



MARCH 2019

Anglophone Africa Communication Survey Analysis

Prepared by EANNASO

BACKGROUND

The Eastern Africa National Networks of AIDS Service and Health Organisations (EANNASO) is the host of the Global Fund Community Rights and Gender Regional Platform for Communication and Coordination for Anglophone Africa (RCCP). Part of Anglophone Africa Platform's mandate is to support and strengthen civil society and community groups to effectively engage in the development, implementation and oversight of Global Fund grants.

Specifically, the work of the Platform is guided by the following four objectives:

- further the meaningful engagement of civil society and communities in Global Fund processes through bi-direction communication and the provision of accurate and accessible information;
- improve the overall impact of Global Fund programs and interventions through strengthened engagement of civil society and communities affected by HIV, TB and malaria;
- expand access to technical assistance (TA) for civil society and communities through greater coordination with the CRG-SI short-term TA component, as well as other TA providers and opportunities; and
- support strategic civil society and community capacity development initiatives through fostering spaces for engagement and collective participation in key decision-making processes, in particular as they relate to community, rights and gender.

INTRODUCTION

As part of the first objective of furthering the meaningful engagement of civil society and communities in Global Fund processes, the Platform curates several communications platforms:

- Anglophone RCCP Webpage
- Anglophone RCCP Newsletter
- EANNASO Twitter Account
- EANNASO Facebook Account
- Anglophone RCCP Google Group (Mail Chimp)
- Anglophone RCCP WhatsApp Group

From late December 2018 to late February 2019, a comprehensive survey was conducted and promoted via Mail Chimp and Facebook to newsletter subscribers and social media followers. The aim of the survey was to:

1. collect demographic information about who receives the Platform's communications,
2. assess the relevance and usefulness of the content regularly disseminated,
3. identify the preferred format for receiving content from the platform,
4. compile recommendations and suggestions for how to improve the format and content of information disseminated.

KEY FINDINGS

87
RESPONSES

EIGHTY SEVEN (87) RESPONSES WERE RECEIVED FROM 16 COUNTRIES: BOTSWANA, CAMEROON, ESWATINI, GHANA, KENYA, LESOTHO, MALAWI, MOZAMBIQUE, NIGERIA, RWANDA, SIERRA LEONE, SOUTH AFRICA, TANZANIA, UGANDA, ZAMBIA AND ZIMBABWE.

AT A GLANCE

- 88% of respondents are either likely or very likely to open the newsletter
- 80% of respondents are either likely or very likely to read its contents
- 80% of respondents are either satisfied or highly satisfied with the materials the Platform produces
- The newsletter is the preferred means of receiving information (72%), followed by our website (47%), and Facebook (39%) and Twitter (21%)
- 70% of respondents have visited the EANNASO website and the Platform related section of the website (57%), however the majority of respondents had not visited the Facebook page (55%), Twitter (71%) or listened to a webinar (72%)
- Cisgender women represented 1 in 4 respondents compared to cisgender men who represented nearly 1 in 2 respondents
- People under 25 years old are fewer than 4% of readers
- Non-governmental organisations (67%) and community lead networks (24%) comprise the majority of the audience for the Platform's communications

1. DEMOGRAPHICS

AGE - Most survey respondents fell within the 25-34 range (35.3%) and the 35-44 (38.8%). Only 4% of respondents were between 18-24 – pointing to a need to increase outreach to youth. See Figure 1 below:

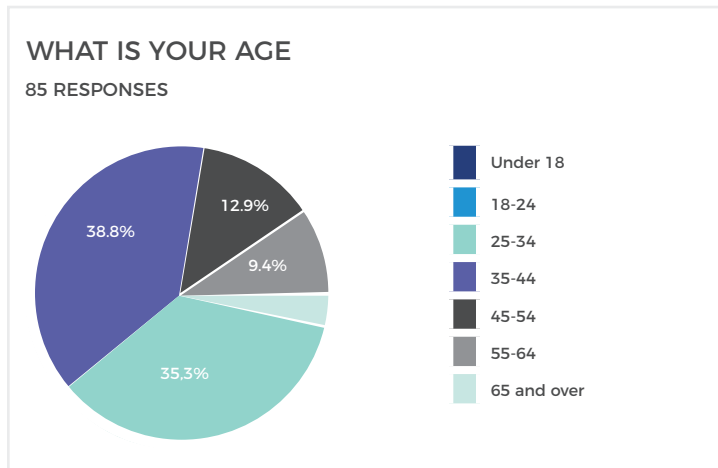


FIGURE 1. AGE

GENDER - The survey also found that respondents skewed heavily towards cisgender men (48.2%) compared to only (20.5%) cis women- pointing to a potential gender disparity. Although over a quarter of respondents preferred not to provide gender-related information. Although they represent a small proportion, the platform has made inroads with transgender individuals who represent a combined total of 4.8% of respondents. See figure 2 below:

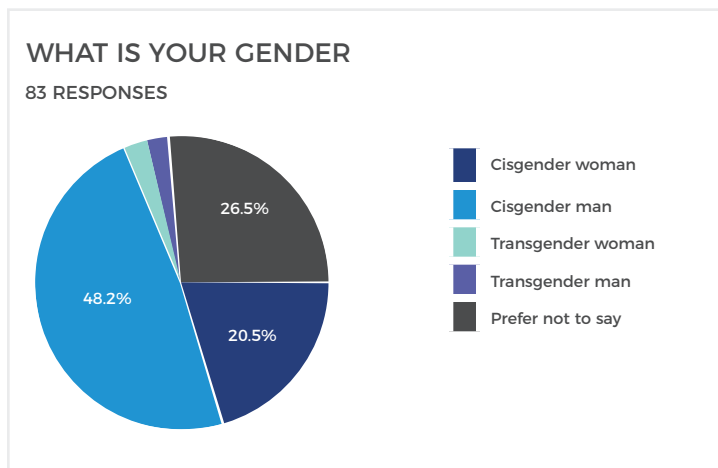


FIGURE 2. GENDER

ORGANIZATION TYPE - The vast majority of survey respondents were from NGOs (66.7%), with a smaller but significant proportion (23.8%), from community led organisations and networks. Additionally, the platform reaches a wide range of other stakeholders including individuals from the private sector, government, academia, multilaterals, funders and consultants. See chart below:

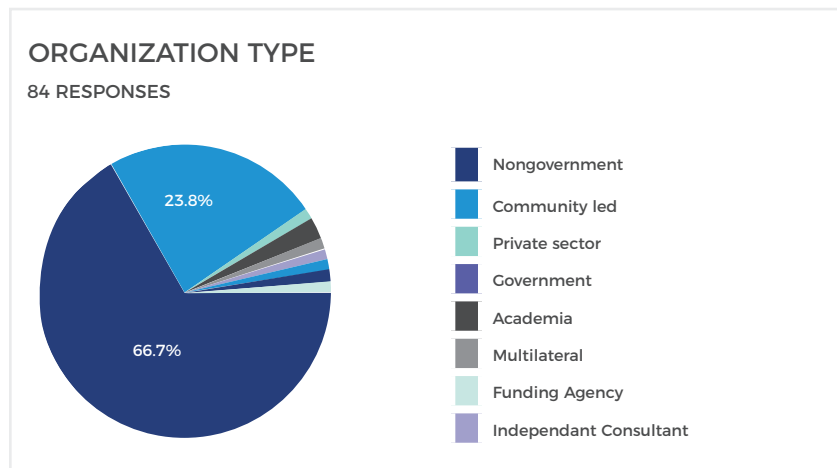


FIGURE 3. ORGANIZATION TYPE

2. RELEVANCE AND USEFULNESS

WHAT SUBSCRIBERS ARE SAYING:

The Survey results show that EANNASO’s work as the Anglophone Africa Platform for Coordination and Communication is appreciated and useful to civil society and community groups engaging with/implementing Global Fund programming.

The following questions asked respondents assign a rating from 1-5 (from very unlikely/very dissatisfied to very likely/very satisfied).

A. LIKELIHOOD OF OPENING AND READING NEWSLETTER

Survey respondents indicated that were either likely or very likely to open the newsletter (88.1%) and read it (81%). See figure 4 and 5 below.

“EANNASO STANDS OUT TO BE A REGIONAL PLATFORM WHICH IS SO ENGAGING AND INTERACTIVE. IT HAS BROUGHT GLOBAL FUND PROCESSES CLOSER TO CBOS AND LESS ADVANTAGED ORGANISATIONS”.

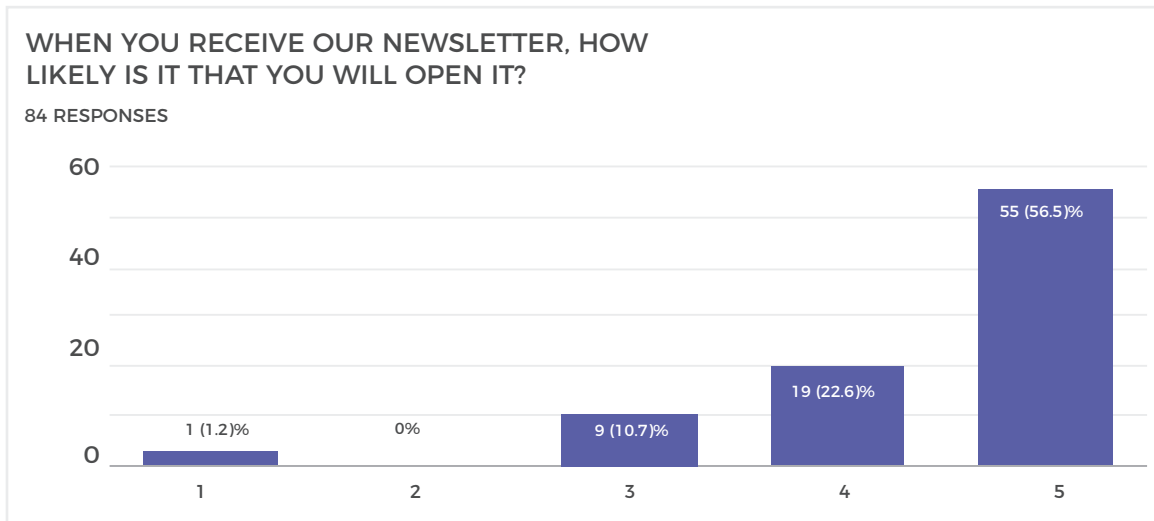


FIGURE 4. LIKELIHOOD OF OPENING NEWSLETTER

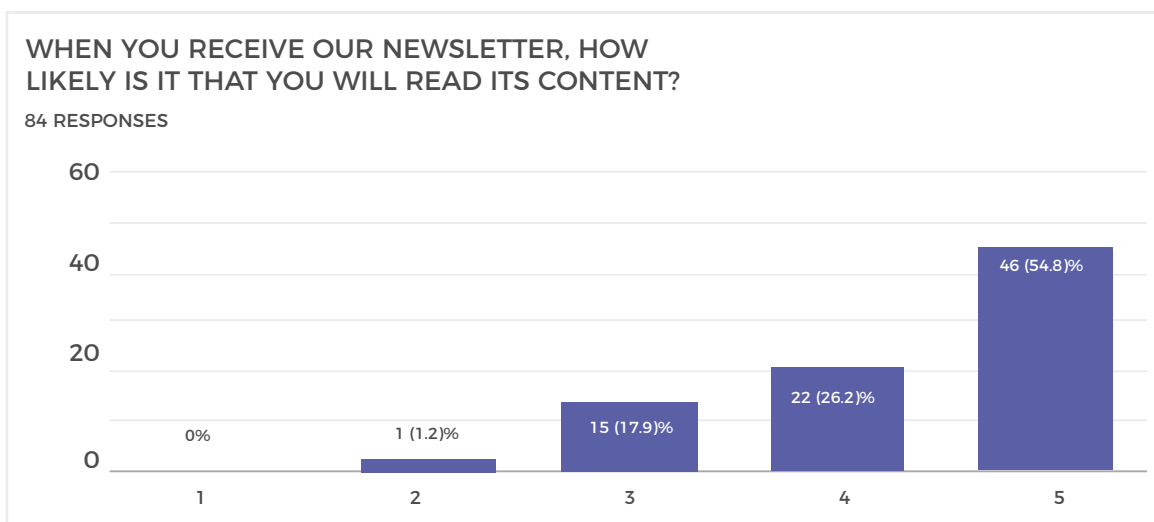


FIGURE 5. LIKELIHOOD OF READING CONTENTS

B. ADDED VALUE AND SATISFACTION

A large majority of survey respondents also indicate a high level of satisfaction with articles (75.9%) and materials (78%) produced and rate the articles (84.4%) and materials (84%) as either valuable or highly valuable. See Figure 6 -9 below:

“I APPRECIATE THE REGULAR UPDATE, IT HAS ENRICHED OUR FUNDRAISING EFFORTS UNDER HIV PROGRAMS.”



FIGURE 6. SATISFACTION WITH ARTICLES

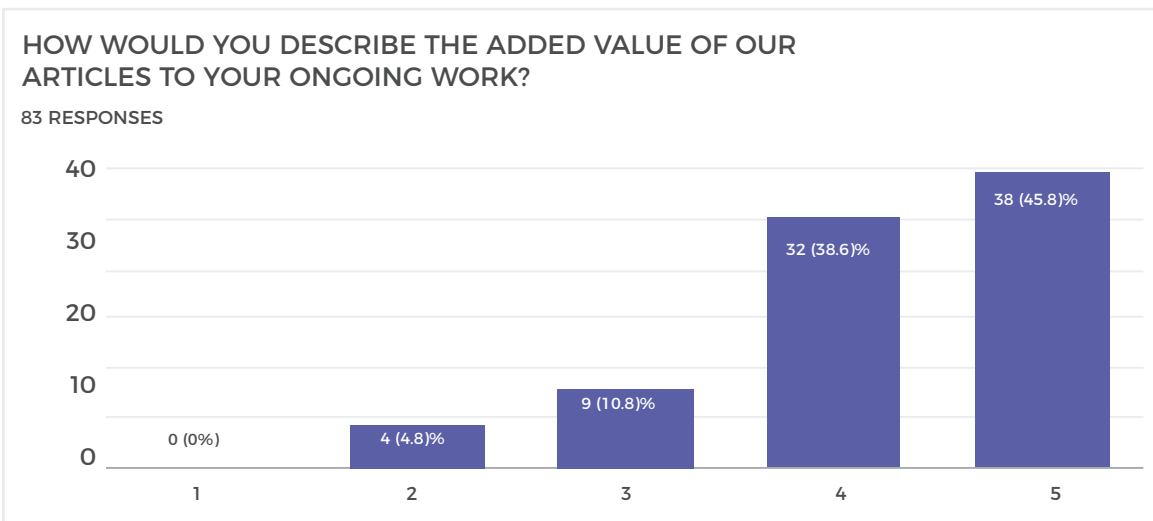


FIGURE 7. ADDED VALUE OF ARTICLES



FIGURE 8. SATISFACTION WITH MATERIALS AND REFERENCES

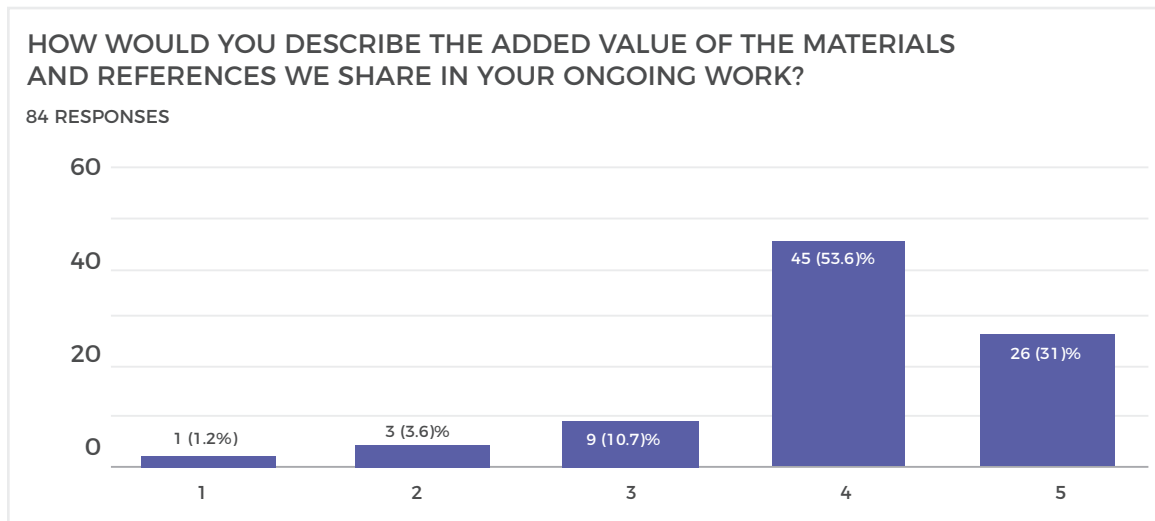


FIGURE 9. ADDED VALUE OF MATERIALS AND REFERENCES

C. LIKELIHOOD OF FORWARDING OR RECOMMENDING

Most survey respondents indicated that they were either likely or very likely to forward (69.5%) the newsletter to their peers and were likely or highly likely to recommend the newsletter to their peers (81.9%). See Figures 10-12 below:

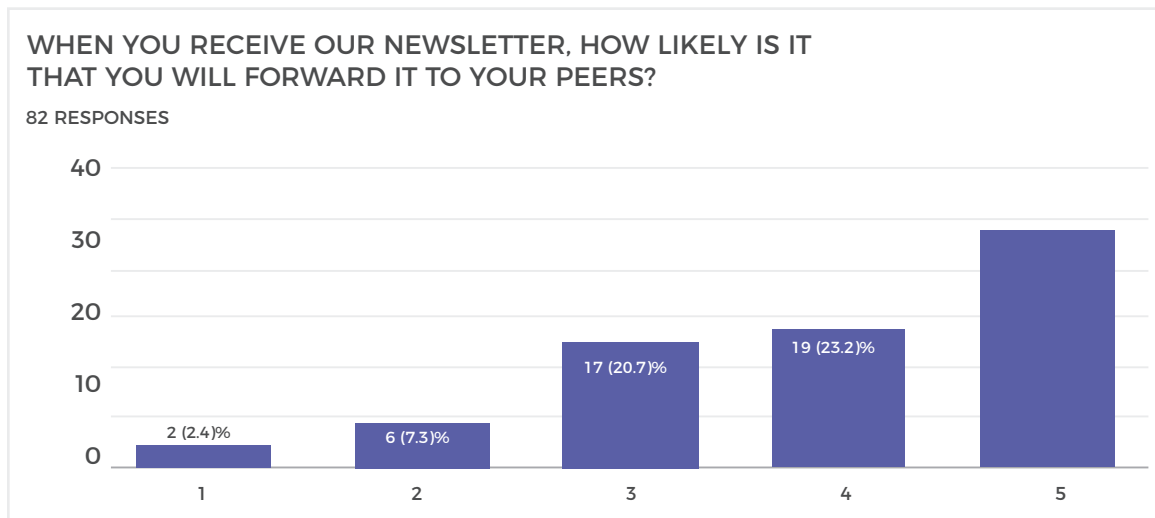


FIGURE 10. LIKELIHOOD OF FORWARDING NEWSLETTER

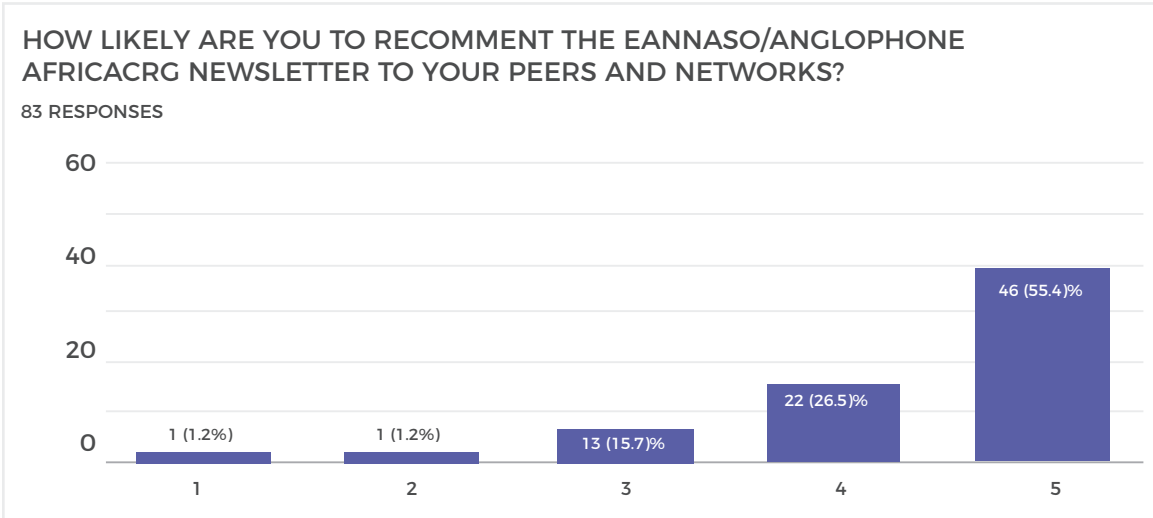


FIGURE 11 LIKELIHOOD OF RECOMMENDING NEWSLETTER

3. PREFERRED MEANS OF RECEIVING INFORMATION

Survey respondents had the option to select multiple answers from a list of types of information. Overwhelmingly, the newsletter is the preferred means of receiving information (72%), followed by our website (47%), Facebook (39%) and Twitter (21%). Whatsapp was selected by only (3%) of respondents. See Figure 12C:

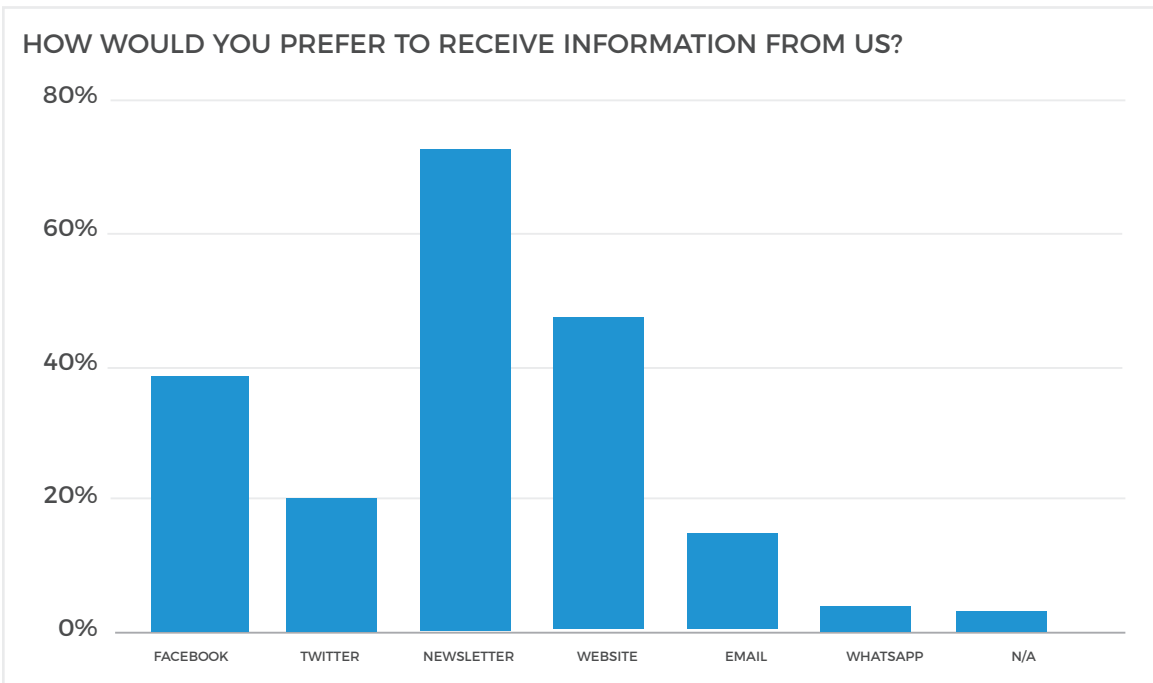


FIGURE 12. PREFERRED MEANS OF RECEIVING INFORMATION

The majority of respondents have visited the EANNASO website (70.6%) and a smaller majority (57.1%) have visited the Anglophone CRG section of the website. This suggests that further efforts to raise awareness of the page could be useful. See Figure 13 and 14:

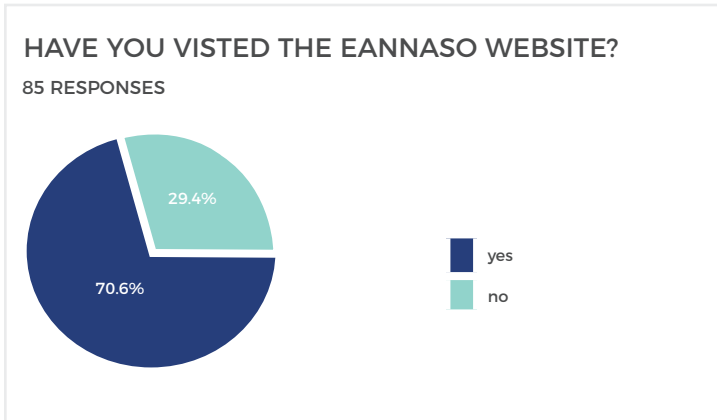


FIGURE 13. PERCENTAGE OF RESPONDENTS THAT HAVE VISITED THE EANNASO WEBSITE

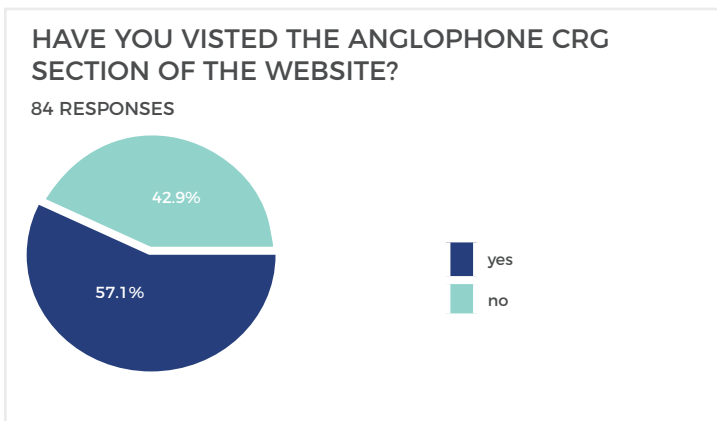


FIGURE 14. PERCENTAGE OF RESPONDENTS THAT HAVE VISITED THE RCCP PAGE

The survey found low engagement with EANNASO’s social media platforms. The majority of respondents do not visit the Facebook page (54.8%), nor do they follow EANNASO on Twitter (71.4%) or listen to EANNASO webinars (71.6%). See Figure 15-17:

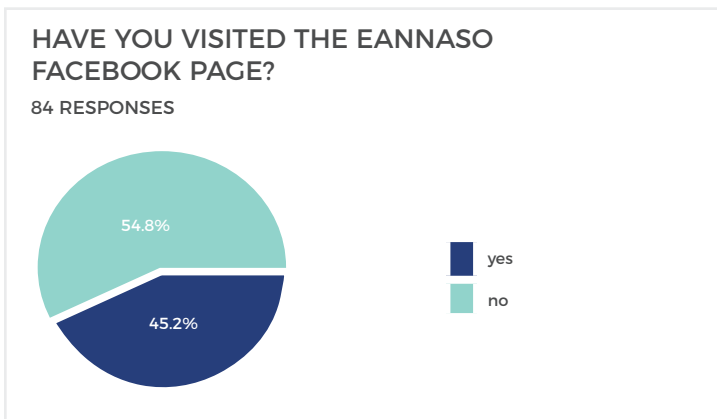


FIGURE 15. PERCENTAGE OF RESPONDENTS THAT FOLLOW FACEBOOK PAGE

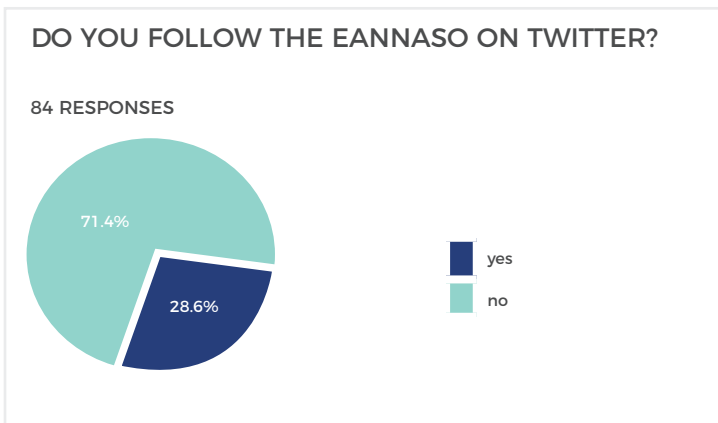


FIGURE 16. PERCENTAGE OF RESPONDENTS THAT FOLLOW TWITTER PAGE

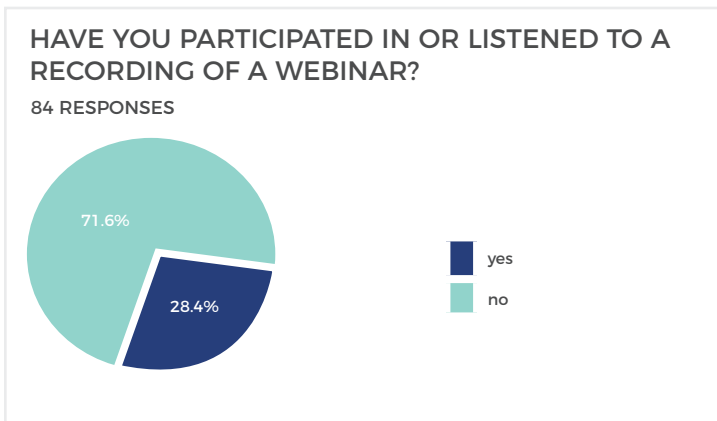


FIGURE 17. PERCENTAGE OF RESPONDENTS THAT HAVE LISTENED TO A WEBINAR

RECOMMENDATIONS:

According to survey responses, EANNASO has been successful in its role as Anglophone Africa RCCP.

The following recommendations provide actionable suggestions for how EANNASO can continue to excel in areas where it is strong and course correct to achieve even greater impact in growth areas. The recommendations are categorized according to three themes: “who, how, what?”.

“WHO”: REACH AND AUDIENCE

- a. Increase content relevant to key populations
- b. Pay attention to having a more balanced representation of the diseases – in particular, ensure greater representation of malaria as well as related issues like sexual and reproductive health and rights and maternal newborn child health
- c. Pursue synergies with Her Voice Fund to increase the reach of the Platform to include more adolescent girls and young women- this may address the youth and gender imbalance.
- d. Continue to map civil society and community groups in Anglophone Africa through sub-regional focal points with a particular focus on countries with low response rates and ensure the contacts are being fed into the contact list.

“HOW”: INFORMATION FORMAT:

- a. Continue producing and disseminating the monthly newsletter
- b. Continue to make the newsletter attractive with photographs and graphics
- c. Keep the newsletter short with many external links – too much information can be overwhelming
- d. Prioritize information sharing via newsletter and website – as these are the preferred sources of information. Use the newsletter to drive traffic to EANNASO and RCCP page.
- e. Ensure that webinar recordings are promoted and easily accessible via website after the fact.

“

“THE ROLE AND CONTRIBUTIONS THAT YOU ARE MAKING MAKES A LOT OF DIFFERENCE AND IMPACT IN THE LIVES OF MANY PEOPLE. I GENUINELY WISH FOR MORE PARTNERSHIP WITH YOU”.

”

“WHAT”: CONTENT

- a. Highlight “stories from the field” including success stories, good practices, case studies from grassroots and country level programming
- b. Continue to share opportunities for funding, advocacy and capacity building – including global events and engagement opportunities
- c. Share information on Global Fund Research Findings, Monitoring and Evaluation Reports and Board and Governance issues
- d. Develop and disseminate more tools and resources in multimedia formats (videos, presentation)

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