

Insights from Surveying Polio Vaccinators

Burkina Faso
Pre-Campaign Study



Welcome To Your 60dB Results

We enjoyed hearing from 120 vaccinators who have enrolled to be a part of the upcoming Burkina Faso Polio campaign.

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About the Survey

This study aims to understand enrolled vaccinators' preparedness and preferences for receiving mobile money payments for the upcoming Polio campaign in Burkina Faso.

Countries In This Report

 Burkina Faso

Other Countries Studied

 [Côte d'Ivoire](#)

 [Liberia](#)

 [Republic of the Congo](#)

Purpose of the Study

Delays and challenges in vaccinator payments have been identified as common issues affecting Polio campaign quality. The Global Polio Eradication Initiative (GPEI) is supporting a shift from cash payments to mobile money payments to improve the speed of payment, worker satisfaction, and Polio campaign quality in Africa. Over 19,000 vaccinators were enrolled on Dimagi's CommCare portal to participate in the upcoming Polio campaign in Burkina Faso. This study seeks to understand the profile of these enrolled vaccinators, their prior experience with mobile money and mobile payments, and their payment preferences.

This is the first of three studies we aim to conduct in Burkina Faso. The two studies to follow will be conducted after the first and the second round of the Polio campaign respectively.

Digital Finance as a Part of Polio Outbreak Response Strategy

The WHO Digital Finance Team (DFT) as a part of the WHO Polio outbreak response strategy was established in 2020. Its objective is to support the roll-out of mobile money for Polio campaigns and other health programs in the African region.

DFT is responsible for country operations, documentation, partnership management, capacity building and all other aspects of the digital payment initiative within WHO AFRO. In addition, it aims to build capacity within WHO to support adoption of an evidence-based, government-managed digital payment system for all health programs by Ministries of Health.

6 Things We Learnt About Vaccinators

1 Enrolled vaccinators show high levels of preparedness to receive mobile money payments for campaign work.

Almost all vaccinators used their account in the last 30 days and use mobile money account registered under their own name ([p 12](#)). 4 in 5 report knowing how to check their account balance. Nearly all have withdrawn money, and 4 in 5 have transferred funds ([p 14](#)).

Near-perfect access and high usage of the mobile money account among vaccinators speaks to their preparedness to receive payments.

Male and female vaccinators report similar levels of access to and usage of mobile money.

2 On average, vaccinators have been using mobile money for 4 years, stating that the primary motivation was its transaction and savings capability.

2 in 3 vaccinators have been mobile money users for over 2 years, and only 1 in 10 have been using it for less than a year ([p 13](#)).

On average, female vaccinators have been using mobile money for slightly longer (~4.3 years) compared to their male peers (~3.5 years).

Other motivators for mobile money usage include receiving payments from work, positive word of mouth from friends or family, and ease of use and speed of transactions.

3 Nearly all enrolled vaccinators have worked in health campaigns previously, and 1 in 2 have received mobile money payments for campaign work.

All but 3 of 120 vaccinators have previously worked in health campaigns. Specifically, over 9 in 10 report having participated in immunization campaigns previously. On average, vaccinators have participated in 22 campaigns ([p 9](#)).

Female vaccinators are slightly more tenured in prior campaign work compared to their male peers.

Nearly half report only having been paid by cash for their work on these prior campaigns. The other half have exclusively been paid via mobile money, or by both mobile money and cash.

6 Things We Learnt About Vaccinators

4 Most vaccinators expect to be paid within 10 days of the campaign end.

Vaccinators showcase a preference for speedy payments. 4 in 10 expect to be paid within a day of completing their campaign work ([p 18](#)).

This expectation varies with the experience of the vaccinator. More tenured vaccinators report higher waiting times, suggesting a prior precedent set with campaign payments.

A recommendation: Payment expectation timelines can affect vaccinator satisfaction and experience. Communicating a clear payment timeline can ensure vaccinators are well-informed about the process.

5 Most vaccinators expect to be paid between 20,000 – 25,000 CFA (33 – 41 USD).

9 in 10 vaccinators shared a specific payment amount they expected to receive for 1 day of training and 3 days of campaign work. On average, vaccinators expect 21,030 CFA or USD 33 ([p 19](#)).

Like expectations around timelines, payment amount also varies with vaccinators' prior campaign experience. Those who are more tenured ask for a higher pay, compared to those who are relatively less tenured.

An idea: Ensure transparency around payment amount & composition, set clear payment expectations prior to the campaign, and assess if current salary levels are adequate compensation for vaccinators given the nature of work.

6 Mobile money is the preferred mode of payment among three-quarters of the vaccinators.

Over 7 in 10 vaccinators prefer mobile money for campaign payments, and only 1 in 10 prefer cash. Almost all vaccinators who were paid exclusively via mobile money in previous campaigns are likely to prefer the same for the upcoming Polio campaigns.

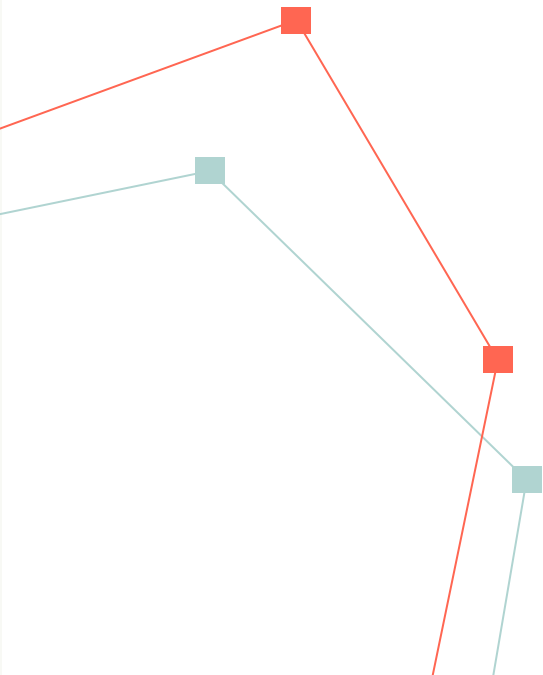
Vaccinators prefer mobile money because it is convenient, secure, and allows for better planning on how to save or use their money ([p 20](#)).

Food for thought: How can mobile money uptake be encouraged amongst the few vaccinators who prefer cash payments?

Vaccinator Voices

We loved hearing from respondents who have enrolled to participate as vaccinators in the upcoming Burkina Faso Polio campaign.

Here are some voices that stood out.



Payment Preferences

Prefer mobile money (75%), Prefer cash (12%), No preference (13%)

Prefer Mobile Money as a Mode of Payment

“I don't need to come back to collect my money. I will save time and gasoline.” – Male

“It's easy and convenient. I can make transactions with complete peace of mind.” – Female

“I prefer mobile money because I can directly save it. I don't need to move to get my money.” – Female

Prefer Cash as a Mode of Payment

“I prefer to be paid by cash. It is sure for me. They can send to another person by making an error.” – Male

“I would like to be paid in cash because I have difficulties with mobile money systems.” – Female

“I won't need to go far to withdraw my money.” – Male

Suggestions for the Upcoming Campaign

At the end of the survey, 65% vaccinators shared specific suggestions for the upcoming Polio campaign.

“You have to do publicity on TV to convince people about vaccination because some people think that it's not a good medicine.” – Male

“Pay volunteers very well to enable them to do their job very well.” – Female

“Increase the money and materials necessary for our work because it makes us credible before the population and [gain] their respect.” – Male

“I need a means of travel to make our work easy, and some food to eat after each day of campaign.” – Female

“There are no documents or materials to prove that I work.” – Female

“Give us money to go the villages because these are far away. Using the money from the campaign for this expense does not allow us to take care of ourselves and our families.” – Male

Key Questions We Set Out to Answer

- Who Are The Vaccinators?
 - Vaccinator Profile: Demographics
 - Vaccinator Profile: Work Profile
- Mobile Money Use
 - Access & Usage
 - Time Taken to Cash Out Payments
 - Mobile Money Experience
- Payments Expectations
 - Payment Expectations: Timelines
 - Payment Expectations: Amount
 - Preferred Mode of Payment
- Vaccinator Suggestions

“This is a good job that will help children. This campaign is very good. It will help us very much.”

Vaccinator Profile: Demographics

Male and female vaccinators have similar levels of education. On average, female vaccinators are slightly younger (35 years old) than their male peers (39 years old).

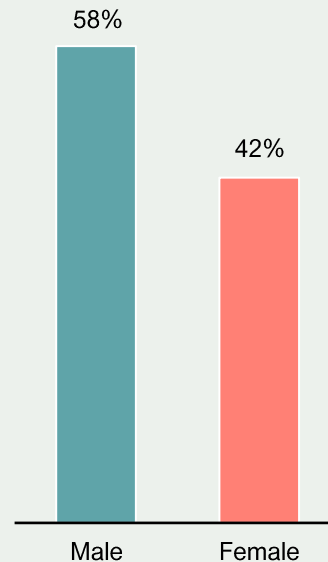
On average, vaccinators' household size is 12 members. Among the surveyed vaccinators, 96% have a child or children under the age of 5 in their household. This indicates that nearly all vaccinators may have a child eligible for the vaccine in their household.

2 in 5 enrolled vaccinators are female, and nearly half of all enrolled vaccinators have a secondary level of education.

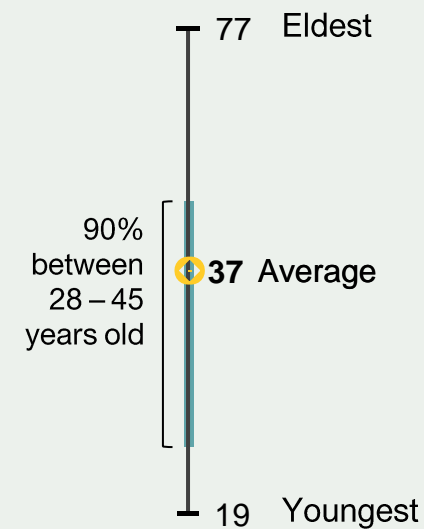
About the Vaccinators We Spoke With

Data relating to vaccinator characteristics collected the first time a vaccinator was surveyed (n = 120)

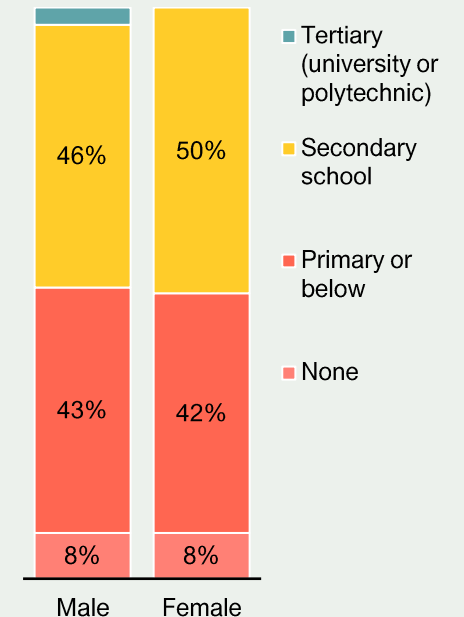
Gender



Age



Education



Vaccinator Profile: Previous Campaign Work

Only 3 out of 120 vaccinators have never participated in any campaign before. On average, the number of prior campaigns vaccinators had participated in were as follows:

- Non- immunization campaigns: 9
- Immunization campaigns: 13
- Total health campaigns: 22

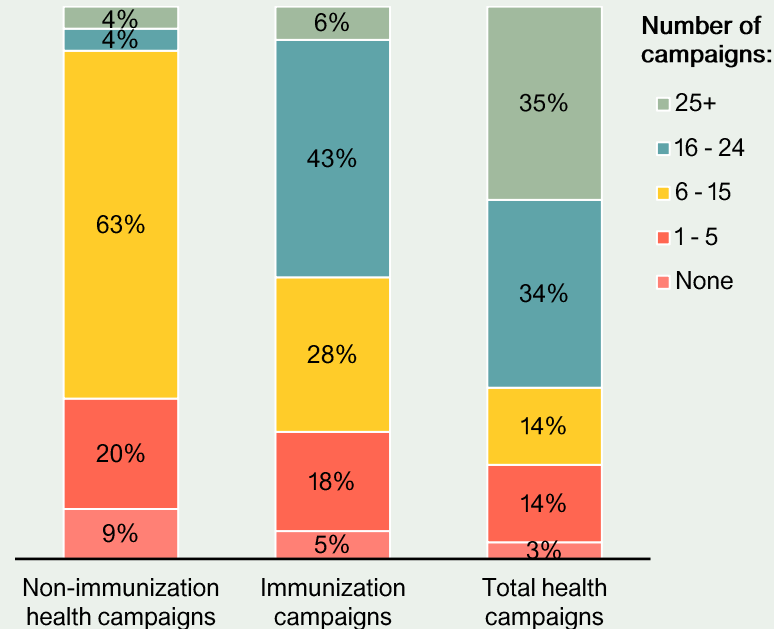
On average, female vaccinators have participated in a few more campaigns (25) compared to their male peers (21).

Nearly half of the vaccinators report having only experienced cash payments in previous campaigns, and 1 in 5 have experienced both mobile money as well as cash payments in prior campaigns.

Nearly all vaccinators have prior experience working in health campaigns. 1 in 2 report having received mobile money payments in prior campaigns.

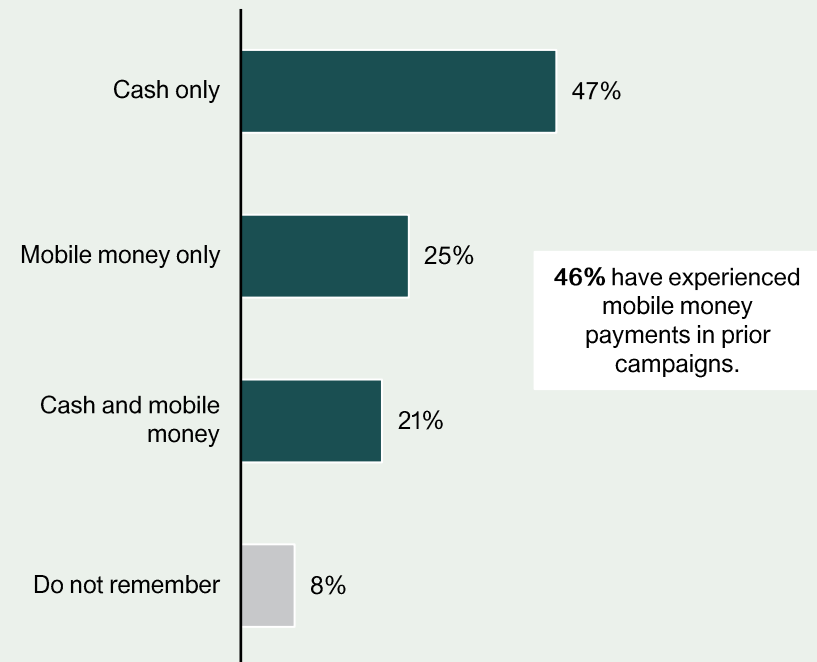
Previous Work on Vaccination Campaigns

Q: Before your work in the Polio campaign, how many other vaccination campaigns did you participate in? (Total number health campaigns = Immunization campaigns + Non-immunization health campaigns, n = 120)



Payment in Prior Campaigns

Q: How were you paid for these previous campaigns? (n = 117)



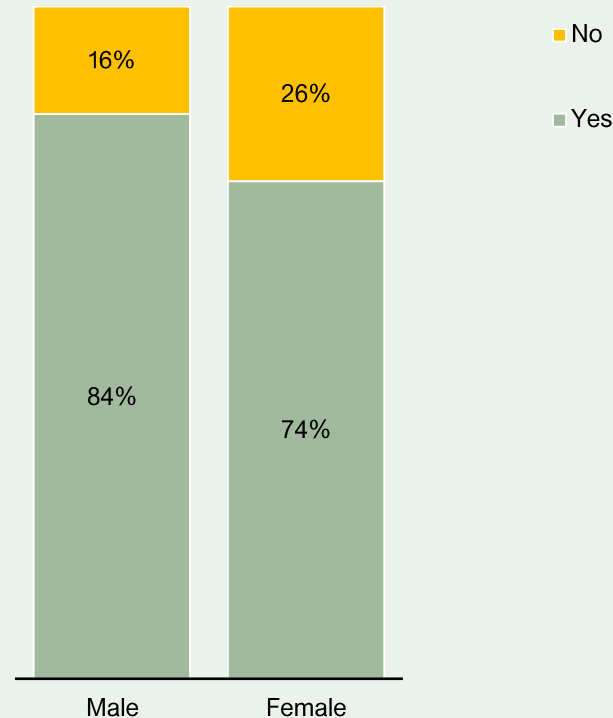
Vaccinator Profile: External Work

Those who do not work for pay outside the campaign have participated in a slightly higher number of campaigns on average (26) compared to their peers who work for pay outside the campaign (22).

4 in 5 vaccinators report working for pay outside of the Polio campaign.

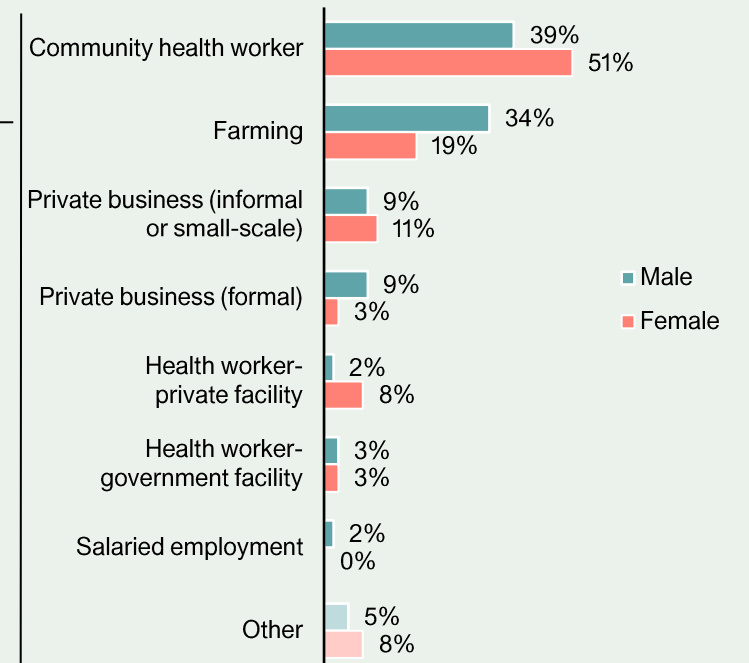
Paid Work Outside the Campaign

Q: Aside from contributing to vaccination efforts, do you do any other kind of work for pay? (Male n = 70, Female n = 50, n = 120)



Jobs of Vaccinators Outside the Campaign

Q: What kind of a job or activity is it? Select all that apply. (Male n = 59, Female n = 37, n = 96)



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 - Preferred Mode of Payment
- Vaccinator Suggestions

“It's easy for me to save money and it allows me to not overspend it. Also, with mobile money, I do not have to go to bank.”

Mobile Money Access

All vaccinators report having a mobile phone registered in their names.

Mobile money is the most prevalent form of financial account among vaccinators. Only a handful of vaccinators report having used any other financial account besides mobile money in the last 30 days.

When it comes to the choice of networks for mobile money, Orange Money is significantly more popular and used by 63% of vaccinators. Its counterpart Moov Money is used by 4% of vaccinators. 33% of vaccinators use both networks.

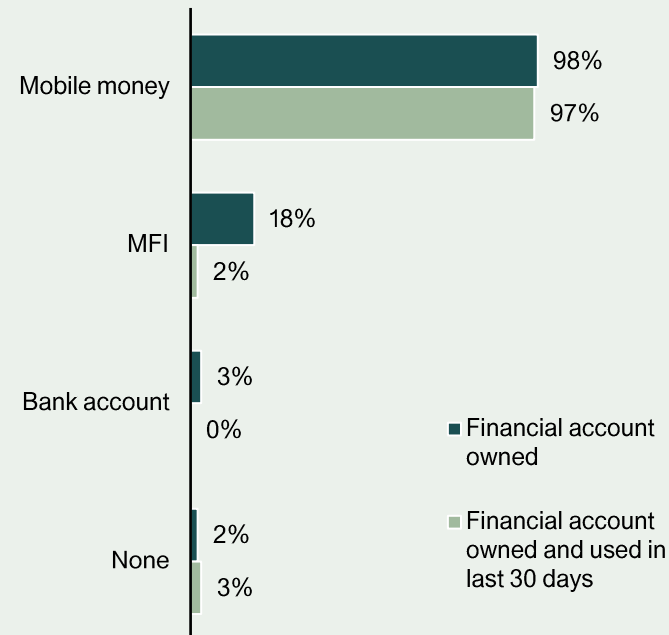


No meaningful difference in mobile money access by gender.

Nearly all vaccinators have used mobile money in the last 30 days and have a mobile money account registered in their own name.

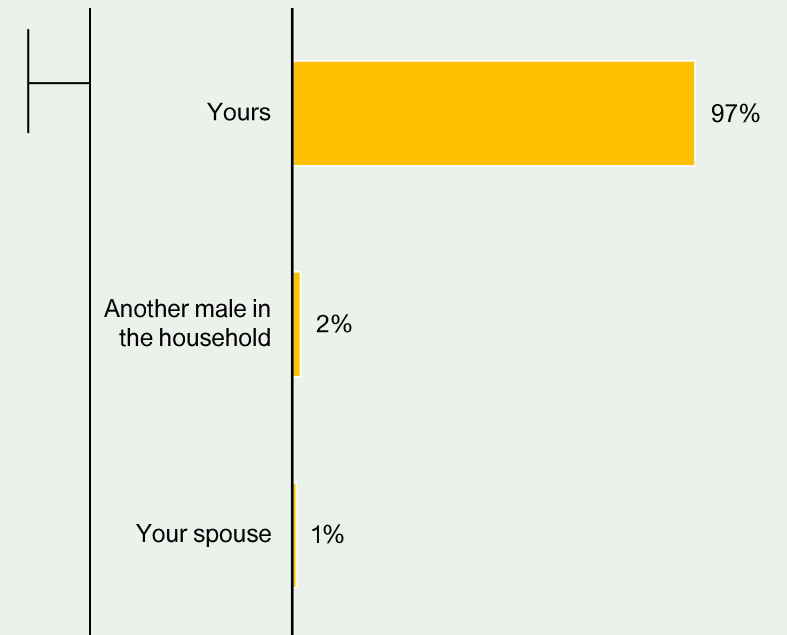
Financial Accounts Used

Q: Do you currently use any of the following? (Tick all that apply) (n = 120)



Mobile Money Account Ownership


Q: You said you use a mobile money account. Whose name is this account registered in? (Tick all that apply) (n = 118)



Mobile Money Usage (1/2)

On average, male vaccinators have been using mobile money for 43 months (~3.5 years), and female vaccinators have been using it for 51 months (~4.3 years).

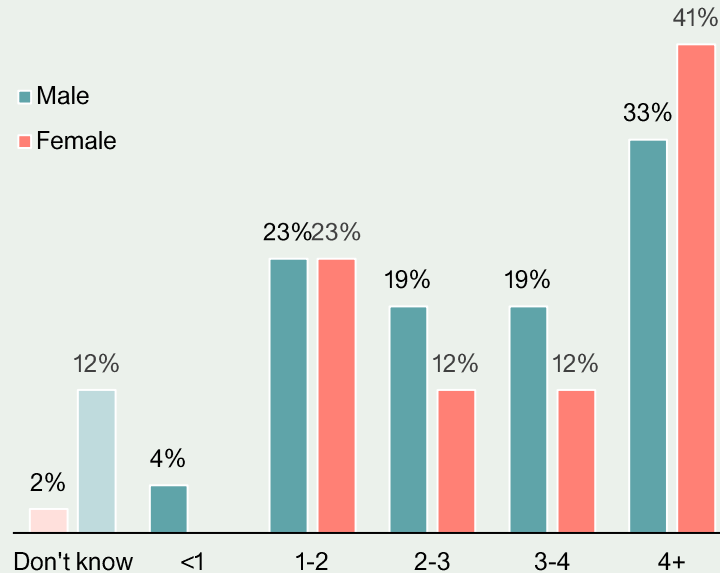
The primary motivator for 29% of vaccinators to use mobile money it's transaction and savings capability.

 No meaningful difference in mobile money usage by gender.

On average, vaccinators have been using mobile money for nearly 4 years.

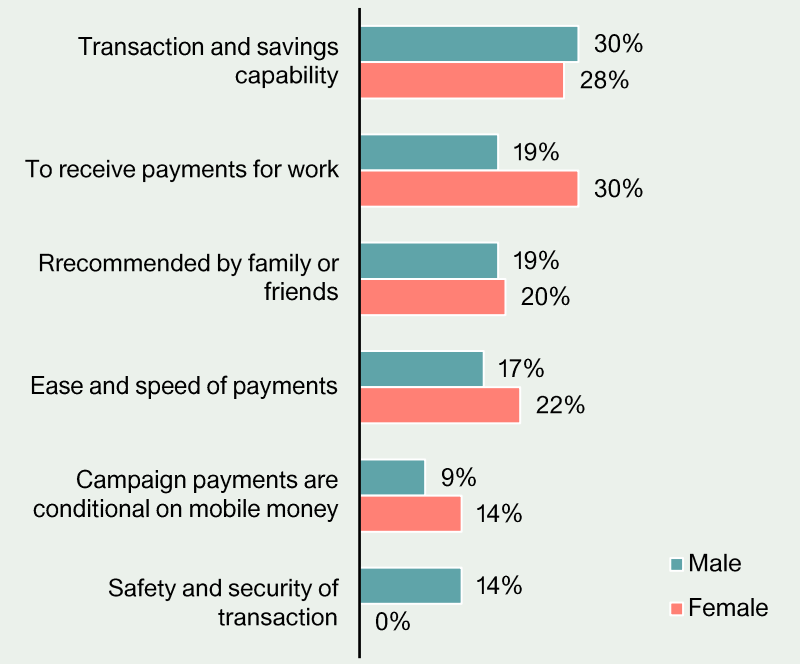
Mobile Money Usage Tenure

Q: Approximately how many months ago did you start using a mobile money account? (Number of months converted into years, Male n = 70, Female n = 50, n = 120)



Motivation for Mobile Money Usage

Q: What motivated you to start using mobile money? (Open-ended, coded by 60 Decibels; Male n = 70, Female n = 50, n = 120)



Mobile Money Usage (2/2)

That nearly all vaccinators have withdrawn money from their mobile money accounts speaks to their preparedness for receiving digital payments for the upcoming campaign.

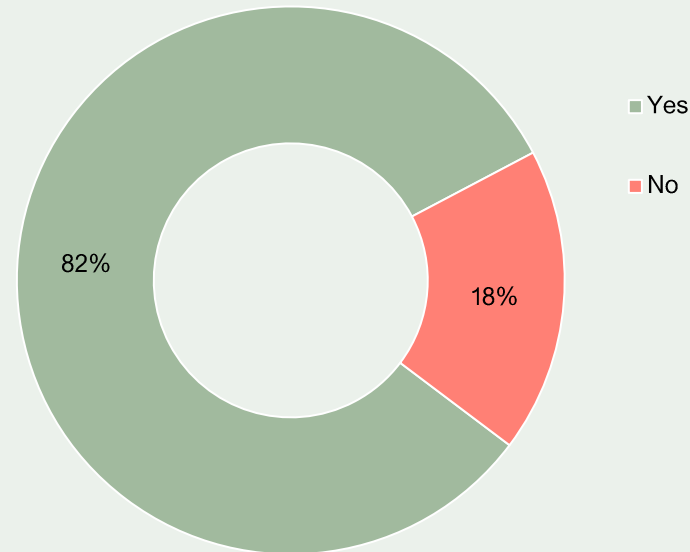


No meaningful difference in mobile money usage by gender.

4 in 5 vaccinators know how to check their mobile money account balance. Almost all of them have used it to withdraw money prior to the 2022 Polio campaign.

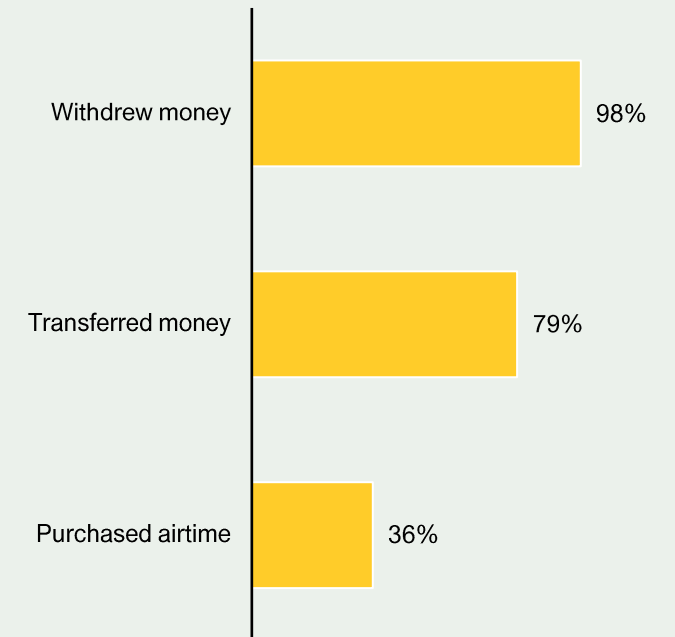
Checking Mobile Money Balance

Q: Do you know how to check your mobile money account balance? (n = 118)*



Mobile Money Usage

Q: Which of the following have you done using your mobile money account? (Tick all that apply) (n = 118)



*Two respondents did not answer this question.

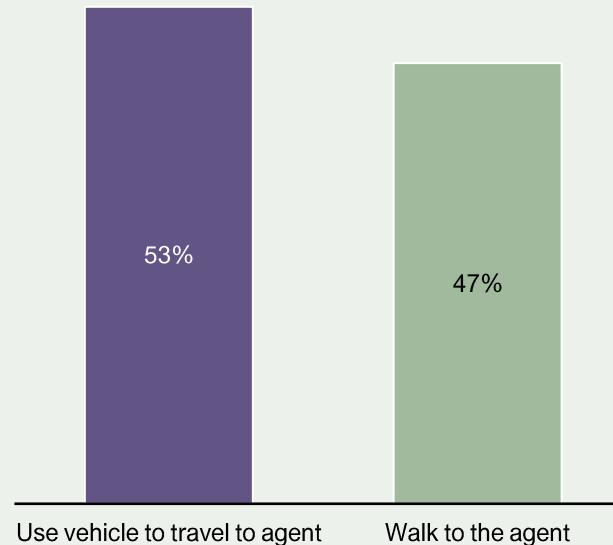
Traveling to Nearest Mobile Money Agent

Female vaccinators are more likely to report walking to reach the nearest mobile money agent (57%) compared to male vaccinators (39%).

Nearly half of the vaccinators use a vehicle to travel to their nearest mobile money agent, while the rest reach the agent on foot.

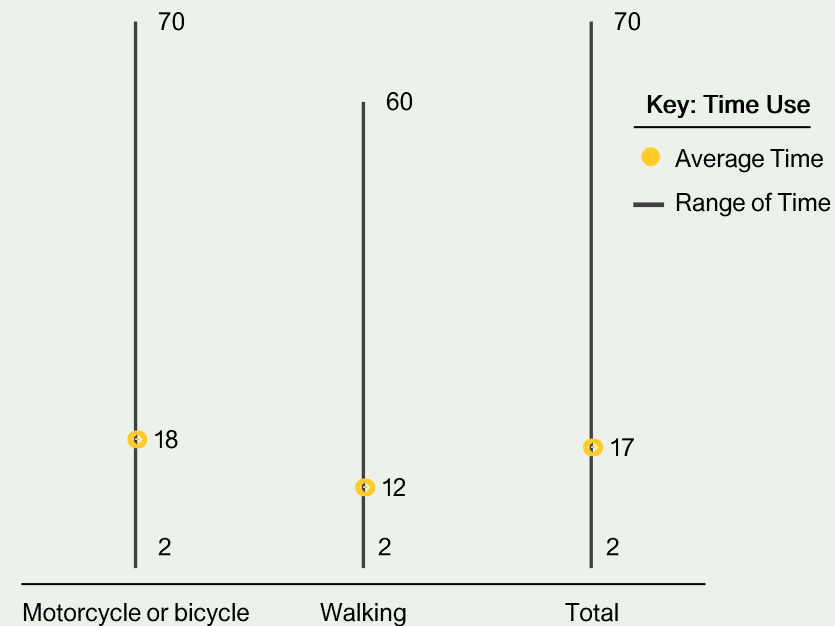
Mode of Transport

Q: How do you typically travel to your nearest mobile money agent? (n = 117)*



Time Taken to Travel (in minutes)

Q: How long does it typically take for you to travel to your nearest mobile money agent? (n = 111)*



*Sample sizes vary as some respondents did not answer these questions.

Mobile Money Experience

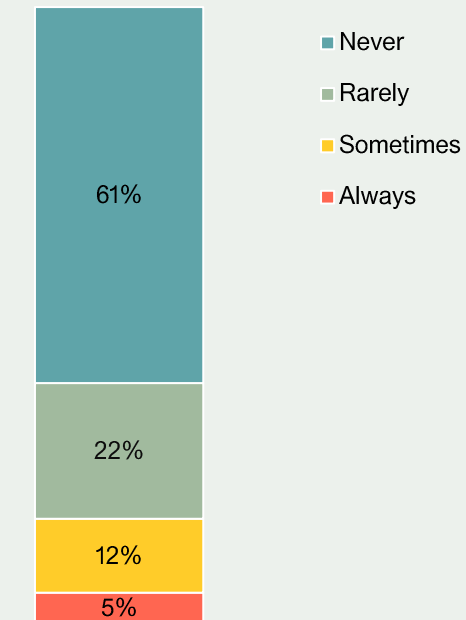
Male and female vaccinators reported similar levels of reliance on help in using mobile money and were equally confident about being able to get cash in their account when needed.

Vaccinators with primary or less education were more likely to report 'always' needing help (32%) compared to those with secondary education (12%).

3 in 5 vaccinators report 'never' needing help when using mobile money. Over 4 in 5 are 'very confident' that they will be able to get cash from their account when they need it.

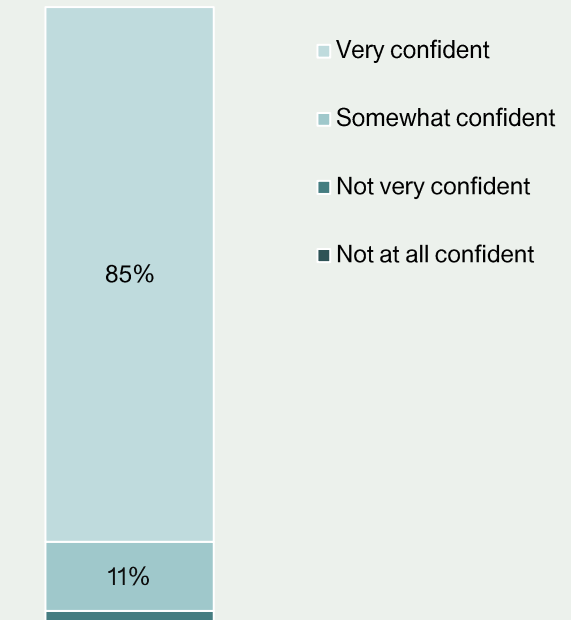
Help Needed in Using Mobile Money

Q: When you use your mobile money account, how often do you ask someone else for help? (n = 120)



Confidence in Cashing Out Payments When Needed

Q: Imagine you needed to get cash out of your mobile money account. How confident are you that you can get all the cash in your account when you need it? (n = 118)*



*Two respondents did not answer this question.

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- Vaccinator Suggestions

“With mobile money, it's possible that I can lose my money because the senders can make an error. I want my money in cash.”

Payment Expectations: Timelines

The number of days within which vaccinators expect to receive payments for the campaign is positively correlated with the number of prior health campaigns vaccinators have participated in.

This indicates that vaccinators who are more tenured in prior campaign work are more likely to report longer expected timelines for payments compared to those who are less tenured.

Prior experience with receiving payments for campaigns may be informing vaccinators expectations around payment timelines.

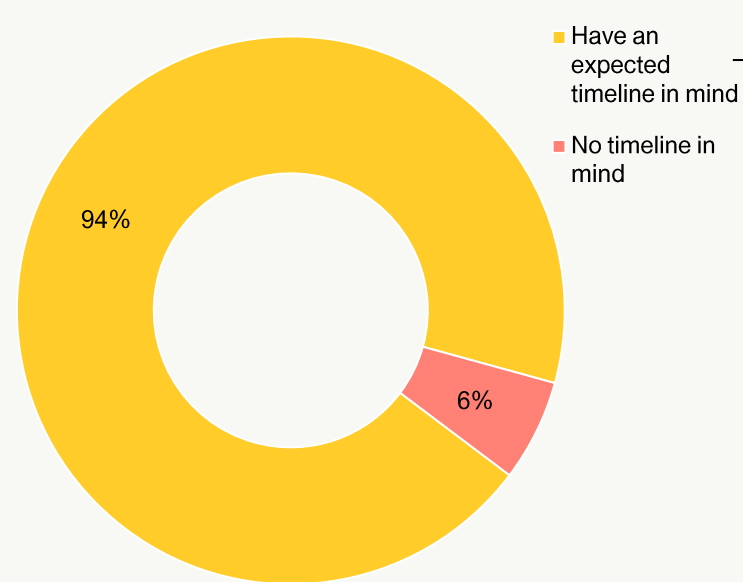


No meaningful difference in payment expectations by gender.

Nearly 9 in 10 vaccinators want to be paid in less than 10 days, while 4 in 10 want to be paid within a day from the campaign end date.

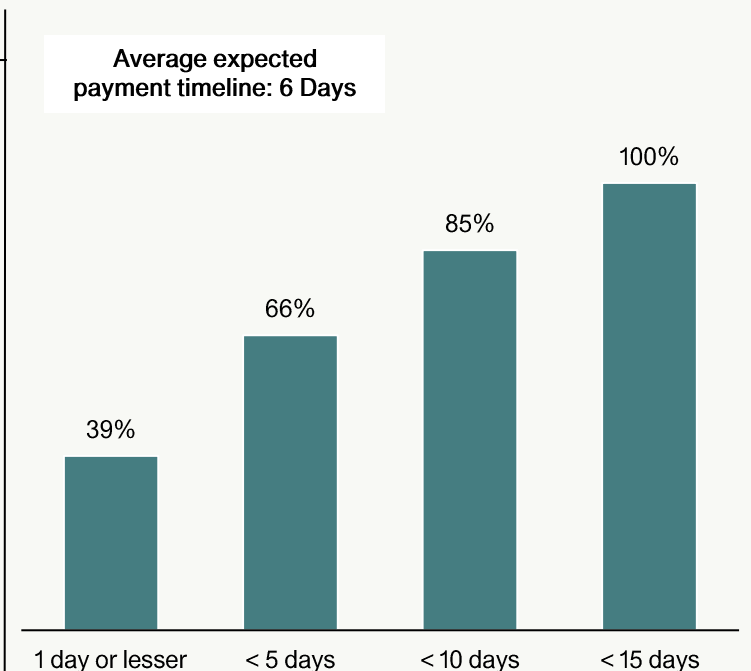
Payment Timeline Expectations

Q: How many days after the campaign ends do you expect to receive payment for your work? (n = 120)*



Expected Number of Days To Payments

Q: How many days after the campaign ends do you expect to receive payment for your work? (n = 112)*



*Values on chart represent the 5th to 95th percentile

Payment Expectations: Amount

The payment amount vaccinators expect to receive for the campaign is positively correlated with the number of prior health campaigns vaccinators have participated in.

This indicates that vaccinators who are more tenured in prior campaign work are also more likely to have higher payment expectations compared to those who are less tenured.

Like expected timelines, prior campaign experience may be informing the payment amount vaccinators expect.

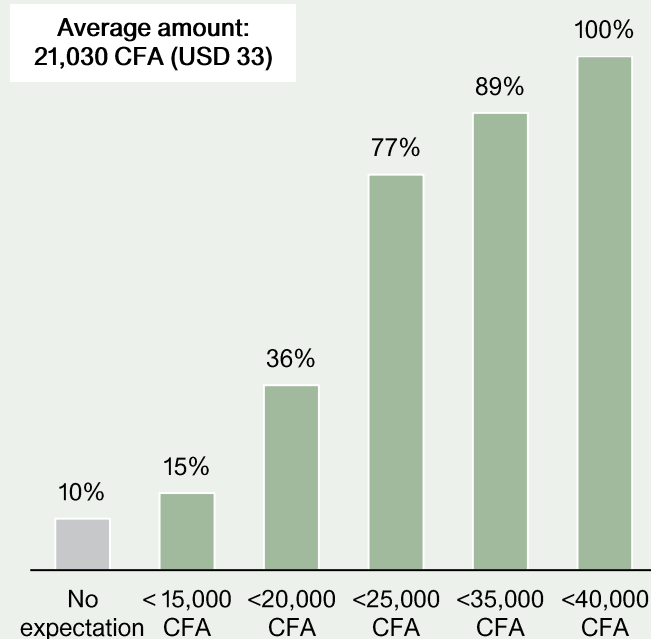


No meaningful difference in payment expectations by gender.

Most vaccinators expect to be paid between 20,000 – 25,000 CFA (33 – 41 USD).

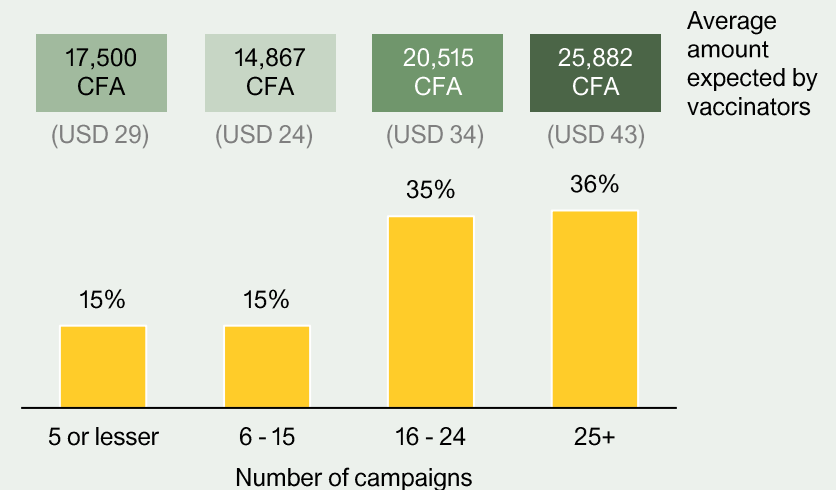
Expected Payment Amount

Q: How much do you expect to be paid for 1 day of training and 3 days of campaign work in Round 1 of the campaign? (n = 120)*



Payment Expectations by Campaign Experience

Q: How much do you expect to be paid for 1 day of training and 3 days of campaign work in Round 1 of the campaign? (n = 120)
Q: Before your work in the Polio campaign, how many other vaccination campaigns did you participate in? (n = 120)



*Values on chart represent the 5th to 95th percentile

Preferred Mode of Payment

While looking into preferences based on prior modes of campaign payment (p.9), we observed the following:

- Vaccinators who were paid only via mobile money in previous campaigns are significantly more likely to prefer mobile money payments for this campaign (97%).
- Vaccinators who were paid only via only cash are slightly less likely to prefer mobile money for payments for this campaign (75%).

This suggests that prior experience with mobile money payments can enable a preference for digital payments amongst vaccinators.

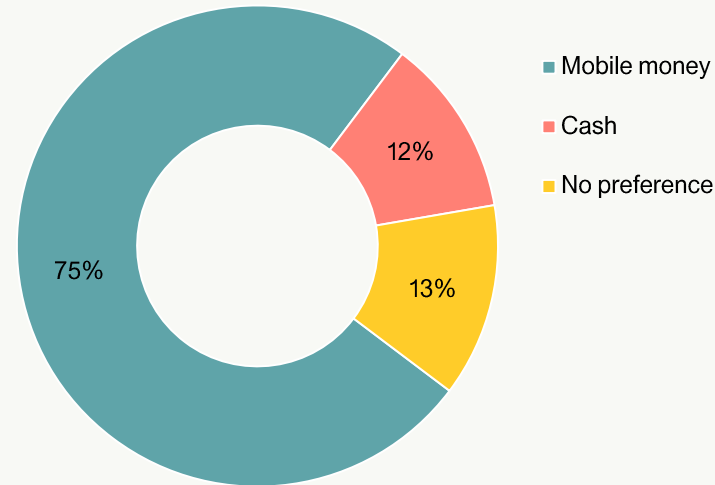


No meaningful difference in payment expectations by gender.

3 in 4 vaccinators prefer to be paid by mobile money for their work in the Polio campaign. They cite convenience and security as drivers of this preference.

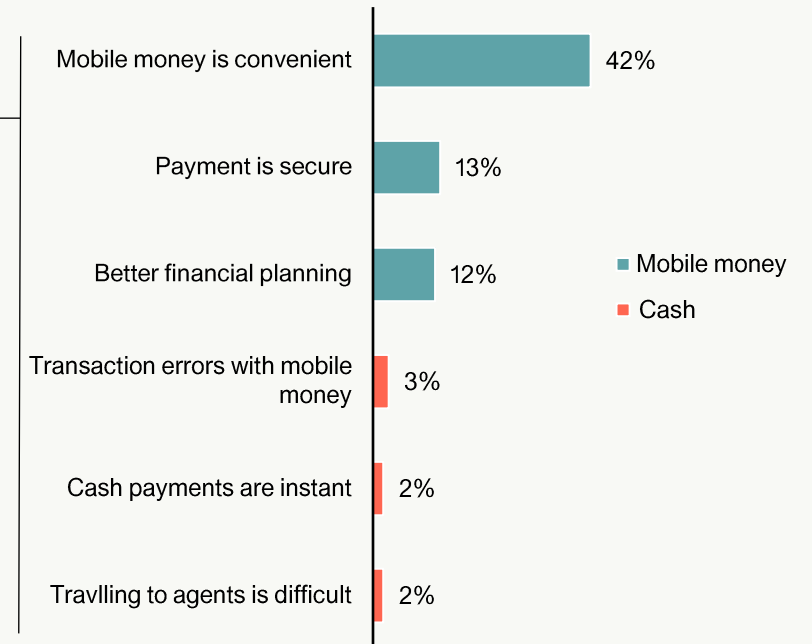
Preferred Mode of Payment

Q: Imagine that you can choose to receive payment for your work in the Polio campaign either as cash or in your mobile money account. Would you prefer to be paid by cash or mobile money for this campaign? (n = 120)



Mode of Payment Preference: Top Reasons

Q: Could you please explain why you would prefer to be paid by cash/ mobile money? (n = 104)



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- Vaccinator Suggestions

“We feel like we are working for free, and this has to change for our well-being, and that of our families.”

Suggestions for Upcoming Campaign

Vaccinators ask for travel budgets, fair compensation, and support with campaign materials for the upcoming campaign.

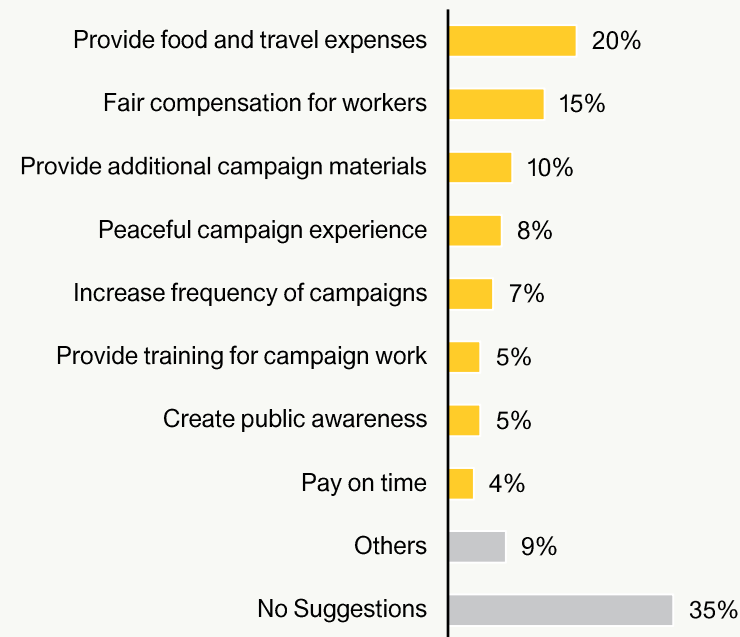
While 35% did not have any suggestions, the top request was an ask to cover travel expenses. Proactive campaign planning with some of these suggestions in mind can help improve vaccinator experience and satisfaction.



No meaningful difference in payment preference by gender.

Suggestions for Campaign Administration

Q: What suggestions, if any, do you have for the administration of the upcoming Polio campaign? (n = 120).
Open-ended, coded by 60 Decibels.



“We need a means of travel to make our work easy and some food to eat after each day of the campaign.” – Female, 52

“Pay volunteers very well to motivate them to do their job well.” – Female, 30

“Increase money and provision of materials necessary for our work because it makes us credible before the population and hence gains their respect.” – Female, 55

Appendix

Summary of Data Collected

120 phone interviews with enrolled vaccinators from Burkina Faso completed in March 2022.

Methodology

Survey mode	Phone
Country	Burkina Faso
Language	French
Data Collection Timeline	February 17 – March 18, 2022
Response Rate	58%

Responses Collected

Vaccinators	120
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Sampling by Region

	% sample	% population
Centre-Nord	14%	10%
Centre	10%	9%
Centre-Est	9%	10%
Sud-Ouest	9%	8%
Cascades	8%	5%
Plateau-Central	8%	7%
Hauts-Bassins	8%	5%
Boucle du Mouhoun	7%	11%
Nord	7%	8%
Sahel	7%	8%
Centre-Sud	5%	5%
Centre-Ouest	4%	6%
Est	4%	5%

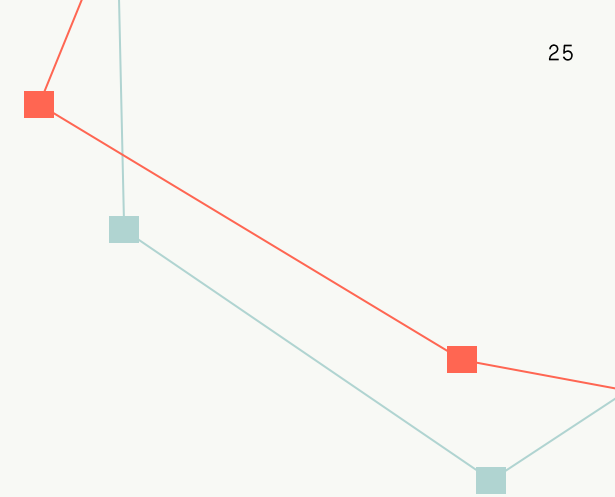
Sampling by Gender

	% sample	% population
Female	42%	40%
Male	58%	60%

Accuracy

Confidence Level	90%
Margin of error	8%

About 60 Decibels




About 60 Decibels

60 Decibels is a global, tech-enabled impact measurement company that brings speed and repeatability to social impact measurement and customer insights. We provide genuine benchmarks of impact performance, enabling organizations to understand impact relative to peers and set performance targets.

We make it easy to listen to the people who matter most by combining voice, SMS, and other technologies to collect data remotely with proprietary survey tools. We have a network of 750+ researchers in 50+ countries and have worked with more than 350 of the world's leading impact investors, companies, foundations, corporations, NGOs, and public sector organizations.

60 Decibels has offices in London, Nairobi, New York, and Bengaluru. To learn more, visit 60decibels.com.

We are proud to be a Climate Positive company. 

Acknowledgements

Thank you to the WHO Digital Finance Team, Ministry of Health and Public Hygiene Burkina Faso, Harvard School of Public Health, Dimagi, The Bill & Melinda Gates Foundation, and The Solina Group for supporting this work.

You have to do publicity on TV to convince people about the vaccination because some people think that it is not a good medicine.

This is

>a good job,

>that will

>help children.

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