

Pretesting Guide: COVID-19 SBC Campaign

Breakthrough ACTION-Nigeria supports the Nigeria Center for Disease Control, National Primary Health Care Development Agency, and other implementing partners to develop a national COVID-19 social and behavior change (SBC) campaign. The campaign aims to reduce COVID-19 vaccine hesitancy, to increase COVID-19 testing among people who are symptomatic or who may have been exposed, and to increase adoption of COVID-19 prevention behaviors among suspected or confirmed cases.

The campaign uses the WHO/SAGE 3Cs model for Vaccine Hesitancy, which explains how ideational factors around confidence, complacency, and convenience contribute to vaccine uptake. Johnson & Johnson has conducted research to segment the population into five categories: 1) confident enthusiasts and 2) enthusiastic pragmatists plan to get vaccinated in the very near future, 3) the vaccine-ambivalent and 4) vaccine skeptics have some confidence and complacency concerns, and 5) COVID cynics have decided not to get vaccinated. The campaign aims to target the vaccine-ambivalent and vaccine skeptics groups only.

To increase COVID-19 testing and adoption of prevention behaviors among suspected cases, the campaign will use the extended parallel process model, which balances perceptions of threat (e.g., risk severity and susceptibility) with efficacy (e.g., self and solution efficacy) so that people understand the risk of spreading COVID-19 to others and feel empowered to get tested and adopt preventive behaviors.

A key motivator for COVID-19 vaccination and testing is the belief that these behaviors protect friends and family from infection. The creative concept behind the national COVID-19 SBC campaign must use this insight. Creative concepts will be tested to assess how well they communicate this idea.

A series of workshops have been conducted where creative concepts for SBC campaigns were first developed, then later refined into draft storyboards, before more polished versions were developed by a creative agency for concept testing among target audiences across Nigeria's six geopolitical zones. Storyboards for the creative concepts were developed and tested among target audience. The **Follow Who Know Road** concept came out as the most liked and scripts were developed and refined, which were subsequently produced into 6 radio spots to tell the story of this concept.

Follow Who Know Road is about a leader of a local market association who was at first against COVID-19 vaccination, but after falling ill to COVID-19 and recovering, she is now an advocate for vaccination and testing.

These spots will be pretested across a range of communities.

Preventing Exposure to COVID-19

COVID-19 is spread when one is exposed to respiratory droplets of an infected person, such as breathing in droplets from a cough or sneeze or touching infected droplets (e.g., through a handshake) and then directly touching one's mouth, nose, or eyes.

All participants in the concept testing, including the interviewer, note taker, respondents, and anyone else present, must wear a face mask at all times during the encounter and use sanitizer to disinfect their hands. The interviewer must identify a location for the concept testing that allows the group to have a discussion in a well-ventilated area while maintaining social distancing (2 meters of separation), ideally outside.

When recruiting participants for the study, the interviewer will screen potential respondents for symptoms of COVID-19 using the COVID-19 Screening Form. If anyone reports having symptoms, the interviewer cannot invite them to be a participant and should refer them to their state COVID-19 hotline. This policy applies to the interviewer and note taker as well.

Conducting Pretesting and Concept Testing

The pretest and concept testing will be conducted in six locations in the following states: Bauchi (NE), Benue (NC), Oyo (SW), Ebonyi (SS), Akwa Ibom (SS), and Kebbi (NW). The testing team should include an interviewer and a note taker.

Pretesting should be conducted in two local government areas (one urban and one rural) in each state. Four cohorts will be recruited from each area to ensure a representative cross-section of the general population, including caregivers of children under five. Cohorts also will be constructed to ensure they fit the campaign target group for vaccine hesitancy (i.e., they are either vaccine-ambivalent or a vaccine skeptic). A Participant Screening Form and Cohort Sorting Guide is included below to guide participant recruitment.

Each cohort should have 3-4 participants, and one focus group discussion for each cohort should be conducted for each local government area. Therefore, in each state, eight total focus group discussions will be conducted, four per local government area and two per cohort. The following materials will be needed:

- Reusable face masks for the interviewer, note taker, and pretest team.
- Sufficient single-use face masks for concept testing participants.
- COVID-19 screening form.
- Interview guide.
- Oral consent form.
- Notepads and pens for note taker.
- Adequate refreshments for all participants.

The following steps should be followed for the testing process:

1. Screen for COVID-19 symptoms (see the COVID-19 Screening Form). The size of the focus group discussion should not exceed four participants to ensure social distancing and prevent the group from being too far spread out.
2. Ensure everyone is wearing a face mask.
3. Introduce the team and the reason for being there. Read aloud the consent form and ask respondents if they agree to participate.
4. Explain the interview process.
5. Show the “Fifi, Where is the Love?” storyboard, and follow the storyboard discussion guide.
6. Show the “Big Joe” storyboard, and follow the storyboard discussion guide.
7. Show the “Follow Who Know Road” storyboard, and follow the storyboard discussion guide.
8. Show the “Madam Do Well” storyboard, and follow the storyboard discussion guide.
9. Ask the concept comparison and ranking questions.
10. Conclude the discussion and thank participants for their time.

COVID-19 Screening Form

Have you or anyone in your house had any of the following symptoms in the last one week:

- Fever
- Cough
- Difficulty breathing
- Heavy fatigue
- Loss of taste or smell

In the last one week, have you been in contact with anyone who had any of these symptoms, or a confirmed case of COVID-19?

If the person answers yes to any of the above questions, they should not be included in the pretest and should be advised to contact their state COVID-19 hotline.

Participant Screening Form

Q1	Interviewer to note gender:	a) Male b) Female
Q2	Are you married?	a) Yes b) No terminate
Q3	What is your current age?	Note _____ -> terminate if <20 or >45
Q4	How old is your youngest child?	Note _____ -> terminate if no children
Q5	Have you ever been vaccinated for COVID-19?	a) Yes -> terminate b) No
Q6	Do you intend to get vaccinated for COVID-19?	a) Yes, I intend to get the vaccine immediately -> terminate b) I intend to get the vaccine but want to wait c) I am unsure and leaning towards no -> terminate d) No, definitely not -> terminate e) Don't know / refused -> terminate
Q7	What do you think about the COVID-19 vaccine?	a) Response is expressive -> proceed to Sorting Guide b) Response is not very expressive -> reconsider participant

Cohort Sorting Guide

Based on the responses from the Participant Screening Questionnaire, categorize each person according to the cohorts below. If the person does not match any of the cohorts below, exclude them from participating in the focus group discussion.

Cohort 1 Male Married Age 20–30 Has child under five Never tested for COVID-19 Never vaccinated for COVID-19 Intends to get vaccinated but wants to wait	Cohort 2 Female Married Age 20–30 Has child under five Never tested for COVID-19 Never vaccinated for COVID-19 Intends to get vaccinated but wants to wait
Cohort 3 Male Married Age 30–45 Has child under five Never tested for COVID-19 Never vaccinated for COVID-19 Intends to get vaccinated but want to wait	Cohort 4 Female Married Age 30–45 Has child under five Never tested for COVID-19 Never vaccinated for COVID-19 Intends to get vaccinated but want to wait

Oral Consent

Greetings. I am here on behalf of the National Primary Health Care Development Agency and the Nigeria Center for Disease Control and would like to talk to you about health seeking behavior.

We are working to develop a mass media campaign to promote people getting the COVID-19 vaccine and getting tested if they might be infected.

As part of this activity, you will be asked to participate in an interview and answer some questions about different ideas we have for this campaign. Your participation will help the project team to understand what can and cannot work. This helps us to ensure our communication materials are developed based on what will practically work and get the best results. The discussions will take about 40-60 minutes.

Participants' Rights

- What you say will be kept confidential. It will be available only to the Interviewer and will only be used for further developing or improving the campaign ideas. No one will be able to identify you when the results are reported, and your name will not appear anywhere in the written report.
- You may skip any questions or tasks that you do not wish to answer or complete.
- The discussion may be recorded, but you will not be asked to provide your name.
- Your participation is completely voluntary, and you may choose not to participate or withdraw at any time during the focus group discussion or interview without any loss or any negative thing happening to you.

Consent to Participate

Please confirm that you are at least 20 years old and that you understand your rights as a participant, as outlined above. Please acknowledge that your participation is fully voluntary.

Permission to Proceed

Do you agree to participate in the interview? **Yes/No**

Radio Spot Interview Questions

We have six different spots we would like to ask you about. There are no right or wrong answers. We will talk about them one at a time.

Ask the following questions after each spot:

- What was the first thing that came to your mind while you were listening to this spot?
- What do you think the radio spot is telling you? *[If more information is needed, ask, "What else?"]*
- Is there anything you like or do not like about this radio spot?
- Is there anything you do not understand or is not clear about this radio spot? *[If something was not clear, ask them how else they may say it.]*
- Would you or others in your community find anything offensive about this spot? *[If yes, what?]*
- How might this spot make people with young children feel?
- Do you have any suggestions for how we might improve it

After all six spots have been played and discussed, proceed as follows.

- Now that you have listened to all six spots, I would like to ask you some questions about the overall campaign.
- What do you understand the overall story to be about? *[If more information is needed, ask, "What else?"]*
- Was there any part of the story that you particularly enjoyed? If yes, what?
- Was there any part of the story that you did not like? After hearing the entire story, was there any part that you did not like before but your opinion has changed? If yes, what?
- Is there anything about that overall story that seems confusing to you? If yes, what?

Responses to Follow Who Know Road Spot 1, “The Skeptic”

- Did they understand that the COVID-19 vaccine is safe and effective?
- Did they understand that the vaccine protects them and their family?
- What did they like about the spot?
- What did they not like about the spot (including anything that might be offensive)?
- What things were not clear about the concept?
- Meaningful suggestions to improve the concept:

Responses to Follow Who Know Road Spot 2, “Sick!”

- Did they understand that COVID-19 testing is fast and free?
- Did they understand that getting tested helps protect others from COVID-19 infection?
- What things did they like about the spot?
- What things did they not like about the spot (including anything that might be offensive)?
- What things were not clear about the concept?
- Meaningful suggestions to improve the concept:

Responses to Follow Who Know Road Spot 3, “Infecting Others”

- Did they understand that wearing a face mask and self-isolation when infected with COVID-19 prevents others from getting infected?
- What things did they like about the spot?
- What things did they not like about the spot (including anything that might be offensive)?
- What things were not clear about the concept?
- Meaningful suggestions to improve the concept:

Responses to Follow Who Know Road Spot 4, “The Advocate”

- Did they understand that complacency and delays in getting vaccinated puts them at risk for getting COVID-19?
- What things did they like about the spot?
- What things did they not like about the spot (including anything that might be offensive)?
- What things were not clear about the concept?
- Meaningful suggestions to improve the concept:

Responses to Follow Who Know Road Spot 5, “The Vulnerable”

- Did they understand that the COVID-19 vaccine is safe for people with comorbidities?
- Did they understand that co-morbidities increase the risk of serious illness or death from COVID-19?
- What things did they like about the spot?
- What things did they not like about the spot (including anything that might be offensive)?
- What things were not clear about the concept?
- Meaningful suggestions to improve the concept:

Responses to Follow Who Know Road Spot 6, “The Advocate”

- Did they understand being fully vaccinated means having two doses and that a booster shot is required to maintain immunity?
- Did they understand that complacency or delays in getting fully vaccinated puts them at risk for getting COVID-19?
- What things did they like about the spot?
- What things did they not like about the spot (including anything that might be offensive)?
- What things were not clear about the concept?
- Meaningful suggestions to improve the concept:

Responses to Follow Who Know Road—Overall Story Arc

- Did they understand the story was about someone who was skeptical about the COVID-19 vaccine, who falls sick and recovers, and then becomes an advocate to others?
- How did they summarize the overall story?
- Which parts of the story did they seem to focus on in their responses?
- What did they like most about the story?
- What did they like least about the story?
- Was there any part of the story they did not like at first but later changed their mind?
- Was anything about the story confusing?