafada biyo fcn Oo nadiif ah iyo waxyabaha looga hortagi Karo sida sabunta iyo jeermis dilayasha in si bilash ah loogu qeybiyo si ey uga hortagan cudurkan

"Cleanliness should be prioritised first of all, while using clean water. There should be a plan to distribute preventive items such as soaps and disinfectants freely to prevent further spread of the virus." NA

Healthcare

Waxay mudanyihiin in la taakuleeyo oo laga warqabo caafimaadkooda lana siiyo daryeel caafimaad lana caawiyo shaqada

"They deserve to be supported and their situation monitored by providing them with health care services as well as jobs." Woman, 15 years, Hodan

Waxa xusid mudan oo haboon in la caawiyo qoysaska nugul waayo ma awoodan iney helaan daawo iyo daryeel ku filan sababo dhaqaalo xumo awgeed

"It is worth mentioning and good that vulnerable people get assistance because they are unable to get medication and sufficient health care services due to the poor economy." Man, 26 years, Hudur

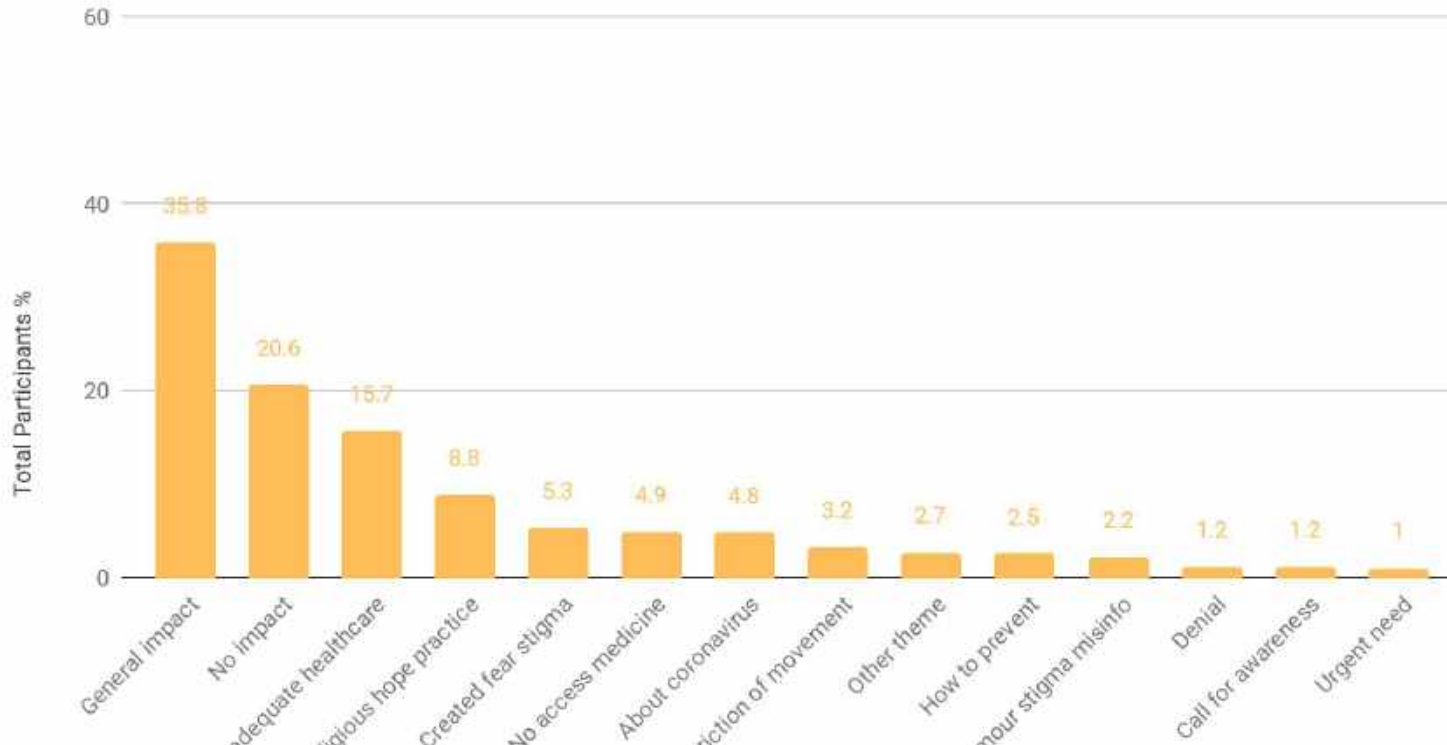


Health (ep. 6)

How has COVID-19 affected your access to health services?

Sidee ayuu cabuqa Koroona u saameeyay helitaankaaga adeegyada caafimaad?

Theme prevalence by participants %



- Inadequate facilities
- Stigma



Inadequate healthcare

Magacaygu wa duraan cali waxa dib lugu Zixun ayuu usaameeya xero barakacayaal ah baan joognaa caafimaadna mahelno Allah baa caafimaadka hayee ankee wax aan caafimaadka kutagno mahaysano iyo maamul noo xilsaaran

“It has affected me very badly, I am an IDP and we don't have healthcare or finance to access healthcare services, we also don't have local administration that looks out for us.” Man, 19, IDP

Magaceyga wa maxamed axmed o jogo gobalka gado gar ah damada luuq cabuqa karna adegyada caafimad wuu sameyey sabto ah goobihi caafimadka dhamantod wey xirmen xanunadi caadiga aha xita mel la,iskaga daweyo wa lawayey marka karoono wuxu noqdey caqabad aduunka ku so korartey mahadsanidin adinkana

“Corona has affected the health sector because all health centres have closed down. Even normal disease we have nowhere to get it treated and so corona has become a challenge all over the world.” Man, 30 years, Luuq

Stigma

asc abriil malariyo ayaa igu dhacday ma aadin gobaha cafimadka anigoo ka cabsanaya in la iyarahdo carona ku haya

“I got malaria and I did not go to the hospital because I was scared I will be told it is corona.”

Man, 46 years, Guriceel

dabcan siweyn ayu usameyy helitankayga adegyada cafimadka wxana kamida in lga shakiyo marka ad qufacyso ama hindhisayso marka ad gleyso gobaha cafimadka sidasna ad adigu istakorto

“It has really affected the access to health care service, if you sneeze or cough when in hospitals people suspect that you have covid and thus brings about stigma.”

Woman, 16 years, Cadaado

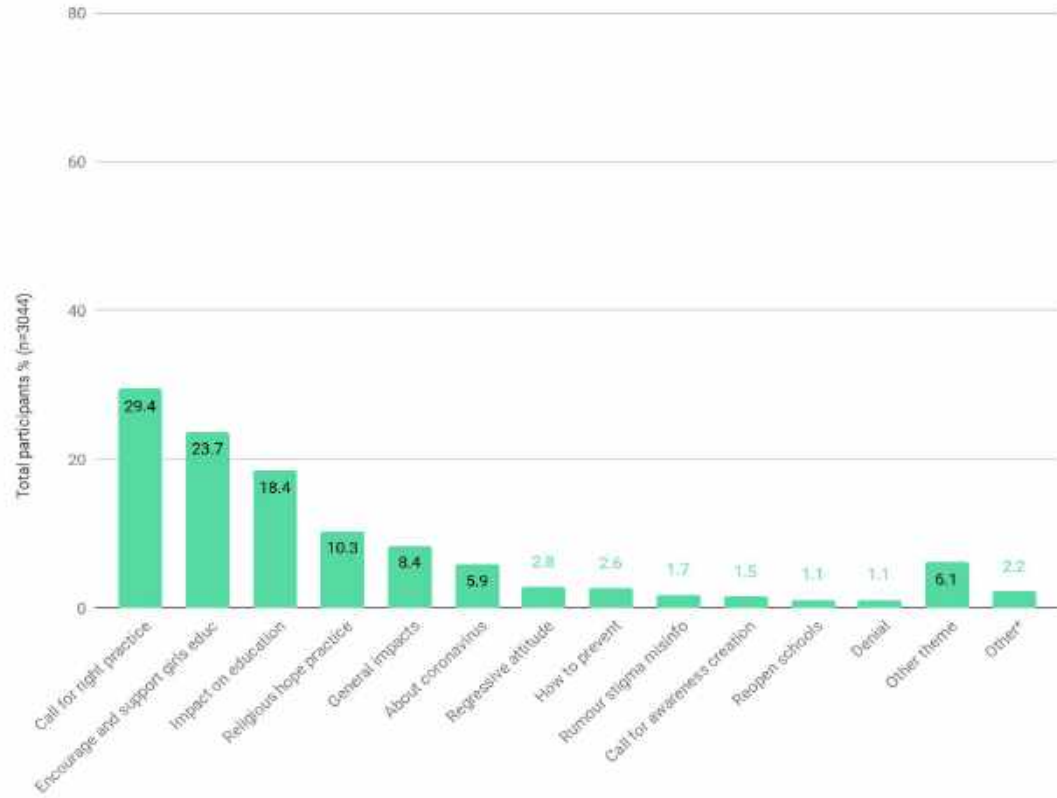


Education (ep. 11)

A girl says: "It (COVID-19) has caused me a considerable impact particularly on education." What does the community need to do to ensure girls continue learning during COVID-19?

Gabar ayaa oranaysa: "Xanuunka COVID-19 wuxuu igu yeeshay saameyn badan khaasatan dhanka waxbarashada." Maxaa looga baahanyahay bulshada inay sameyso si loo xaqiijiyo in gabdhaha ay sii wataan waxbarashada inta lagu gudo-jiro COVID-19?

Total participants % (n=3044)



- Need to support and encourage girls to continue learning
- Strong emphasis on the impact on education



Need for encouragement

Waxaa loo gabaahayahay
inladhiirigaliyo markastana lasiiyo
talooyin caafimaad

“The community needs to encourage and motivate girls while giving them healthcare advice.” Woman, 25,
Galkacyo, Recently displaced

Impact

haaa siifican cudurka covt 19
waxbara shada saaid ayoo usameyay
“COVID-19 has hugely impacted education.” Woman, 60, Recently
displaced

Follow right practice

Gabdhaha keliya maahee wiilashaba
waa kuyeeshay waayo gabdhaha
keliya xarumaha waxbarashada
madhigtaan oo wiilashaa ladhigto
abdhaha iyo wiilasha waxbarta
maadama ay bulshadu kamidyihiin
waa iney qaataan awaamiirta
dhaqaatiirta

“It is not only girl's education but also boys' because it is not only girls who learn in education centres. Both boys and girls are among the community so they should follow the doctor's advice.” Man, 22,
Dharkeynley.



Conclusions and recommendations (1/2)

- Imaqal participants speak about COVID-19 in **more concrete, knowledgeable health terms**. This change is particularly seen among displaced persons, who in April stood out in our research for expressing misinformation.
- There is **a demand for government support for businesses and job loss as well as food assistance for those more vulnerable**. The impact on livelihoods is particularly mentioned by displaced persons although not exclusively.
- Aside from the economic ramifications of COVID-19, there is a need to address disruption in service delivery, especially **education, the impact of which has been reported mostly by women and younger people**.
- The impact on education is closely related to the impact on livelihoods. There is a need to identify ways to address the **pre-existing inequalities on access to education that are likely exacerbated by COVID-19**. Education recovery funds should extend to community groups to encourage and, where necessary, provide incentives for vulnerable girls to return to education.

Conclusions and recommendations (2/2)

- There is an ongoing call for people to follow health advice and this is associated with the possibility of returning to education safely. Young people particularly ask for others to follow the right practices. **Communication campaigns should build on this readiness by many, particularly women and youth, to champion best practice alongside financial support that can help families bring their children back to school.**
- Delivery of **healthcare also needs ongoing attention** from the point of view of **resources** to keep up with demand. In addition, communication efforts need to also tackle **stigma** and fear in accessing facilities.
- Women and young people have consistently and clearly shown their support and call for people to follow the advised guidelines. **They are important champions for communication and behaviour change efforts.**
- Despite evidence of knowledge improvements, there is still a relatively small but persistent proportion of participants who deny the existence of the virus **Addressing misinformation through trusted religious leaders, particularly in the South East and targeted at men, remains important. Communication efforts should anticipate the need for tackling skepticism in the next phases of the pandemic.**

AVF team

Samatar Abdi, Amina Ali, Nasra Ali, Hassan Ali Mohamud, Luke Church, Anna Colom, Agnes Gakuru, Salahweli Harun, Samuel Kimeu, Lucas Malla, Muna Mohamed, Isaack Mwenda, Zakaria Sheikh, Sharath Srinivasan

Thanks

MediaINK team

Centre for Humanitarian Change, Nancy Balfour, Peter Hailey, Badra Yusuf

Contact

Agnes Gakuru, Senior Programme Manager, agnes@africasvoices.org

Samuel Kimeu, Executive Director, samuel@africasvoices.org

