

Covid-19 Africa Rapid Grant Fund: Monitoring, Evaluation, and Learning

COVID ANIMATIONS: Bringing film to life.

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Abbas Lugemwa & Tom Gibb

Joint Clinical Research Centre

Mbarara Regional Centre of Excellence.

Project Background Overview

- The Covid-19 epidemic threatened health care delivery targets and achievements due to fear, misinformation and stigma surrounding the ‘new disease’.
- The JCRC Mbarara Regional Referral HIV Clinic ‘31st March and 8th May 2020’. Covid period report extract;

62% of the expected HIV/AIDS patients have not returned for their routine HIV/AIDS care and 31.7% completely unaccounted for (see table. An extract from the OPENMRS facility patient database).

Attended	Called to postpone visit	Unaccounted for	Total expected
2030	1626	1700	5356
38%	30.3%	31.7%	100%

Recommend urgent public health messaging, with a wide evidence base, to explain why defaulting on ART is such a serious health risk to people living with HIV, especially during the COVID-19 pandemic and to address whatever barriers emerge as most responsible for this dip in treatment numbers.

Project Background Overview Ct..

- Traditional journalists, politicians, elders and opinion leaders dominated ‘information’ and communications about the pandemic.
- Scientists where either side-lined, or didn’t know how to communicate the right information they had, had no resources to do it or all the information there was, wasn’t reaching them in time.
- The **‘COVID ANIMATIONS: Bringing film to life’** project employed a collaborative approach to science engagement and journalism with the aim of;

* **bridging the gap between COVID-19 scientific evidence generated and public health messaging.**

Project Background Overview Ct..

- **COVID ANIMATIONS: Bringing film to life.**



By the JCRC-M in Western Uganda (Materials to benefit far and beyond).

Project objective/Themes

- Using science-based community engagement to fight COVID-19 through animations and film journalism.

- **Themes:**

- Creating COVID-19 community awareness and response through film

- Mitigating the negative impact of COVID-19 on; Maternal and child health and HIV/AIDS care services

Survey highlights

- Engaged community to understand their understanding of COVID 19 and its impact. Done through snap random interviews
- Confirmed disinformation and historical mistrust in conventional interventions. (*Print and audio*)
- *“.....the jab is the virus vaccinated to you...even the doctor near you can attest to this...so what they usually do is; they get the virus itself and is what is put in the vaccine...it is because the covid virus fights against covid the disease....”*
“.....They are giving us the virus through vaccines so that they spread the virus....”
“..... So for us we advise you to eat right, sun bathe, immunize your body with herbs, boost your body with essential food, eat fruits instead are going for vaccination or covid treatment....”

* Similar voices across layers of society; Leaders , ordinary people, politicians ...

Information survey

QUESTIONNAIRE

COVID-19 Vaccine Uptake and Compliance Issues: Perceptions, Beliefs and Practices.
(Health care workers, teachers and communities)

Section A: Demographic Profile

1. District: _____ Ward: _____
2. Employment: Medical Doctor _____ Nurse: _____ Teacher: _____ Member of Community: _____
3. Sex: Male _____ Female _____
4. Number of Years in this position: _____ Years
5. How old are you today?: _____ Years
6. What is your **Highest** level of Education (*Select one*):
 - i. Degree holder _____
 - ii. Diploma _____
 - iii. Certificate _____
 - iv. O-level _____
 - v. Primary level _____

Section B: Perceived Severity

- | | | | |
|---|-----|----|------------------|
| 1. Have you heard about COVID-19? | Yes | No | I don't remember |
| 2. Do you believe COVID-19 kills? | Yes | No | I don't know |
| 3. Do you believe a Mask protects you from COVID-19? | Yes | No | I don't know |
| 4. Do you put on a Mask when are with people? | Yes | No | I don't know |
| 5. Do you believe Washing Hands with soap and clean water protects you from COVID-19? | Yes | No | I don't know |
| 6. Do you Wash Hands frequently with soap and water? | Yes | No | I don't know |
| 7. Have you heard about COVID-19 Vaccines? | Yes | No | I don't know |
| 8. Do you agree Vaccines are needed to stop COVID-19? | Yes | No | I don't know |

Section C: Perceived Susceptibility

- | | | | |
|---|-----|----|--------------|
| 1. Do you believe you could contract COVID-19 from family? | Yes | No | I don't know |
| 2. Do you believe your work exposes you to COVID-19? | Yes | No | I don't know |
| 3. Do you believe your friends can contract COVID-19? | Yes | No | I don't know |
| 4. Do you believe you could die from COVID-19? | Yes | No | I don't know |
| 5. Do you believe someone you know could die from COVID-19? | Yes | No | I don't know |
| 6. Do you believe headache & fever are symptoms for COVID-19? | Yes | No | I don't know |
| 7. Do you believe washing hands can prevent COVID-19? | Yes | No | I don't know |
| 8. Do you believe keeping 1m distance apart can prevent COVID | Yes | No | I don't know |
| 9. Do you believe COVID-19 Vaccines can protect you? | Yes | No | I don't know |
| 10. Do you believe COVID-19 Vaccines are harmful to people? | Yes | No | I don't know |
| 11. Are you vaccinated against COVID-19? | Yes | No | |
| 12. If NOT Yet , Do you intend to be vaccinated in the future? | Yes | No | I don't know |
| 13. Do you believe everyone should be vaccinated against COVID? | Yes | No | I don't know |

Section D: Perceived Benefits

To prevent COVID-19:

- | | | | |
|---|-----|----|--------------|
| 1. Do you believe in seeing a Doctor when you have fever or headache? | Yes | No | I don't know |
| 2. Do you believe washing hands or sanitizing helps? | Yes | No | I don't know |
| 3. Do you believe in keeping 1m apart when mixing with strangers? | Yes | No | I don't know |
| 4. Do you believe vaccines work for you? | Yes | No | I don't know |
| 5. Do you believe vaccines are effective in general? | Yes | No | I don't know |

Section E: Perceived Barriers

To prevent COVID-19:

- | | | | |
|---|-----|-----|-----------------|
| 1. Do you have a Mask needed to cover nose and mouth? | Yes | No | I don't know |
| 2. Do you think that Masks are easy to obtain? | | Yes | No I don't know |
| 3. Do you find social distancing easy to practice when with friends? | Yes | No | I don't know |
| 4. Do you find physical distancing easy to practice when in a crowd? | Yes | No | I don't know |
| 5. Do you find Lockdowns friendly to live under? | Yes | No | I don't know |
| 6. Do you find your religious beliefs being violated during COVID-19? | Yes | No | I don't know |
| 7. Do you find your cultural beliefs violated during COVID-19? | Yes | No | I don't know |
| 8. Do you find your Rights to Freedom violated during COVID-19? | Yes | No | I don't know |
| 9. Do you feel health officials explained Vaccine benefits fully? | Yes | No | I don't know |
| 10. Do you feel you have TIME to go and be vaccinated? | Yes | No | I don't know |

Section F: Cues to Action

- | | | | |
|---|-----|----|--------------|
| 1. Do you find radio jingles on COVID-19 helpful? | Yes | No | I don't know |
| 2. Do you find posters on COVID-19 helpful? | Yes | No | I don't know |
| 3. Do you find announcing daily COVID-19 cases useful? | Yes | No | I don't know |
| 4. Do you find having someone you know with COVID-19 helpful? | Yes | No | I don't know |
| 5. Do you find distribution of free Masks and sanitizers helpful? | Yes | No | I don't know |
| 6. Do you find your religious leader's talk about COVID-19 credible? | Yes | No | I don't know |
| 7. Do you find seeing high level officials vaccinated reduce suspicion? | Yes | No | I don't know |
| 8. Do you believe use of law enforcement to Mask-up increases compliance? | Yes | No | I don't know |
| 9. Do you believe lockdowns improve public compliance of preventive measures? | | | |

Accomplishments

- Through interface with local opinion leaders; Mayor, regional religious leaders, and frontline research scientists.
- Developed 13 educational animations. All were in English and translated into Swahili, Luganda, Luo and Runyankore.

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Educational Materials for PMTCT and COVID-19

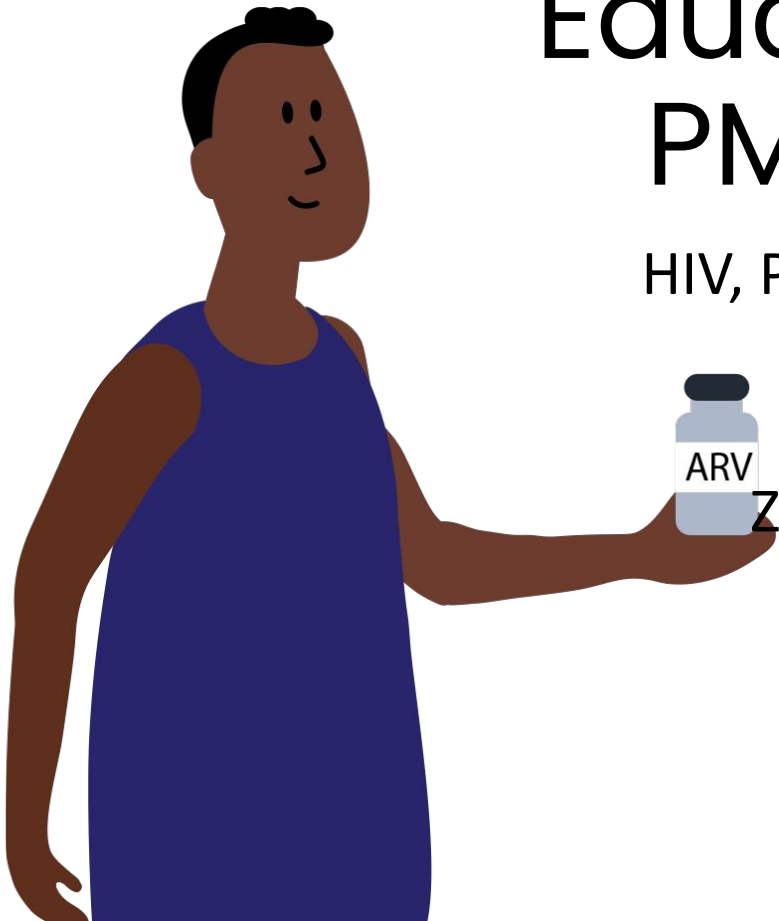
HIV, PMTCT and Maternal Health in Uganda and
Zimbabwe

JCRC and University of Harare

Zimbabwe Ezekiel Guti University (CRD)



www.picturinghealth.org



Do I have COVID?



Looking after COVID at home



Self isolating with COVID



Looking after COVID at Home



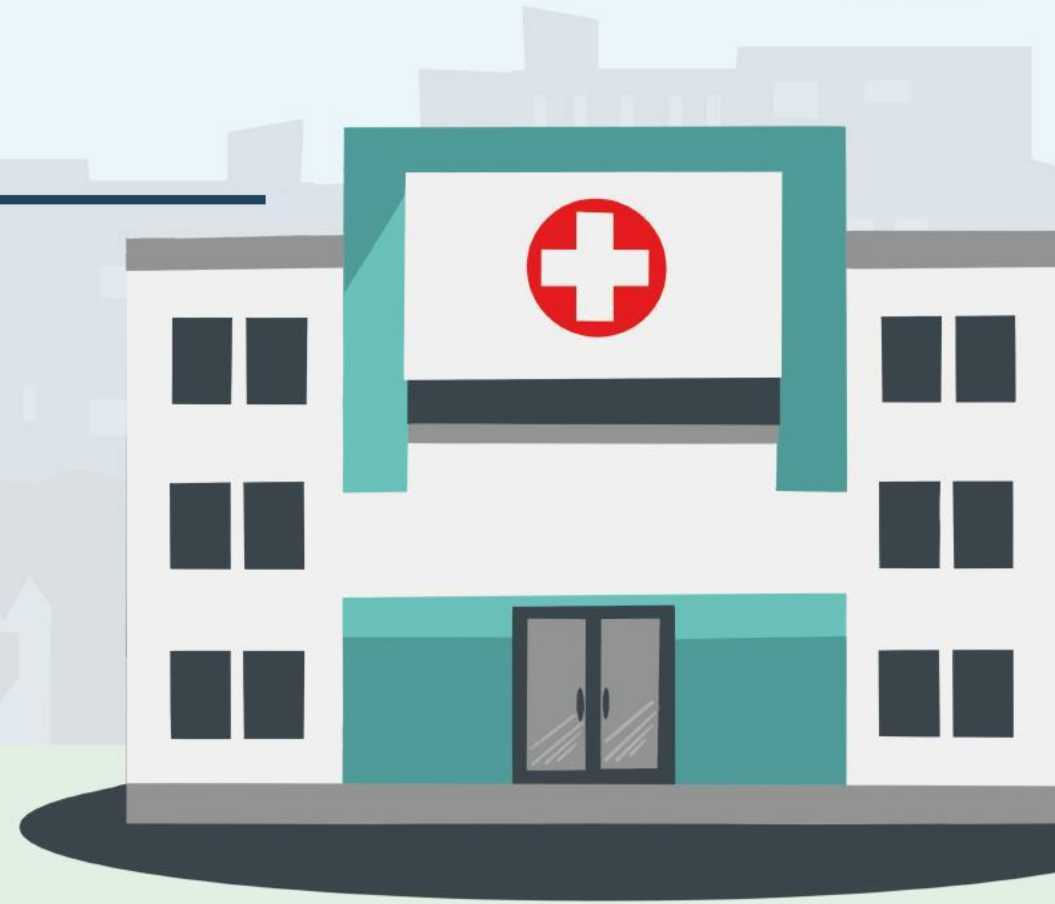
Caring for those vulnerable to COVID



Looking after COVID at Home



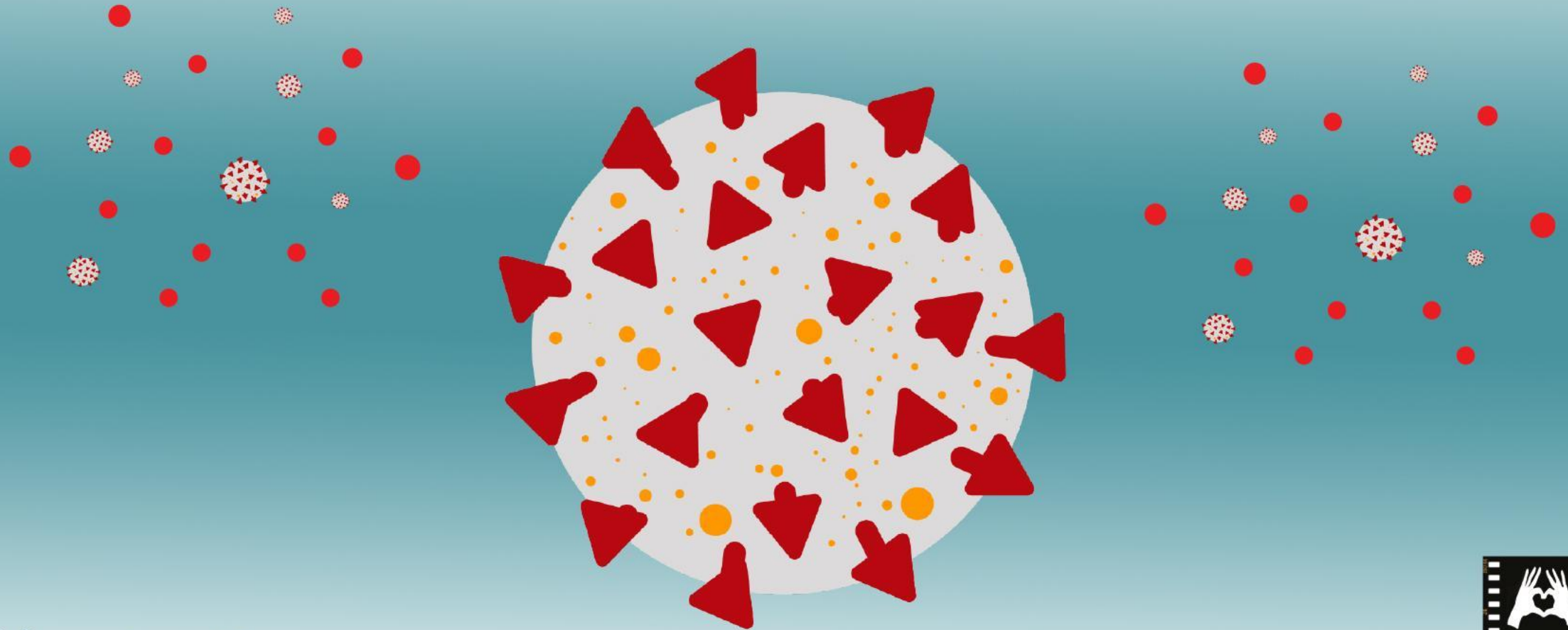
When should I go to hospital?



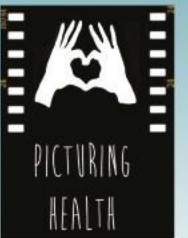
Looking after COVID at Home



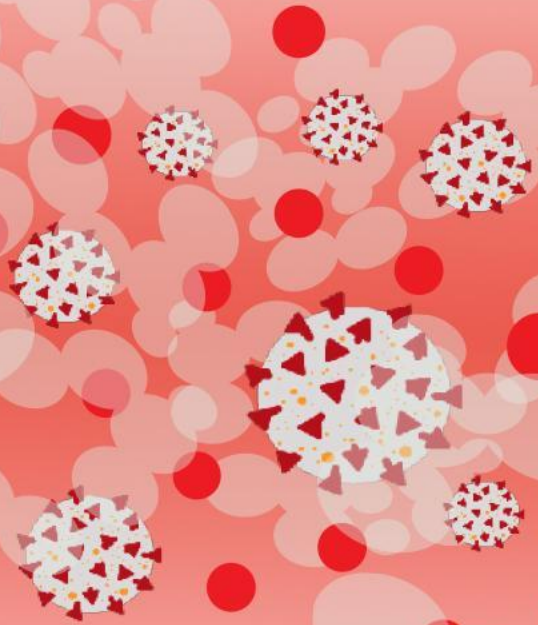
What is a virus?



Vaccination



Our natural defenses



Vaccination



How do vaccines work?

Vaccination



COVID and living with HIV



COVID and pregnancy



Staying healthy during pregnancy



Testing for HIV

Staying healthy during pregnancy



How do ARVs work?

Staying healthy during pregnancy

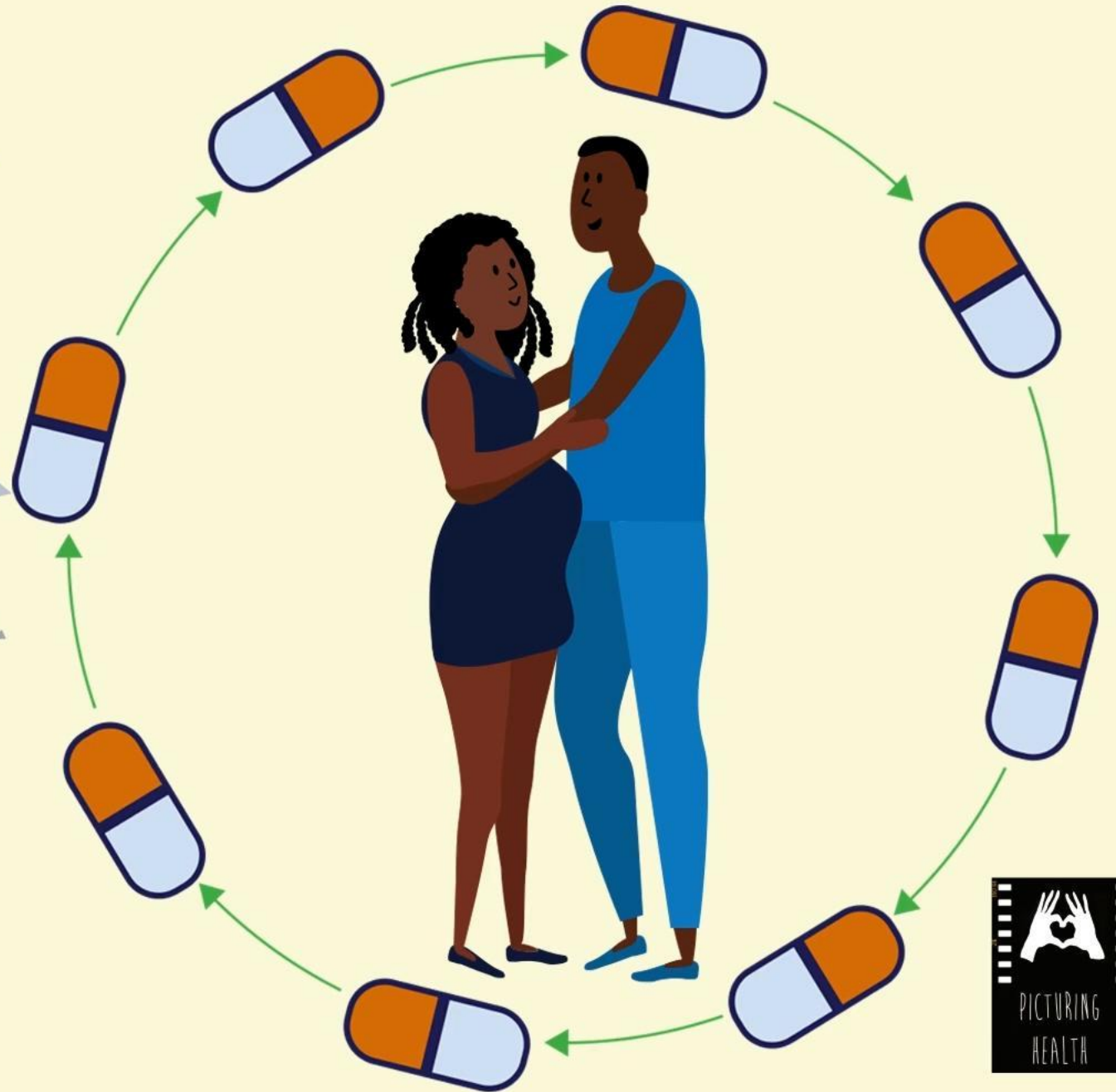


Taking ARVs

Staying healthy during pregnancy



A message for Fathers



Voicing, editing and translation of videos

- All done in Uganda
- Community organization and participation
- Building capacity to do in the future

- Make the animations fit the voice, rather than the voice fit the animation.

Okugema kukola kutya?



Evaluation of videos

- This was done with MOHs in Zimbabwe and Malawi. Alignment of messaging over U=U was difficult.
- Communities. To make sure messages are understood.
- Health professionals.

- This led to redrawing many images because they did not fit with target audience of young pregnant women in an urban setting.



Do the films get the message across?



Do the films get the message across?

What mental image do they create?



Do the films get the message across?

What mental image do they create?

Do they address the correct messages?

Staying healthy during pregnancy



Testing for HIV



Testing for HIV

Staying healthy during pregnancy



Achievements

- African collaborative work with a project in Malawi to use some of the materials and resources
- Look in the report for these
- Increased
- Through interface with local opinion leaders; Mayor, regional religious leaders, and frontline research scientists the interactive survey educated local leaders to advocate for health programs including research.
- Developed 13 educational animations. All were in English and translated into Swahili, Luganda, Luo and Runyankore.
- Messages distributed on local media platforms, social media and open source online health outlets like <https://www.picturinghealth.org/>

Dissemination



Picturing Health EA

1.3K likes · 1.3K followers



Using the power of film and art to promote better health globally

1,300 Followers/likes

You're at level 2!

[See all levels](#)

25% complete

Performance

Followers: 1,349
Last 28 days

Reach

9.5K

+79K%

from previous 28 days

Engagement

620

+4K%

from previous 28 days

Net followers

681

+68K%

from previous 28 days

3-second video views

51

+82%

from previous 28 days

Over 100k reach across all platforms.

Followers

[See All](#)

These values are based on total followers of your Page or profile.

Top countries

Tanzania	441
Kenya	406
Uganda	261
South Sudan	133

East African Based
Followers/Engagement

Followers

[See All](#)

These values are based on total followers of your Page or profile.

Top towns/cities

Dar es Salaam, Tanzania	300
Kampala, Uganda	157
Nairobi, Kenya	146
Juba, South Sudan	125

From East African Regions

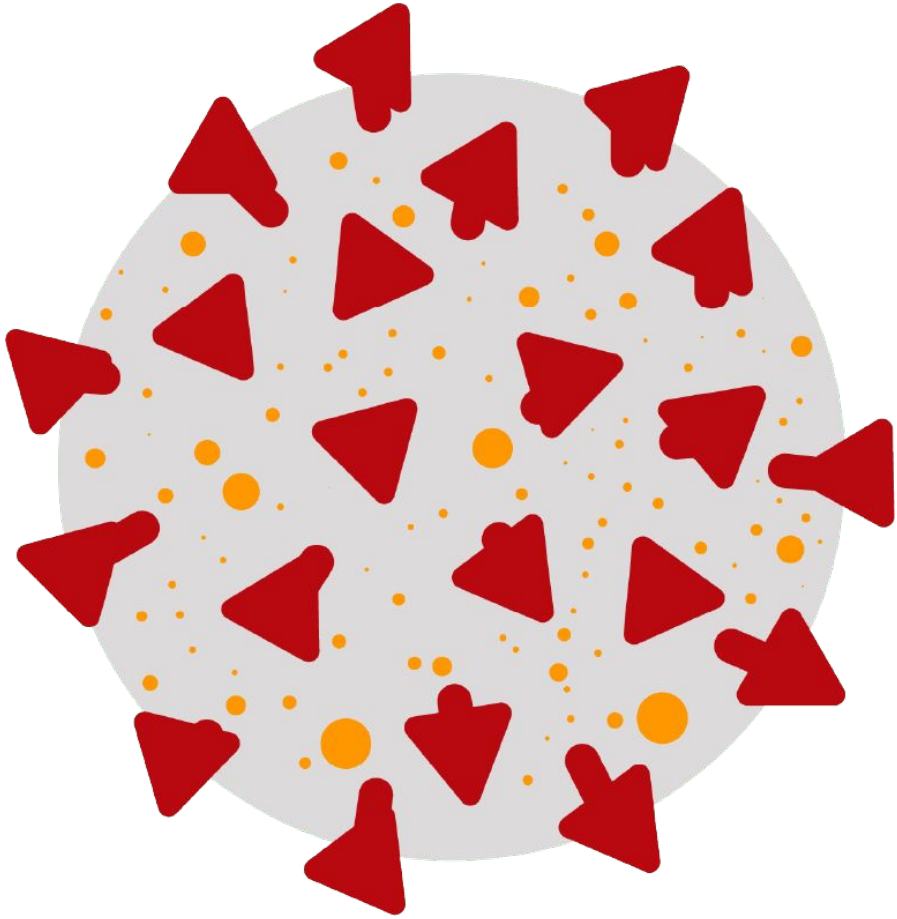
COLLABORATION MATTERS

- Needs collaboration between communications experts, doctors, social science and scientists.
- Communications experts need to be able to respond quickly and play a leading role in creation of messaging, in close consultation at all stages with researchers.
- Structure and design of projects needs to reflect this – should be communication led not research led.

SPEED MATTERS!



Build up anti-bodies before the next infodemic



- **Create much wider sets of health education animations**
- **Use in schools**
- **Use in health facilities**
- **Community engagement**

Acknowledgements



Ankole Diocese
"Yesu Naamara"



**Uganda Muslim
Supreme Council**