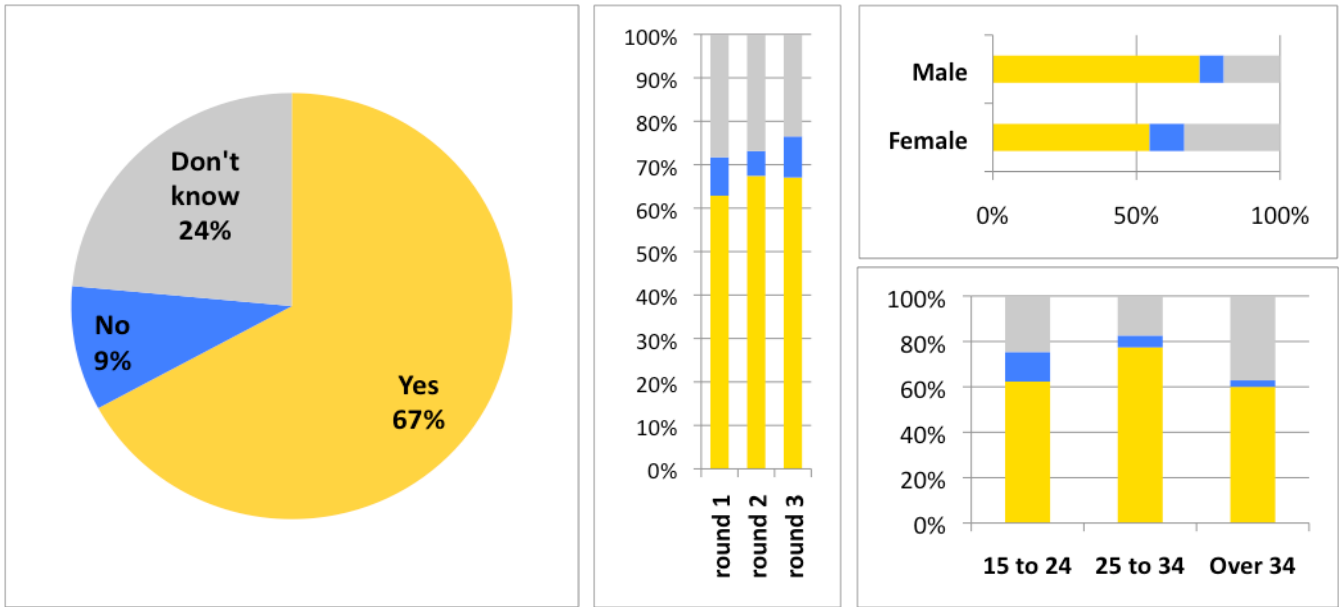


. Citizens' views of the Ebola response .

Ground Truth survey of general public: Sierra Leone

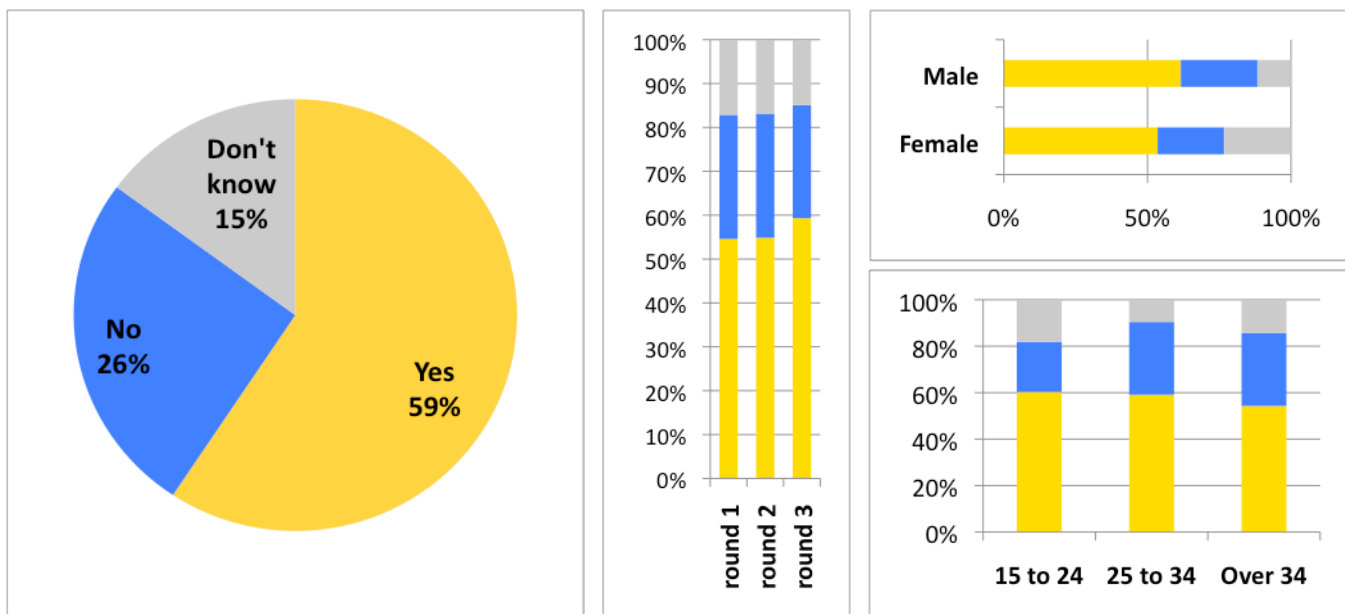
Round 3 – 21.12.2014

Question 1: Are people in your community ready to support the families of Ebola sufferers?



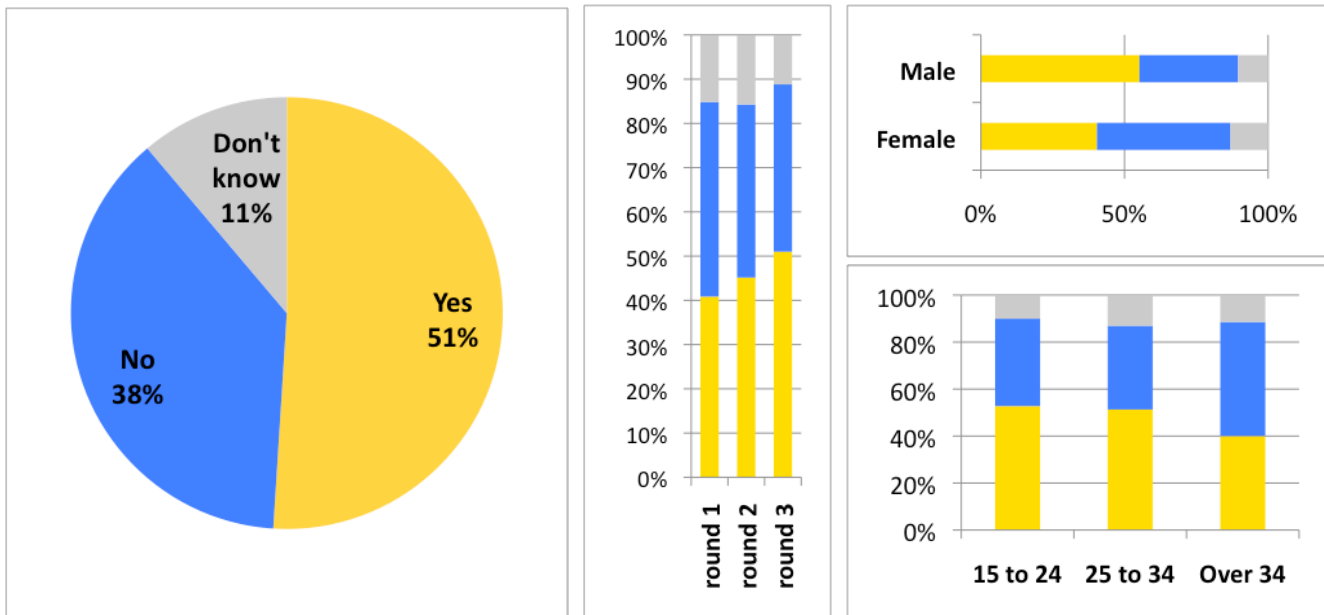
Stigma: How to harness what appears to be a signal of community solidarity for Ebola sufferers? Does this result suggest that stigma is diminishing? To test this, we will add a question next week asking if people are prepared to welcome survivors back into their communities.

Question 2: Are people worried about harassment when passing through checkpoints?



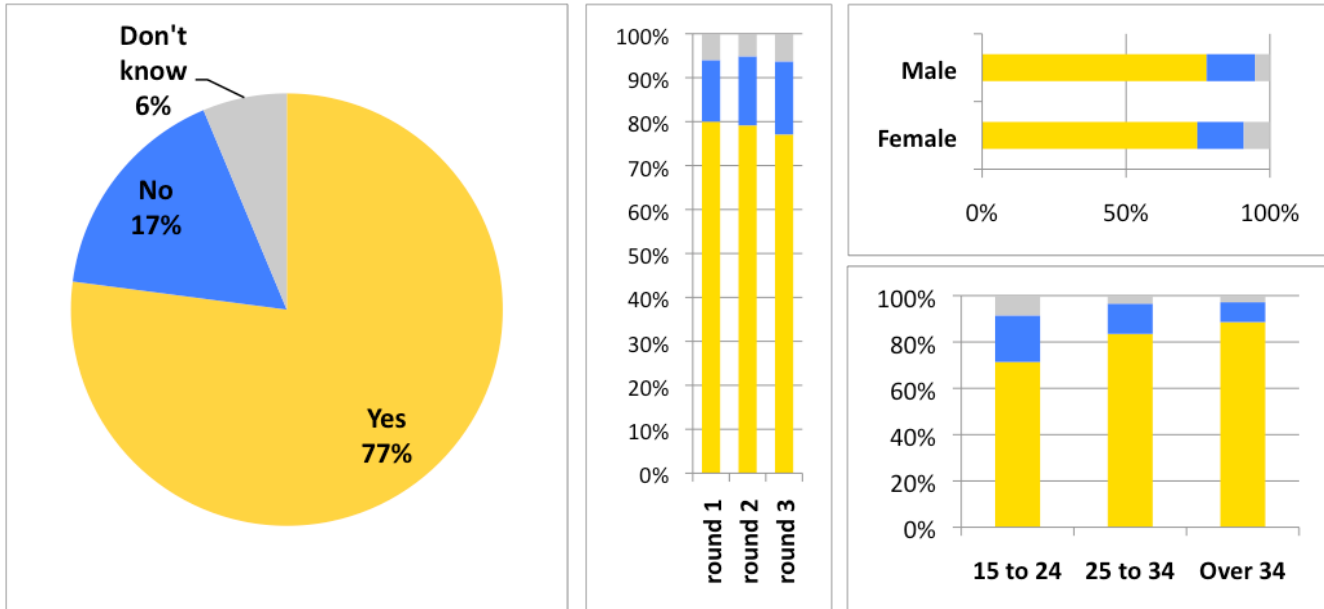
Checkpoints and harassment: Focus group feedback from last week suggests concern about procedures at check points results from fears of being sent to an Ebola holding centre if you are determined to have a temperature or, for traders, having to pay a bribe. How to respond? Perhaps better training for health staff at checkpoints and improved policing. A breakdown of the national sample indicates that people in Eastern province and Kenema district are most concerned while people in Western area least concerned (81% vs. 52%). Caveat: sample sizes at the sub-national level are not representative.

Question 3: Are families able to make a living these days?



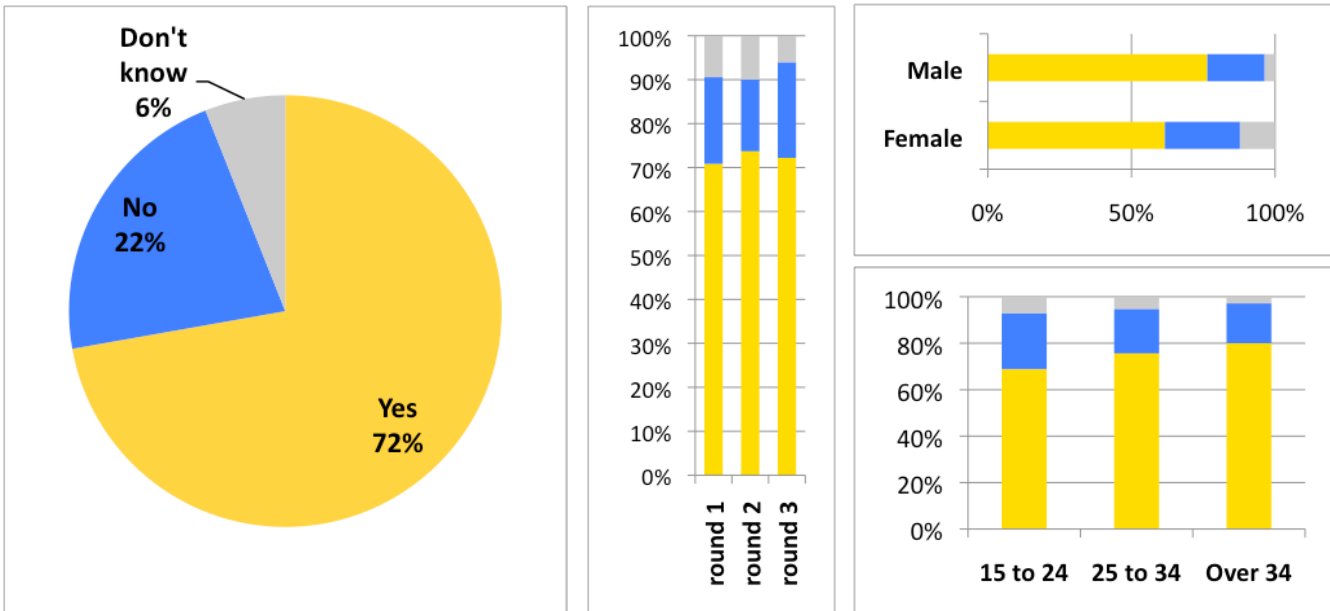
Livelihoods: The percentage of people who say they can make a living is creeping up, with male respondents more positive than females in this round. Still, there's a lot of hardship and this is likely to have knock-on effects on behaviours that may effect Ebola transmission. One approach to consider is tighter targeting of food aid and other support to the most vulnerable.

Question 4: Does a lack of food and water make people worried about quarantine?



Quarantine: Lack of food and water remains a major issue. Focus group discussions suggest that concerns go beyond provision of food and water, and include police oversight of people in quarantine and the quality of the food that may be provided. Note that people across all age groups and regions are equally concerned about this issue.

Question 5: Overall, is the Ebola response making progress against the spread of the disease?



Progress: What is driving these optimistic perceptions? One explanation is that it is the result of good communication and sensitization work but this must be set against concerns raised in the separate survey of front line workers that suggests people don't trust official information on how to stop the spread of the disease. Worth noting is that male respondents are more positive than females (76% against 62%). Why is this so – and is it important?

Note on methodology

Sample: 350 people across Sierra Leone responded to the survey using an SMS survey instrument on the GeoPoll platform. Some 28% of respondents this round were female, 72% male. All districts of Sierra Leone are covered but in this round the 2 districts that make up Western Area, which includes Freetown, account for some 58% of the sample.

Respondent selection process: Respondents are selected randomly from a countrywide database and sent an opt-in message.

Margin of error and confidence interval: 5% margin of error at the 95% confidence level.

Costs and incentives for respondents: There are no costs to respondents and they receive a small airtime credit incentive.

Language of the survey: English. Although Krio is commonly spoken in Sierra Leone few people write or read it. Best response rates in SMS surveys are achieved using English.

Data presentation: Respondents can answer 'yes', 'no' or 'don't know' to each question and these answers are captured in the pie charts for each question along with a breakdown of responses by age and sex. Each week we also include a graph comparing data in the current round with previous surveys.

Background: Ground Truth's surveys in Sierra Leone, which are conducted with support from DFID, provide agencies working on the Ebola response with data on the perceptions of the general public (weekly) and of frontline staff (bi-weekly). The goal is to track how perceptions evolve as the programme moves forward. Ground Truth's perceptual surveys complement epidemiological data and regular programme monitoring and evaluation.

For more information about Ground Truth surveys in Sierra Leone, please contact Kai Hopkins (kai@keystoneaccountability.org) or Eva Erlach (eva@keystoneaccountability.org).