

JULY 2024

Perceptions Hub

Health perceptions research findings:
Nigeria

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 Nigeria.

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)

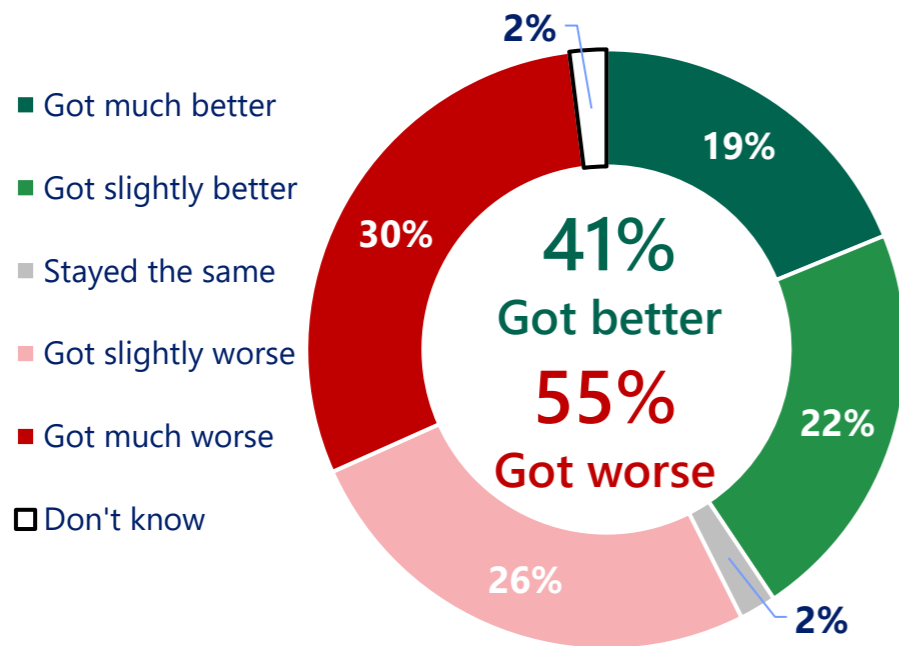
1	<p>The crisis of the moment is a shared global negativity and pessimism.</p> <ul style="list-style-type: none">▪ There is a general mood of anxiety and a lack of confidence that things will get better. Global issues of concern include war and security, as well as economic and employment issues.
2	<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: Nigeria

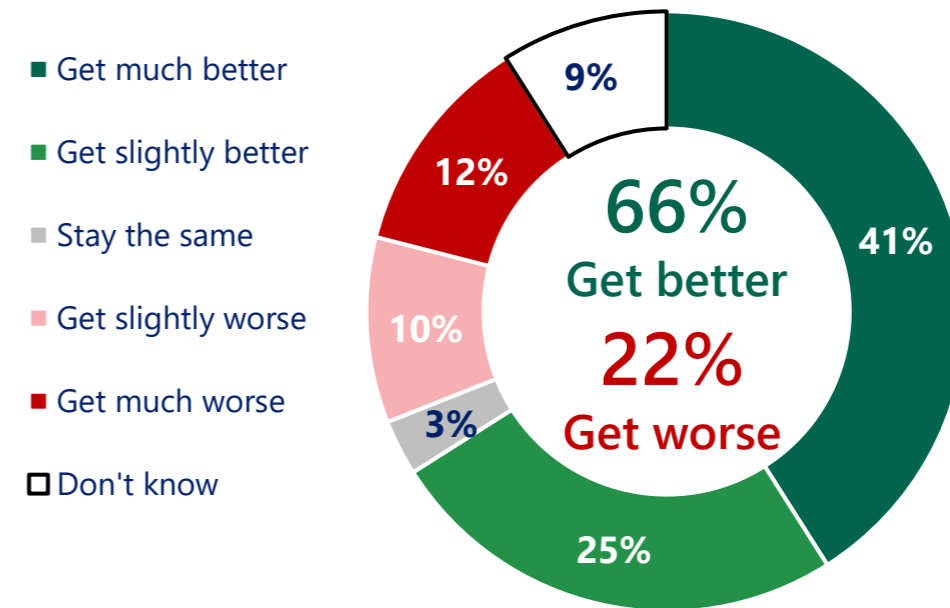
Global Progress: Last 20 Years and Next 20 Years

Despite feeling somewhat split whether the world has become better or worse over the last 20 years, two-thirds of Nigerians show optimism about the future.

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 Nigerians

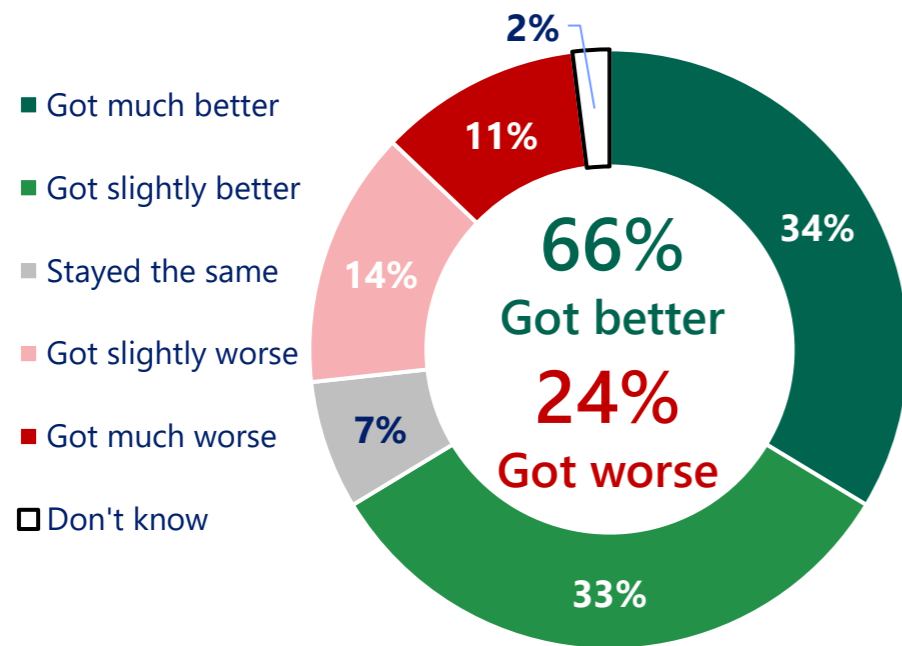
Key concerns include economic concerns (rising costs, high exchange rates), and concerns about national leadership and infrastructure. Health concerns include the Covid-19 aftermath and mortality rates for treatable diseases.

National	Economic	High exchange rates / rise of dollar	Rising costs
	Infrastructure & institutions	Corruption	Electricity
		Trust in Leadership	Agriculture
		Roads / Basic Infrastructure	
Other		Dependency on other countries (US, China)	Social inequality
			Security
Global		Economic impacts of Russia / Ukraine	Climate change
		Relationship between US and Africa	Global Health
		Inflation (at global level)	Grain supply from Ukraine

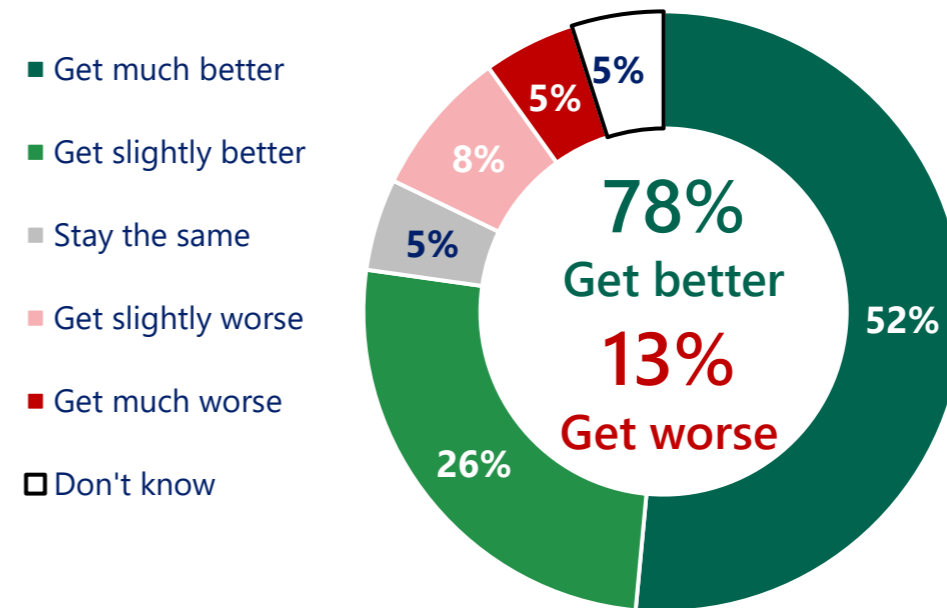
Global Health Progress: Last 20 Years and Next 20 Years

Nigerians are more positive and optimistic about global health progress compared to global progress overall. Around half feel that global health will get *much* better 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

Nigerians have broader associations with global health and are cautiously optimistic regarding future global health progress.

Wide range of associations with global health

- In focus groups, examples of diseases impacting the world that were cited include **cancer, terminal diseases, organ failure, and high blood pressure**.
- Diseases disproportionately impacting Africa were also cited, including **malaria, TB, and HIV**.
- There was **not a firm POV regarding who is the most impacted by health issues**, but there was recognition that each disease impacts different categories of people (e.g., poor countries, children, women).

Covid-19 is still a top-of-mind concern

- The **impacts of Covid-19 are still palpable** amongst Nigerians.
- **Concerns** were specifically around **pandemic preparedness** and whether Nigeria and Nigeria's health system would be ready for another pandemic.

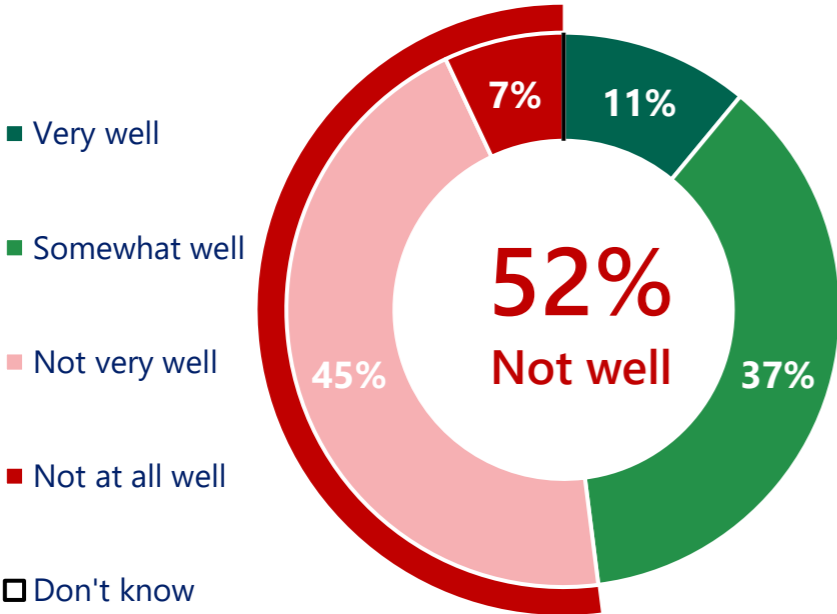
Overall, Nigerians feel a **sense of progress on global health issues**. While there are concerns around pandemic preparedness, there is a **cautious sense of optimism** about efforts being made on **preventative measures** and **collective response**. Specific to Nigeria, they see their region as having some health access advantages compared to other parts of Africa but there is still a need for more attention and progress.



Views of Healthcare in Nigeria

Nigerians are critical of their domestic healthcare system and there is little trust in their government's ability to address health issues.

Performance of domestic healthcare system



Nigerians feel their country is underperforming in addressing health issues

- Early in the focus group discussions, health-related issues emerged when thinking about global and domestic concerns.
- The biggest perceived need is access to quality healthcare and the need to address acute diseases like malaria. Infant vaccinations is also a higher priority.
- Overall, there is a perception that Nigeria has the money it needs to improve healthcare, but it is lost to mismanagement and corruption, which mean that the right infrastructure is not in place.
- Nigerians hold their government responsible for addressing health issues but there is little trust in the government's ability to address them.

Q: Overall, how well do you think the healthcare system is working in your country? Nigeria (N=1014)
Source: Focus groups.



Openness to Outside Help

A majority of Nigerians feel their country needs outside help in tackling health challenges and many are critical of their government's perceived inability to address health issues.

Nigerians' criticism of their government's ability to tackle health issues leads to an acceptance of outside help

- The government is seen as both "not doing anything" and "doing a lot" without any real impact which leads to a willingness to accept aid and assistance from outside countries and organizations.
- Respondents are open to support from countries like the UK, US, India, and Germany, as well as organizations like UNICEF, Gavi and the Gates Foundation.

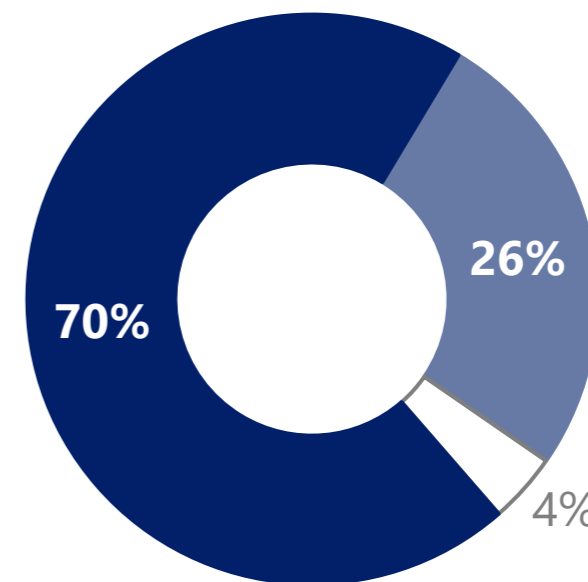


The basic problem is access to quality health services. External bodies should come in and help us.

– Nigeria, opinion leader

Which of the following statements do you agree with more?

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




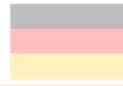






My country can tackle health challenges alone without the help of foreign governments and organizations

Don't know

Message Testing Summary Results

The economic self-sufficiency (micro) message resonates the most with Nigerians, followed by health equity, health as a basic need, and health as a unifier.

								
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%

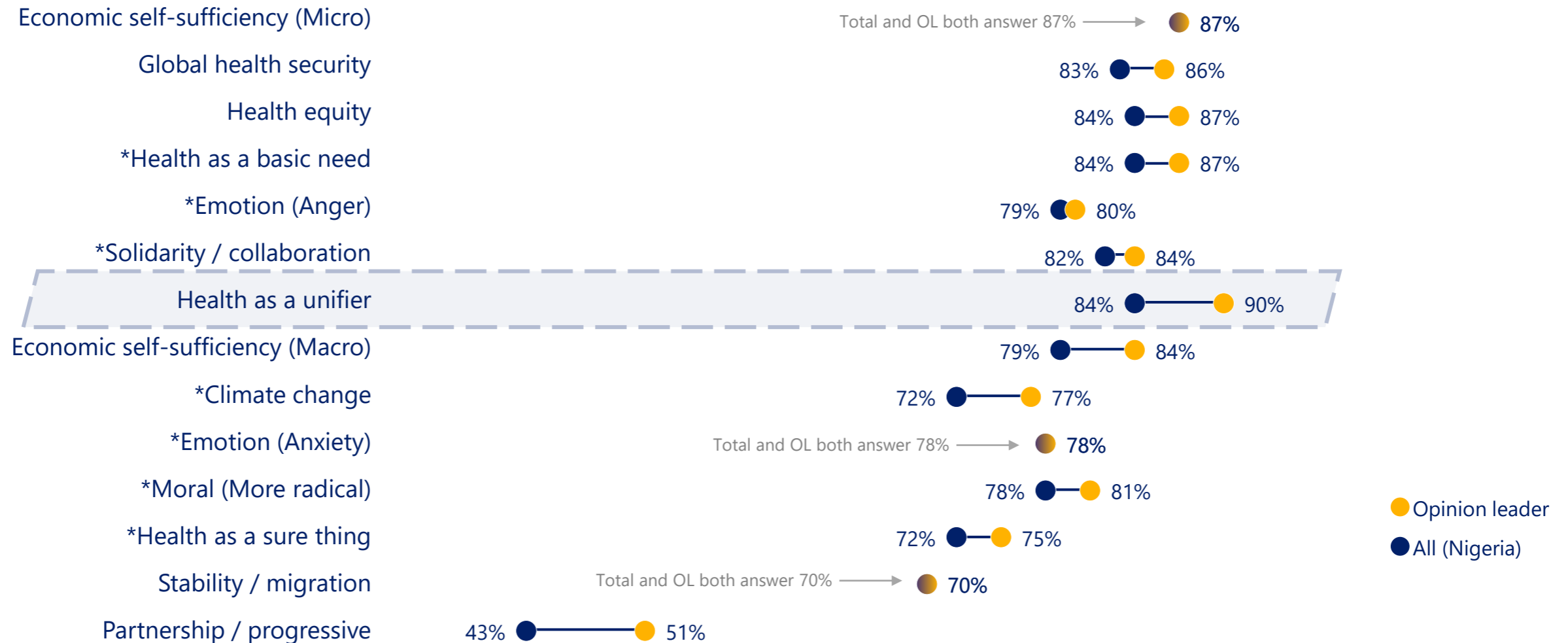
Quartiles*
4 th
3 rd
2 nd
1 st

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.

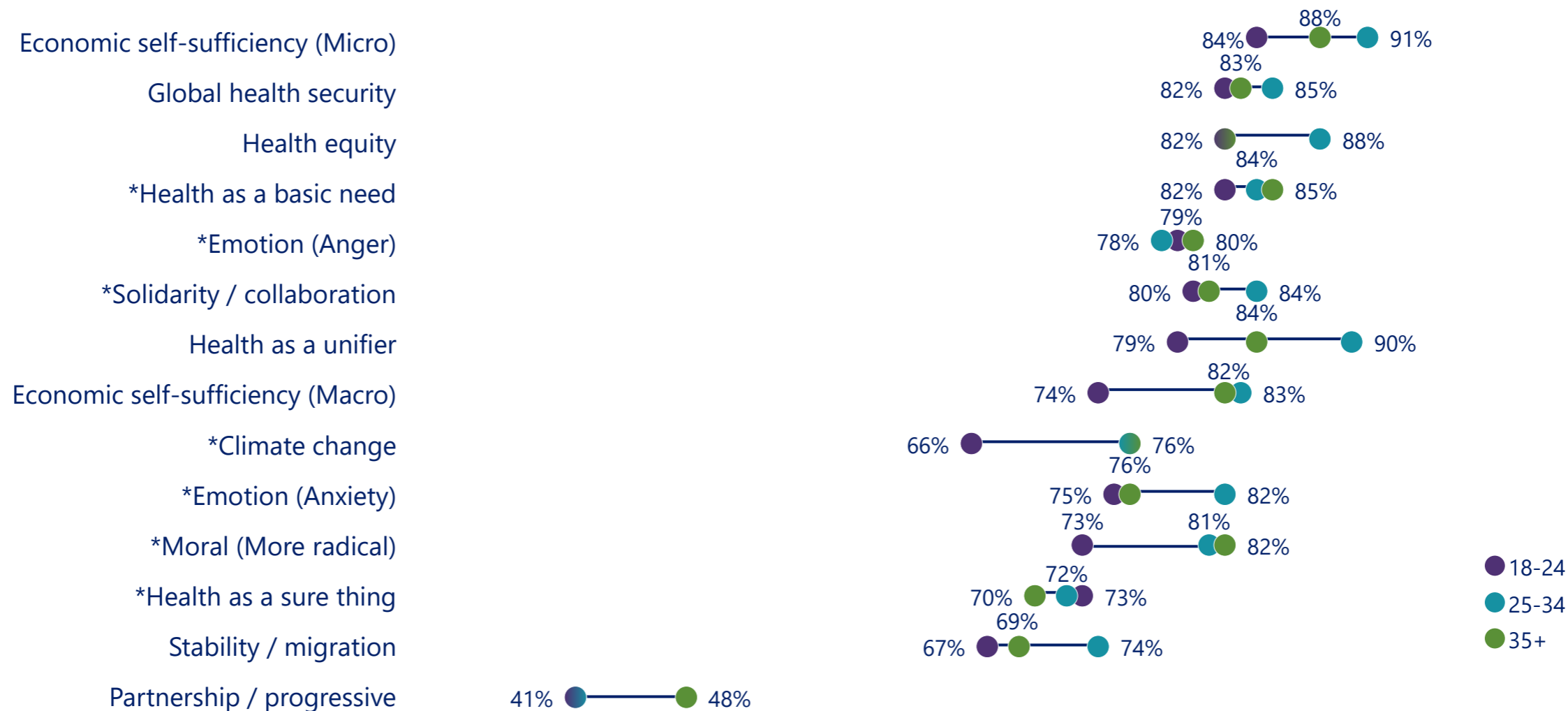
Message Testing: Opinion Leaders

Health as a unifier resonates especially well with opinion leaders.



Message Testing: Age

Top performing messages generally resonate most strongly with those aged 25-34 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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