

JULY 2024

Perceptions Hub

Health perceptions research findings:
Kenya

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 Kenya.

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)

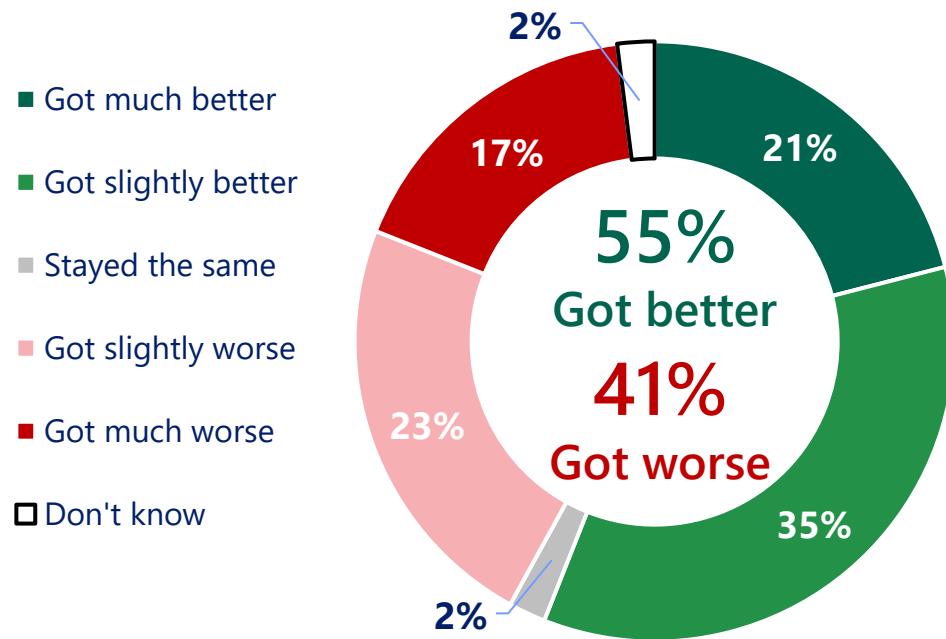
1	<p>The crisis of the moment is a shared global negativity and pessimism.</p> <ul style="list-style-type: none">▪ There is a general mood of anxiety and a lack of confidence that things will get better. Global issues of concern include war and security, as well as economic and employment issues.
2	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

Global Progress: Last 20 Years and Next 20 Years

Kenyans are split whether they feel the world has got better or worse over the last 20 years, but they are more optimistic for 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 Kenyans

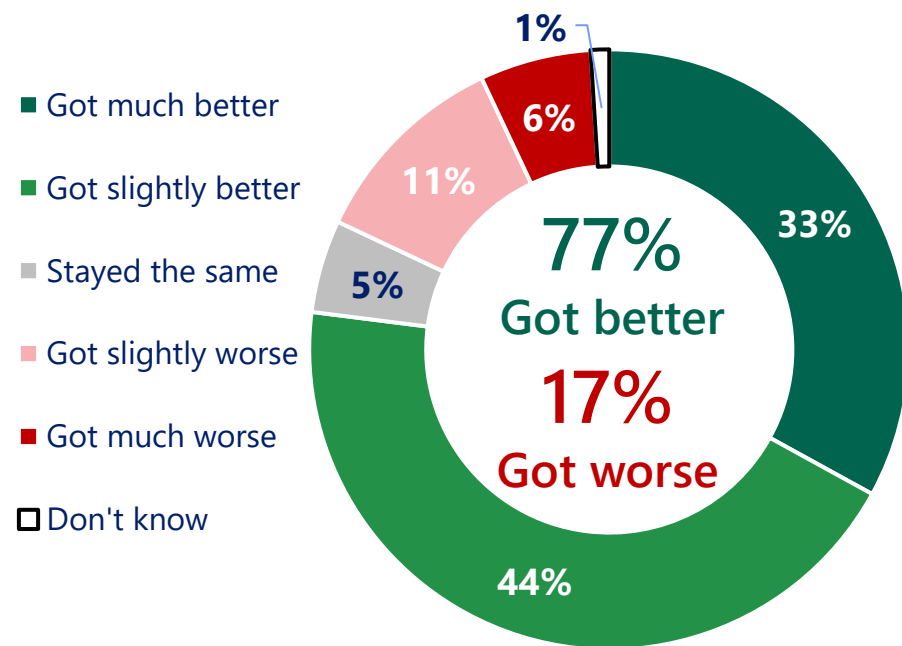
Economic concerns are top of mind for many Kenyans, including taxation, unemployment and rising prices. Health issues feature prominently among current concerns, including specific diseases (e.g., malaria, cancer, Covid-19) and lack of access to treatments and vaccines.

National	Economic	Taxation
		Unemployment
		Rising prices
	Infrastructure & institutions	Weak institutions
	Other	Health
		Weak/corrupt political leadership
Global		Climate/environment
		Conflict (Russia/Ukraine, Middle East)
		Global health

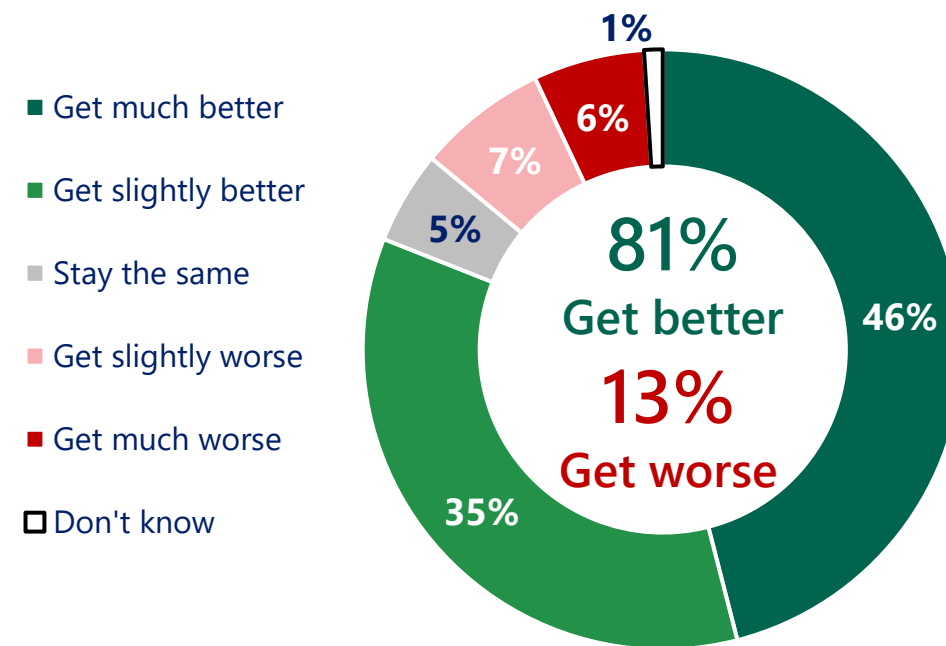
Global Health Progress: Last 20 Years and Next 20 Years

Kenyans are much more optimistic about progress on global health than global progress overall; about half feel that 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

Associations with global health are broad. And key challenges – lack of infrastructure, cost and access to treatment – are often viewed through a domestic lens.

Wide range of associations with global health and varied views of who is most impacted

- Examples of diseases impacting the world include **cancer, terminal illnesses and Covid-19**.
- Diseases **impacting Africa specifically** were also referenced – such as **malaria and Ebola**.
- There was **no clear sense of one group** that is **most impacted**, but there was recognition that children, women and people in developing countries are the most affected.

But key challenges are often seen through a domestic lens

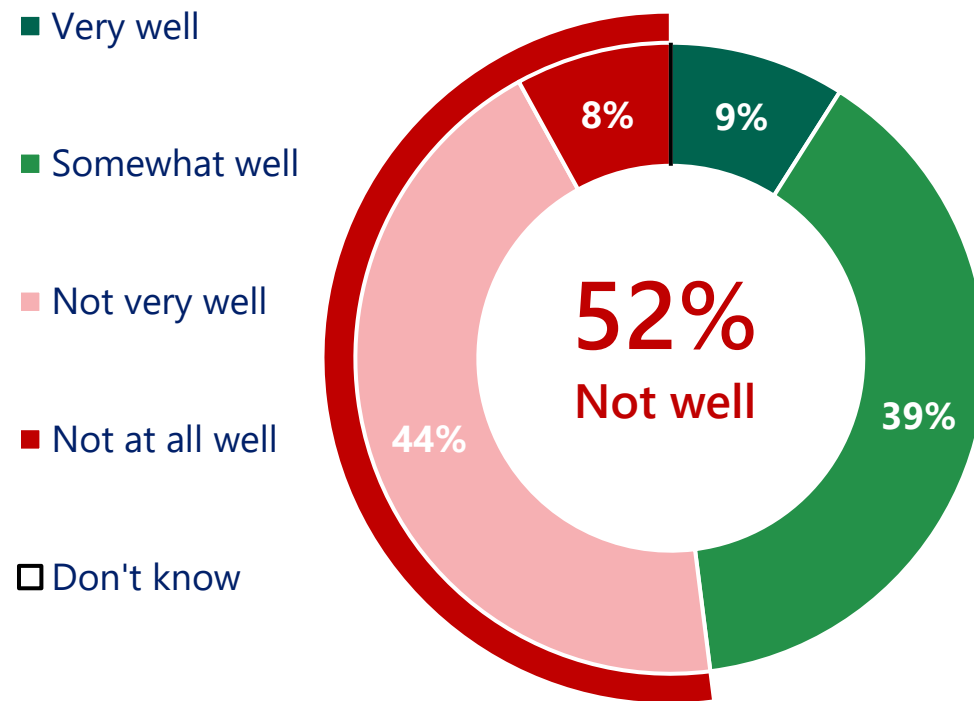
- **Key structural challenges in global health** – lack of infrastructure, cost and access to treatment – are viewed through a **domestic lens** (i.e., their lived experience in Kenya).

Kenyans are **positive about the progress that has been made** in global health and optimistic about future progress. **Research, innovation, new medication and vaccines** are seen to be the biggest **drivers of progress**. HIV medication and the malaria vaccine were referenced specifically. But less progress is seen to have been made in maternal health, nutrition and family planning.

Views of Healthcare in Kenya

Health issues were identified as a priority to address in Kenya. But there is a prevailing sense of frustration at the health situation and the lack of government impact on key issues.

Performance of domestic healthcare system



Health is a priority issue, but Kenyans feel the government is not addressing key challenges facing the healthcare system

- Early in the focus group discussions, health-related issues were raised spontaneously as a key issue facing Kenya.
- The biggest challenges cited were access to quality healthcare (especially outside urban centers), the cost of healthcare, the ongoing challenge of diseases like malaria and improving access to vaccines.
- Whilst the Kenyan government is seen as being most responsible for improving the healthcare system, there is low trust in it to do so due to perceived corruption and mismanagement of funds.

Openness to Outside Help

Support for outside help is strong in Kenya. Less than 1 in 4 think Kenya can tackle health challenges alone.

External help is seen as essential to drive progress – driven by perceived government mismanagement

- Health is rated as one of the top issues where donor support is needed.
- Desire for outside help is driven by the positive impact of past external support and lack of confidence the government can and will address the challenges facing the healthcare system.

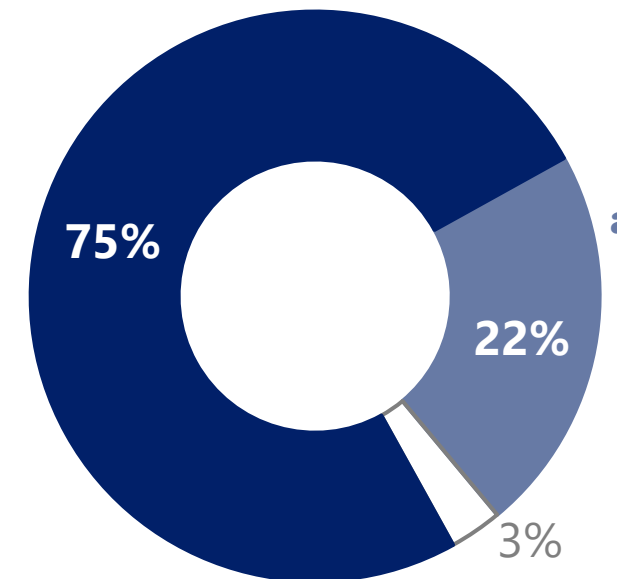
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We need the support. The situation we are in at the moment, there are some things we are still not that developed ... We really need their help for us to progress.

– Kenya, opinion leader

Which of the following statements do you agree with more?

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




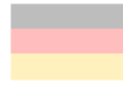






My country can tackle health challenges alone without the help of foreign governments and organizations

Don't know

Message Testing Summary Results

Economic self-sufficiency (micro) and 'global health security' messages resonate strongly with Kenyans.

								
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%

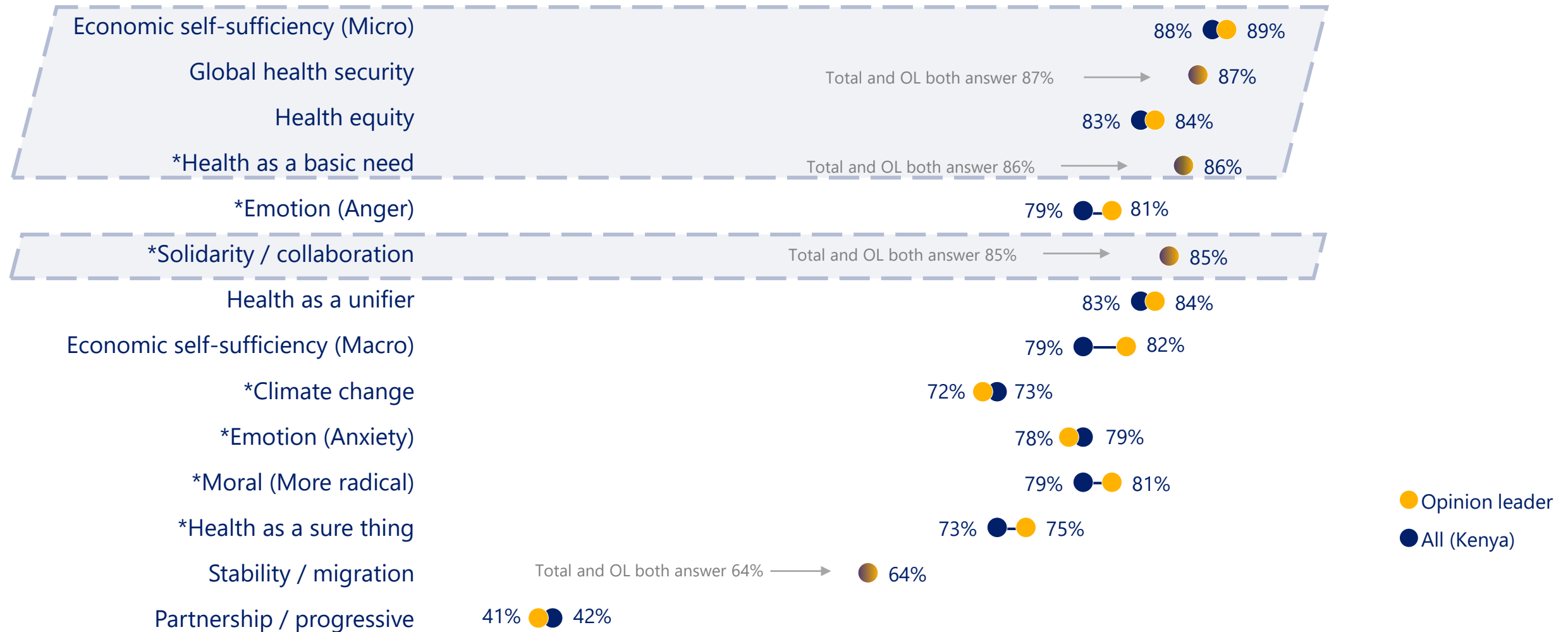
Quartiles*
4 th
3 rd
2 nd
1 st

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

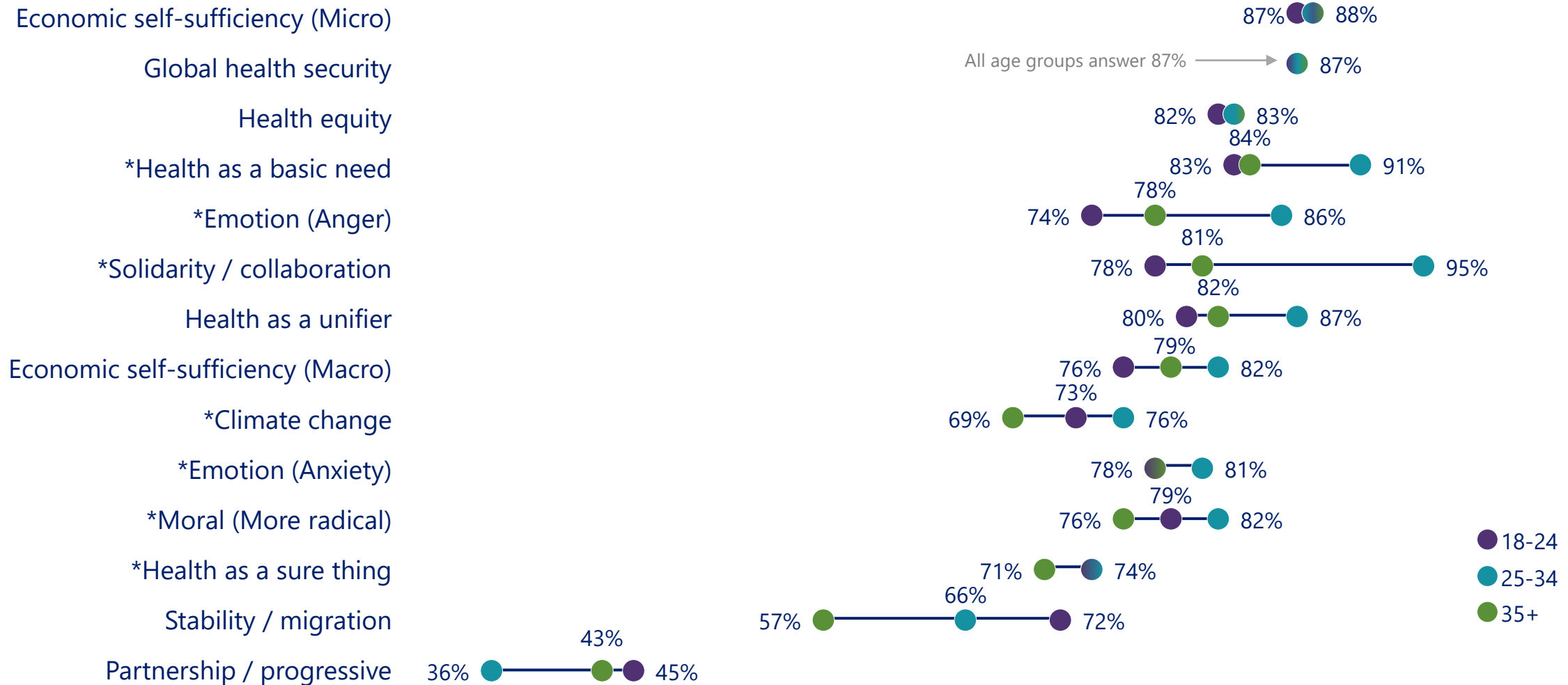
Opinion leaders' reactions to the messages closely align with the general public.



Q. How convincing, or not, do you find this statement in favor of investing in tackling health issues globally? [showing very convincing (8-10)]. Each respondent saw seven messages – c. N=280 opinion leaders and N=510 all (Kenya) saw each message *Asterisk indicates a message that is new and had not been tested before

Message Testing: Age

Solidarity/collaboration and 'health as a basic need' resonate particularly strongly with 25–34-year-olds.



Q. How convincing, or not, do you find this statement in favor of investing in tackling health issues globally? [showing very convincing (8-10)]. Each respondent saw seven messages - N=510 all (Kenya) saw each message *Asterisk indicates a message that is new and had not been tested before

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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