

Final Report on Building Awareness To Fight And
Stop The Spread of COVID-19



Prepared by Pakistan Alliance for Early Childhood (PAFEC)

Submitted to UNICEF PAKISTAN





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Report Written by:

Khadija Khan, Chief Executive Officer, PAFEC and

Syed Zarak Shah, Anthropological Research Expert, PAFEC

Reviewed by:

*Khadija Khan,
CEO, Pakistan Alliance for Early Childhood (PAFEC)*



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List of Acronyms

AFAQ	Association for Academic Quality
COVID-19	Coronavirus Disease 2019
KPIs	Key Performance Indicators
M&E	Monitoring and Evaluation
PAFEC	Pakistan Alliance for Early Childhood
MT	Master Trainer
UNICEF	United Nations International Children’s Emergency Fund
RCCE	Risk Communication and Community Engagement
ECD	Early Childhood Development
IEC	Information, Education & Communication
FGD	Focus Group Discussion
SOPs	Standard Operating Procedures
NGOs	Non-Governmental Organizations



Executive Summary

The scope of this document is to present the final progress report of the three-month long campaign on 'Building Awareness to Fight and to Stop the Spread of COVID-19', designed and implemented by Pakistan Alliance for Early Childhood (PAFEC) in collaboration with UNICEF. The campaign was run in the four hotspot Districts of Punjab, which are Lahore, Multan, Gujranwala, and Faisalabad. It was implemented over a period of three months from January to March 2021, in close collaboration with UNICEF and the implementing partner organisations of PAFEC, from Punjab province.

The report starts with an introduction of the project, then it goes through the key milestones that have been achieved over the project timeline, presents quantitative evidence on the project performance based on the selected Key Performance Indicators (KPIs) and consolidated numbers against given targets. It also accounts the processes followed for each component of the campaign, experience gained, challenges faced, and solutions found, and lessons learnt by all the project stakeholders during the project implementation over the past three months. The report then supports these results with qualitative evidence on project outcomes and analyzes the performance by showcasing the synopsis of perception analysis of the beneficiaries, findings of the survey, success stories and narratives contributed by the implementing partners. The report concludes with key lessons learnt from the project experience.

The key strategies and activities of the campaign included dissemination of key information/messages on SOPs, risk communication and community engagement through training religious leaders, principals and head teachers of educational institutions, youth leaders and community representatives and community mobilisers as influencers, mosque announcements, propagation of messages on social media platforms, conducting webinars on COVID-19 related topics and miking in all the four districts using 'chingchies' (the popular three wheelers) and incorporating the prevention and mitigation messages in the Early Childhood Development teaching courses being developed with PAFEC partner universities and teacher training colleges.

The campaign journey started in early January 2021, when UNICEF and PAFEC agreed to the terms of the project (scope), its work plan, targets and key objectives to be achieved during the project phase and its monitoring and reporting mechanism. PAFEC identified and engaged four of its institutional members from Punjab province as implementing partners to train influencers, hired an anthropological researcher who subsequently developed a monitoring and evaluation framework in close coordination with UNICEF and the implementing partners. An advertising company was selected through a bidding process as per PAFEC policies for disseminating messages through chingchies.

Commensurate with the campaign targets, PAFEC and UNICEF trained 83 people consisting of staff members of the implementing partners and other key resource persons as master trainers in all the four districts against the total target of 60 master trainers set for the campaign. Each implementing partner developed action plans based on their KPIs and initiated training influencers from the second week of January 2021. Eventually contributing toward an overall target of 10,080 trained influencers, the partners were able to train a total of 10,053 influencers by the end of the project in March 2021, taking strict measures and following SOPs. WhatsApp groups were created after each



training sessions and around 8,483 trained influencers were engaged in disseminating messages of prevention and mitigation on daily basis. The campaign reached out to approximately 1 million population in each target district through employing the strategies mentioned above.

Despite the adverse working conditions that COVID-19 brought and considering the short duration of the implementation window, the project successfully achieved all the set targets and made lasting impacts on the implementing partners and the target communities. The survey results have informed us that the beneficiaries of the training sessions have gained fair knowledge of how to prevent and mitigate the virus infections. A major proportion of influencers reported that after the training sessions, they have started taking the virus seriously and showed commitment to improve their behavior. They also shared the messages across their communities through discussions on the digital media (WhatsApp groups). The success stories also depict how the influencers turned the challenging situations caused by the virus into opportunities.

The project has the potential to positively contribute to the awareness of masses on COVID-19 and the subsequent vaccination process and could help in creating long lasting impact in the lives of people. In our opinion if the scope of the campaign is extended to cover larger geographical areas with more time, it has the potential to save more lives as well, especially with the insights gained through religious leaders, this kind of campaign could be very effective. On behalf of my organization, I take this opportunity to express our sincere thanks and appreciation to UNICEF and all the implementing partners, master trainers and influencers for your support and concerted efforts. Only by following science and working together, we can defeat this lethal virus.

1. Introduction

Pakistan Alliance for Early Childhood (PAFEC) and UNICEF designed a three-month long ‘COVID-19 prevention and mitigation campaign’ in December 2020 aiming at creating mass awareness to stop the community spread of the virus in the four districts of Punjab (Faisalabad, Lahore, Multan and Gujranwala) which were considered the hotspots. Specific objectives of the campaign were as following:

- a) Build capacity of communities through sensitising them using different strategies
- b) Create preparedness among communities to deal with virus in case of being infected and to mitigation the situation
- c) Provide necessary health and hygiene guidelines information and identify services available for this purpose

The key components of the campaign included training of master trainers, training of influencers, disseminating COVID-19 prevention and mitigation messages through mosque announcements, propagation of messages on social media platforms, conducting webinars and miking in all the four districts using ‘chingchies’ (the popular three wheelers) and incorporating the prevention and mitigation messages in the Early Childhood Development courses being developed with PAFEC partner universities and teacher training colleges.

The project’s journey started in early January 2021, when UNICEF and PAFEC agreed to the terms of the project, its work plan and the key objectives, to be achieved from January to March 2021. As a usual practice, PAFEC identified some of its key institutional members on a predefined criterion from



the Punjab province. Four institutional members (AFAQ, Muslim Hands, Momentous Schools and Trifle Education) were selected after a series of meetings in which the concept note of the campaign was shared with them and roles & responsibilities of each partner were discussed at length. Selection process for hiring an anthropological researcher and for engaging a company for miking was also initiated in January 2021. Subsequently, an anthropological researcher was hired who had developed a monitoring and evaluation (M&E) framework and Key Performance Indicators (KPIs) in consultation with UNICEF.

After the selection of the implementing partners, a day-long inception workshop was organised for them to share the campaign scope, budget, its objectives, roles and responsibilities of each partner, KPIs, M&E framework, templates for action plan and reporting. A memorandum of understanding was signed with each partner and a detailed briefing on the project implementation was given to them. Each partner was asked to develop their action plans based on their KPIs, to nominate a focal person and to identify 15 master trainers minimum. PAFEC and UNICEF was responsible to train the master trainers from the four implementing partners. They in turn were responsible to train influencers. The influencers were divided into four categories, i.e. religious/community leaders, school principals, head teachers, youth workers, and community representatives.

PAFEC and UNICEF launched the campaign in all the four districts in early January by training 20 people from each implementing partner as master trainers. Those master trainers were responsible to train influencers. Each implementing partner was committed to training around 2,520 influencers making the total number of influencers 10,080. By the end of the campaign, 10,053 influencers were trained who are now working with networks of schools, colleges, universities, mosques, civil society organisations, volunteers, and semi-government institutions for the campaign. WhatsApp groups of these influencers have been formed to disseminate this information further, adding local flavour and value. UNICEF approved messages were shared within each group and participants were asked to share it further within their circle. Religious influencers in WhatsApp groups were requested to share these messages via mosque announcement daily and after Friday prayers to reach out to as many prayers as they could.

Miking: 10 chingchies in each district are being hired to disseminate the campaign messages on every alternate day for a month. Audio-speakers are installed in the chingchies and recorded messages about COVID-19 awareness, prevention and mitigation are being played for 5-6 hours daily. Chingchies are laced and decorated with banners/posters with COVID-19 prevention messages written on them.

In addition to the above activities, messages and footage of the campaign activities are actively being disseminated on PAFEC and its partners' social platforms and through other networks in the country through boosting the content. PAFEC and its partners are organising weekly webinars on the topics related to ECD, child protection, impact of online learning etc. Each guest speaker of the webinar is expected to talk about the importance of SOPs and give critical information to audiences about COVID-19. These webinars are organised as Live Stream sessions on Facebook, so that maximum people can benefit from them.



As a strategic and long-term activity, PAFEC also initiated incorporating content and key message on COVID-19 in selected university courses and training modules and other materials of PAFEC partners to better understand and respond to similar pandemics in future. PAFEC will continue to engage its network organisations and partner universities, colleges and schools across Pakistan to organise sessions for creating uninterrupted awareness about the pandemic and the critical role of vaccines in its prevention.

2. Key Milestones Achieved – January to March 2021





The following key milestones were achieved from January to March 2021 during the project period.

2.1 Agreement with UNICEF

UNICEF and PAFEC agreed to the terms of the project, budget, its work plan, and key objectives to be achieved during the phase of the project starting from the January 2021. The goal of the awareness campaign was defined as: *“Reduce the spread of COVID-19 through preventive measures, build capacity of communities through sensitizing, create preparedness among communities to deal with virus in case of being infected and to mitigation the situation”*

2.2 Rationale of Setting Strategic Objectives & Key Performance Indicators

Using the above scope of the project, strategic objectives were defined as: **Aware, Prevent, Prepare, Engage and Reduce**. These were then translated into Key Performance Indicators(KPIs). These KPIs were reported to the donor as per their scheduled reporting timelines by each implementing partners. Weekly review meetings were conducted online by PAFEC with focal persons of each implementing partner. Representatives from UNICEF, e.g. Mr. Habib Asghar, Ms. Sehr Qizalbash, Ms. Zohra Nisar Hunzai, Mr. Muhammad Faisal Khalil and Mr. Jonathan David Shadid also participated in some of the review meetings. The scope of the meetings included discussions on the progress, challenges faced by the implementing partners while conducting the project activities and possible solutions, involving different strategies. Below is a summary of the strategic objectives and KPIs:

	Strategic Objectives	What did we measure?	Key Performance Indicators
	Voice of Change (Aware)	Dissemination of key messages (risk communication and mitigation) Effectiveness of the messages and the materials being used to create awareness Frequency and quality of the messages being communicated	Number of training sessions conducted per implementing partners to train influencers Influencers: <i>Religious leaders, Head teachers & Principals, Community representatives and Youth Workers/Volunteers</i> Perception and feedback of the influencers trained
	Maximize Reach (Aware, Prepare, Engage and Reduce)	Number of people reached with the risk communication and mitigation messages	<u>WhatsApp Groups</u> Number of WhatsApp groups created No of participants in the WhatsApp Groups- Influencers Daily Messages sent from the approved Message Board to the WhatsApp Groups (Content, reactions and forwarding via WhatsApp) Weekly quiz responses via WhatsApp (No of group participants with 50% or more correct answers) Mosque announcements <u>Webinar Sessions</u> Webinar sessions conducted during the project (Topics covered, Resource person, Total no of views) <u>Awareness Through Chingchie Miking</u> Covid-19 Awareness through miking in each target district <u>Awareness Through Social Media</u> Awareness activities related information shared through Facebook, Twitter, Instagram & LinkedIn
	Maximize Engagement (Aware, Prepare Prevent and Reduce)	Number of people that have adequate knowledge regarding COVID-19 prevention	Perception survey by PAFEC & Partners Survey Design – Focus Group Discussion Survey
	Strengthened Community Preparedness and Engagement (Prevent and Reduce)	Improved community preparedness and engagement to counter the spread and mitigate	<u>Focus Group Discussion Survey</u> Analysis of the survey responses



2.3 Identification and Selection of Implementing Partners

Some key institutional members of PAFEC from Punjab province were identified as potential implementing partners. After a series of consultative meetings with the potential partners, four organisations were identified and selected as implementing partners for the campaign based on their capacity to reach out to maximum population through engaging experienced master trainers and community networks. The four organisations which were selected included the following:

- Momentous Schools for District Lahore
- Association for Academic Quality(AFAQ) for District Faisalabad
- Tiflee Education for District Multan
- Muslim Hands for District Gujranwala

2.4 The Inception Workshop

A day-long inception workshop was organised for the implementing partners in the 1st week of January 2021. A total of 12 people, consisting of the representatives from the implementing partners and PAFEC team participated in the workshop. PAFEC formally presented to its partners the scope of the campaign, its budget, key objectives and activities, roles and responsibilities of each partner, KPIs, M&E framework, templates for action plan and reporting. After a detailed deliberation on each point, and responding to the queries of the partners related to the project implementation, a memorandum of understanding was signed with each partner. To begin with, each partner was asked to develop their action plans based on their KPIs, nominate a focal person and to identify 15 staff members each to be trained as master trainers. The workshop paved the way for detailed discussions with the implementing partners and their participation in subsequent project activities.

2.5 Training of Master Trainers

Pakistan Alliance for Early Childhood (PAFEC) and UNICEF organised training of Master Trainers from January 11th – January 14th, 2020 on the Risk Communication and Community Engagement (RCCE), COVID-19 Response and Containment. The first training session was held on Monday in the Zonal Office of AFAQ in Faisalabad for 17 master trainers nominated by AFAQ, followed by the second session which was held on Tuesday in the Imperial Public School Lahore for 23 master trainers nominated by Momentous Schools, whereas the third and fourth sessions were held on Wednesday in Multan for 21 master trainer nominated by Tiflee Education and on Thursday in Wazirabad for 22 master trainers nominated by the Muslim Hands respectively. A total of 83 master trainers were trained in those four-day training sessions.

The aim of the training was to give awareness about the prevention and mitigation of COVID-19 to stop the community spread of the virus. Ms. Zohra Nisar, Communication for Development Specialist, UNICEF and Ms. Khadija Khan, CEO PAFEC jointly made the presentation on the Risk Communication and Community Engagement, focusing on the role of frontline workers, their personal safety while working with communities, how can they prevent themselves from the infection first? dissemination of key and timely information about COVID-19, signs and symptoms of the virus, different communication strategies, what and how to communicate, standard SOPs for prevention from COVID-19 which include hand-washing with soap for 20 seconds, social distancing and wearing masks and mask management, addressing rumours and community concerns through sharing accurate information, precautions for taking care of sick people, talking openly about the stigma and discouraging it, information about the helplines and government initiatives to address the pandemic, creating networks for disseminating key messages and helping health workers in community surveillance to identify sick people with COVID-19 symptoms.

After the presentation the participants were given chance to talk about the different aspects of the presentation in detail to understand the content properly and how to train influencers on it. All the participants actively participated in the discussion by asking key questions mainly about how to



engagement communities, especially elderly and uneducated people to educate them about the virus and the preventive measures. The participants were then given hard copies of the SOPs, messages beyond SOPs and the brochures to read them silently. Once they went through the materials then they were divided in groups to discuss and prepare role plays on how to communicate the risk, finding effective strategies to ensure SOPs in public places, schools, mosques and educating communities about the virus, its symptoms, prevention and how to take care of infected family members, ways of transmission, importance of quarantine and isolation, how myths and stigmatization can harm people, ways of providing support and having knowledge about health services etc. The participants came up with some innovative strategies to engage the communities by determining to become role models, starting from their own family members and also suggesting to document and share more and more personal experiences of going through the virus and fighting it. Some examples of the innovative strategies the trainees came up with include setting ground rules for all family members to follow SOPs while leaving and before entering the house, displaying the key messages in the entrance of schools, madaaris, colleges and offices, conducting sessions for children online on the prevention and mitigation and encouraging them to share the messages with their parents, encouraging shopkeepers to make signs for social distancing outside their shops and not allowing customers without masks, maintaining SOPs in the mosques and encouraging the worshippers to use soap during wuzu - ablution.

2.6 Training of Influencers

In line with the KPIs, the partners started conducting training sessions for influencers in their respective districts soon after the training of the master trainer. Each implementing partner was allocated to conduct 72 training sessions (36 sessions for religious leaders and 36 for other influencers which included head teachers, principals, community representatives and youth workers). Each partner was expected to conduct 6 -8sessions per week for 3 -4 hours for three months. Each session was expected to have 30- 35 participants with one master trainer. The same format and materials being used for training master trainers, were used to train influencers. Before initiating the training of influencers, all the focal persons arranged preparatory meetings with the master trainers. Action plans to cascade the training were developed in these meetings and the master trainer were provided with all the required materials such as backdrop, printed posters, IEC material, sanitizers, masks and soaps.

All the master trainers prepared their presentations, taking the key points from the UNICEF standard presentation for the influencers training. The trainees were given opportunity to demonstrate their learning through role plays, presentations, group and pair work and also sharing their experience during the sessions. The topics covered in these sessions increased the knowledge and skills of the influencers. They highly appreciated the training opportunity given to them, expressing their commitment to follow SOPs strictly and to share the knowledge widely. Their experiences and insights were extensively shared on the PAFEC social media platforms (Instagram, Facebook, Twitter and LinkedIn) on the following

links:Facebook:<https://www.facebook.com/PakistanAllianceforEarlyChildhood>

Instagram:<https://www.instagram.com/pakistanallianceforec/>

LikedIn:<https://www.linkedin.com/in/pafec/>

Twitter: <https://twitter.com/AllianceEarly>

YouTube:<https://www.youtube.com/channel/UCOepOVcQjGHADnIxYr62wIA>

Weekly progress reports were obtained from the partners against their KPIs which were submitted to UNICEF on a regular basis.

Below are the partner-wise activity details:

2.6.1 Momentous Schools - Lahore

Momentous Schools conducted 73 sessions altogether (37 for religious leaders and 36 for the mixed group). Handouts of key information and messages were distributed among all the participants at the end of each session by master trainers. Each influencer was assigned the responsibility of sharing the messages with as many people as they could and share with the focal persons the responses of at-least from five people daily who received awareness messages from the influencers. The influencers regularly shared with the focal persons the responses of people with whom they were sharing the messages. Some of the influencers, particularly the principals and head teachers conducted sessions for their teachers and student. SOPs and other key messages were written on chart papers and displayed in the entrances of their schools and colleges. The students were assigned the responsibility to share the same messages with their families.

S#.	Consolidated Key Performance Indicators – Influencers Sessions	No of Sessions per Areas/Location/UC's/Tehsils	Key Activities
1.	Number of religious leaders trained	Jan Muhammad Chowk Tehsil: 1 Shalimar District: 1 Jamia Tul Khair Johar town Tehsil: 1 Kacha Jail Road Kot Lakhpat Tehsil: Jamia Masjid Faisal Town Tehsil: 1 Gulshan E Ravi Tehsil: 4 Singhpura Tehsil: 1 Tehsil Lahore: 7 China Scheme Tehsil: 1 Tehsil Lahore Cantt: 3 Shadbagh Tehsil: 1 Tehsil Shalimar: 3 Tehsil Model Town: 6 Tehsil Raiwind: 7 Cream Block, Lahore: 1 Gurumangat Road, Lahore: 1 Tehsil Lahore: 1 Mazang Adda Tehsil: 1 Faisal Town, Lahore: 2 Gulshan e Ravi Tehsil: 2 Teh. Distt. Lahore: 1	Influencers were asked to share their reflection after each session and recaptualise their learning. Each participant was asked to share atleast five key strategies to share the key messages with wider communities. Weekly quizzes were conducted to reinforce the understanding of the messages Brochures were also distributed among the trainees COVID – 19 related public announcements were shared with all the trainees.
2.	Number of head teachers and principals trained Number of youth workers/trainers trained Number of community representatives trained	Multan Road: 1 Kot Khawaja Saeed China Scheme Shera Kot: 1 Eman Welfare Society Trust New Shalimar Colony: 1 Abdullah Town: 1 Mustafa Town, Multan Road: 3 Chowk Yateem Khana: 1 Dubai Town: 1 Dist Lahore: 1 Bilal Town Raiwind Road: 1 Gulshan Ravi: 1 Hanif Malik Colony Band Road: 1 Bakery Band Road: 1 Liaqat Chowk Sabzazar: 1 Dist Lahore: 1 (Rustom Park), Dist Lahore: 1 Ashraf Town, Dist Lahore: 1 (Sodiwal), Dist Lahore: 1	



	(Guldasht Town): 1 Gul Colony: 1 Bank Stop Kasur Road: 1 G-Block Sabzazar: 1 Madina Town: 1 Khuda Bakhsh Colony: 1	
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2.6.2 Association for Academic Quality – AFAQ - Faisalabad

AFAQ conducted 73 sessions in total out of which 36 sessions for religious leaders and 37 sessions for head teachers, youth leaders and community representatives. Since AFAQ was already engaged in training religious leaders therefore, it was decided to conduct most of the sessions for the religious leaders in the mosques. This was challenging at the beginning but the master trainers persuaded the religious community, explaining the purpose of the sessions and communicating the risk at hand. To re-enforce the learning during the training sessions, AFAQ also printed copies of the brochures and other materials received from UNICEF and distributed among all the participants which were helpful to them for spreading the messages further.

S#.	Consolidated Key Performance Indicators – Influencers Sessions	No of Sessions per Areas/Location/UC's/Tehsils	Key Activities
1.	Number of religious leaders trained	Jaranwala:5 Jhumra:1 Jinnah Town:7 Lyalpur Town:5 Madina Town:3 Sadar Town:4 Samundri:8 Tandlianwala:3	Attendance Marking Previous Knowledge Sharing Resource Person's Presentation Group Discussions Role Play Participants' Presentation Poster Making & Display Gallery Walk Question Answer Session Handouts Distribution Mask, Sanitizer and Soap Distribution Payment of Trainees Travelling Allowance Refreshment Survey Questionnaire Competition Dashboard Maintenance
2.	Number of head teachers and principals trained Number of youth workers/trainers trained Number of community representatives trained	Iqbal Town:4 Jaranwala:6 Jhumra:3 Jinnah Town:6 Lyalpur Town:4 Madina Town:3 Sadar Town:4 Samundri:3 Tandlianwala:4	Attendance Marking Previous Knowledge Sharing Resource Person's Presentation Group Discussions Role Play Participants' Presentation Poster Making & Display Gallery Walk Question Answer Session Handouts Distribution Mask, Sanitizer and Soap Distribution Payment of Trainees Travelling Allowance Refreshment Survey Questionnaire Competition Dashboard Maintenance

2.6.3 Tiflee Education - Multan

Tiflee Education conducted 73 training sessions, 36 for the religious leaders and 36 for head teachers, principals, youth leaders and community workers. Tiflee prepared message cards from the materials received from UNICEF and displayed at every venue prior to the session. The participants were asked to go through the messages one by one at the end of their session and share their learning with the rest of the group. They were also given plenty of time to discuss strategies in their groups for engaging community to stop the spread of the virus. A small questionnaire was also given to the participants at the end of each session to check their understanding from the session.

S#.	Consolidated Key Performance Indicators – Influencers Sessions	No of Sessions per Areas/Location/UC's/Tehsils	Key Activities
1.	Number of religious leaders trained	Jan Muhammad Chowk Tehsil Multan: 1 Mattital Road Farrukh town Tehsil Multan: 2 Shams Colony Tehsil Multan: 1 Basti Nou Tehsil: 1 New Multan Tehsil: 4 Gulistane Ashar Multan Tehsil: 1 Khan village Multan Tehsil: 1 Tehsil Sadar: 1 Bagh Gulgasht Colony Tehsil Multan: 1 CHOWK Qasim Pur Colony Tehsil Multan: 1 MA Jinnah road Tehsil Multan: 2 Main Lari Ada Road U block Tehsil Multan: 1 SOS children Village industrial State Area Tehsil Multan: 1 Tehsil Multan: 10 40 feet Road Gulshan e Multan Tehsil Multan: 1 Khanewal Road near daewoo terminal Tehsil Multan: 1 Piranghaib Road Multan Tehsil Multan shah town Tehsil Multan: 1 Fazal Abbas Pura Chowk Shahbaz Tehsil Multan: 1	After the main presentation on Risk Communication and Community Engagement the participants were given a chance to talk about the presentation, ask questions for their clarity. The participants were then divided in different groups and they were given messages from the Message Board. Each group had a different set of messages. They were given time and instructions to discuss the messages and come up with interesting strategies to disseminate the
2.	Number of head teachers and principals trained Number of youth workers/trainers trained Number of community representatives trained	Tataytor Road Tehsil Multan: 1 Zahra New central jail road Tehsil Multan: 1 Shah Town Multan Tehsil Multan: 1 School Chah Baksh Wala Tehsil Multan: 1 School Basti Shah Hussain Tehsil Multan: 1 Main Road Jahagiz Abad Tehsil Multan: 1 Chah Bhaksar Wala Tehsil Multan: 1 Sui Gas Road Tehsil Multan: 1 NLC Bypass Multan Tehsil Multan: 1 Shuja Abad Road Tehsil Multan: 1 Oxford Kinder Garden c District Multan: 1 Nawab Pur Road Tehsil Multan: 1 Shams Colony Tehsil Multan: 1 Qaiser Abad Tehsil Multan: 1 Hassan Abbad Tehsil Multan: 1 Kwl Road Tehsil Multan: 1 Chowk Shah Abbas Tehsil Multan: 1 Writer Colony Tehsil Multan: 1 Muhammad Campus Mumtaz Abad Farrukh Town Tehsil Multan: 1 Pura Tehsil Multan: 1 Masoom Shah Road Tehsil Multan: 1 Khanewal Road Tehsil Multan: 1	Each group prepared and presented role plays, poster presentation and skit to present their group work. IEC materials, soap and sanitizers were also distributed among the trainees after each session.



	Lohari Gate Tehsil Multan: 1 Hassan Abad Tehsil Multan: 1 Tatay Pur Tehsil Multan: 1 Tehsil Shuja Abad: 1 Bilal Pur Tehsil Multan: 1 Ayesha Lilbanat Bahar Chowk Tehsil Multan: 1 Madinah Khanewal Road Tehsil Multan: 1 Lohari Gate Tehsil Multan: 1 Chowk Kumhara Wala Tehsil Multan: 1 Quran Vehari Chowk Tehsil Multan: 1 Ashref Abad Tehsil Multan: 1 Khawaja Waheed Welfare Trust Vehari Road Multan Tehsil: 1 Nawab Pur Road Muttan New Gulgasht Tehsil Multan: 1 Amna Umm-al-Baneen Raheem Adab Mumtaz Adad Tehsil Multan: 1 Masoom Shah Road Tehsil Multan: 1 Vehari Road Tehsil Multan: 1 Bahar Chowk Tehsil Multan: 1 The Emerson School (Ayesha Campus): 1	
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2.6.4 Muslim Hands - Gujranwala

Muslim Hands conducted 73 sessions, 39 for religious leaders and 34 for other influencers. The participation ratio remained 35.23 in religious leaders' sessions and 37.8 in the mixed group sessions. The participants took oath at the end of each session to play their role in fighting the virus. They appreciated the efforts being made by the partners to were happy with the content of the campaign. The focal person of Muslim Hands actively remained in touch with the influencers through WhatsApp groups and also monitoring the sessions they were conducting in their schools and areas.

Overall, the set targets of training sessions and the number of influencers were achieved by implementing partners. Out of the total target of 10,140 influencers 10,133 influencers were trained. These numbers include the 83 master trainers whom were trained by PAFEC and UNICEF. Community representatives was one of influencers category which was overachieved by training 771 individuals against the total of 720. This was because of the overwhelming response received from the community representative to take part in the campaign. A good proportion of women influencers were also trained in these target districts who not only participated actively in the training sessions but developed plans to run the campaign in their schools and colleges.

S#.	Consolidated Key Performance Indicators – Influencers Sessions	No of Sessions per Areas/Location/UC's/Tehsils	Key Activities
1.	Number of religious leaders trained	MC Kamoke: 4 Sodhra-36/1: 7 Tatlyaali-73: 1 Sodhra-36/2: 6 Said Nagar: 2 Ladhewala Warrich: 2 Chak Remdas: 2 Naat Kalan-06: 1 Ghaka Meter-3: 2 Nosheera Virkan: 1	Presentation on Risk Communication & Community Engagement, COVID-19 Response & Containment, Presentation on Message Board, Group Work on the Message Board, Group Presentations, Presentation on Key Messages beyond SOPs & Flyers, Our Role, Discussion, Question & Answer, Oath Taking



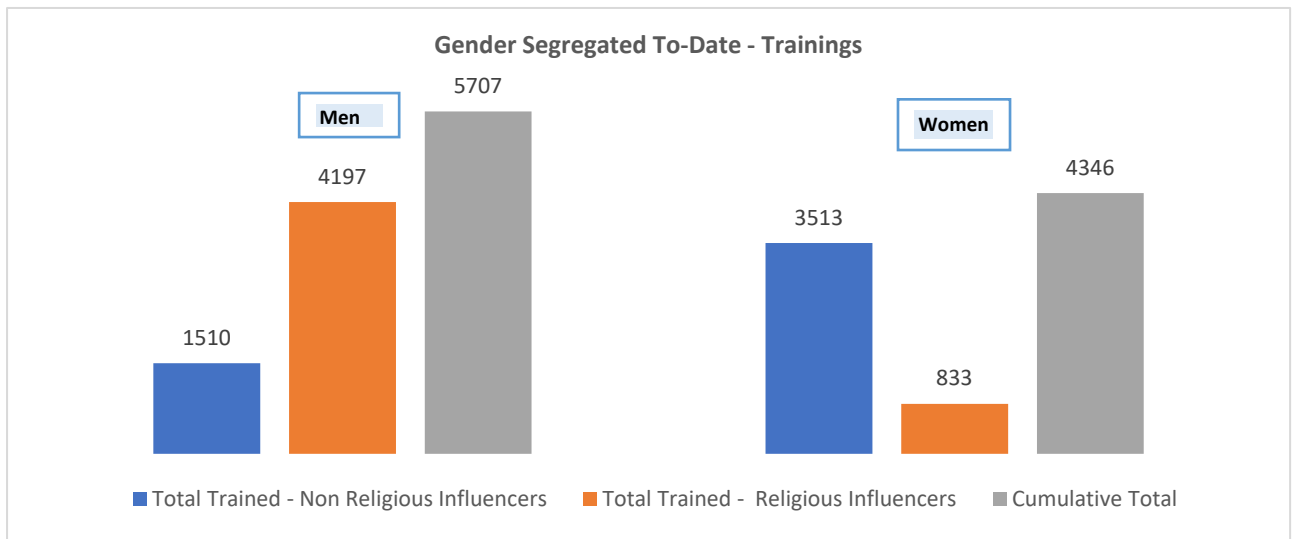
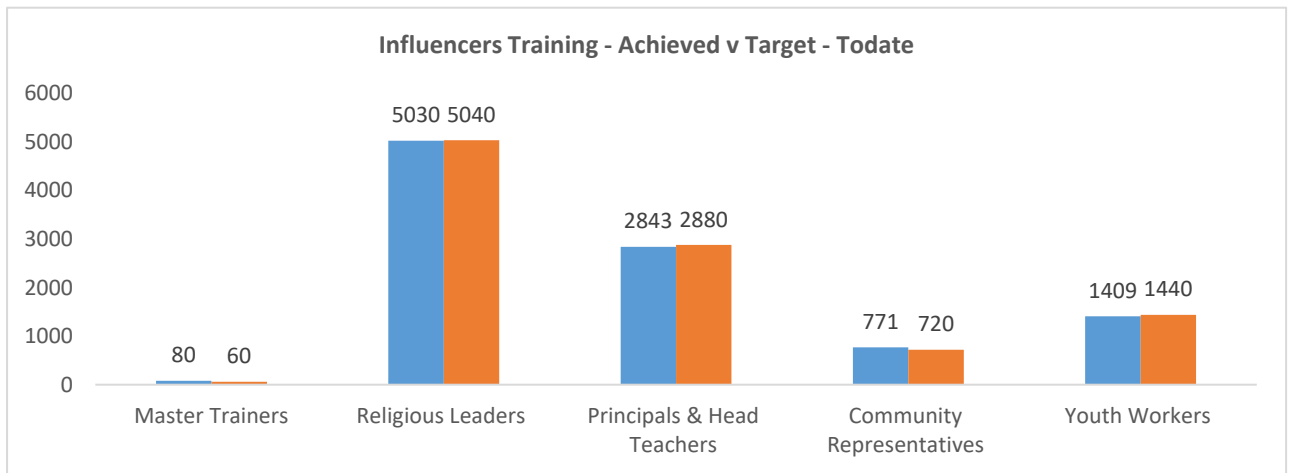
2.	<p>Number of head teachers and principals trained</p> <p>Number of youth workers/trainers trained</p> <p>Number of community representatives trained</p>	<p>Wazerabad City MC: 4 Nosheera Virkan City: 1 Gondalanwala-54 Rural: 1 JAMKEY CHATA: 1 kangniwala 29-Urban: 1 Dhonkal-3: 1 MC Nosheera Virkan: 1 ALI PUR CHTTTA: 1 Rakh Kikran Wali-70: 2 Gujranwala City-5: 1 Peoples colony-27: 1 Gunauar-64: 1 Akbar Ghanoki-69: 1 Saroki: 1 UC No-3: 1 Nizam Ahmed: 1 Denser Paien: 1 Gujranwala City MC-5: 1 Gujranwala City MC-11: 1 MC Kamoki</p> <p>Peoples colony-27 ALI PUR CHATHA -33/1 Noshera-1 Jinnahcolony- 43 Urban: 1 Nokhar-91: 1 Kali Suba Khan: 2 Matchrala 6- Rural: 1 Golotian Kalan-62: 1 Kot Laddha Nosehraw: 1 Phama Sara Nosheraw: 1 Nosehraw City Khas: 1 Jhallan Nosehraw: 2 Lohian Wala-65: 1 Kot Nayat Khan-70: 1 27/3: 1</p>	
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Continuation of the above Activities

All the Implementing Partners have their own schools and are also working with different school, college networks, with a number of civil society organisations and youth platforms, therefore, they will continue raising awareness and building capacity of communities to fight the virus. Since these partners are PAFEC’s institutional members, therefore, PAFEC will continue monitor the efforts of the members through online discussions and publishing their success stories in the PAFEC newsletter. PAFEC will also continue sharing latest information about COVID-19 and its vaccine. **A summary of the influencers trained by each implementing partner is presented in the below table:**



	Partner Name	Scope of area & Geographical area	Influencers Trained									
			Master Trainers		Religious Leaders		Principals & Head Teachers		Community Representatives		Youth Workers	
			Achieved	Target	Achieved	Target	Achieved	Target	Achieved	Target	Achieved	Target
1	Momentous Education	Lahore	20	15	1265	1260	675	720	179	180	320	360
2	AFAQ	Faisalabad	17	15	1223	1260	721	720	216	180	361	360
3	Tiflee Education	Multan	21	15	1255	1260	720	720	186	180	360	360
4	Muslim Hands	Gujranwala	22	15	1287	1260	727	720	190	180	368	360
Total Programme Achieved vs. Target			80	60	5030	5040	2843	2880	771	720	1409	1440



2.7 WhatsApp Group Formation

Implementing partners formulated WhatsApp groups after each session. Explaining the purpose of the group, the master trainers collected WhatsApp numbers of the participants at the end of the session and separate groups of male and female participants were formed. These WhatsApp groups serve as source of communication between the focal persons and the influencers after the training sessions to disseminate COVID-19 prevention and mitigation messages. A total of 8483 influencers are connected through these groups, out of the total 10,133 trained influencers. This shows the rigorous work done by the implementing partner to ensure maximum engagement of community through messaging. The Implementing Partners are in touch with the influencers through sharing updated information on COVID-19 and the vaccines.

2.7.1 Communication Between Focal Person & Influencers

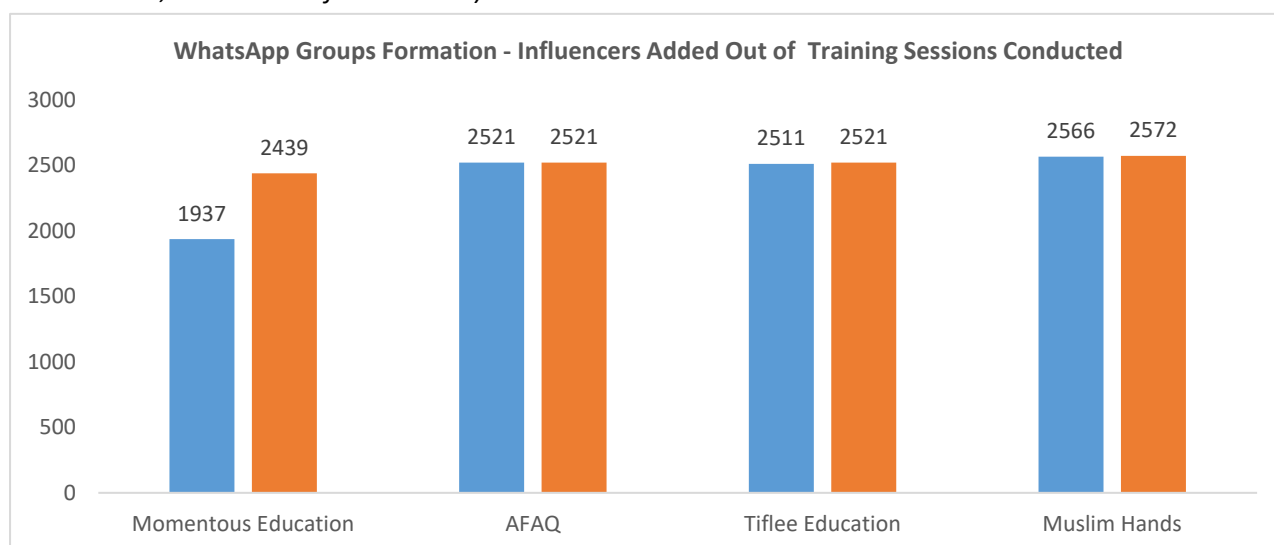
The focal person of each implementing partner was coordinating the WhatsApp group formation and communication. UNICEF approved messages from the message board were shared with all the participants of the groups on daily basis. Where there were no WhatsApp contacts available, some implementing partners improvised and used direct messaging to individual participants to ensure campaign messages reach its intended target. In case there was an intervention required, for example, participants leaving the group, focal person would mitigate the issue by calling them and motivating them to remain part of the group. UNICEF approved messages that were shared within the WhatsApp groups were based on the follow theme:

Risk Communication & Community Engagement (RCCE) COVID-19 Response and containment COVID-19, vaccination information (in later phase of the project)

The messages shared under this theme were as follows:

- *Role of front-line workers (How and what to communicate regarding COVID - 19)*
- *COVID- 19 (What is COVID - 19, Common symptoms, Contact 1166 in-case of symptoms)*
- *SOPs to prevent and mitigate the virus infection*
- *COVID - 19 (Spread prevention, Precautions to take care of sick people, High risk individuals)*

Mask management (Why wear a mask, How to wear a mask, How not to wear a mask, When to wear a mask, How to care for the mask)



Achieved **Target**

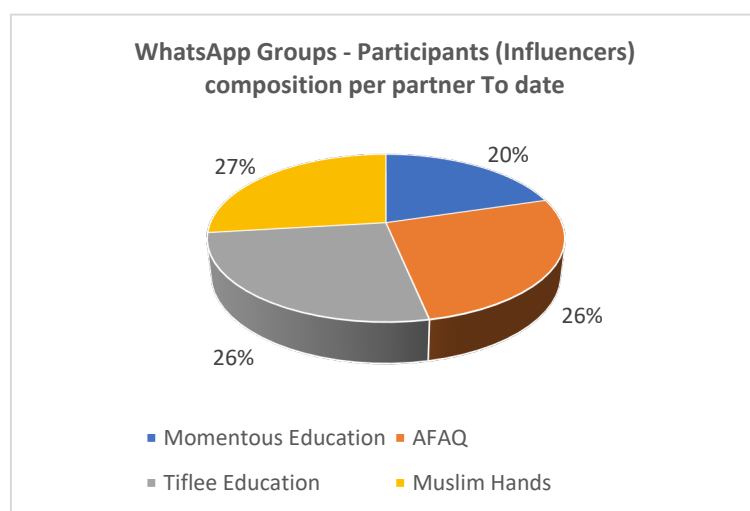
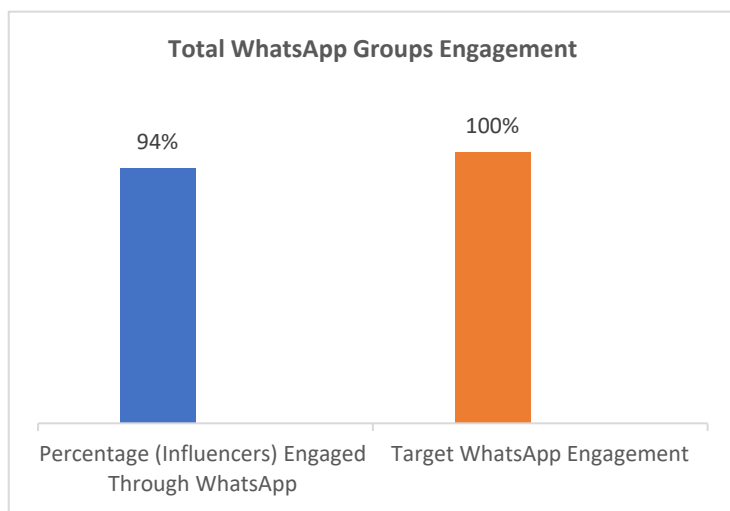
A detailed WhatsApp synopsis report and summary detailing the WhatsApp achievements is attached in annexure 1 & 2 for reference.

2.7.2 Weekly Quizzes

Every week, implementing partners organised quizzes through WhatsApp groups to assess the knowledge gained from the training sessions. The questions would be answered individually by each group participant. Response at the start of the quiz’s session was not very encouraging but through incentivising quizzes, implementing partners were able to engage participants in a large number. With the passage of time the number of group participants with 50% or more correct answers increased. There was also an increase in WhatsApp responses and participation which was evident from the fact that some participants started to upload awareness messages as their WhatsApp statuses. Implementing partners reported that through the WhatsApp responses, the participants detailed their implementation of COVID – 19 prevention SOPs within their circles and were determined to commit to their learnings regarding COVID – 19 awareness sessions.

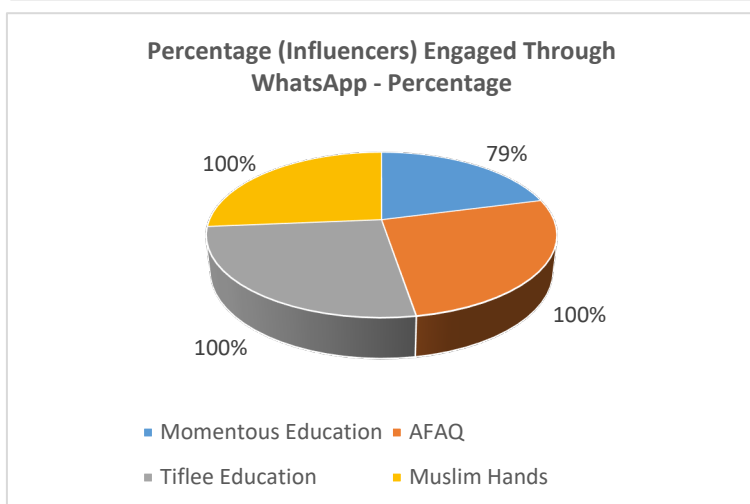
2.8 Announcements Through Mosques

Approved messages which include flexes and posters were received from UNICEF to be announced



Total Influencers Added to WhatsApp Groups - 9535

Total Influencers Trained - 10133



in the mosques after training of religious influencers. Announcements were made on daily basis as well after Friday prayers. This activity was particularly beneficial to spreading the awareness messages as mosques play a pivotal role in formulating behaviour change within the community in Pakistan. Announcements were recorded for verification purposes by the implementing partners to make sure that this activity is successfully taking place. Digital images of these flyers/posters were also shared in the WhatsApp groups of the religious influencers. It is estimated that through these announcements around 14000 people were to be directly reached on a single day, excluding Fridays. In addition to the announcements, the trained Imams of the mosques started maintaining physical distances in their respective mosques, worshipers started to use soap for washing hands and wear mask while attending mosques. They regularly shared with PAFEC the glimpses of the worshipers following SOPs and preaching others to follow SOPs and to take the virus seriously.

2.9 Webinar Sessions

Weekly webinar sessions on topics related to COVID-19, parenting during the pandemic, child protection and many more were conducted by PAFEC and its implementing partners. The purpose of the webinars was to reach out to maximum population with COVID-19 awareness as well as to build their capacity to fight the virus following scientific and accurate information and to take care of the well-being of the children and the continuity of their learning. Each webinar opened with a slide urging participants to follow SOPs to prevent the pandemic and educate wider community about it. Each webinar session had a viewership of at-least 250. The reach and analysis of the webinar sessions have been discussed in social media – report card in annexure 4 for review.

2.9.1 Key Topics Covered

Webinars by PAFEC

Early Childhood Development (ECD) in times of COVID-19 webinar series topics:

How can parents support social-economical well-being of young children during and beyond COVID-19. The science of love and its wonders in early childhood development

New dynamics of online teaching and its impact on young children

System approach to child protection

Developing inclusive education in Pakistan through action research

Webinars by Implementing Partners

How Can Parents Support Social-Emotional Wellbeing of Young Children During and Beyond COVID-19?

System Approach to Child Protection

The New Dynamics of Online Teaching and Its Impact on Young Children

Developing Inclusive Education in Pakistan through Action Research

Productive Learning at Home for Children in COVID-19

Importance of SOPs to Stop the Spread of the Virus

Modern Teaching methodologies during Covid-19

Responsive Parenting during COVID-19

Building Awareness to Fight and to Stop the Spread of COVID-19

Continuation of Children's Learning during the Pandemic

Lifestyle During COVID19



Pandemic and Food Safety

Role of Frontline Workers During Covid-19

Staying Motivated During Covid-19

New Dynamics of Early Childhood Care & Education during COVID-19

Active Learning During COVID-19

Third wave of COVID- 19 and Government Initiatives about vaccination process

PAFEC is continuously conducting webinar series for its members and other audiences. UNICEF and other partners can join hands with PAFEC to conduct joint webinars on topics related to COVID-19, ECD, continuity of learning and on other relevant topics.

2.9 Awareness Through Social Media

PAFEC actively promoted and is promoting key messages regarding COVID-19, SOPs and the key highlights of the campaign from all the four districts including footage from the training sessions, reflections of trainees and master trainers through mass communication using multiple social media platforms such as Facebook, Twitter, Instagram & LinkedIn. Links of all these platforms have been shared above. The reach, engagement size and analysis through social media communication have been presented in the social media – report card in annexure 4.

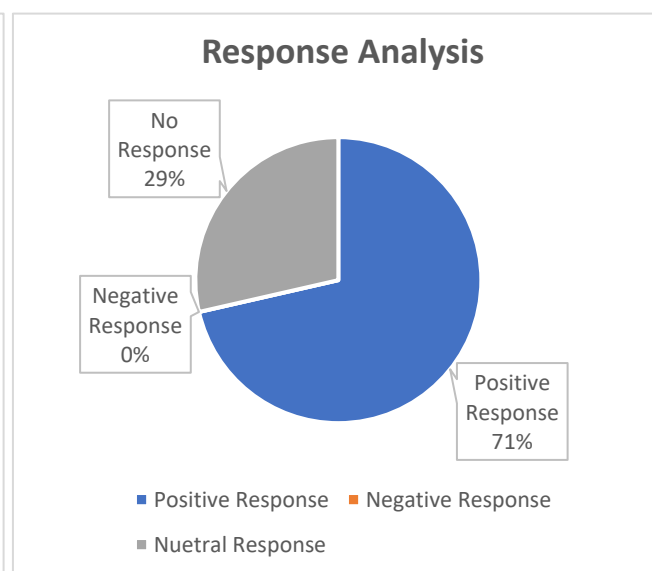
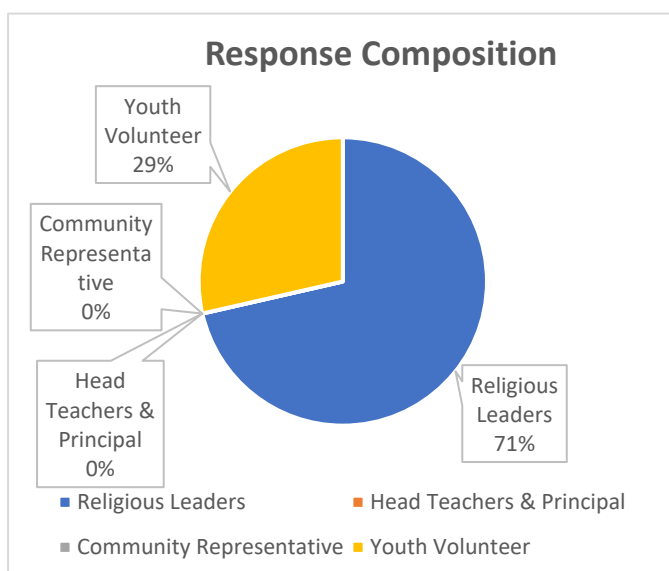
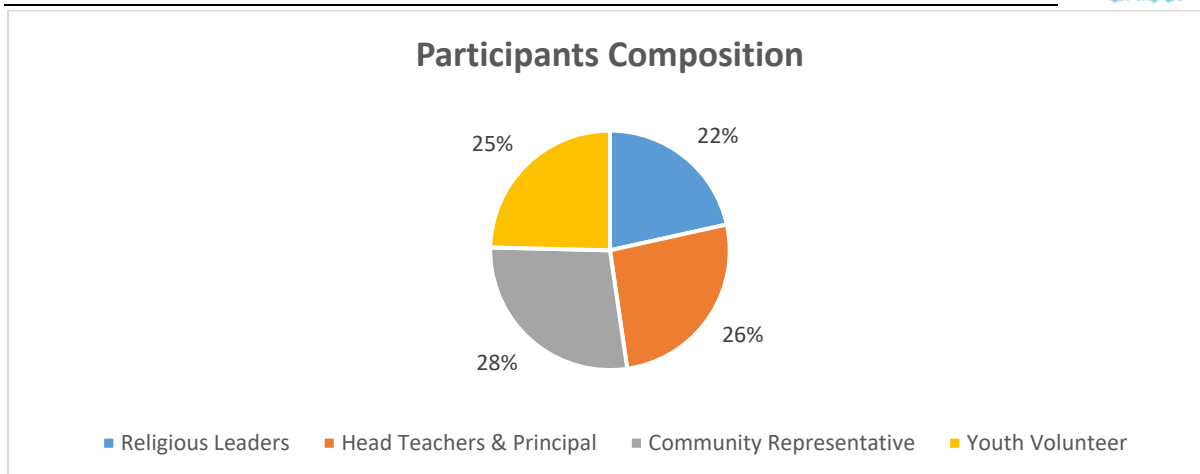
2.10 Awareness Through Miking

For maximum reach out to community, particularly to the general masses with COVID-19 awareness messages, campaign branded chingchies were used. 10 chingchies in each district were driven for 5-6 hours a day covering 100 km per day for a month. Audio-speakers installed in these chingchies had pre-recorded messages about COVID-19 awareness and were played while they covered each zone. Each zone was identified as union council of each districts. A detail dashboard highlighting the coverage of chingchies per district is attached in annexure 3.

2.11 Perception Assessment by PAFEC & Partners Through WhatsApp

In line with the strategic objectives of the project a small perception survey was carried out by PAFEC to assess the knowledge of the participants of training sessions. Participants involved in the perception survey were from all the target districts. A brief call or message through WhatsApp would be conducted and discussion on the participants understanding of COVID-19 was discussed. This activity was performed by both PAFEC and its implementing partners.

Another part of the perception assessment was to gather the to-date information of WhatsApp group participants regarding COVID-19 awareness to assess the reach and knowledge of these groups formed through implementing partners. A thorough post response analysis was carried out by PAFEC to learn about the effectiveness of the campaign. A snapshot of the analysis is given below:



The key insight that was gathered after analysing the response was that participants’ focus was more towards general understanding of the training. The general response to the learnings from the training was positive which was primarily due to the efforts being made in the field by the implementing partners. The positive response meant that participants knew about COVID-19 SOPs and they showed commitment to share the key messages with their communities. The response also showed more religious leaders (influencers) participation in the perception survey, which were encouraging signs as generally religious communities are conservative, less interested and responsive towards such initiatives.

2.12 Focus Group Discussion Survey Initiated

A discussion-based survey was designed to be conducted with 1% of total target population of each target districts. A sample size of 1000 respondents was selected but due to the lockdown 883 respondents were engaged in the survey. The survey questionnaires were finalised in consultation with UNICEF. The survey was administered using a google drive document in which each implementing partner would input their target participants’ response. In some situations, where internet access was not available or limited paper-based questions of the same document were used to document the survey responses. Where face to face group discussions survey was not possible



due to government's strict lockdown measures, survey was conducted through digital means. These means involved discussion through direct calls, WhatsApp calls, direct messages and through WhatsApp messages.

2.13 Data Normalisation, Analysis and Survey Results

The survey data collected from focus group discussions were normalised for further analysis. The detailed statistical analysis of survey data was conducted, and comprehensive survey results report was produced and would be submitted within this report to UNICEF.

2.14 Success Stories and Testimonies

The partners were asked to share success stories and testimonies along with their final report. These stories were thoroughly reviewed and are compiled as part of this final report

3. Challenges Faced and Solutions Provided

Challenges Faced	Solutions Provided
Conducting training sessions in Madaaris(religious schools) and mosques was very difficult as most of the religious community had misconceptions regarding the intervention and argued that the implementing partners had ulterior motives behind COVID-19 awareness campaign, even though they acknowledged that there is a pandemic in the country	This challenge was addressed by the partners through engaging with the religious leaders proactively and in some cases getting help from influential religious scholars.
Some of the trainees, particularly head teachers and principals found it difficult to spare time for the complete training session due to their ongoing responsibilities.	This challenge was addressed adjusting the schedule and shifting sessions in the afternoons and on weekends, enabling them to attend the sessions when it was feasible for them.
Some of the religious leaders did not have smart phones which made it impossible to communicate with them using WhatsApp.	This challenge was addressed by the focal persons using text messaging to re-enforce the campaign awareness messages.
Female participants were not comfortable to share their WhatsApp numbers and they were leaving the groups as they thought it was inappropriate for them to be part of groups with strange male members.	To address this issue, focal persons made separate groups of male and female and encouraged the female members to remain part of the group to disseminate the messages.
There was lack of motivation towards participation in WhatsApp quizzes being organized by the implementing partners to assess the trainees' knowledge.	The participation was increased through incentivising the quizzes.. These incentives include gift hampers to high achievers.



Some of the older participants and youth members were very motivated towards the training and its cascading.	Implementing partners had to pay more attention towards these groups, using creative strategies such as making them group leaders and listening to them more.
UNICEF had provided only soft copies of IEC material to PAFEC at the beginning of the campaign and the hard copies of the material were received much later when the training sessions were completed.	This created budgetary issues for the implementing partners as they had to print copies for all the participants from their own pocket as without the materials, the sessions would not had been beneficial.
During the last phase of the project, government’s strict lock-down measures made it very difficult to conduct the focus group discussion surveys. This slowed down the survey process.	To tackle this challenge, focal persons had to use WhatsApp / calls for conducting the survey. The draw-back of carrying out surveys through WhatsApp calls was time consuming and sometimes did not give the clarity which was possible had the survey was conducted face to face.
Seeking permission for miking from the local administration was difficult and time consuming.	With the support from UNICEF team Mr. Habib Asghar and Ms Sehr Qizalbash, NoCs were obtained from district administration

Challenges Regarding Engagement of Women Influencers (Religious Leaders and Principals)

Engaging women in this process was very challenging at the beginning. The challenges involved their in-ability to participate fully in the sessions, primarily due to social and cultural reasons. Those reasons include not being able to attend sessions due to home care responsibilities, more travel restrictions due to family’s cultural set-up. Also, for female head teachers and principals, arranging sessions while they were fully occupied with school/college duties was a major hurdle. The other hurdle that was faced while engaging women was their privacy. They were very reluctant to even have their pictures taken for information purposes while the session was taking place. Majority of women were initially reluctant to participate in the WhatsApp group formation to spread awareness, mainly due to privacy concerns. The religious influencer leaders in women were very hard to engage as they have more layers of restrictions compared to the rest of the women demographics. Through intense persuasion from all the implementing partners, woman engagement was ensured. Focus on women contact details to be kept private was made an utmost priority when forming WhatsApp groups. Also, to engage female religious leaders effectively, implementing partners utilized more female master trainers to ease their privacy concerns. Once these major hurdles were addressed then their engagement increased dramatically which significantly helped in increasing the reach of awareness campaign



Nevertheless, with all the challenges faced by PAFEC and its partners, through commitment and perseverance it was ensured that key objectives of the project are met within the given timelines.

4. Lessons Learnt and Way Forward

The project provided a great learning experience to PAFEC as it was running a campaign of this nature for the first time. The implementing partners of PAFEC collaborated enormously within their capacities and diverse backgrounds in implementing projects.

Below is a summary of the key lessons learnt and Way Forward:

Lessons Learnt	Way Forward
<ul style="list-style-type: none"> - Overall, the strategies being used to create awareness about prevention and mitigation from COVID-19 proved to be effective as more than 80% of the influencers played an active role in disseminating the messages and re-enforcing SOPs - Female participants took significant interest during the training sessions as well as post training, using WhatsApp messaging actively and conducting face to face sessions in their schools and colleges 	<ul style="list-style-type: none"> - The IEC material should be made more cultural relevant and backed by relevant verses from the Holy Quran wherever possible - Increased efforts directed towards religious influencers could be key in bringing about positive change in community in a short span of time. This is evident from the transformative work the religious leaders are doing after their training in the jurisdiction of their mosques and madaaris (religious schools). - Digital technology is now common in Pakistan but digital literacy is still deficient among its users, particularly among the religious community. More work could be done to reach out to them and bring about quick behaviour change for the betterment of the community, especially now when the vaccine roll-out is in full flow to curb COVID-19 pandemic in the country. - Last but not the least, it is suggested that the relevant government departments should be brought on board prior to launching an activity in their province to get the due cooperation from them to maximise the benefits of the project

With the current third wave of COVID-19 going in full swing and vaccine roll-out across the country, continuation of projects like these are a must to ensure a lasting impact to curb this pandemic. These kinds of projects would also serve as a baseline to bring about a positive behaviour change within the community.

5. Success Stories, Narratives and Testimonies – Partner Contributions

Despite the obvious obstacles the project was successfully delivered within its time and defined scope. The project has helped in identifying many insights which could be amplified and used to contribute in the community to create a greater behaviour change. This section highlights the long standing impressions the project has had on its intended targets. It also dives into details of the project's successes and key-takeaways.

Following success stories and reflections were documented by the partner organisations and improved upon by PAFEC.

5.1 – Master Trainers Story

Master trainer trainings

Success Story/Stories – Testimonies

Syed Maqsood – Master Trainer

My second session was in an area where people totally lacked the awareness regarding the threats this virus posed to their lives. So much so, that they were not even aware of the symptoms of COVID-19. I trained thirty-three participants in a session in that area and gave them appropriate information. After the training sessions, they showed profound motivation to spread the awareness messages regarding COVID-19 within their communities. All the thirty-three participants started wearing masks in public gatherings and reflected upon the change in their behaviours after trainings.

5.2 – Lahore Success Story

Momentous Education

Success Story/Stories - Testimonies

Religious Leader

A religious leader: 'After attending this session, members from our Madrasa started using soap regularly and all the members ensured to keep 6 feet distance within the premises. Use of mask have been made mandatory within the premises and we are pleased to follow the COVID-19 SOPs'.

Principals & Head Teachers

LDA Secondary School Lahore Principal: 'This awareness session made me realise that I could be an important source of awareness within my community. With this realisation, I directed all the teachers in my school to teach students the exact way to wear a face mask. We also shared COVID - 19 awareness messages within parents' groups and it proved to be the best way to spread more awareness information in lesser time'.

Community Representative

Saba Ahmad: 'By attending session by Faisal Rizwan, I learned many things which I never knew such as how to discard a mask in a proper way. I shared this information within my circle who weren't aware of the appropriate way to use face masks. I am happy that I have been a participated in this great task and have been able to save lives by discouraging the use of recycled face masks'.

Youth worker



‘In the beginning it was hard to convince people to follow COVID – 19 SOPs but by implementing SOP practices myself, I was able to see an encouraging response from within my circle. Apart from practicing these SOPs, I would share daily messages with my contacts. Now, lots of friends of mine are working voluntarily to share the awareness messages’.

5.3 – Multan Success Story

Tiflee Education

Success Story/Stories – Testimonies

Religious Leader

Nosheen Rizwan: Before attending the training session, my belief was that COVID-19 does not exist. When I attended the session and shared my thoughts with the trainer, he cleared my misconception regarding its existence and reminded me to take preventive measures to curb its spread within my community. Also, I gained important information regarding COVID – 19 transmission and who are more vulnerable individuals to this virus. He also informed us about important information like symptoms of this disease and how we can protect ourselves from corona virus by washing hands, wearing mask, keep social distancing etc. These were important awareness messages that I was able to grasp and spread within my community.

Principals & Head Teachers

M Tahir: I came to learn many new things from the session, trainer told us about right way of wearing a face mask. We were also informed about proper disposal of face masks to ensure they are not being recycled. This information was new for me. Now I am implementing all the knowledge gained and applying them in my real life and sharing all the awareness messages learned with my family and friends.
Community Representative

Community Representative

Muhammad Kamran: I have learned many new things from the session and started implementing those learnings in my daily life. For instance, in the session, the trainer taught us how to take care of patients infected with COVID -19. I was able to use these learning successfully when my brother got infected with COVID -19. We took care of his health and supported him morally and now Alhamdulillah he is perfectly fine.
Youth Worker

Youth worker

Noreen Imran: I attended the training session named “Building awareness to fight and to stop the spread of COVID -19”. My key learning from the session was how to wear mask and understood the importance of sanitisation in reducing the spread of COVID – 19 in our communities. Another important take-away from the session was dealing with a COVID – 19 patients effectively.

5.4 – Gujranwala Success Story

Muslim Hands

Success Story/Stories - Testimonies

Principals & Head Teachers

Aqsa Sarwer: I am working with Muslim Hands as Head Teacher GPS Kot Ghulam Rasool. I attended a session with the topic “Building Awareness to Fight and to Stop the Spread of COVID-19” organised by Muslim Hands at GGPS Kot Shah Muhammad with the collaboration of PAFEC. The session taught the participants about COVID-19 symptoms, its preventative measures, population groups more vulnerable to COVID – 19 and about best practices that can save us and our dear ones from COVID-19. In March two of my close family elders got infected with COVID – 19. I applied the knowledge gained in the training session regarding dealing with COVID – 19 patients comprehensively. I used the knowledge of keeping the patients socially distanced but also helped the patients deal with the COVID – 19 mentally. I am grateful to the organisers of the training session that really helped me save the lives of my close aunt and uncle.

Community Representative

Sh. Tallat Rehman: I am the citizen of Tehsil Wazirabad, District Gujranwala. I have a sports shop in main bazaar Wazirabad. On 30th January 2021, a session related to Corona virus was held in Muslim Hands School of Excellence conducted by Ms. Tabinda Tallat - master trainer. She gave an informative lecture on the awareness of all SOPS related to stopping the spread of COVID – 19. Some of the important preventive measures she taught us is as follows:

- Cover your nose and mouth properly with the help of a face mask.
- Wash your hands frequently with soap and use hand sanitiser.
- Maintain and ensure a 6 feet social distance.
- Avoid touching face, eyes.
- Stay at home if you feel unwell.



After this session, I started to adopt all these preventive measures at my shop and home as well. I wore a face mask properly by covering my nose, mouth and chin and have made it mandatory for customers to wear face mask before entering my shop. Moreover, at the entrance of the shop, I have put a bottle of hand sanitiser to sanitise hands properly before a customer enters my shop. I also sanitise my hands before and after touching the currency notes

To maintain social distance, I have made prohibited gathering of people at my shop. In accordance with the oath that I took in the session, I am actively spreading COVID – 19 awareness messages within my family and friend’s circle

Youth Worker

Mustansar Ali: I am from Wazirabad district Gujranwala. I am a student of F.A part 2 at Muslim Hands Excellence college Wazirabad. On 2 Feb 2021, I attended a session arranged by Madam Taiyyba in Muslims Hands Educational complex Wazirabad. In this session we learnt again about the precautionary measures against the spread of COVID – 19. Three important things take-aways regarding the session include the following: Social Distance, Cleanliness, Wearing a face mask. After the training, I started applying the SOPs of COVID – 19 spread reduction. I shared COVID – 19 awareness messages through social media with all my contacts specially through WhatsApp



6. Survey Design

To get a holistic view of the impact of the campaign, a survey was initiated by PAFEC in collaboration with its implementing partners within each target district. With consultation from UNICEF – Pakistan,



a focus group-based discussion (FGD) survey was initiated. The main purpose of the focus-group based survey was to assess the knowledge, behaviour change amongst target influencers and the ultimate beneficiaries of the project. The main respondent groups of the survey included key influencers identified - religious leaders, principal and head teachers, community representatives and youth workers/ volunteers. Following are the key features of this focus-group based survey:

6.1 Survey Scope and Sample Size

To get a view of 1% of the population (trained influencers), a sample size of 1000 respondents were selected. These respondents were chosen randomly from the group of 10,133 influencers being trained by our implementing partners. The achievement of planned survey against actual surveys being conducted are as follows:

<i>Planned and Achieved Sample Size</i>		
Respondent Type	Sample Size	
	Planned	Actual
Religious Leaders Head Teachers & Principals Community Representatives Youth Workers/Volunteers	1000	883

6.2 Survey Work Stream - Data Collection & Reporting

The focus discussion-based survey was conducted using two modes of communication. The first mode consisted of face-to-face discussion with participants regarding their understanding of COVID – 19 and its prevention. The second mode involved directly calling each participant through direct calls, WhatsApp calls and collecting their responses. Where calling the participants was not feasible, responses on the questionnaire were collected via text messaging chain. Key features of the focus group discussion survey are as follows:

TARGET INFLUENCERS

Religious Leaders	Principal & Head Teacher	Community Representative	Youth Worker
Participants: 6 – 8 people per focus group 1- Male focus group 2- Female focus group Age: 20 or above Type: Homogeneous survey	Participants: 6 – 8 people per focus group 1- Male focus group 2- Female focus group Age: 20 or above Type: Homogeneous survey	Participants: 6 – 8 people per focus group 1- Male focus group 2- Female focus group Age: 20 or above Type: Homogeneous survey	Participants: 6 – 8 people per focus group 1- Male focus group 2- Female focus group Age: 20 or above Type: Homogeneous survey

Data Collection/ Reporting & Analysis

- Focal persons of each implementing partners were given a tutorial session by PAFEC via zoom to pass to conduct the FGDs
- Homogeneous focus groups from each district would be selected

Face to Face FGDs

In face-to-face FGDs, the participants for each focus group would be asked the question in one collective setting per target influencers group

Two facilitators from a given implementing partner would take notes during administering the survey questionnaire to ensure the integrity of the information provided by the respondents

Each survey focus group session would be for an hour at the maximum

- The survey process would have a discussion synthesis format
- Responses should be collected both in written word document and audio formats (where possible)
- An immediate post survey debrief would be required
- Debrief of facilitators would be done through a google document with each focal point being given access to input their notes – setup by the Anthropological Researcher, PAFEC
- All the data collected, and analysis would be submitted in the final report highlighting key take-aways and help us in understanding the awareness achievements with respect to its set KPIs

Important Assumption:

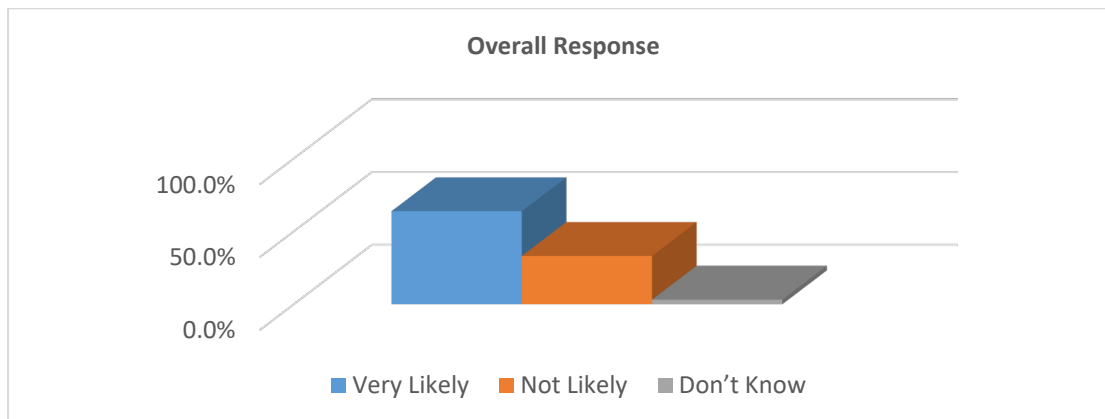
It was assumed that the facilitators / focal person of each implementing partner had access to internet / smartphone for effective communication, reporting and debrief submissions.

6.3 Survey Quantitative & Qualitative Analysis

Considering the nature of the survey discussed above, assessing the awareness of the influencers demanded open ended questions. The responses from each participant were collected in their own way. Once the responses were collected, they were analysed meticulously. The key insights surveyed within each question and the analysis on their response are as follows:

6.3.1 Questions & Responses – WhatsApp and Text Messaging

Question Asked	Key Insights Surveyed
<p><i>How likely do you think it is that someone in your vicinity becomes sick from COVID-19? Please explain your response.</i></p> <p>Vicinity Segregation per Influencer</p> <p><i>For Religious Influencers – Mosques/Madaaris</i></p> <p><i>For Principals & Head Teachers – Schools/Colleges</i></p> <p><i>For Community Representatives – Neighbourhood</i></p> <p><i>For Youth worker – Community</i></p>	<p>Likely hood of COVID -19 within each influencer’s vicinity</p>



The responses to this question could be summarised in three major responses. Those three responses are as follows:

“It’s likely that they and their communities might get infected with COVID – 19, it is not likely that they and their communities would get infected with the virus or they could not conclude whether they could get infected or not”

Overall, more than 62% of the influencers informed us that there is high probability of them getting infected. This percentage is reflective of the kind of responses received given below:

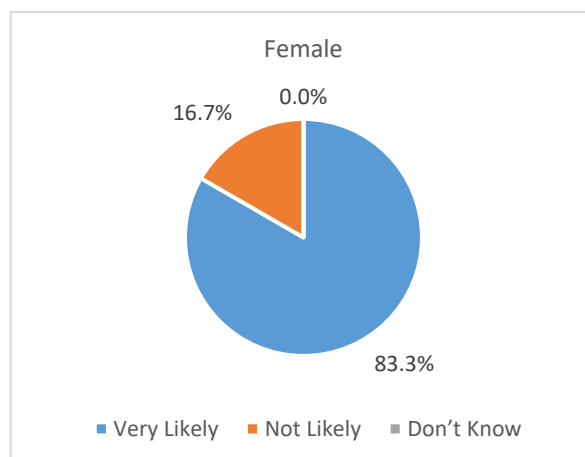
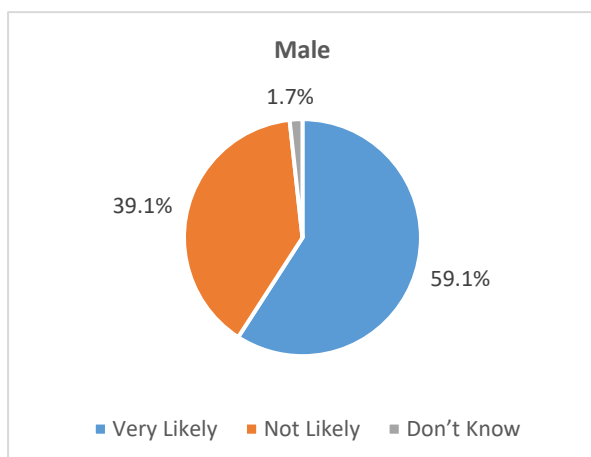
A female head teacher in Gujranwala:

“It’s possible that someone can be affected in our society & schools as well as in community too if they don’t take precautionary measures”.

The causality analysis within each demographic of influencers is given below:

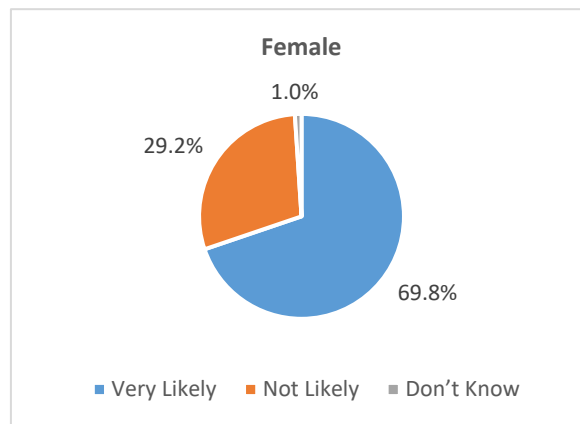
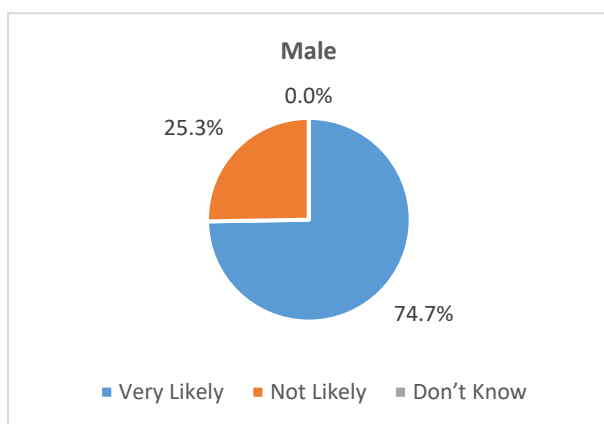
Religious Influencer

Within each gender, there is a huge majority of the religious community who thinks that they can be infected with COVID -19. This is primarily due to the increase in infections around their madaaris which are their key activity premises.



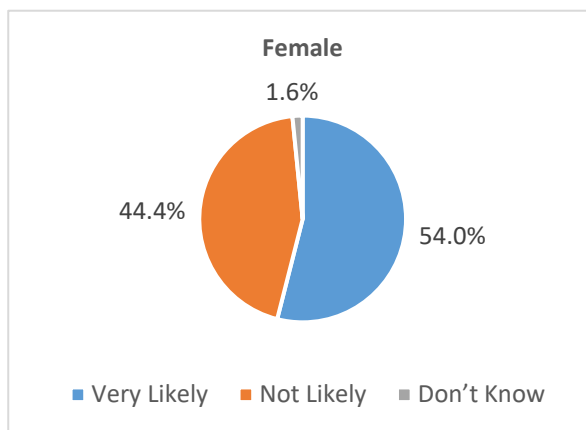
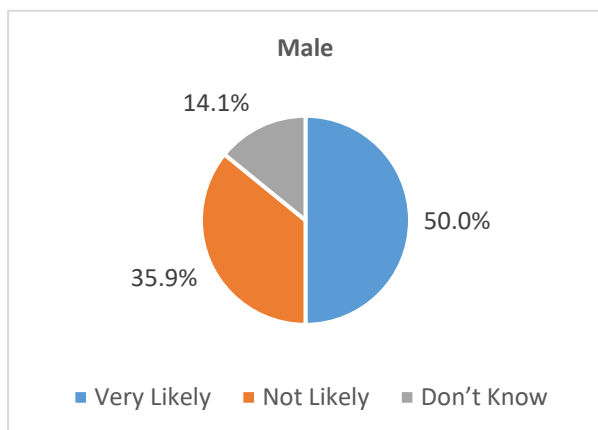
Principals & Head Teachers

There is an overwhelming belief within the principals and head teachers that for them, contracting COVID – 19 is very likely. A lot of the teachers gave examples of students being the possible carriers of COVID – 19 transmissions. Both genders show that the likely-hood of them contracting COVID – 19 is more than 65%. This is primarily as teachers are in constant interaction with children at school whose families might not be taking SOPs into consideration while dealing with COVID – 19 spread.



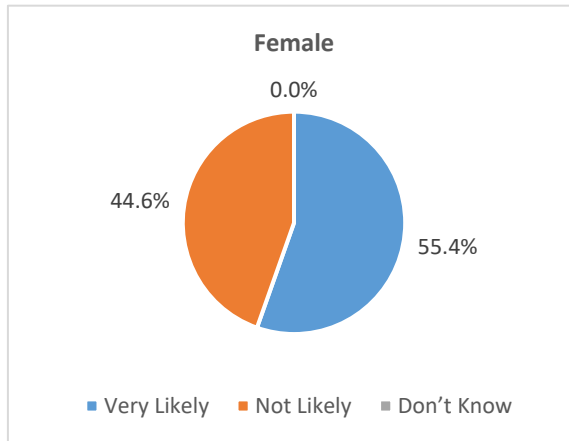
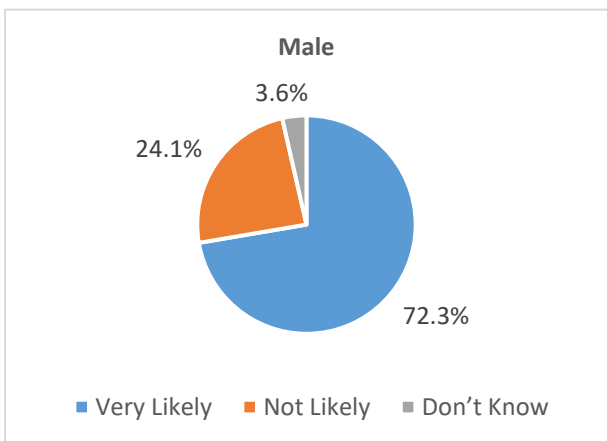
Community Representative

Community representatives both male and female generally think that they are more likely to contract COVID – 19 within their circles. Their idea of likely-hood is dictated by the number of people they have observed getting COVID – 19 in their neighbourhoods.



Youth worker

Both genders in youth workers’ category believed that being infected by COVID – 19 within their communities is possible with at least more than 50% agreeing to its probability. Male probability is more than female probability of likelihood as men are more socially active and have more access to information. With more access of information, they know more people are getting infected, hence their notion on likelihood of COVID – 19 contraction is more than female youth workers.



Question Asked

How dangerous do you think COVID-19 is for your community? Please explain your response.

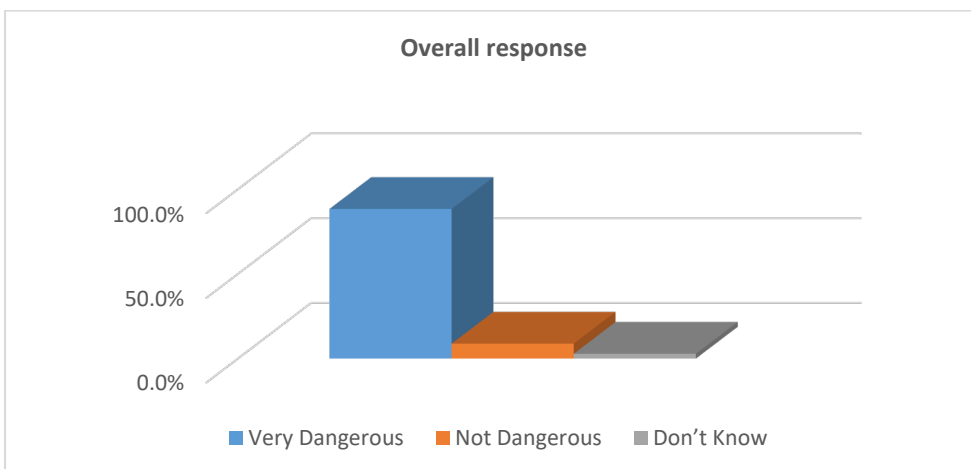
Community Segregation per Influencer

For Religious Influencers – Prayer congregations specially Jumma prayer

For Principals & Head Teachers – Schools/Colleges, Community Representatives and Youth worker – Community

Key Insights Surveyed

COVID - 19 perceived as dangerous within each influencer’s vicinity (activity areas and social circle)



The responses to this question could be summarised in three major responses. Those three responses are as follows:

“The participants perceive COVID – 19 is very dangerous (life threatening) to their communities, they don’t consider it as dangerous, or they don’t have any adequate information regarding it”

Overall, more than 80% of the influencers informed us that they do consider COVID -19 as very dangerous to their communities. Their threat perception regarding COVID – 19 is reflected in the responses as given below:

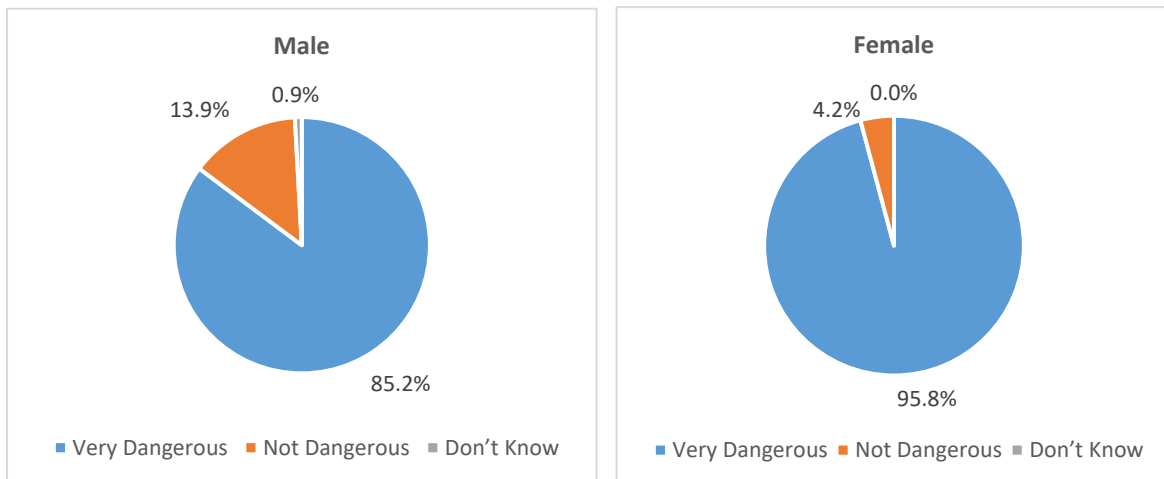
A religious influencer in Lahore:

“It is wave of death. It can damage you for rest of your life”.

The causality analysis within each demographic of influencers is given below:

Religious Influencer

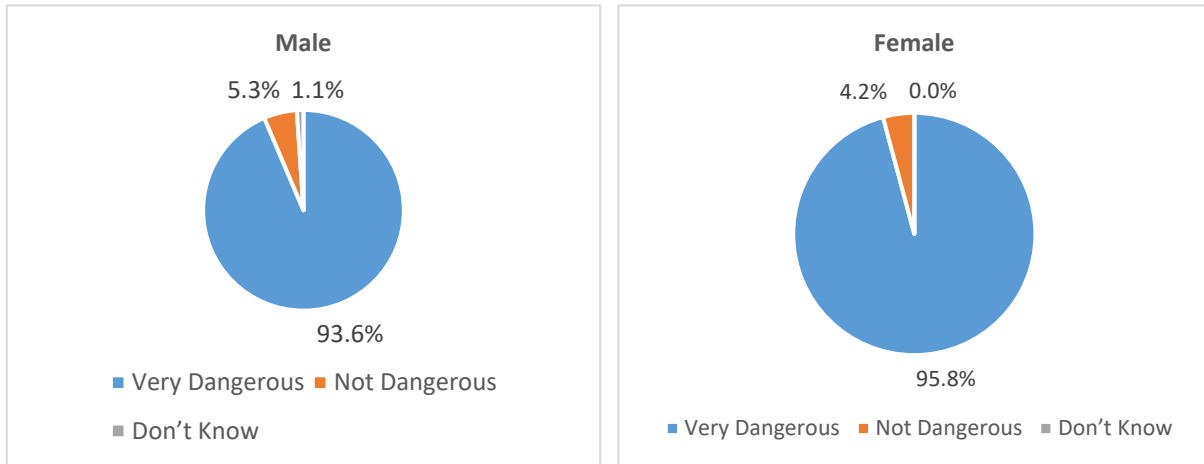
A big proportion of both male and female religious influencers considered COVID – 19 as very dangerous to their lives and their communities. This is because of the increase in COVID – 19 infections within their madaaris and mosques.



Principals & Head Teachers

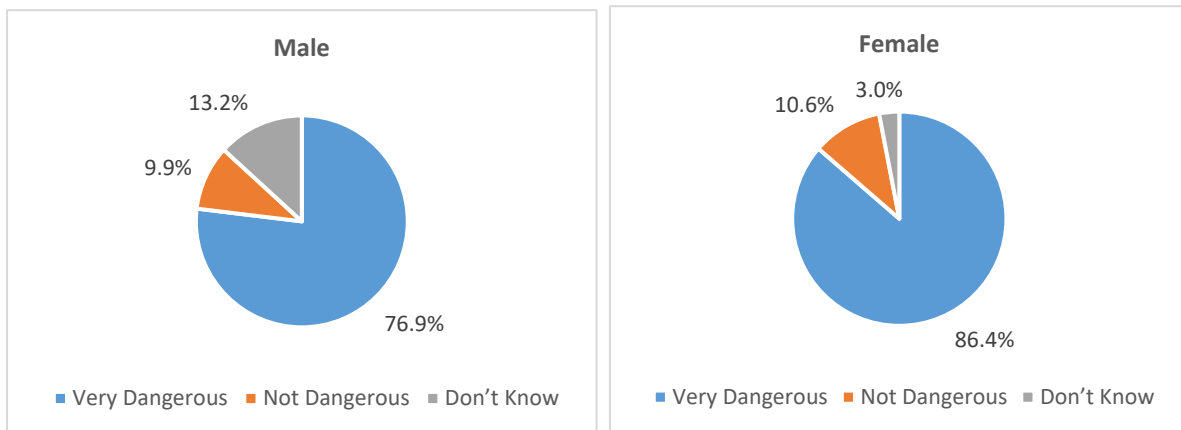
Overall, more than 90% of each gender representing principals and head teachers agreed that COVID – 19 is very dangerous to their schools and community. This is most probably because they have

more educated background which have helped them understand more about the real threats posed by COVID – 19.



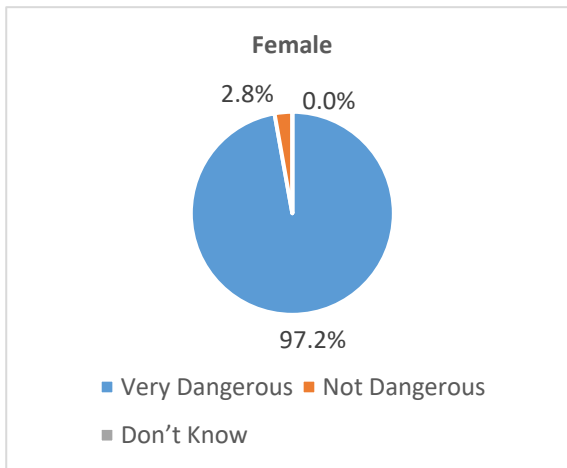
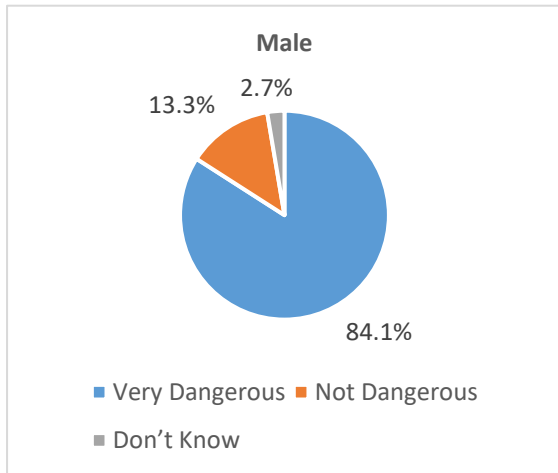
Community Representative

More than 70% community representatives both gender demographics agreed that COVID – 19 is very dangerous within their neighbourhoods based on the rise in COVID – 19 cases in their neighbourhoods.



Youth worker

More than 80% youth workers in both genders agreed that COVID – 19 is very dangerous. The reason for high percentage of youth considering COVID – 19 is a major threat is mainly due to their access to evidence-based information.



Question Asked

Do you believe your vicinities within the community are able to control whether someone in the community will get COVID-19? Please explain your response.

Vicinity Segregation per Influencer

For Religious Influencers – Mosques/Madaaris

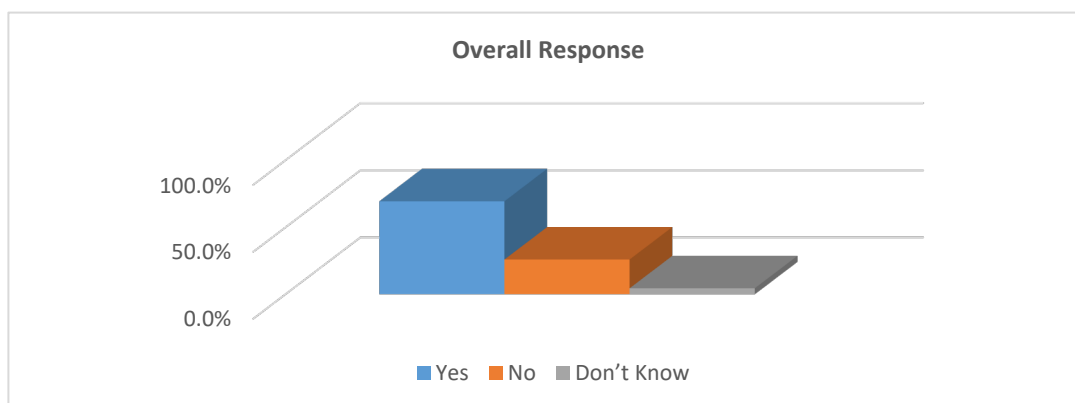
For Principals & Head Teachers – Schools/Colleges

For Community Representatives – Neighbourhood

For Youth worker – Community circle

Key Insights Surveyed

Perception of influencer regarding community's ability to control COVID - 19



The responses to this question could be summarised in three major responses. Those three responses are as follows:

“They can control COVID – 19 spread within their communities with SOPs in place, they can’t control the spread of COVID – 19 within their community or they don’t know whether they could get infected or not”.

Overall, more than 60% of the influencers informed us that with COVID – 19 SOPs implementation, they can control the spread of COVID – 19 as they seemed to be aware of the effectiveness of COVID – 19 SOPs in mitigating the spread of the virus

Their perception regarding controlling the spread of COVID – 19 is reflected in the responses to this question as given below:

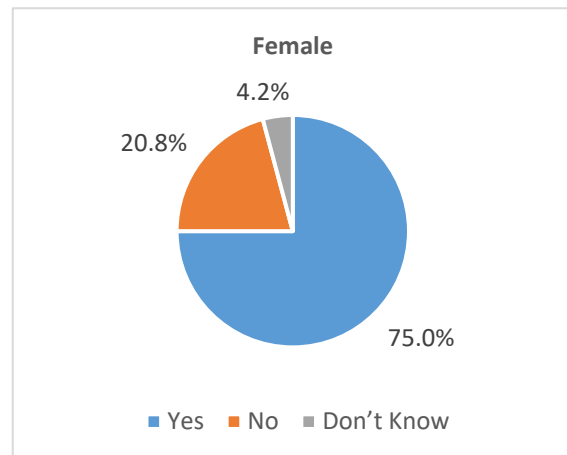
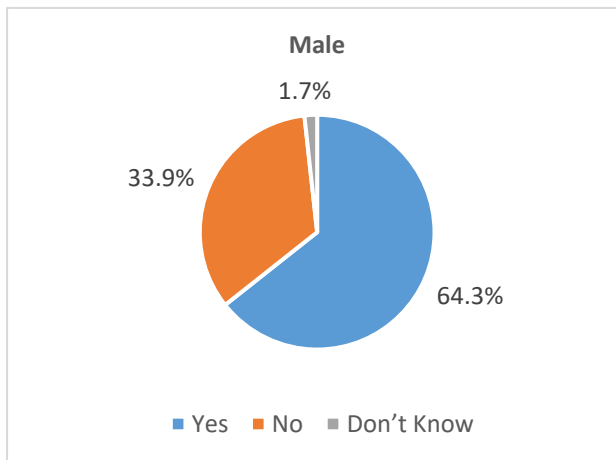
A female community representative in Faisalabad:

“Yes, but with regular awareness and equal check on SOPs, it's controllable”.

The causality analysis within each demographic of influencers is given below:

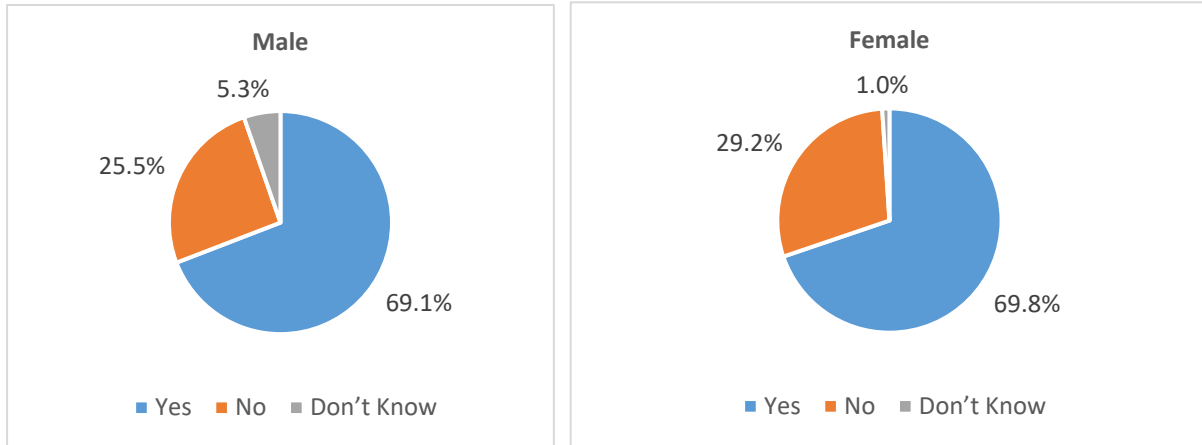
Religious Influencer

Most of the religious influencers are confident that the implementation of SOPs will help to stop the spread of COVID – 19 within their madaaris. This is evident from the percentage of both demographics showing that they can control COVID – 19 spread. There is also a reasonable number of religious influencers who believed that they cannot control COVID – 19 spread within madaaris, primarily due to recent the increase in infections in their madaaris.



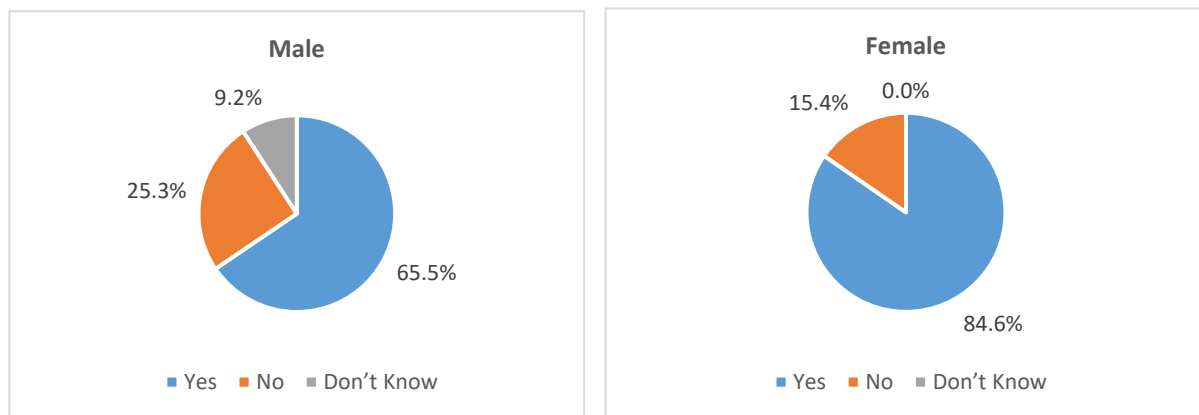
Principals & Head Teachers

Principals and head teachers firmly believed that with SOPs implemented within their school premises and through online classes, they can control the spread of COVID – 19. Both gender demographics show more than 60% agreement on their communities’ ability to control the spread within their schools with adequate COVID – 19 SOPs in place in their schools and colleges



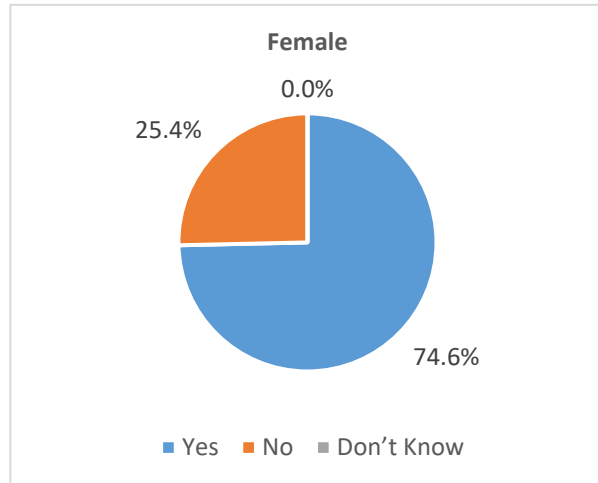
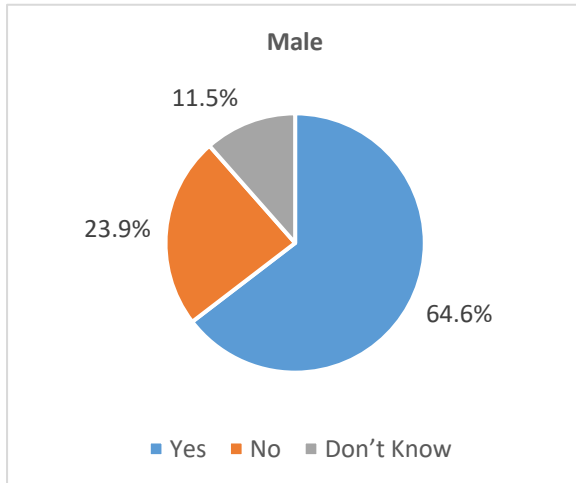
Community Representative

Community representative both gender demographics agreed that with SOPs in place they can control the spread of COVID -19 within their neighbourhoods. Women being more active within neighbourhoods have more confidence in controlling the spread of COVID – 19. This is evident from the below statistics.



Youth worker

Youth workers have high proportion of population agreeing that they would be able to control the spread of COVID – 19. Majority proportion of this segment believed that it impacts elder people more than other segments of the population. Hence, they said that with SOPs in place or not, their immune system would curb the virus and lessen its spread.



Question Asked

Key Insights Surveyed

Handwashing, Facemask Use, keeping 6 Feet Apart, Avoiding Social Gatherings, Ventilation

Do you believe any of these actions are effective in preventing the spread of COVID-19 in your vicinity? Which ones and why? Why do you believe some of these actions are not effective?

Vicinity Segregation per Influencer

For Religious Influencers – Mosques/Madaaris

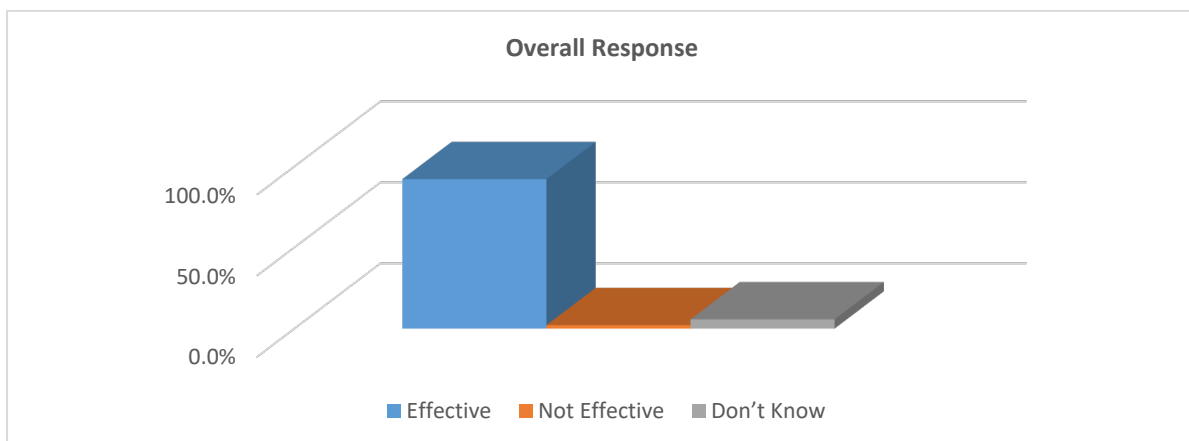
For Principals & Head Teachers – Schools/Colleges

For Community Representatives – Neighbourhood

For Youth worker – Community

Effectiveness of SOPs to stop COVID - 19 spread within each influencers vicinity(circle)

Response Overall



The responses to this question could be summarised in three major responses. Those three responses are as follows:

“SOPs discussed in questionnaire are effective in mitigating COVID – 19 spread, these SOPs are not effective or they don’t know about effectiveness of these SOPs”

Almost all the influencers agree that these SOPs are indeed effective against the spread of COVID – 19. This agreement on COVID – 19 SOPs being effective in mitigating the spread of the virus at large suggests that awareness campaigns messages were able to reach out to the influencers and their communities.

Their perception about the effectiveness of SOPs in mitigating the spread of COVID – 19 is reflected in the responses to this question as given below:

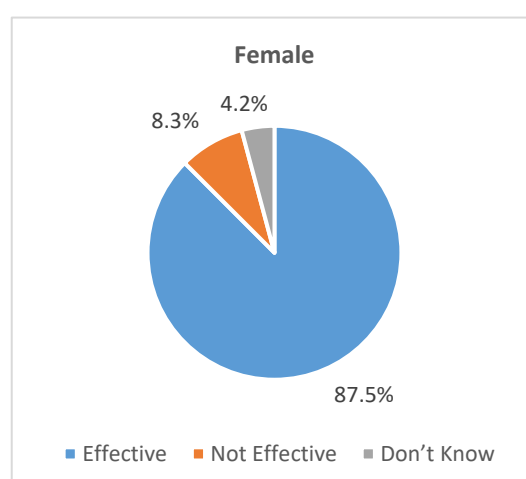
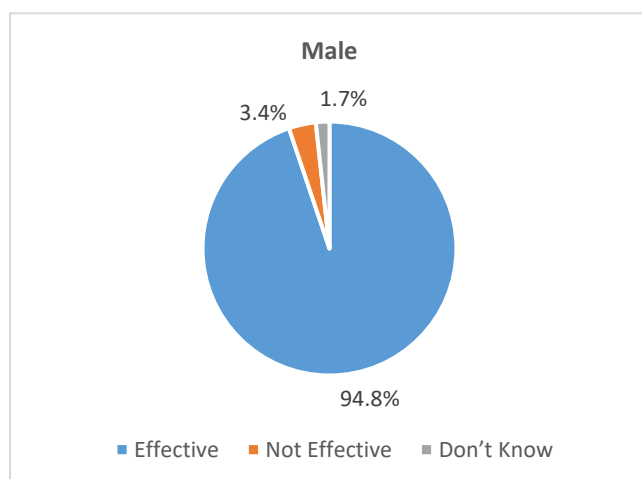
A youth worker male in Multan:

“ Yes, we must follow all SOPs, above all wearing mask is must”.

The causality analysis within each demographic of influencers is given below:

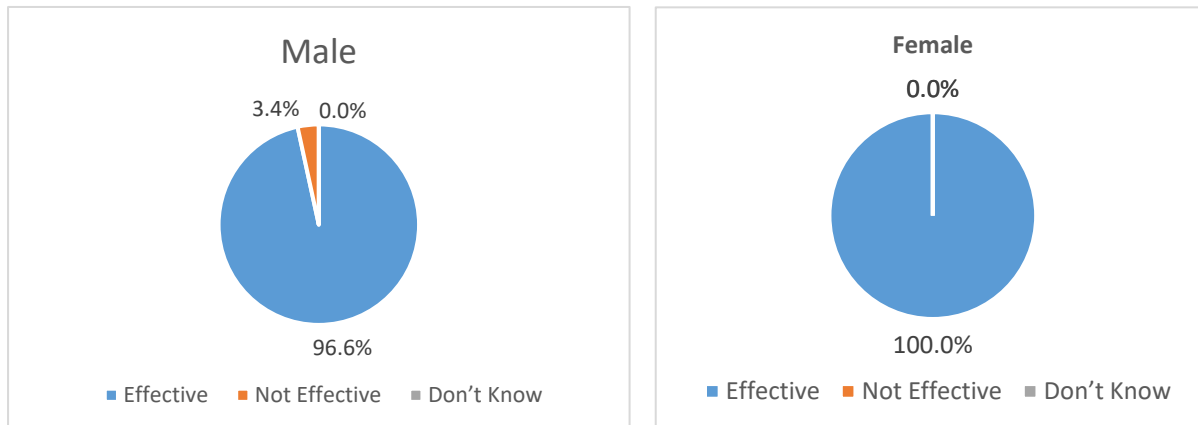
Religious Influencer

All the religious influencers be it male or female, majority agreed that these SOPs are very effective in mitigating the spread of COVID – 19. They also argued that the “wuzu” - ablution that they perform before every prayer is also a form of SOP, which keeps them clean and curbs the spread of COVID -19 within their madaaris.



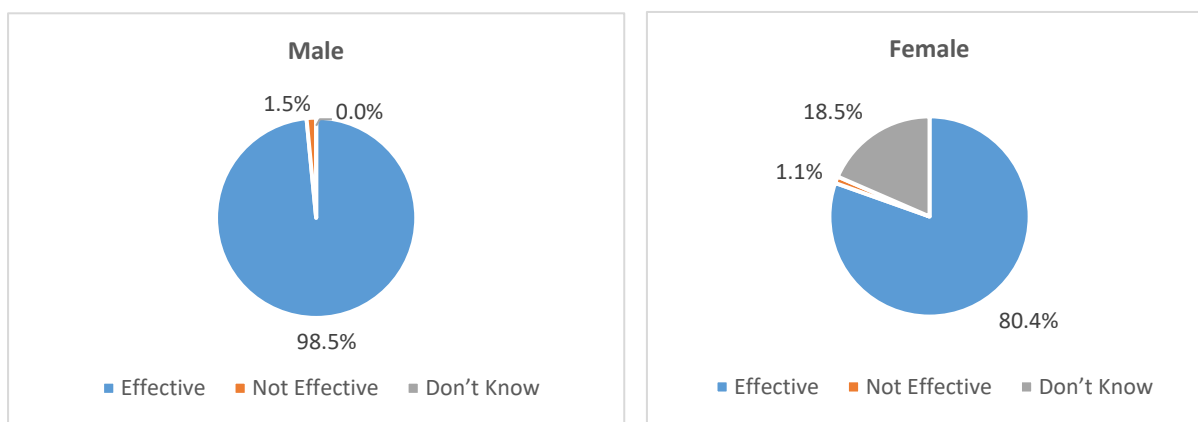
Principals & Head Teachers

Almost all principal and head teachers agreed that these SOPs are effective solution to mitigate COVID – 19 spread within their schools. This is primarily because principals & head teachers have more basic understanding of cleanliness and safety which is an essential part of COVID – 19 SOPs



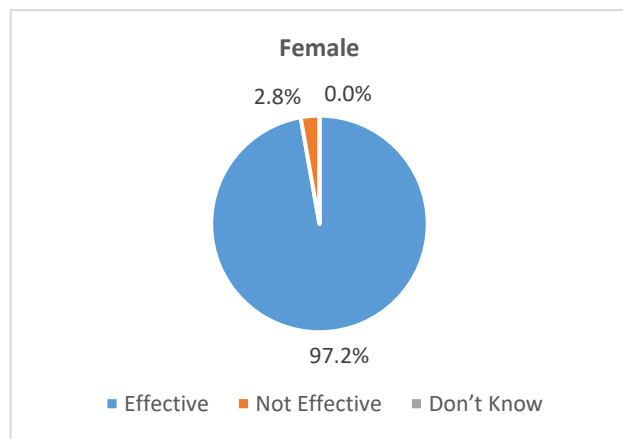
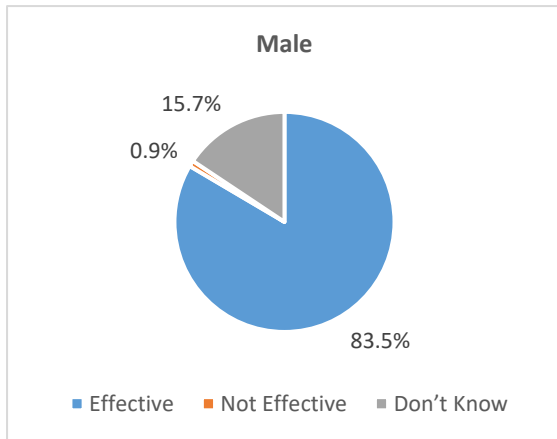
Community Representative

Almost all community representatives agreed that these SOPs are effective solution to mitigate COVID – 19 spreads within their neighbourhoods as all of them believed that it is the only solution to mitigate the spread of COVID - 19. This belief is based on the reduced number of infections within their communities once SOPs were being strictly implemented.



Youth worker

Almost all youth workers/volunteers agreed that these SOPs are effective solution to mitigate COVID – 19 spread within their community as they believed that implementation of strict SOPs in their neighbourhoods helped reduce the COVID – 19 infections

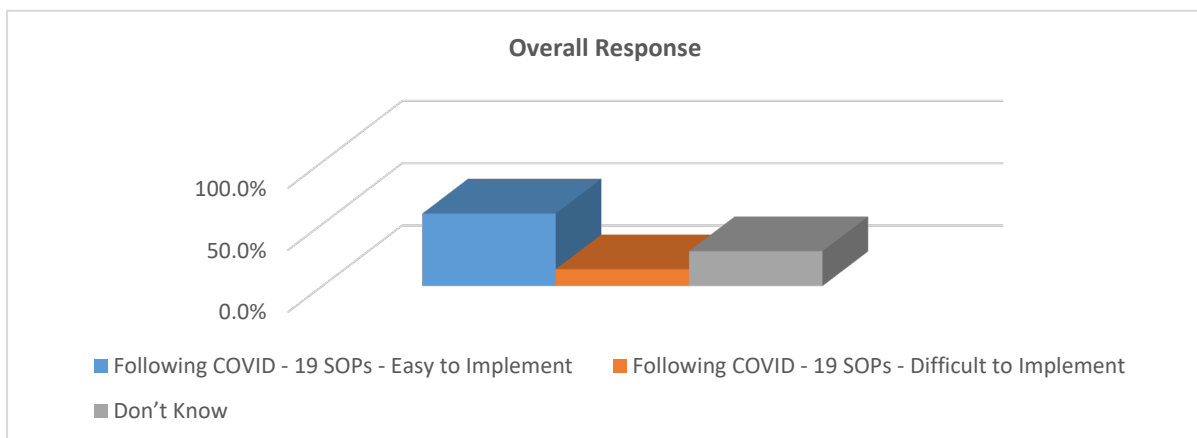


Question Asked

Which actions that you believe are effective in preventing the spread of COVID-19 have you not been able to take? Why? Please tell us what do think can be done to make it possible for you to take these actions?

Key Insights Surveyed

Actions effective to stop spread of COVID - 19 but difficult to implement in day to day lives of each influencers vicinity(circle)



The responses to this question could be summarised in three major responses. Those three responses are as follows:

“Implementation of SOPs by the influencers and their communities is easy to follow, these SOPs are difficult to implement, or they don't know about how easy or difficult SOPs are to implement”.

More than 55% of the influencers informed us that implementation of COVID – 19 SOPs in their community are easy to implement. For example, wearing masks which the respondents suggested are easy and convenient to use.

The actions which respondents believed are effective in mitigating the spread of COVID – 19 is reflected in the responses to this question as given below:

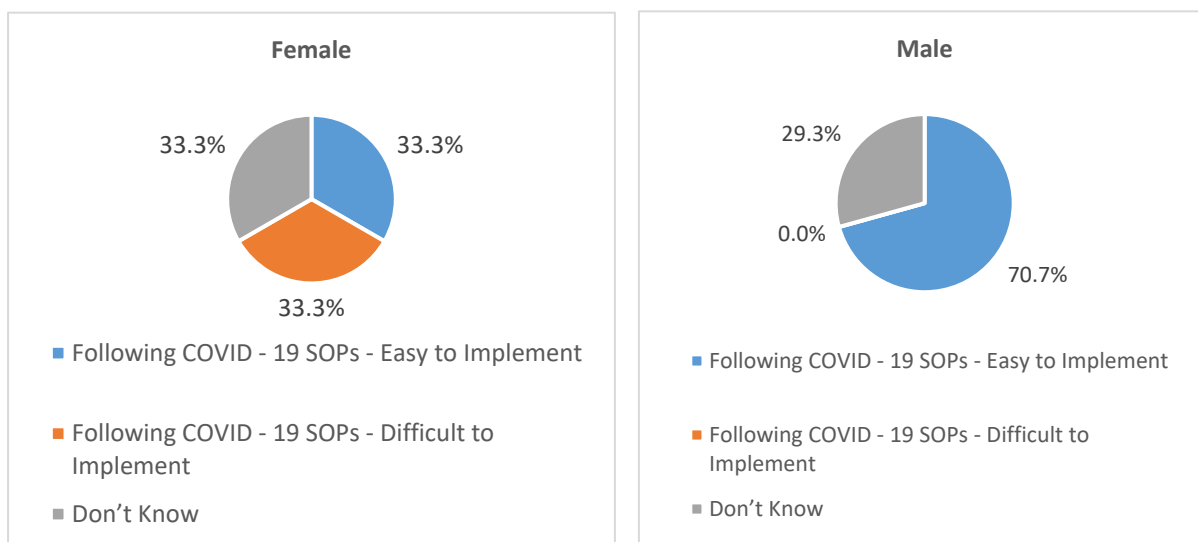
A female head teacher from Gujranwala:

“I use all SOPs. They are easy to implement to prevent from this virus.”

The causality analysis within each demographic of influencers is given below:

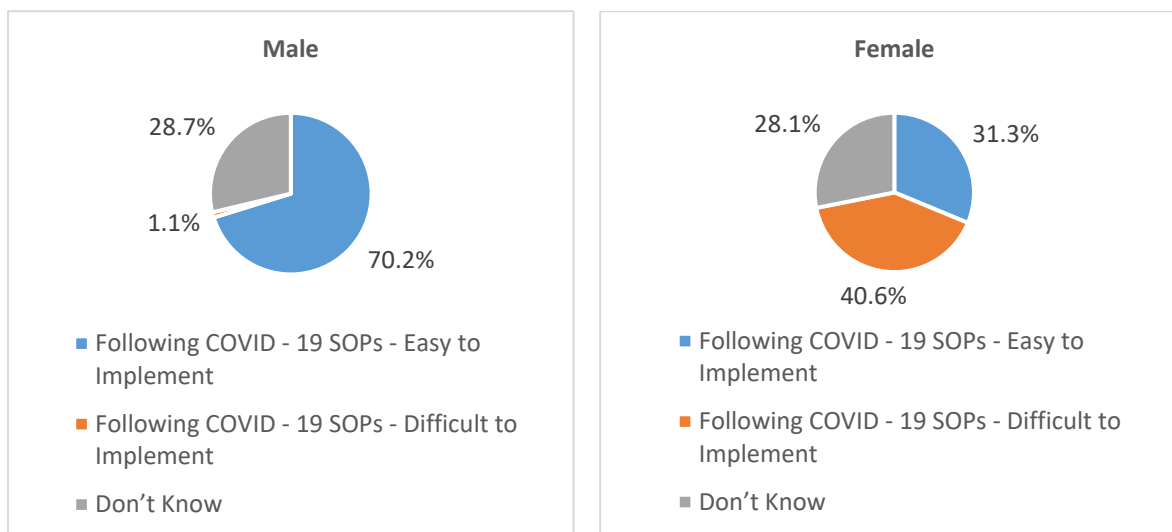
Religious Influencer

There is an equal number of religious influencers in male demographics who believed that implementing COVID – 19 SOPs is difficult. Their arguments pre-dominantly have been that due to the cultural way of meeting people in madaaris, implementing social distancing is difficult. Women religious influencers though majority believed that SOPs implementation is possible. This is probably because woman segment of religious influencers does not socialise as much compared to the men segment.



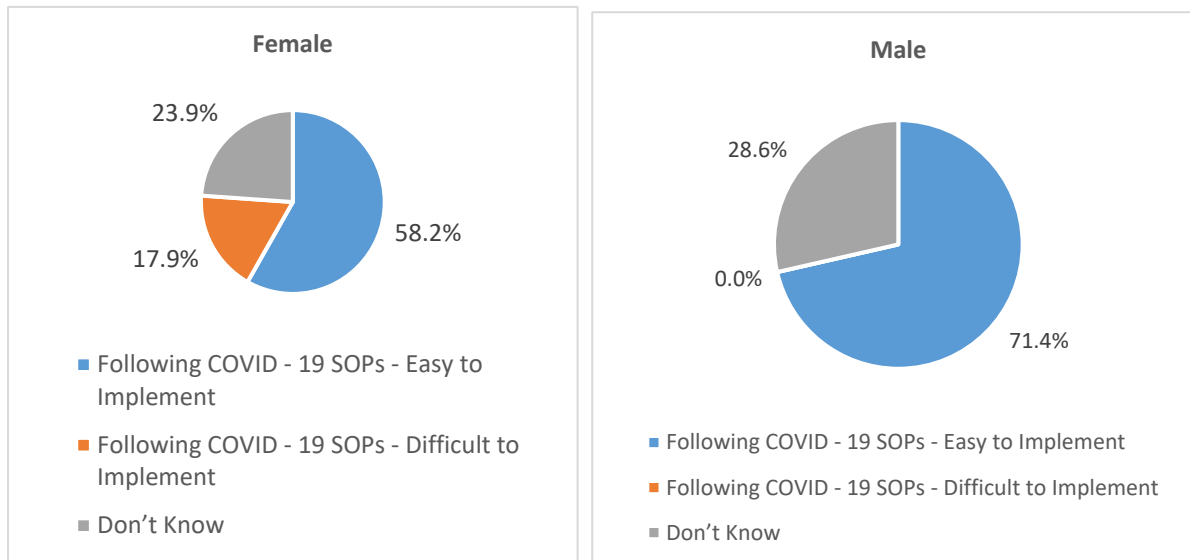
Principals & Head Teachers

In male demographics, majority believed that implementation of SOPs is easy with 70% agreeing to this response as they believe that adequate implementation of SOPs can protect them from the virus. In female demographics this percentage is very low. They believed that maintaining social distance particularly is very difficult considering children go home and their family may not be applying COVID – 19 SOPs.



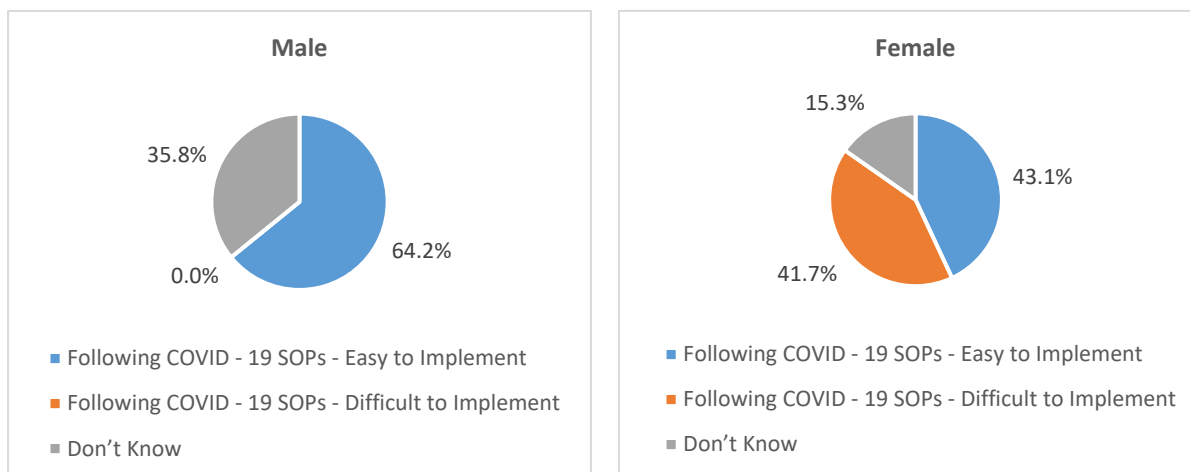
Community Representative

Both genders in this influencer category agreed that implementing SOPs within their neighbourhoods are easy to implement and they are convinced that by following SOPs they can stop the spread of the virus



Youth worker

Almost equal proportion of population in female demographics believed that SOPs implementation in their social circles and communities is difficult. They argued that the cultural way of socialising is an impediment to implementing COVID – 19 SOPs. Men on the other hand think that it's very much possible to implement COVID – 19 SOPs within their communities.



Question Asked

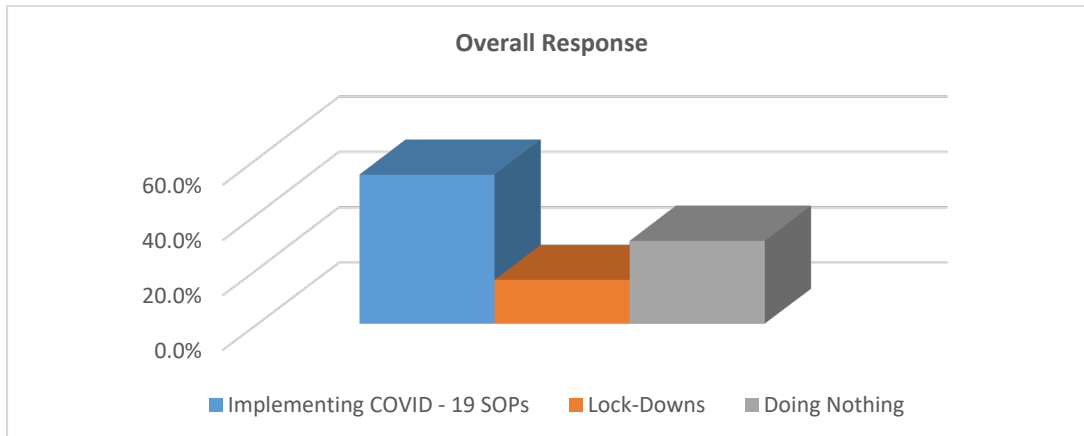
Can you please briefly describe to us what the government is doing to protect your vicinity from COVID-19? How do you feel about what the government is doing/not doing?

Vicinity Segregation per Influencer

Key Insights Surveyed

What is government doing to protect each influencer vicinity (circle) from COVID - 19

For Religious Influencers – Mosques/Madaaris
For Principals & Head Teachers – Schools/Colleges
For Community Representatives – Neighbourhood
For Youth worker – Community



The responses to this question could be summarised in three major responses. Those three responses are as follows:

“Government is protecting the influencer communities through COVID – 19 SOPs, government is carrying lockdowns to mitigate COVID -19 spread or government is doing nothing to mitigate the spread”

Around half of the influencers surveyed, 54% believed that government is doing the necessary COVID – 19 SOPs while a reasonable 30.1 % believed that government is doing nothing to mitigate COVID – 19 spread within their communities. A small proportion of the respondents also informed us that government is carrying out lockdowns in their communities to mitigate COVID – 19 spread.

This difference in opinion is mainly because some influencers of the society perceived the actions of government as insufficient while some believed that government is doing all that is possible.

This assessment is reflected in the responses to this question as given below:

A religious influencer from Lahore:

“No government is total fail. They can’t even judge that what is its peak time”.

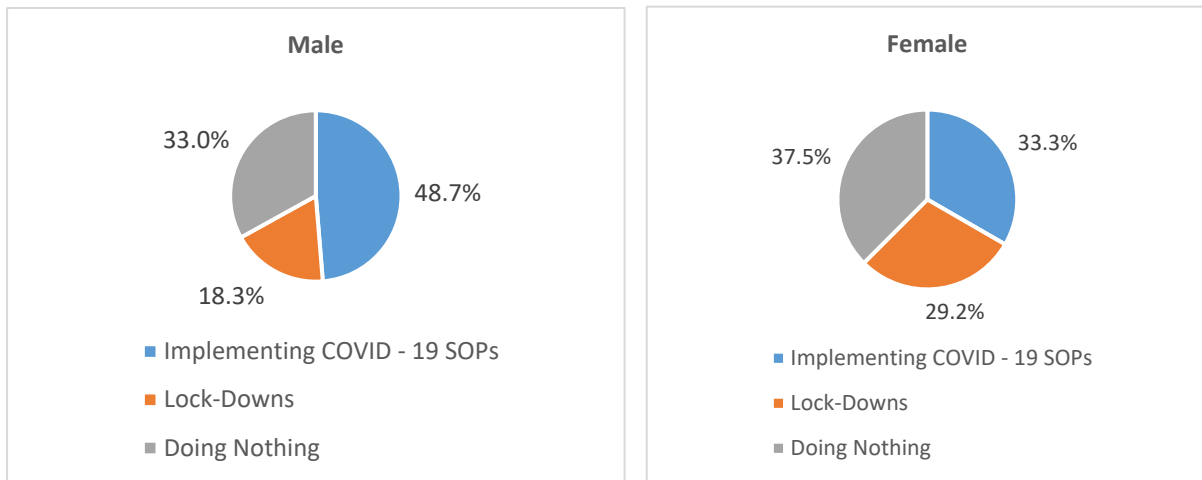
A community representative in Lahore:

“Government is doing its best to make people follow SOPs but now it depends upon people behaviour towards government policy”.

The causality analysis within each demographic of influencers is given below:

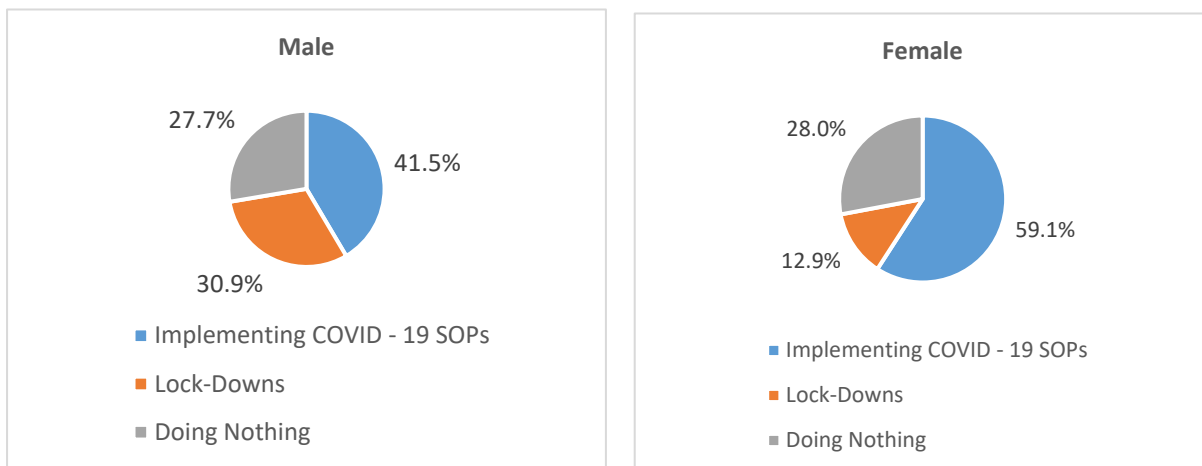
Religious Influencer

Analysing the demographics of religious influencers, it could be seen that majority believed that government is not doing anything in their madaaris and mosques to mitigate the spread of COVID – 19. Both genders showing that (more than 30% agree) government is not doing anything to curb the spread. The proportion of male population believing in governments measures is higher than in female population. The religious influencers’ assessment of governments in-ability to take stronger measures is based on government not being able to provide support to the madaaris for ensuring SOPs.



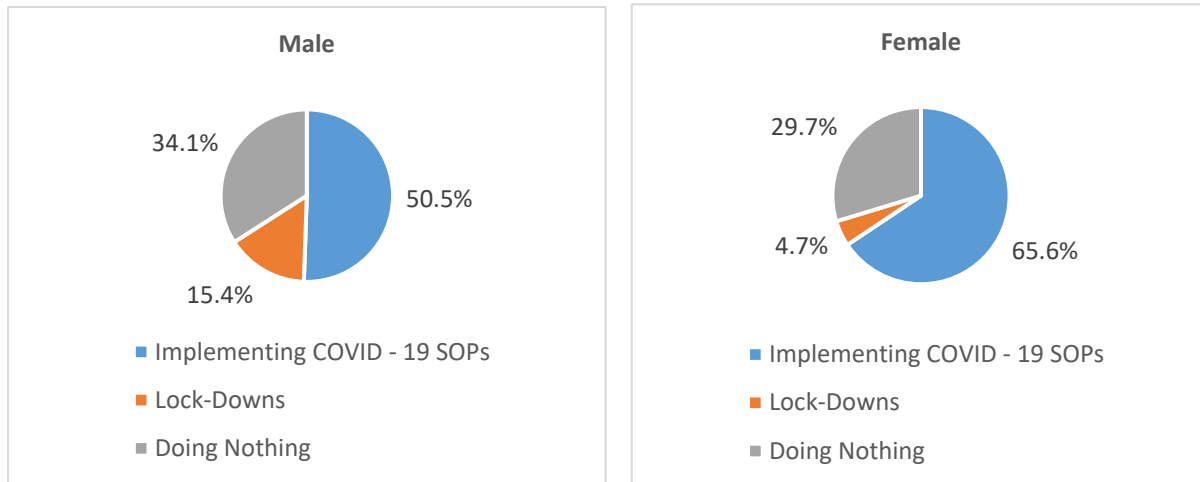
Principals & Head Teachers

Approval of government measures seemed to be strong within principals and head teachers. More than 40% agree that government is taking SOPs measures seriously. Also, they have hinted that due to these measures there have been more lockdowns/closures of their schools as well.



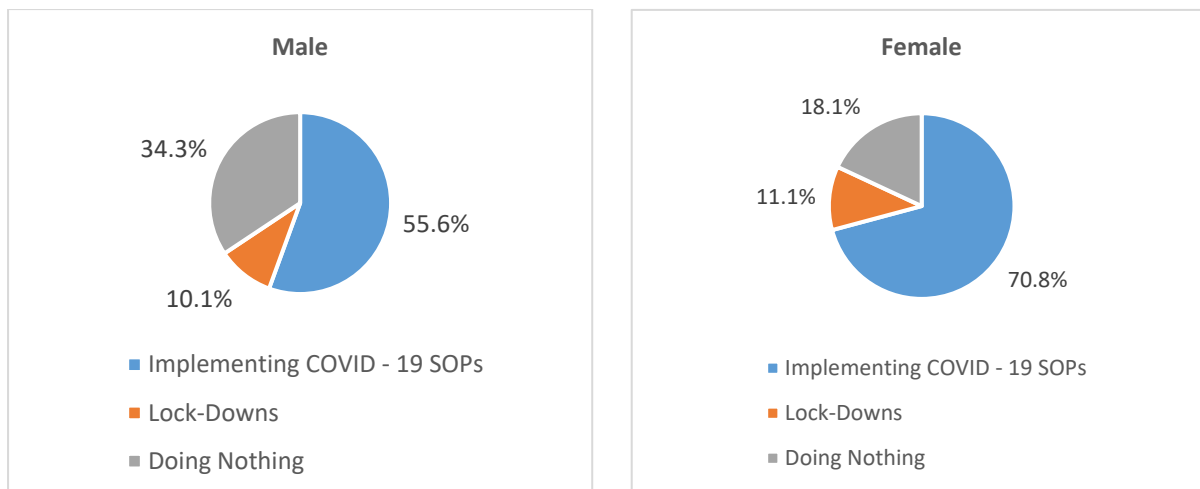
Community Representative

Majority of the community representatives agreed that government is implementing SOPs within their neighbourhoods and carrying closures/lockdowns as well. These lockdowns have led the community representatives to believe that governments is implementing COVID – 19 SOPs



Youth worker

The approval of governments implementation of COVID – 19 SOPs is higher in female demographics compared to the male demographics. 70.8% v 55.6%. Their understanding of implementation of government SOPs came from school closures and lock-down which they observed in their surroundings.



Question Asked

Do you think what the government is doing is effective in protecting your vicinity from COVID-19? If no, why? If yes, why?

Vicinity Segregation per Influencer

For Religious Influencers – Mosques/Madaaris

For Principals & Head Teachers – Schools/Colleges

Key Insights Surveyed

Are government measures effective to protect each influencers and his/her vicinity(circle) from COVID - 19

For Community Representatives – Neighbourhood

For Youth worker – Community

The responses to this question could be summarised in three major responses. Those three responses are as follows:

“Whether governments measures to protect influencers community is effect or not or they don’t”.

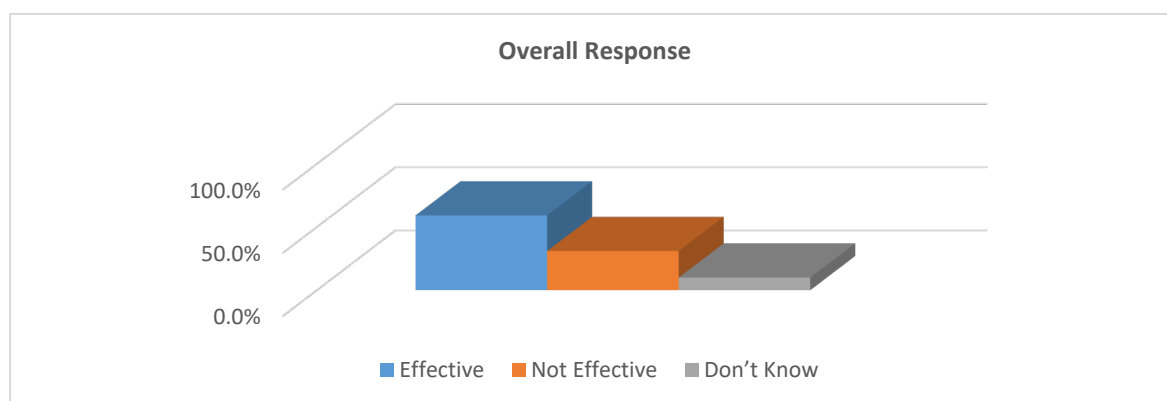
More than 50% of the influencers informed us that government measures are effective in mitigating the spread of COVID – 19 within their communities.

This assessment is reflected in the responses to this question as given below:

A male head teacher in Lahore:

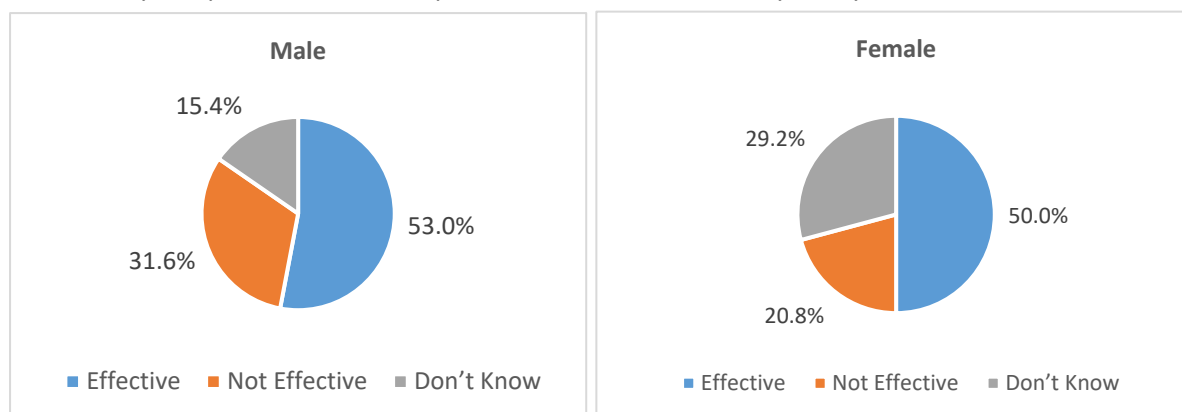
“Government is taking all necessary steps to protect us from covid-19 including smart lockdown, all educational institute are closed, and is also giving vaccine to people who are more at risk”.

The causality analysis within each demographic of influencers is given below:



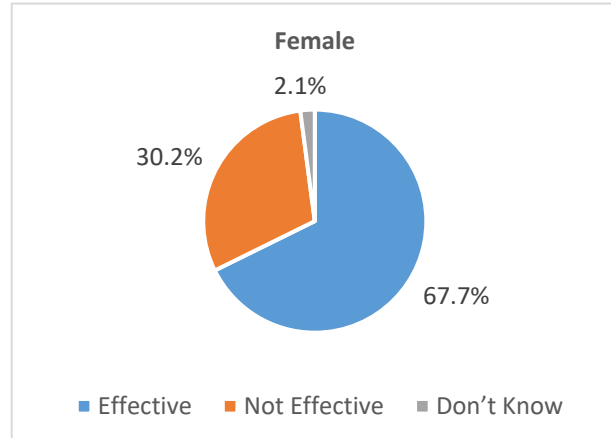
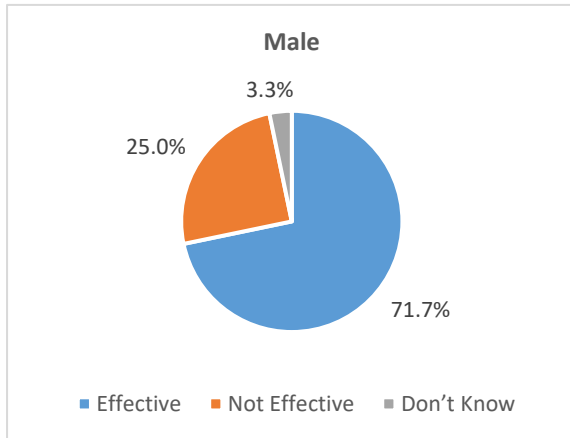
Religious Influencer

Half of the religious influencers believed that government measures to protect them from COVID – 19 have remained effective in their madaris. There is a reasonable proportion of women and men demographics in religious influencers who believed that government is not doing enough. They want more steps like giving them hand sanitisers and soaps etc to be provided to each mosque / madaaris so that they can perform their mosque/ madrassa related activity safely.



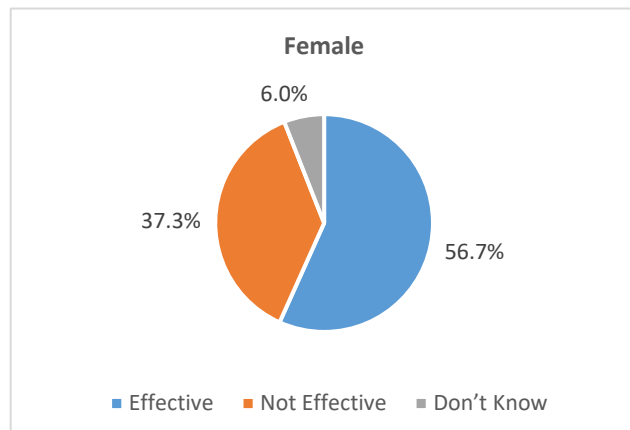
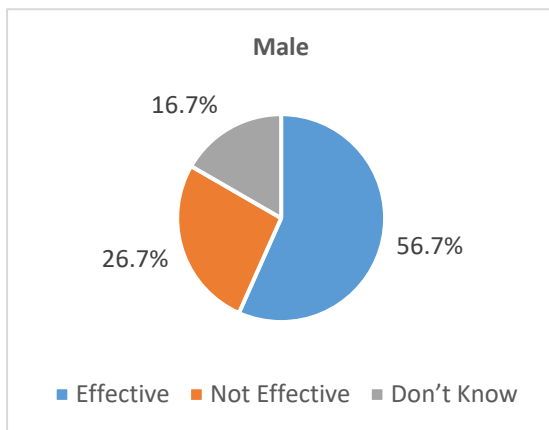
Principals & Head Teachers

A large proportion of the principals and head teachers believed that government measures have been very effective. In support of their response, they highlighted the recent school closures done by government to mitigate spread of COVID – 19.



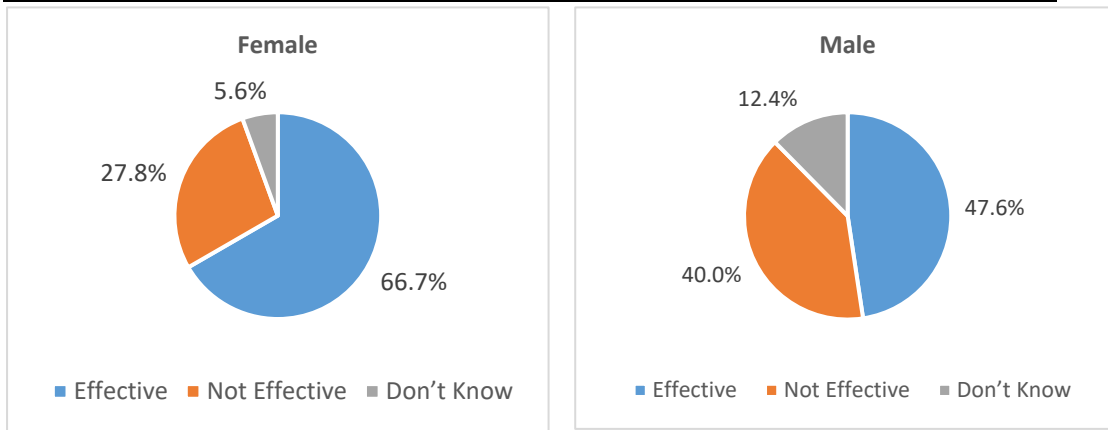
Community Representative

Half of the proportion of both male and female demographics believed that the measures taken by the government have been effective. The other significant proportion believed that government measures haven't been enough with majority of them believing that government is weak in implementation and doing only social media work which is less futile compared to strict implementation.



Youth worker

Majority of the female respondents agreed that government is effective in mitigating COVID – 19 through its measures whereas 47.6% male youth workers agree. They rate the government's performance based on the awareness campaigns in media and lockdowns being imposed to curb the spread of COVID – 19 within their neighbourhoods. The rest believed that government is not effective in mitigating the situation mainly due to the overall rise of COVID – 19 infections across the country.



Question Asked

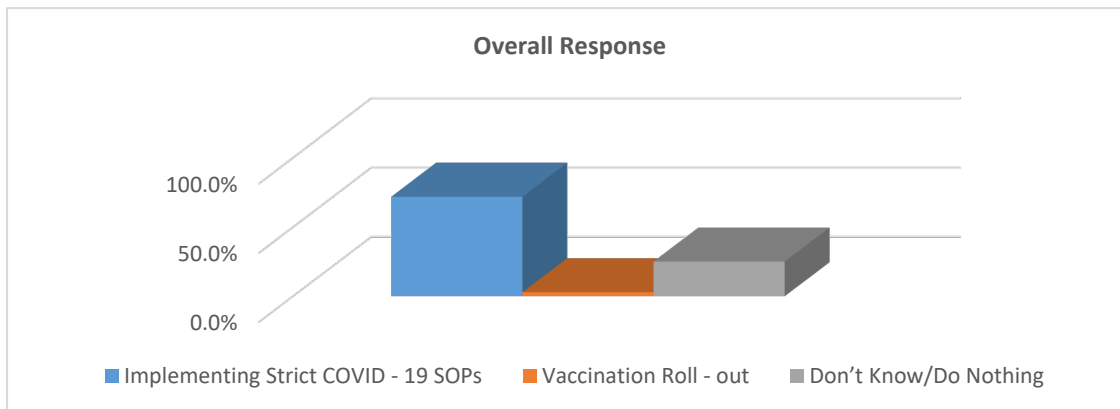
Key Insights Surveyed

Please briefly describe to us what the government should be doing to protect your vicinity from getting infected with COVID-19? Why do you think this will bring an improvement?

Vicinity Segregation per Influencer

- For Religious Influencers – Mosques/Madaaris
- For Principals & Head Teachers – Schools/Colleges
- For Community Representatives – Neighbourhood
- For Youth worker – Community

What should the government be doing to give protection to each influencers vicinity (circle) - Suggestions



The responses to this question could be summarised in three major responses. Those three responses are as follows:

“Suggestions to government regarding mitigating spread of COVID -19 within each influencers vicinity(circle) which include strict SOPs implementation, COVID – 19 vaccine roll out or not do anything”.

Overall more than 70% of the influencers suggested that government should tighten its SOPs implementation, another proportion suggested a fast roll-out of vaccine distribution. The rest of the influencers seemed satisfied with current SOPs implementation and had no suggestions for the government.

This assessment is reflected in the responses to this question as given below:

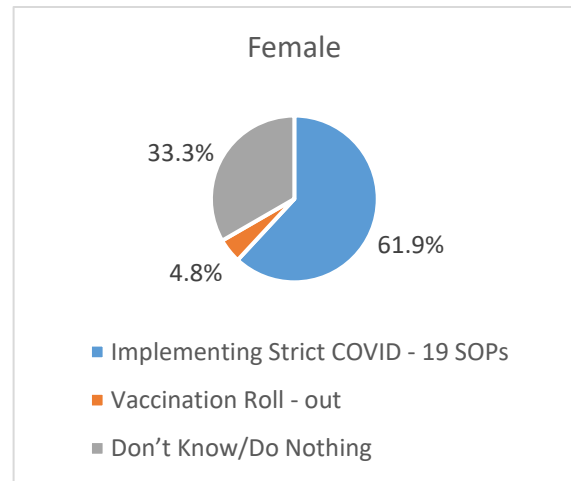
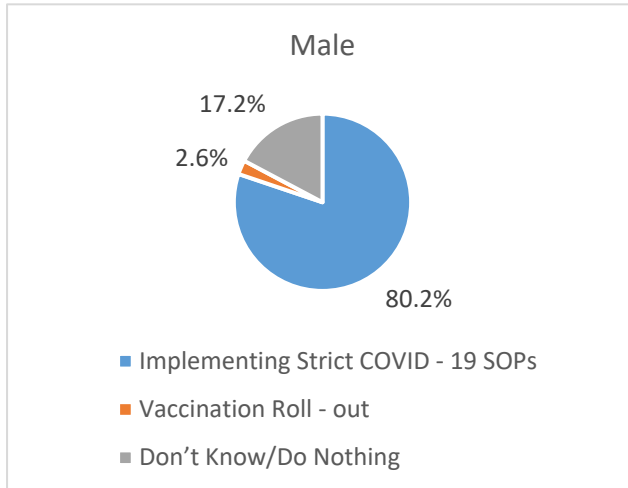
A female head teacher/principal in Faisalabad:

“Govt announce holidays and when needed extend these holidays and I am sure it will bring prosper”.

The causality analysis within each demographic of influencers is given below:

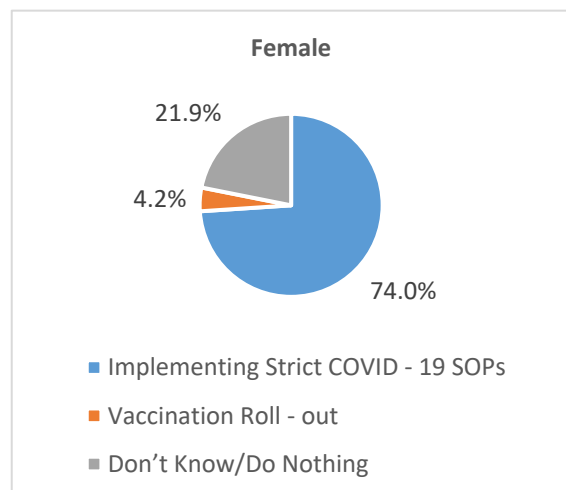
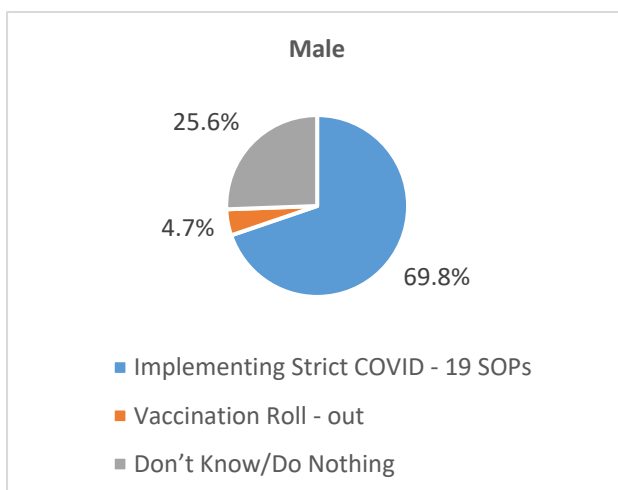
Religious Influencer

Religious influencers from both male and female demographics suggested more tightened SOPs implementation within the madaaris especially social distancing and face mask application. They believe the SOPs being reflective of wuzu “ablution” is also being taught in Islam and strict implementation of these SOPs would curb the spread of COVID – 19 within their premises



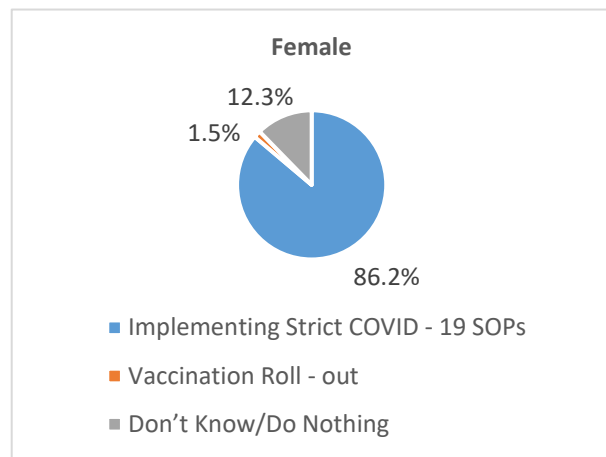
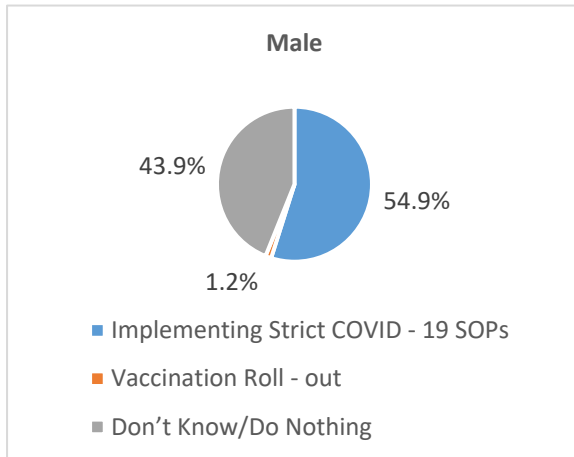
Principals & Head Teachers

A significant proportion of the principals and head teachers suggested for a tighter SOPs implementation from the government. Whereas a small percentage of the respondents are in favour of vaccine roll out. Their agreement on tightened implementation of SOPs suggests that enforcing SOPs has helped to stop the spread of the virus.



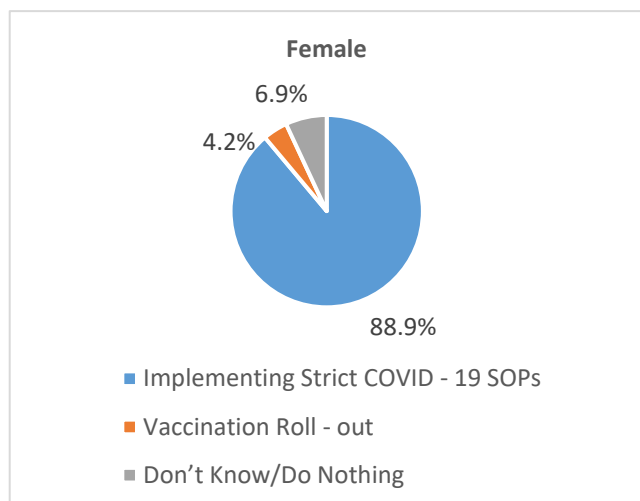
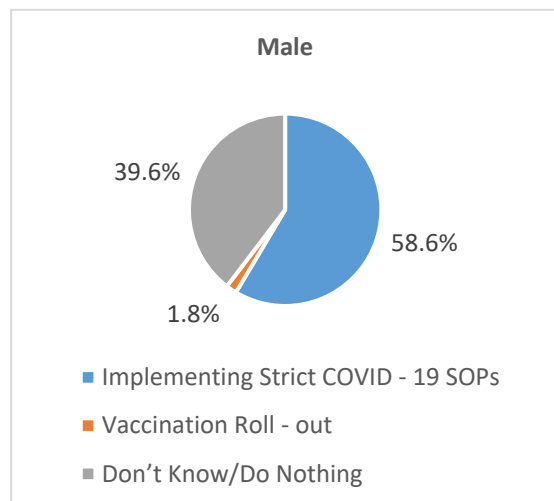
Community Representative

A large number of community representatives suggested for a tighter SOPs implementation as they were aware of its effectiveness against COVID – 19 spread. A small percentage suggested to vaccinate elderly people faster.



Youth worker

Youth worker from both demographics male and female suggested more tightened SOPs implementation from the government. A small percentage suggested faster roll-out of vaccine so that youth is able to get vaccinated quickly.



Question Asked

Do you think non-government organizations efforts, such as our project is effective in protecting your vicinity from getting infected with COVID 19? If no, why? If yes, why?

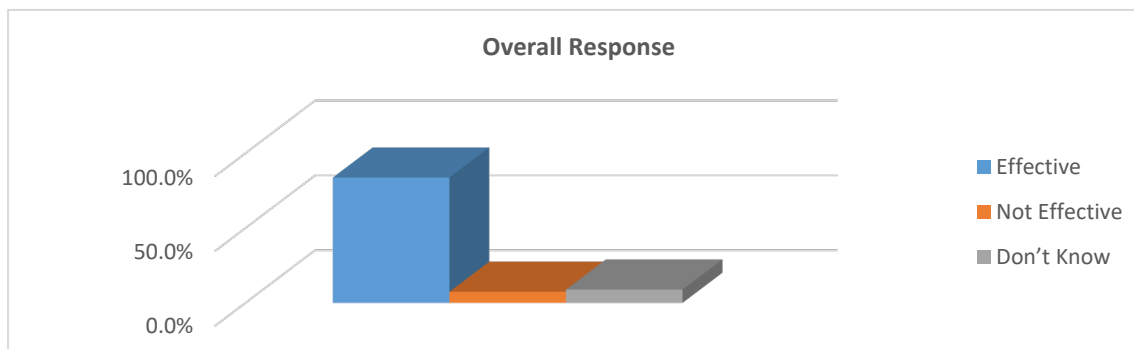
Vicinity Segregation per Influencer

For Religious Influencers – Mosques/Madaaris

Key Insights Surveyed

Is this kind of intervention project run by NGOs effective to protect each influencer and his/her community from COVID -19?

For Principals & Head Teachers – Schools/Colleges
For Community Representatives – Neighbourhood
For Youth worker – Community



The responses to this question could be summarised in three major responses. Those three responses are as follows:

“Whether NGOs intervention like this campaign to change behaviour is effective or not or the respondents don’t have any opinion or don’t know”.

Overall, more than 80% of the influencers informed us that they really appreciated this intervention and stated that this has greatly benefited them in understanding COVID – 19 threats to the society.

This assessment is reflected in the responses to this question as given below:

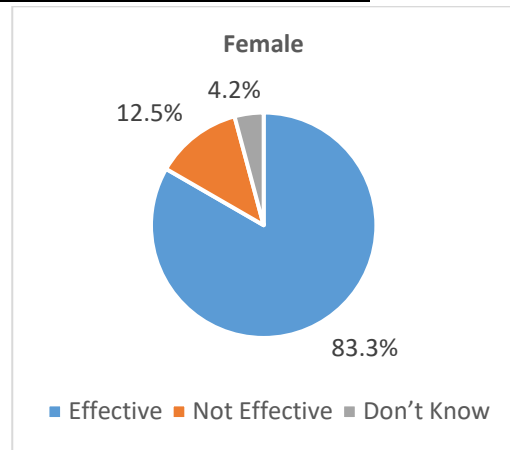
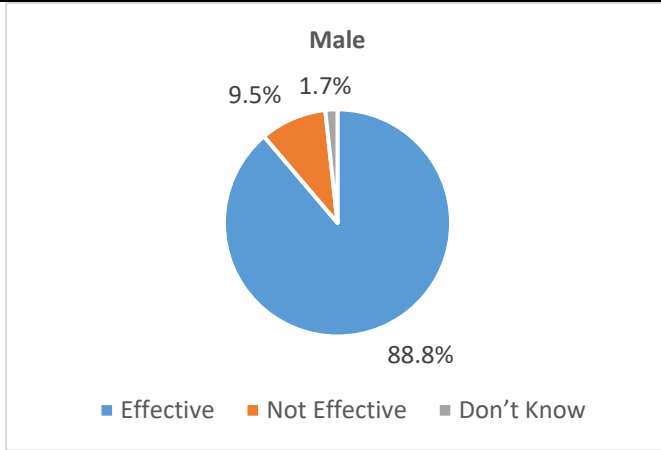
A male religious influencer from Gujranwala:

“Awareness must start from gross root level. It will help to sensitize people on a specific issue. We are thankful to you for providing rich information to prevent myself and all my family members and colleagues”.

The causality analysis within each demographic of influencers is given below:

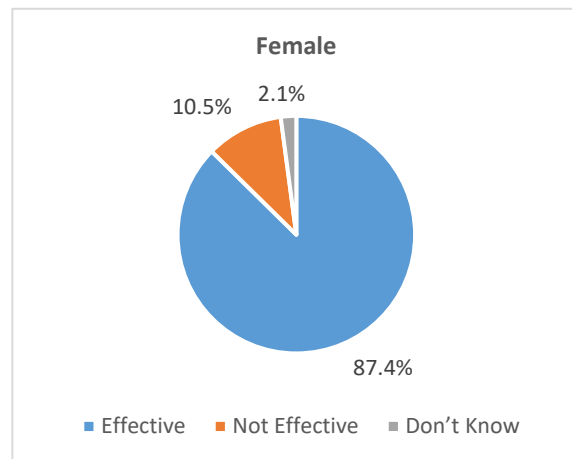
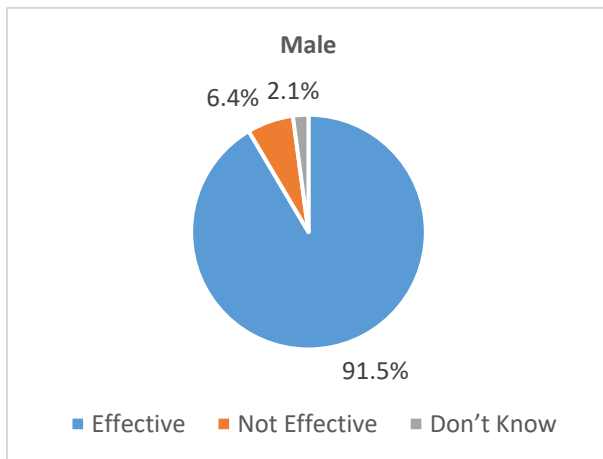
Religious Influencer

The religious influencers both belonging to male and female demographics appreciated the effort being put in by NGOs in behaviour change campaign. They particularly appreciated this campaign and the trainings sessions conducted by PAFEC/UNICEF – Pakistan with its implementing partners as they said that they sessions gave them important life changing information which helped them change their behaviour against COVID – 19.



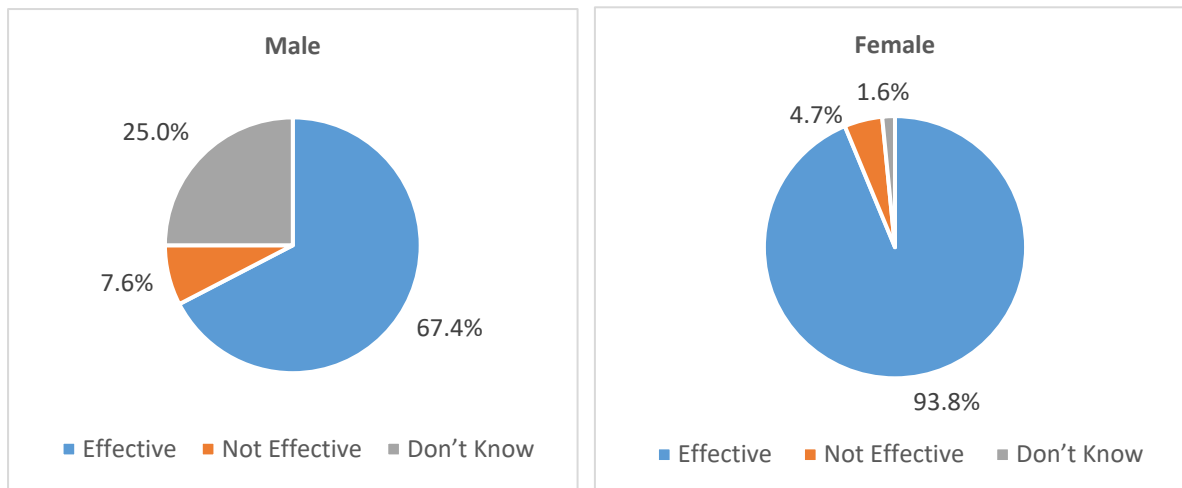
Principals & Head Teachers

The principals and head teachers both belonging to male and female demographics appreciated the effort being made by NGOs in behaviour change campaign. They particularly appreciated this campaign and the trainings sessions conducted by PAFEC/UNICEF – Pakistan with its implementing partners as they believed that they received significant awareness information regarding this life threatening virus.



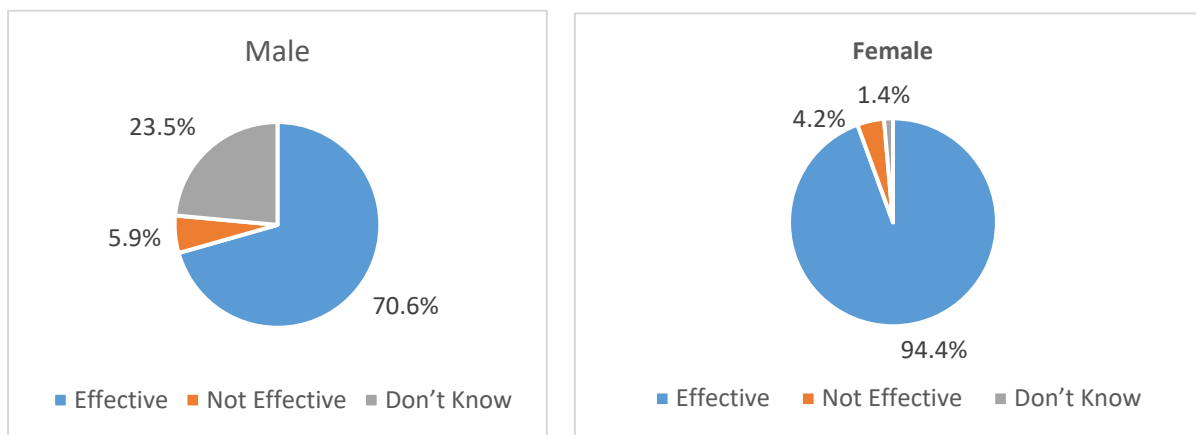
Community Representative

A large number of influencers from the community representatives both male and female demographics appreciated the effort being made by NGOs and deemed the information very important in changing their community behaviour towards mitigating the spread of COVID – 19.



Youth worker

A similar response also received from the youth workers both belonging to male and female demographics that efforts made by NGOs, particularly by PAFEC and UNICEF.



Question Asked

What do you think non-government organisations efforts, such as our project, should be doing more to protect your vicinity from getting infected with COVID-19? Why do you think this will bring an improvement?

Vicinity Segregation per Influencer

For Religious Influencers – Mosques/Madaaris

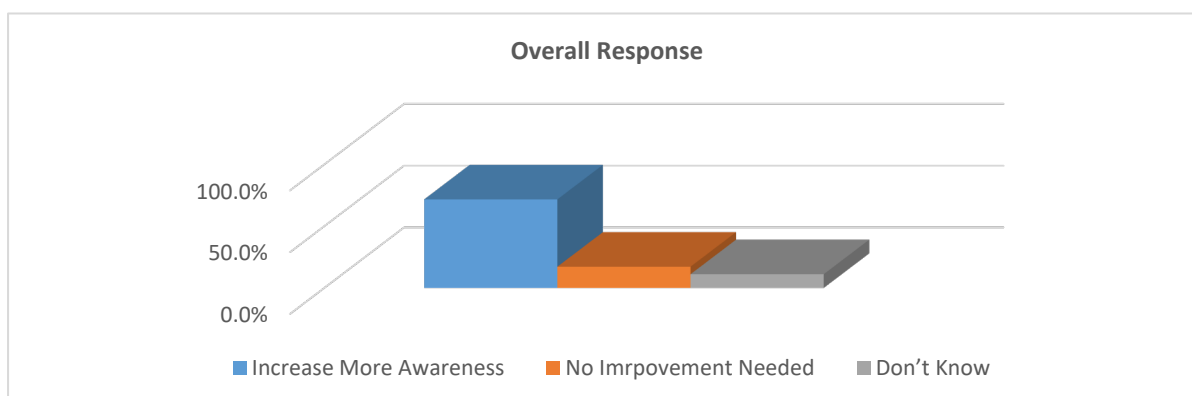
For Principals & Head Teachers – Schools/Colleges

Key Insights Surveyed

What could be done to improve these kind of intervention projects to protect each influencer and his/her community from COVID - 19

For Community Representatives – Neighbourhood

For Youth worker – Community



The responses to this question could be summarised in three major responses. Those three responses are as follows:

“Suggestions from participants regarding what else needs to be done to prevent the infection and why they think it will an improvement. More initiatives required, no need or they don’t know.”

Overall, more than 70% of the influencers requested for the continuation of awareness campaign like this to help in mitigating COVID – 19 spread. The rest felt that no further improvement is required.

This assessment is reflected in the responses to this question as given below:

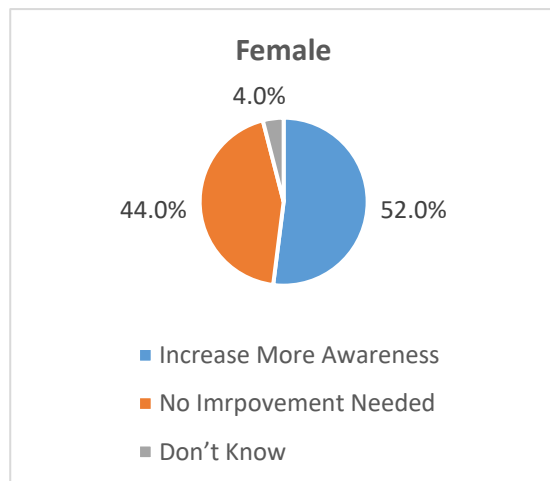
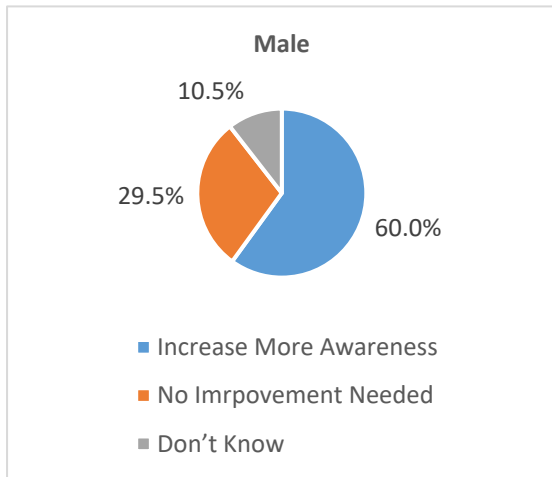
A Male Head Teacher/Principal from Multan:

“These sessions are the biggest source of spreading awareness. I really appreciate it”.

The causality analysis within each demographic of influencers is given below:

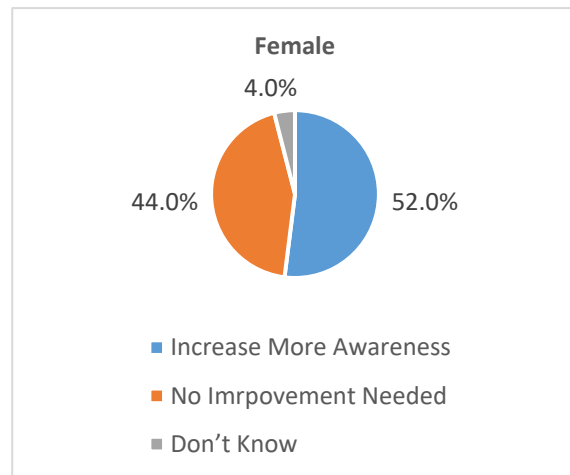
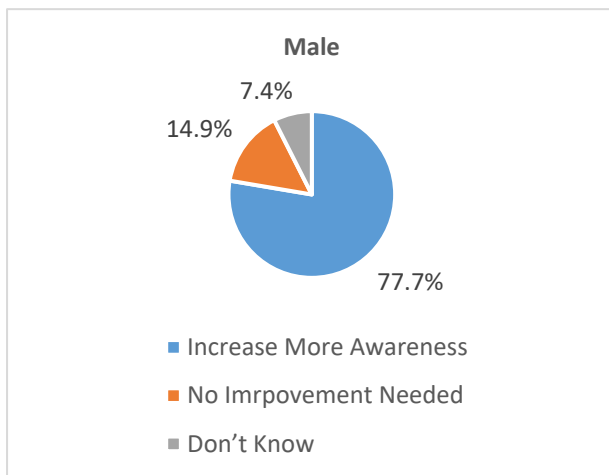
Religious Influencer

More than 50% of religious influencers believed that more awareness would be better to mitigate the spread of COVID – 19 within their madaaris. Whereas 44% female and 29.5% male respondents felt no need for further improvement. This suggests that the sessions conducted to create awareness to mitigate the spread of COVID – 19 was effective in changing their behaviour towards COVID – 19 spread.



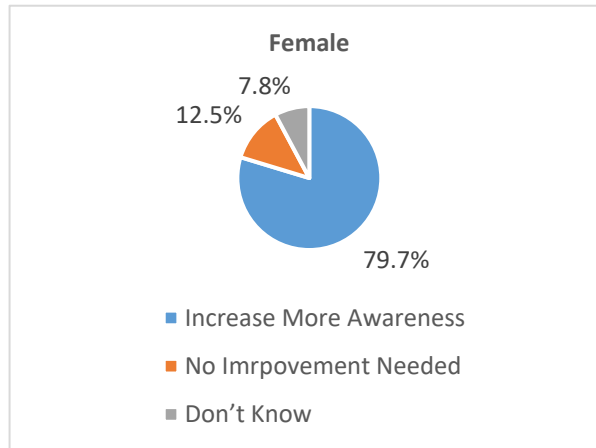
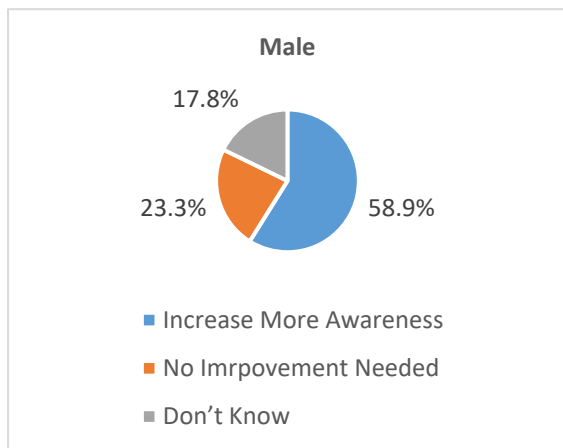
Principals & Head Teachers

More than 50% principal and head teachers believed that more awareness would be better to mitigate the spread of COVID – 19 within their schools/colleges. Whereas 44%female and 14.9%male respondents felt no need for further improvement. The high approval rating clearly hints that the information given to them was very helpful and effective .



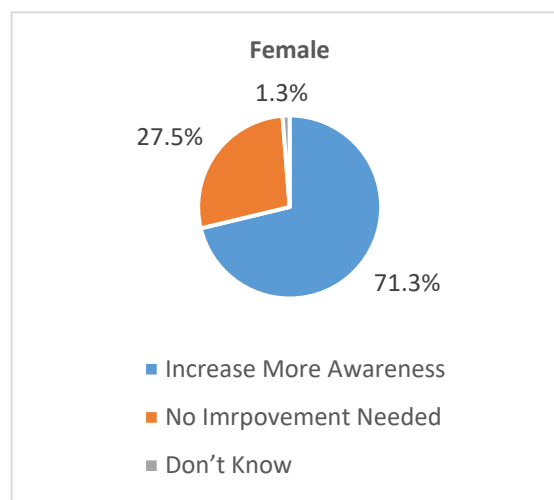
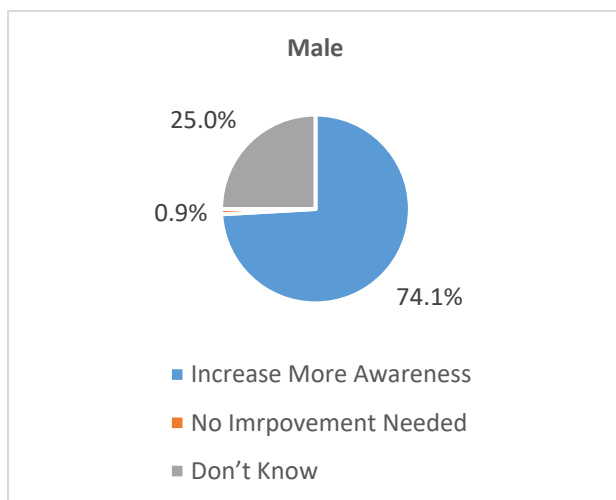
Community Representative

More than 60% of community representative believed that more awareness would be better to mitigate the spread of COVID – 19 within their neighbourhoods as they believe these kind of awareness campaigns are an effective tool to curb the spread of COVID – 19 within their communities. The rest felt no need for further improvement.



Youth worker

More than 70% of youth workers believed that more awareness would be better to mitigate the spread of COVID – 19 within their communities due to the positive effect the awareness campaign had in reducing the spread within their social circles. The rest felt no need for further improvement.

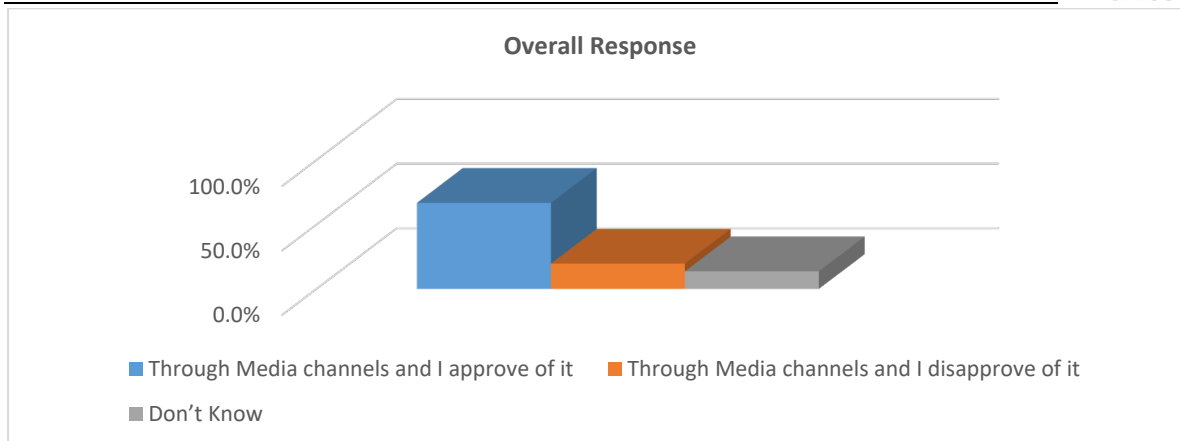


Question Asked

Can you tell us what you are hearing about the COVID-19 vaccine, and from whom? What do you think about what you are hearing?

Key Insights Surveyed

What are your thoughts about vaccine information and what is your reaction



The responses to this question could be summarised in three major responses. Those three responses are as follows:

“They have heard about the vaccine from multiple media channels like TV, social media – WhatsApp messages etc and they are in favour of it, they have heard about the vaccine from multiple media channels but not in favour of it or they don’t know about the vaccine or what they know is misinformation”.

Overall, more than 65% of the influencers informed us that they are in favour of the vaccine roll out and look forward to be vaccinated. They people in favour of vaccines believed that vaccination is the solution for mitigating COVID – 19 spread from their surroundings. 19.6% were not in favour of it. This was mainly because of misinformation that has been spread across different platforms regarding vaccines and vaccination process. The rest of the population either did not know about the vaccine or the information they had was based on fake news reached to them from different information outlets.

This assessment is reflected in the responses to this question as given below:

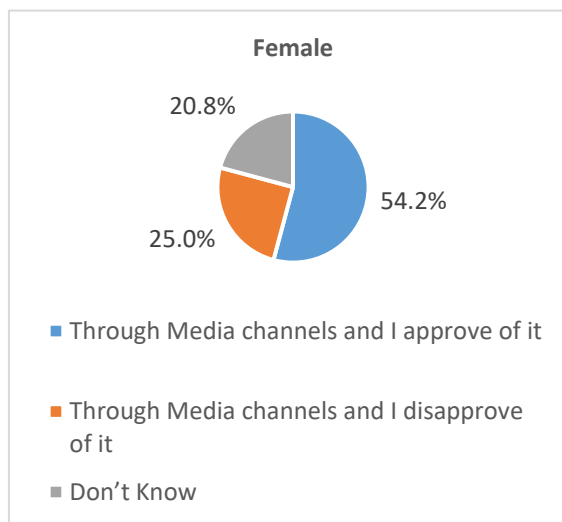
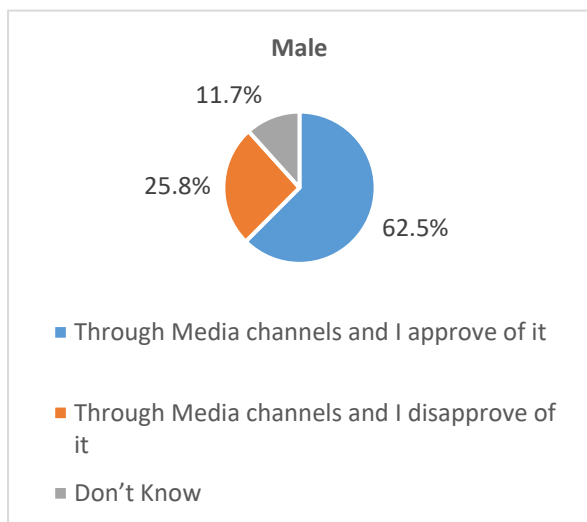
A female community representative from Multan:

“The sooner we get the vaccine, the simpler it is to prevent this disease”.

The causality analysis within each demographic of influencers is given below:

Religious Influencer

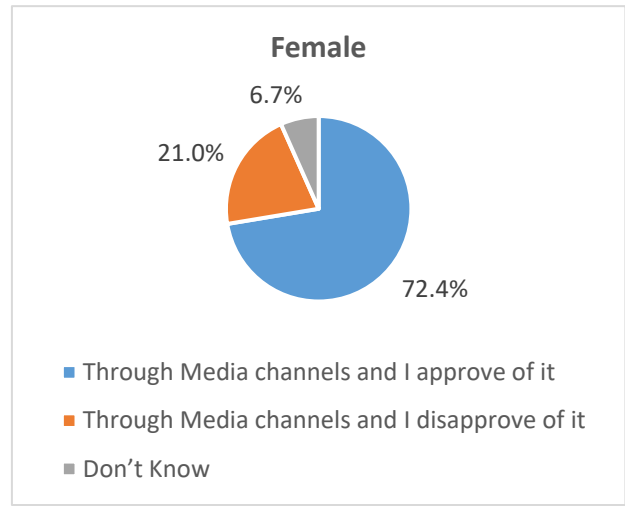
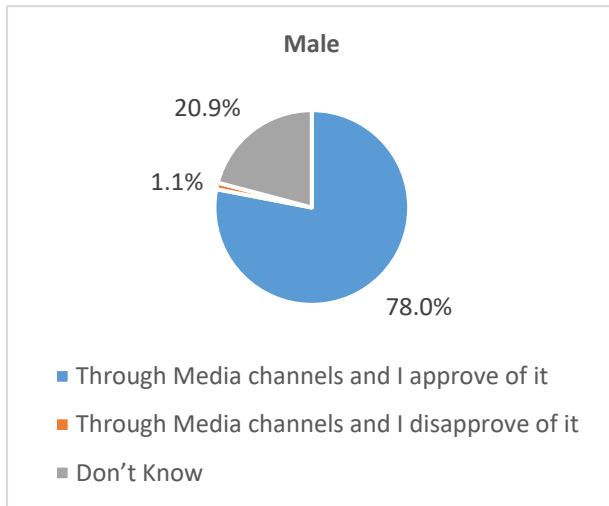
A reasonable proportion of religious influencers seemed sceptical of the vaccine. They have the highest disapproval percentage amongst all the influencer groups. Their argument has many folds; some related to conspiracy theories, some argued that their religious way of life allows them to be



safe from different kinds of viruses. However, more than 50% respondents agreed that vaccine is the way forward to mitigate COVID – 19 practices.

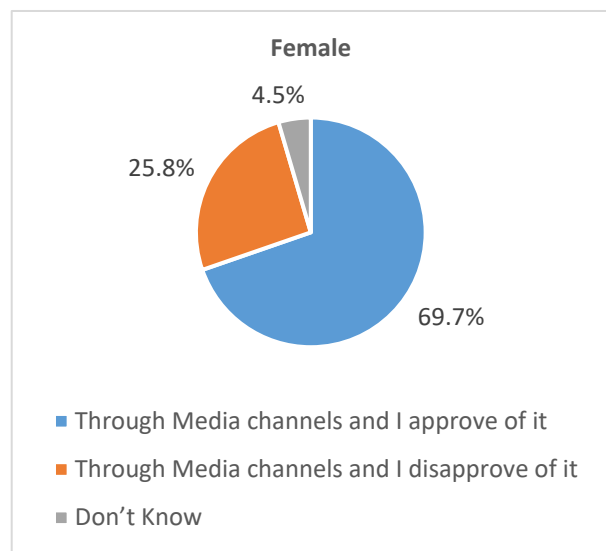
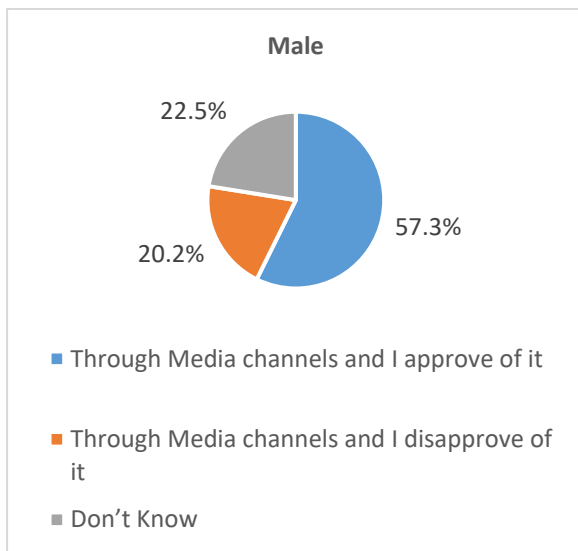
Principals & Head Teachers

A large percentage of principals and head teachers (male 78% and female 72.4%) were in favour of vaccine, whereas 21% female and 1.1 male respondents were against it because of the information they had received from non-authentic sources. There is though, a reasonable percentage of male influencers (20.9%) and 6.7 who did know about the vaccine.



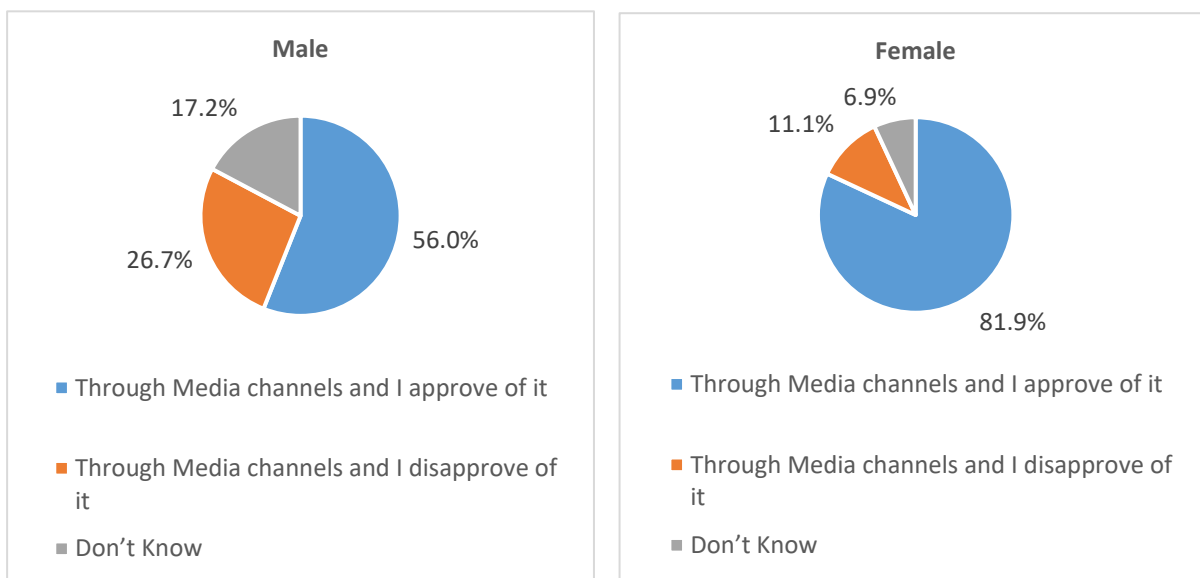
Community Representative

A vast majority of community representatives approve vaccines and vaccination process. A reasonable proportion of this category of influencers 20.2% in male and 25.8% female are against vaccines. The basis for all such disapproval is mostly due to the misinformation.



Youth worker

A large percentage of youth workers (81.9% female and 56% male) are in favour of vaccines. However, the male respondents believed that though they approve the vaccine but their immune system is also stronger than the rest of the population. They urged the government to fast track the vaccine roll out so that they can get vaccinated soon. They also highlighted that they are generally a big source of spreading positive news about the vaccine.



Questions & Responses – Face to Face Discussions

The responses coming from face-to-face group discussions are more on the same lines as the responses received via discussion on WhatsApp calls, texts, direct calls and messages.

Question Asked

How likely do you think it is that someone in your vicinity becomes sick from COVID-19? Please explain your response.

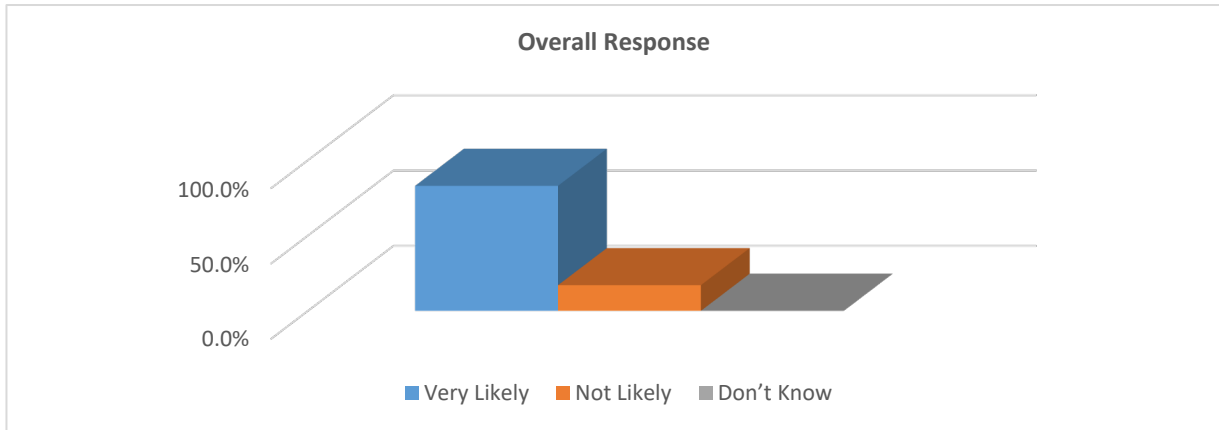
Vicinity Segregation per Influencer

For Religious Influencers – Mosques/Madaaris

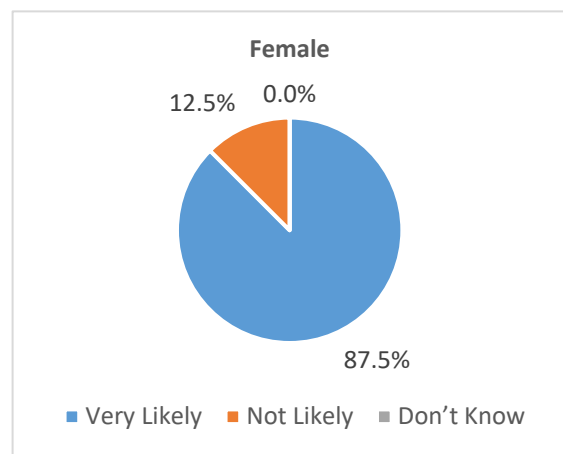
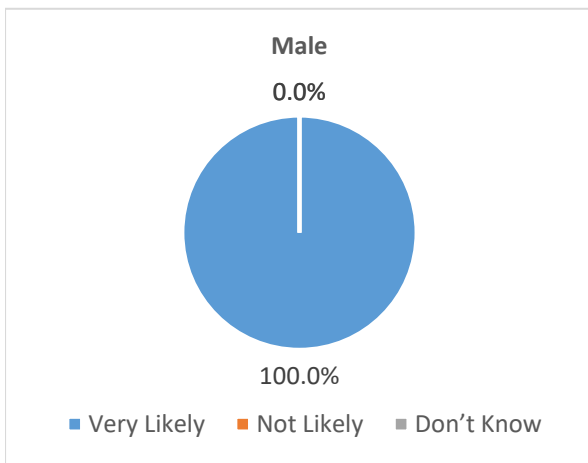
For Principals & Head Teachers – Schools/Colleges

For Community Representatives – Neighbourhood

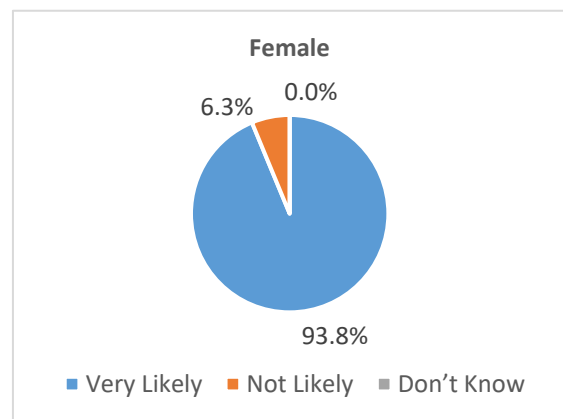
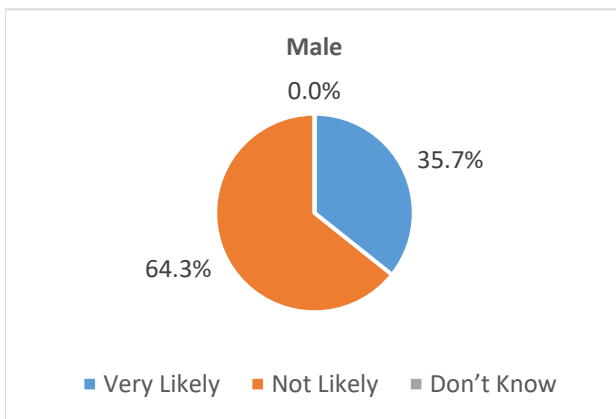
For Youth worker – Community



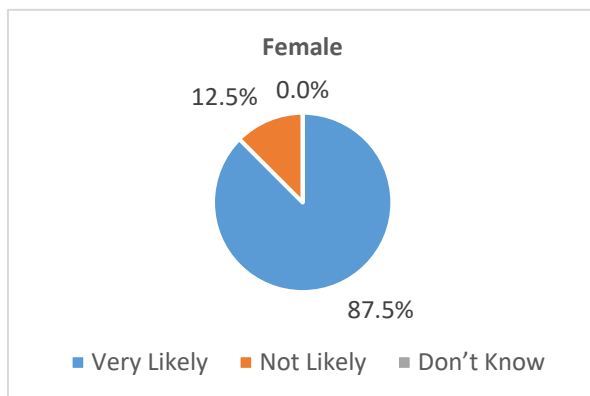
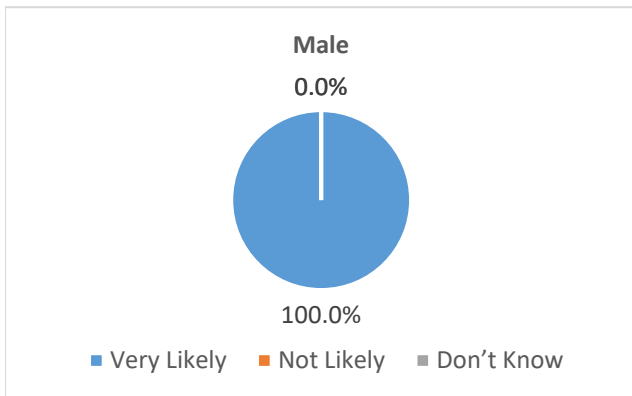
Religious Influencer



Principals & Head Teachers



Youth worker



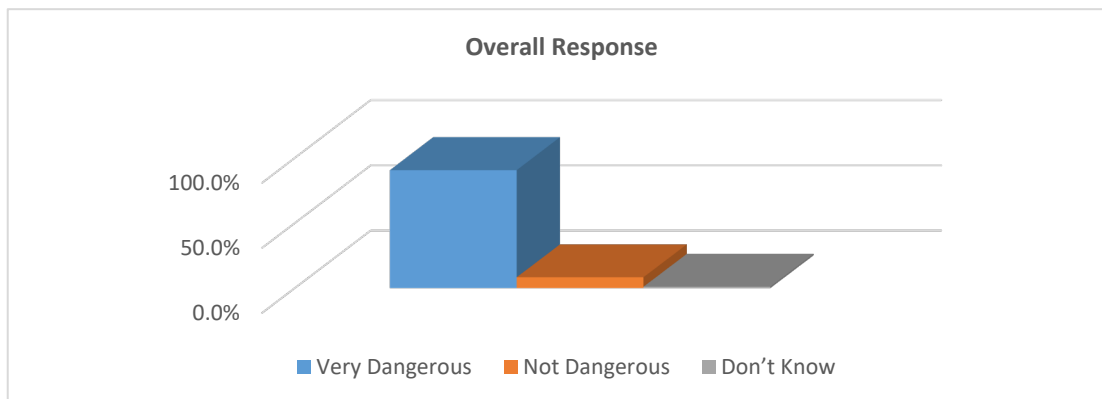
Question Asked

How dangerous do you think COVID-19 is for your community? Please explain your response.

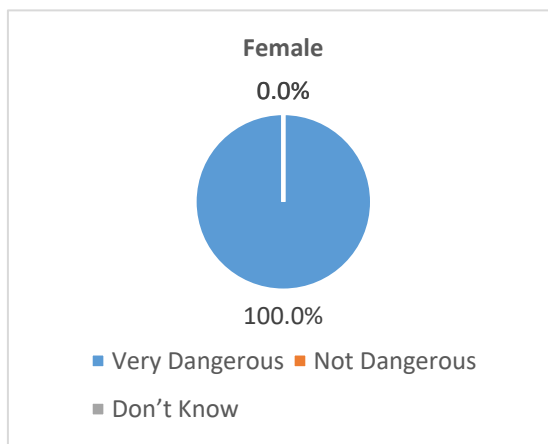
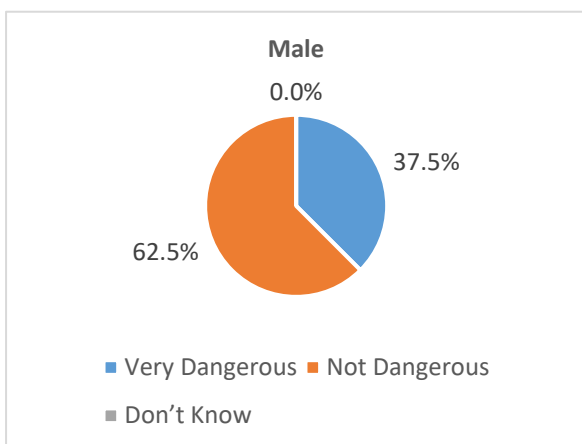
Community Segregation per Influencer

For Religious Influencers – Prayer congregations specially Jumma prayer

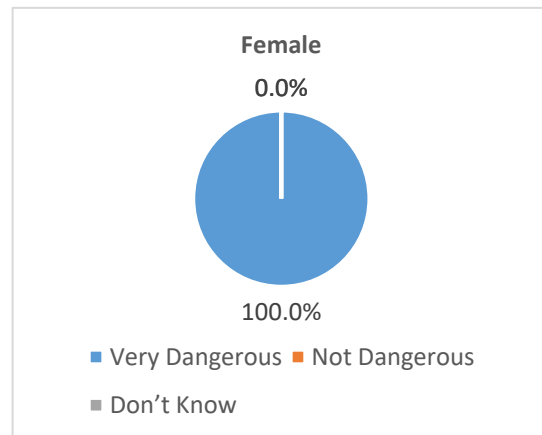
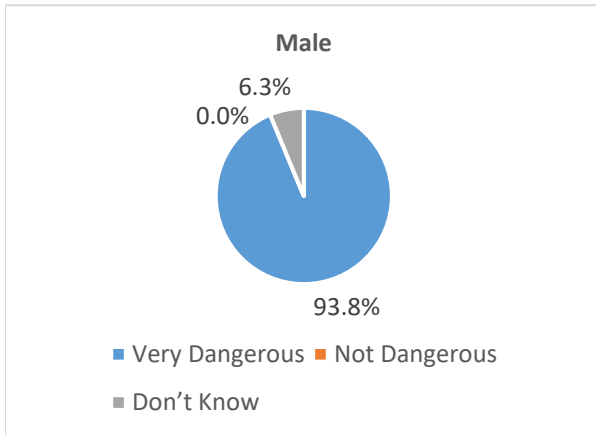
For Principals & Head Teachers – Schools/Colleges, Community Representatives and Youth worker – Community



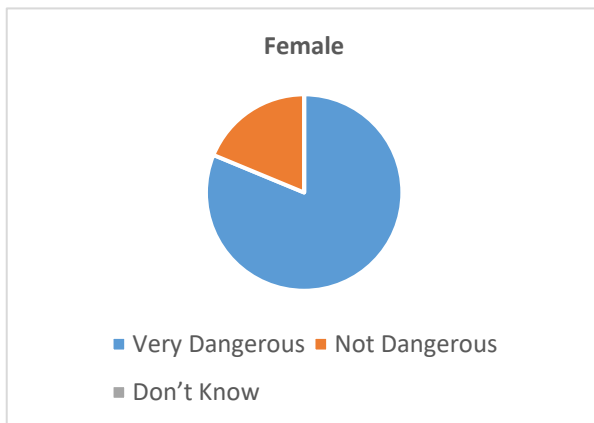
Religious Leader



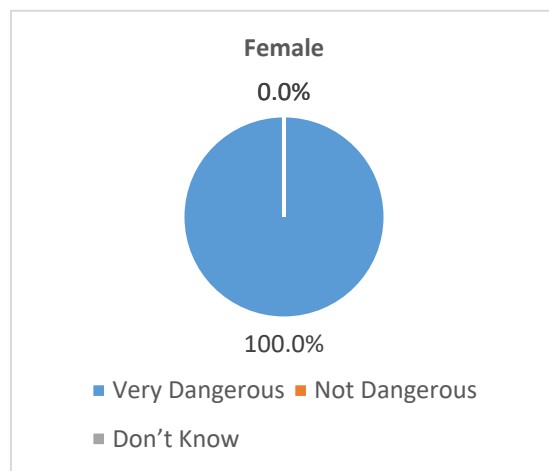
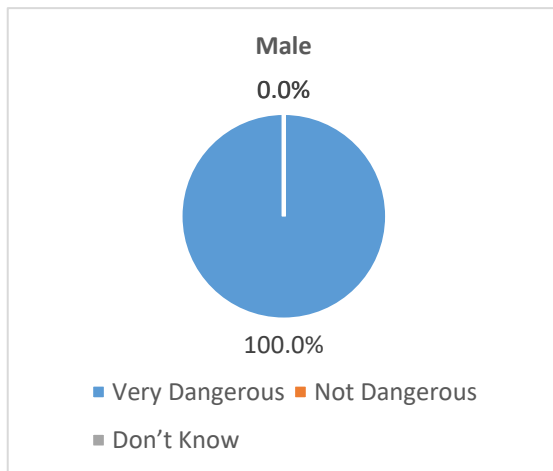
Principal and Head Teacher



Community Representative



Youth workers / Volunteers



Question Asked

Do you believe your vicinities within the community are able to control whether someone in the community will get COVID-19? Please explain your response.

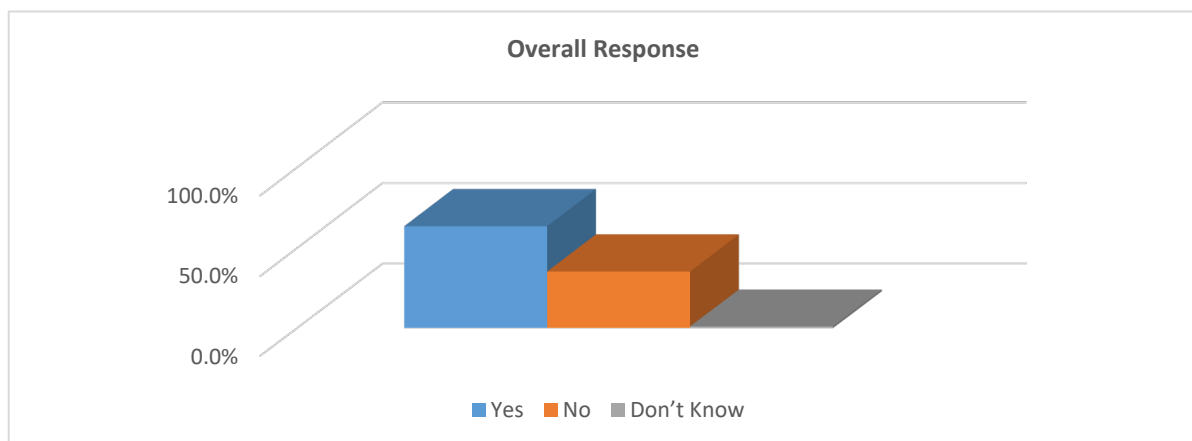
Vicinity Segregation per Influencer

For Religious Influencers – Mosques/Madaaris

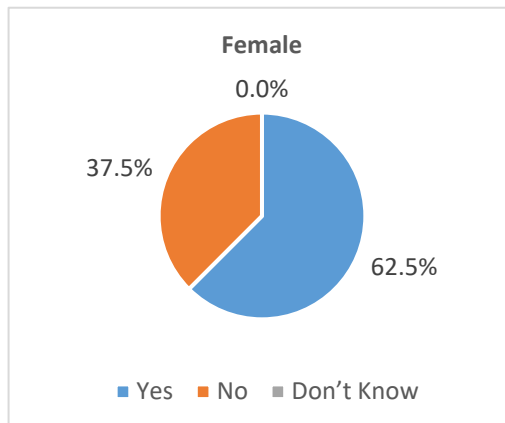
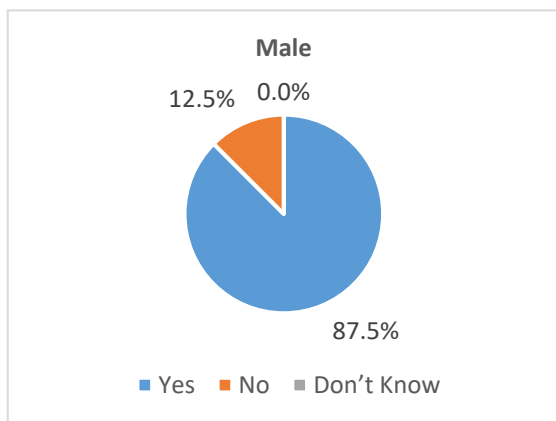
For Principals & Head Teachers – Schools/Colleges

For Community Representatives – Neighbourhood

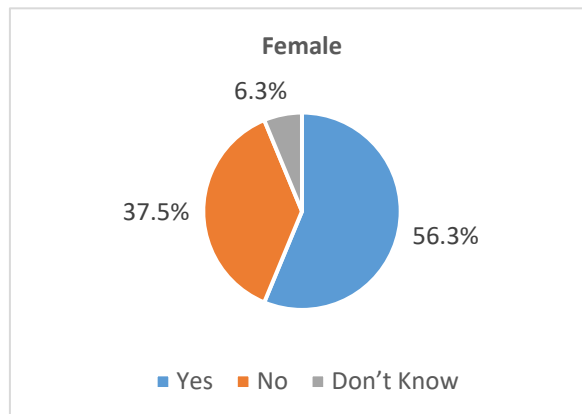
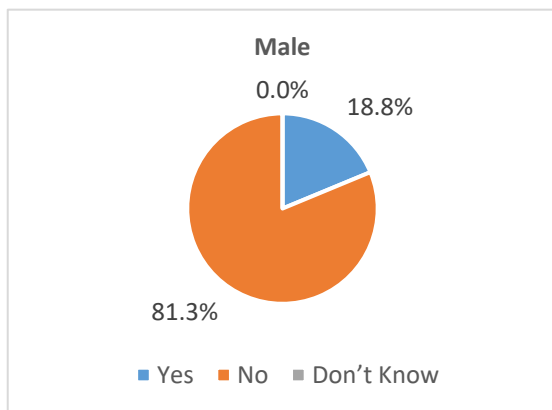
For Youth worker – Community circle



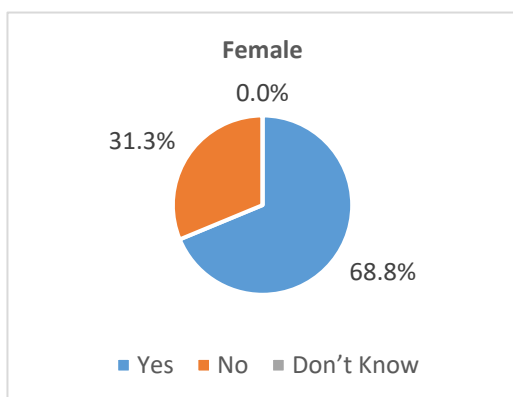
Religious Leader



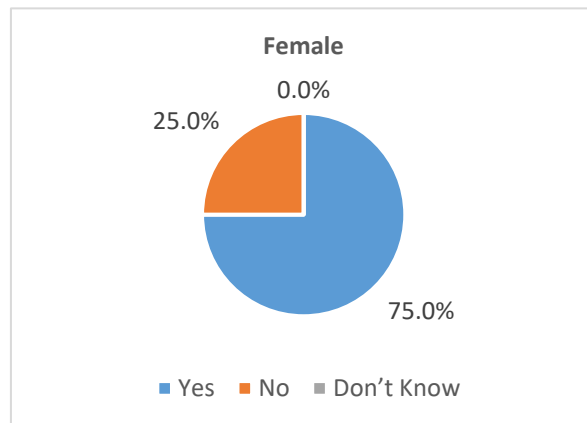
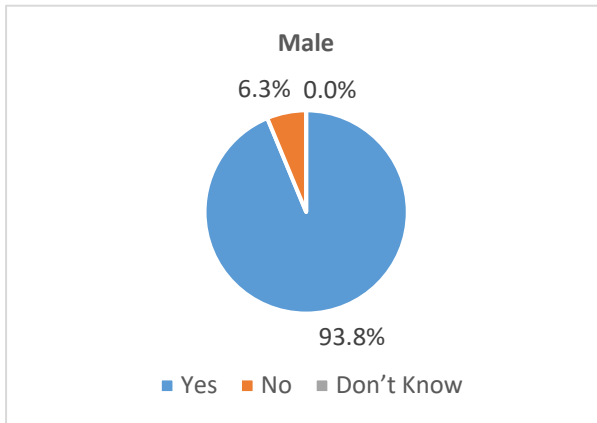
Principals & Head Teachers



Community Representatives



Youth Worker



Question Asked

Handwashing, Facemask Use, keeping 6 Feet Apart, Avoiding Social Gatherings, Ventilation

Do you believe any of these actions are effective in preventing the spread of COVID-19 in your vicinity? Which ones and why? Why do you believe some of these actions are not effective?

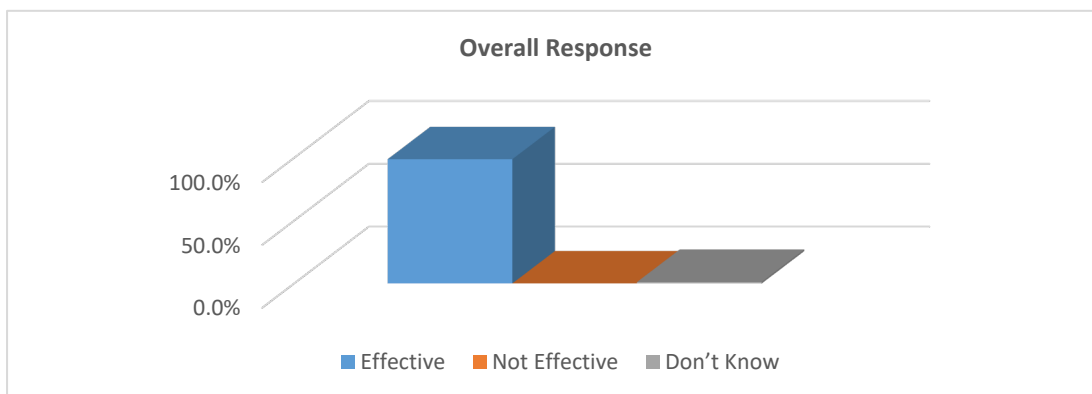
Vicinity Segregation per Influencer

For Religious Influencers – Mosques/Madaaris

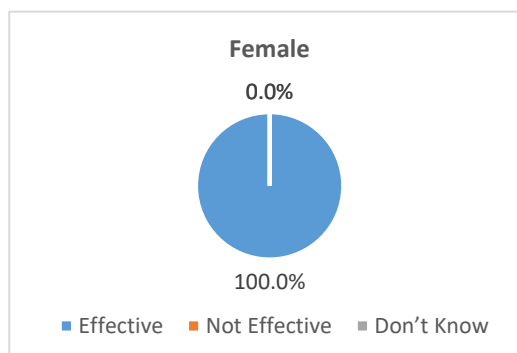
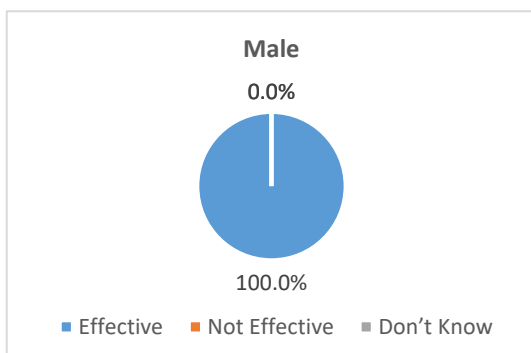
For Principals & Head Teachers – Schools/Colleges

For Community Representatives – Neighbourhood

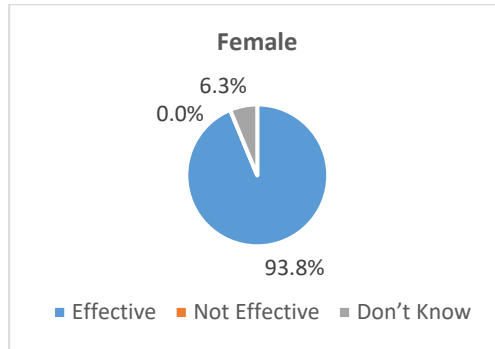
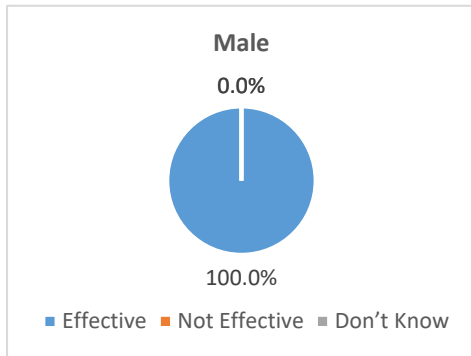
For Youth worker – Community



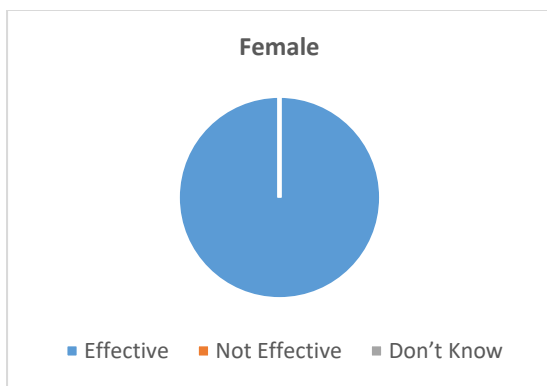
Religious Leader



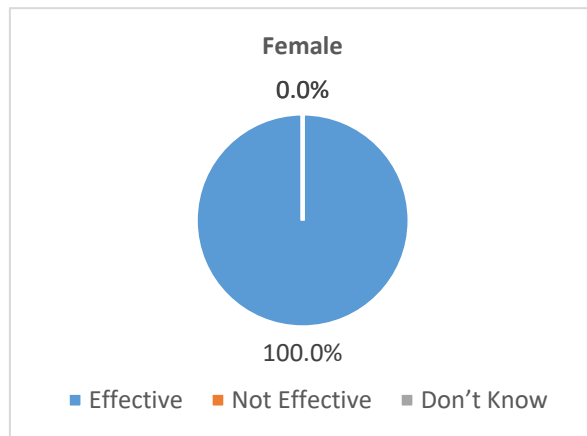
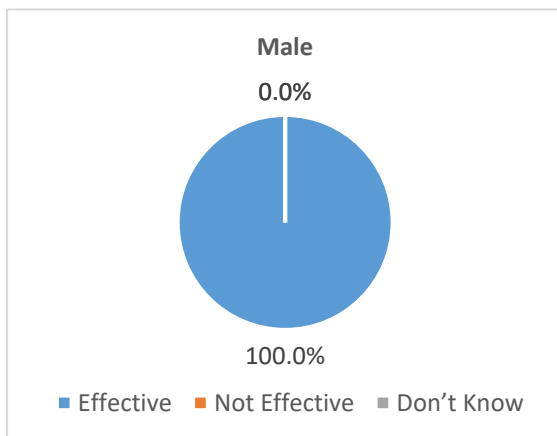
Principals & Head Teachers



Community Representatives

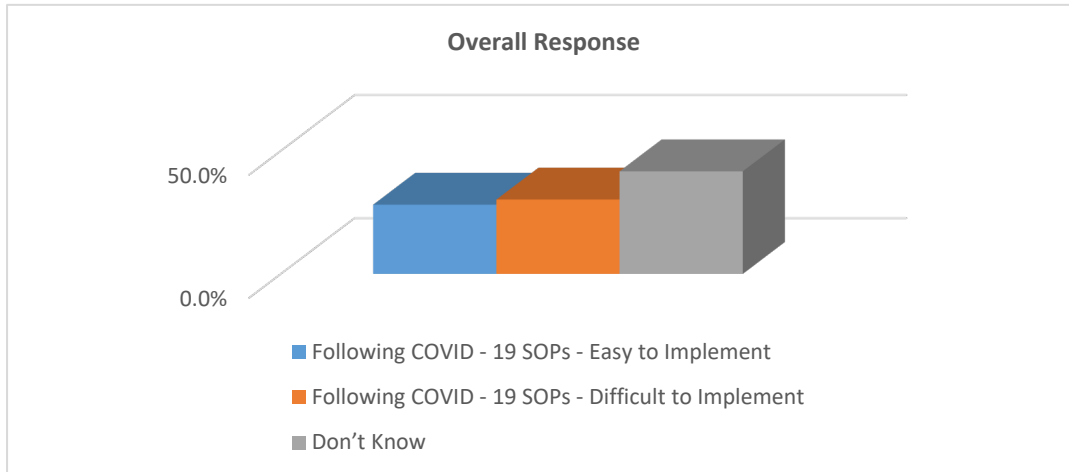


Youth Worker

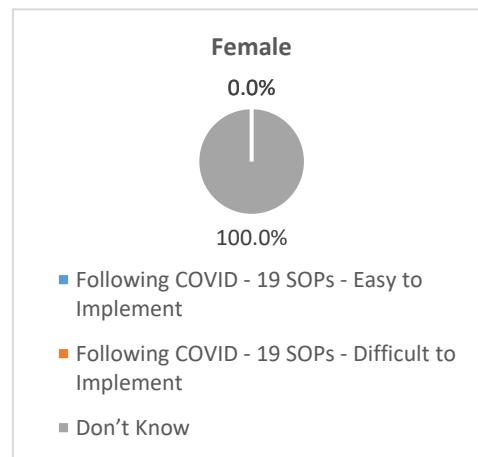
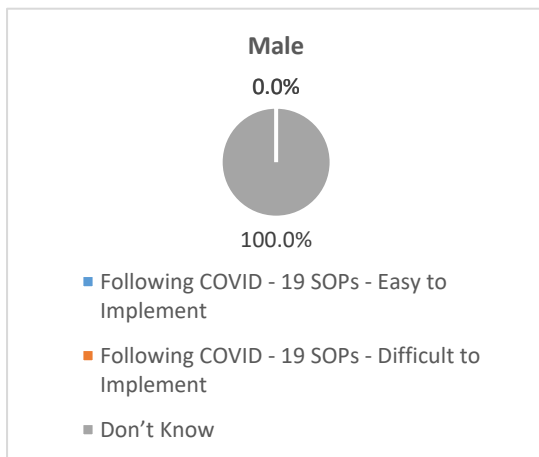


Question Asked

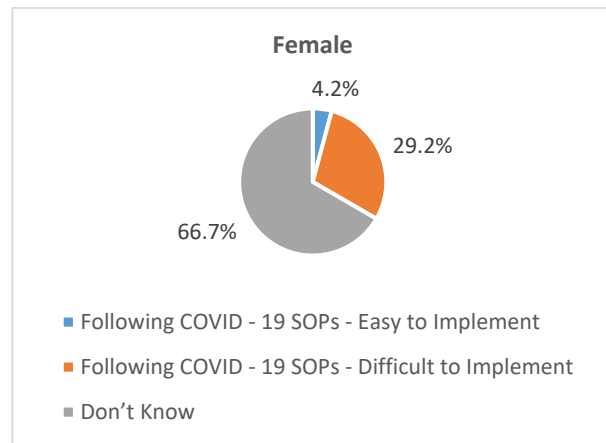
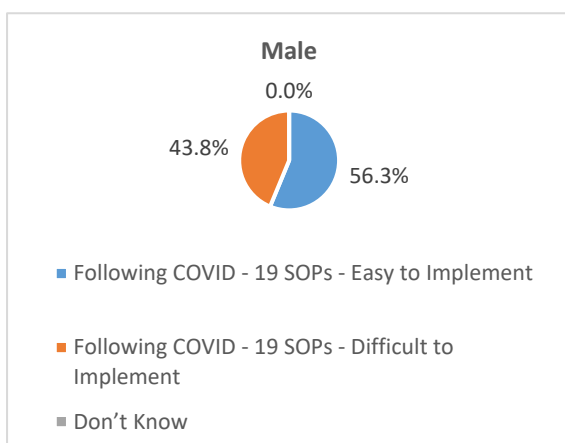
Which actions that you believe are effective in preventing the spread of COVID-19 have you not been able to take? Why? Please tell us what do think can be done to make it possible for you to take these actions?



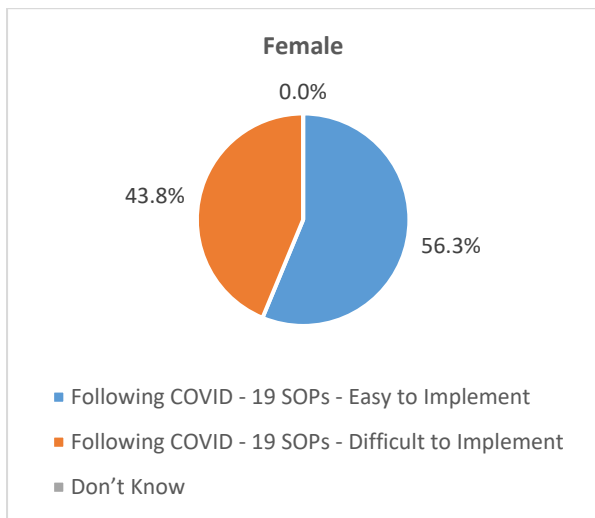
Religious Leader



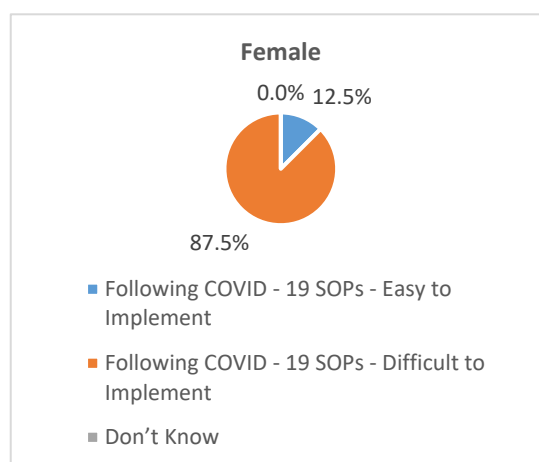
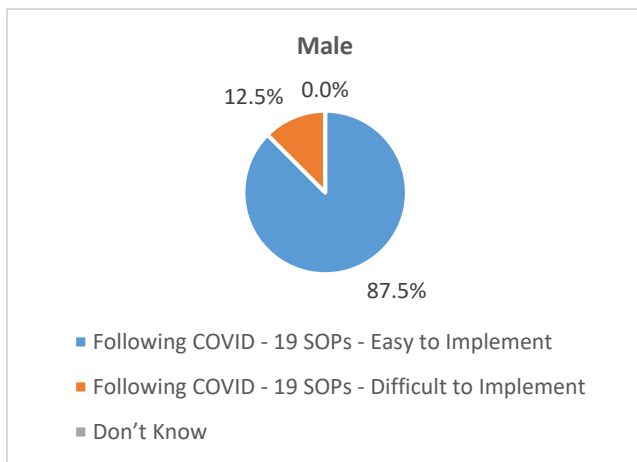
Principals & Head Teachers



Community Representatives



Youth Worker



Question Asked

Can you please briefly describe to us what the government is doing to protect your vicinity from COVID-19? How do you feel about what the government is doing/not doing?

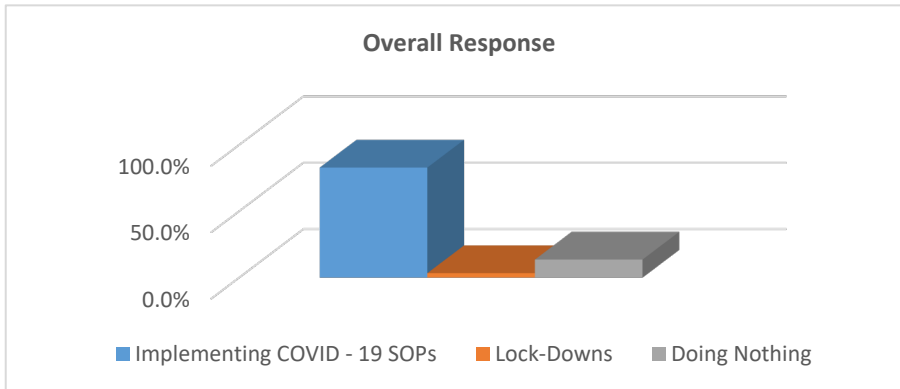
Vicinity Segregation per Influencer

For Religious Influencers – Mosques/Madaaris

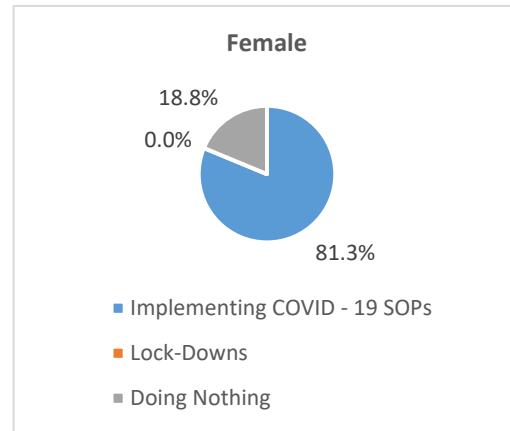
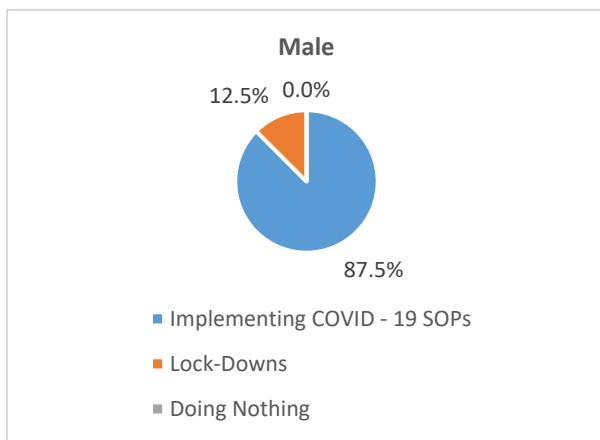
For Principals & Head Teachers – Schools/Colleges

For Community Representatives – Neighbourhood

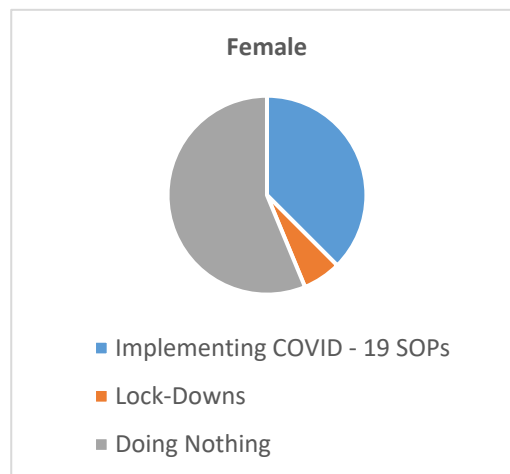
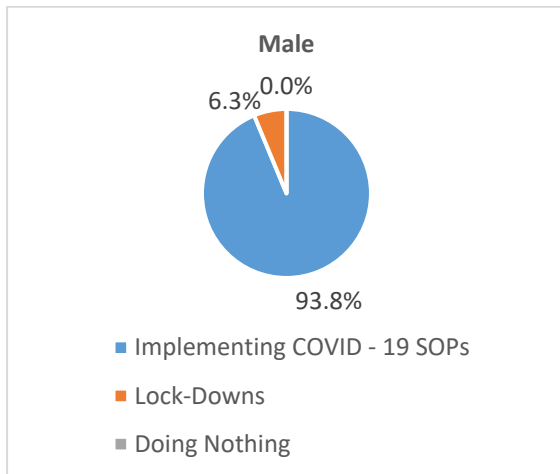
For Youth worker – Community



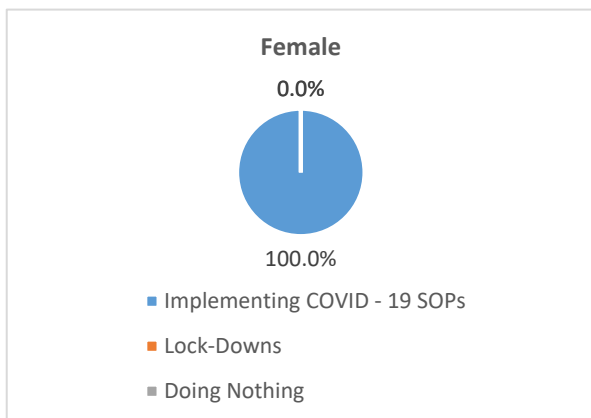
Religious Leader



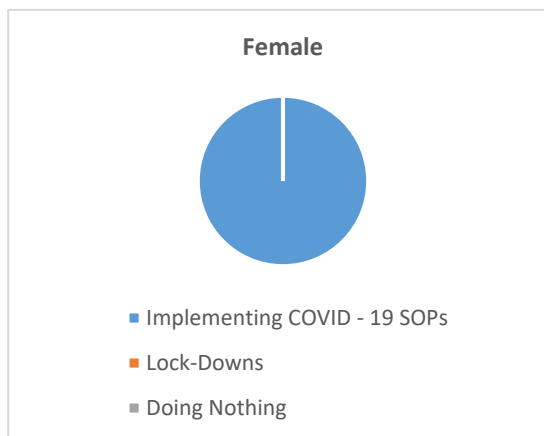
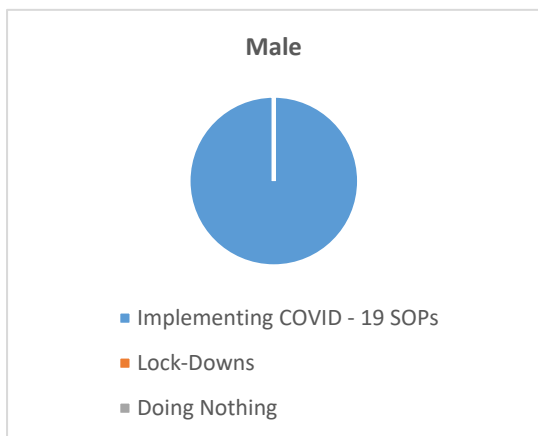
Principals & Head Teachers



Community Representatives



Youth Worker



Question Asked

Do you think what the government doing is effective in protecting your vicinity from COVID-19? If no, why? If yes, why?

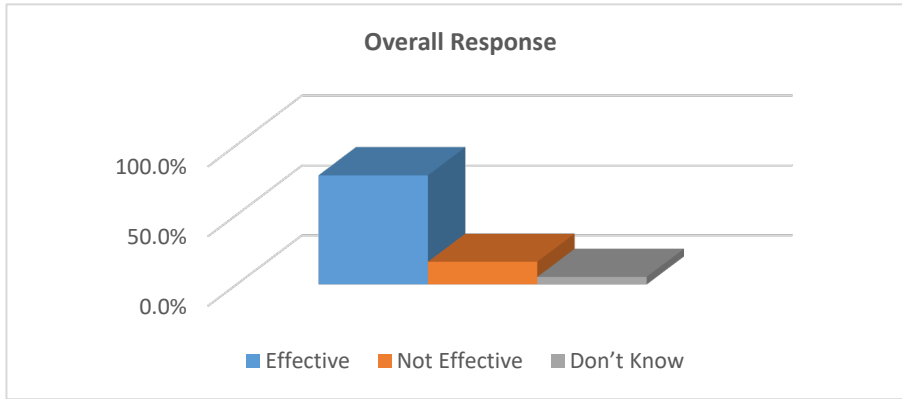
Vicinity Segregation per Influencer

For Religious Influencers – Mosques/Madaaris

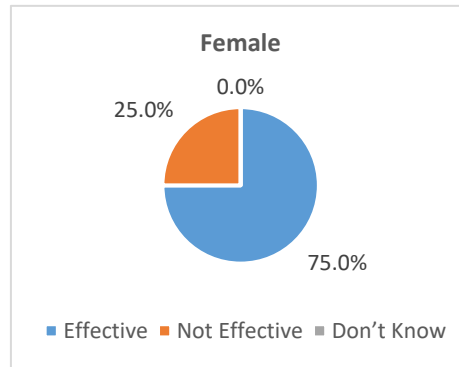
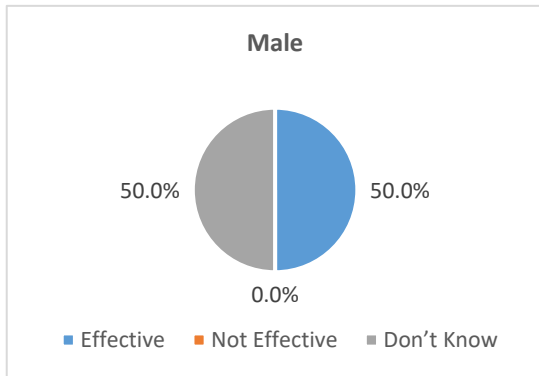
For Principals & Head Teachers – Schools/Colleges

For Community Representatives – Neighbourhood

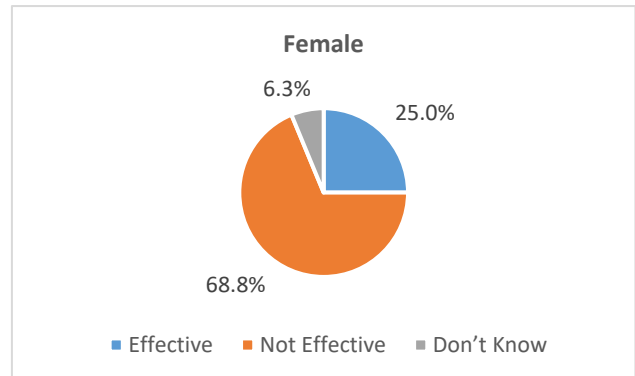
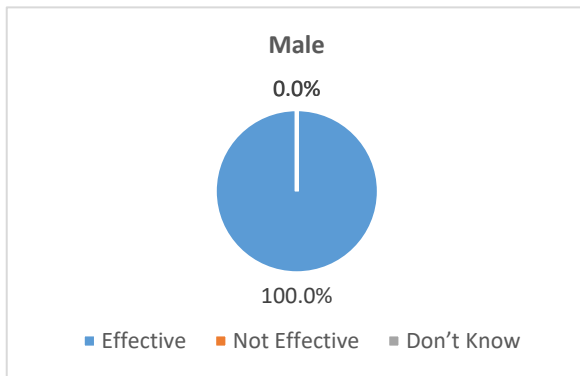
For Youth worker – Community



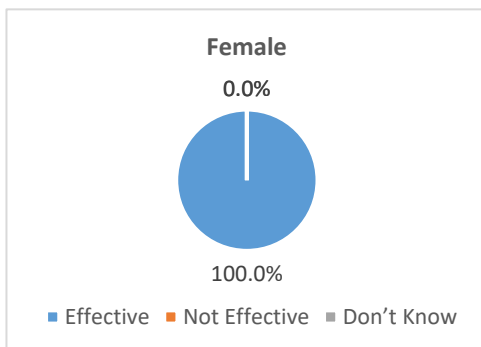
Religious Leaders



Principals & Head Teachers



Community Representatives



Youth Worker



Question Asked

Please briefly describe to us what the government should be doing to protect your vicinity from getting infected with COVID-19? Why do you think this will bring an improvement?

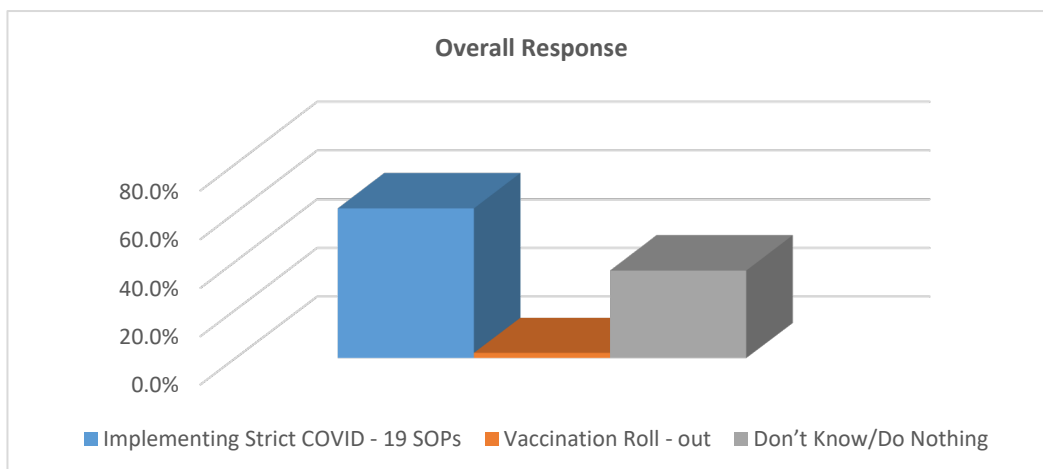
Vicinity Segregation per Influencer

For Religious Influencers – Mosques/Madaaris

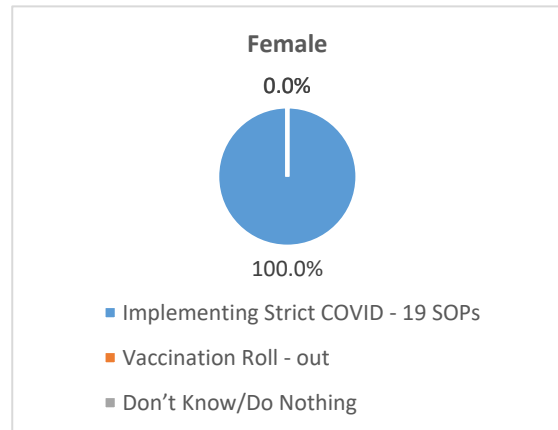
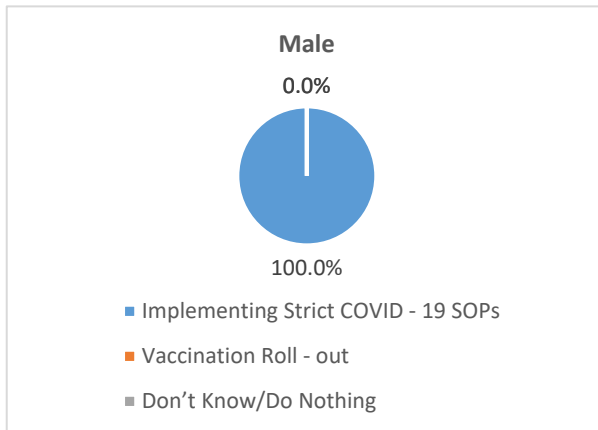
For Principals & Head Teachers – Schools/Colleges

For Community Representatives – Neighbourhood

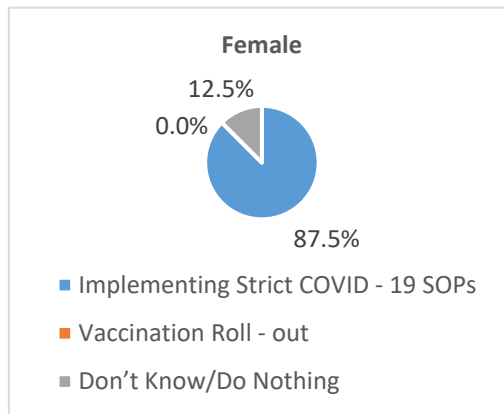
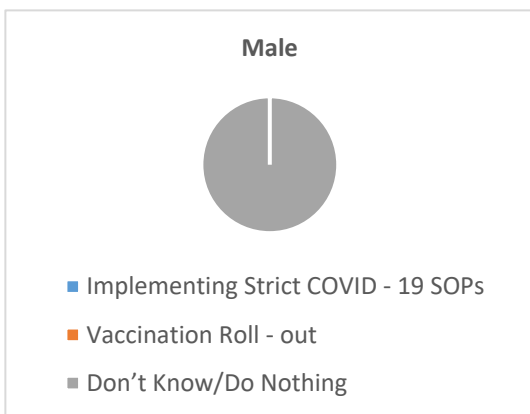
For Youth worker – Community



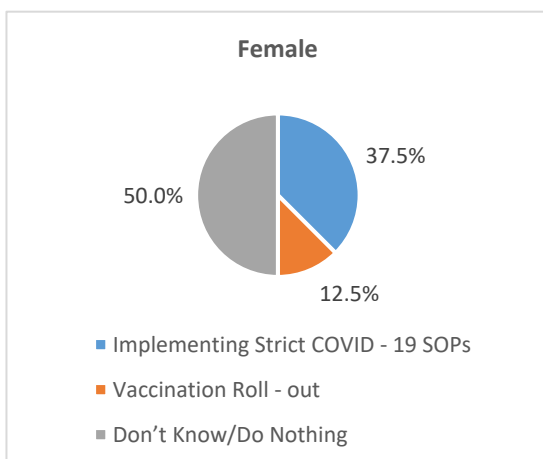
Religious Leaders



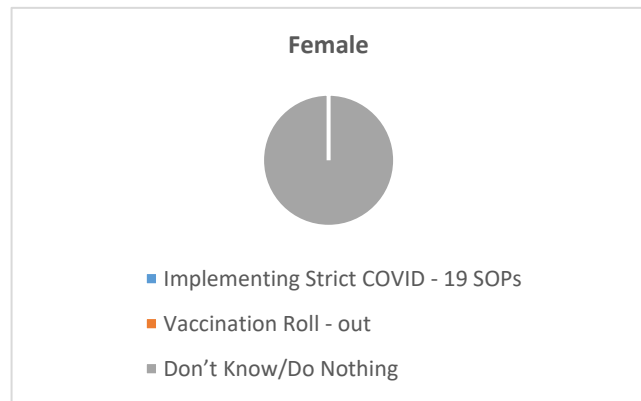
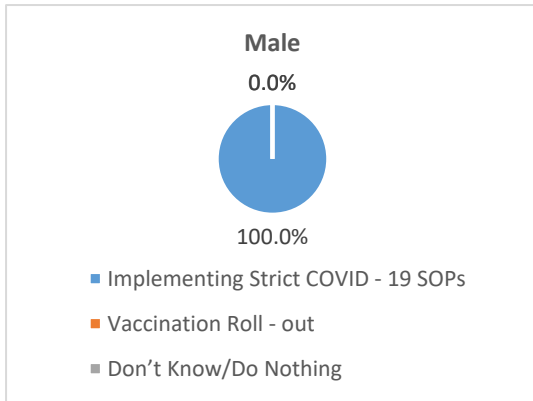
Principals & Head Teachers



Community Representatives



Youth Worker



Question Asked

Do you think non-government organizations efforts, such as our project is effective in protecting your vicinity from getting infected with COVID 19? If no, why? If yes, why?

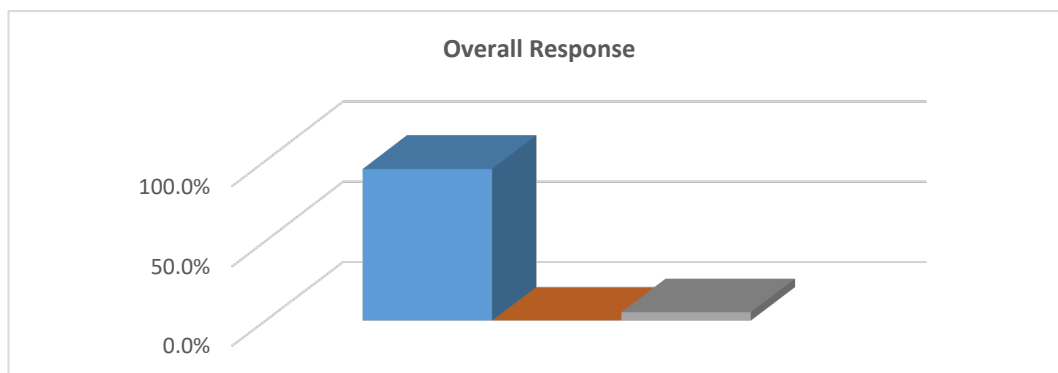
Vicinity Segregation per Influencer

For Religious Influencers – Mosques/Madaaris

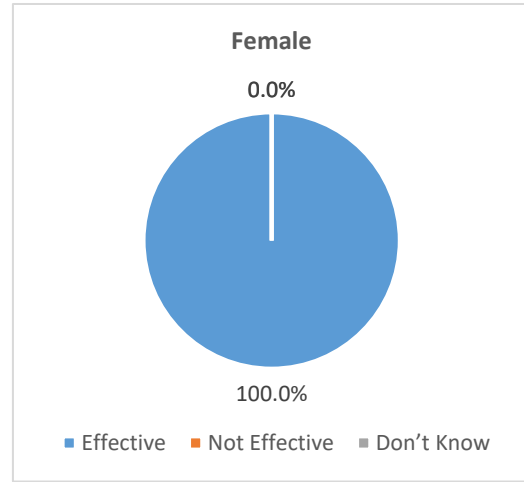
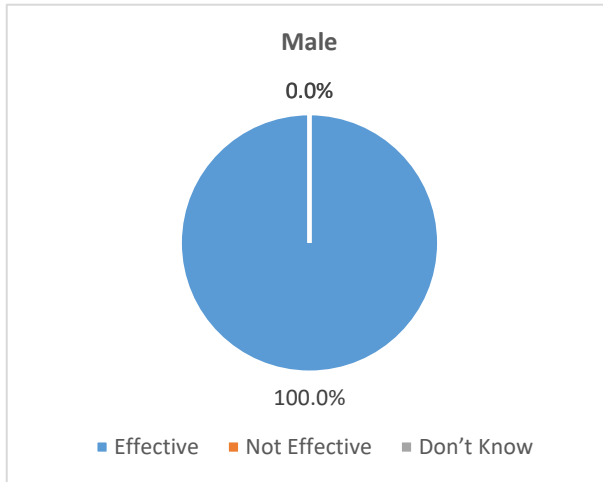
For Principals & Head Teachers – Schools/Colleges

For Community Representatives – Neighbourhood

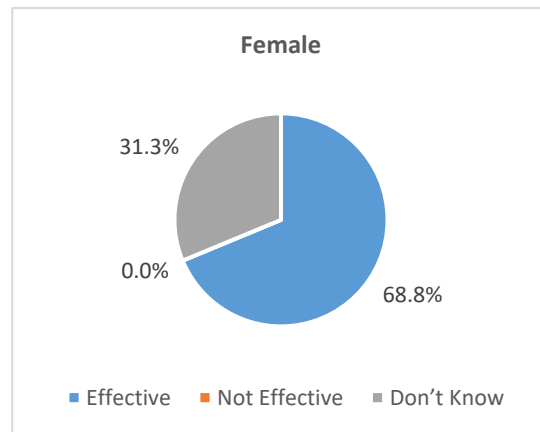
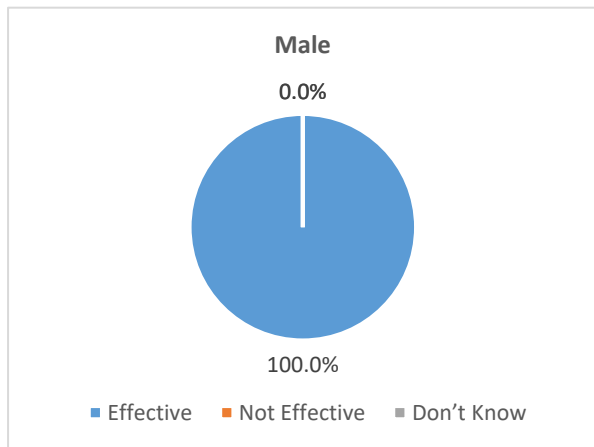
For Youth worker – Community



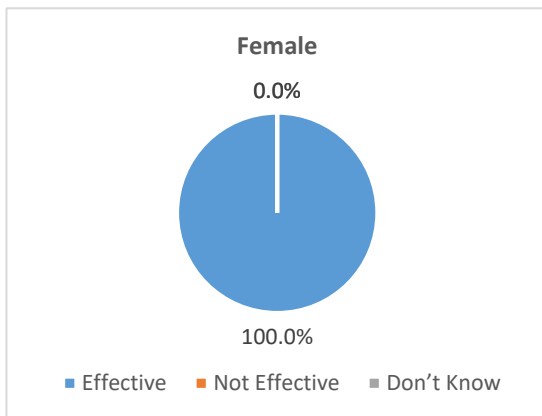
Religious Leaders



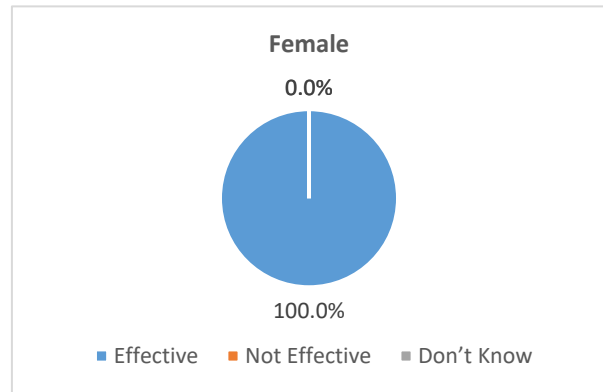
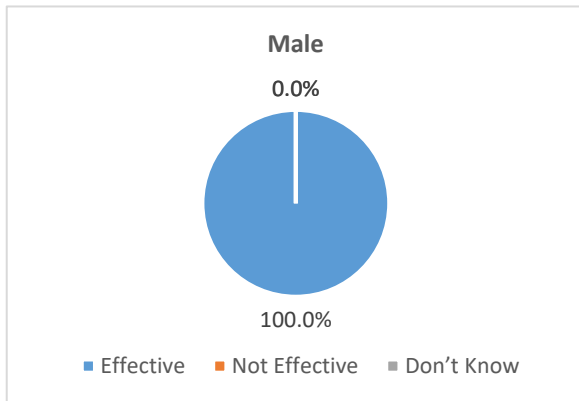
Principals & Head Teachers



Community Representatives



Youth Worker



Question Asked

What do you think non-government organizations efforts, such as our project, should be doing to protect your vicinity from getting infected with COVID-19? Why do you think this will bring an improvement?

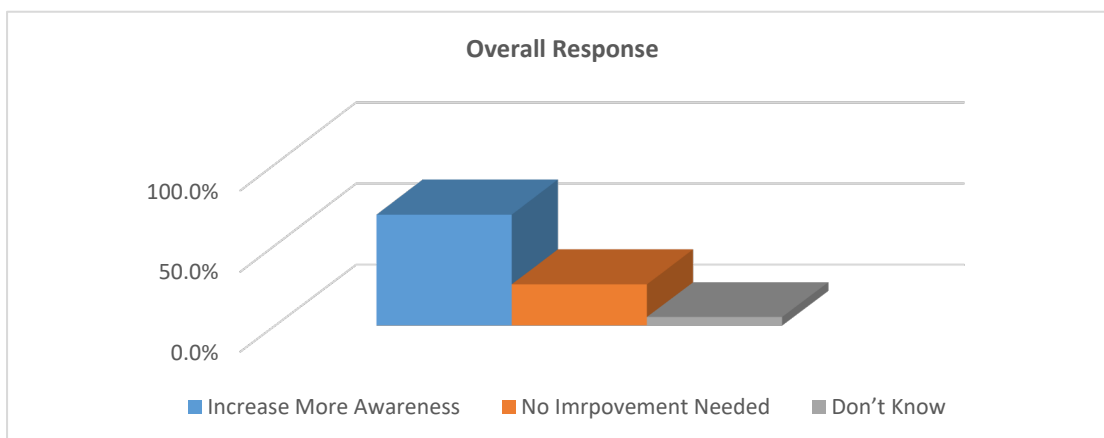
Vicinity Segregation per Influencer

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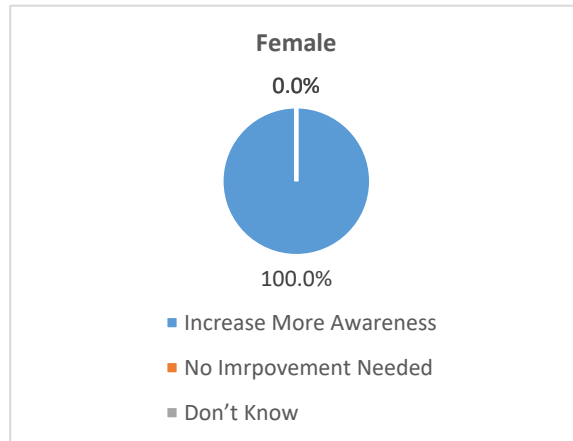
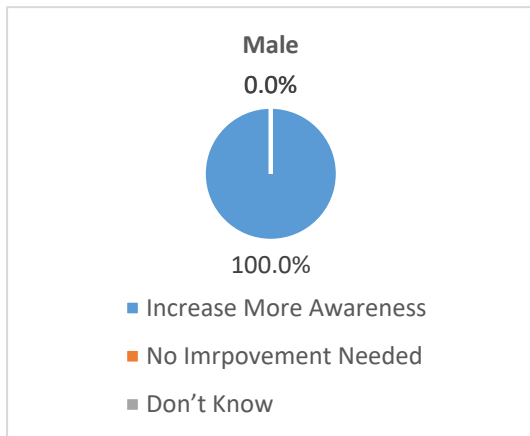
For Principals & Head Teachers – Schools/Colleges

For Community Representatives – Neighbourhood

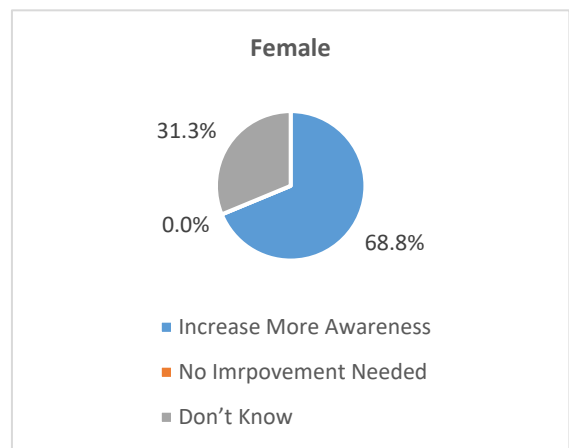
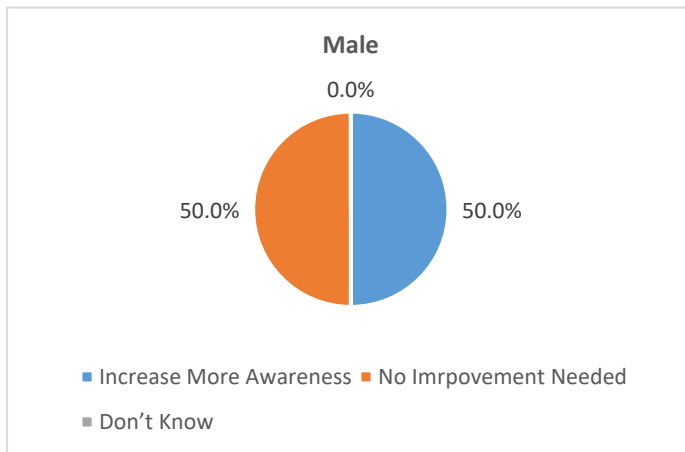
For Youth worker – Community



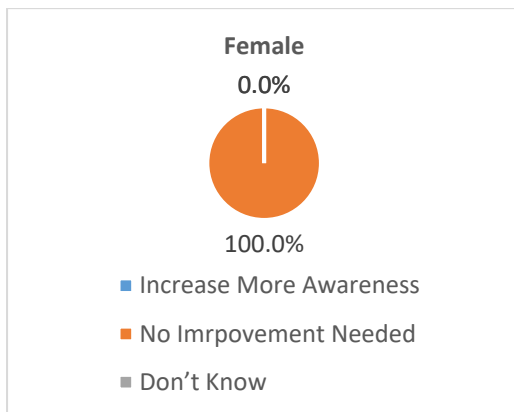
Religious Leaders



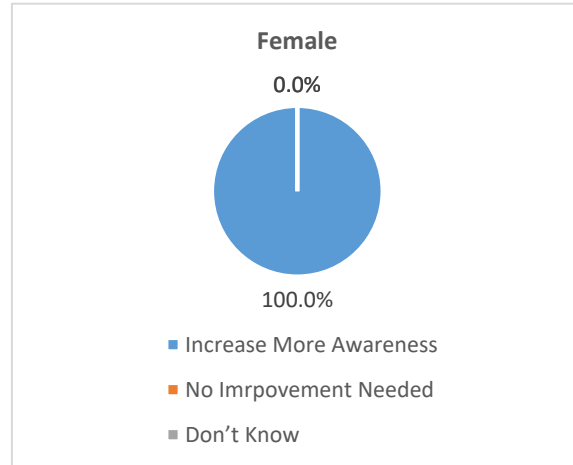
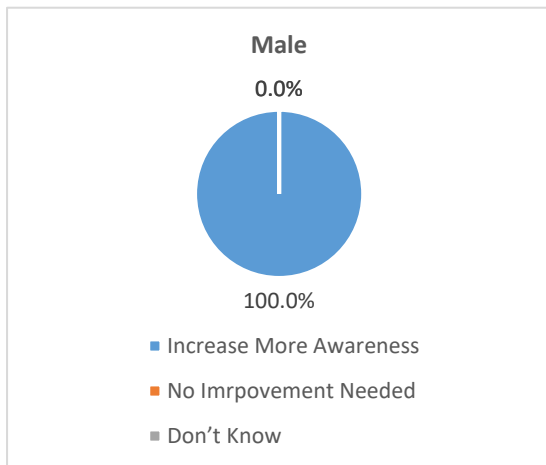
Principals & Head Teachers



Community Representatives

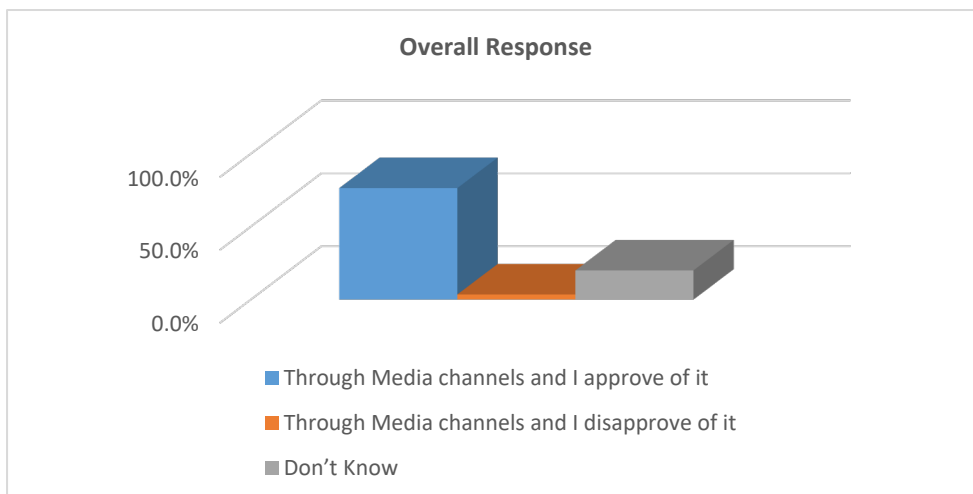


Youth Worker

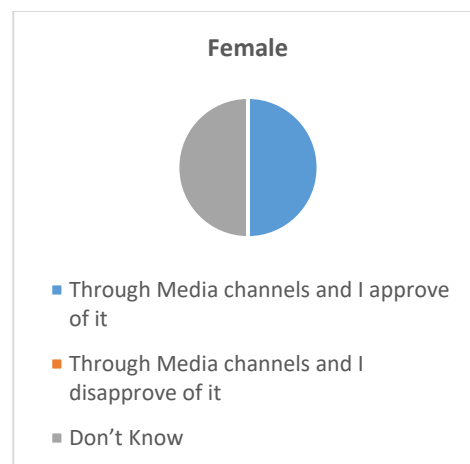
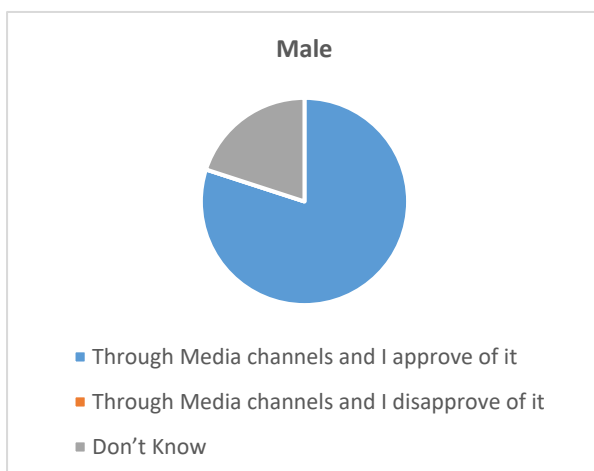


Question Asked

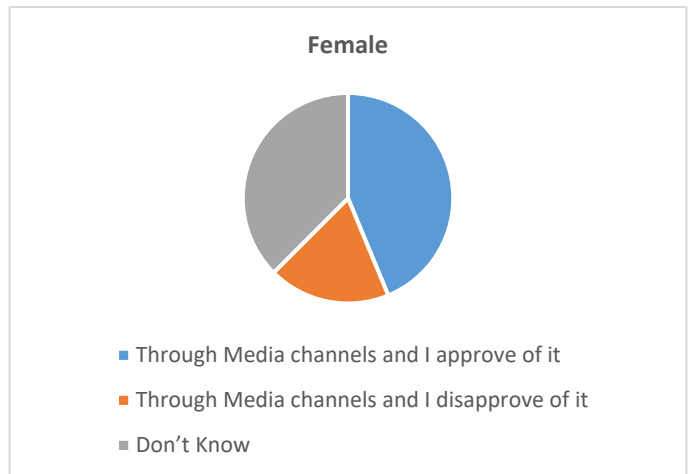
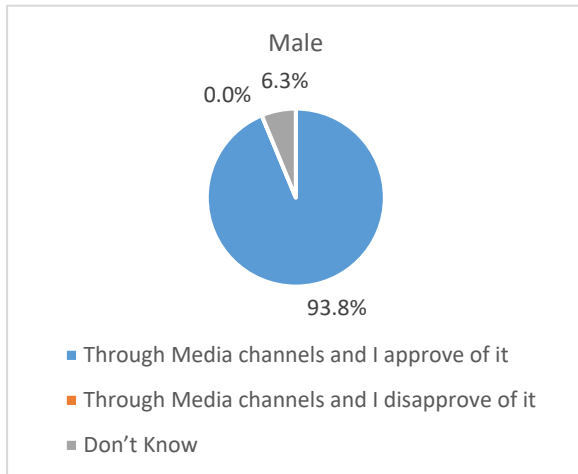
Can you tell us what you are hearing about the COVID-19 vaccine, and from whom? What do you think about what you are hearing?



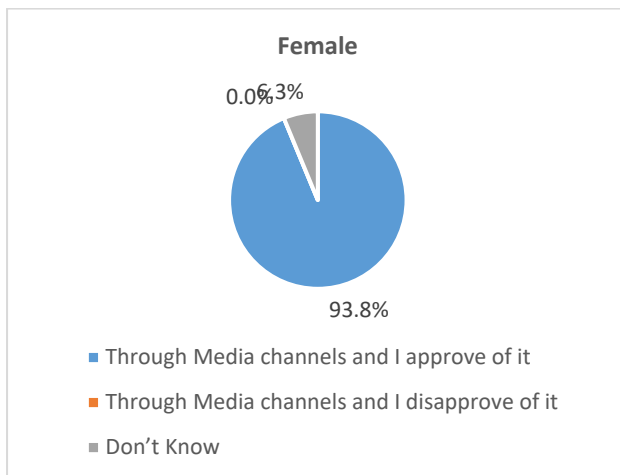
Religious Leaders



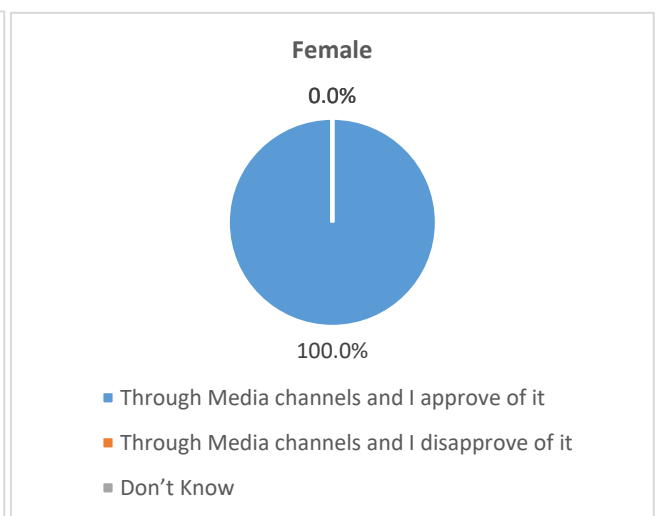
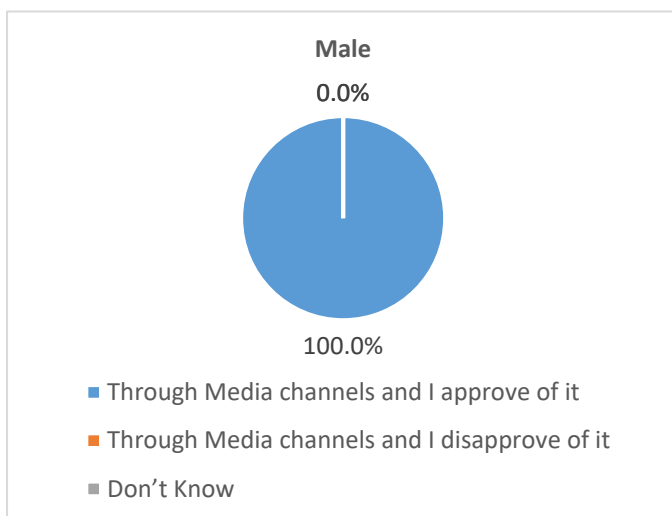
Principals & Head Teachers



Community Representatives



Youth Worker



6.4 Challenges Faced & Solutions Provided

Key challenges faced during the implementation of the survey are as follows:

Challenges Faced / Identified While Conducting Survey So-Far: (Per Partner)	Partner	Solutions Provided
People gave one-word answers which we could not incorporate in the survey as their response. This made the collection of responses from participants longer than anticipated	Momentous Education Lahore	Participants were probed more with discussions and allowed to detail their answers in their own words as much as possible
Getting response from Principals & Head Teachers was very hard as schools were closed due to government strict lock-down measures due to rising COVID -19 cases in the target district Collecting data and then compiling took a lot of time specially as people response via text messaging was slow compared to face-to-face discussion	AFAQ Faisalabad	We initiated questions, discussion through direct text message chains to collect the response of the participants Allocated more resources to mitigate the time constraint issues in compiling the responses of participants
Participants felt burdened and lacked interest initially and gave one-line response Head Teachers & Principals were difficult to reach as schools were closed by government	Tiflee Education Multan	Made calls to the participants and collected detailed responses through elaborate discussions Direct face to face group meetings were conducted where possible in one sitting with only teaching staff to ensure response is accurately collected
Initially participants lacked interest in responding to the questionnaires. Online experience initially to conduct survey was not very effective	Muslim Hands Gujranwala	Started sharing Urdu translated versions of the questions to improve their responses Conducted socially distanced gatherings to get more effective responses



Challenges Faced / Identified While Conducting Survey So-Far: (Per Partner)	Partner	Solutions Provided
<p>Face to Face – FGD’s</p> <p>Third wave of COVID-19 made people feel more threatened to participate even in a small socially distanced gathering for the FGD survey.</p>		<p>Convinced participants of the survey by ensuring that all necessary SOPs for small social gathering would be guaranteed</p>

6.5 Survey Results – Conclusions

The overall result of the survey identifies many aspects of the project which could be considered a success and gives us an insight on the behaviour change that has been observed within the target influencers from each district.

Considering the responses of 9% of the trained influencers from all the target districts, the survey results are evident of the fact that all the influencers trained, understand the high likelihood of the contracting COVID – 19 within their communities. With this knowledge gain, they are spreading this information within their vicinities / circles. An overwhelming majority from all the influencer groups also consider COVID – 19 as a life-threatening virus, which is very important in mitigating the spread of COVID – 19, especially when the third wave of the virus is in full flow globally.

Also, from the survey it is clear that all the category of influencers from each district find SOPs effective and one of the key solutions to stopping the spread of this virus. This understanding is definitely helpful in giving the ultimate beneficiaries the way forward in dealing with the spread of this life-threatening virus.

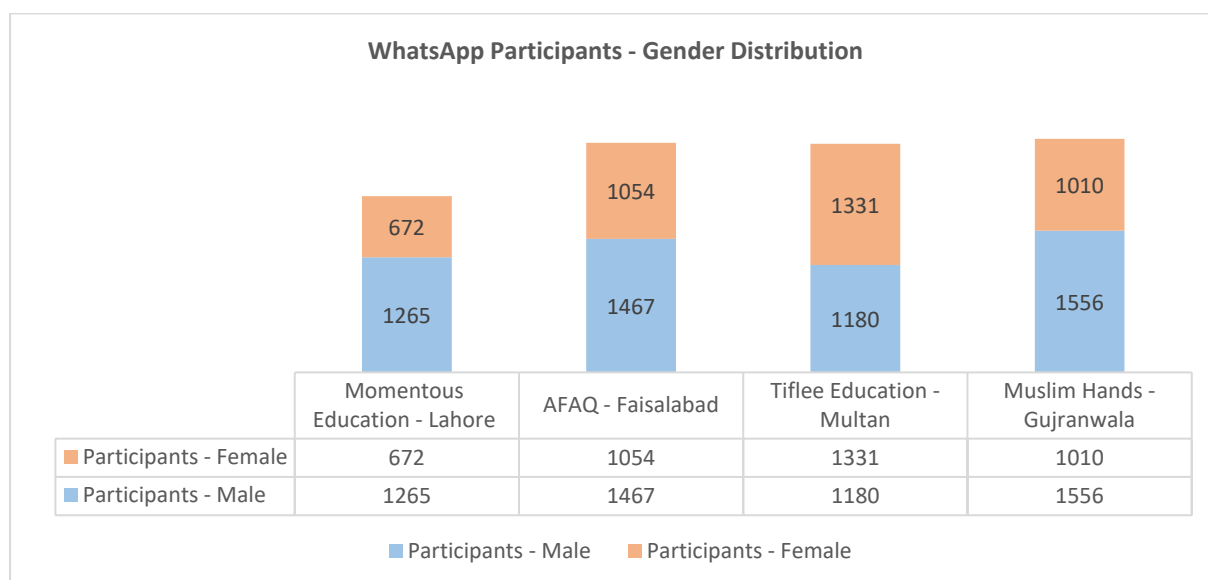
These influencers also have better understanding of COVID – 19 SOPs which is clear by their ease in following COVID – 19 protocols without much resistance. This change in behaviour being observed by people in influencers community would certainly bring a change in behaviour of ultimate beneficiaries and help mitigating the spread of COVID – 19.

With this awareness, influencers and the ultimate beneficiaries of their communities want government to push for tightened SOPs implementation. They also want more involvement of NGOs and projects like this to continue changing the behaviour of the community against COVID – 19. From the analysis of this survey, it is also evident that although there is a reasonable level of resistance by people regarding COVID – 19 vaccine and vaccination process but with overall approval of more than 50% within each influencer group, it is clear that ultimate beneficiaries want vaccines and want government to expedite its roll-out to end this pandemic.

Annexure: 1 WhatsApp Synopsis

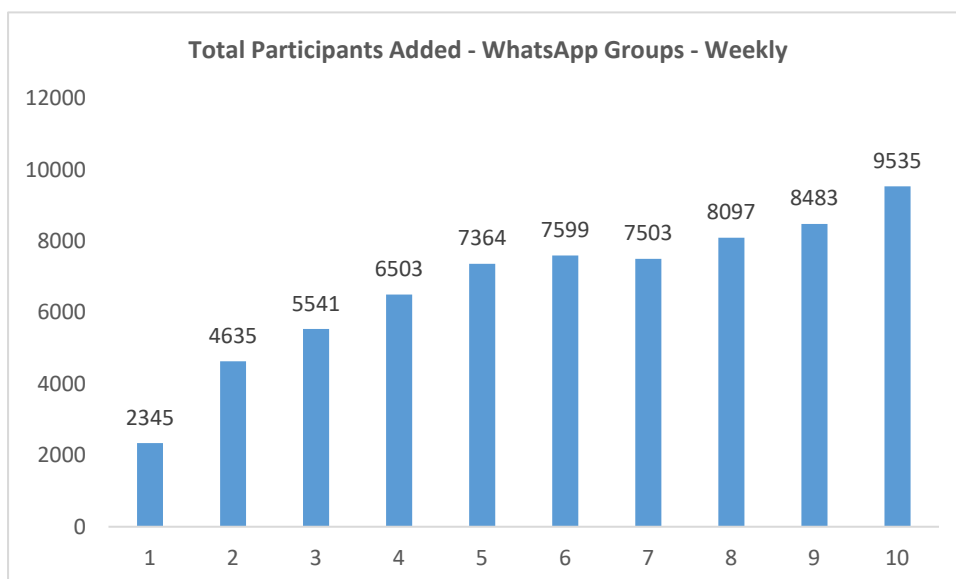
1.1 Messages sharing with ultimate beneficiaries (community)

WhatsApp being the pivotal mode of communication to larger audience was heavily relied upon to spread awareness on COVID-19 prevention and mitigation. The spread of messages had a two-point approach. First it involved spread of UNICEF approved messages on daily basis. These messages were in the shape of posters, brochures and message boards that were easily accessible. The content of the messages varied from understanding the ways to prevent COVID-19 within a community to vaccination processes in the later phase of the project. The second part involved assessing the knowledge of the participants with whom the messages were shared to ensure maximum understanding. To keep the privacy of individuals, separate groups were formed for women to ensure their maximum participation. Where there was non-usage of WhatsApp by participants, direct text messaging was used. Ultimately, the goal was to reach maximum ultimate beneficiaries of the community using the participants as a tool of conveying the message far and wide within their communities.



1.2 WhatsApp Group Participants Progress

As the sessions were being concluded during each week, participants were being added to the WhatsApp group. The graph below shows the upward trend in participants per week as the sessions reached to conclusion.



1.3 Perception Survey of WhatsApp Group Participants

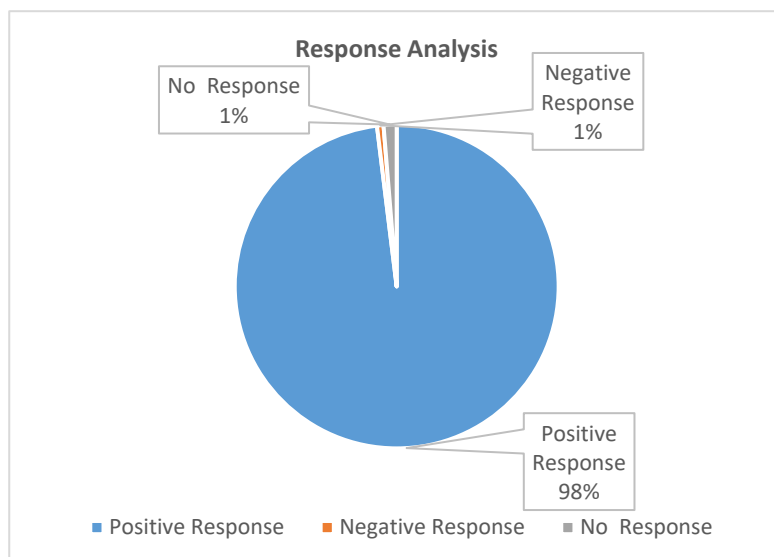
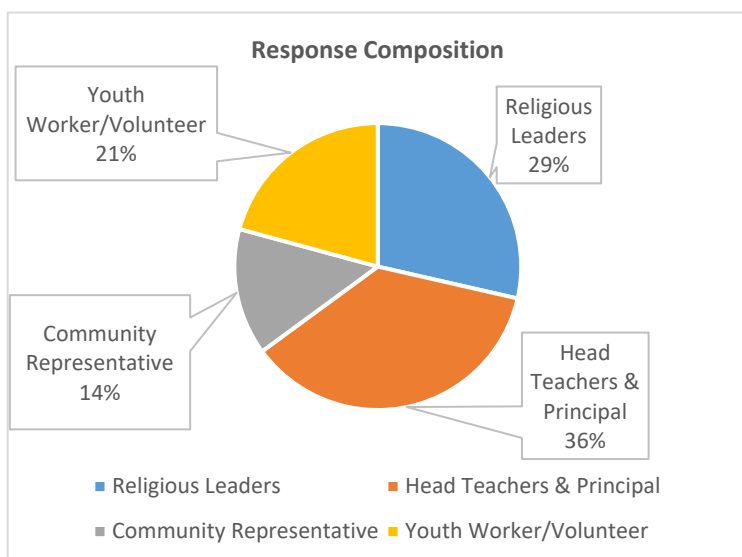
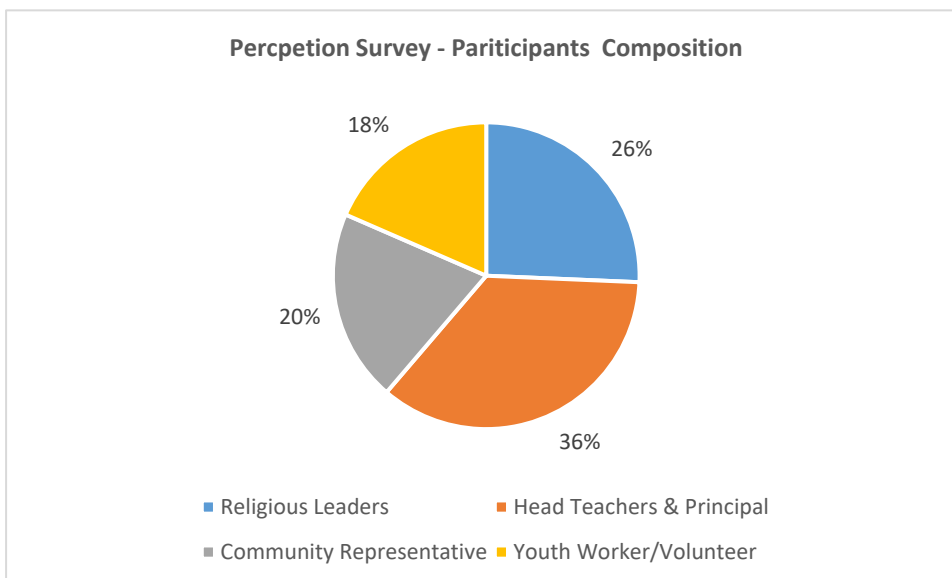
Once the groups were formed and messages were spread then it was assessed how these messages were being perceived by the participants (influencers). To get insights from them, PAFEC in collaboration with its implementing partners conducted brief perception surveys and WhatsApp participants' response surveys to-date.

Objectives:

- The target of the weekly perception assessment was to gauge the understanding of beneficiaries (direct and in-direct).
- The other aspect of the perception assessment was to understand the knowledge level that the community have developed post trainings

Communication Process

- WhatsApp Text, Audio Message or Call
- Direct Text/Call (where internet is not accessible to beneficiaries)
- A 5 – 8 brief questionnaires in Urdu & English (descriptive in nature) sent to the participants of WhatsApp groups (influencers)
- Participants selected from the attendance sheets provided by the partners
- Analysis of the responses from the WhatsApp group daily conversations



1.3.1 Key Insights through Perception Survey Answers

People were initially reluctant to reply to the messages even though they were informed by partners beforehand that a small perception survey message was going to be conducted and their participation was encouraged. The response as per the above statistics showed us that the perception was generally taken as positive. Positive response was defined as participants having adequate knowledge regarding COVID-19 prevention and mitigation. Other aspects of positive response involved the commitment to spread the knowledge of awareness within their community, change in behaviour observed after being part of the training sessions and WhatsApp group messages chain.

Participants overwhelmingly showed more concern towards taking preventative steps to reduce the COVID-19 spread from their communities. Another important insight learnt during this survey was that religious influencers trained were very responsive and showed encouraging signs towards making realistic interventions within their capacity to create awareness regarding COVID-19 prevention within their community.

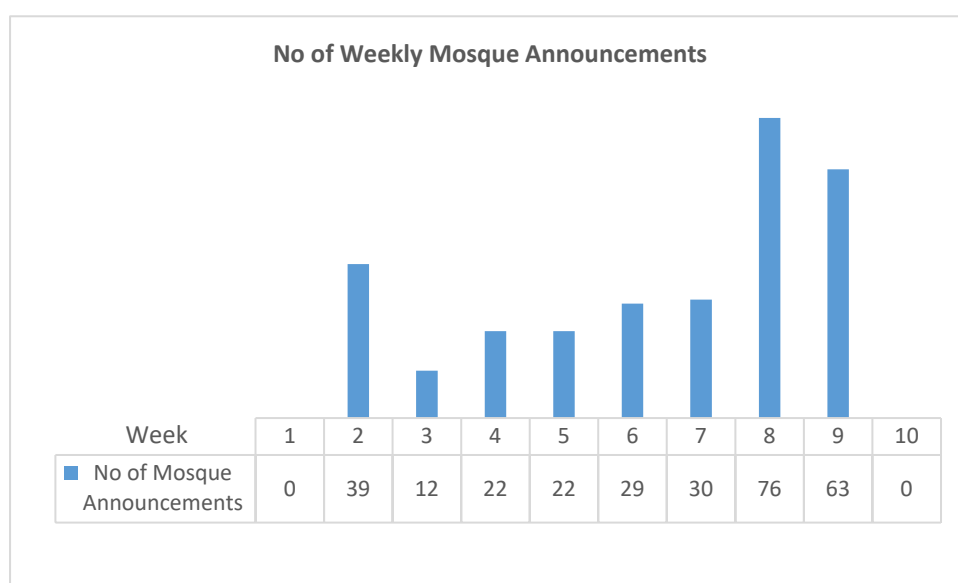
1.4 Knowledge Gain of WhatsApp Groups through Weekly Quizzes

To assess the knowledge gained through WhatsApp and training sessions, weekly quizzes were conducted by implementing partners through WhatsApp group messaging.

Implementing Partner	Total Quizzes Conducted	Total No of Group Participants With 50% or More Correct Answers - Noted
Momentous Education	9	1956
AFAQ	4	
Tiflee Education	9	
Muslim Hands	8	
Cumulative Total	30	

1.5 Mosque Announcements

To reach out to larger segment of population, implementing partners encouraged religious leaders trained to spread the UNICEF approved messages through mosque announcements. They would receive the PDF version of these messages via WhatsApp groups formed by implementing partners, encouraging them to announce them in the mosques. This process was slow as it took significant effort to persuade the religious influencers to make announcement after prayers specially after Friday congregations. With increased engagement by each implementing partner, the number of mosque announcements significantly increased. The below graph shows the frequency of the announcements each week.



1.6 Vaccine messages & response analysis of WhatsApp group participants

1.6.1 Activities Detail

With the vaccination roll-out started by the government and as per the directive of UNICEF – Pakistan and PAFEC, implementing partners also incorporated COVID-19 vaccine awareness messages in their WhatsApp group messaging.



Momentous Education

After receiving instructions from PAFEC we started sharing detailed vaccine awareness messages with the participants (influencers) and mostly received encouraging response from them. Some gave insights that they have registered their elders for vaccination via government provided helpline. Discussions were also held with the participants on misinformation being spread regarding the vaccine and vaccination process.

AFAQ

Vaccine related messages were sent to individual participants. There were few participants who argued about the authenticity of the vaccine and its side-effects.

Tiflee Education

We not only shared the vaccine related messages within the group but also incorporated vaccine related questions in the weekly quizzes that we conducted to engage more participants (influencers) on vaccine topics. Some participant (influencers) also informed us that they have registered their elders for vaccination via 1166 after realizing its importance through these WhatsApp group messages. Some of them also informed that they had already registered their old family members. Discussions on misinformation regarding vaccines were held to remove the misconceptions created by fake news circulating in digital media.

Muslim Hands

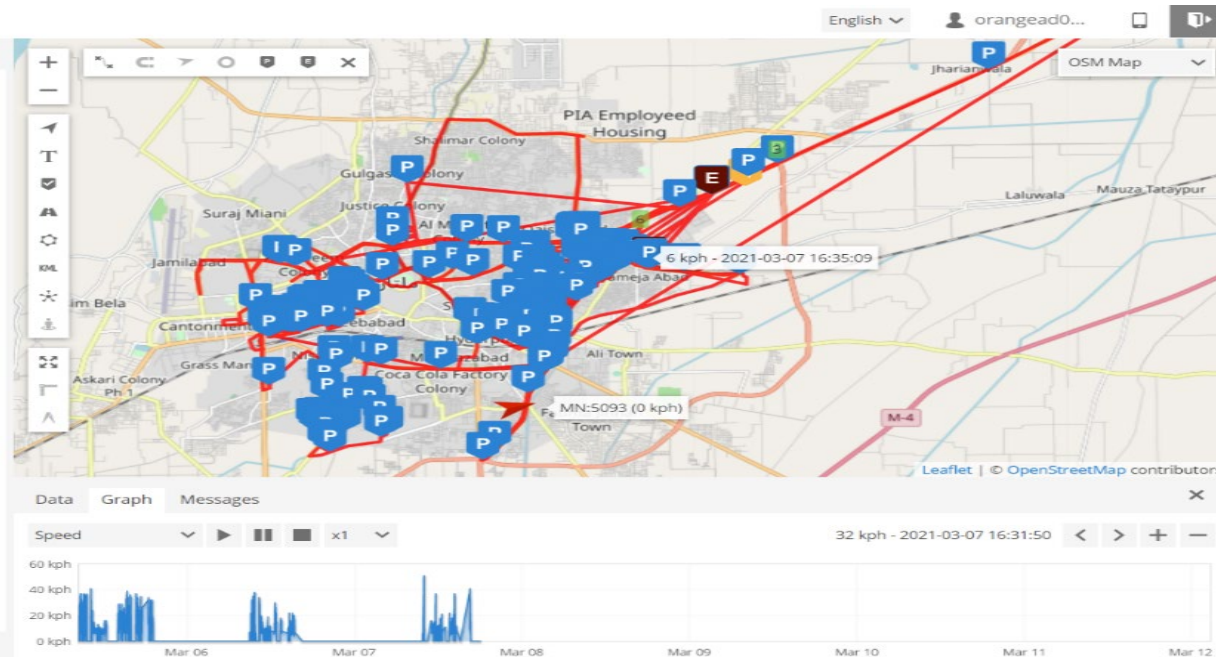
We shared 10 messages regarding COVID vaccination received from UNICEF in the WhatsApp groups for 30 days. 80% of the participants actively asked further questions about the vaccine registration and its side-effects. Some participants did not even take part in the discussion and around 1% participants shared their experience of being vaccinated and how they feel safe now.

**Annexure 2: Summary – WhatsApp Synopsis**

S#	Partner Name	Location	No of WhatsApp groups created		No of WhatsApp Group Participants Influencers		Daily Messages - WhatsApp		Weekly quiz responses via WhatsApp	WhatsApp Message announcements
			Achieved Reporting Week	Achieved - Start of Project (Cumulative)	Achieved Reporting Week	Achieved - Start of Project (Cumulative)	Content	Reactions and forwarding via WhatsApp	No of group participants with 50% or more correct answers	No of announcements made via mosques
1	Momentous Education	Lahore	0	8	0	1937	No of content messages: 7	To ensure maximum participation, we added all pending participants in the groups by calling them individually and convinced them to stay in the groups and shared all the previous messages in the groups to reach out to all the participants.	1956	293
2	AFAQ	Faisalabad	0	2021 Participants were individually texted	0	2521	Messages from Approved Message Board	Participants are spreading the messages		
3	Tiflee Education	Multan	0	12	0	2511				
4	Muslim Hands	Gujranwala	0	75	0	2566				
Total Quantified data			0	95	0	9535				

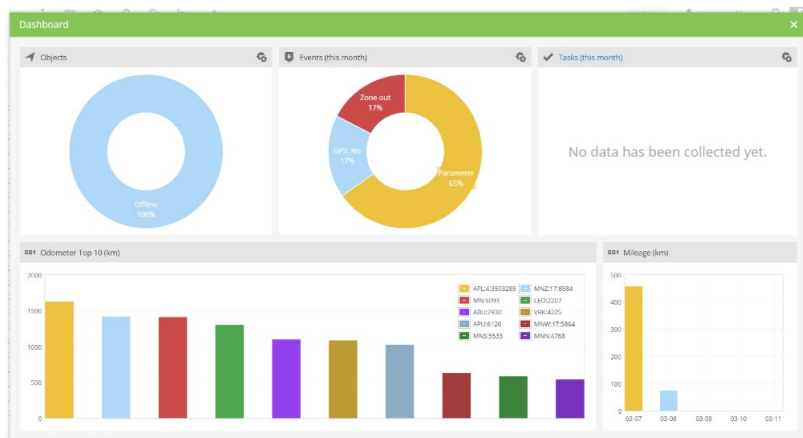
Annexure 3: ChingChey Mike Awareness - Travel Log Dashboard

Multan



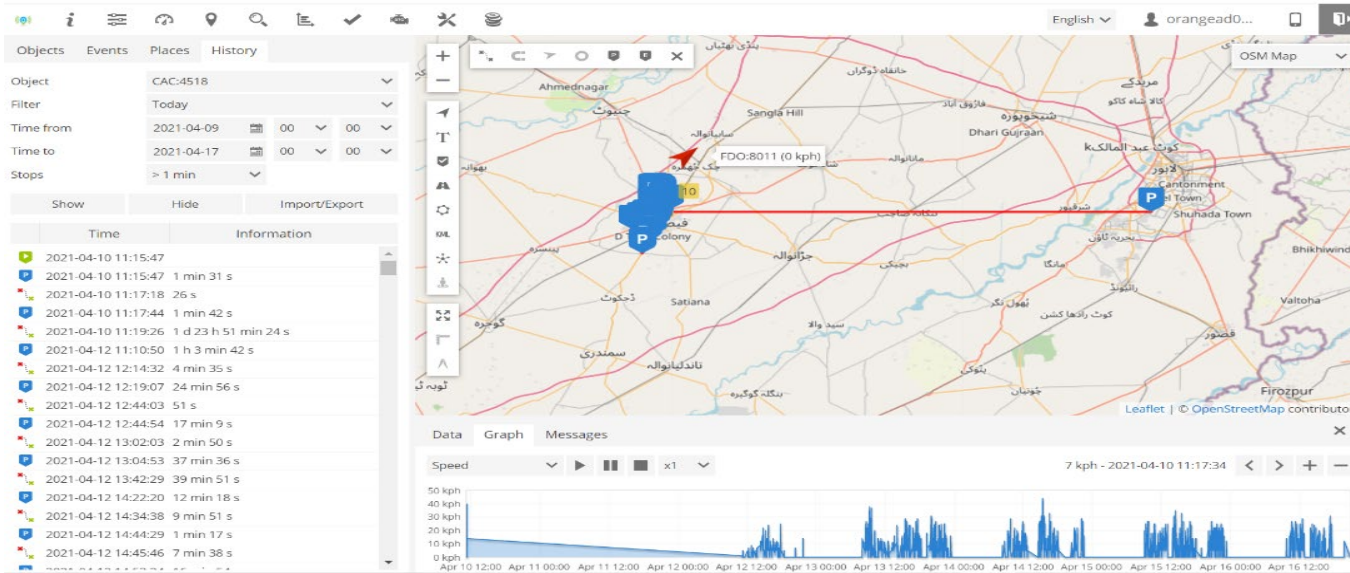
Area Covered
 Ten chingchies were given different union councils of the district and were required to complete 100 km per day

Data Timeline
 Chingchies miking awareness activity was carried in Multan from 28th February to 18th March 2021



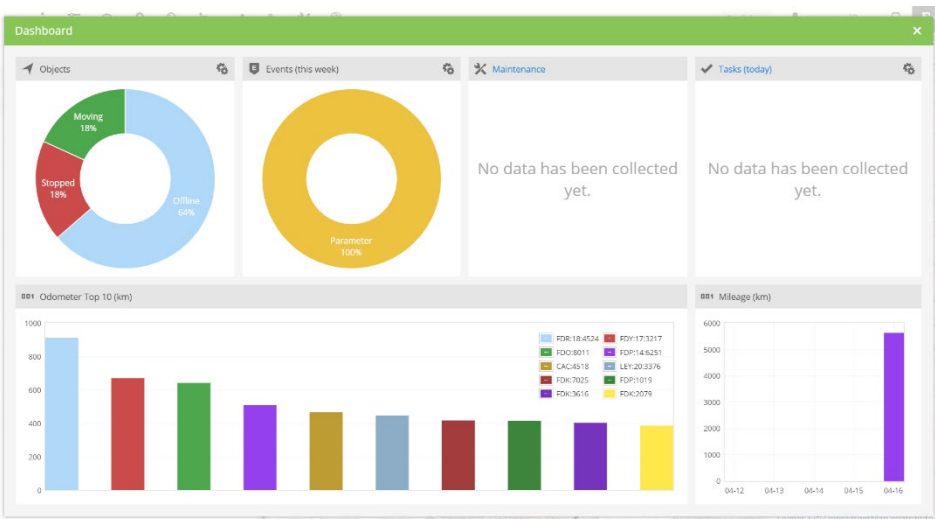
Chingchies Travel Dashboard
 This dashboard shows the distance covered by each chingchies in Multan district, the speed at which each chingchies travelled, the time during which chingchies were stationary.

Faisalabad



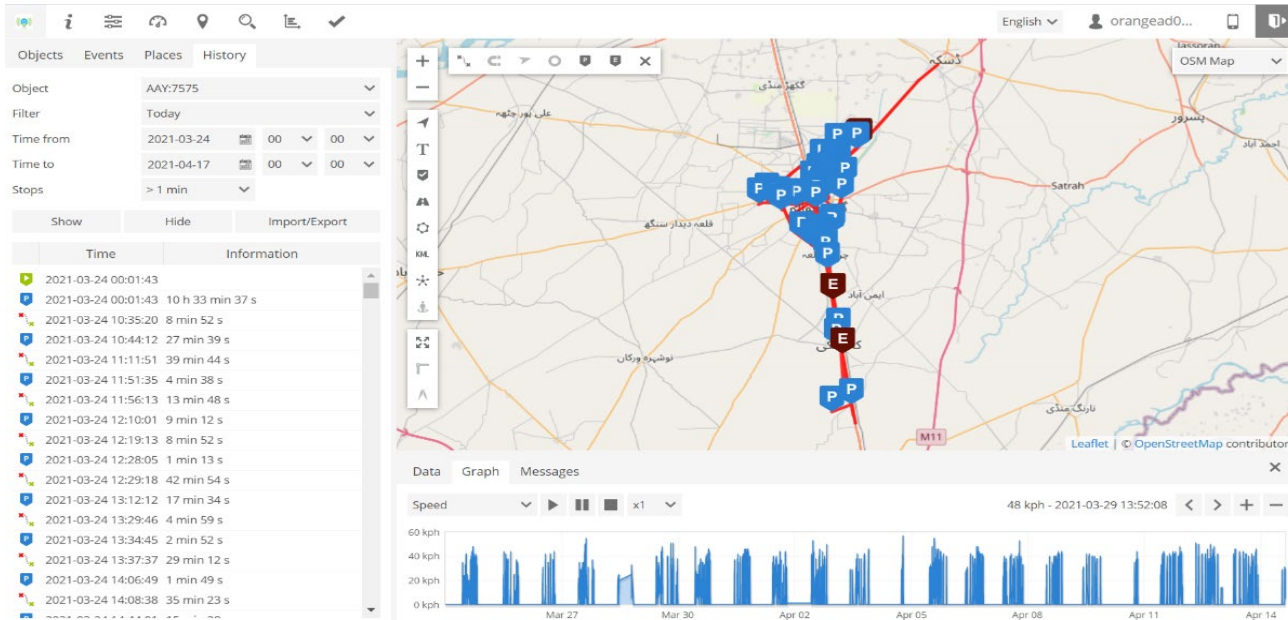
Area Covered
Eight chingchies were given different union councils of the district and were required to complete 100 km per day.

Data Timeline
Chingchies miking awareness activity was carried in Faisalabad from 12th March to 30th April 2021



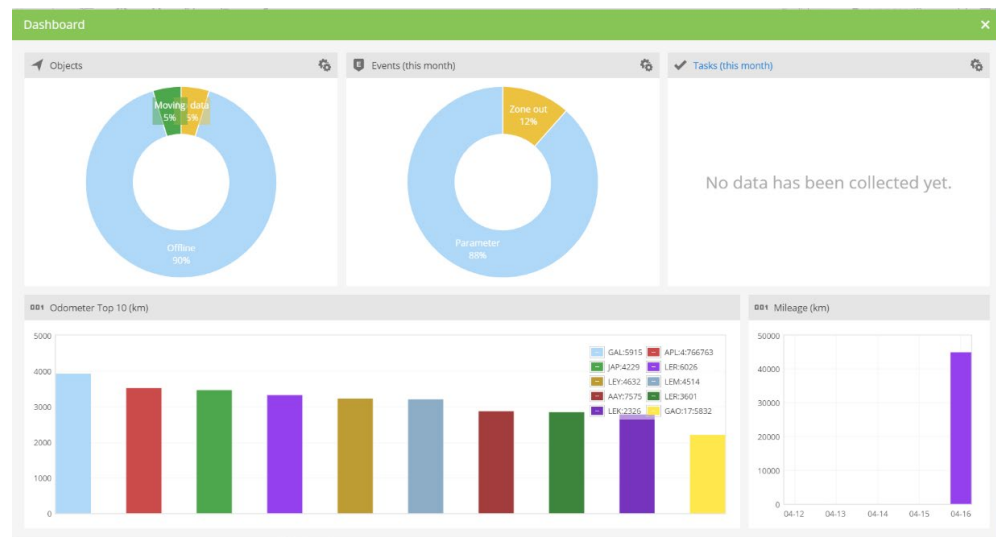
Chingchies Travel Dashboard
This dashboard shows the distance covered by each chingchies in Faisalabad district, the speed at which each chingchies travelled, the time during which chingchies were stationary.

Lahore



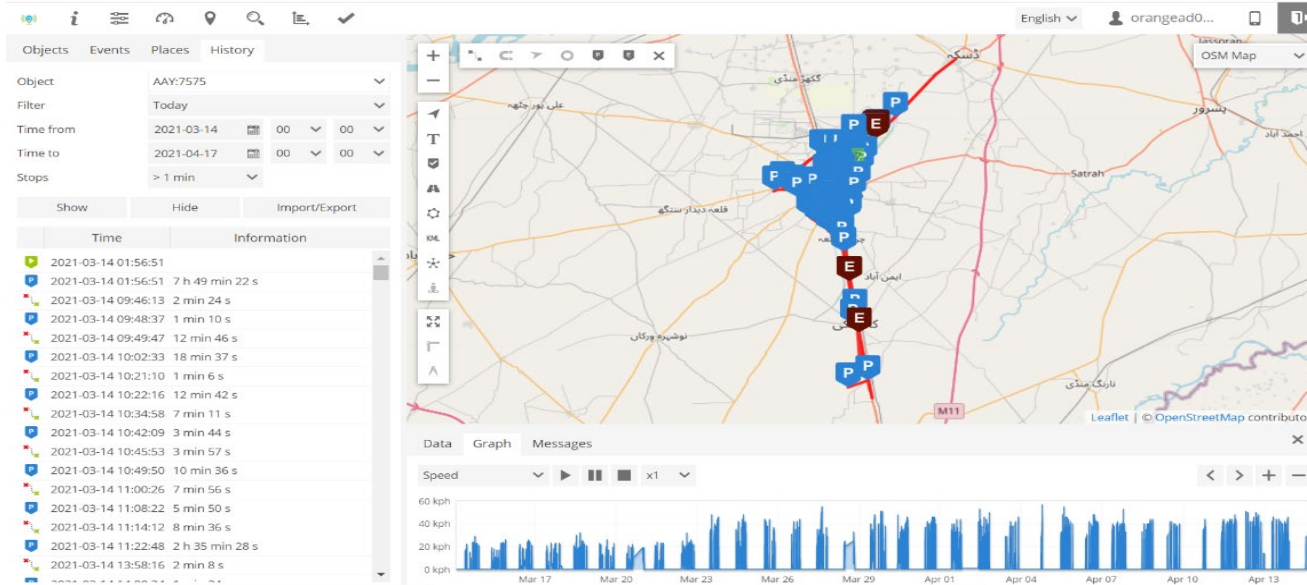
Area Covered
 Twelve chingchies were given different union councils of the district and were required to complete 100 km per day.

Data Timeline
 Chingchies miking awareness activity was carried in Lahore from 22nd March to 30th April 2021



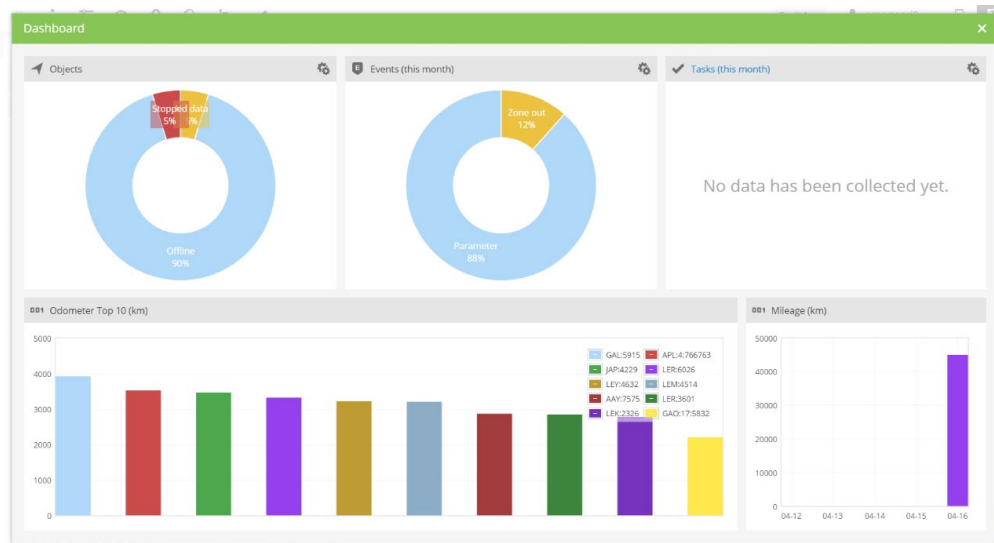
Chingchies Travel Dashboard
 This dashboard shows the distance covered by each chingchies in Lahore district, the speed at which each chingchies travelled, the time during which chingchies were stationary.

Gujranwala



Area Covered
 Ten chingchies were given different union councils of the district and were required to complete 100 km per day covered.

Data Timeline
 Chingchies miking awareness activity was carried in Gujranwala from 14th March to 30th April 2021

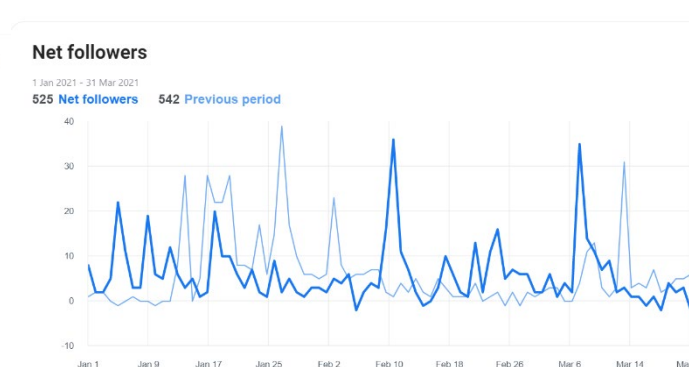
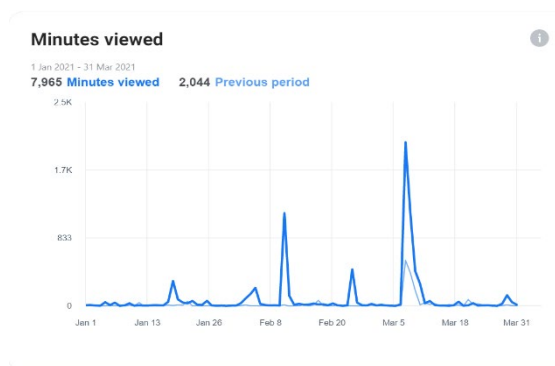
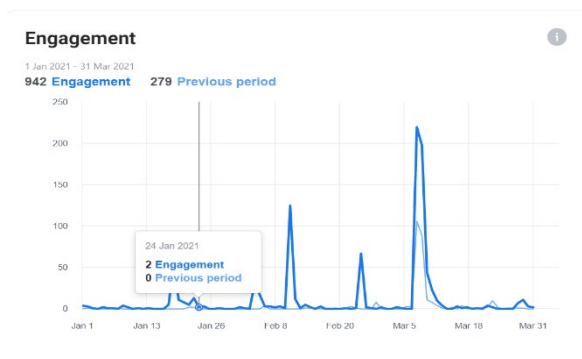


Chingchies Travel Dashboard
 This dashboard shows the distance covered by each chingchies in Gujranwala district, the speed at which each chingchies travelled, the time during which chingchies were stationary

Annexure 4: Social Media Report Card

Facebook

Webinar Sessions – PAFEC – January, February, March



January

Minutes Viewed	1-minute video views	3-second video views	Video engagement	Net followers
948	138	2.6K	119	196

February

Minutes Viewed	1-minute video views	3-second video views	Video engagement	Net followers
2.6K	307	2.4K	283	181

March

Minutes Viewed	1-minute video views	3-second video views	Video engagement	Net followers
4.4K	559	3.9K	540	132

Twitter

January

Tweets	Tweet impressions	Profile visits	Mentions	New Followers
24	3256	207	39	17

February

Tweets	Tweet impressions	Profile visits	Mentions	New Followers
179	19.4K	2408	93	20

March

Tweets	Tweet impressions	Profile visits	Mentions	New Followers
88	12.9K	2198	104	10

Annexure 5: Campaign Reach

1 Million People Reach Per District – Statistical Hypothesis

