

Yegna in my head campaign

(Covid-19 Centered)

Baseline Study

January 2021



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Background

Yegna was launched in 2014 with an all-female cast, producing radio and music content. Over the past 7 years Yegna has built up a vast and loyal fan based

In 2014 Yegna was born! The platform consisted of a radio drama, radio talk show and music, and focused on the lives of 5 teenage girls, who formed their friendship through forming a music band. The girls faced challenges which they solved as a team - and produced music that reflected their experiences.

The core Yegna audience was girls aged 13-15. However, Yegna gained huge popularity, not only with adolescent girls but with communities more widely.

From 2012–2019 Yegna’s branded offering included radio content and music in the Ethiopia’s national working language, Amharic. The radio was broadcast in Addis and Amhara, but the music reached far and wide with the first single winning ‘best single of the year’ in a national award.

In 2019 Yegna introduced a gender-mixed cast and developed a new TV drama; “Yegna – the story of all of us”, which is now aired nationally in multiple languages. Yegna drama is the first ever teen drama in Ethiopia that tackles difficult social issues with warmth, humour and music.



UNICEF funded Yegna to create a communications initiative focusing on inspiring Ethiopian adolescents to protect their Health and Wellbeing during COVID Times

Project

Yegna In My Head Campaign is a series to shine a light on internal conflicts young people are facing regarding COVID-19 that are not necessarily discussed openly and to help young people specially to wrestle through these questions and dilemmas.

Objective

Increasing knowledge and attitude of Increased dietary diversity, reduced consumption of processed snack and sugar sweetened beverages, improved menstrual hygiene, increased handwashing with soap, Improved mental health coping behaviours, including uptake of gender-based-violence support services as appropriate and GBV related messaging.

Product

A 20 weeks Communication Campaign (Short advertisements/Max 1 min video and audio using the Yegna Cast). Targeting approximately 20 million and producing in 3 languages, with distribution means of Radio and TV and Billboards.



Background

Measurement

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Media Access &
Yegna Awareness

Thematic

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Measurement

Research Objectives

Survey Objective

The M&E planned inline with the project will be a quantitative tracking study with open ended questions incorporated to measure impact of the covid-19 communication initiative. Two waves of data will be collected, one at baseline (pre-campaign) and one at end line (post campaign) and each will be with a cross sectional sample of 700. The following objectives will be assessed against the baseline and end line findings.

- Understand the scale of **reach** of the communication initiative/campaign across Ethiopia
- Understand levels of **engagement**
- Understanding which **communication channel has the highest reach and engagement**
- Understanding **key barriers to exposure**
- Measuring **self reported impact** from consumption of the campaign



Research Approach

Design

This study is designed in a way that we do baseline study with 700 respondents before the actual launch of the campaign and then we have the campaign and we do an end line after the campaign period. **This survey report is specifically for the baseline study we did in November.**



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Research Approach

Sampling

n =700 respondents

***50/50 Male female and 50/50 adolescents adult** distribution

*** People aged 15+ across Ethiopia** were contacted and quota is set on age, and gender, with natural fall out on location

*** The survey was national representative** and a 'random digit dialling' system is used to make the sample as representative as it can be

*** The interviews lasted between 15 - 20 minutes** once consent had been sought from caregiver for those below 18 years old assessing **exposure to media platforms, engagement with media platforms, awareness and attitude towards COVID-19, Nutrition, Menstruation, Mental Health and Gender based violence and source of information on the mentioned topics.**

*** Adolescent respondents** answered the survey away from caregivers, so data collected represents their opinions.

*** A CATI (Computer Assisted Telephone Interview)** approach was used to collect data considering covid-19

*** Worked with a fieldwork agency called SART** and data collection took place between November 6th – 20th



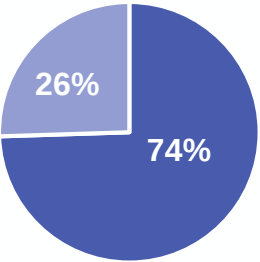
The demographic profile of the final sample of respondents at baseline

Respondent Demographics

n=705 respondents

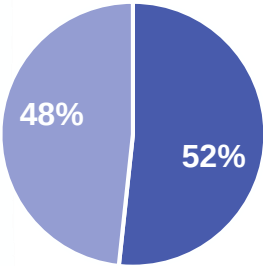
Age

- Age 15-19
- Age 20-65



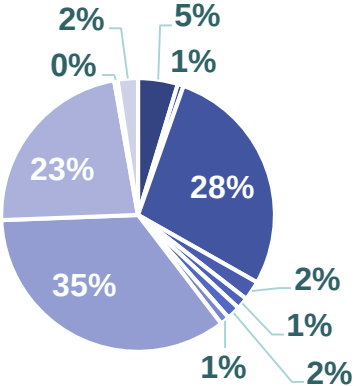
Gender

- Female
- Male



Location

- Addis Ababa
- Afar
- Amhara
- Benishangul
- Dire Dawa
- Gambela
- Harari
- Oromia
- SNNPR
- Somali
- Sidama



Q00. Age Group

Q08. Gender

Q09. Region

Background

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Summary of Findings

Summary of Findings



There is an average use of **media platforms** but still **TV viewership** is comparatively **higher** than Social Media use and Radio listenership. And **a third** of respondents confirm **seeing any billboard** recently.



Almost all respondents know about covid-19 and prevention methods and knowledge of the measures to avoid the transmission is high; **but still implementation specially hand washing and mask wearing is low**



Frequency of eating processed food and eating a more diverse diet has changed for the better amongst a notable minority; **but there is some room for improvement**



Nearly half of all women aged 15-30 already say that they have been feeling more confident about managing their menstrual hygiene, **but there are some false perceptions about the interchangeable use of disposable and reusable pads and lack of sufficient information on MHM related facts**



While almost everyone is happy and excited that schools are reopening and that they will see their friends again, **there is some concern and discomfort around the reopening and adults show slightly higher levels of concern/worry**

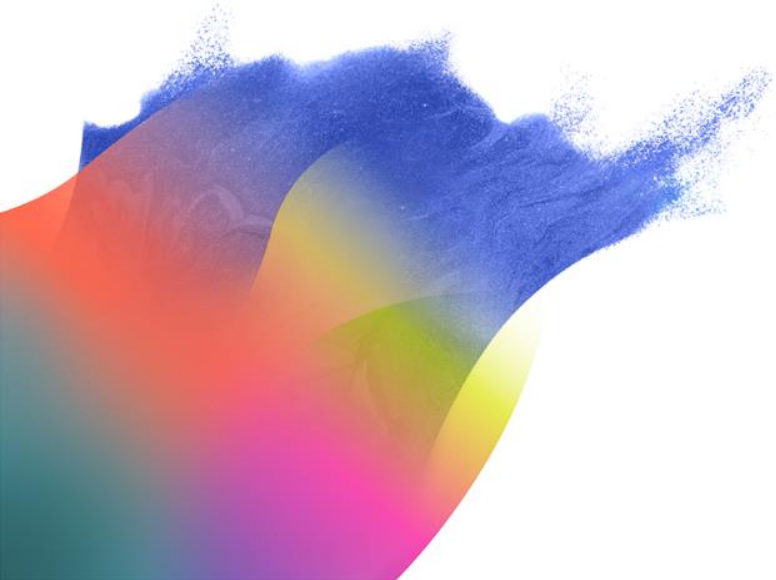


Knowledge about the right measures to take if witnessing or advising people about violence against women is high and there is a good understanding of the general definitions of it, **but only a small proportion of the sample had seen/heard any information about how.**

Yegna Awareness and Media Access

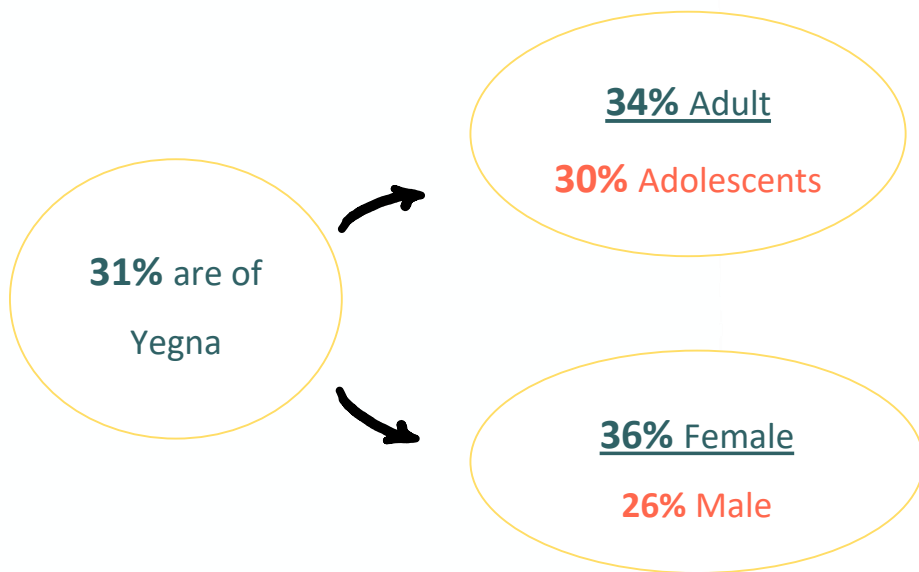


Yegna Awareness



Almost a third of respondents are aware of Yegna and awareness is high among adults and females

Yegna Awareness



TV drama followed by Music is what comes to the mind of those aware of Yegna first when asked about the brand/Yegna.

- TV Drama = 36%
- Music = 27%



Q9. All respondents (n=705) - Have you ever heard of a group/brand called 'Yegna'?

Q10. All aware of Yegna (n=310) - When I say 'Yegna', what comes to your mind first?

Few of those aware of Yegna confirm of hearing and/or seeing a content from Yegna and TV Drama is what they consumed most followed by social media content and music

Yegna consumption

11% have seen
or heard any
product from
Yegna

- Product consumption is almost equivalent among adults/adolescents and male/female

Note: this is only baseline and there was **no campaign content** on any of the Yegna media platforms. The only thing respondents can recall at this point was the TV Drama which was aired 8 months back.



Q11. All aware of Yegna (n=219) - Thinking about the last 4 weeks/1 month, have you seen or heard any product from Yegna?

Q12. All who consume Yegna (n=24) - In the last 4 weeks/1 month, what have you seen or heard from Yegna?

Background

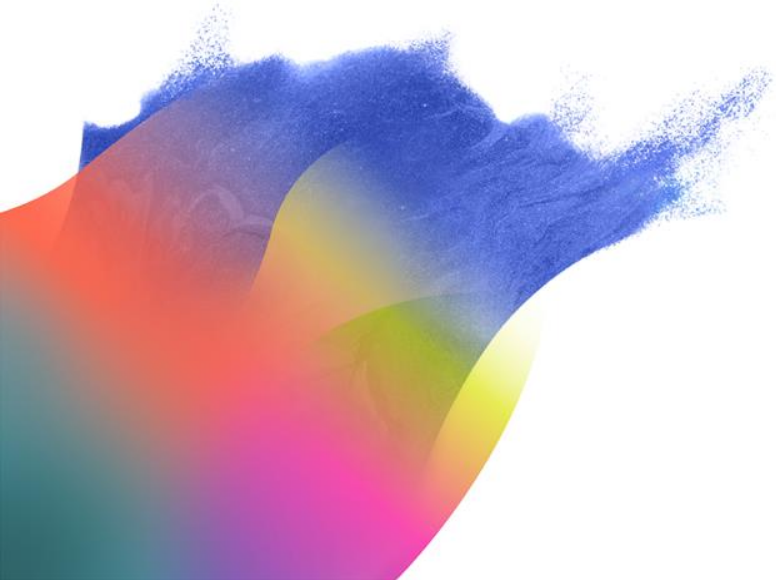
Measurement

Summary of
Findings

Media Access &
Yegna Awareness

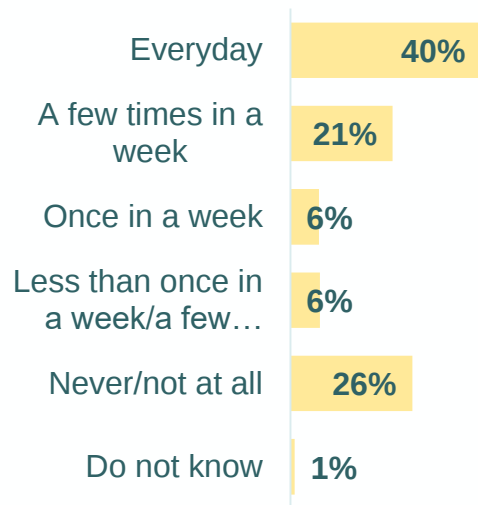
Thematic

Media Access

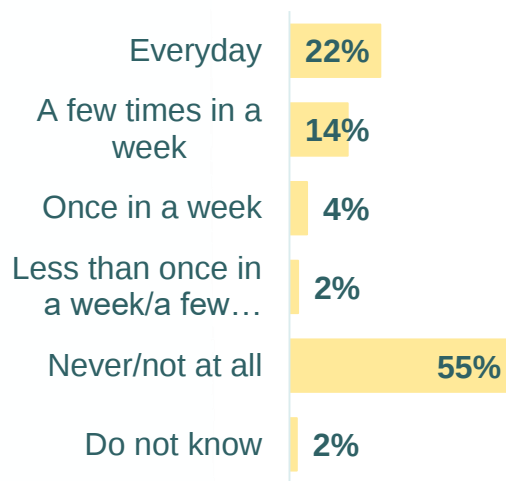


TV Viewership is significantly higher than Social Media use and Radio listenership

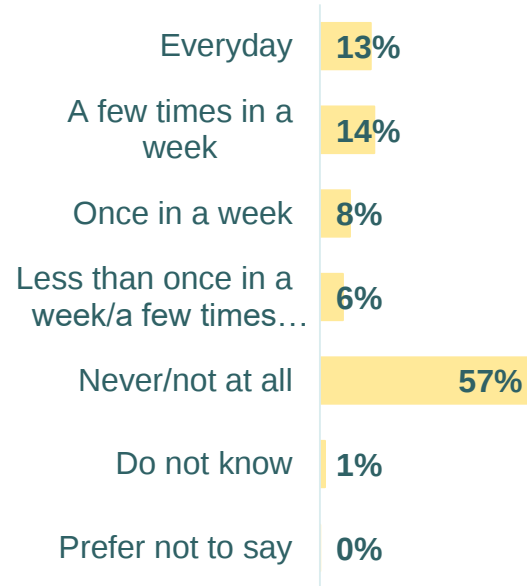
Satellite TV Viewership



Social Media Use



Radio Listenership



Q1. All Respondents (n=705) - Thinking about the last 4 weeks/1 month, how often would you say you have watched satellite TV?

Q3. All Respondents (n=705) - Thinking about the last 4 weeks/1 month, how often would you say you have listened to radio?

Q7. All respondents (n=705) - Thinking about the last 4 weeks/1 month, how often would you say you have used social media platform?

Background

Measurement

Summary of Findings

Media Access & Yegna Awareness

Thematic

Use of media platforms is high among adults and male except for the case of TV where we find more female watching than male

Use of media platforms



TV Viewership is high among
Adults than adolescents (**82 % Vs 71 %**)
Female than male (**76% Vs 71%**)



Social Media use is high among
Adults than adolescents (**48% Vs 41%**)
Males than females (**50% Vs 36%**)



Radio listenership is high among
Adults than adolescents (**43% Vs 41%**)
Males than females (**55% Vs 29%**)



Q1. All Respondents (**n=705**) - Thinking about the last 4 weeks/1 month, how often would you say you have watched satellite TV?

Q3. All Respondents (**n=705**) - Thinking about the last 4 weeks/1 month, how often would you say you have listened to radio?

Q7. All respondents (**n-705**) - Thinking about the last 4 weeks/1 month, how often would you say you have used social media platform?

Background

Measurement

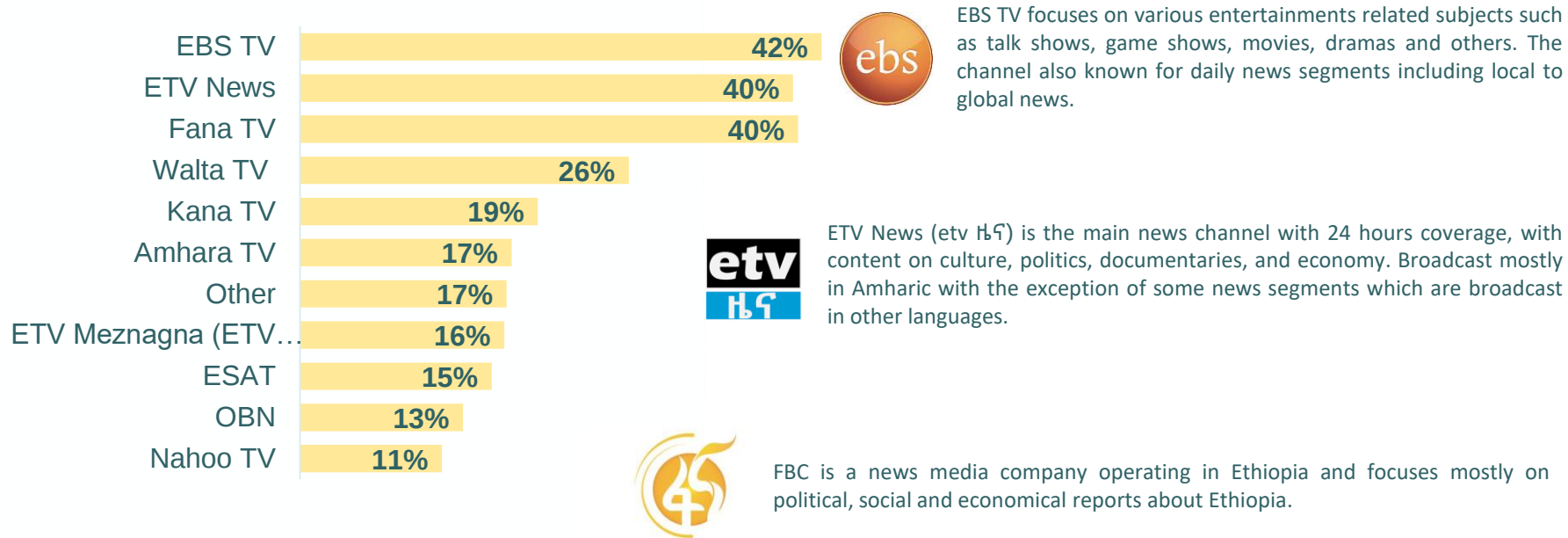
Summary of
Findings

Media Access &
Yegna Awareness

Thematic

EBS, ETV News and Fana are the most watched satellite TV channels among those who view satellite TV followed by Walta and KanaTVs

Most watched TV Channels



Q2. All those who have access (n=518) - In the last 4 weeks/1 month, which channels did you watch most often?

Background

Measurement

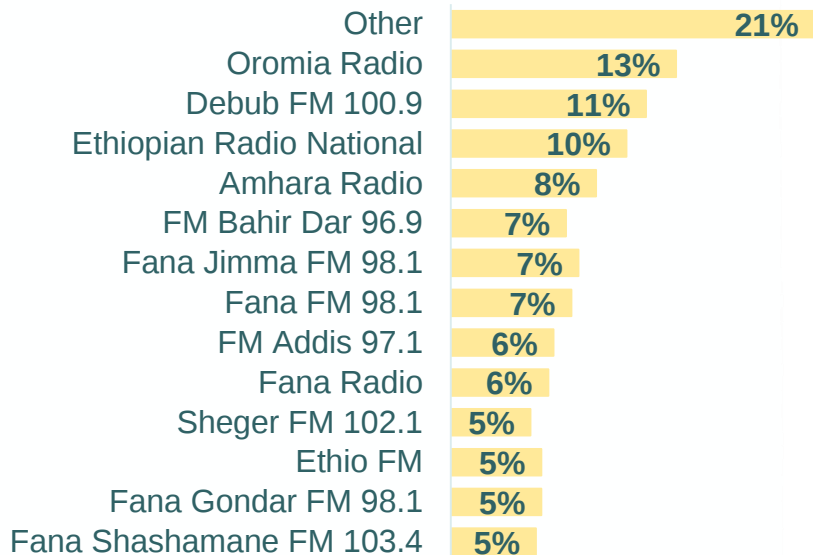
Summary of
Findings

Media Access &
Yegna Awareness

Thematic

Oromia radio and Debub FM are the most listened radio channels among those who listen to radio followed by Ethiopian National Radio

Most Listened Radio Channels



Content is mostly focused on news from the Oromia regional state, but also covers news from the national and international levels. The majority of broadcasts are in Afaan Oromo (the native language of the Oromo people) with some programs in Amharic (the federal language of Ethiopia) and English.



The Debub FM radio station is established and controlled by Southern Nations, Nationalities and People's Media Agency in Hawassa. It is trusted as a source of information and a vital player of development broadcasting content prepared strategically and appropriately to prompt the people to be socially engaged in development activities.



Q4. All those who have access (n=292) - In the last 4 weeks/1 month, which channels do you listen most often?

Background

Measurement

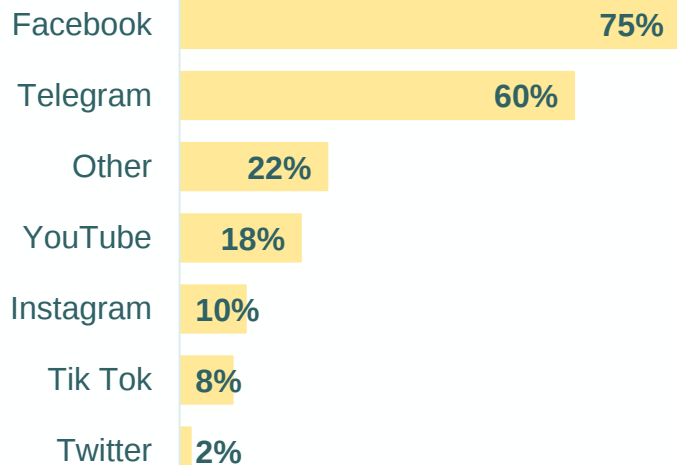
Summary of Findings

Media Access & Yegna Awareness

Thematic

Facebook and Telegram are the most used social media platforms among those who use social media followed by You Tube and Instagram

Most used social media platform



Facebook is a website which allows users, who sign-up for free profiles, to connect with friends, work colleagues or people they don't know, online. It allows users to share pictures, music, videos, and articles, as well as their own thoughts and opinions with however many people they like.



Telegram is a messaging app with a focus on speed and security, it's super-fast, simple and free. You can use Telegram on all your devices at the same time — your messages sync seamlessly across any number of your phones, tablets or computers.



Q8. All those who have access (n=301) - Thinking about the last 4 weeks/1 month, which social media platforms do you use most often?

Background

Measurement

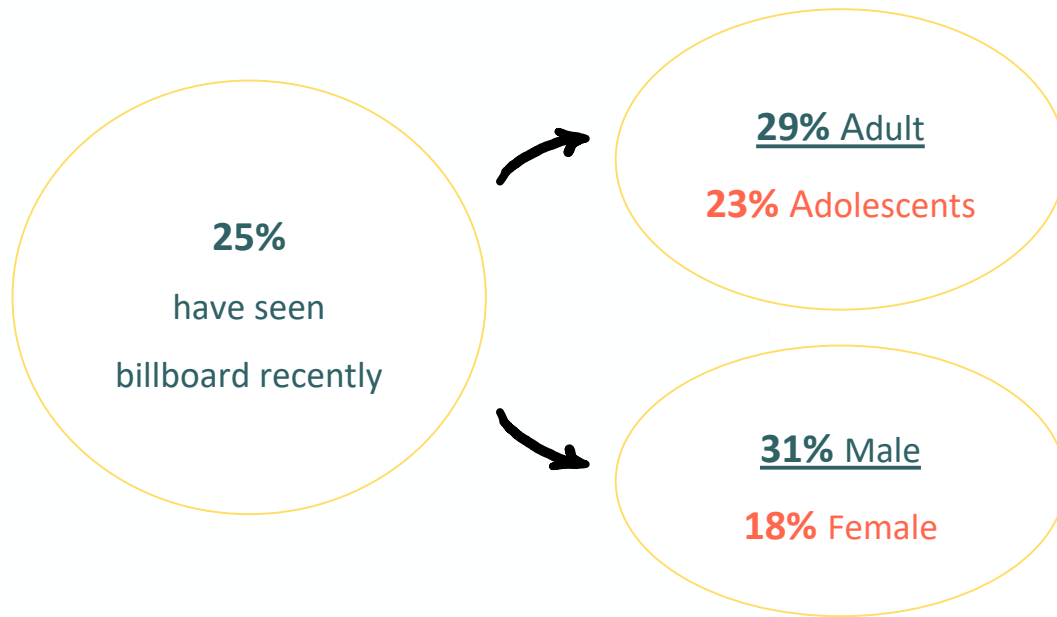
Summary of Findings

Media Access & Yegna Awareness

Thematic

Almost a third of respondents have seen any billboard in the past four weeks

Those who see Billboard recently



Note: As this is a baseline and as there was no Yegna content out on billboard, almost all (90%) confirm of seeing a Non-Yegna billboard advertisement.



Q5. All respondents (n=705) - Thinking about the last 4 weeks/1 month, have you seen any billboard advertisements?

Q6. All who saw billboard recently (n=174) - What kind of things have you seen on billboards in the past 4 weeks/1 month? Mention example please?

Background

Measurement

Summary of Findings

Media Access & Yegna Awareness

Thematic

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Thematic

- COVID – 19
- Nutrition
- Menstruation
- Mental Health
- Violence against women and girls

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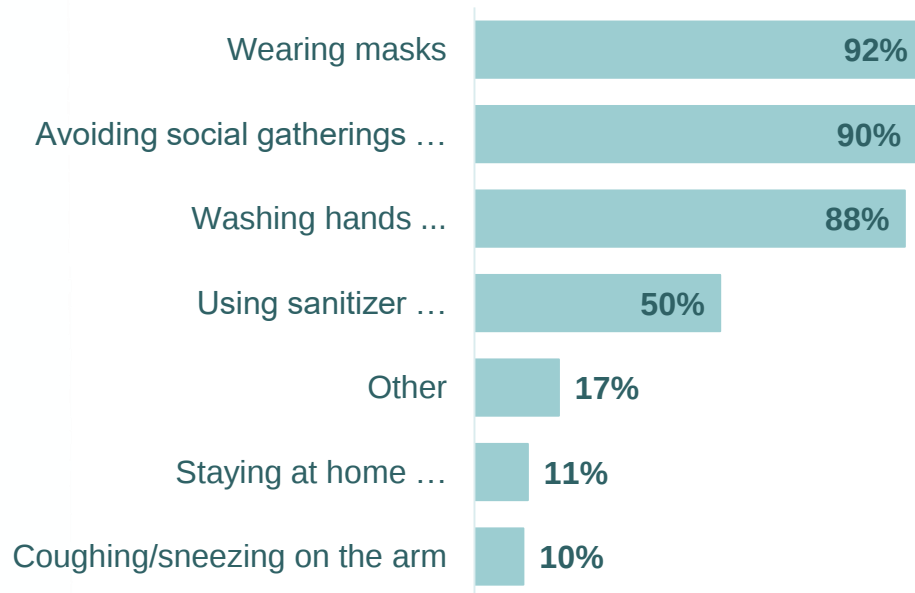
Covid-19

Almost all respondents know about covid-19 and prevention methods - knowledge is same across male/female and adolescent/adults

Awareness of COVID - 19



Knowledge of prevention measures



Q17. All respondents (n=705) - Do you know about Covid 19/corona virus?

Background

Measurement

Summary of Findings

Media Access & Yegna Awareness

Thematic

Knowledge of the measures to avoid the transmission of the disease is high among those aware of covid-19 that majority were able to respond correct to the true/false questions

Covid prevention – True/False Questions

	Correct Answer
You should always wear a mask if in social spaces	99%
You do not need to wash your hands with soap; water is sufficient	99%
You should wash your hands all the time with soap every 20 min	91%
You should wear face mask all the time	13%

- Knowledge is equivalent across male/female and adolescent/adults



The majority of respondents were able to correctly answer questions relating to the transmission of COVID-19

Covid prevention – Agree/Disagree Questions

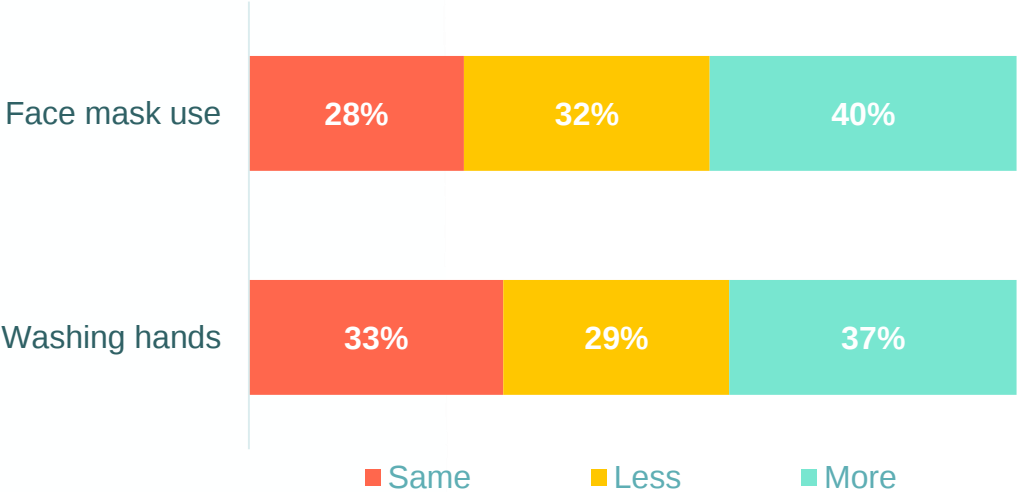
	Correct Answer
It is important to follow and practice any measures to avoid the transmission of the disease/covid-19	97%
I do not think I am responsible for the transmission of covid-19 and therefore the measures to avoid the transmission of the disease do not apply to me	92%
I don't think I have to follow and practice the measures set out to avoid the transmission of the disease	89%
I am not sure of the the measures set to avoid the transmission of the disease	86%

- Knowledge is equivalent across male/female and adolescent/adults



Frequency of washing hands and use of facemask is not that significant but still respondents are washing hands and using facemasks slightly higher in recent times

Frequency of washing hands and use of facemask in the past 4 weeks



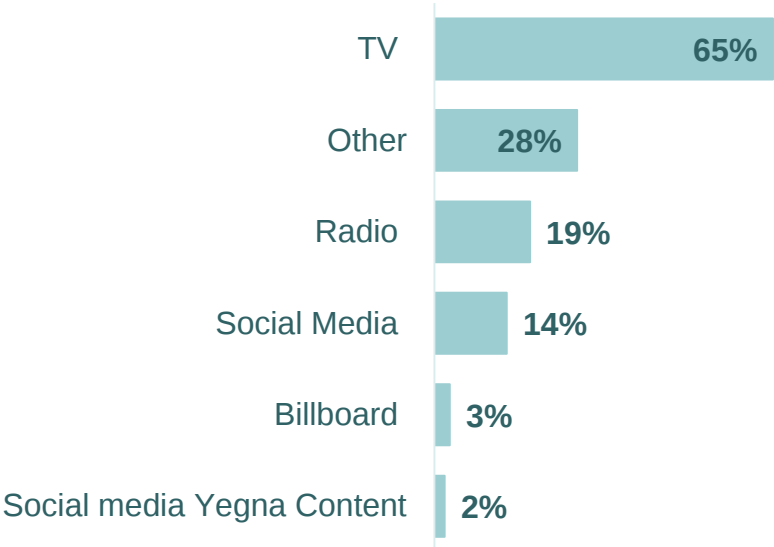
Q21. All aware of Covid-19 (n=698) - Would you say that you are washing your hands with soap more/less/the same compared to 4 weeks ago?
Q22. All aware of Covid-19 (n=698) - Would you say that you are wearing a face mask more/less/the same compared to 4 weeks ago?

More than half of those aware of covid-19 have seen/heard any information on preventative measures in the past 4 weeks

Access to content about prevention methods



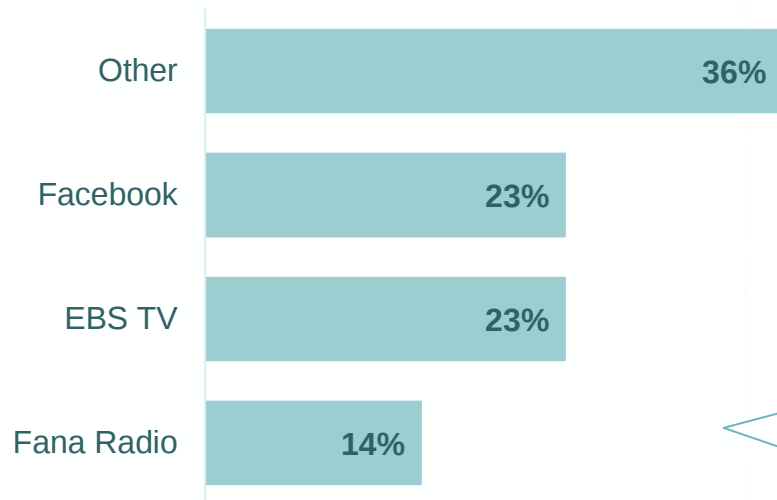
Source of information



Q23. All aware of Covid-19 (n=698) - Have you seen/heard any information on preventative measures for the transmission of covid-19 past 4 weeks?
Q24. All who see any content (n=528) - In the last 4 weeks, from where did you see/hear/get this information?

EBS TV and Facebook are the main source of information for those who have heard/seen information on preventative measures of covid-19

Platform for source of information



*I got the information from different television programs and by listening to discussions held by Ministry of health. I learned lessons on how I should protect myself and learned about ways of keeping my hygiene and be protected from the corona virus. **Female, Adult***

*To bend our necks and cover our mouth with our arms when we are coughing or sneezing. **Male, Adolescent***



Q27. All those who get information (n=22) - In the past 4 weeks, from where did you see/hear/get this information?

Background

Measurement

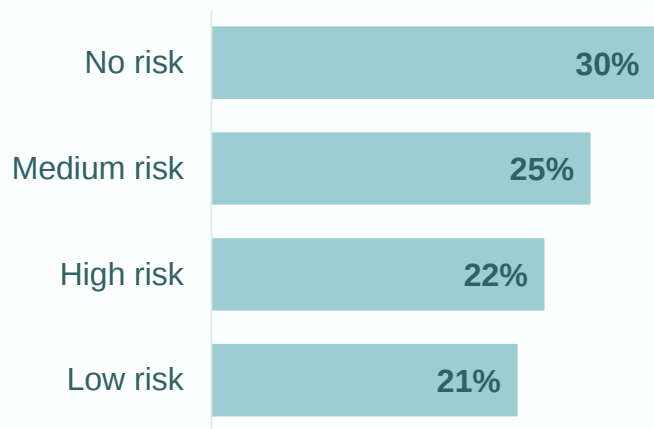
Summary of
Findings

Media Access &
Yegna Awareness

Thematic

Almost half of those aware of covid-19 confirm of feeling high to medium risk in the past 4 weeks – while more than half feel No to low risk

Feeling of risk



- Adults and male are more likely to feel at risk

*Because I am not implementing the safety measures as I used to-such as washing hands for 20 seconds. I think we are even at the stage where people are saying the disease doesn't exist-There is reluctance. **Male, Adult***



Q30. All aware of Covid-19 (n=698) In relation to Covid - 19, how at risk do you feel personally in the last 4 weeks?

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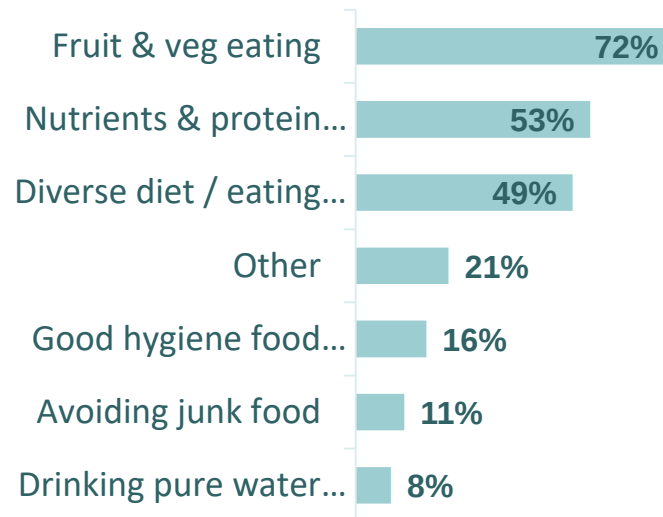
Nutrition

A majority of respondents are aware of information that teaches them about having a healthy/nutritious diet, mostly eating fruit and vegetables

Awareness of nutrition information



Knowledge of nutritional/healthy diet



- Females and those aware of Yegna are more likely to hear/see any information about nutrition/healthy eating



Q32. All respondents (n=703), Do you know of any information that teaches about healthy/nutritious diet?

Q33. All those aware of nutrition information (n=470) What is that information

Knowledge is high that sugary drinks are not healthy and that organic food and a diverse diet is healthy, but knowledge is lower about processed snack foods being unhealthy

Nutrition – True/False Questions

	Correct Answer
Drinking sugary drinks is better and healthier than only water	84%
Eating non processed organic food and a diverse diet is healthy	82%
Eating processed sugary drinks is unhealthy	81%
Eating processed snack foods is healthy	55%



52% Teens
64% Adults



Most respondents agree that girls and boys should eat the same diet, at the same time, and most understand that a balanced diet means eating diverse and organic food

Nutrition – Agree/Disagree Questions

	Correct Answer
I believe that girls and mothers should eat after the males in HH	89%
Boys should eat a more balanced diet than girls	89%
Balanced diet means eating diverse and organic food	85%
I believe that girls and boys should eat the same diet	84%



Only a minority feel that the food given to girls, and how it is given has changed, with adults being more likely to feel this

Change in (the way) food is given to boys and girls



Q36. All respondents (n=703), Would you say in your household or a typical household the food given to girls and boys and how it is given has changed?

Background

Measurement

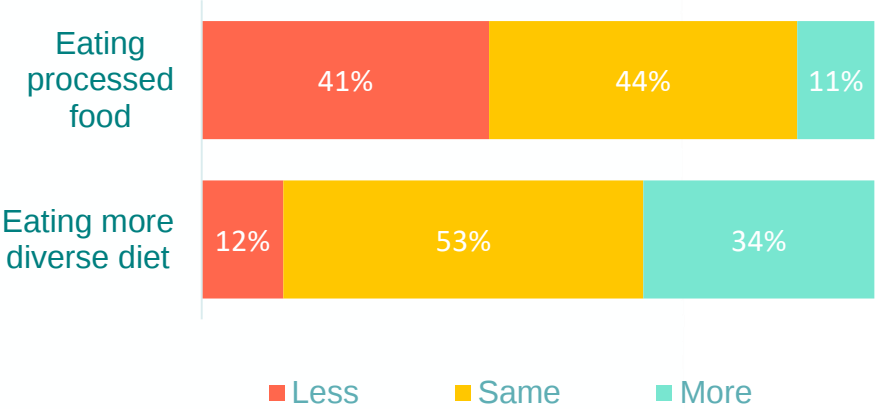
Summary of Findings

Media Access & Yegna Awareness

Thematic

Frequency of eating processed food and eating a more diverse diet has changed for the better amongst a notable minority but there is some room for improvement

Frequency of eating processed food/diverse diet in last 4 weeks



*Well, as we all heard on TV, processed foods are so bad to our health and that is why I have started eating less processed foods than before. **Male, Adult***



Q38. All (n=703) Are you eating more/less/the same amount of processed foods/snacks as 4 weeks ago?
Q40. All (n=703) Are you eating more/less/the same diversity of food as 4 weeks ago

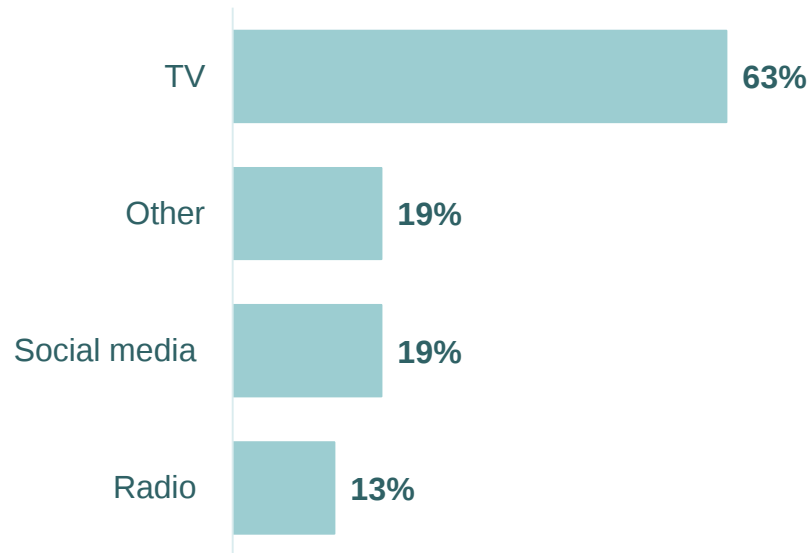
Only a few people had seen or heard any information on nutrition in the past 4 weeks

Access to content about nutrition



- Those aware of Yegna are more likely to hear/see any information on nutrition

Source of information



Q42. All respondents (n=703) Have you seen/heard any information on nutrition in the past 4 weeks?

Background

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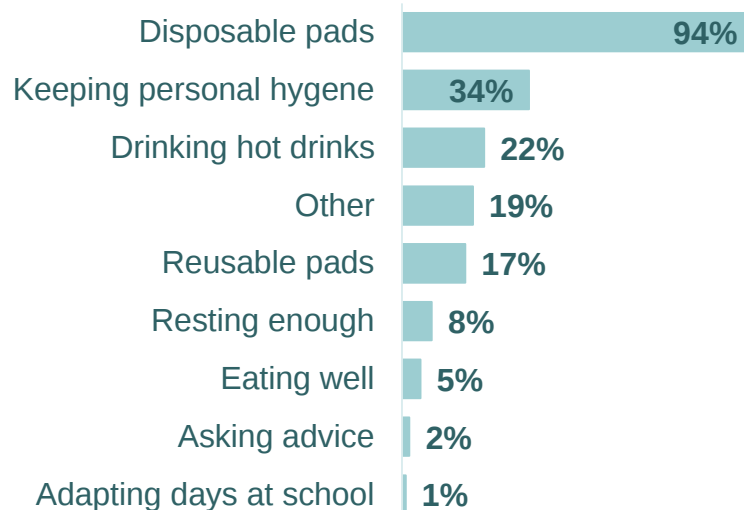
Menstruation

Almost all women know how to manage their menstruation, which is mostly disposable pads, but also keeping their personal hygiene good, drinking hot drinks and using reusable pads

Awareness of ways to manage menstruation

94% of females
know ways to
manage their
menstruation

Knowledge of ways to manage menstruation



Q49. All females (n=362) In relation to menstruation, do you know any ways to manage menstruation?

Background

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Thematic

Understanding that people can produce reusable pads themselves at home is high but there are some false perceptions about the interchangeable use and health of using disposable and reusable pads

Menstruation – True/False Questions

	Correct Answer
One can produce reusable pads at home/by themselves	73%
One cannot use reusable and disposable pads interchangeably	63%
Using reusable pads is not as healthy as disposable pads	36%
During menstruation girls can ONLY use either disposable or reusable pads	23%



78% Female
67% Male

66% Teens
55% Adults



Q51.1 – Q 51.4 All (n=692) – True/False Questions

Background

Measurement

Summary of
Findings

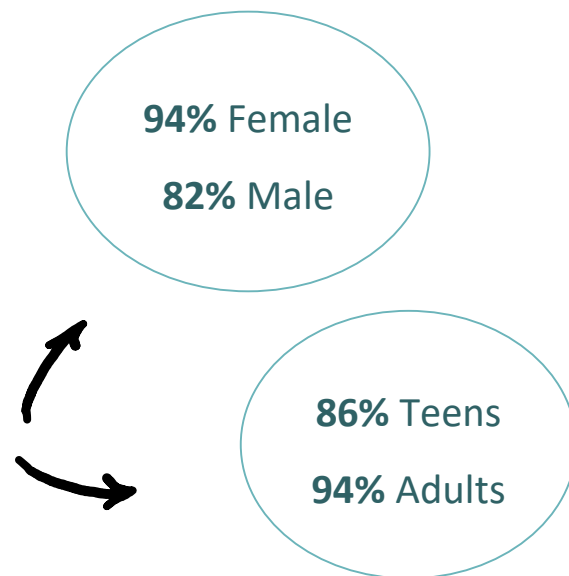
Media Access &
Yegna Awareness

Thematic

Attitudes towards menstruation are sympathetic & supportive of women & the discomfort felt by some women during menstruation, especially among adults and females

Menstruation – Agree/Disagree Questions

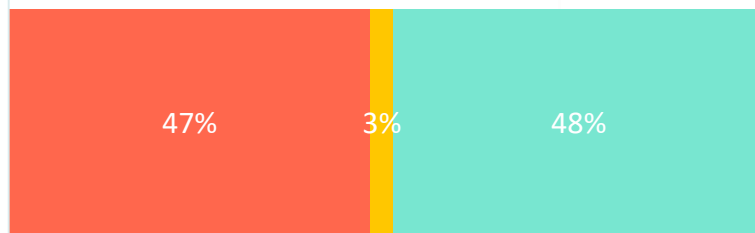
	Correct Answer
Girls should communicate/ask for advice about menstruation	97%
Menstruation is normal/natural and many women experience it	96%
Supporting and cooperating with menstruating women is normal	96%
Having pain and discomfort at the time of menstruation is normal; pain may differ	88%



Nearly half of all women aged 15-30 already say that they have been feeling more confident about managing their menstrual hygiene in the past 4 weeks

Changing in menstruation confidence in last 4 weeks

Change in menstrual confidence



Less

Same

More

This is not something new for me. I have had it for about 3 or 4 months. I can now even explain to others and advise them. This is not something I am ashamed of because it is part of my womanhood. Female, Adolescent

But only a tiny minority (6%) had heard any information about menstruation in the past 4 weeks



Q53. All females aged 15-30 (n=278) Are you feeling more confident/less confident/the same about managing your menstrual hygiene in the past 4 weeks?

Q55. All (n=692) Have you seen/heard any information about menstruation in the past 4 weeks

Background

Measurement

Summary of Findings

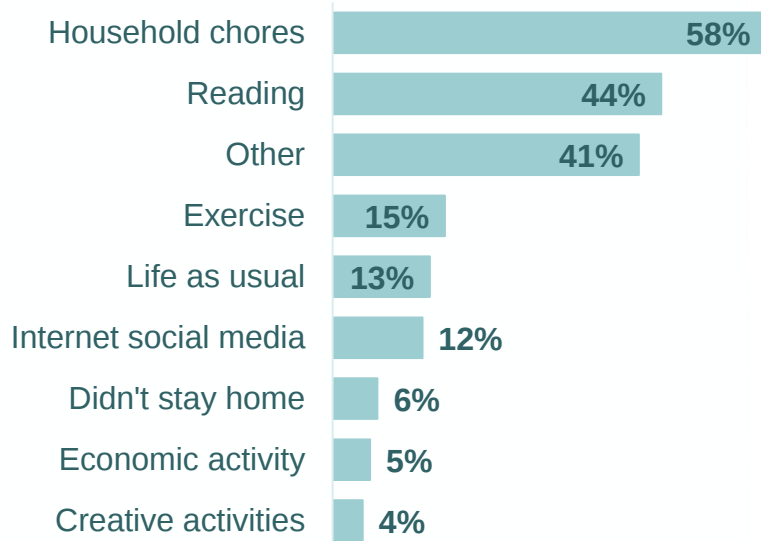
Media Access & Yegna Awareness

Thematic

Mental Health

Although many activities were not kept up during lockdown, household chores were most likely to be continued with adults and males most likely to say they didn't stay home

Activities during Covid-19 lockdown



- Adults less likely to read but more likely to say life continued as usual or they didn't stay home
- Females much more likely to say they continued the household chores while men say life continued as usual or they didn't stay home



Q62. All (n=684) In relation to Covid-19, how did you cope and keep up your daily routine while you were staying at home?

Background

Measurement

Summary of
Findings

Media Access &
Yegna Awareness

Thematic

While respondents are finding coping/keeping up a routine hard, they overwhelmingly say that they can cope by staying cautious and creative and that they shouldn't forget about their studies

Mental health – True/False Questions

	Best Answer
Cope with the situation by keeping precautionary measures and being creative at home	95%
You can forget about school and studying till school opens again	88%
Forget about keeping daily routine till everything is normal	72%
Coping up and keeping routine is not hard at all	52%



Q63.1 – Q 63.4 All (n=703) – True/False Questions

Background

Measurement

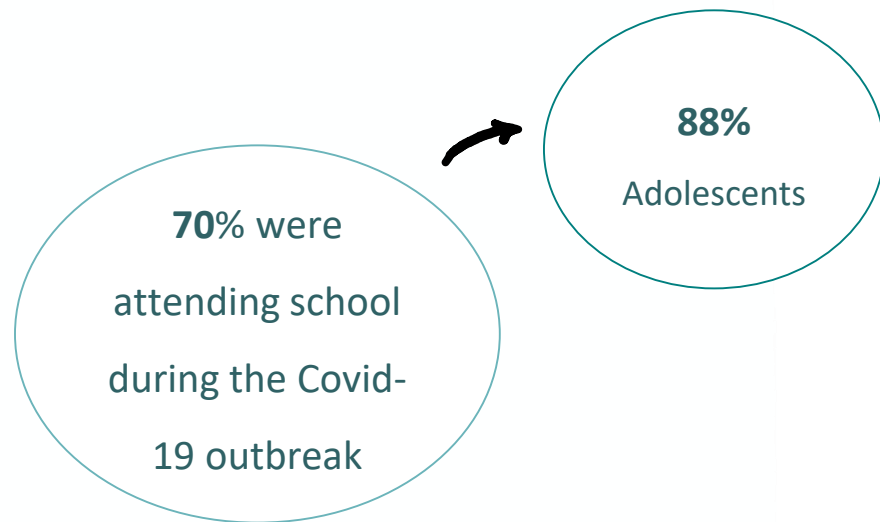
Summary of
Findings

Media Access &
Yegna Awareness

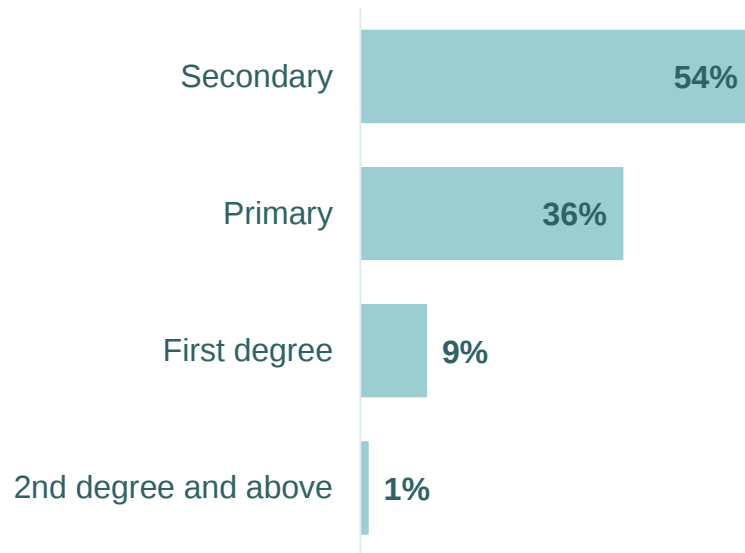
Thematic

The vast majority of adolescents and a minority of adults were attending school during the Covid-19 outbreak

School attendance during Covid-10 outbreak



Education level



Q64a. All (n=684) Were you attending school last year during the Covid-19 outbreak?

Q64b All who attended school during the Covid-19 outbreak (n=478) What was your education level?

Background

Measurement

Summary of Findings

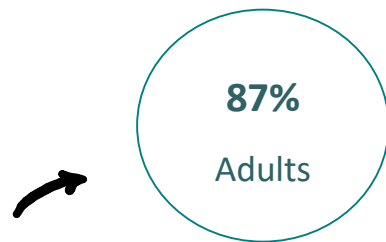
Media Access & Yegna Awareness

Thematic

While almost everyone is happy that schools are reopening and that they will see their friends again, there is some concern and discomfort around the reopening

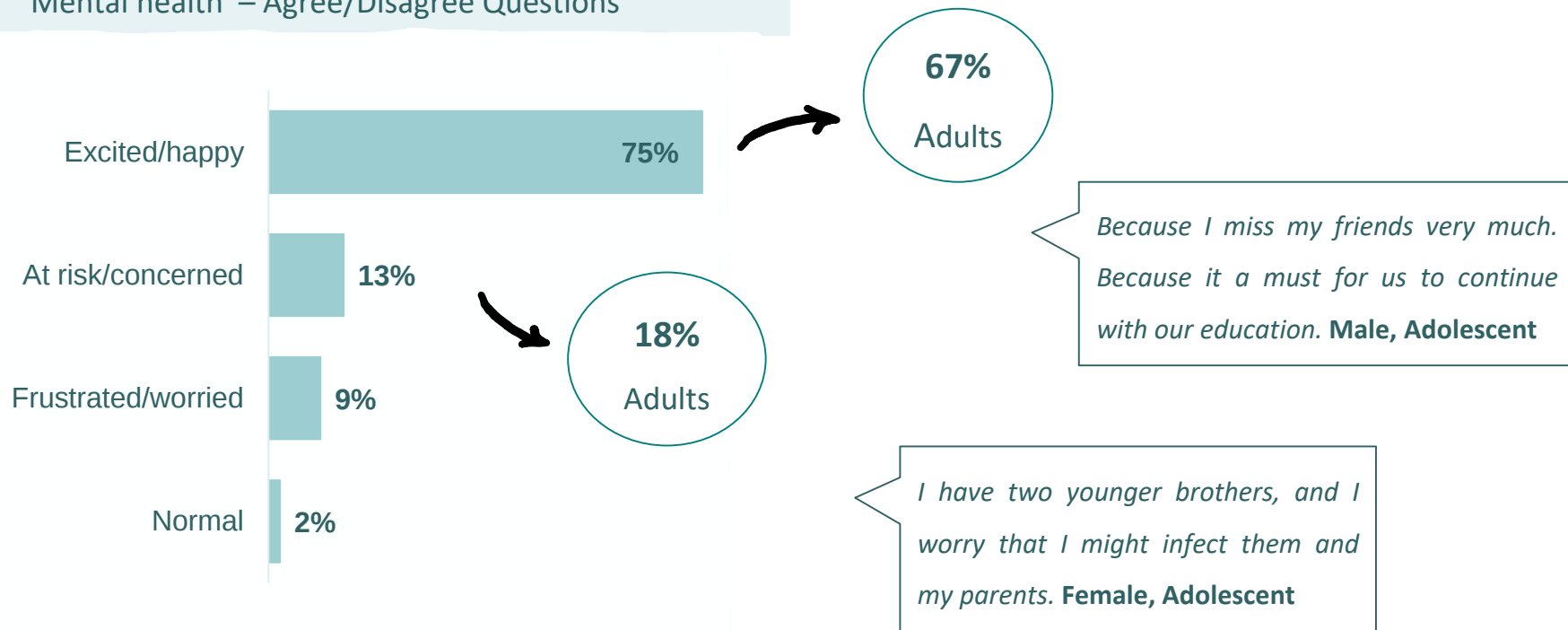
Mental health – Agree/Disagree Questions

	Correct Answer
I am very happy that school is opening back again	97%
I feel so happy that I am meeting up with my friends and school community again	91%
I was missing the school, school community and my friends and feel happy to meet them but still don't feel as I used to because the pandemic frustrates me	79%
School reopening is such an interesting fact but I don't feel comfortable fearing the pandemic	63%



The predominant feeling about school reopening is that of excitement/happiness, however, adults show slightly higher levels of concern/worry

Mental health – Agree/Disagree Questions



Q65. All (n=684) What do you feel most about school reopening?
Base: All (684)

Background

Measurement

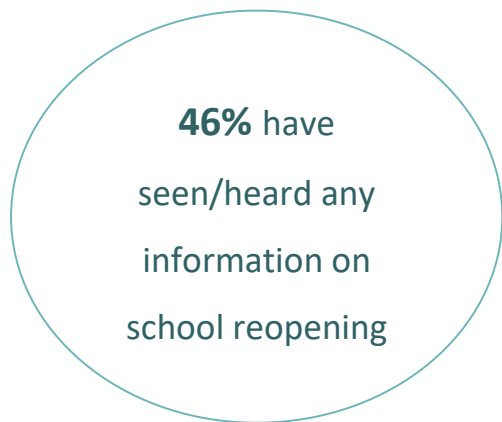
Summary of
Findings

Media Access &
Yegna Awareness

Thematic

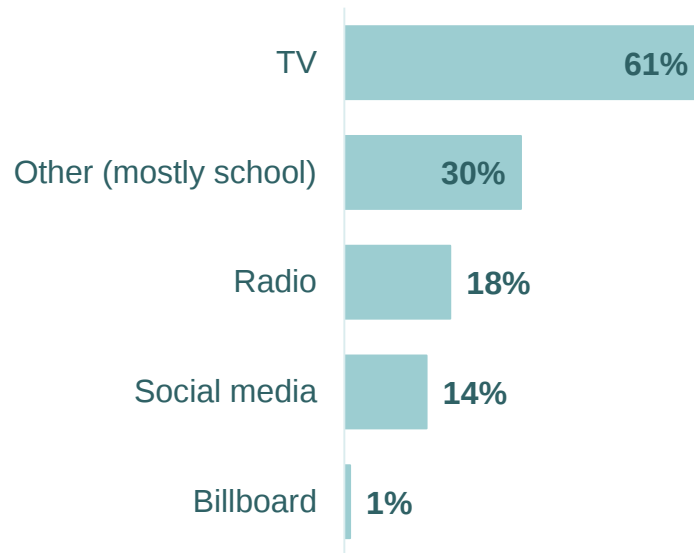
Information about schools re-opening was widespread with nearly half having seen/heard some information, especially adults

Access to content about school reopening



- Adults are more likely to hear/see any information on school reopening

Source of information



Q67. All (n=684) Have you seen/heard any information about school reopening and ways of coping with it in the past 4 weeks?

Background

Measurement

Summary of Findings

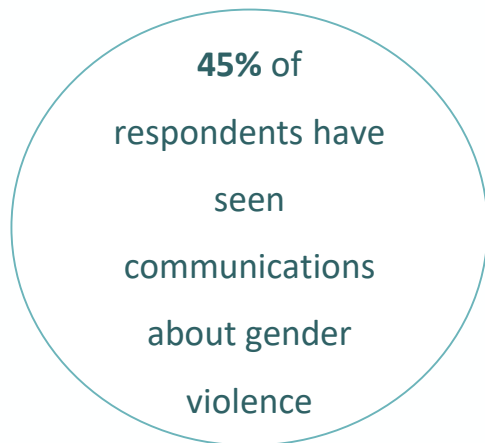
Media Access & Yegna Awareness

Thematic

Violence against Women and Girls

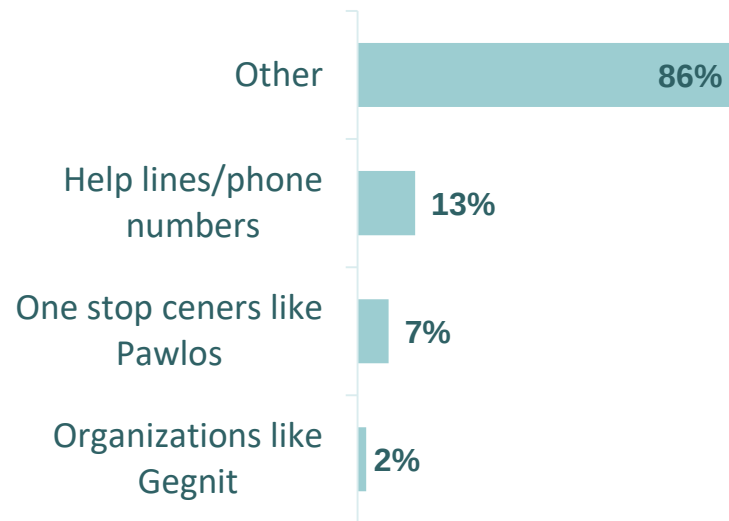
Nearly half of the respondents have seen/heard information in relation to violence against women, with adults most likely to have done so

Awareness of violence against women/girls



- Adults are more likely to hear/see any information about violence against women

Source of information



Q74a. All respondents (n=687), In relation to violence against women and girls, have you seen/heard of any communication or support systems/channels?

Knowledge about the right measures to take if witnessing or advising people about violence against women is high and there is a good understanding of the general definitions of it

Violence against women – True/False Questions

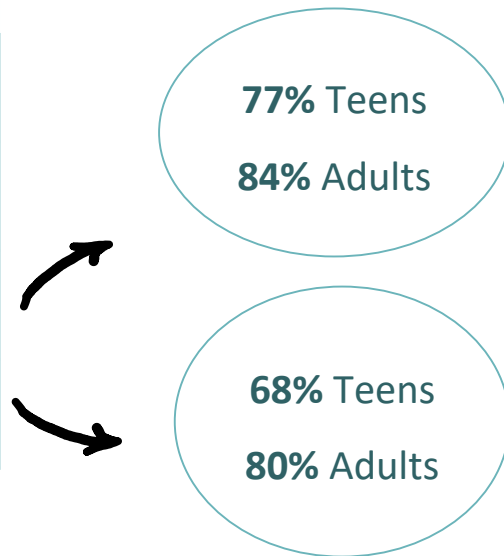
	Correct Answer
Advising people around and reporting violence against women and girls is the right measure to take	98%
You should keep quiet when you see violence	94%
Violence against women and girls is anything done by force or without the will of the person that can cause physical or psychological harm	94%
Violence against women and girls is any harm/abuse done/made based on the person's gender	70%



There is clear understanding that violence against women and girls can happen at any time or place, by anyone and to anyone as well as a strong belief that it can be solved by communication

Violence against women – Agree/Disagree Questions

	Correct Answer
Violence against women and girls can be solved through comms and support channels	95%
Violence against women and girls can happen to anyone you know	84%
Violence against women and girls can happen any time or place	79%
Violence against women and girls can happen by anyone you know	71%



Q76.1 – Q 76.4 All (n=687) – Agree/Disagree Questions

Background

Measurement

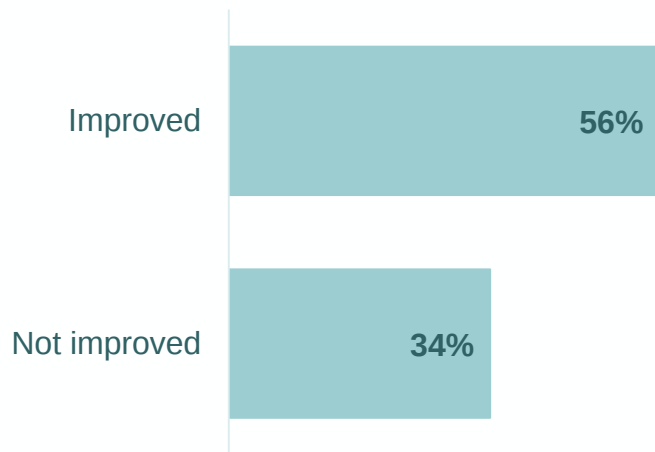
Summary of
Findings

Media Access &
Yegna Awareness

Thematic

Knowledge and actions re. violence against women has improved in the last 4 weeks

Changing in knowledge of gender violence in last 4 weeks



*It was told on Tv and different medias that girls were being raped by there fathers. People were saying to support them. By listening to these things my knowledge about it has improved. **Female, Adult***

*I have also changed. Because the media has also been talking about it and I learned a lot. **Male, Adolescent***



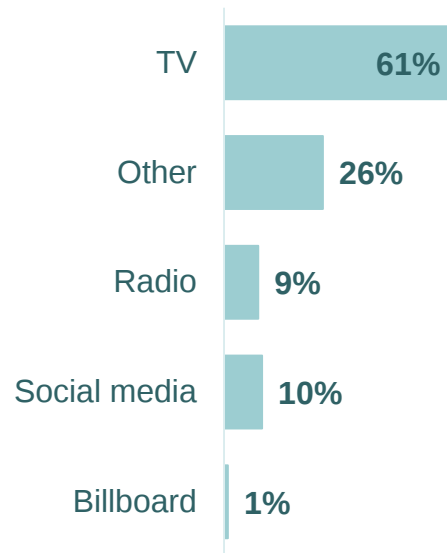
Q77. All (n=687) Would you say that your knowledge and actions regarding violence against women and girls communication and support system has improved/not improved in the past 4 weeks?

Only a small proportion of the sample had seen/heard any information about gender violence in the past 4 weeks

Access to content about school reopening



Source of information



Q79. All (n=687) Have you seen/heard any information about violence against women and girls communication and support system in the last 4 weeks?

Thank You

