

Awareness Creation and Feedback Collection Through Interactive Radio Shows in Kitui and Makueni

FINAL PROJECT REPORT

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List of Acronyms

AVF	Africa's Voices Foundation
CSAP	Common Social Accountability Platform
PSA	Public Service Announcement
SACCO	Savings and Credit Cooperative Organization
SMS	Short Message Service
WHO	World Health Organization
WVK	World Vision Kenya



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1. INTRODUCTION

1.1 Context

Whilst the case rate of COVID-19 saw a relatively slow increase in the first three months since Kenya recorded its first COVID-19 case in March 2020, community transmission rates have risen exponentially in the months following the ease of restrictions in cross-county travel introduced in the early days of the pandemic¹. Containing and stopping the COVID-19 pandemic in Kenya requires equitable access to trusted, reliable information, particularly in counties outside of the main urban centres where access to information and adequate healthcare may be less available. Additionally, rapidly informing and empowering communities to stay healthy and safe is only one part of combating the spread of the virus; any effective public health response also requires an understanding of people's perceptions around risk and preparedness to understand their concerns and refine outbreak responses to address their fears.

1.2 Project objectives

In response to the above challenge, Africa's Voices Foundation (AVF) has developed an innovative modality for simultaneous awareness-raising and feedback collection. Using interactive radio dialogues, AVF aims to contribute towards the achievement of World Vision Kenya's (WVK) Emergency Response in Kitui and Makueni counties project (July-December 2020). More specifically, Africa's Voices deployed its interactive radio methodology to achieve the following objectives:

Objectives

1. *At the beginning of the project, gather information on Knowledge Attitude and Practices among Community members in Kitui and Makueni Counties on COVID- 19;*
2. *At the end of the Project, gather information on Knowledge Attitude and Practices among Community members in Kitui and Makueni Counties on COVID 19 to compare with initial information gathered at the beginning of the project;*
3. *Participate in the evaluation of the project effectiveness at the end of the six-month project intervention as may be established by WVK.*

This report presents the findings from the first two phases of this project, captured under Objective 1 above.

1.3 The Common Social Accountability Platform

In order to assess citizen's knowledge, attitudes and practice on COVID-19, AVF has deployed the Common Social Accountability Platform (CSAP) in Kitui and Makueni. Social accountability refers to a

¹ See for example [COVID-19 Situation Report, Ministry of Health](#) released 27 July 2020.

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form of civic engagement that builds accountability through the collective efforts of citizens and civil society organizations to hold public officials, service providers and governments to account for their obligations with responsive efforts². Alongside strengthening civic engagement and amplifying 'citizen voice', social accountability initiatives aim to increase the transparency of governance in many arenas, ranging from local service delivery to national processes of development policy formulation³.

In response to the clear need for spaces in which citizen voices can be listened and responded to by both government and aid decision makers, Africa's Voices launched the Common Social Accountability Platform (CSAP) in 2018 initially in Somalia and later in Kenya. CSAP's objective is to enhance the inclusion of citizens in decision-making across peace-building, humanitarian interventions and development programmes. By leveraging Africa's Voices' interactive radio method for nurturing dialogue and gathering public opinion, the platform aims to build a sustained channel for open conversation between citizens and decision-makers, across sectors and mandates. CSAP uses a combination of radio programming and SMS messaging to create a platform that citizens actively engage in, whilst simultaneously allowing for feedback received from citizen SMS messages to be robustly analysed, understood and ideally, acted upon. AVF's approach allows for two types of critical insight:

1. Rich qualitative understanding of citizen perspectives;
2. Quantitative understanding of the prevalence of perspectives and how these vary by demographic group.

This can fill evidence gaps on citizen perspectives so as to make government and the aid sector's decision-making more accountable, responsive and grounded in the opinions and priorities of citizens. Insights delivered from AVF's analysis of citizen perspectives are targeted to inform WVK's COVID-19 programming in two counties in Kenya - Kitui and Makueni.

1.4 AVF's interactive radio method

CSAP is built on AVF's interactive radio method. This method provides a new layer of community engagement and social accountability programming in Kenya and works in complementarity with other approaches to build dialogue and ensure citizens are able to inform decision-making. The interactive radio approach is designed to leverage the vibrant media and telecommunications landscape that has emerged in sub-Saharan Africa to build large-scale, cost-effective and inclusive conversations⁴. Kenya boasts one of Africa's most sophisticated media landscapes with over 170 radio stations broadcasting in English, Kiswahili and vernacular languages⁵. Interactive radio projects can build on this landscape to effectively implement radio show debates with key decision-makers. Audiences drive the discussion by inputting their perspectives through SMS to a toll-free shortcode. By connecting citizens with each other

² Houtzager, P. and A. Joshi (2008). Introduction: Contours of a research project and early findings. *IDS Bulletin* 38 (6), p. 1-9.

³ Gaventa, J. and G. Barrett (2010). *So What Difference Does it Make? Mapping the Outcomes of Citizen Engagement*. IDS Working Paper No. 347. Brighton, UK: Institute of Development Studies.

⁴ USAID (2017), *Somalia Perceptions Survey, Part 1: The Emerging Federal States, Puntland and Mogadishu*.

⁵ Kenya Communications Authority

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and with decision-makers in this way, AVF's interactive radio method can overcome some of the barriers of cost, infrastructure, and security that traditional survey methodologies often face, without losing the scope for rich and sustained citizen-authority interactions. In addition, engaging through SMS and radio allows citizens who are traditionally excluded from public discussion spaces, such as women, youth and refugees, to have a voice in decision-making processes.

Moreover, by convening citizens in large-scale discussions, AVF's interactive radio method allows for the gathering of public opinion in a way that combines the richness of on-the-ground qualitative approaches with the scale and some of the quantitative value of perception surveys⁶. Through a specific set of techniques, AVF analyses messages gathered in response to interactive radio to generate evidence on public opinion on critical issues that can be used by decision-makers to ensure their programming and policy is responsive and accountable to citizens. This combined method of digital dialogue and opinion research can be deployed as a key piece in support of effective programmatic adaptation and citizen-led policy-making interventions in Kenya.

1.5 AVF's Project Team, at a Glance

The dedicated project team at AVF behind this project includes: **K**

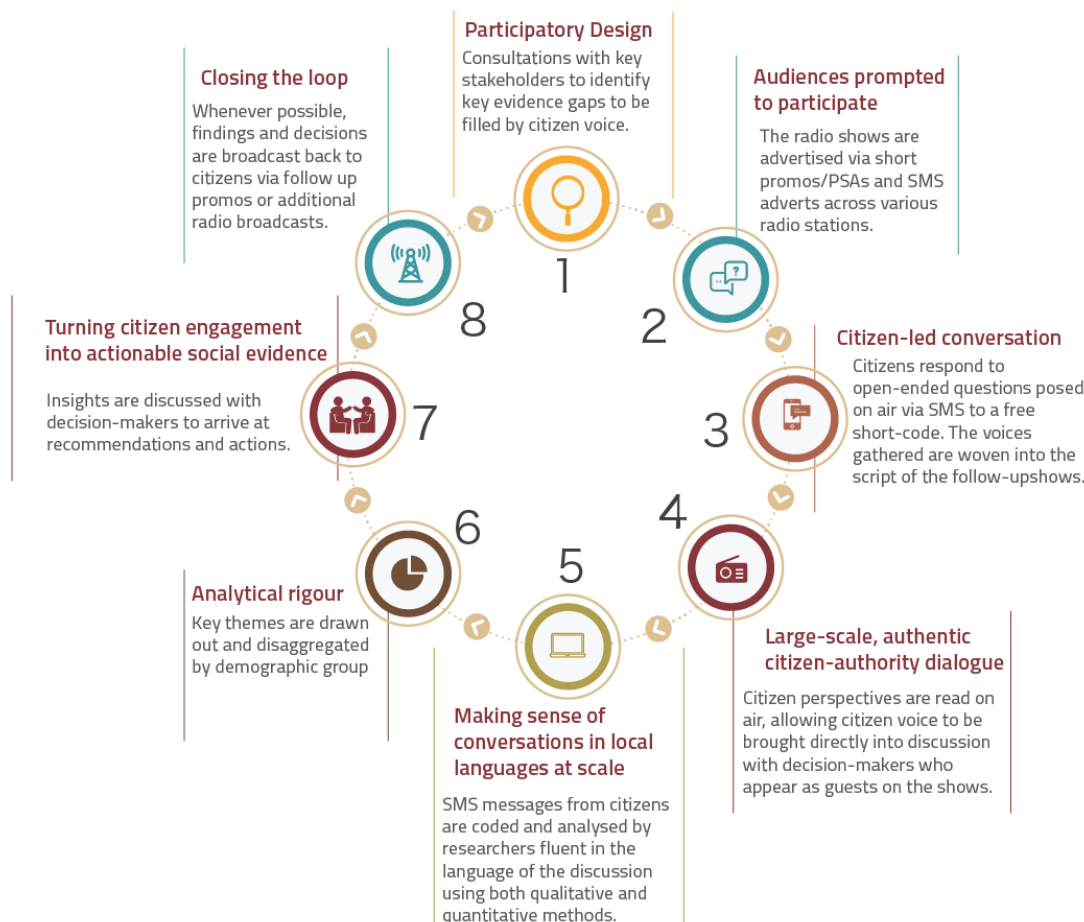
⁶ S. Srinivasan & C. A. Lopes, (2016) 'Africa's Voices Versus Big Data? The Value of Citizen Engagement Through Interactive Radio', in *Voice & Matter, Communication, Development and the Cultural Return*, O. Hemer and T. Tufte (eds.) NORDICOM.
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2. METHODOLOGY

CSAP is designed around two pillars, both based on interactive radio:

1. Building inclusive dialogue at scale;
2. Gathering insight on public opinion to inform decision-making.

Figure 1: CSAP Methodology



2.1 Building Inclusive Dialogue at Scale

World Vision Kenya and AVF focused the first episode of the radio consultation on understanding how citizens are responding to the COVID-19 crisis and the impact it is having on their lives. The show was broadcast on Musyi FM, deemed the most suitable radio station in terms of listenership and reach in both target counties. Notably, two other stations - “Mbaito FM” and “Athiani” - were also in contention, *This Project is facilitated by World Vision Kenya, with funding from Knorr Bremse Global Care*

both owned by two prominent local politicians and the guiding criteria for selection included “highest listenership”, “impartiality” and “value for money” considerations. Consequently, Musyi FM emerged as the best option. Three days of Public Service Announcements (PSAs) were broadcast before the show to encourage and invite citizens to share their opinions via SMS to the free short code. Each message received in response was followed by a request for consent to use the data for analysis and a request for additional demographic information. Notably, a similar approach was adopted for episodes two and three of the radio shows as well, also aired on Musyi FM.

The radio consultation questions across all three episodes were designed in collaboration with WVK field staff, and were open-ended to provoke lively and plural discussion in an engaging and accessible way. The full communications flow for episode one, for instance, translated in English from Kiswahili, including the consent and socio-demographic questions, is outlined in **Table 1 below**;

Table 1: SMS communications flow

Radio show	Consent (SMS)	Socio-demographic survey (SMS)
1. What are you doing to protect yourself and your family from COVID-19? (<i>Je! Unafanya nini ili kujikinga na kuinga familia yako dhidi ya Covid19?</i>)	<p>Thank you. We'd like to use your answers to support Covid 19 emergency response in Kitui and Makueni and want to ask a few more questions for this research. (<i>Asante. Tungependa kutumia majibu yako kuchangia kukabiliana na coronavirus kitui na Makueni na tungependa kukuuliza maswali zaidi kwa sababu ya utafiti huu.</i>)</p> <p>If you prefer not to participate, reply STOP and you will receive no questions and your messages will not be analysed (<i>Iwapo hutaki, tafadhali tuma neno STOP sasa na majibu yako hayatachambuliwa.</i>)</p> <p>If you consent to being part of this study, please respond to the following questions. (<i>Kama umekubali ku"Moni wakwa ni tau nundu wa kolona tamusyai naile kwithiwa musitali wambee kwikithya mwana wakwa ninamumbania ni namasiki nake mwalimu ethie masiki shiriki katika</i></p>	<p>LOCATION [ASK ALL] In which constituency do you currently live? (<i>Unaishi katika eneo gani la ubunge?</i>)</p> <p>GENDER [ASK ALL] What is your gender? (<i>Wewe ni Mme ama Mke?</i>)</p> <p>AGE [ASK ALL] How old are you? Please answer with a number in years. (<i>Una miaka mingapi? Tafadhali jibu kwa nambari</i>)</p> <p>CLOSING: Thank you for your answers. We will be sending you some more questions in the next few days. (<i>Asante kwa majibu yako. Tutayatumia maswala mengine kwa siku zijazo</i>)</p>



	<i>utafiti huu, tafathali jibu maswali yafuatayo)</i>	
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2.2 Gathering insight on public opinion

The second aspect of AVF's interactive radio approach is analysis of audience engagement to inform decision-making with a rich understanding of public opinion. AVF generates robust citizen-generated opinions that are shared at a group level and that emerge in collective discussion.

In-depth qualitative and quantitative insights - AVF grouped the messages received according to different themes that Kenyan analysts identified in the data. This categorization concluded in a 'coding frame' of themes for each week, accompanied by a thick description to capture the sub-themes, meaning and nuance within these themes. These themes were then used to label every SMS received, which allows for a quantitative dataset. Quantitative analysis was done to understand the prevalence of themes and differences across demographics. A mix-methods approach was used to interpret the findings, which are accompanied by quotations directly from citizens' SMS. Messages are anonymized and accompanied by demographic information of the individual who sent them (obtained upon consent). However, as collecting the demographic details is entirely at the discretion of the participant, some demographic information is missing.

Consent - Through the SMS flows and live radio shows AVF made clear in all communications with participants that data would be analyzed to inform WVK programming in Kitui and Makueni. Participants were given the option of opting out from having their data analyzed at any point by texting the keyword 'STOP' (See Table 1).

2.3 Limitations of the methodology

Analytical approach: The data gathered using this method constitutes a non-probabilistic sample and this affects the type of insights presented below. Those who participate are self-selected amongst potential audiences based on a range of factors such as phone ownership, media habits, literacy, and gender roles. For example, according to the latest Kenya census from 2019, 70% of those aged 5 and above in Makueni own a mobile phone. This dataset thus, cannot be used to estimate the prevalence of certain perspectives based on this sample for either radio audiences or the Kenyan population. Some perspectives held by those groups outside of radio participants (e.g., those unable to access radio) may not be identified by this approach.

Instead of pursuing quantitative aggregates of individual perspectives, our research seeks to complement and strengthen qualitative analysis by understanding how opinions are shared - and vary - at the group level. This allows us to identify how these ideas might circulate beyond the specific radio participants as

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they are indicative of a wider group (such as young men in Kitui). From a statistical point of view the lack of representativeness is less important for a study based on associations than aggregate indicators. This report's qualitative insights about opinions and associations with demographic groups are therefore of indicative value for understanding the perspectives of comparable groups in the population. They are best used with other knowledge and research for informing policy and programme decision-making.



3. ENGAGEMENT

This section presents an overview of the engagement generated across all three weeks of the WVK citizen consultation in Kitui and Makueni.

3.1 Content of the Radio Dialogue

As per the CSAP objectives, the radio shows aimed to create a space in which citizens' views and questions could be responded to by public health experts.

Table 2: Overview of Radio Dialogue Metrics

	Episode 1	Episode 02	Episode 03
Total programmes	1 radio show broadcast on 1 radio station in Kenya (Kitui and Makueni)	1 radio show broadcast on 1 radio station in Kenya (Kitui and Makueni)	1 radio show broadcast on 1 radio station in Kenya (Kitui and Makueni)
Total participants who opted in	457	536	310
Total messages from participants who opted in	865	765	435

Episode 1: The first week of the radio series took place on 16th July and focused on understanding what strategies people have in place to protect themselves and their families against coronavirus. This was intended to gather information and knowledge on the current practices among the community members. The guest speaker for the show was Dr. Moses Masika, a Virologist and a lecturer at the University of Nairobi. The show was divided into different segments and the expert talked about a) what coronavirus is? b) how to prevent it c) how it spreads and finally d) the dispelling of myths and rumors held by many. Heavy emphasis was placed on advocating for the right practices to follow during this period of coronavirus.

Episode 2: The second week of the radio series took place on Thursday, 5th November, 2020, following several months of direct programming by WVK in the target counties. This was designed to capture citizen experiences of this COVID-19 programming, and to assess whether there had been notable positive change in the awareness and behavior of citizens to the virus as a result of WVK programming. In this way, the second part of the series aimed to (a) close the loop with citizens by providing additional information about available services as well as (b) assess the impact of WVK programming on



knowledge, attitudes and practices. Specifically, the topic centred around “the Effect of COVID-19 on Income and Livelihoods”, with the guest being **Dr. Joy Mueni Kiiru** (Economist and Lecturer, University of Nairobi). Particularly, the economic impact of COVID-19 in the two target counties was discussed in detail, as was the specific impact on the vulnerable population, including women and youth. Dr. Kiiru discussed the various measures people can institute to continue to survive and make a living, as well as the mechanisms that duty bearers - including county governments, national government, political leaders and institutions alike - can put in place to cushion the population against the adverse effects of COVID-19.

Episode 3: Likewise, the third week of the radio series took place on Thursday, 12th November, 2020, the week after episode two aired. Specifically, the topic centered around “the Impact of COVID-19 on Education, as Schools Reopen”. **Ms. Bretta Mutisya** (County Health, Education & Promotion Services Officer, Makueni County), was the studio guest. Particularly, the impact of COVID-19 on education in the two target counties was discussed in detail, as was the specific impact on families/ households. Ms. Mutisya discussed the various coping mechanisms that families can institute to continue to survive amidst schools’ reopening, as well as the mechanisms that duty bearers - including county governments, national government and institutions alike - can put in place to shield children and families against the adverse effects of COVID-19.

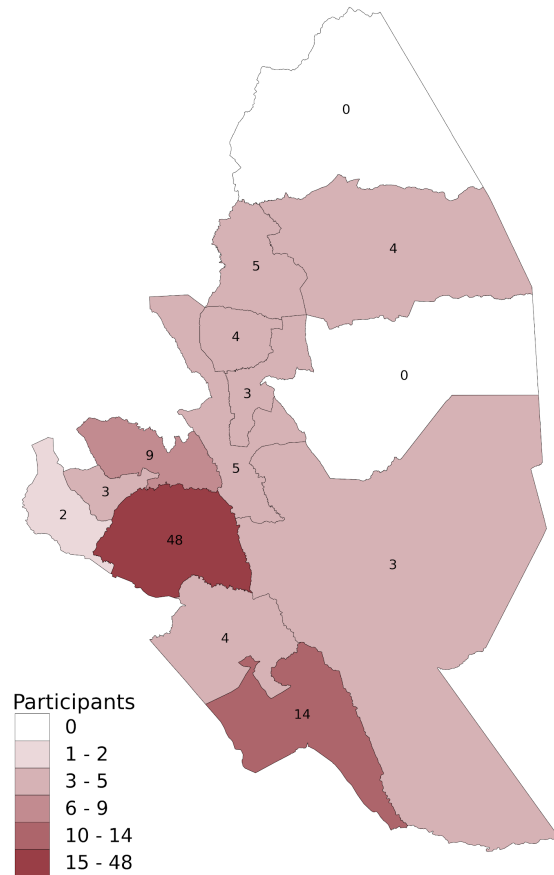
3.2 Who participated in the dialogue

3.2.1 Episode 1

A total of **543 individuals participated** in Episode 1. Of these, 457 consented to have their data included in the analysis and just under half (42.9% n=196) of the total individuals who participated provided relevant data that met the quality standards for analysis of insights. The messages that are considered 'not relevant' refer to messages that do not directly answer the radio question. However, many of these responses still constitute valid engagement between citizens and the radio dialogue, for example through sending greetings (n=59), questions (n=17), and consent (n=16).

The below figures indicate the location, gender and age of participants in the dialogue. Please note that providing demographic information is voluntary and that therefore some participants do not submit all, or in some instances any, demographic information.

Map 1: Number of participants across constituencies in the project counties⁷



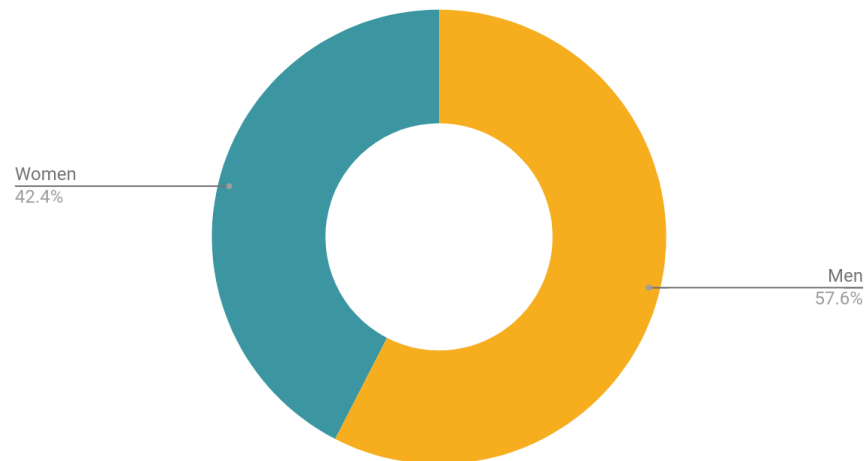
The radio show series focused on the counties of Kitui and Makueni. However, as Musyi FM extends beyond the boundaries of these two counties, a number of listeners from surrounding counties, such as Machakos, also participated in the dialogue.

Gender: Although slightly more men than women participated in the radio consultations, women made up 42.4% (n=60) of the total respondents who reported their gender (with men at 57.6% n=95). This suggests that the radio consultation was able to engage with a notable proportion of female voices, whose access to public discussion spaces is often limited.

Figure 2: Gender Split of Participants that Reported their Gender⁸

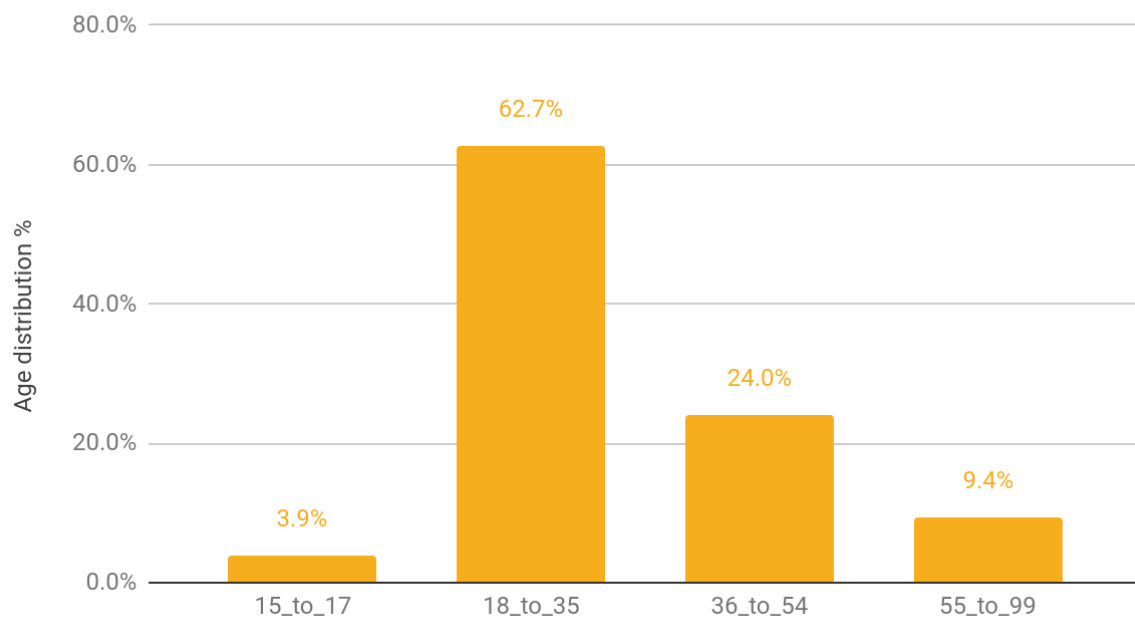
⁷ Map shows the number of participants per district who reported their location information in the demographic questions. Please note that not all participants provided location information.

⁸ Please note that not all participants provided information on their gender. The total proportion of people who reported their gender information was n=155.



Age: In line with Kenya's young population, 62.7% (n=131) of participants were aged between 18-35 years old.

Figure 3: Age Split of Participants that Reported their Age⁹



3.2.2 Episodes 2 & 3

Gender participation is only slightly skewed towards men with 47% of participants identifying as women and 53% as men. This is an improved gender balance from episode 1, when women's participation was at 42.4%. In regards to age, more than half are youth aged between 18 - 35 years, followed by a third of participants aged 36 to 44.

⁹ The total proportion of people who provided information on their age was n=233.

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Figure 4: Gender Split of Participants that Reported their Gender, in Episodes 2 and 3

Participation by gender (episodes 2 and 3)

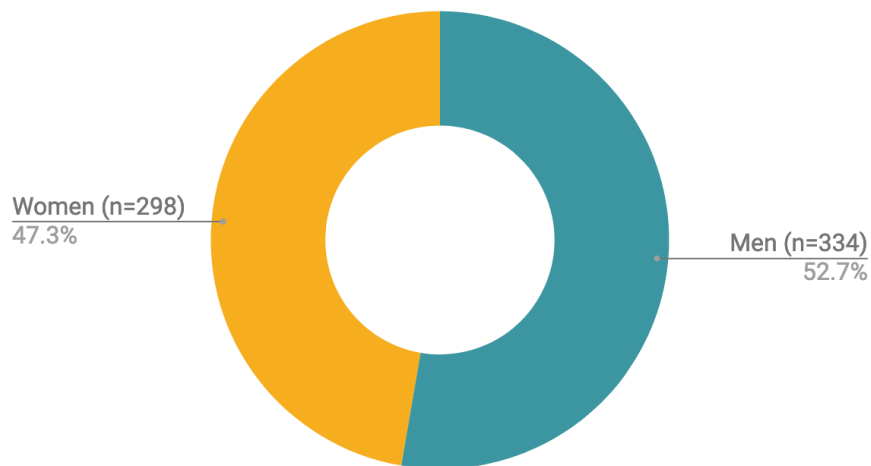
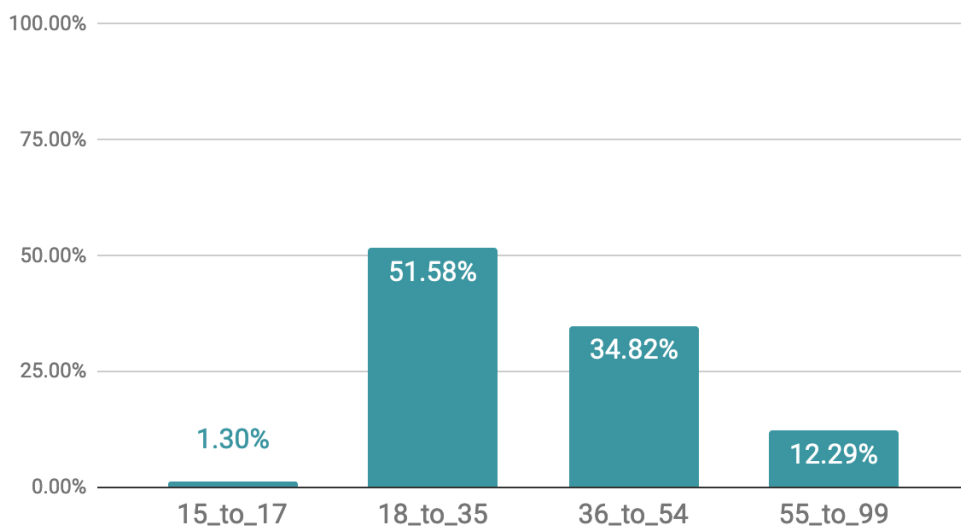


Figure 5: Age Split of Participants that Reported their Age, in Episodes 2 and 3

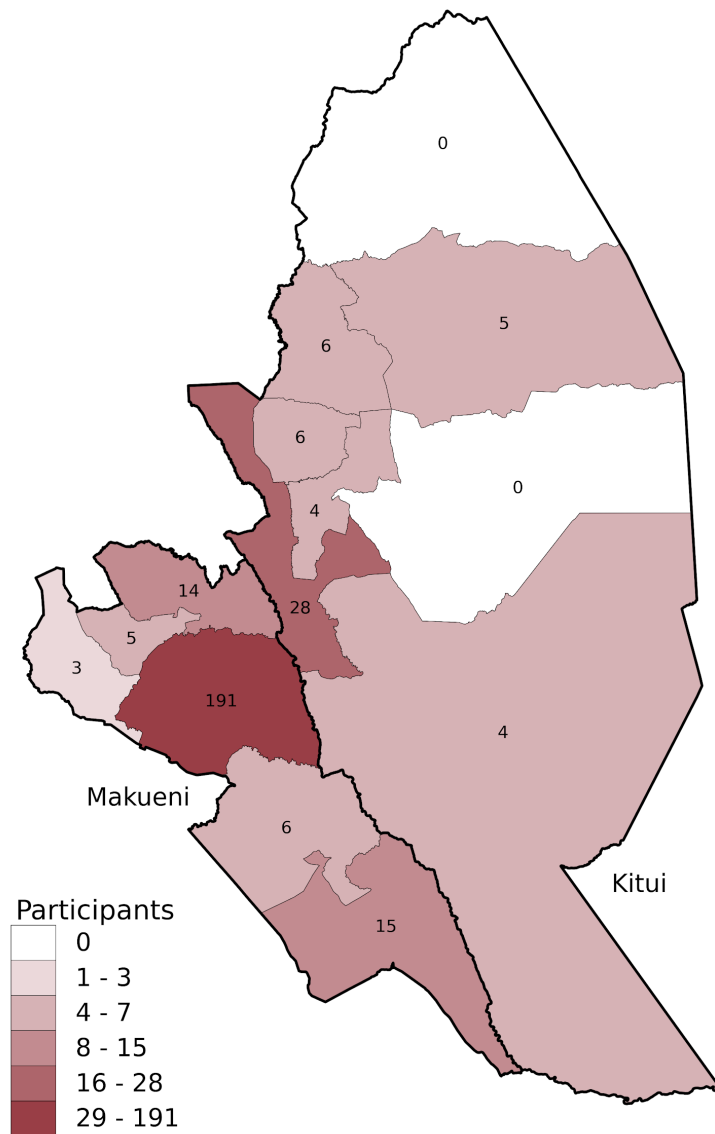
Age distribution episodes 2 and 3 (n=537)



Map of Kitui and Makueni

Although the project aimed at participants in Kitui and Makueni, up to 25 counties are represented by participants. Over a third (36%) of participants are from Makueni, followed by 31% from Kitui and 16.5% from Machakos. The map below shows participants in the target counties of Makueni and Kitui (across the three episodes):

Map 2: Distribution of Participants in Makueni and Kitui Counties (cumulative)



3.2.3 Listening Groups

In a bid to augment engagement at the grassroots level, the project also undertook a series of Listening Groups in Makueni and Kitui counties, whereby a total of 105 participants listened to the live AVF interactive radio show on Musyi FM on week 2 of programming, topic being "*Impact/ Effect of Covid-19 on Income & Livelihoods*". These participants, disaggregated into 7 groups (4 in Kitui County, 3 in Makueni County) composed of 15 members each, were assisted by a local facilitator, recruited and trained by AVF officers.

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The main objective of these listening groups was to create a platform to bring together community members with similar interests to listen to the interactive radio show, before thereafter discussing the topical issues aired while the trained facilitator assisted them to participate accordingly in the show, where necessary.

Through this approach, AVF anticipated to increase engagement levels for this pilot project in Kitui and Makueni counties, against the backdrop of the first phase of this project, where hypotheses explaining relatively low levels of engagement included broadcast language, lack of access to radio and mobile phones as well as low literacy levels.

Likewise, in week 3, these field facilitators convened a different set of 105 participants across these 7 listening groups in the two counties, with the topic aired on the interactive radio show being “*Impact of COVID-19 on Education, as Schools Reopen*”.

Table 3: Composition of Listening Groups

	Demographic (Gender, Age Group)	Makueni (Weeks 2&3)	Kitui (Weeks 2&3)
<i>Listening Group 1</i>	Women, 18-40	30	-
<i>Listening Group 2</i>	Women, 40+	30	-
<i>Listening Group 3</i>	Combined (Women & Men, 18+)	30	-
<i>Listening Group 4</i>	Women, 18-40	-	30
<i>Listening Group 5</i>	Women, 40+	-	30
<i>Listening Group 6</i>	Men, 18-40	-	30
<i>Listening Group 7</i>	Men, 40+	-	30
<u>TOTAL PARTICIPANTS</u>		<u>90</u>	<u>120</u>



Figure 6: Photos of Listening Groups



Listening Group 1_Women 18-40_Makueni County



Listening Group 2_Men 40+_Kitui County



Listening Group 3_Women 40+_Kitui County



Listening Group 4_Men 18-40_Kanyangi Ward_Kitui County



Listening Group 5_Men & Women 18-40_Makinya Location_Makueni County



Listening Group 6_Women 40+_Masimba Soweto Location_Kitui County

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Listening Group 7_Women 18-40_Kanyangi Market_Kitui County

4. INSIGHTS ON CITIZEN PERSPECTIVES

This section provides a mixed methods analysis of citizen responses to the aforementioned research questions. This section also provides quantitative analysis of the data collected for the topic in the interactive radio series.

4.1 Episode 1 - “Je, Unafanya Nini Ili Kujikinga na Kuinga Familia Yako Dhidi ya COVID-19?” (What are you Doing to Protect Yourself and Your Family from COVID-19?)

In Episode one, **543 participants** sent in a total of **865** messages in response to the following question: **What are you doing to protect yourself and family?**

Of these, 457 consented to have their data included in the analysis and just under half (42.9% n=196) of the total individuals who participated provided relevant data that met the quality standards for analysis of insights. Responses from participants were broadly split into three categories: a) listeners who highlighted the negative impact that COVID-19 is having on their lives; b) listeners who requested for support with preventive items such as masks, soap, thermometers; and c) listeners who directly answered the question by mentioning the protective measures they have in place for themselves and their families such as handwashing, social distancing, following guidelines and the wearing of masks.

Figure 7: Ways of protecting oneself and family identified by citizens (n=196)

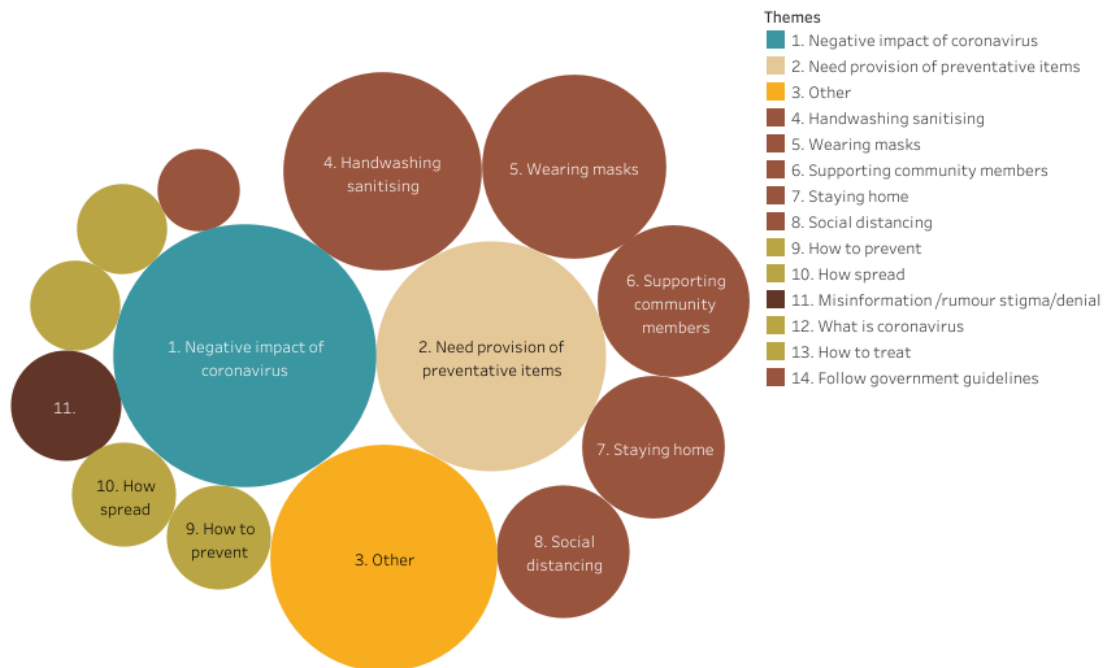


Figure 8 above summarizes the distribution of themes indicated by citizens in answer to the radio question. The size of each circle is proportional to the frequency with which that theme was mentioned

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e.g., 'negative impact of coronavirus' was the most commonly mentioned theme (blue colored circle), whilst "Follow government guidelines" was the least commonly mentioned theme. The beige circle indicates the proportion of participants who spoke about needing support, whilst the light brown circles denote the themes about how citizens are protecting themselves and their families. The circles in light green are general responses and questions or statements about how to prevent coronavirus, what coronavirus is, how to treat and how it spreads.

4.1.1 Negative Impact of Coronavirus

One-quarter (25.5% n= 50) of the respondents sent in messages regarding the negative impact that coronavirus is having on their lives. That this was the most commonly reported response suggests that **citizens' desire to highlight that the negative socio-economic impact of the virus has overridden their interest in answering the radio question** about the strategies they have in place to protect themselves and their families. This in itself may be indicative of the dire situation that many households find themselves in, which may be impacting household's ability to protect themselves from contracting the virus.

Sammwenge ni *****Kuma Tawa Utuneni Kila Kiututhinya Kuu Ni Kuina Mawia
*"It is **** from Utuneni. Jobs are our problem."* Man, 25 years, Mbooni east

Am *****. from makueni caunty.. kivai village....loss of food
"Lack of food." Man, 21 years, Makueni

I am *****!nko msa bt hme ni makueni,familia nyumbani wana shda xna,cku izi hali si hali,***
 kutka makueni kitise,
*"I am *** I am in Mombasa now but my home is Makueni. The family there is facing problems and the situation is hard."* Woman, 23 years, Makueni

World vision.naitwa ***** xhida ya huku ni njaa nying kwaivo tusaidie,axante
*"World Vision I am *****The problem here is hunger so please help us. Thanks."* Woman, 28 years, Yatta.

As the above voices illustrate, listeners raised a wide range of negative impacts of the virus, including job loss, lack of food, and general comments on the desperate situation that they find themselves in. A slightly higher proportion of participants that mentioned the negative impacts of coronavirus was higher in Makueni compared to citizens in Kitui and Machakos. This may suggest that a higher proportion of people in Makueni are feeling the socioeconomic effects of coronavirus. However, please note that the sample size is too small to be statistically significant. The differences between the counties must therefore be considered indicative only.



In a further indication of the negative impact that coronavirus is having on people's socio-economic situation, one in five (19.4%) participants articulated the need for preventive equipment. The lack of preventive items came into light as listeners strongly-emphasized the need for such items to protect themselves. As illustrated by the below voices, the preventive items mentioned under this category included masks, thermoguns, sanitisers, soap and water.

*Nko kibwezi bt hatuna sanitaizer ata thermoguns kwa makanisa hakuna na hatuwezi afford
"I am in Kibwezi and we do not have sanitisers and thermo guns in churches and we cannot afford it." Man, 29 years, Kibwezi west*

*Naitwa ***** kutoka zombe kitui county kasunguni wiyini village so hakuna masiki
"I am ***** from Kitui county, we do not have masks." Man, Kitui.*

*Our main challenge is water not to mention sanitizers and water tanks.(***** from Mindali Vololo Nguu Masumba Makueni)
"Our main challenge is water, sanitisers and water tanks." Man, 58 years, Kibwezi west*

*niko makueni bt kuna kikunda cha kanisa tunasaidia watu but for now atuna sabuni
"I am in Makueni, there is a small group from the churches that is helping people but we do not have soap." Makueni*

The emphasis on preventative items such as masks and sanitizers suggests that some citizens already have awareness of coronavirus and understand the need to take preventive measures. However, it highlights a clear need for programming that supports households in Kitui and Makueni with the provision of such protective equipment.

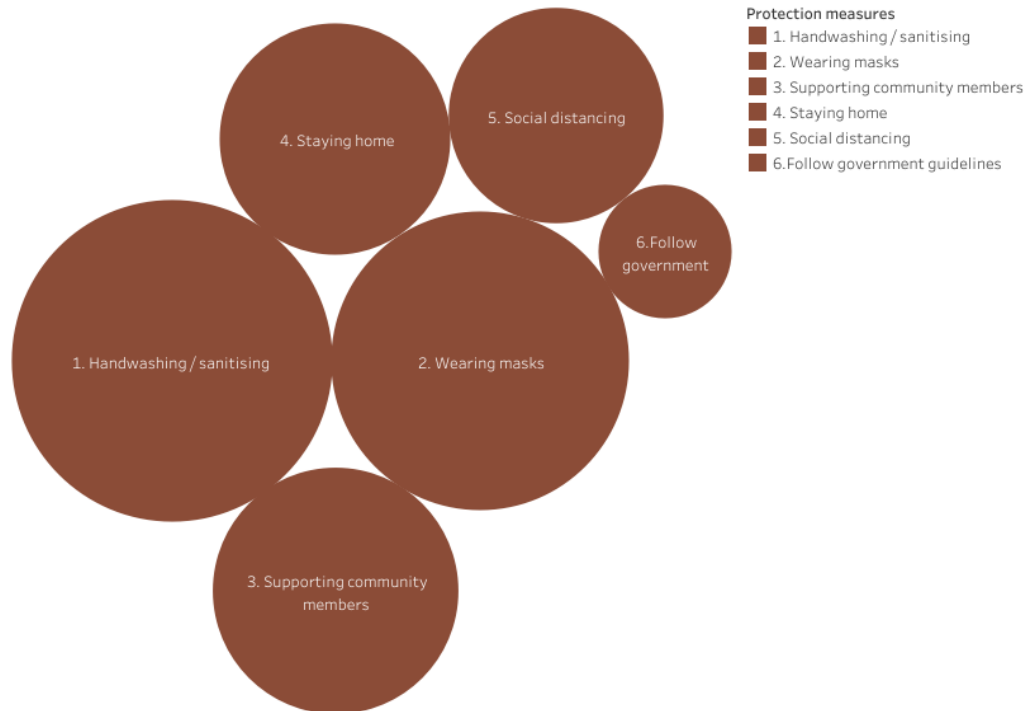
Similar to the proportion of citizens reporting the negative impacts of coronavirus, a higher number of citizens in Makueni sent messages highlighting the need for protective equipment than in Kitui. Again, this could be indicative of the greater socio-economic impact that the virus is having in this county relative to that in the surrounding counties. This in turn may be resulting in fewer citizens being able to afford preventive equipment such as masks, thermoguns, soap and water. However, as the sample size is too small, these differences must be considered indicative only, rather than statistically significant.

4.1.2 Protective Measures against COVID-19

Alongside the messages highlighting the negative effects of coronavirus on people's lives, and those indicating the need for support with protective items, citizens also mentioned a wide range of actions they are taking to protect themselves and their families from the virus. **Almost all of the protective actions reported by listeners were in line with the public health guidelines outlined by the World Health Organisation (WHO) and/or the measures put in place by the Government of Kenya to contain**

the spread of coronavirus. This again points to some form of awareness by many on what is needed to protect themselves and their families. Of the majority who reported the right practices most also mentioned multiple practices in the same message, such as handwashing/sanitising, following government guidelines, wearing masks, staying home and social distancing. This further suggests that citizens are aware of more than one of the public health guidelines.

Figure 8: Protective Measures Mentioned by Participants (n=196)



Kuu notuendeeye kwikia face mask, kunthamba moko kukeep social distance na kusanitize, kuu Makueni county, Kilome constituency

"We are continuing to wear face masks, washing our hands/ sanitizing and keeping social distance." Woman, 35 years, Makueni

Kisau moko nituthambite, mask tukekia lakini sanitizer tuisyisi na kui liu nesa.

"In Kisua we are washing our hands and wearing masks but we don't know about sanitizers. There is not enough food." Kisau -Mbooni

Staying indoors except for unavoidable cases

"Staying indoors except for unavoidable cases." Man, 42 years Kibwezi east.

To keep social distance where there are crowded people,also staying clean

"To keep social distance where there are crowds, also staying clean." Woman, 27 years, Kilome

This Project is facilitated by World Vision Kenya, with funding from Knorr Bremse Global Care



Kuvaa Barakoa, kutakasa mikono kwa kutumia sanitezer, keeping social distance eg. 1 meter

"Wearing masks, sanitizing the hands using sanitiser and keeping 1 metre distance." Woman, Makueni

musyi fm ni ***** kuma mwanyani na tuthambite moko vamwe nakwikia mask otutaaniitye mita umwe tusinde corona vinya

*"Musyi FM, I am ***** from Mwanyani. We are washing hands, wearing masks and keeping social distance (one meter) to fight corona."* Man, 22 years, Makueni

4.1.3 General Questions about Coronavirus

Other participants raised opinions or questions about coronavirus through the discussion. Broadly, participants asked questions about the following; a) what coronavirus is b) how it spreads c) how to treat it and d) how to protect oneself against contracting the disease. Although the proportion of people who asked such questions was low, **the fact that these questions are still being asked a few months into the pandemic is alarming and indicates that regular, consistent awareness raising needs to be taking place to ensure the entire population has access to the correct information.**

***** kutoka huku Miambani Kitui corona ni nini

*"I am **** from Kitui. What is corona?"* Man, 19 years, Kitui

Korona nikyau?

"What is coronavirus." NA

Na mundu embwa ni muwou, mwimatenhya ata?

"If someone is sick, how do you help them?" Woman, 21 years, Makueni

Naeza jikinga aje?

"How can I protect myself." Man, 17 years, Makueni

Je swali langu ni watoto wadogo wataweza kujikinga vipi

"My question is how do small children protect themselves?" Woman, 19 years

Ila mundu walovotewa ni yuutia ya mundu wina COVID 19 nutonya ukwatwa ? *****

"If a person gets in contact with sweat from a COVID-19 victim, can they get the virus?" Man, 52 years, Mwala

Hi there. Can coronavirus be transmitted through just breathing?

"Hi there. Can corona be transmitted through just breathing." Man, 35 years, Makueni.



A small proportion of respondents (4.1%) shared messages on misinformation and fear around coronavirus. Messages highlighted incorrect information about the possible causes of the virus, the fear of the disease and the idea that someone has found a treatment which should be tested.

Musyi fm kavwele corona yiongeleka nundu mayiola andu ala mavo na andu angi mawaite sukari na mathimwa uvyuvu mayiwa mena corona

"Musyi FM's Kavwele, coronavirus is spreading because they are not discharging those who are well. Those people who are suffering from diabetes when they are being tested and found to be having high body temperature, they conclude they have coronavirus." NA

If u are sick and hospital is crowded what are supposed to do and we are fearing covid 19

"If you are sick and the hospital is crowded, what are you supposed to do and we are fearing Covid 19." Man, 48 years, Kitui rural

Naoba kuonana na mtafiti wa madawa makueni nimpe mti flani achuguse kama itawesa kuokoa

"I would like to meet up with medical researchers in Makueni so that I give them a plant to inspect and see if it can save people." Man, 35 years, Makueni

4.1.4 "Other" Themes

Finally, a small number of participants raised a number of other issues that were not frequent enough to be included as a standalone theme. These were combined under "other". This was not directly answering the question on protection against coronavirus but were nevertheless important messages sent by participants such as messages on the symptoms of coronavirus, reports of people not following guidelines, questions about a county-specific update, and messages containing sentiments of religious hope.

update me abt corona in kitui

"Update me about corona in Kitui." Man, 25 years, Mwingi central

Watu hawavai bakora na kunawa mikono na unitumie namba ya kuripoti asubuhi

"People are not wearing masks and washing hands, send me a number I can report in the morning."

Our people need alot of education on staying safe

"Our people need a lot of education on staying safe." Woman, 78 years.

Hi World Vision. 1. What is the first sign of Corvid 19? 2. What should one do on the event they suspect to be infected? Thank you.

"Hi World Vision. 1. What is the first sign of Covid-19? 2. What should one do in the event they suspect to be infected? Thank you." Machakos

This Project is facilitated by World Vision Kenya, with funding from Knorr Bremse Global Care



Hi mimi naitwa ***** kutoka makueni ukweli watu wa makueni anaitaji sana mafunzo kuhusu corona sababu wengi wao hawamini kuna corona
*"I am ***** from Makueni honestly the people of Makueni need education about corona because most of them do not believe in its existence."*

4.2 Episode 2 - "Je, Janga la Korona Limeathiri Kivipi Njia Zako Za Mapato? "(How has your source of income been affected by COVID-19?)

4.2.1 Economic Hardships

In the second episode, 536 participants consented to take part and sent 765 messages. Of this total, 453 participants sent relevant answers and were included in analysis.

Over half of respondents (50.6%) mentioned facing **economic hardships and were referring to either themselves or speaking more in general terms as the hardships faced by the community**. For this instance, respondents were expressing difficulties meeting basic needs, health care fees and suffering anxiety and depression emanating from losing their source of livelihood after COVID-19.

This was followed by those who referred more broadly to the **struggling economy including the impact on their own businesses** (31.1%). This included references to a lack /significant drop of customers for their businesses, inability of tenants to afford paying rent and many also mentioned how this impacted the ability to pay school fees for their children if schools reopened.

Although less prevalent, it is still significant that almost 9% of participants referred to the inability to raise contributions for loans or to access loans, particularly in reference to the *chamas*, *SACCOS*, and table-banking initiatives many are part of. Inability to raise money to repay mobile application loans has been adopted by a vast majority as a reliable source of credit.

Am listening the radio. covid imeniadhiri kifamilia coz I live with two over 80yrs na hata sasa sina food for their lunch."

"I am listening to the radio.COVID has affected me because I live with two over 80 year olds and I am even lacking food for their lunch." Woman, 36 years, Makueni.

Covid 19 inaetie wasyo,kukosa wia ,kukoma nzaa,kuingiwa nyumba, ona syana ndyisi syisyoka sukulu naki.

"Covid brought losses, lack of jobs, hunger, landlords lock houses, I don't even know what children will go back to school with" Woman, 43 years, Machakos.



"I am financially affected by Corona because I am unable to conduct my cardiac clinic that I am supposed to do.Help me please". Man, 32 years, Mombasa.

Covid 19 imefanya nirudi chini vile silawahi,nalaa jaa,nyumba nadaiwa,watoto wanangojea kwenda shule,marafiki wa menitoroka sijui nianzie wapi.

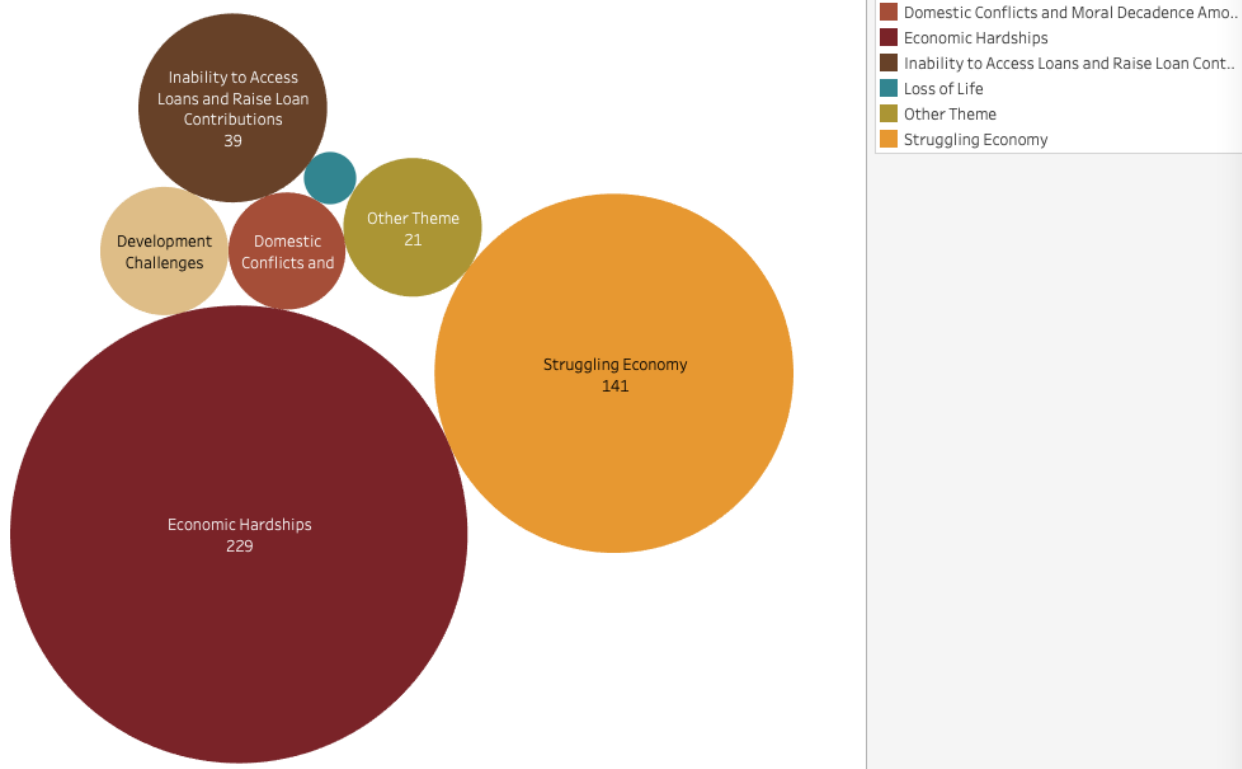
"COVID-19 has made my situation sink to a level I haven't experienced before:I am sleeping hungry,haven't paid my rent,my children's school fees is still pending and I have lost friends.I don't know where to begin." Woman, 43 years, Machakos;

Aki me naonelea eli kujiuwa juu ya shida yenye niko nayo.

"I would rather just kill myself because of the problems I have". Man, 26 years, Kitui-Mwingi.

Figure 9: Theme Prevalence, by Participants (n=453)

Episode 2 - Theme Prevalence, by Participants (n=453)



Although not mentioned by many, a few participants sent messages in reference to the loss of lives. In this thematic area, citizens recognize COVID-19 as a virus that has taken the lives of many people based on their experiences losing loved ones or in relation to the national statistics.



“Kwasya Andu maitu,kwithiwa kutena muuo,masukulu kuvingwa,na kuete unyivu wa mbesa.”

“Loss of loved ones, lack of peace, loss of schools, lack of money due to closure of businesses” Woman, 31 years, Kitui.

Some participants sent questions, asked for help or messaged to say the topic was important and relevant, while others were seeking further indulgence on what happens after they tender in an answer. These messages were labelled under ‘Other’.

“Congratulations for this topic”. Woman, 31 years, Kitui.

Baada ya kujibu lipi lafuata?

“After I answer what happens next?”. Man, 27 years.

4.2.1 Demographic differences

There were no major differences by gender although more women than men mentioned the challenges in accessing loans or being able to raise loan contributions. Many of these messages referred to the table-banking initiatives of mutual aid groups or chamas women in many communities across Kenya are part of, which explains why this issue came up strongly among them. Quite a number of messages also referred to loans acquired through mobile phone applications.

SMS FROM WOMEN UNDER THE THEME OF LOANS

Corona imetuangusha kama wamama tutakosa pesa kujiendesha kwa vikundi vyetu

“Corona has affected us as women as we now lack money to contribute to our table banking” Woman, 59 years, Murang’a.

Nilikuwa na kikundi,nikapewa loan na corona ikaanza biashara yangu ikaisha ,naomba usaidizi niinue biashara yangu

“I was in a table banking group that loaned me money then Corona hit us and my business sank.I am now seeking help to revamp my business” Woman, 55 years, Nairobi-Kitengela.

Chairperson wa ushirika wa wamama .Tukona mkopo na tumeshindwa kulipa twaomba usaidizi.

“I am the Chairperson of our women group and together we took out a loan we now cannot repay.We are requesting for help” Woman, 68 years, Kitui.

Ngunikite ni loni nosie 20K nosie nauwa munda ngona mundu undubia numutungia muvea

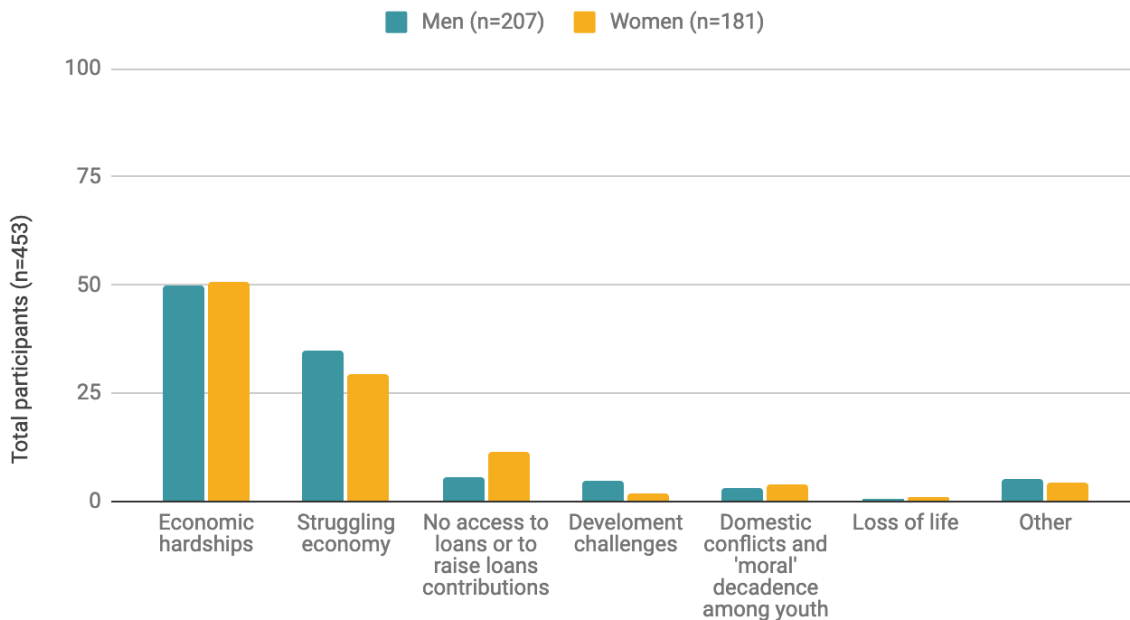
"I have been distressed by a loan of Ksh. 20,000 I took to buy land. If I get someone to relieve me of this debt, I will be thankful" Man, 38 years, Kaiti-Makueni.

Limeniathiri vimbaya sana juu nimekosa pesa ya kulipa loan ya m-shwari ya ksh.20000 juu mtoto wangu alifutwa kazi na ndie tengemeo langu.

"I have been really affected because I have no money to offset my M-shwari of 20,000 shillings because my child who I depended on was laid off" Woman, 51 years, Machakos-Kangundo.

Figure 10: Theme Prevalence, by Gender

Prevalence of themes by gender



The economic hardships were particularly felt by the younger age group (18-35 years old) whereas older participants referred more to the overall struggling economy and also to the difficulties in accessing loans or raising loan contributions.

STRUGGLING ECONOMY

Mimi ni mwanabiashara nauza bidha za duka hili janga la korona imepunguza mapato yangu ya kila siku pia wateja wamepungua kwa asilimia kubwa



"I am a businessman, with a shop retailing household items. Corona has affected the number of customers so my income has really fluctuated." Woman, 27 years, Bomet-Kisyet.

Corona nitumite mbesa syithwa na mwoo nundu andu nimeeiwe mekale misyi na viasala wakwa

"Corona has made money scarce because people were advised to stay at home denying my business customers" Man, 38 years, Makueni.

Imeniathiri pa kubwa ju ata wateja awako.

"I am adversely affected, my business is struggling because there are no customers" Woman, 35 years, Kitui-Mwingi.

Corona imefanya nikosane na wapagaji kwa kukosa kunilipa nyumbani.

"Corona has caused a rift between my tenants and I because they are not making rent" Man, 49 years, Mombasa-Changamwe.

Tangu korana iliingia Kenya hakika uchumi ulisoroteta.

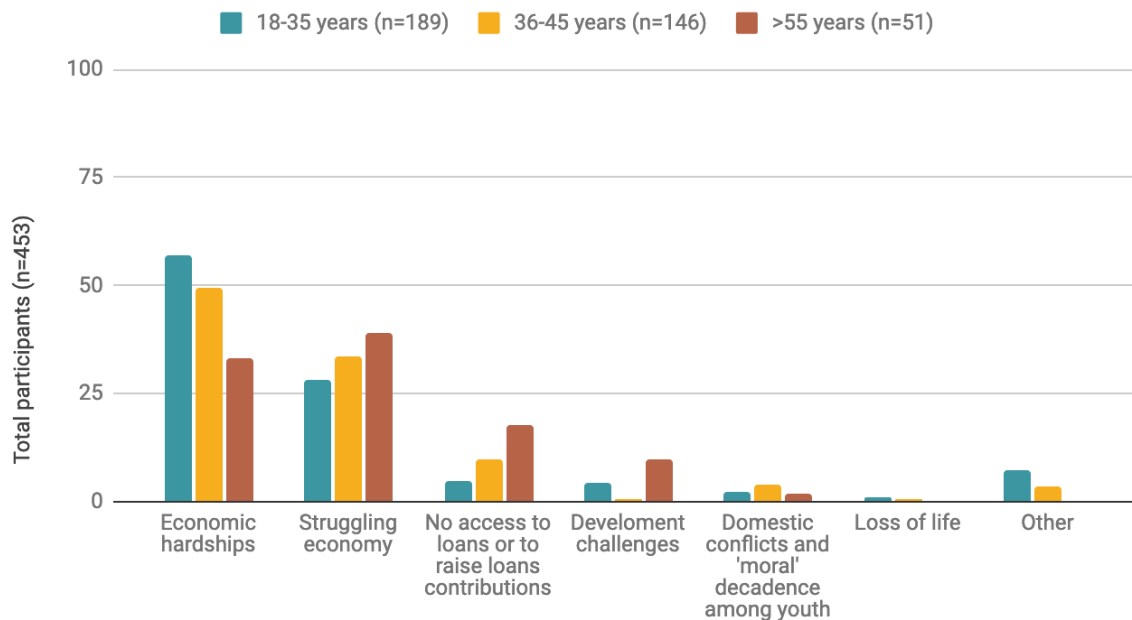
"Since Corona hit Kenya, the economy has really suffered." Woman, 40 years, Kaketi-Makueni.

Borona imeleta madhara ya kiuchumi, elimu ya watoto imeadhirika

"Corona has really affected our economy, the education sector is also affected." Woman, 76 years.

Figure 11: Theme Prevalence, by Age

Prevalence of themes by age



4.3 Episode 3 - [“Je, Maoni Yako Ni Yapi Kuhusu Athari za COVID-19 Kwenye Elimu/Masomo, Haswaa Kufuatia Kufunguliwa kwa Mashule?”](#) (*What is your opinion on the Impact of COVID-19 on education, especially with schools reopening?*)

In the third episode, 310 participants consented to take part and sent 435 messages. Of this total, 258 participants sent relevant answers and were included in analysis.

Over a third of participants (34.8%) expressed concern about schools being safe enough if they reopened. Respondents felt that this will expose students and teachers to a higher risk of getting infected with the virus. They termed schools as unsafe as: it is difficult for children to adhere to the COVID-19 preventive guidelines while some schools may lack provision for enough facilities for successful adoption of the guidelines.

However, almost 45% when grouped together offered recommendations for schools to be safe enough (26.9%), asked for schools to follow the guidelines (10.3%) or emphasised that education must continue (7.5%), suggestion there are concerns about schools reopening but a will for this to happen if it is done safely. Some of the respondents who engaged in the session had questions about the measures and precautions in place to ensure schools were safe, some went ahead to inquire into what legal action would be taken for teachers and school staff who did not adhere to the issued guidelines.



Moni wakwa ni tau nundu wa kolona tamusyai naile kwithiwa musitali wambee kwikithya mwana wakwa ninamumbania ni namasiki nake mwalimu ethie masiki.

"In my view concerning covid as a parent, I am supposed to be in the forefront in making sure my kids have to wear their masks, therefore if I have prepared my kids with masks, the teacher should also have masks." Woman, 62 years, Kitui;

Hand washing facilities are not enough in schools, health workers to be deployed.

"Hand washing facilities are not enough in schools, health workers to be deployed" Woman, 26 years, Kitui;

Makueni,serikali inapaswa Kwanza kuwa Na kampeni za kucreate awareness juu ya Koroma kabla Shule kufunguliwa kabisa.

"The government ought to create awareness about Corona before schools reopen." Woman, 27 years, Makueni;

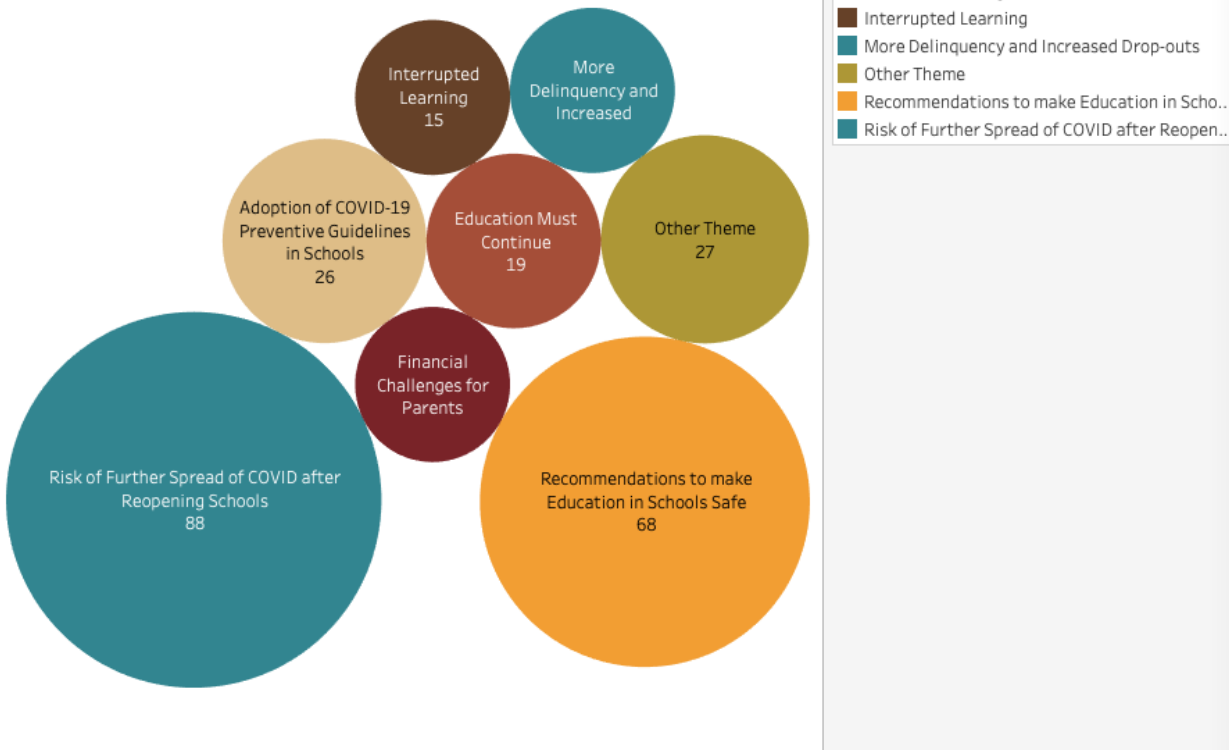
Kila school niyale kwithiwa ndakitali wayo (2)Asyai maile kuvundesya syana kuatiia mitalatala ya selekali

"Every school should have its own doctor (2) Parents should teach their children to follow government protocols" Woman, 58 years, Kitui.

Others highlighted the issues with the learning being interrupted or brought up the issue of drop-outs and delinquency that they see as related to children not being in schools. Another issue brought up is related to the financial hardships faced by parents which can impact the extent to which children can return even if schools reopen.

Figure 12: Theme Prevalence, by Participants (n=253)

Episode 3 - Theme Prevalence, by Participants (n=253)



Children are not safe, watoto kutojizuia ju hawajui jinsi ya kujiuzuia.

"Children are not safe, children don't know how to take precautions." Woman, 51 years, Kanyangi;

COVID19 INAUUA NA SHULE SINAWESA KUGOJEA CORONAVIRUS IISHE,NIHERI KUISHI KULIKO KUFA,KWAHIVYO SHULE SIFUNGE KWA MANUFAA YA WATOTO WOTE.

"COVID-19 is taking lives and re-opening of schools can wait for the pandemic to end. We would rather be alive than dead hence schools should remain closed for the benefit of all children." Man, 72 years, Kaiti;

Inaonekana Covid 19 Itaendele Na Kuathuru Wanafunzi Na Waalimu Sana Kwa Sabavu Emeenda Juu Sana.

"It looks like our teachers and children will continue to get infected because the cases have really shot." Man, 62 years, Mbooni.



Kwa hakika shule hazikuwa zinapaswa kufunguliwa,kwa sababu wanafunzi wengi ni vigumu kwao kufuatilia maangizo.

"Schools shouldn't be reopened because many students don't know how to adhere to the preventive measures." Man, 29 years, Kitui Central;

Watoto wengi wanaeza ambukizana covid

"A lot of children could infect each other (with COVID-19)" Man, 36 years, Mombasa-Likoni;

Kufunguliwa kwa mashule kutakuwa na hatari sababu wanafunzi wa low classie hawataweza kufuatia maagizo ya kujikiga na kujiepusha na uu ungonjwa wa corona virus.

"Reopening of schools is very dangerous as children in lower primary schools lack the capacity to keep up with the safety measures to prevent themselves from Coronavirus". Woman, 29 Years, Mombasa;

Athari ni mtoto mmoja akishikwa atambukiza wengine

"The risk is,if one child is infected he'she will expose the others". Woman, 36 years, Nairobi;

Kwa maoni yangu naona inahatarisha afia ya watoto we2 afathali wakiwa nyumbani kwa sababu hawaku gonjeka walipo kua nyumbani

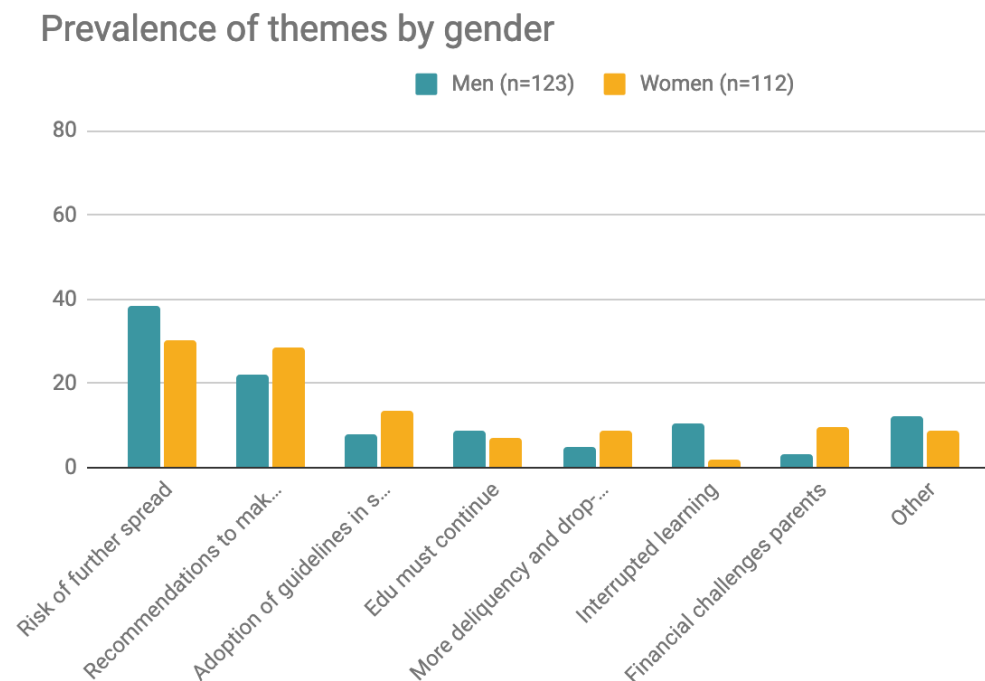
"In my opinion,it is endangering the health of our children,we would rather have them at home because they are safer there". Woman, 40 years, Makueni;

Kufunguliwa kwa shule kwa jumula kutakua na musongamano na kwaayo ungojwa unaweza sambaa

"The reopening of schools will generally just cause congestion and for that reason the disease could easily spread". Man, 50 years, Kitui.

More women suggested recommendations for schools to be made safe or asked for them to adopt guidelines, such as the deployment of health workers to schools. Likewise, more women than men also brought up the financial hardships faced by parents and how this can impact schooling.

Figure 13: Theme Prevalence, by Gender



Hand washing facilities are not enough in schools, health workers to be deployed.

"Hand washing facilities are not enough in schools, health workers to be deployed" Woman, 26 years, Kitui. Woman, 26 years, Kitui Rural;

Gvt to provide sanitisa and soap to sch also tanks, and also to pay sch fees due no jobs now.

"Government to provide sanitizers and soaps to schools also tanks, and also to pay school fees due no jobs now". Man, 23 years, Makueni;

Health workers to to be deployed in schools if all learner's resume schooling.

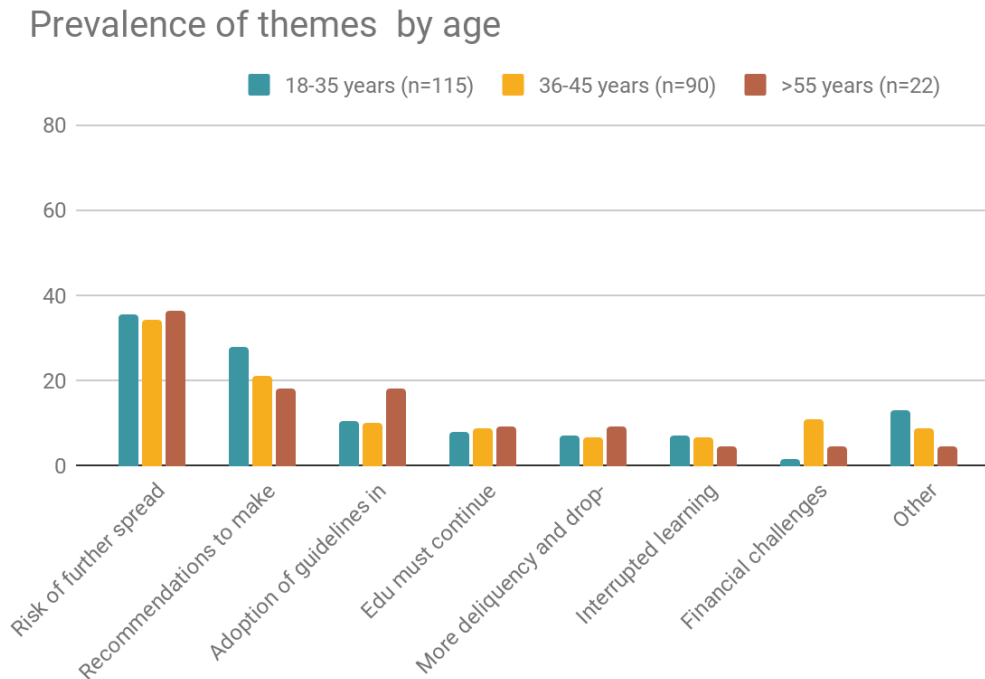
"Health workers to be deployed in schools if all learners resume schooling" Man, 29 years, Kitui Rural;

"Government to build extra classes to be able to curb COVID in our schools". Man, 25 years.

Ila school niyale kwithiwa ndakitali wayo (2)Asyai maile kuvundesya syana kuatiia mitalatala ya selekali

"Every school should have its own doctor (2) Parents should teach their children to follow government protocols" Woman, 58 years, Kitui.

Figure 14: Theme Prevalence, by Age



Most messages regarding parents' inability to afford education-related costs came from the age group between 36 and 45 years which is the common age for parents with school going children. The observations about children resorting to bad behaviour was made by the older age group of over 55 years, [who by virtue of having better and longer experience are epitomes of making wise decisions in society}. Questions asked under 'Other' especially coming from the younger age group. Most of the questions in the 'other' category which were mainly recommendations and requests for help came from the younger generation (18 to 35 years).



5. COHORT CONVERSATIONS

5.1 Introduction

To build a deeper understanding of the satisfaction of beneficiaries under various livelihood programmes implemented by World Vision Kenya, AVF deployed ***“Katikati”***, a one-to-one SMS platform. The goal of the one-on-one conversations was to empirically confirm the receipt and form of the assistance, gauge the level of satisfaction and seek recommendations/views for new areas of intervention in Kitui and Makueni Counties. A total of 129 individual conversations were initiated by AVF to a group of 129 beneficiaries, 35 of the 129 conversations were established and sustained to a positive conclusion. ***Katikati*** was intermittently executed during the course of the last two weeks (episodes 2 and 3) of the interactive radio shows. The engagements with beneficiaries were on a voluntary basis and were administered as below:

5.2 Details on Receiving Assistance and Form of Assistance

“Have you received direct or indirect assistance from WVK? If yes, what was it?”

We administered this question after receiving consent from the respondents to carry on with the survey. This question was to ascertain the receipt of assistance from World Vision and to further enquire on the specific type of assistance received.

28 beneficiaries out of the 35 who responded confirmed the receipt of assistance, with the remaining seven confirming having not received the same. The form of assistance fell into four categories: financial assistance and prescription drugs; financial assistance and chicken to poultry farmers; financial assistance on school fees; provision of lighting (electricity) and provision of water.

5.2.1 Financial Assistance and Prescription Drugs

This form of assistance was unconditional cash/money and distribution of medical supplies to beneficiaries. The cash aid allowed for freedom to spend most priority needs at respective household level.

“Money.”

Wa pesa, ksh 4,999.

“Money, 4,999 shillings”

It was of the kind of money.

“It was in the form of money”;



"Yes I received 4994."

"I got five thousand in the eighth month"

"I got water medicine and financial help."

5.2.2 Financial Assistance and Chicken to Poultry Farmers

Under this category, beneficiaries received money and poultry (chicken) to boost their economic capabilities.

Ndiyo msaada ulikuwa wa kuku.

"Yes the help was for chicken";

Nilipata kuku kienyengi ninase ni asante

"I got local chicken and I said thank you";

Kuku na pesa.

"Chicken and money".

5.2.3 Financial Assistance on School Fees

This theme attributes to sponsorship of school-going children enabling them to access the basic right of education.

Ndio Mtoto Wangu Amechukuliwa Na World Vision.

"My Child Is Sponsored By World Vision";

Ulinisaidia Sana kumdomesha mtoto wangu,slilipiwa Karo.

"It really helped me with educating my baby, to pay for school fees".

"School Fees"

You really helped me get rid of my baby, paid for Karo.

"You really helped me bail out my baby, paid for fees".

5.2.4 Provision of Lighting (Electricity)



The aid highlighted under this theme was the provision of solar power lanterns from World Vision enabling children to study at night.

"There are lights and there is money."

"They helped with light electricity"

"Currently I get a Solar Panel for children to read. Thanksgiving"

5.2.5 Provision of Water

The responses under this category of assistance, referred to facilitation of easier access of clean water to communities.

"Yes a water project"

5.3 Opinion on Assistance

"What did you think about the assistance?"

This question was to gauge the level of satisfaction of the beneficiaries after receiving the assistance.

The beneficiaries who responded to this question described the assistance as having given them a better life, as life-changing, having saved their lives, as having helped them cater to their financial outlays. Requests for the continuance of the assistance were presented by some, and explained as having been influenced by the value the beneficiaries held the assistance against.

"It's life changing imagine piped water in every household";

"You saved me so much in my life";

Msaada huo niwakuzaidia na mwangaza wakati wa kusoma usiku.

"The support is helpful, it provides light which you can use while reading at night";

Nasema asnte kwa kunipatia msaada wa kuku za improved kienyeji. Kwa hivyo naomba mradi huo uendele.

"I say thank you for giving me the help of improved local chickens. So, I ask that the project continues";

Najua nitasaindika kwa kuuza. kula mayai ili niwe na afia bora.

'I know I will have a better life by selling and eating the eggs my improve my health"



Ulinisaidia Sana kumdomesha mtoto wangu,slilipiwa Karo

"It really helped me with educating my baby, to pay for school fees";

"I bought three more chickens and paid off my food debts"

Nilihitaji mwingine maanake ni mzuri.

"I needed another one which means it was good".

5.4 Enquiry on Whether the Assistance was Helpful

"Was it what you needed at the time? At the time, did you need some other assistance more than this? How did the assistance from WVK impact your livelihoods?"

This question was administered to build on the level of satisfaction by further inquiring into its relevance, appropriateness and other priority needs at the time of assistance.

All the beneficiaries who responded to this question confirmed the assistance was appropriate and relevant. However, they also indicated that they needed other forms of assistance at the time World Vision Kenya dispensed the various forms of assistance. The types of assistance mentioned as having been requisite at the time varied from individual to individual. Financial assistance to offset school fees and provision of water from underground sources and reservoirs were the most prevalent types of unmet needs raised. Other themes under the requests for other forms of assistance included: boosting modern farming methods (farming pond liners); provision of food, clothing and shelter and unconditional financial assistance.

"At that time I had more needs and I would ask for more help than this. This support really helped me and made me happy in my life."

"If I get another one it will help me raise the children I lost to my grandmother when she died from the beginning of this year!"

Ndio,Kama farm pond lining.

"Yes, a farm pond lining".

"It helped me a lot, I was not at work and I had children. I helped with that support."

"This life-changing support was designed to help me in the difficult situation I am going through at this time of the crown."

"Helping my family during this corona epidemic."

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5.5 Enquiry on Current Household Needs

“Turning to your situation now, what kind of assistance does your household require the most?”

This question builds on the previous question that sought to establish other forms of assistance required at the time of the dispensation of the various forms of aid, and seeks to determine the priority needs at household level at present.

Beneficiaries who responded to this question highlighted other priority forms of assistance at their household level. The forms of assistance mentioned as current priorities included assistance with water reservoir (tank); assistance on farm pond lining; assistance on provision of water; financial aid to build a house and purchase medicine and continuous financial help to pay for school fees.

“Kwangu mimi nataka kuzaidiwa na pesa ili niwajengee nyumba na niwanunulie dawa na pia niwalipie watoto wangu pesa shuleni.”

As for me, I request for funds to build a house, to purchase medicine and to pay school fees for my children.

“Msaada Wa Pesa Za Kulipia Watoto Shuleni.”

Assistance with money to cater for school fees.

“It's a city so I can have nutrition so I need a farm pond lining.”

“To combat my predicament I want financial help because I can't afford to pay for school and smell food.”

5.6 Enquiry on Future Needs of the Community

“Looking ahead, what kind of assistance on livelihoods would you require from WVK in future?”

This question was administered with a forward view of long term needs as perceived by communities, to better inform WVK's programming and related initiatives.

For this question, respondents pointed to different priority areas of assistance in the future. The highlighted areas of focus include continued financial assistance for education related costs, financial support to meet general household needs, provision of business capital, provision of water tanks and farm pond lining. The highest percentage of appeals for further assistance fell within the requests for financial support towards school fees and basic household needs/expenses. Requests around water



provision and provision of modern farming facilities were cited as broader approaches of sustainable livelihoods in Kitui and Makueni counties.

"Msaada Unaofaa Ni Pesa Za Kusomesha Watoto."

The necessary assistance is school fees to educate my children

"Tank"

"Eneo langu maji ndio shida kubwa."

In my area, water is the greatest challenge.

"Jambo kubwa kwangu ni lunisaidia kuelimisha watoto hili wajisaidie siku zijazo na kufuzwa jinsi naweza kujiendeleza kimaisha."

The form assistance that would come in handy for me, is taking my children through school so they can be self-reliant in future.

"If we dig water and put pipes in the community we will benefit from agriculture."

'Helping Me Educate Children.'

5.7 Future assistance

"What are your recommendations to WVK with regard to future livelihoods programming in your community?"

By virtue of the targeted respondents having interacted with WVK programs, this question was administered to seek their insights on practical recommendations to be embraced for future designing and rolling out of livelihood interventions.

The beneficiaries engaged in the conversations and put forward recommendations which in their view, would improve the lives of their respective communities by way of improving livelihoods. The areas of intervention include financial support for school fees, assistance to the most vulnerable groups, vocational training and apprenticeship for the youth, education, water, health and farming.

Elimu bora, jamii yenye afya, pia kilimo bora , na Maji safi kwa kila boma

"Quality education, a healthy community, productive agriculture and clean water for every home";

Napendekeza Kusomesha Watoto Hili Wapate Kazi.

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"I recommend taking children through school so they can get employed";

Ni maono yangu watu wangepata mafunzo kuhusu ukulima wa kisasa tutajaribu Sana kujiendeleza kimaisha ,lakini hii itawesekana kukiweko maji kwa kila boma.

"My opinion for people to receive training on modern agriculture in a bid to better our lives. However, this cannot be achieved without availability of water in every homestead";

"It is my vision that if people were to learn about modern agriculture we would try very hard to improve our lives , but this would be impossible if there was water in every shed";

"To help the poor, the disabled and to support low-income families in their children's education".

Additionally, beneficiaries called for continued assistance from World Vision stating that the provision of the aid had improved their lives.

Mimi nasema hii shirika la world vision iendelee sababu itatufikisha mahali pazuri kimaisha.

"I say this, World Vision should continue because it will bring us to a better place in life";

lendelee

"Let it Continue";

"Many of those households are very proud of the little they got from you. I would ask you to help them again"



6. CONCLUSION AND RECOMMENDATIONS

6.1 Episode 1

- Participants in the target counties already demonstrate some awareness of coronavirus, including knowledge on how to prevent transmission. However, some participants still indicate a lack of basic understanding about what the virus is, how it is spread, and the necessary preventative measures. Therewith, WVK should focus attention on sustained, targeted awareness campaigns to ensure that all citizens in Kitui and Makueni understand how to prevent the spread of Coronavirus;
- Participants indicate a lack of access to basic preventative equipment such as masks, gloves and hand sanitizer. Consequently, WVK should support community delivery of preventative items alongside targeted awareness raising to ensure that citizens have access to the means to protect themselves from transmission.

6.2 Episodes 2 & 3

- It is clear that people in Makueni and Kitui have faced serious economic consequences from the pandemic, with examples of participants losing their jobs, struggling to get enough food or to pay rent. This impact across the board has also affected the existing resilience and self-help structures in the community such as table-banking and chamas. Measures for basic income and livelihood support that can allow people meeting essential needs of access to food, rent, health and education remain important and need to be scaled up;
- Participants also speak on the impact on domestic tensions and violence, and also speak of negative behaviors among children and adolescents as a result of the schools' closures and overall instability. There is therefore a need for psycho-social support in addition to the basic income and livelihoods support mentioned above;
- Participants are worried about the risk of COVID-19 spreading in schools when they reopen but there seems to be a stronger need for them to open as long as measures are taken to keep them safe. Participants were proactive in making recommendations on how they can be made safe but also had questions about measures and risks of schools not following guidelines. Conversations between schools and communities should be encouraged to ensure measures are taken and communicated to parents;
- Participants still have some questions about COVID-19 and request information like in the instance of what to do about children who will not observe precautions at home. Other



questions requesting information were about what other programs World Vision has in place for assisting different vulnerable groups. This shows information remains important in addition to the economic support and needs to be sustained through media or other channels;

- The government should ensure that local ways of rehabilitation are adopted for children who are victims of substance abuse. Programs/ mechanisms should be set up for girls who have gotten pregnant during this period, for them to receive education when all the others resume school. Respondents cited a degeneration in behavior of school-going children, resulting in drug abuse and teenage pregnancies, both indicative of impending dropouts. There is a need to ensure that the dropout rates are minimized as basic education is a right for all.

6.3 Cohort Conversations

- There are numerous appeals from parents for sustained and increased financial assistance towards education related expenses emanating from challenges posed by COVID-19. In this respect, a lot of efforts in programming ought to be directed towards sponsorship of more school-going children when schools officially reopen;
- Inaccessibility to both clean drinking water and farming water was cited by a number of respondents as a current and long-term need for residents in both Kitui and Makueni counties. Consequently, there's an inherent need to design and deploy advocacy initiatives within these counties, anchored around improved service provision;
- The engaged beneficiaries described the assistance as having relieved them of financial burdens and consequently (re)instating a level of stability in their lives. Measures should be instituted to enhance the sustainability of the existing livelihoods programmes whilst also exploring opportunities for upscaling them. World Vision support plays an important role in restoring a life of dignity to vulnerable groups and reinforcing their rights to access to basic services;
- WVK beneficiaries who engaged in the 1-1 conversations conveyed sincere appreciation for the assistance offered. Some described it as life-changing and requested its continuation, alluding to positive impact derived from the same, inclusive of *leading a better life after receiving chicken, the ability to offset school fees for children, increased income from the sale of eggs and improved health at the household level* after consumption of eggs from the chicken donated. These mechanisms should be scaled up further.