

FPCC Multi-Country Faith Surveys

Understanding religious communities and
immunization efforts




March 2024



I. Multi-Country Faith Surveys

unicef  | for every child

 Religions for Peace

 **Joint Learning Initiative**
on Faith & Local Communities
Strengthening Evidence-Based Faith Engagement

Mobile phone survey deployed in 10 countries in (Brazil, Egypt, Guatemala, Iraq, Kenya, Mali, Nepal, Nigeria, Pakistan, Zambia) in 2022 and 2023

19,847 respondents across all countries

Objectives:

- 1) Study dynamics and roles within religious communities in relation to immunization efforts
- 2) Analyze how knowledge, beliefs, attitudes, perceptions, and practices take shape within the religious communities
- 3) Generate evidence-based insights to design faith-centered vaccine demand and promotion strategies
- 4) Serve as a rapid research model to strengthen the capacities of country Multi-Faith Action Committees (MFACCs)

METHODOLOGY

- Quantitative cross-sectional survey (Community Rapid Assessments).
- Dual sample design (1.General Population – RDD, 2. Religious Communities mobilized by RfP – Phone Banks)
- Probabilistic (RDD) and Convenience sample (Phone Bank) ~N= 2,000
- **Demographic variables:**
 - a) Sex,
 - b) Age,
 - c) Urban/Rural Setting

Data Collection Modality

- Random Digital Dialing - Interactive Voice Recording Survey

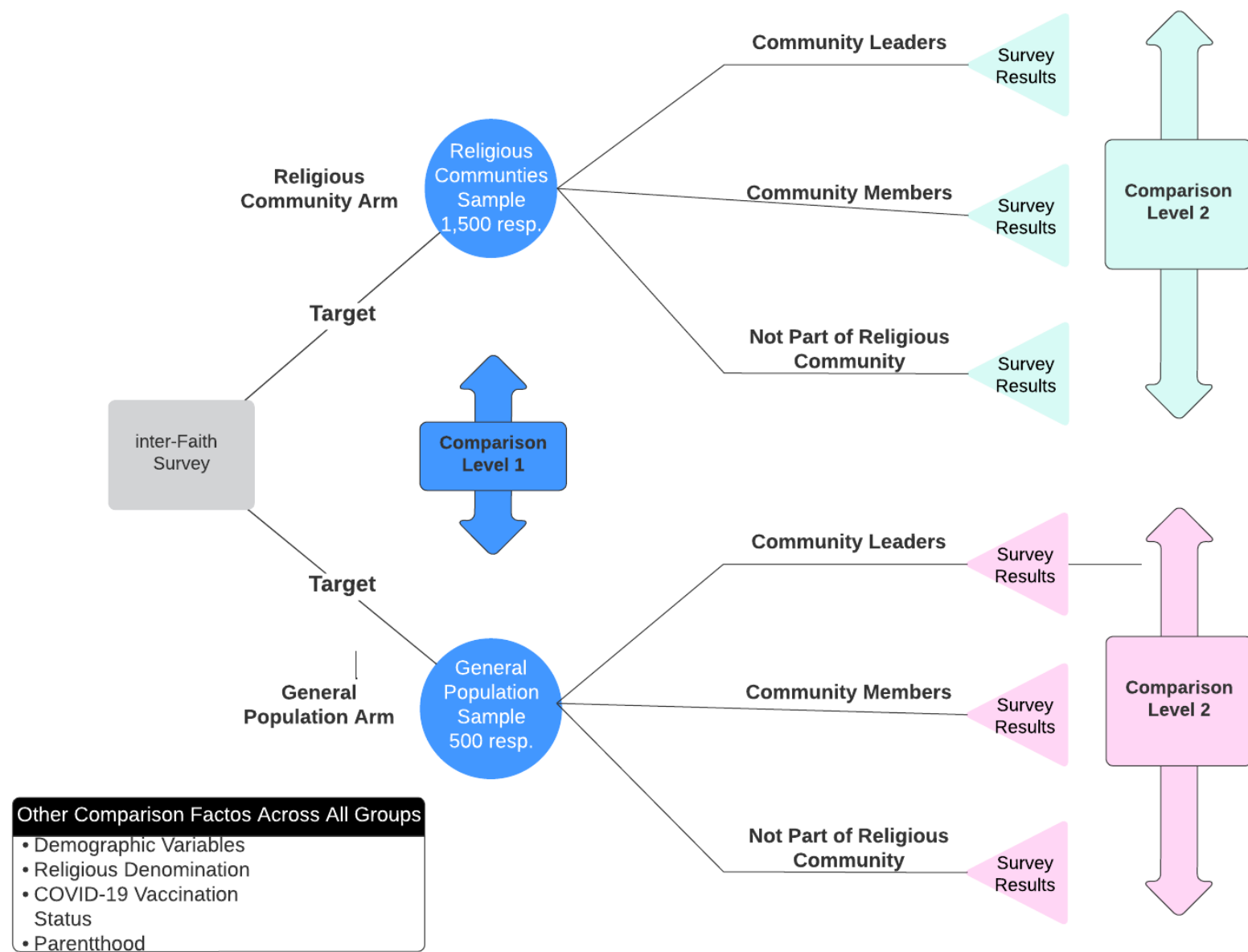
Quality Control

- Pre-survey testing
- Methodological review of instruments
- Deployment coordination through field monitors

Survey Design

- Short quantitative survey with standardized questions
- Uses UNICEF's Behavioural Drivers Model
- Questions and constructs were adapted from UNICEF Community Rapid Assessment 1.0 and 2.0

SURVEY MODEL



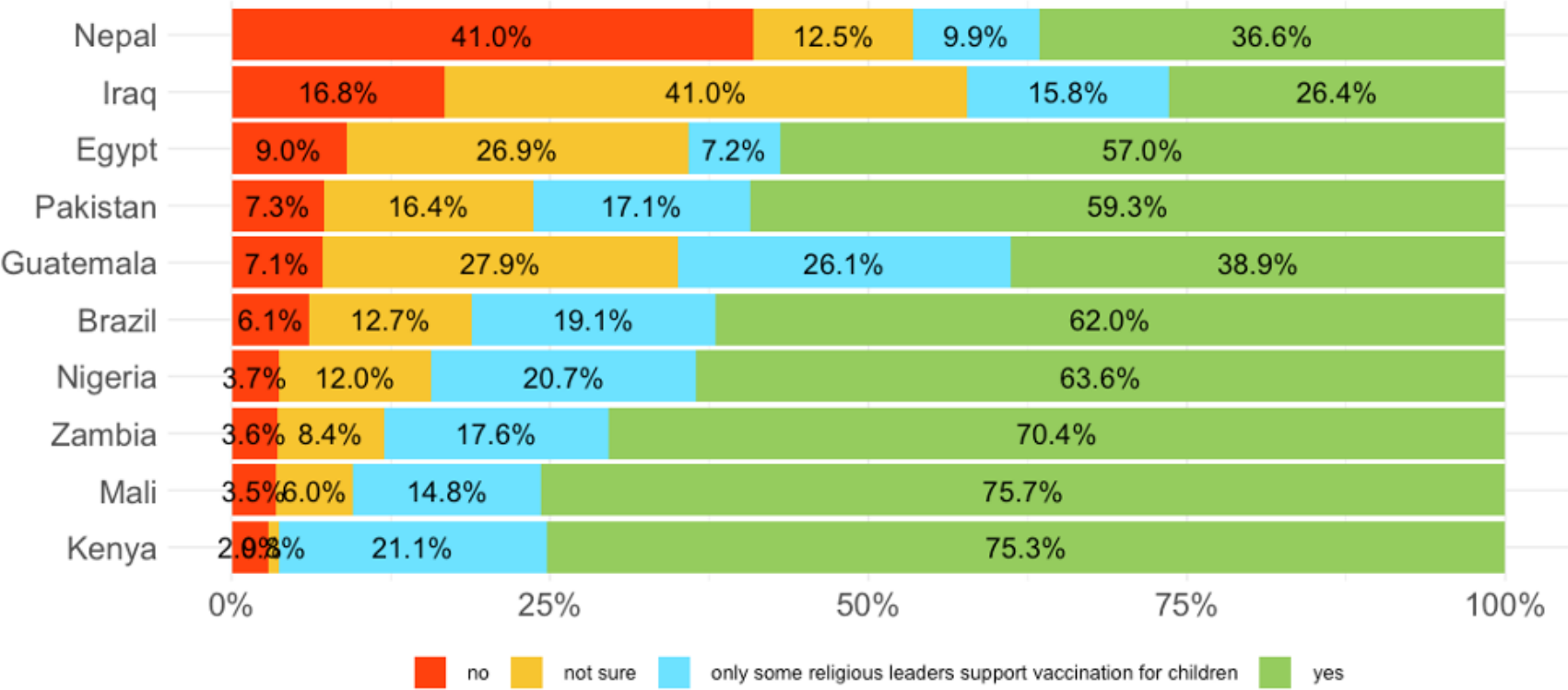
II. Selected Highlights

- *Survey found important role of religious leadership and beliefs for respondents on COVID-19 Vaccination.*
- *Most respondents state that religious leaders endorse routine immunization.*
- *Most respondents across countries acknowledge health workers as the main influencer on their decision for routine immunization.*

Religious Leader Endorsement – Routine Immunization



Religious leaders endorsement of regular vaccination for children

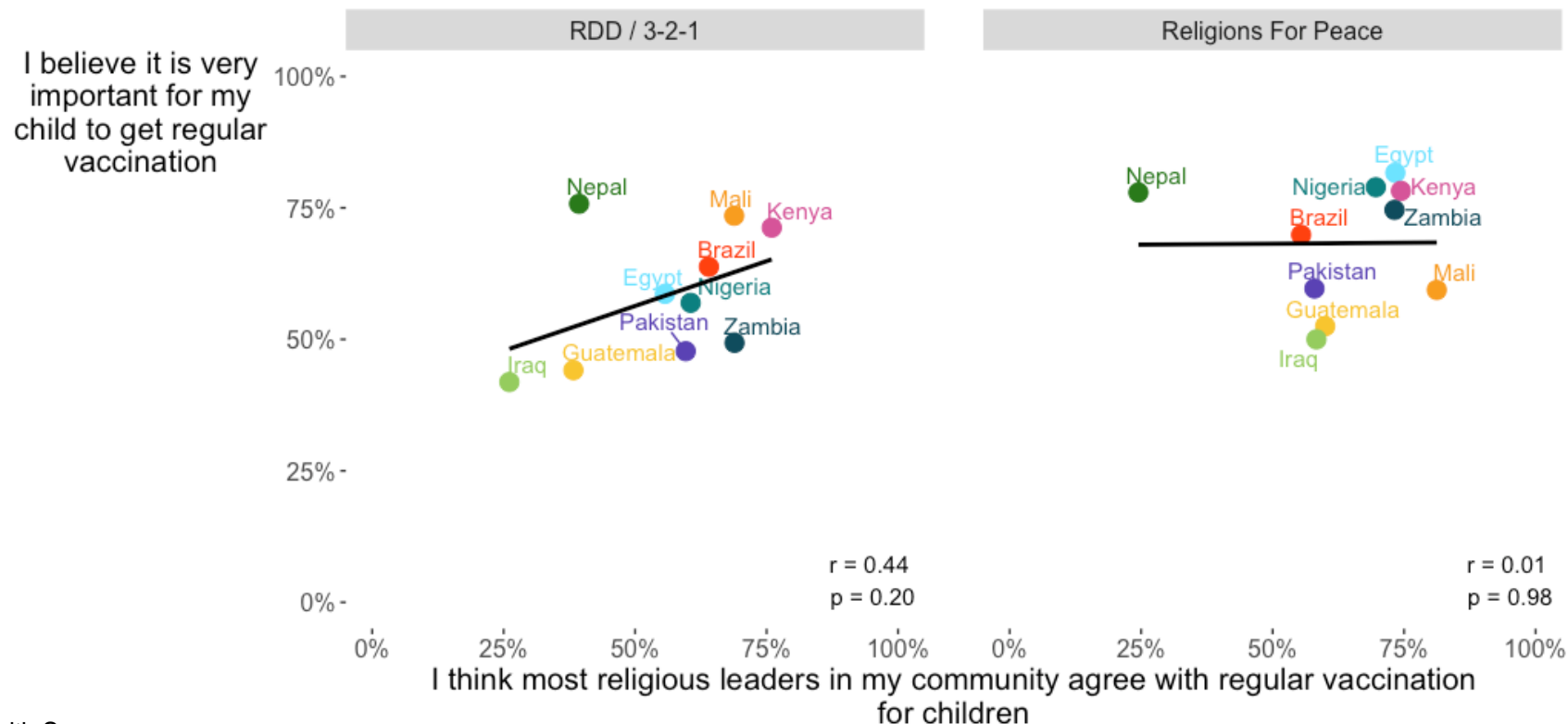


Kenya = 926, Mali = 1196, Zambia = 1069, Nigeria = 955, Brazil = 361, Guatemala = 1472, Pakistan = 909, Egypt = 834, Iraq = 1139, Nepal = 781

- Most respondents across countries report leaders endorse routine immunization.
- Nepal clear outlier for no endorsement. In Iraq, large percentage of respondents are not sure if leaders endorse routine vaccination and to a smaller degree Egypt and Guatemala.

Endorsement of children regular vaccination by religious leaders vs. Importance of regular vaccination for children

There is also a positive correlation (RDD sample) between thinking religious leaders endorse regular vaccination and respondents believing it is very important to get routine immunization for children. It is also not statistically significant.



Regression on the continuation of routine vaccination during the pandemic

Dependent variable = continued_regVax	Estimate	Pr(> t) ^a
(Intercept)	0.5714257 ***	
has_covidVax	0.1888941 ***	
is_member_or_leader	-0.0197554 *	
leaders_endorse_regVaxOnly some leaders	0.0542443 ***	
leaders_endorse_regVaxyes	0.1855031 ***	
influencer_on_regVaxreligious leader ^b	0.0156047	
influencer_on_regVaxhealth worker ^b	0.0461469 ***	
is_rural	0.0178140 *	
age_group	0.0009719	
is_female	0.0156600 .	
countryEgypt ^c	-0.2754588 ***	
countryGuatemala ^c	-0.0785903 ***	
countryIraq ^c	-0.2420215 ***	
countryKenya ^c	-0.0478105 *	
countryMali ^c	-0.0410169 *	
countryNepal ^c	0.0362016 .	
countryNigeria ^c	-0.0647887 **	
countryPakistan ^c	-0.0481330 *	
countryZambia ^c	-0.0492934 *	

^a Robust t-tests

^b Reference value: Peers or family

^c Reference country: Brazil

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

• Being a **member of a religious community** is associated with a 2pp lower probability of *continuing regular vaccination for children during the pandemic*.

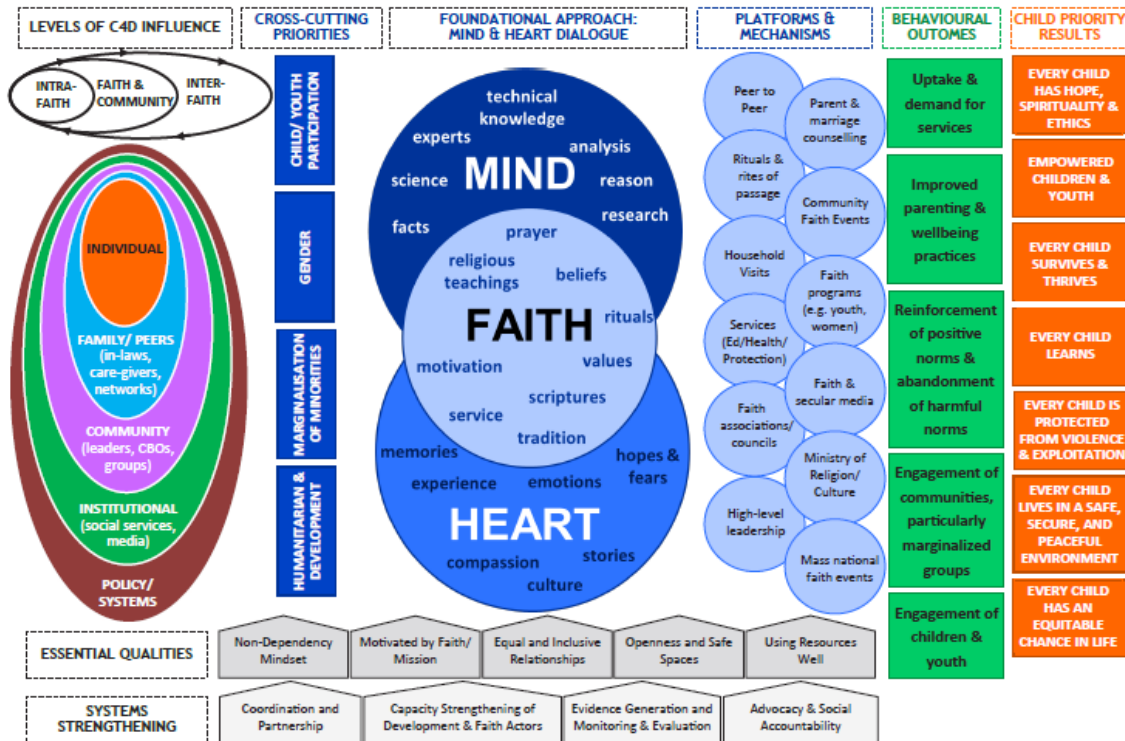
• **Believing that religious leaders endorse regular vaccination for children** is associated with a 19pp higher probability of *continuing regular vaccination for children during the pandemic*.

• Having a **health worker as the most influential person** is associated to 4.6pp higher probability of continuing regular vaccination for children during the pandemic in comparison to *those who have peers or family as their main influencers*.

III. Some policy considerations from data

- *There is also evidence that when respondents believe religious leaders are in favor of vaccination, they are more likely to have been vaccinated or to continue with routine vaccination for children.*
- *The data confirms that the impression of religious leaders supporting vaccination can have a positive effect on people's perceived importance of routine vaccination.*
- *There is also evidence that having health workers as main influencers promotes COVID-19 and routine vaccination.*

What comes next



- Contrasting evidence
 - Qualitative Studies
- Understanding the respondents
 - Persona Analysis (Factor Analysis)
- Connecting programme monitoring and research
 - FPCC Monitoring Framework
- Learning
 - Sharing in different spaces and forums.



Thank you