

APRIL 2025

Perceptions Hub

Health Perceptions Research: Ghana

Objectives & methodology

This research project is designed to answer the following questions:

1. What are the most salient topics in donor, middle-income, and lower-middle/low-income 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 and messengers are most effective?

Methodology (Ghana):

1. 2 focus groups among opinion leaders in Accra on October 15, 2024.
2. Online survey among the general public in Ghana (N=1,016). Fieldwork conducted November 27 – December 9, 2024.

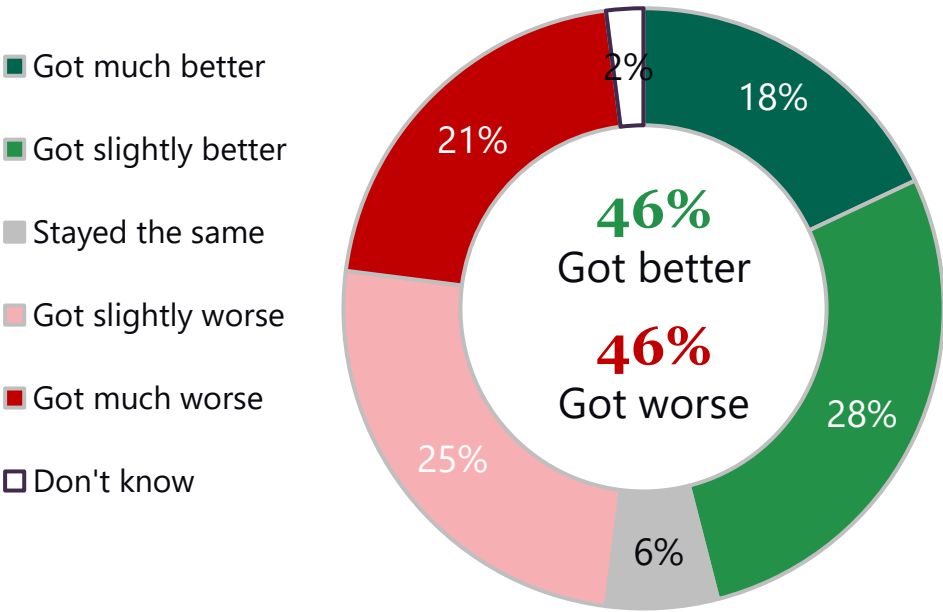
For full Wave 2 findings and detailed methodology please see the full Wave 2 report (which can be downloaded [here](#)).

Detailed findings: Ghana

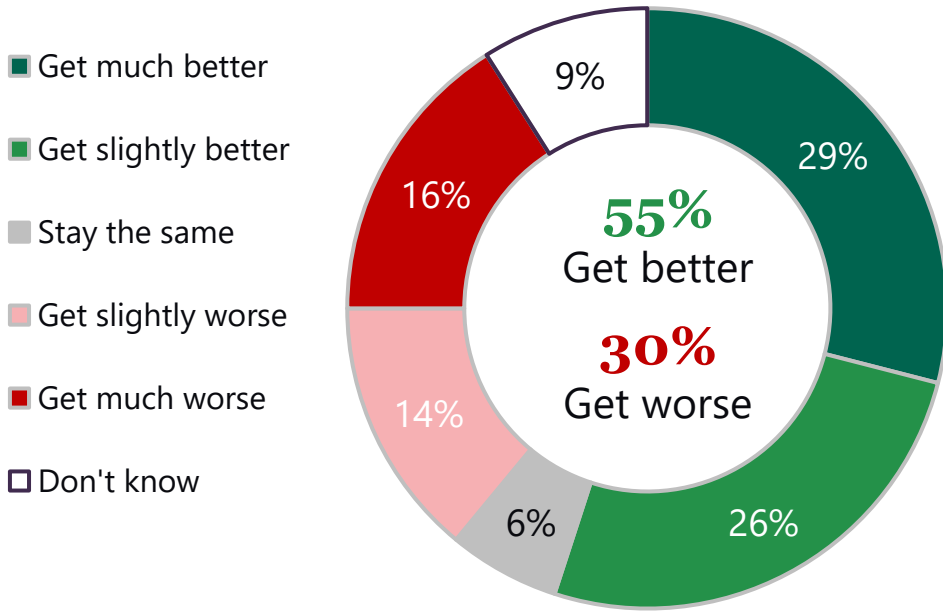
Global progress

Ghanaians are more optimistic about future progress compared to past progress, with more than half (55%) believing that the world will get better in the next twenty years.

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



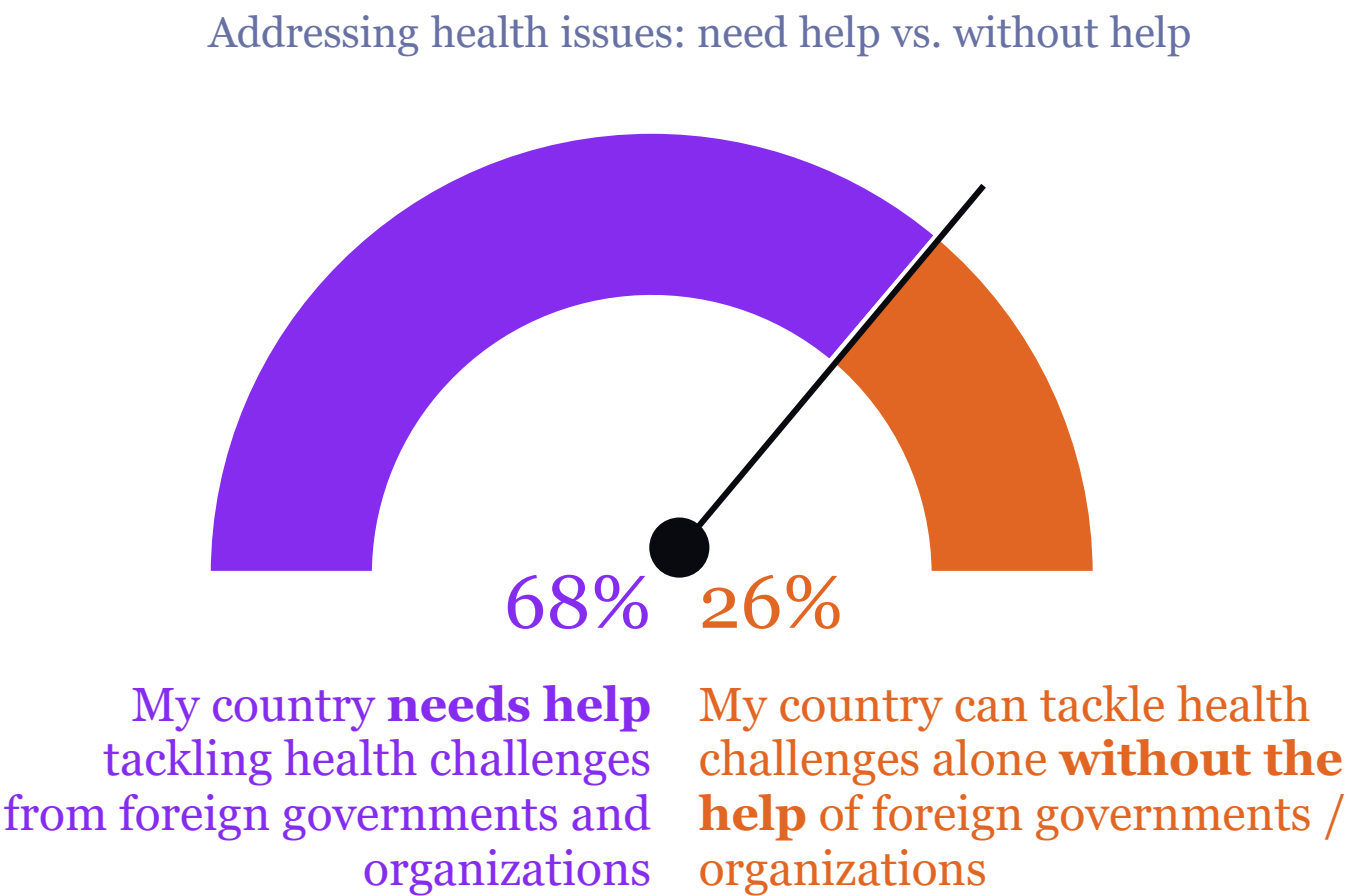
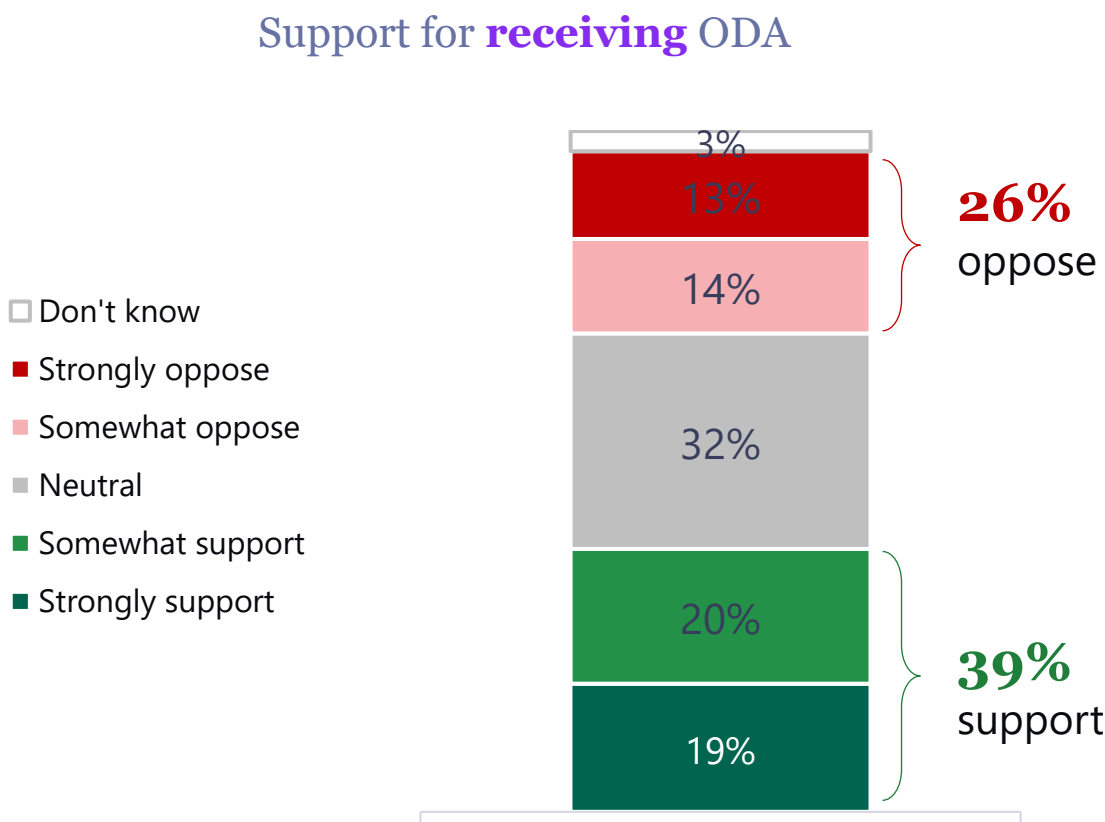
Over the **next 20 years**, will the world get better, worse, or stay the same?



Q: All things considered, over the last 20 years do you think the world has got better or worse or stayed the same? [Base size: N=1,016]
Q: All things considered, over the next 20 years do you think the world will get better or worse or stay about the same? [Base size: N=1,016]

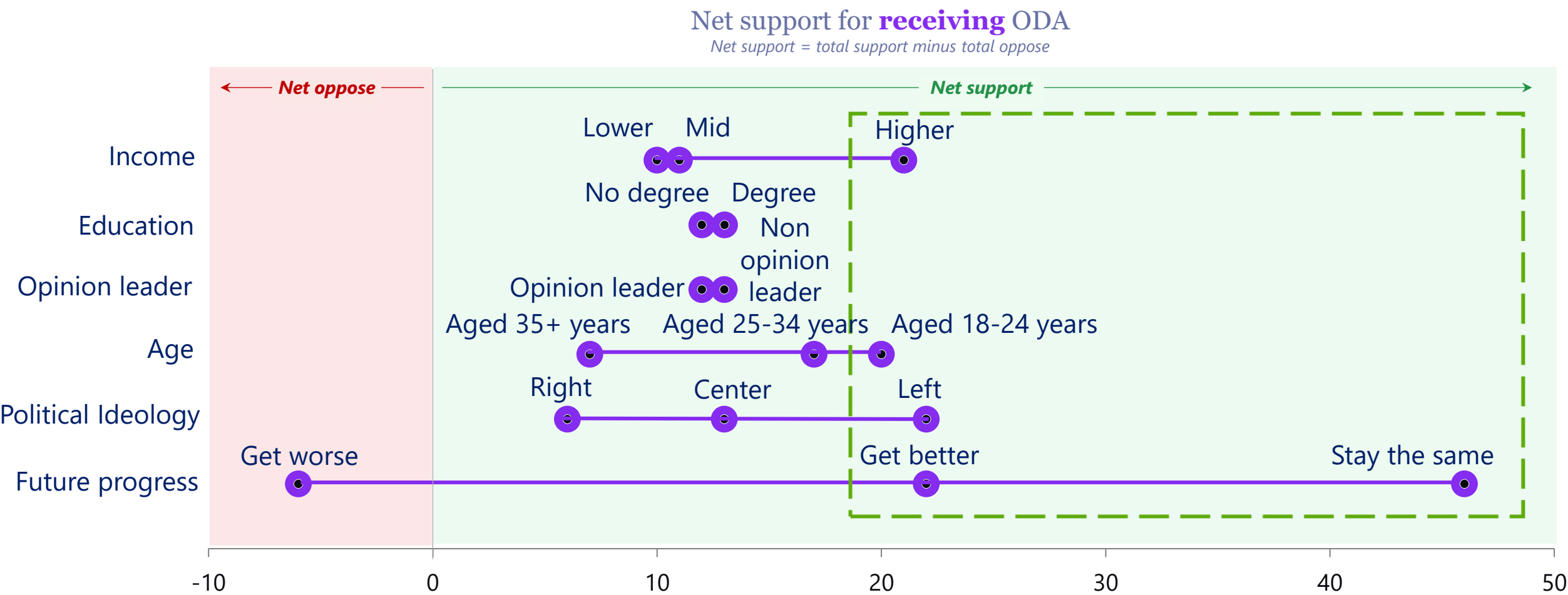
Support for receiving ODA and help addressing health issues

There is net support for receiving aid, with 39% supportive and 26% opposed. When it comes to addressing the country's health issues, a large majority (68%) agree Ghana needs help from foreign governments and organizations.



Receiving ODA: net support among key subgroups

Support for receiving aid is higher among higher income groups, younger age groups (18-24 years), those on the left of the political spectrum, and those who believe the world is likely to stay the same/get better in the future.

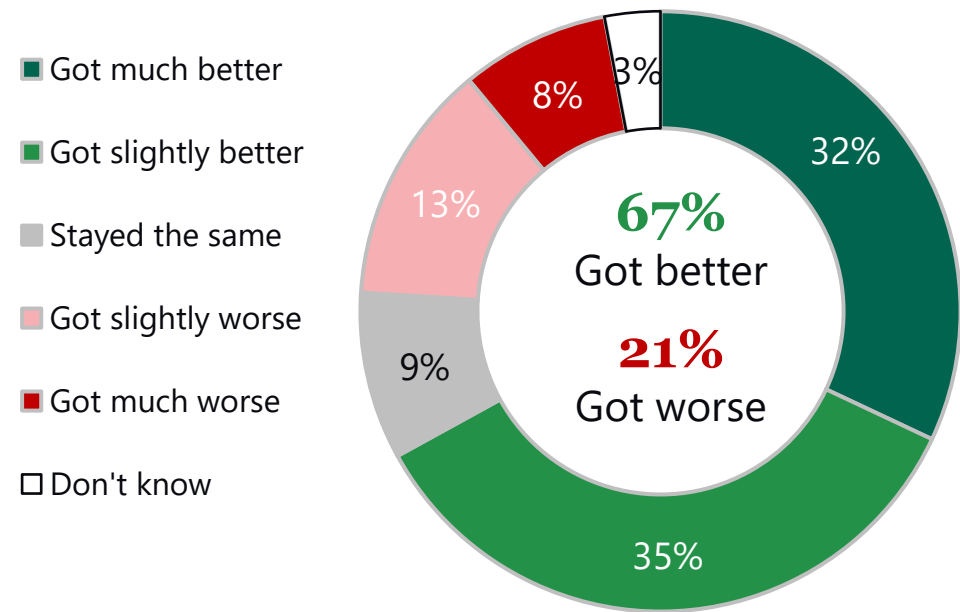


Q: How strongly do you support or oppose Ghana receiving overseas aid from richer countries? [Base size: N=1,016]

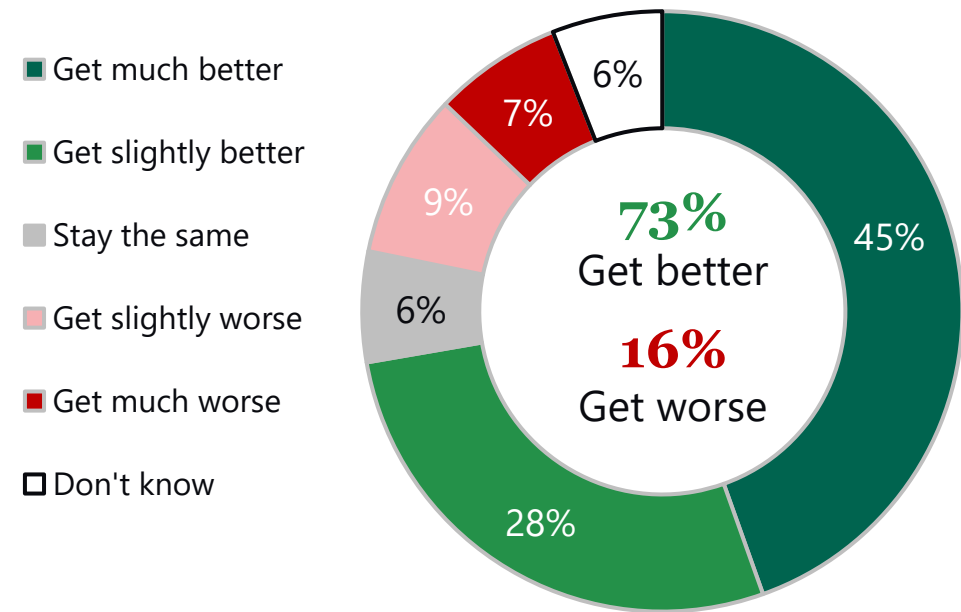
Global health progress

A strong majority are positive about global health progress (past and future). Optimism about *global health progress* (73%) is significantly higher than optimism about *global progress* more broadly (55%).

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



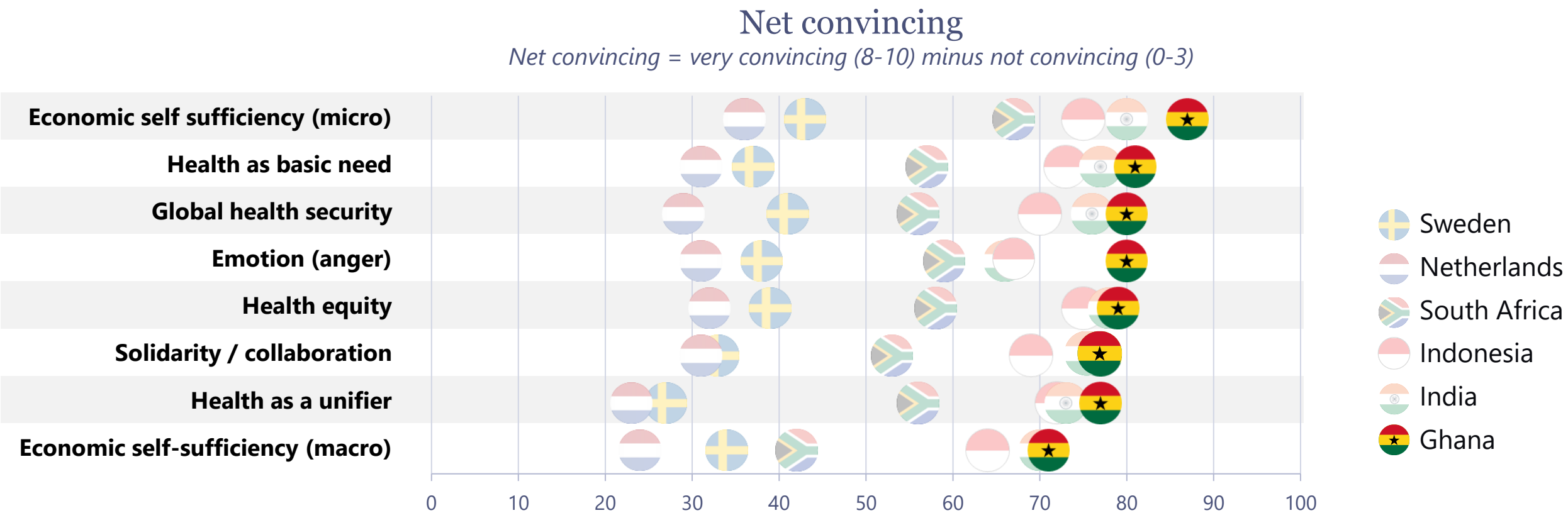
Over the **next 20 years**, will global health get better, worse, or stay the same?



Q: All things considered, over the last 20 years do you think global health has got better or worse or stayed the same? [Base size: N=1,016]
Q: All things considered, over the next 20 years do you think global health will get better or worse or stay about the same? [Base size: N=1,016]

Global health messaging

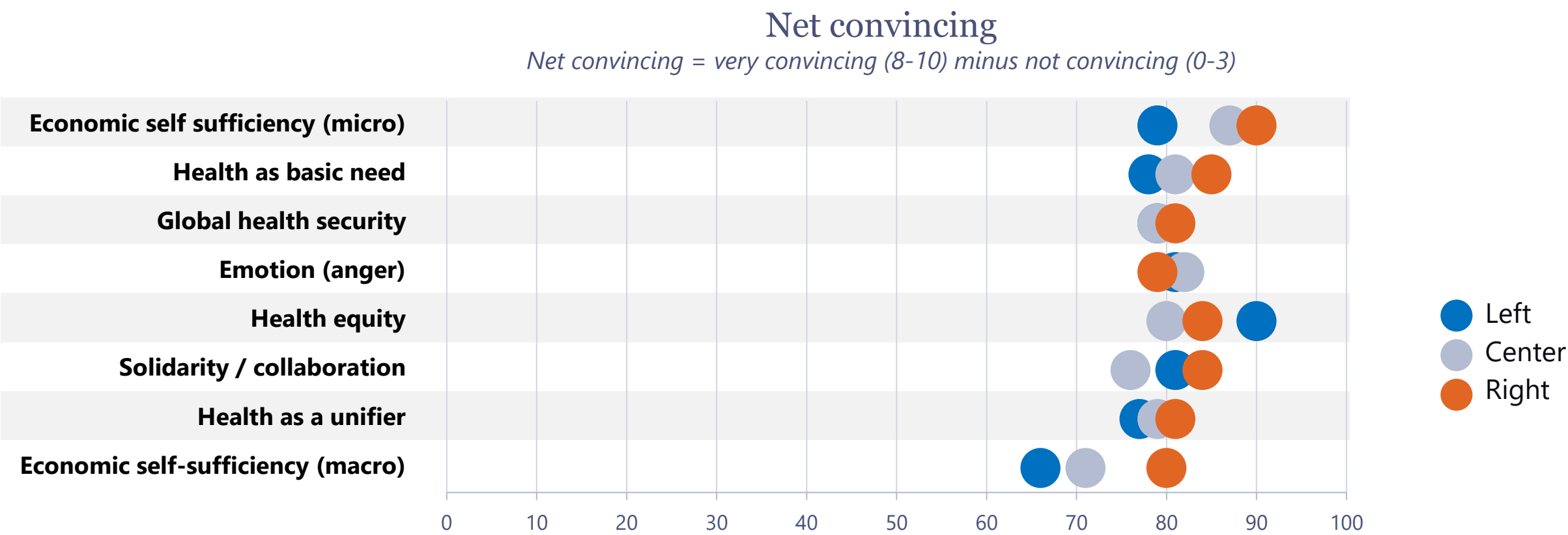
Micro-economic self-sufficiency is the most convincing message in Ghana. The macro-economic self-sufficiency messaging was least convincing.



Note: Message testing was light touch and intended as a sense-check against wave 1 results, so it should be considered directional and viewed in the context of other message testing research. For a list of the full messages tested, please refer to the Appendix.

Global health messaging x political ideology

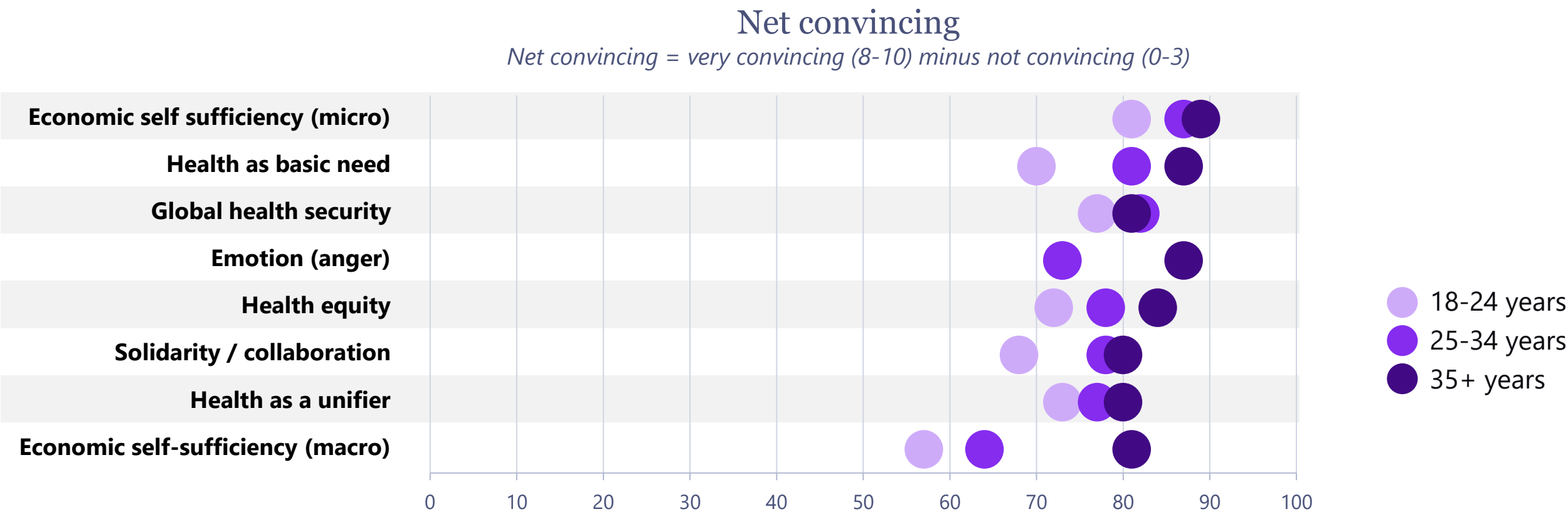
Micro-economic self-sufficiency is the most convincing message for individuals on the right and center on the political spectrum. By contrast, health equity messaging was most convincing for those on the left.



Note: Message testing was light touch and intended as a sense-check against wave 1 results, so it should be considered directional and viewed in the context of other message testing research. For a list of the full messages tested, please refer to the Appendix.

Global health messaging x age groups

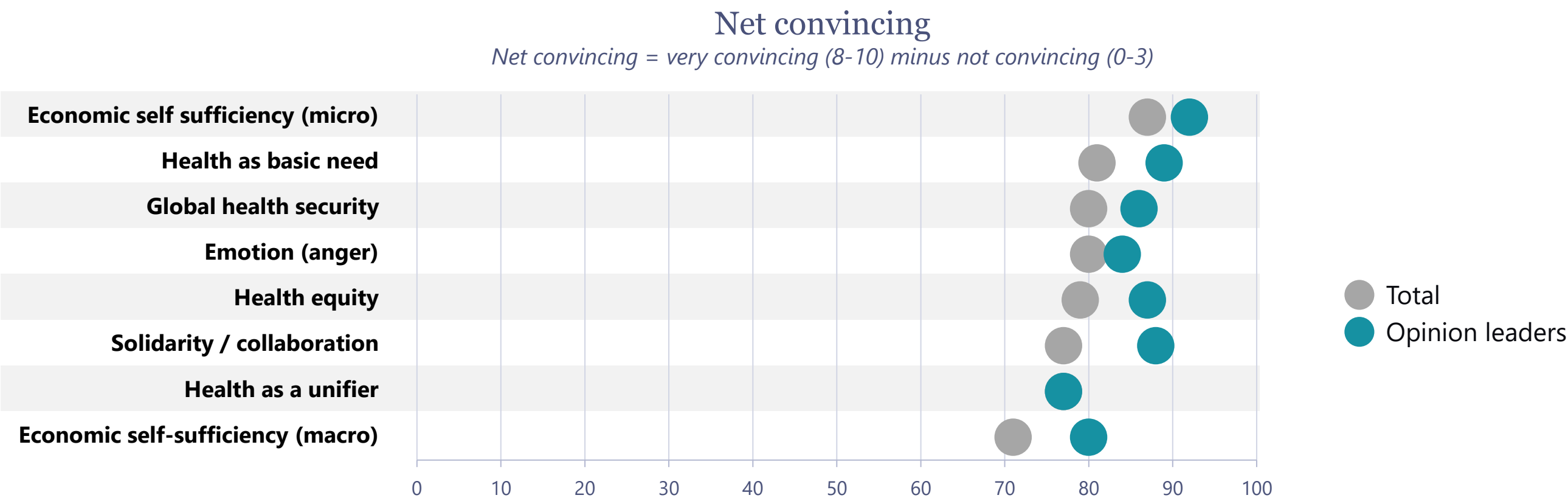
Micro-economic self-sufficiency is the most convincing message across age groups. But the macro-economic version of the message performed particularly poorly with younger and middle-aged groups.



Note: Message testing was light touch and intended as a sense-check against wave 1 results, so it should be considered directional and viewed in the context of other message testing research. For a list of the full messages tested, please refer to the Appendix.

Global health messaging x opinion leaders

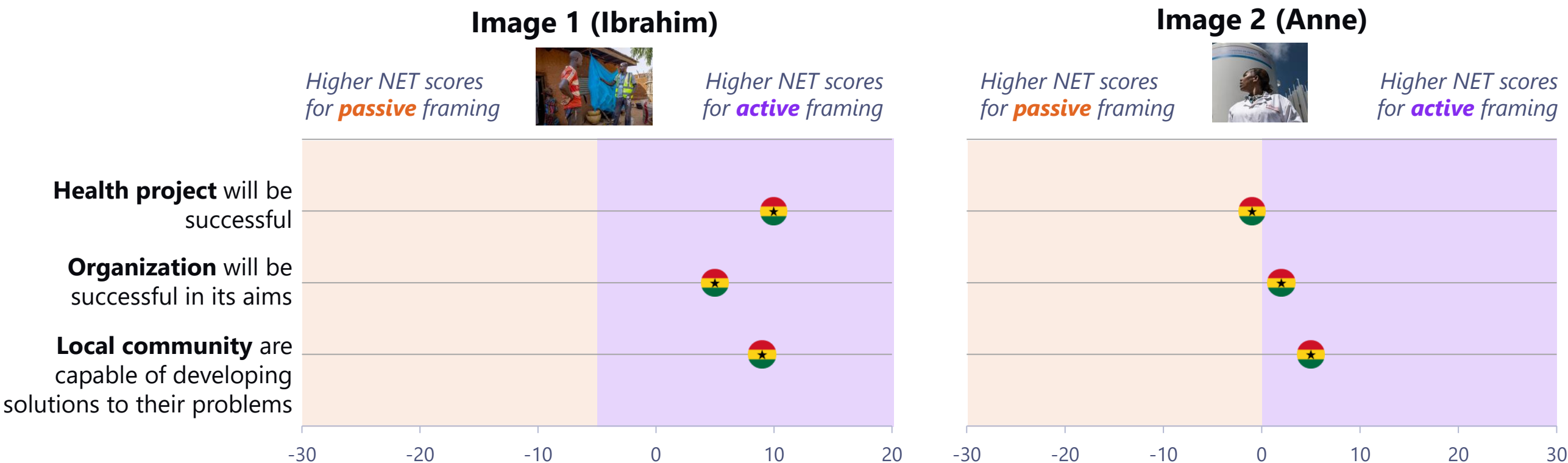
All messages tested resonated more strongly with opinion leaders. Micro-economic self-sufficiency tested as the most convincing message for opinion leaders, consistent with the broader public.



Note: Message testing was light touch and intended as a sense-check against wave 1 results, so it should be considered directional and viewed in the context of other message testing research. For a list of the full messages tested, please refer to the Appendix.

Recipient framing

An experiment to test the impact of two framings of aid recipients gave mixed results in Ghana. But there are indications an active framing can drive more positive perceptions of the organization, project, and community involved – though this appears to be dependent on the specific framing.



Caveats to consider when reviewing this data: This question was asked at the end of a long survey; a small sample of respondents saw each image/framing (N=c. 250 per market per framing) meaning differences must be large to be statistically significant; survey respondents saw just one framing, rather than both "passive" and "active" and making a direct comparison. Therefore, focus group insights may carry more weight. For more details, please refer to the main report.

Appendix: Messages tested



We tested the top 8 performing messages from wave 1

As a “health check” to see if these messages continue to perform well in wave 2 markets / 6 months on.

Frame	Message
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.
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.
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.
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.
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.
Solidarity / collaboration	Investing to tackle health issue 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.
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.
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.

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