



**Private Sector
Health Alliance of
Nigeria**

IMPACT | SUSTAINABILITY | VISIBILITY

**COVID-19
Vaccination:
Evaluation of
Campaign
Effectiveness in
Nigeria.**



December, 2022.



**Executive
Summary**



**Our Approach
and
Methodology**



**Literature
Review**



**Our Empirical
and
Comparative
Findings**



Recommendation



1

Executive Summary

Executive Summary

Covid-19 Vaccination has proven to be the most sustainable way to prevent and stop further spread of coronavirus in Nigeria. However, vaccine inclusivity which hinges on vaccine awareness, availability, administration and acceptance has remained a key challenge to scaling success and reach for Nigeria's vaccine aspirations.

It is against this background that the Private Sector Health Alliance Network (PSHAN) sought to lead an evidence-based campaign to grow vaccination awareness, in a bid to encourage vaccine acceptance in two of the seemingly excluded states which are Bayelsa and Ebonyi states.

The evidence-based pre-campaign engaged a baseline study of 500 respondents in July 2022, after which the campaign ran between August and October, and followed by a post-campaign endline study of 500 respondents carried out in November 2022, to identify impact areas. Insights from both states revealed an increased vaccination awareness and willingness to get the vaccine.



2 Our Approach and Methodology



COVID-19

Our Approach and Methodology

Research Design: The study uses the quantitative approach owing to the need to statistically describe and make inferences from the evaluation-centered study, which has been designed to understand the level of awareness of covid vaccination and engagement dynamics in Nigeria. In this regard, surveys were used as the research instrument to deliver the objectives.

Sampling: For the campaign, two states – Bayelsa and Ebonyi, were selected from the pool of most vulnerable states identified as having constraint to accessing covid-19 vaccination, as such, doubled as evaluation points on the campaign objectives.¹ To achieve reach and representation noting constraints and limitation faced, the study made use of a blend of two techniques namely: randomized stratified sampling technique. Here, a sample of 500 respondents (for both states) were surveyed across different groups - identified as the target for the study for representational reasons, and the research instrument was deployed randomly within these target groups. The target groups for both states include: working professionals, civil servants, youths, women and the informal sector.

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1. Umar, Hassan Sa'id and Usman Madugu (2015); The Imperative of Population Sampling in Social Science Research. Published by European Centre for Research Training and Development UK, Vol.3, No.3, pp.49-57, June 2015.
 2. Image source: Pixabay





3

Literature Review



In Nigeria, it is confirmed that there have been 266,283 confirmed cases with 3,155 deaths, and a total of 91,552,088 vaccine doses have been administered.⁴ It is recorded that there is no specific treatment solution for Covid-19, as such prevention is the most effective solution through vaccines. Despite progress

Covid-19 Vaccination in Nigeria: An Overview

The Covid-19 pandemic posed as one of the greatest threats in human history, changing the way we live, work, learn, and interact. It redefined normalcy, shifted priority, policies and investment focus globally. It led to recession as the global economy shrank to -3% while the Nigerian grew by -1% in 2020. These declined growths were due to nationwide lockdowns, social distancing, broken supply chain hampering on socio-economic activity and human productivity. As of November 2022, there have been 645,084,824 confirmed cases of COVID-19, including 6,633,118 deaths with a total of 13,008,033,382 vaccine doses have been administered.³

made globally there are core challenges with vaccine inclusion in Nigeria, which ranges from vaccine availability, vaccine administration and vaccine acceptance, as a result the bulk of its success have been clustered in particular cities than the other. Vaccines which are meant to boost immune systems, has seen a low penetration rate in many regions in Nigeria owing to culturally held beliefs, adverse effect concerns, fear etc., thus making it difficult for the country to reach its vaccine aspirations. It is in this regard, that the Private Sector Health Alliance of Nigeria (PSHAN), seeks to drive strategic awareness campaign in key vulnerable cities to encourage vaccine inclusivity and overall improved public health and wellbeing for Nigerians.

3. World health Organization COVID-19 Global Tracker accessed here: <https://covid19.who.int/region/afro/country/ng>

4. Olu-Abiodun O, Abiodun O, Okafor N. COVID-19 vaccination in Nigeria: A rapid review of vaccine acceptance rate and the associated factors. PLoS One. 2022 May 11;17(5):e0267691. doi: 10.1371/journal.pone.0267691. PMID: 35544545; PMCID: PMC9094528.

5. Image source: Pixabay

4 **Our Empirical
and
Comparative
Findings**

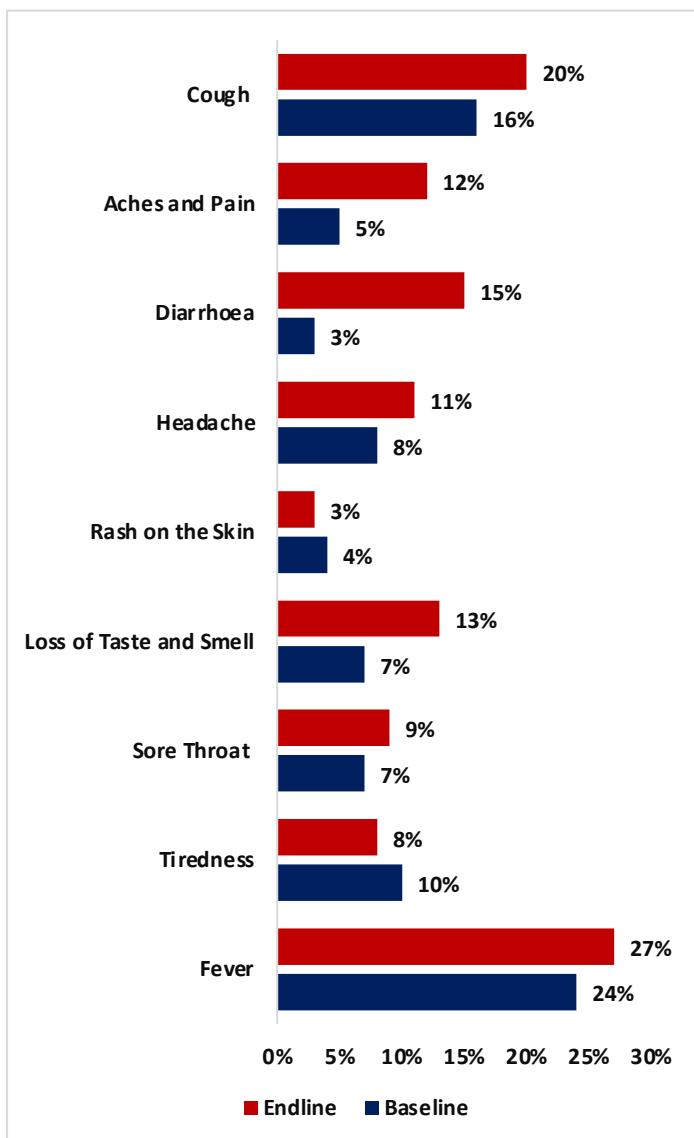


Covid-19 Awareness: Insights on Symptoms.

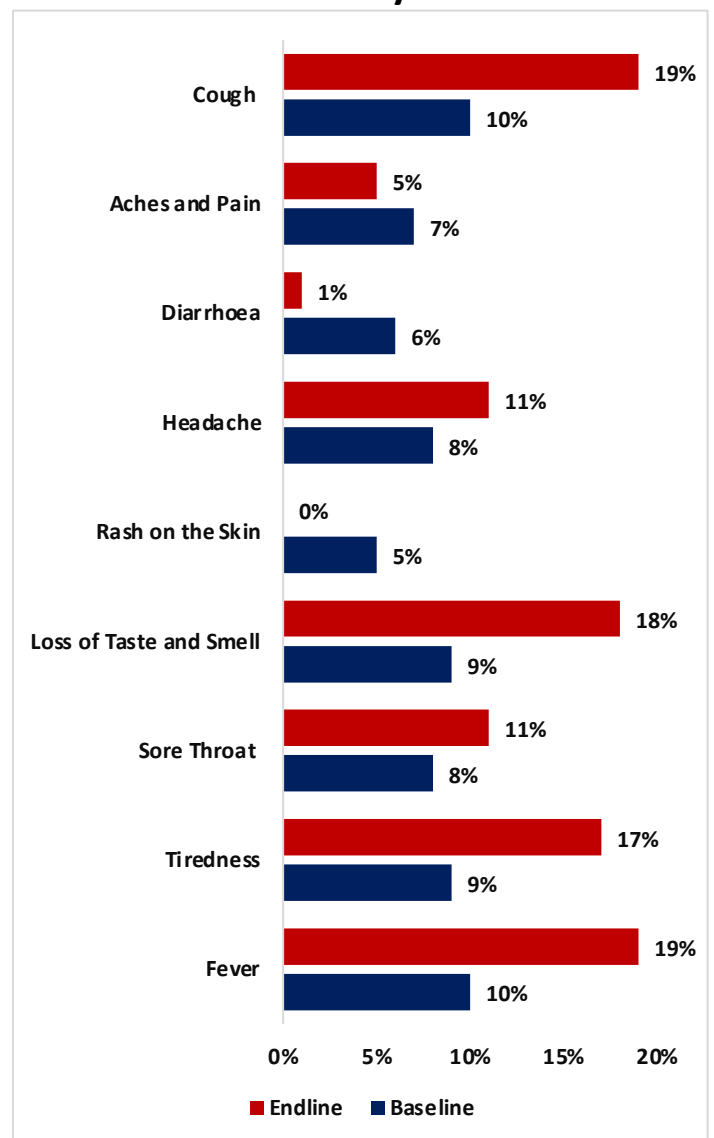
Findings mapped for both states showed consistently that Nigerians are aware of over 80% of symptoms of COVID-19, with some seeing an increase across after the campaigns on the end line insights.

Particularly, respondents in Bayelsa noted symptoms include Fever, Cough and Diarrhoea at 27%, 20% and 15% respectively; whilst data from Ebonyi revealed Fever and Cough (at 19% respectively), Loss of Taste and Smell – at 18% and Tiredness at 17% formed top of awareness.

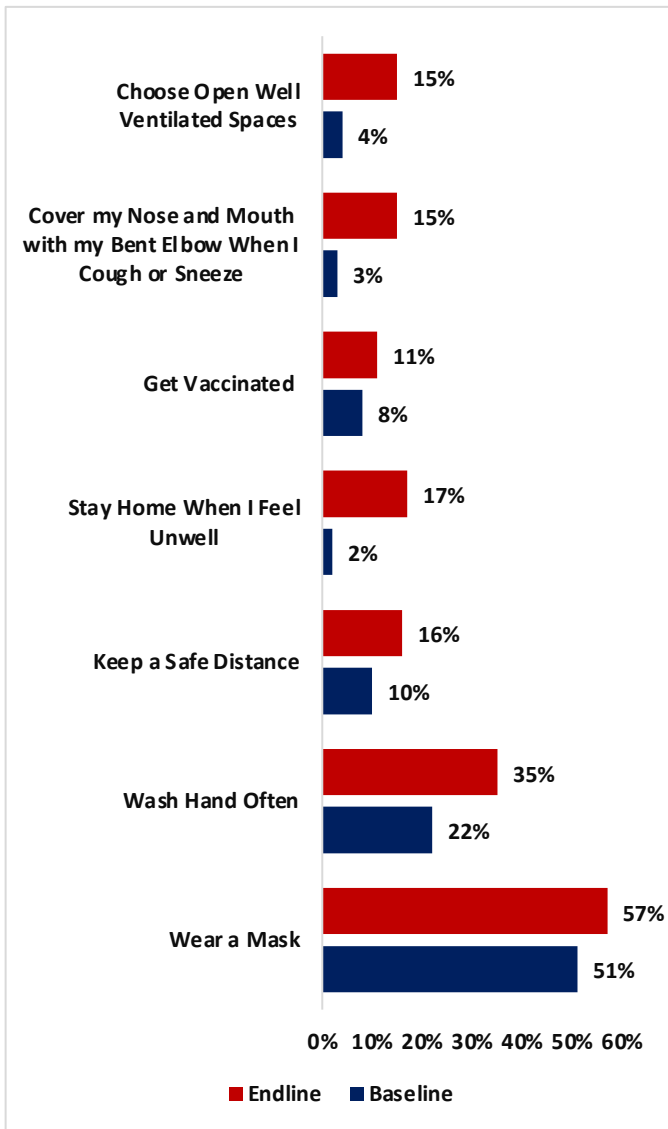
Bayelsa



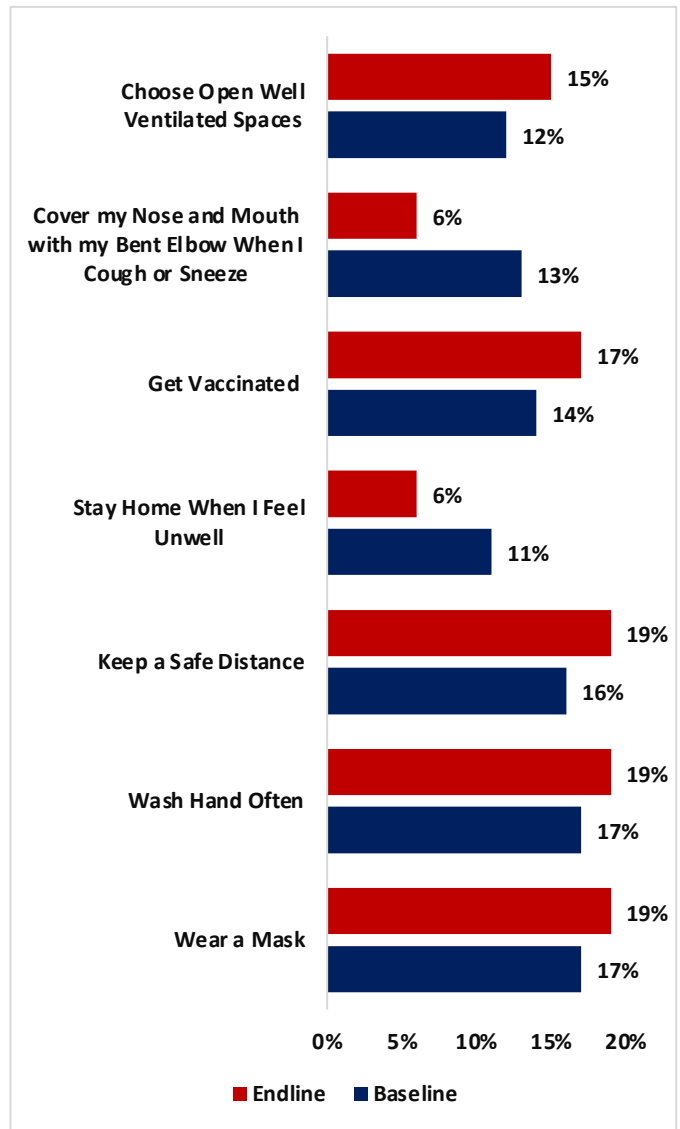
Ebonyi



Bayelsa



Ebonyi



Covid-19 Awareness: Insights on Prevention.

Both states presented different weights in awareness of covid-19 prevention, in Bayelsa, Wearing a Mask with 57% endline representation, Wash Hand Often at 35%, and Keep a Safe Distance at 16% are top three ways people would prevent Covid-19.

Insights from Ebonyi revealed at 19%, respondents will Wear a Mask, Wash Hand Often and Keep a Safe Distance; while 17 say they will Get Vaccinated and 15% will Choose Open Well Ventilated Spaces.



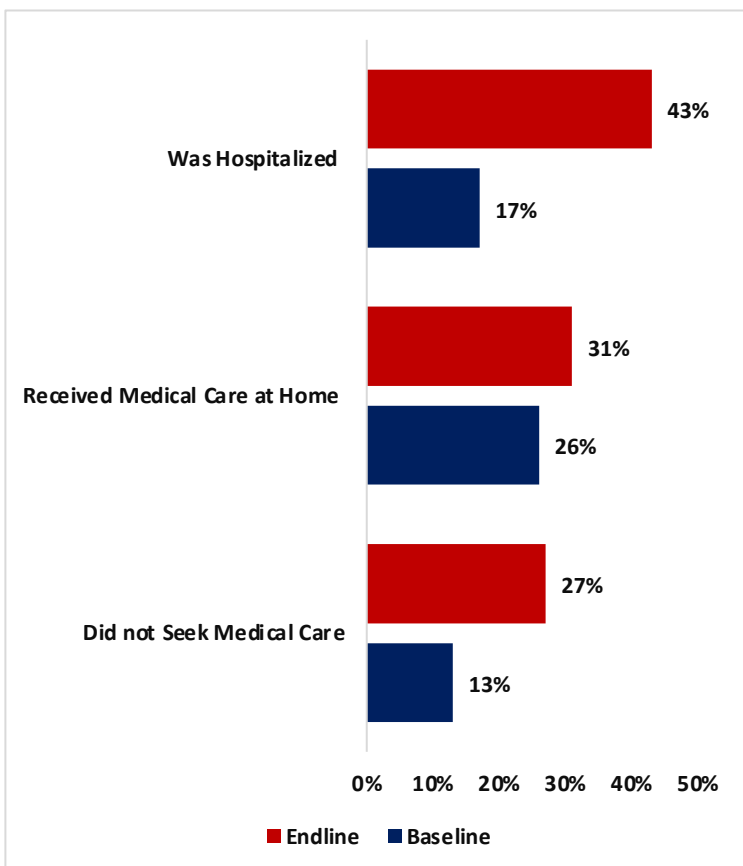
Covid-19 Awareness: Perception and Care of Covid Cases.

Across both states understudied findings revealed that 80% of those in Bayelsa have not had COVID. This is consistent with the numbers from the Nigerian Centre of Disease Control (NCDC), where only 1372 cases have been confirmed since 2020, with 1343 discharged from the isolation centre, 28 deaths and 1 in admission.⁸ The 1372 cases in context to a population of 1.7m people, shows less than 1% of residents in Bayelsa have been affected by COVID-19.

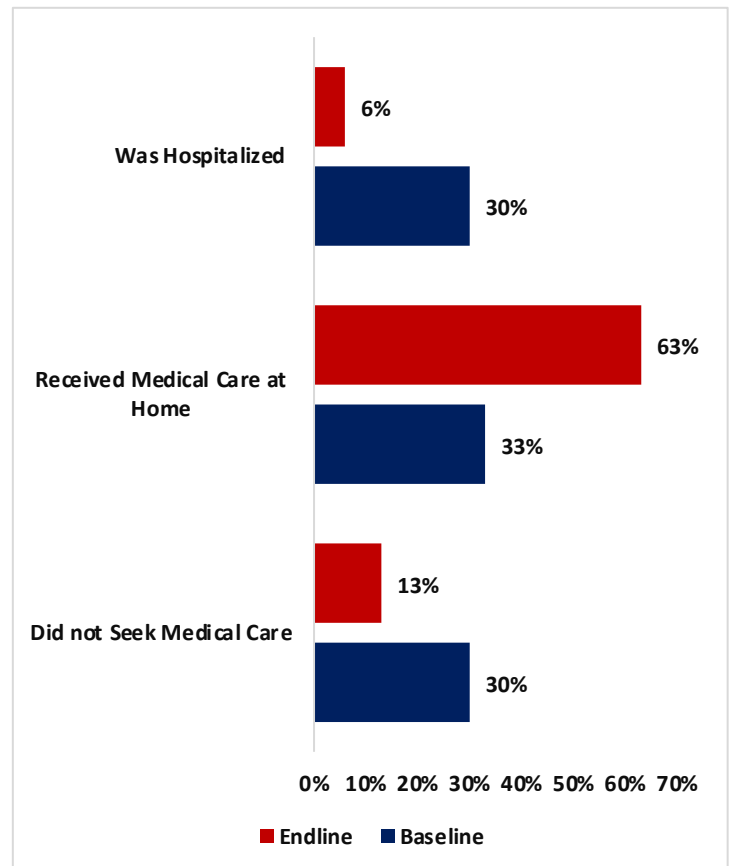
In the same vein, data from Ebonyi state, showed 93% of respondents have not been affected by the corona virus. Insights from NCDC showed the state has recorded only 2064 cases, with 2004 discharged, 32 deaths and 28 in admission. With a population of 2.1m, the state has only seen less than 1% of its population affected. In Bayelsa, almost half of those affected at 43% received care at the hospital while 63% of same in Ebonyi receive medical care at home.

80% in Bayelsa and 93% in Ebonyi say they have not had COVID.

Bayelsa

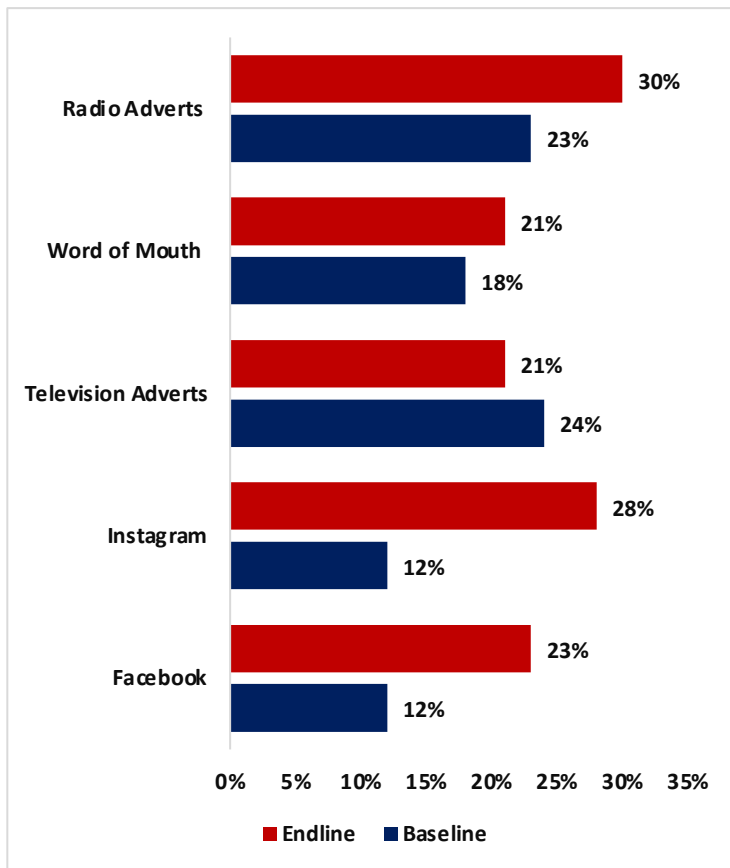


Ebonyi

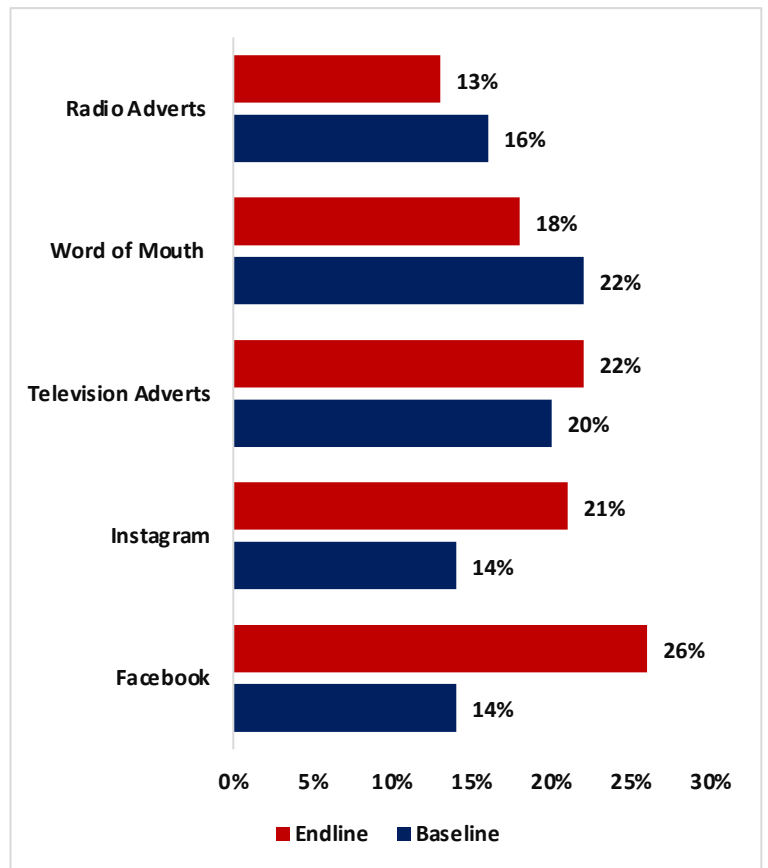


Source: (8) Nigerian Centre for Disease Control, PSHAN Analysis.

Bayelsa



Ebonyi



Covid-19 Vaccine Awareness: Insights.

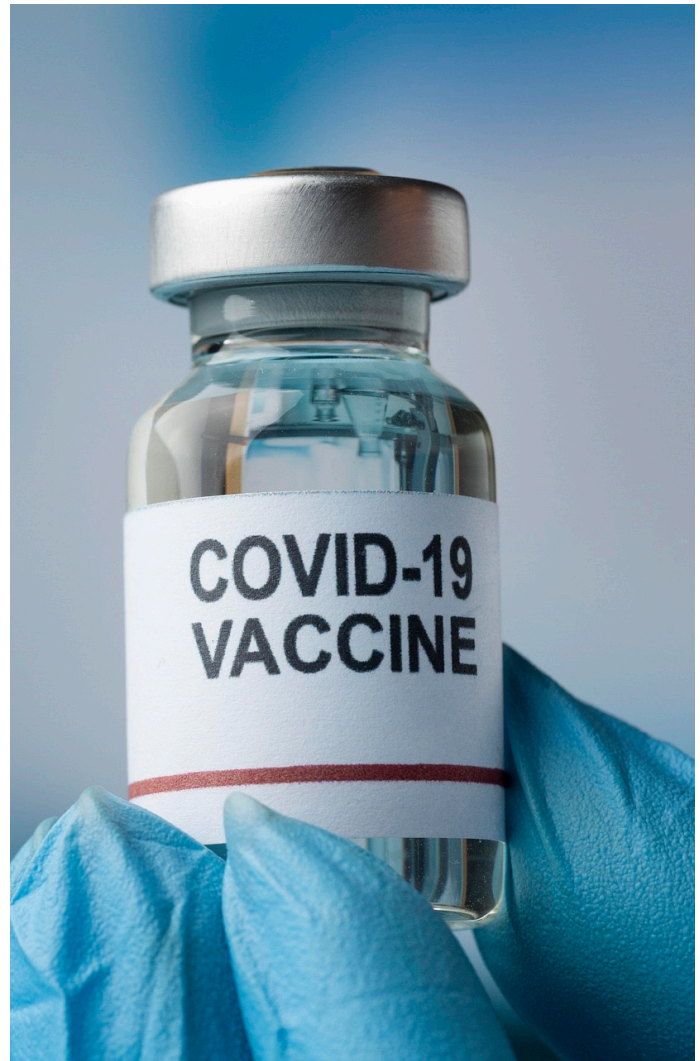
Findings mapped for both states showed consistently that respondents have heard of the COVID-19 vaccine. For Bayelsa: Radio Adverts made the highest representation both for the baseline and consistently improving to 30% on the endline. Instagram and Facebook were the next two leading platforms that shaped for vaccine awareness in Bayelsa at 28% and 23% respectively.

In Ebonyi: Facebook led the highest representation for vaccine awareness for the endline at 26%, with Television Adverts and Instagram respectively.

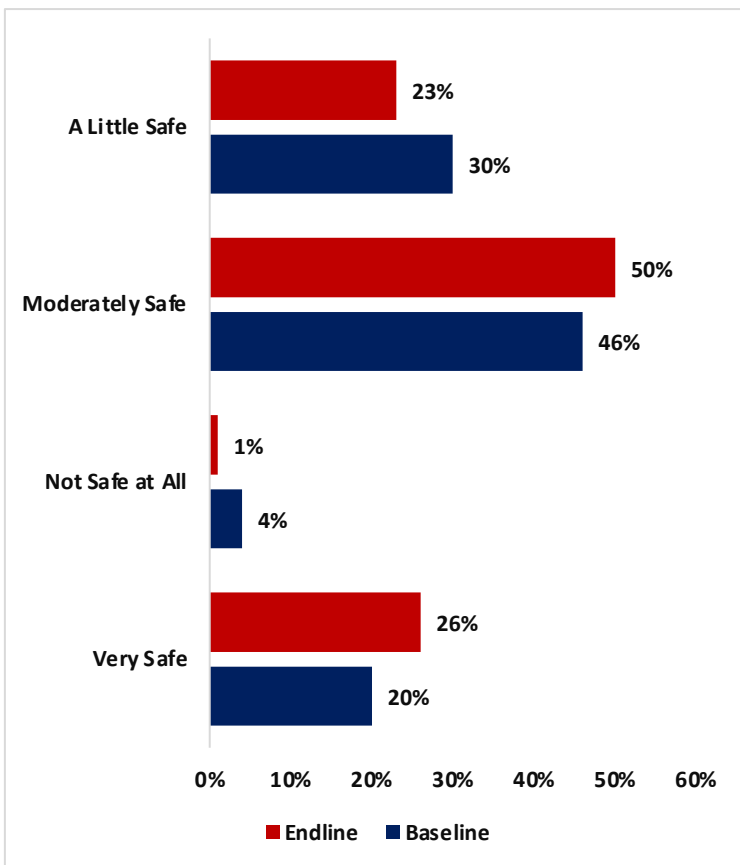
Covid-19 Vaccine Awareness: Insights.

In Bayelsa, 87% of respondents say they know where to get the Covid-19 vaccine, while 55% have received it. 64% of those surveyed say the information shared on the campaign was easy to understand, while 88% note in it was useful to them.

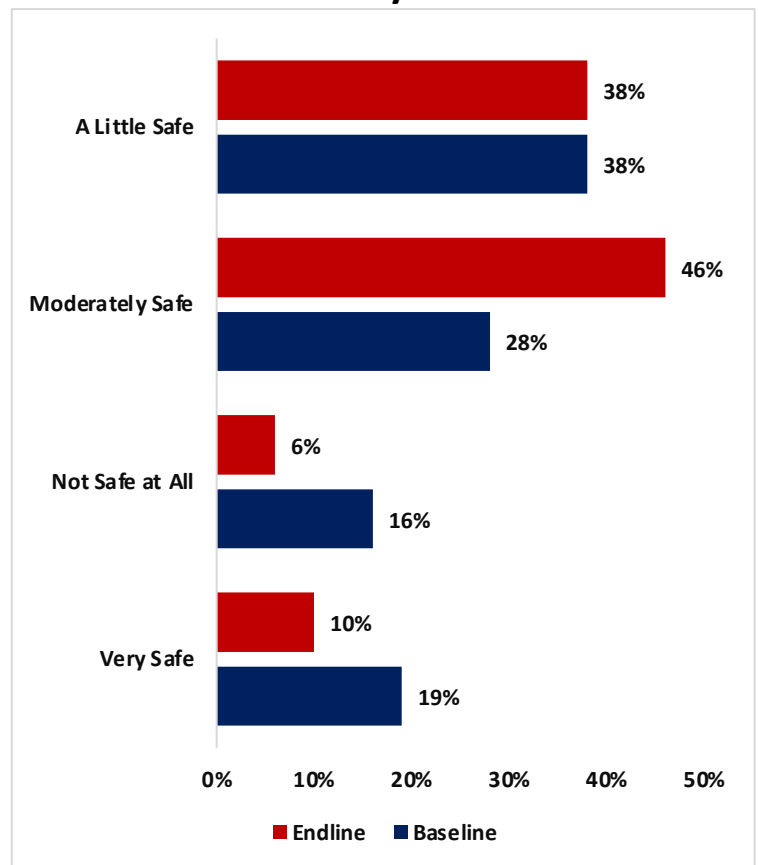
In Ebonyi, 62% of respondents say they know where to get the Covid-19 vaccine, while 30% were not sure based on reliable vaccination points from their homes. While 89% say they have received it, 95% of those surveyed say the information shared on the campaign was easy to understand, while 96% note in it was useful to them. In Bayelsa 50% now say the vaccine is moderately safe for them as against 46% in Ebonyi, based on endline results.



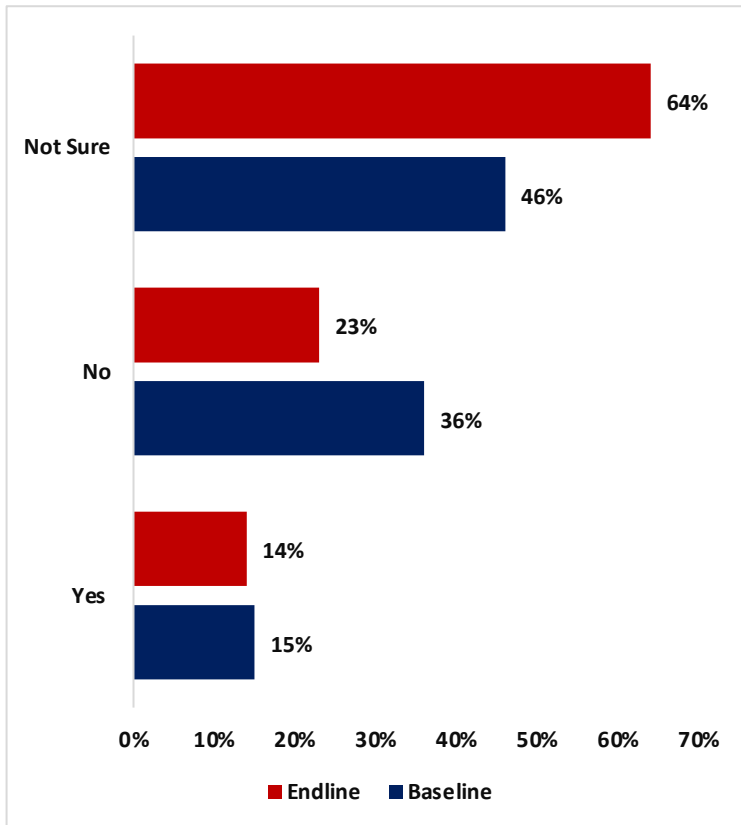
Bayelsa



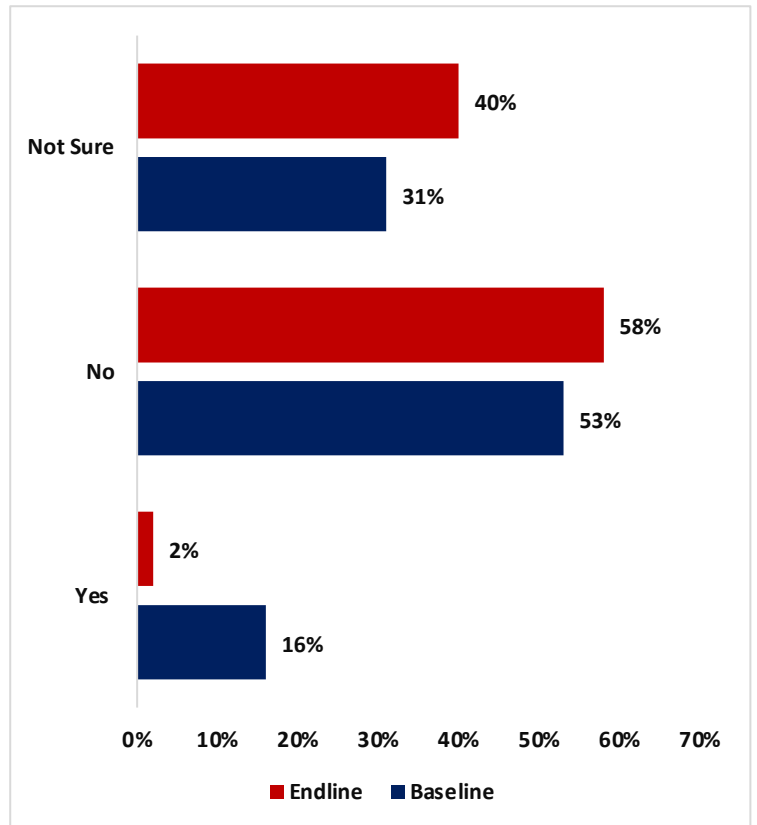
Ebonyi



Bayelsa



Ebonyi



Covid-19 Vaccine Awareness: Perception of Community Compliance to Vaccination.

Findings mapped for both states showed consistently that respondents say they are not sure or doubt if the majority of the people in their community have been vaccinated. For Bayelsa, 64% of them say they are not sure, a 23% rise from baseline numbers.

In Ebonyi, 58% say No, with a 5% rise from the baseline numbers. Another block of responders say they are not sure at 40%, with a 9% increase from the baseline.



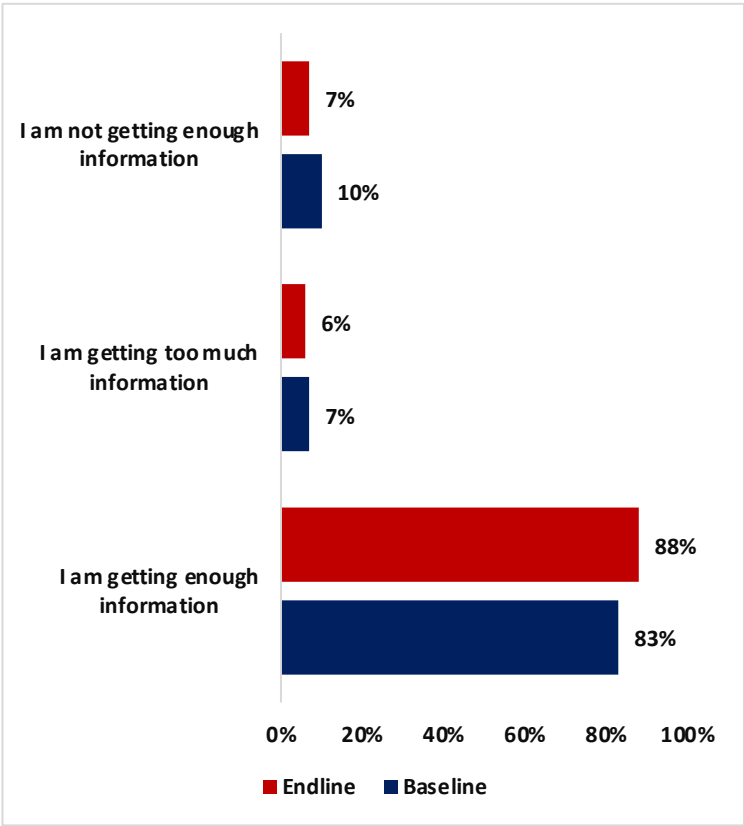


Covid-19 Vaccine Awareness: Access to Information.

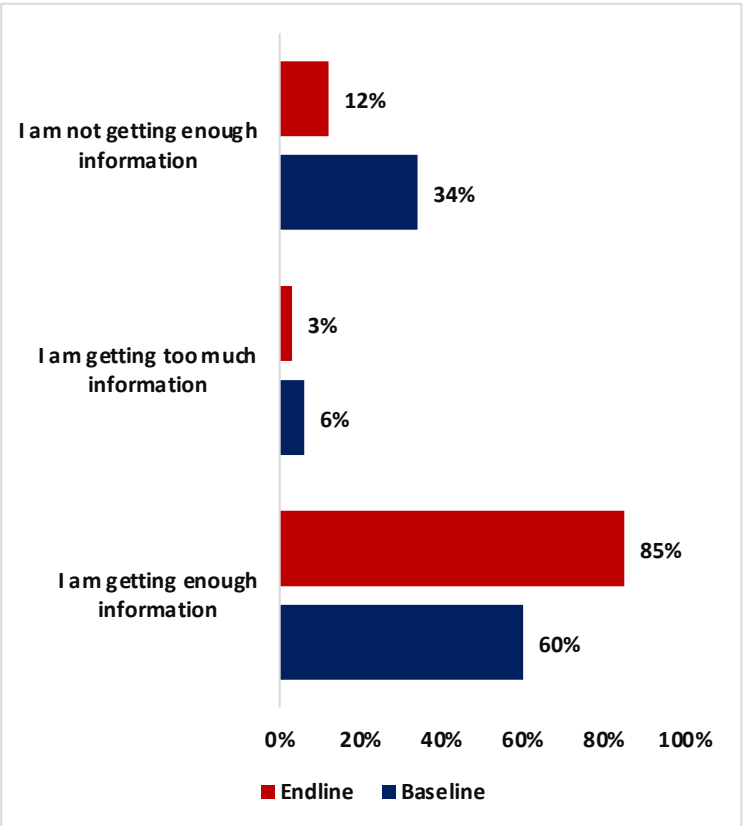
Comparative findings showed that consistently in both states, respondents say they are getting enough information on the Covid-19 vaccine.

88% of respondents say they are getting more information, with a 5% increased from the baseline insight. While 85% in Ebonyi say they are getting enough information, with a 25% jump from the baseline.

Bayelsa



Ebonyi





5 Recommendations

Recommendations:

There is room to scale conversions both in vaccine access and initiatives required to encourage active participation in social campaigns.

The success of the campaign holds promise for future successes if campaigns are led and expanded to other vaccine excluded environs and states, that are equally faced with same challenges.

**Lead More
Community
Education**

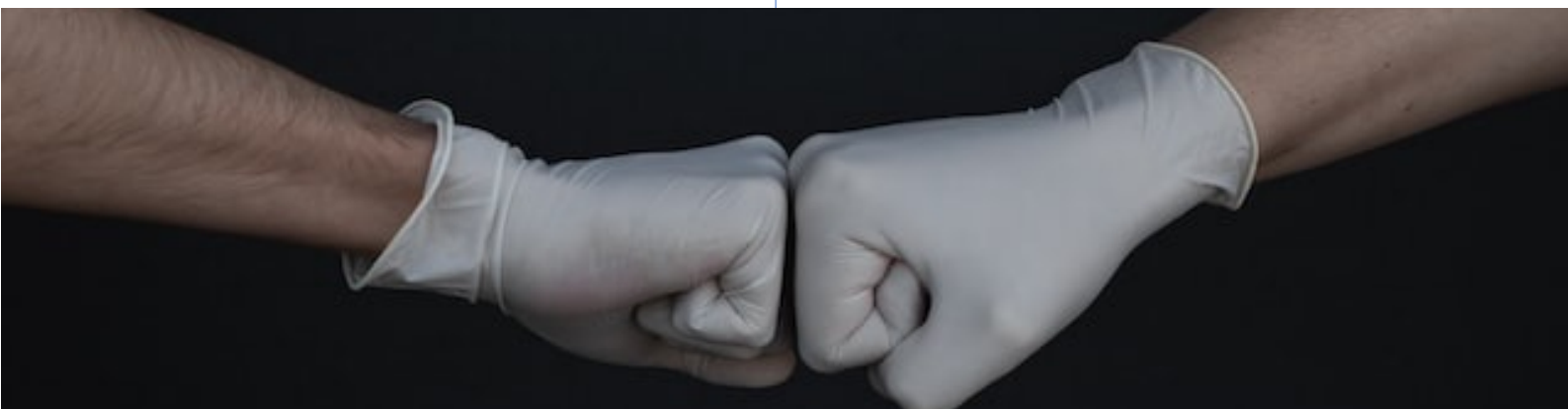
**Scale
More
Conversions**

**Harness
Stakeholder
Influence**

**Expand
Success
Reach**

To help and strategically position for more impact, there is need to deepen citizen education across public health concerns to improve future response and readiness.

To deepen, expand to scale positive outcome, engaging local policy champions and stakeholders would help drive more success for future public health awareness and campaigns.



References:

1. Nigerian Centre for Disease Control – Covid 19n Update. Extracted from: <https://covid19.ncdc.gov.ng/>
2. Olu-Abiodun O, Abiodun O, Okafor N. COVID-19 vaccination in Nigeria: A rapid review of vaccine acceptance rate and the associated factors. PLoS One. 2022 May 11;17(5):e0267691. doi: 10.1371/journal.pone.0267691. PMID: 35544545; PMCID: PMC9094528.
3. Umar, Hassan Sa'id and Usman Madugu (2015); The Imperative of Population Sampling in Social Science Research. Published by European Centre for Research Training and Development UK, Vol.3, No.3, pp.49-57, June 2015.
4. World health Organization COVID-19 Global Tracker accessed here: <https://covid19.who.int/region/afro/country/ng>
5. Images: Pixabay, Unsplash

Analyst Disclaimer.

Contained in this report are strictly information collated from highly credible sources, survey findings as well as inferential perspectives from the study. As such, they do not contain the views or opinions of the Organization.



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