



SUPPORTING AN EFFECTIVE CHIEFDOM-BASED COVID-19 RESPONSE IN ZAMBIA

John Snow Health Final Report

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Zambian Partners against COVID-19



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Background

John Snow Health Zambia Limited (JSH) is an indigenous company registered in Zambia. The mission of JSH is to improve the health of individuals and communities in Zambia through provision of public health and consultation services and research. JSH in collaboration with USAID DISCOVER-Health and Zambia Partners Against COVID-19 (ZPAC-19) entered into an agreement with Prudential Life Assurance Ltd to print COVID-19 IEC materials in all the 7 major local languages and to distribute them to traditional leaders across the country. These materials are aimed at reinforcing COVID-19 messaging and the adoption of COVID-19 preventive behaviours, as well as encouraging timely access to care for those who are symptomatic. This support from Prudential Life Assurance will assist chiefdoms cement gains in behaviour change, to prevent the further spread of COVID-19.



Dr Mutinta Nyumbu, board member of JSH (John Snow Health) and Mr Krishnaswamy Rajagopal, the Managing Director of Prudential.

JSH implements the five-year, \$18 million (USD) Electronic Supply Chain Management Information System (eSCMIS) project, which aims to create an efficient and reliable health supply chain using a next generation logistics management information system. The eSCMIS project is funded by the United States Agency for International Development (USAID).

USAID DISCOVER-Health is a 6 year project implemented by JSI Research & Training (JSI) and funded by USAID to improve the lives of Zambians by providing them with better access to quality health care. The Project contributes towards HIV epidemic control, while also providing family planning/ reproductive health (FP/RH), and maternal and child health (MNCH) services and products. USAID DISCOVER-Health has also been tasked to support the national emergency response to COVID -19, including taking the lead on the production and dissemination of communication at the national level with USAID funding.

ZPAC-19 is a consortium of the Zambian private sector, local religious and traditional leaders, artists, and community influencers who have taken the initiative to help share crucial, accurate information about COVID-19 with public audiences. ZPAC-19 is a collaborative community of leaders, both public and non-public, who have agreed to work together to achieve a common purpose or undertake a specific task and, as mutually agreed, to share risks and responsibilities, resources, and benefits.

Main Objective

The main objective of this activity is to print and deliver 338,000 COVID-19 IEC materials and guides translated into 7 main local languages to 144 chiefdoms in Zambia, with a total population reach of around 5 million individuals. With a Prudential grant of \$40,000, JSH printed 404,000 IEC materials to support the dissemination of COVID-19 messages in 144 chiefdoms and supporting an effective chiefdom-based COVID-19 response in Zambia. The materials were distributed to traditional leaders to help reinforce COVID-19 messaging and adoption of preventive behaviours, as well timely access to care for those who are symptomatic. The blue coloured posters were developed and approved by USAID and MOH while the rest were developed and approved by the Ministry of Health (MOH) and the Zambia National Public Health Institute (ZNPPI), and only required reproduction and distribution.

The materials will enhance communication of accurate, timely COVID-19 information to people in the chiefdoms and address public health concerns. They will also provide guidance to people on how to respond appropriately to enable them safeguard their health and the health of others. They will be a source of accurate credible information from MOH keeping the people informed about what is known about COVID-19. These IEC materials will help dispel rumours, misconceptions and myths about COVID-19.

Measurable Deliverables

- * Number of materials distributed
- * Number and type of materials printed
- * Number of chiefdoms confirming receipt of materials

Description of IEC materials distributed

IEC Description	Specifications	Developed by
Covid-19 Signs and Symptoms poster	A2, Full colour gloss 150 gms paper	MoH
Covid-19 Prevention Poster	A2, Full colour gloss 150 gms paper	MoH
Covid-19 Fact Sheet	A3, full colour self-cover gloss 150 gms paper	MoH
Covid-19 Brochure: Z folded,	A4, full colour , gloss 70 gms paper	MoH
Prevention posters (Keep safe, Wash hands, Cough into elbow and Stay at Home)	A2, Full colour gloss 150 gms paper	USAID

Samples of IEC Materials printed

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Distribution of IEC Materials

The distribution of the materials was funded by USAID through the USAID DISCOVER–Health project as part of ongoing Chiefdom COVID-19 sensitization activities undertaken by the project. The estimated cost of this contribution is K356,445.

Process Undertaken

After signing the grant agreement on 16 July 2020, JSH and USAID DISCOVER-Health held meetings with MOH and Ministry of Chiefs and Traditional Affairs (MOCTA) to brief them on the objectives of the activity and the support given by Prudential to enable the activity to take place. USAID DISCOVER-Health collaborated with MOCTA and MOH to sensitize communities and distribute IEC COVID-19 materials to chiefdoms throughout the country. On receipt of funding from Prudential on 5 August 2020, JSH embarked on a competitive procurement process to ensure quality printing and value for money. After finalising design layout and obtaining concurrence from Prudential and other stakeholders, a total of 404,000 IEC materials were printed on glossy paper. Working with MOCTA and MOH, JSH and USAID DISCOVER-Health developed a distribution plan to cover selected chiefdoms in all the 10 provinces that were considered to be at high risk for COVID-19.



Chief Chisunka's Palace in Mwense, Luapula Province

Distribution Plan

The teams started off for the provinces on 1st September and the last team arrived back on 10th September 2020. The USAID DISCOVER-Health team worked closely with the Provincial MOCTA staff, to prepare and make necessary arrangements for all the 10 teams that were travelling to the provinces and to provide guidance on which chiefs were going to be visited. USAID DISCOVER-Health released 10 vehicles and 10 drivers to carry out the distribution of the materials. Each team comprised of 4 members; a driver from USAID DISCOVER-Health, an officer from either MOCTA or MOH headquarters, who were later joined by one Provincial MOCTA staff member and one Health Promotions Officer from MOH. The Provincial Health Promotions Officers conducted COVID-19 sensitizations in all the chiefdoms and will continue monitoring implementation of the COVID-19 activities.



Delivered at Chief Muyombe in Mafinga District.

Province	Language	Prevention Poster	Signs and symptoms poster	Fact sheet	Brochure	Cough poster	Keep safe poster	Stay at home poster	Wash hands poster
Central	<i>Bemba</i>	4,000	4,000	4,000	4,000	100	100	100	100
	<i>Tonga</i>	4,500	4,500	4,500	4,500				
	<i>Kaonde</i>	1,000	1,000	1,000	1,000				
Copperbelt	<i>Bemba</i>	9,000	9,000	9,000	9,000	100	100	100	100
Northern	<i>Bemba</i>	9,000	9,000	9,000	9,000	100	100	100	100
Luapula	<i>Bemba</i>	9,000	9,000	9,000	9,000	100	100	100	100
Muchinga	<i>Bemba</i>	9,000	9,000	9,000	9,000	100	100	100	100
	<i>Nyanja</i>	2,000	2,000	2,000	2,000				
Western	<i>Lozi</i>	10,000	10,000	10,000	10,000	100	100	100	100
North-western	<i>Kaonde</i>	3,000	3,000	3,000	3,000	100	100	100	100
	<i>Lunda</i>	4,000	4,000	4,000	4,000				
	<i>Luvala</i>	4,000	4,000	4,000	4,000				
Eastern	<i>Nyanja</i>	13,000	13,000	13,000	13,000	100	100	100	100
Southern	<i>Tonga</i>	9,000	9,000	9,000	9,000	100	100	100	100
Lusaka	<i>Nyanja</i>	5,000	5,000	5,000	5,000	100	100	100	100
	<i>Tonga</i>	4,500	4,500	4,500	4,500				
TOTAL		100,000	100,000	100,000	100,000	1,000	1,000	1,000	1,000

Chiefs Visited



Indunas receiving the IEC materials at Kaunga Mashi Chief's Village in Sioma District.

Although Zambia has a total of 288 gazetted chiefdoms, we planned on reaching only the high risk chiefdoms as defined by MOCTA. Our target per contract was to reach 144 chiefdoms which is half of the chiefdoms in Zambia but we managed to deliver IEC materials to 190 chiefdoms across the country which was more than our target. We reached out to 66% of the chiefdoms, this ranged from 52% in Eastern Province to 100% on the Copperbelt. The number of chiefdoms reached per province is presented in the table below:

Province	Total number of gazetted chiefdoms per province	Total number of chiefdoms reached
Lusaka	9	8
Muchinga	30	20
North Western	33	20
Central	39	27
Copperbelt	15	15
Eastern Province	50	26
Luapula	39	17
Western	11	10
Southern	32	28
Northern	30	19
Total	288	190

Successes

- * Partnership – good cooperation and team work between JSH, Prudential, USAID, Z-PAC 19, USAID DISCOVER-Health, MOH, MOCTA and the House of Chiefs.
- * Chiefs are supportive of government's efforts in preventing COVID-19 and instrumental in ensuring the messages are delivered to their people.
- * After the initial COVID_19 sensitization, some chiefs are already sensitizing their subjects on COVID-19 prevention.
- * The chiefs and their representatives appreciated the IEC materials, as they will go a long way in reinforcing their messages.



Chief Kabamba displaying the COVID-19 posters

Challenges

- * Long distances to cover to reach some chiefdoms. Some chiefs live in very remote areas where the road network is not good. The teams were travelling vast distances between chiefdoms, sometimes up to 200 km on dust roads. This made it difficult for teams to reach all the chiefdoms they wanted to, as they spent time navigating the difficult terrain.

- * Lack of face masks and soap in the villages. Most of the chiefs appreciated the IEC materials but felt that IEC materials alone were not enough. They requested face masks and soap, since their people cannot afford to buy these items. The people may have the knowledge of preventing COVID-19 but cannot afford to buy the tools to do so.

Lessons Learnt

- * Request for support to enable Chiefs to disseminate information on their local radio stations.
- * Need for more sustained sensitization at community level to dispel myths and misconceptions.
- * Need for public announcement systems in local languages.
- * Need for more engagement with local or district MOCTA and MOH staff as they know and understand the terrain better.
- * Need for mobilization of human resource to conduct sensitizations at chiefdom level.
- * Need to consider adding hand washing buckets, soap, hand sanitizers and face masks when distributing IEC materials because people may read the messages but if they do not have the materials mentioned they cannot carry out the preventive measures.



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