

JULY 2024

Perceptions Hub

Health perceptions research findings:
Senegal

Health Perceptions Research

Project objectives

This research project is designed to answer the following questions:

1. What are the most salient topics in donor countries and Global South countries? What issues do people care about? And what's the current mood?
2. How does health feature in the current issue landscape? How are specific health issues perceived?
3. How are current efforts to address health issues globally perceived?
4. How can we best make the case for investing to tackle health issues globally? What messages are most effective?

About this research:

- The project is funded by the Bill & Melinda Gates Foundation.
- It is intended as a public good for use by the broader global health and development community to support improved messaging and campaigning.
- A comprehensive methodology was used (see next slide), covering both donor and Global South countries.
- This is an iterative process: this is the first round of multiple rounds of research. The focus of the work will evolve over future waves of research.

Research Inputs

This report combines opinion research with news media and social media analysis

News media analysis

- News dates: Nov 1, 2023 – Jan 31, 2024
- Global health complex keyword query
- Donor countries: UK, US, France, Germany
- Global South: Kenya, Nigeria, India, Senegal

Social media analysis

- Analysis period: Dec 1, 2023 – Feb 1, 2024
- Global health complex keyword query
- Geography: Global
- Language: English
- Target country analysis: US, UK, Nigeria, Kenya

Opinion research: Focus groups

- Fieldwork: w/c March 4, 2024
- 16 focus groups with 'opinion leaders' (highly engaged segment of the public)
- Markets: UK, US, France, Germany, Japan, Kenya, Nigeria, Senegal

Opinion research: Survey

- Fieldwork: April 23 – May 13, 2024
- Online general public
- Markets: UK, US, France, Germany, Japan, Kenya, Nigeria, Senegal

This report focuses on findings specific to Senegal.

Methodology: Opinion Research

	Phase 1: Qualitative research	Phase 2: Quantitative research
Audience	<p>Opinion Leaders Highly engaged members of the public who are:</p> <ul style="list-style-type: none"> ▪ University educated ▪ Civically active ▪ Media attentive ▪ Personally/professionally follow news about global issues ▪ Voted in their country's most recent national election 	<p>General Public Members of the public who have internet access, aged 18+.</p> <p>Data was weighted by their respective country's census data to ensure a representative sample of the population.</p>
Method	2 online focus groups per market with 6-8 participants in each session (16 focus groups total)	1 online survey of per market (8,123 respondents total)
Markets	<ul style="list-style-type: none"> ▪ UK: London ▪ US: Washington, DC ▪ France: Paris ▪ Germany: Munich/Berlin ▪ Japan: Tokyo ▪ Kenya: Nairobi ▪ Nigeria: Lagos ▪ Senegal: Dakar 	<ul style="list-style-type: none"> ▪ UK: 1,016 ▪ US: 1,029 ▪ France: 1,031 ▪ Germany: 1,022 ▪ Japan: 1,027 ▪ Kenya: 1,020 ▪ Nigeria: 1,014 ▪ Senegal: 964
Dates	Week of March 4, 2024	April 23 – May 13, 2024

Key Findings (All Markets)

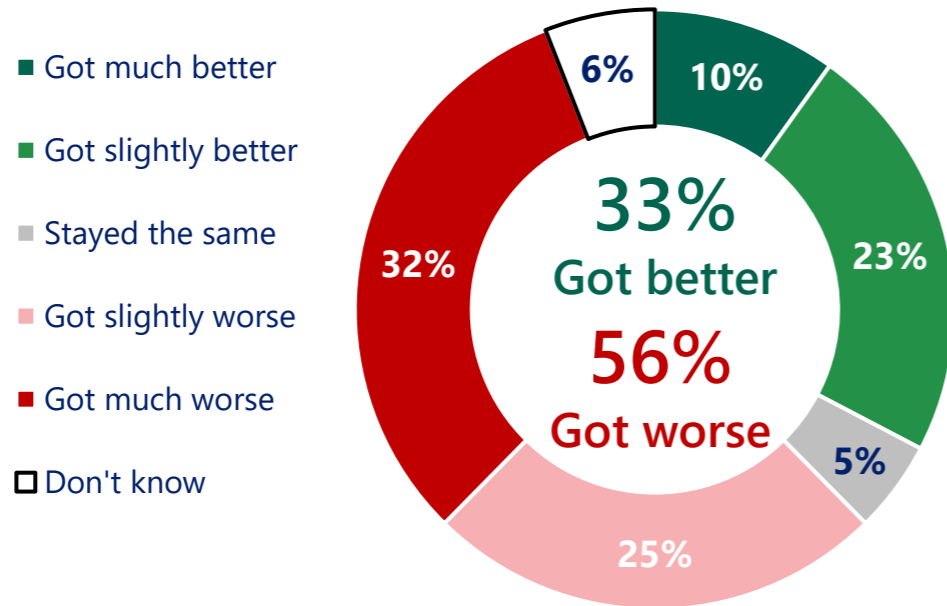
1	<p>The crisis of the moment is a shared global negativity and pessimism.</p> <ul style="list-style-type: none">▪ There is a general mood of anxiety and a lack of confidence that things will get better. Global issues of concern include war and security, as well as economic and employment issues.
2	<p>In this context of negativity, pessimism, and hopelessness, there are signs health is a source of greater hope.</p> <ul style="list-style-type: none">▪ Opinion research shows greater positivity/optimism about progress on health (vs. general global progress), with Global South countries most optimistic.▪ However, news media tends to focus on health risks, particularly compounded risks to health (e.g. from conflict). On social, digital activity linked to Global Health was predominantly constructive in Nigeria and Kenya; in English-speaking donor countries it was mainly negative.
3	<p>The connection between climate and health is starting to resonate, though climate change messaging is not yet cutting through.</p> <ul style="list-style-type: none">▪ Climate issues are a growing sub-topic in global health news media coverage, and focus groups suggested the link between climate change and (some aspects of) health is starting to resonate. However, this link is not as prominent in social media content.
4	<p>There is a disconnect between the news media coverage and social media conversation about global health, and people's concerns – specifically on Covid-19.</p> <ul style="list-style-type: none">▪ A significant proportion of news media coverage, and social media conversation relates to Covid-19. However, the focus groups and survey suggest this does not reflect people's concerns – which are more focused on other health issues.
5	<p>There is evidence showing the value of using voices from Global South countries in donor country communications.</p> <ul style="list-style-type: none">▪ Testing shows no preference for donor voices in donor countries + combined with higher levels of optimism in Global South countries.
6	<p>The strongest messaging for funding to tackle health issues globally meets people where they are: tapping into issues they care about right now, like the economy and jobs. Global Health Security messaging also still resonates.</p> <ul style="list-style-type: none">▪ The strongest messaging includes "economic self-sufficiency" messaging at a micro/human level.▪ Global Health Security is a strong messaging frame, connecting both to desires for safety, security, and protection and desire for "mutual benefit" or "win-win" arguments when it comes to spending overseas development aid.

Detailed Findings: Senegal

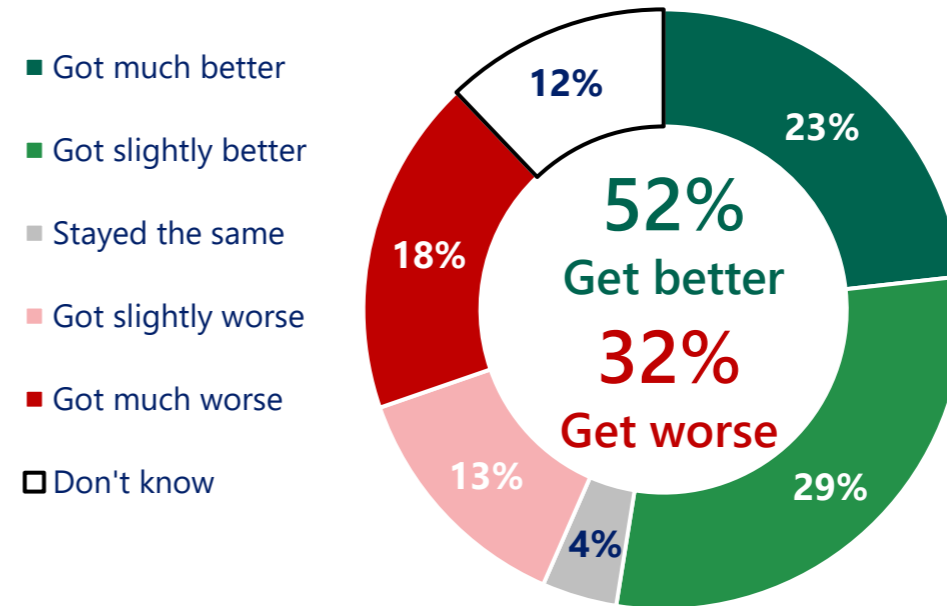
Global Progress: Last 20 Years and Next 20 Years

Though half feel the world has got worse over the last 20 years, people in Senegal are more optimistic about future progress.

Over the **last 20 years**, has the world got better, worse, or stayed about the same?



Over the **next 20 years**, will the world get better, worse, or stay about the same?





Key Concerns for Senegalese

Safety and economic wellbeing are primary issues for Senegalese. Health surfaces as a top concern due to healthcare being perceived as expensive or difficult to access.

National	Economic	<ul style="list-style-type: none"> Rising prices / Cost of living High poverty levels Unemployment
	Infrastructure & institutions	<ul style="list-style-type: none"> Healthcare (cost, access) Children (support for) Security / Safety
	Other	<ul style="list-style-type: none"> Emigration / Youth leaving Senegal Presidential elections Political polarization
Global	<ul style="list-style-type: none"> Conflict (Russia/Ukraine, Middle East, Rwanda/Congo) Coups in Africa Global inflation Racism Democracy / Elections Immigration policies in Europe 	

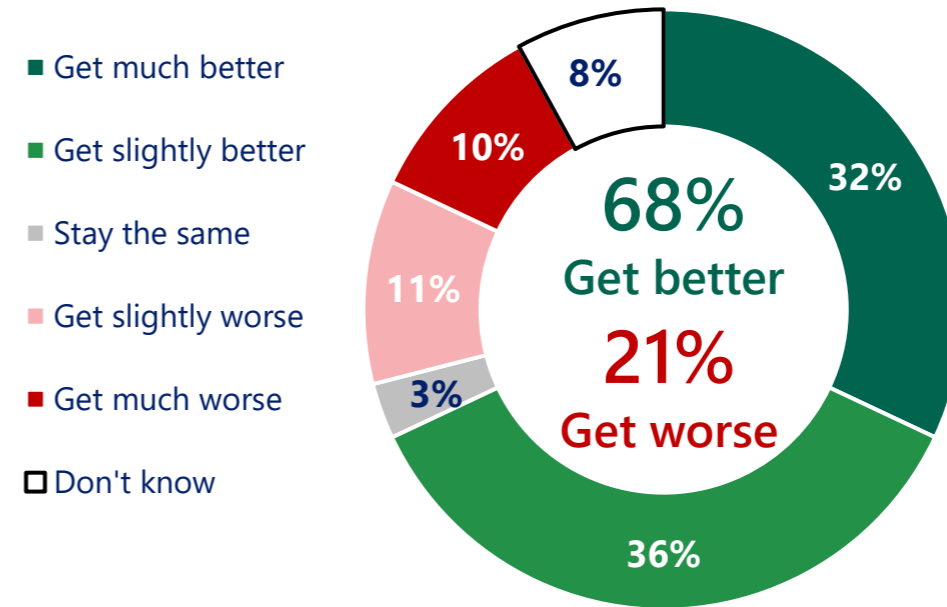
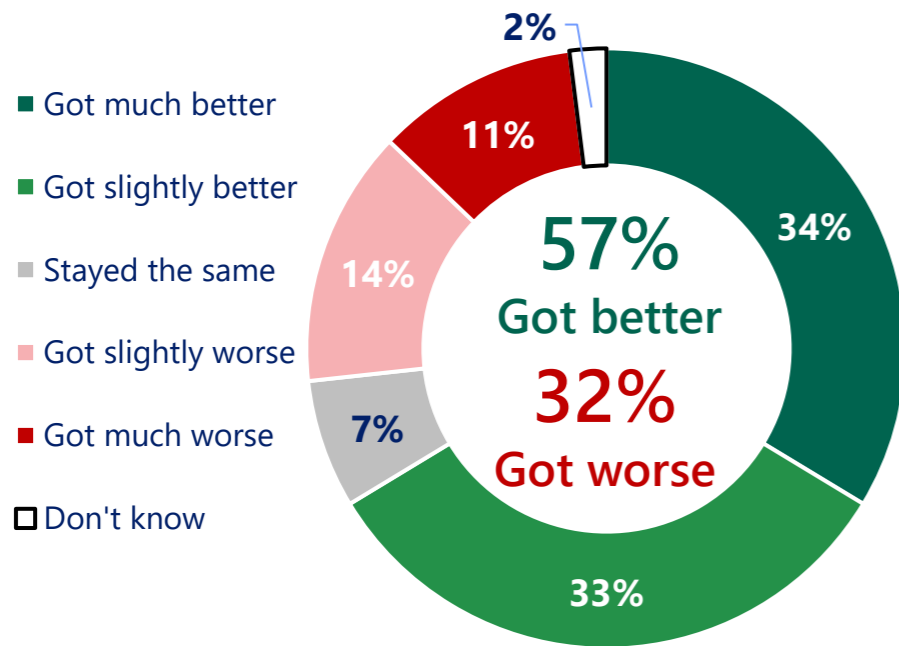


Global Health Progress: Last 20 Years and Next 20 Years

The Senegalese are more positive about progress on global health than global progress more broadly. On global health, 57% think progress has been made in the last 20 years; 68% think progress will be made in the next 20 years.

*Over the **last 20 years**, has health around the world got better, worse, or stayed about the same?*

*Over the **next 20 years**, will health around the world get better, worse, or stay about the same?*





Top of Mind Associations with Global Health

The Senegalese have broad associations with global health but see the connection with other global issues. While they believe progress has been made, it has felt like progress has been limited to wealthier countries.

Global health associations are broad and include issues that affect countries like Senegal

- Primary associations included **cancer, infectious diseases** (e.g., Covid-19), followed by the **high cost of treatment** and **rising vaccine skepticism**.
- Despite the breadth of health issues cited, the **poor** and **vulnerable in society** (women and children specifically) were cited as **those most affected** by global health issues.
- Senegalese **make the connection between global health and other global issues**, with the clearest connection being with conflict. Participants specifically referenced the effects of famine and the war in Gaza on hospitals.

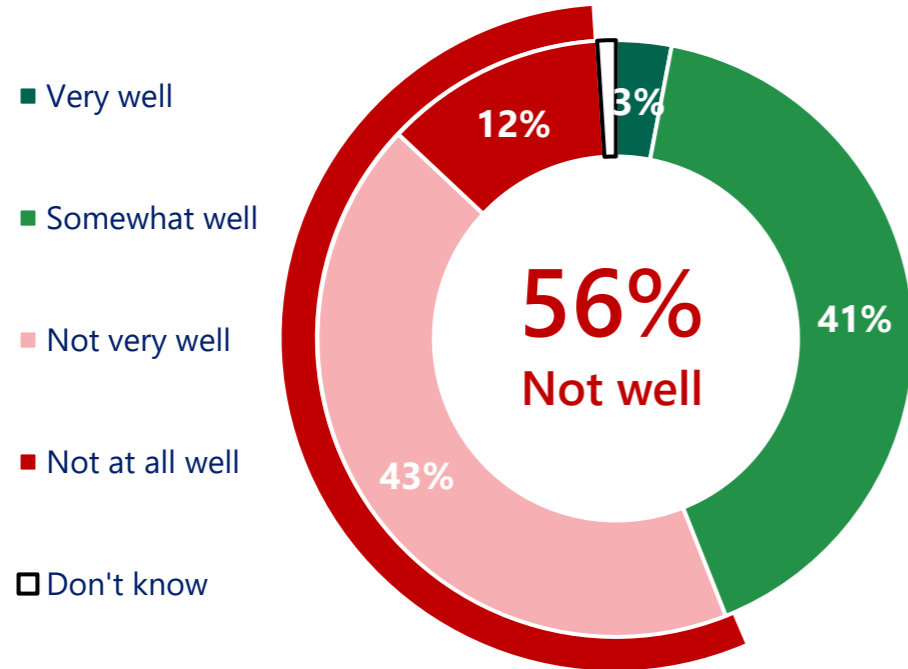
There was a feeling amongst participants that while **global health progress has been made** – particularly access to quality treatment – it felt as though this **progress was limited to wealthier countries**. They believe that **progress is achievable**, but that countries like Senegal **need more budget and resources**.



Views of Healthcare in Senegal

A majority of Senegalese feel their domestic healthcare system is not performing well and want their government to take responsibility.

Performance of domestic healthcare system



The Senegalese want their government to take responsibility but feel they are falling short

- The Senegalese strongly support increasing domestic spending on health and want to see it focus on improving access to treatment and reducing cost of treatment.
- Regional disparities in access to treatment are perceived to be a key challenge.
- The lack of perceived focus from the government on health, leads to a lack of trust that the government can adequately address urgent health issues, despite being seen as responsible for doing so.



Openness to Outside Help

The Senegalese feel that outside help is urgent and are agnostic where help comes from; there is a preference for aid that would help them become self-sufficient (i.e., training).

Participants felt that their government does not spend enough on health

- Though they do hold their government responsible for addressing healthcare issues, they recognize that outside help is urgent and are agnostic regarding where the help comes from.
- They would like to see help go beyond money and vaccines to training health professions and build health facilities.

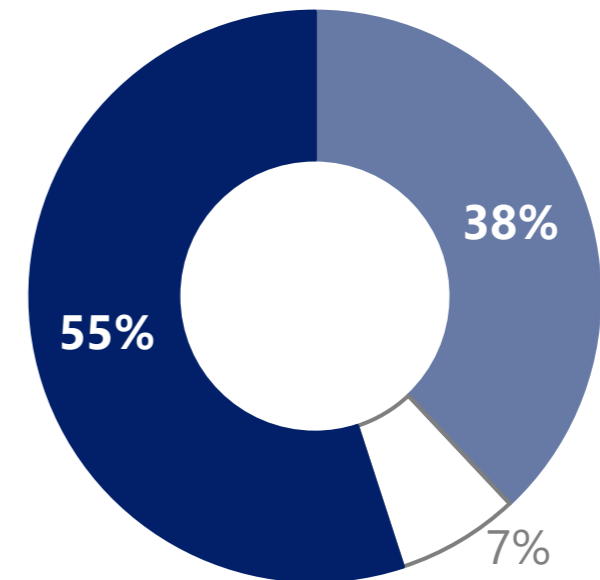
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It would be good to increase the number of organizations that can help our country. In health matters we need expertise; we need materials from whichever of these countries is better placed for each area. Whether it's Western countries, the United States, or China. Each country could add its own touch.

– Senegal, opinion leader

Which of the following statements do you agree with more?

My country needs help tackling health challenges from foreign governments and organizations




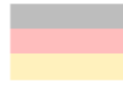






My country can tackle health challenges alone without the help of foreign governments and organizations

Don't know

Message Testing Summary Results

The economic self-sufficiency (micro) and health equity messages resonate particularly strongly in Senegal.

								
Economic self-sufficiency (Micro)	59%	63%	49%	59%	37%	88%	87%	78%
Global health security	57%	60%	47%	50%	36%	87%	83%	73%
Health equity	50%	60%	48%	58%	35%	83%	84%	77%
*Health as a basic need	51%	59%	47%	54%	32%	86%	84%	75%
*Emotion (Anger)	54%	59%	52%	54%	35%	79%	79%	72%
*Solidarity / collaboration	47%	54%	49%	50%	29%	85%	82%	72%
Health as a unifier	39%	52%	49%	44%	34%	83%	84%	75%
Economic self-sufficiency (Macro)	47%	49%	41%	49%	31%	79%	79%	64%
*Climate change	47%	52%	43%	49%	36%	73%	72%	62%
*Emotion (Anxiety)	41%	52%	43%	41%	29%	79%	78%	64%
*Moral (More radical)	37%	47%	40%	38%	26%	79%	78%	66%
*Health as a sure thing	40%	52%	41%	43%	28%	73%	72%	63%
Stability / migration	43%	51%	39%	42%	29%	64%	70%	52%
Partnership / progressive	37%	40%	42%	39%	30%	42%	43%	63%

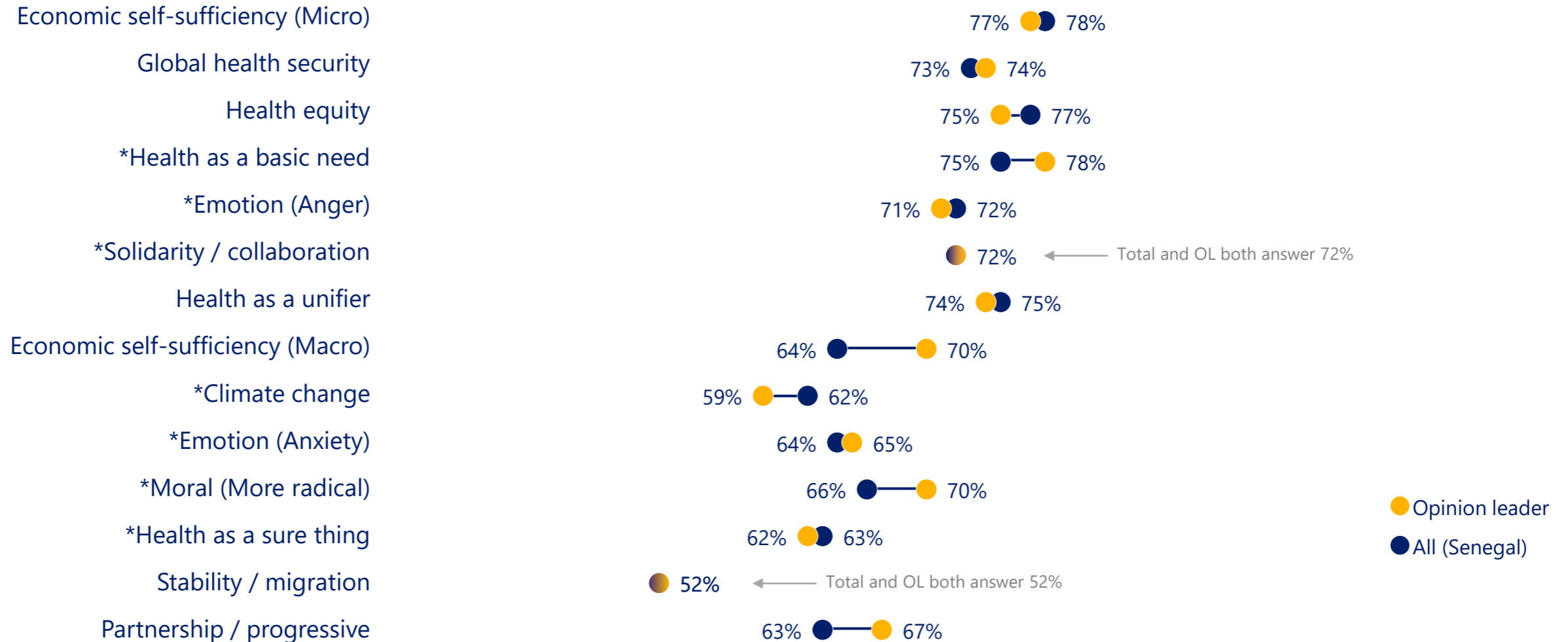
Quartiles*
4 th
3 rd
2 nd
1 st

Q. How convincing, or not, do you find this statement in favor of investing in tackling health issues globally? [showing very convincing (8-10)] Donor (N=5,125); UK (N=1,016); US (N=1,029); France (N=1,031); Germany (N=1,022); Japan (N=1,027); Global South (N=2,998); Kenya (N=1,020); Nigeria (N=1,014); Senegal (N=964)

*Quartiles are scaled within each country; Japan scores are lower due to a tendency for Japanese respondents to answer survey questions in the middle of a scale when giving a positive score.

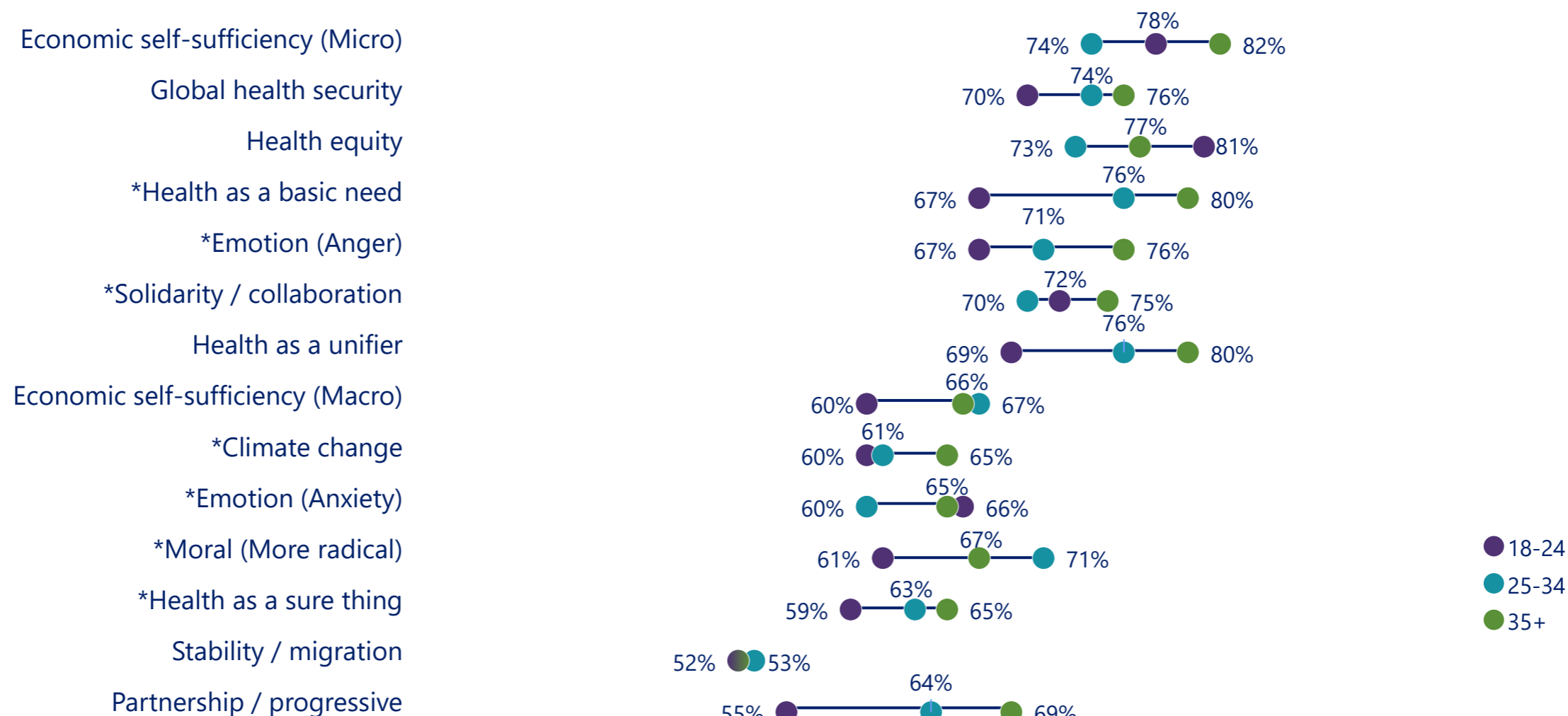
Message Testing: Opinion Leaders

Opinion leaders are largely aligned with the general population in responding to messages.



Message Testing: Age

All messages resonate more with older Senegalese, though the health equity message resonates most with those aged 18-24 years old.



Appendix

We tested a total of 14 messages (1/2)

Developed based on past messaging, focus group learnings, and new messages.

Frame	Message
Global health security	Investing in better health internationally is not just about charity, it's about making the world a safer place for everyone. As Covid-19 has shown, a health crisis somewhere can become a health crisis everywhere.
Moral (Radical)*	Humanity is on trial. Our generation will be judged on whether we are saving lives and improving the lives of people around the world. If we don't act, we will be failing our duty to future generations.
Economic self-sufficiency (Macro)	Only countries with healthy populations can lift themselves out of poverty. Healthy adults can contribute to the economy and lead productive working lives. Investing in health is one of the smartest economic decisions we can make.
Economic self-sufficiency (Micro)	Good health is vital for people to stand on their own feet. Healthy children can go to school, healthy parents can go to work and support their families. Investing in health is one of the smartest economic decisions we can make.
Health as a unifier	Good health allows us to experience life's moments, both big and small. No one should be deprived of these moments: by tackling health issues globally, we can help ensure no one misses out.
Health as a sure thing*	To solve health issues globally, we need to develop innovations and get them to the people who need them. That's a challenge we know how to solve. Many of the solutions we need to save and improve millions of lives are ready now or will be soon.
Health as a basic need*	We all need good health, wherever we live, it is a basic human need. By investing to tackle health issues globally, we can help ensure everyone has access to basic healthcare services, and essential medicines and vaccines.

*Asterisk indicates a message that is new and had not been tested before

We tested a total of 14 messages (2/2)

Developed based on past messaging, focus group learnings, and new messages.

Frame	Message
Solidarity / collaboration*	Investing to tackle health issues globally is an act of solidarity, transcending borders and differences. By working together, across countries, we can ensure that everyone has access to the healthcare they need, regardless of geography or circumstance.
Emotion (Anger)*	It is an outrage that in 2024 millions of people are still dying from health issues we know how to treat. We cannot, and must not, stand by while this happens.
Emotion (Anxiety)*	At this time of global crises and instability, investing in global health is vital to building a more stable world, offering a pathway towards a safer and more secure future for all.
Climate change*	Changing weather patterns are increasing the risk from many infectious diseases. For example, mosquitoes are spreading to new areas and different countries, spreading deadly disease to more people.
Partnership / progressive	Ideas of poorer countries in need of charity are outdated and wrong. Investment to tackle health problems should focus on two-way partnerships between richer countries and developing countries, not providing 'charity' to poorer countries.
Stability / migration	Poor health is a major cause of forced migration in developing countries. Investing in health globally means that people can live healthier and more prosperous lives in their native countries.
Health equity	Everyone in the world deserves the chance to lead a healthy life. By tackling health issues globally, we can provide access to basic medicines and vaccines which protect people from life-threatening and life-changing diseases.

*Asterisk indicates a message that is new and had not been tested before

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