

READY: GLOBAL READINESS FOR MAJOR DISEASE OUTBREAK RESPONSE

Data for COVID-19 SBC Program Design

(The Demographic Health Surveys Program | April 28, 2020)

In response to the COVID-19 pandemic, the Demographic Health Surveys (DHS) Program has identified several indicators that are regularly included in the DHS that relate to COVID-19 prevention. Given that many program implementers are working in environments where rapidly collecting data is difficult, it is imperative that recent and existing data sets are used for decision-making. Below is the current list of indicators identified by the DHS Program with recommendations on how this data can be used to inform the design of evidence-based COVID-19 SBC programs.

For the most up to date list of indicators, go to [STATcompiler](#), choose “select indicators,” followed by “indicators by tag.” There you will be able to select the two tags on COVID-19. The DHS Program has also prepared a brief blog post on these indicators [here](#).

| DHS COVID-19 Tagged Indicators | Related COVID-19 Prevention Behavior(s) | Recommendations |
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| Population living in households... <ul style="list-style-type: none"> • using an improved water source • using water piped into dwelling • using water piped into yard/plot • using a public tap/standpipe • with water 30 minutes or longer away round trip • with improved, non-shared toilet facilities • with a shared improved toilet facility • with an unimproved toilet facility • using open defecation Households where place for washing hands was observed Households with soap and water | Practice regular handwashing with soap and water Practice of general hygiene behaviors | Consult these indicators during development of messages and SBC interventions. In particular, areas where WASH indicators show low access to piped water, soap, and/or improved toilet facilities may require more structural-level and community engagement-based interventions, along with SBCC, to promote prevention behaviors for COVID-19. |
| Households with one room for sleeping Mean number of persons per sleeping room Mean number of household members | Physical Distancing Self-isolation/Home care | Consult these indicators during development of messages and SBC interventions. In particular, households with limited space for sleeping and/or increased numbers of household members may have difficulty complying with recommendations on self-isolation and physical distancing within the household. SBC programs should consider structural-level and community engagement-based interventions, along with SBCC, to promote practice of behaviors. |
| Final say in own health care [Women] Final say in own health care [Men] | Care-seeking at a facility | Consult these indicators during the development of messages and SBC interventions, taking into account what |

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| <p>Physical or sexual or emotional violence committed by husband/partner</p> <p>Physical or sexual or emotional violence committed by husband/partner in last 12 months</p> | <p>Physical Distancing</p> <p>Self-isolation</p> | <p>the data suggests with regards to gender roles and gender-based violence, both of which can be exacerbated in the practice of COVID-19 prevention behaviors. SBC programs should make every effort to address these factors as part of their programs and/or materials. As relevant, messaging on gender-based violence, gender roles and care-seeking autonomy should also be included in materials directed at community health workers and healthcare providers.</p> |
| <p>Women with access to newspaper, television and radio at least once a week</p> <p>Men with access to newspaper, television and radio at least once a week</p> <p>Households possessing a television</p> <p>Households possessing a mobile telephone</p> | <p>n/a</p> | <p>Consult these indicators when deciding on optimal channels to reach key audiences.</p> |