

Insights from Surveying Polio Vaccinators

Côte d'Ivoire



Welcome To Your 60dB Results

We enjoyed hearing from 382 vaccinators who worked on the Polio Vaccination Campaign in Côte d'Ivoire – they had a lot to say!

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About the Survey

This study aims to understand vaccinators' experience with payments and identify ways to ensure payments are timely, complete and convenient.

Countries Covered

 Côte d'Ivoire

Upcoming Countries

 Liberia

 Republic of the Congo

Purpose of the Study

Delays and challenges in vaccinator payments have been identified as a common issue 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 the African region. This study seeks to understand how vaccinators experience mobile money payments. Subsequently, these results will be compared to campaign performance to understand the correlation between worker payment experiences and campaign results.

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, they aim 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.

3 Headlines: What's Going Well?

1 Mobile money is an effective mode of payment.

Both male and female vaccinators report near perfect access to a mobile phone and a mobile money account ([p 9](#)).

Further, vaccinators across all levels of education, ages, and employment statuses report similar access and ability to carry out mobile money transactions.

2 Positive experience with cashing out payments suggests that mobile money is a convenient mode of payment.

Most male and female vaccinators report that they are confident in being able to cash out payments and never or rarely need help in conducting mobile money transactions ([p 16](#)).

8 in 10 vaccinators reported that a mobile money agent is less than 30 minutes away from them. Also, nearly all vaccinators said they had successfully cashed out their payment and faced no challenges in cashing out their payments ([p 17](#)).

This speaks to the ease of cashing out payments received via mobile money.

3 8 in 10 vaccinators say they prefer to be paid by mobile money.

When asked to explain their preference, the top three reasons shared by vaccinators were 1) security of a mobile money transaction, 2) convenience, and 3) speed of receiving funds ([p 21](#)).

3 Headlines: Areas for Improvement

1 Payment delays may be hampering vaccinators' payment experience.

We observed that vaccinators' payment experience is linked to the timeliness of payments. 2 in 10 vaccinators rated their payment experience as 'poor' or 'very poor'. On average it took a week longer for them to receive payments as compared to those who reported having a 'good' or 'very good' payment experience.

Timely payments was cited as a top reason for those with positive payment experience and unsurprisingly, delay in payments was one of top two reasons for unsatisfactory experience. ([p 18](#) and [19](#)).

For discussion: Explore what drives payment delays and how to minimize them.

2 Time spent on cashing out payments may depend on vaccinators' network provider.

We observed that vaccinators' mobile network provider plays a role in time taken to travel to the nearest mobile money agent and in cashing out payments. On average, MTN users reported spending more time for travel and cashing out payments as compared to Orange users ([p 17](#)).

This may be because of a difference in number of points of service for mobile money agencies and distributors.

An idea: Communicate to vaccinators that their payment experience may differ based on their network provider. When selecting providers, they could look at agent locations to ensure good coverage and have the option to choose what's most convenient for them.

3 Vaccinators need more information about the amount and timing of their payment.

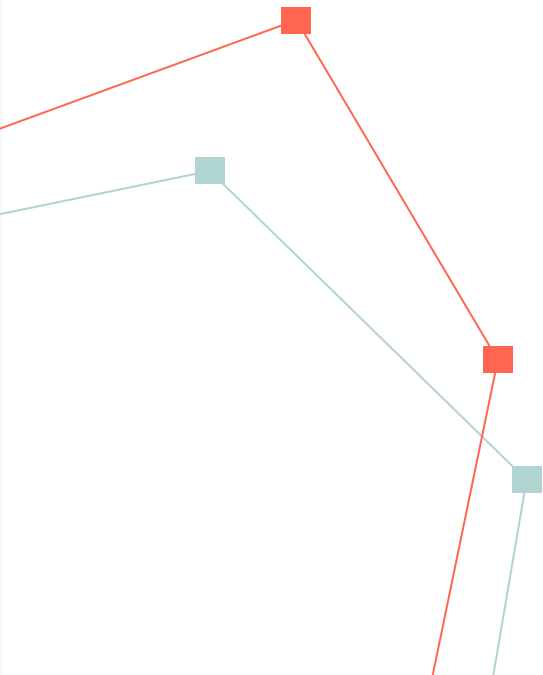
While vaccinators display high morale and satisfaction with nearly all aspects of the job ([p 22](#) and [23](#)), there is room for improving how they experience payments- amount and timeliness.

For both rounds of campaign, 4 in 10 vaccinators were unable to share their payment expectations. Also, 4 in 10 vaccinators reported dissatisfaction with their salary. This was also the top reason cited by those who had a 'fair' or 'poor' payment experience ([p 19](#)).

Food for thought: Could setting and managing vaccinators' expectations around payments improve their payment experience and satisfaction with the salary?

Vaccinator Voices

We loved hearing from vaccinators who participated in the Polio campaigns in Côte d'Ivoire in the months of September and October. Here are some voices that stood out.



Payment Experience

Vaccinators shared what made their campaign experience good (60%), fair (23%), or poor (17%).

Good Payment Experience

“I find that we didn't have to fill out a lot of paperwork to get our pay, and it was easy.”

“After the first round, we were just asked to give our mobile money number in order to receive our money. And it wasn't complicated in my opinion.”

“I heard some people complaining that their payments were taking too long to get processed, but I received mine fairly quickly.”

Fair or Poor Payment Experience

“The campaign finished, and we had to wait over a week for a payment. It took long, but we nonetheless received it; That's the only reason I cannot rate the experience as being 'poor'.”

“It took a long time because they did not want to process payments on our Orange Money. So, I received the payment almost two weeks after the end of the first round.”

“Most of us got the money when we expected it, but my sister is still waiting for hers.”

Overall Comments on Campaign Work

At the end of the survey, 38% vaccinators shared specific comments on their campaign work experience

“The work we do is a good thing. We were discouraged by the delay in payment. If we were paid on time, we would have been motivated to do more; a lot of people get discouraged because payments take too long.”

“They should tell us how much [payment] to expect before we begin the campaign, maybe pay us bit by bit.”

“If the projects are common, it will help us a lot because we are unemployed, and that makes us very tired.”

“When we go work in people's farms, we get 3,000 a day plus they feed us. That option is then better than working as a vaccinator because we get 3,000 a day but we have to feed ourselves, we have to buy water on the road, we walk long distances.”

“I'm a community health agent, it would be nice to have motorcycles or bikes to go around to assist people, instead of walking.”

“Some parents refuse the campaign because they said their children become sick after the vaccination.”

Data Collection Approach

We spoke to 380+ vaccinators from all 113 districts of Côte d'Ivoire.

Data Collection Set-Up



- In its preparation for the polio campaign, WHO and the Ministry of Health worked with Dimagi to develop a digital campaign worker registry. All campaign workers were enrolled in the system in a month.
- The Ministry of Health in Abidjan was unable to share vaccinator contact information with third parties, including 60 Decibels. Our team created a workaround that eliminated the need for contact sharing.
- We mobilized a team of six trained enumerators who worked out of the premises of the Ministry in Abidjan. They had offline access to vaccinators' contact information. These records and were destroyed after data collection.

Sampling



- Stratified random sampling was done to ensure that our final sample consisted of vaccinators from all 113 districts.
- We selected a random subset of 2500 vaccinators from a pool of 21,300+ vaccinators.
- We attempted to survey 514 vaccinators, of which we successfully spoke to 382 vaccinators.
- We surveyed those who had participated in either Round 1 (September 18 - 21), Round 2 (October 9-12), or both rounds of the campaign.
- For most districts, we spoke to at least 2 vaccinators.

Summary of data collected



- **Survey Mode:** Phone
- **Country:** Côte d'Ivoire
- **Language:** French
- **Dates:** December 1 – 18, 2020
- **Sample Size:** 382
- **Response Rate:** 74%
- **Wrong Numbers:** 0%
- **Unwilling to be Interviewed:** 0%

Key Questions We Set Out to Answer

- Who Are The Vaccinators?
 - Vaccinator Profile: Demographics & Mobile Money Access
 - Vaccinator Profile: External Work
- Campaign Experience
 - COVID-19 Concern During Campaign
 - Vaccinator Training & Participation
 - Time Spent On Campaign Activities
- Payments For Vaccinators
 - Mobile Money Experience
 - Experience With Cashing Out Payments
 - Payment Experience
- Vaccinator Preference and Perceptions
 - Preference for Mobile Money
 - Perception of Campaign Work
 - Vaccinator's Satisfaction with Work

“We want to be helped financially, I’m not alone. I, along with my sisters, don’t have work.”

Vaccinator Profile: Demographics & Mobile Money Access

The high rate of vaccinators who have access to mobile money indicates that mobile money is widely available in Côte d'Ivoire and could be a highly effective mode of payments.

Male and female vaccinators are equally likely to have a mobile phone registered on their names as well as access to mobile money.

Nearly all vaccinators have a phone registered in their name and access to a mobile money account. Two-thirds were male and one-third were female.

About the Vaccinators We Spoke With

Data relating to vaccinator characteristics (n=382)

99% Have a phone registered on their name

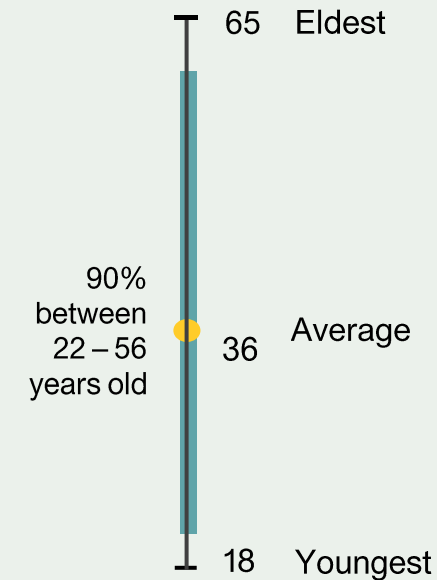
100% Have access to mobile money

67% Have MTN as their network provider

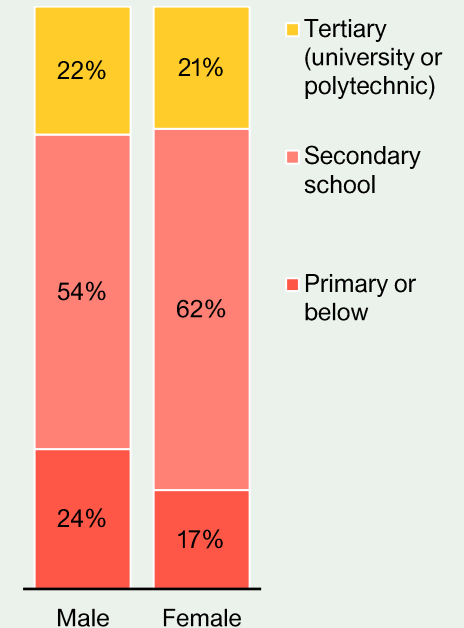
32% Female Vaccinators

6.6 Average household size

Age



Education



Vaccinator Profile: External Work

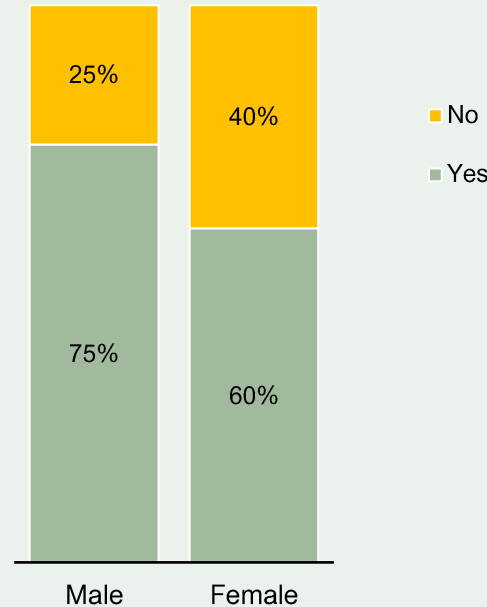
Among male vaccinators, farming was the most reported work activity, while females were more likely to report being health workers.

Vaccinators with no or only primary school education were more likely to work in farming (46%) and less likely to work as health workers (29%).

7 in 10 vaccinators reported working for pay outside of their campaign duties, with fewer female vaccinators working for pay compared to males.

Participation in Paid Work Outside the Campaign

Q: Aside from contributing to vaccination efforts, do you do any other kind of work for pay? (n = 382)



Job Activities of Vaccinators Outside the Campaign

Q: What kind of a job or activity is it?: (n = 267)



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“I have enjoyed working in this campaign. In our district, the work went well.”

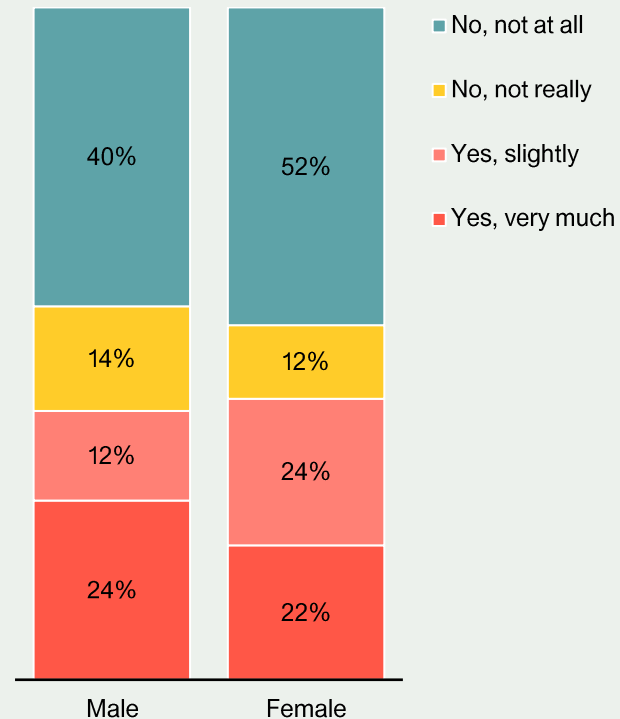
COVID-19 Concern During Campaign

Female vaccinators were slightly less likely to be concerned about contracting the virus compared to their male counterparts.

4 in 10 vaccinators report being concerned about contracting COVID-19 during the campaign, and nearly all report wearing a mask always or most of the time.

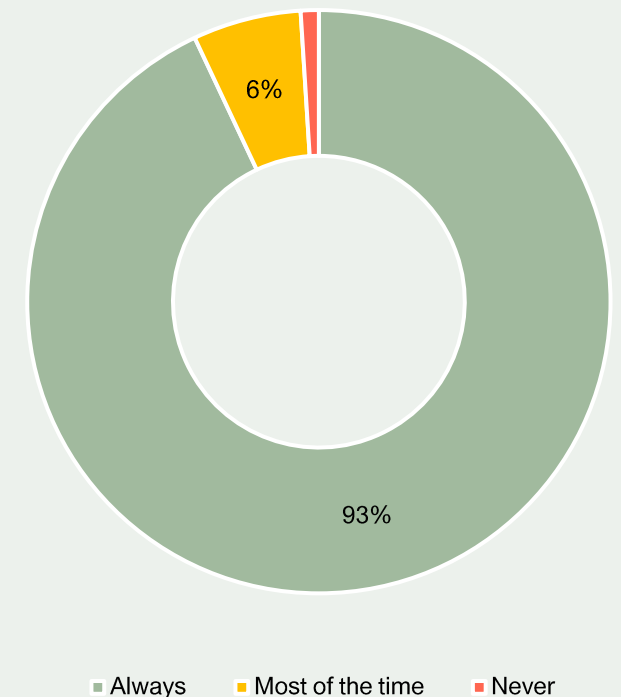
Concern About COVID-19

Q: Were you concerned about contracting COVID-19 while doing vaccination? (n=382)



Usage of Face Masks During Campaign

Q: How often did you wear a mask during the campaign? (n=382)

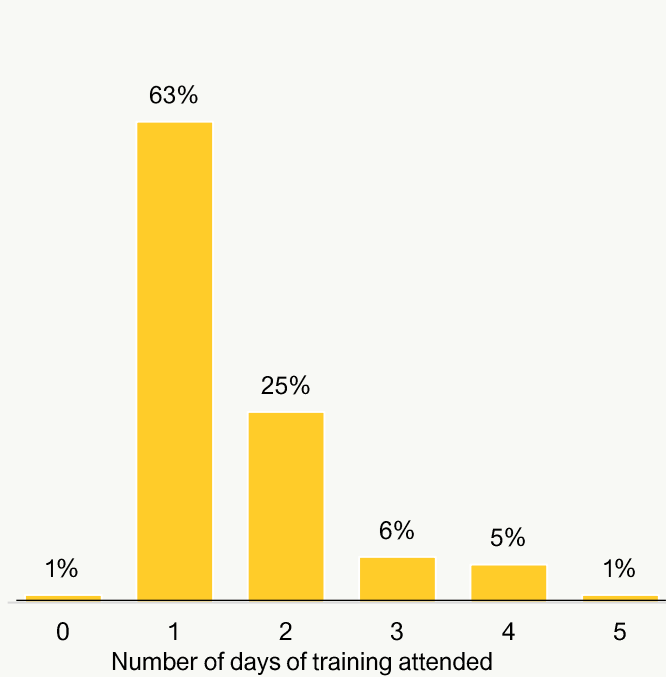


Vaccinator Training & Participation

Nearly all vaccinators attended at least 1 day of training, and report perfect attendance on the campaign days. Only 5 in 382 answer incorrectly when asked how they administered the vaccine.

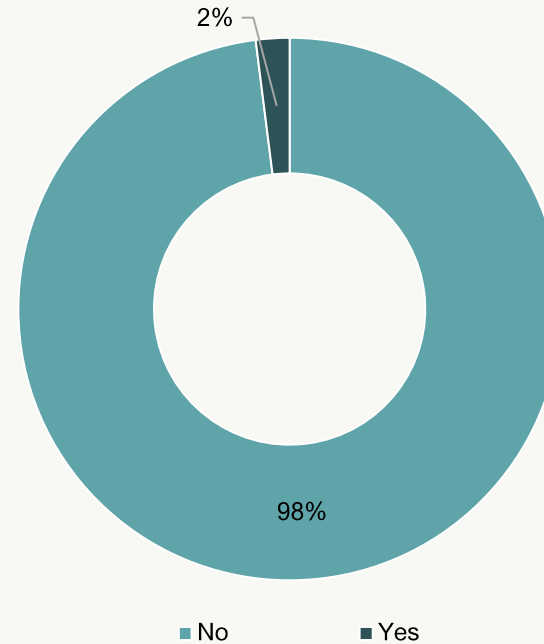
Vaccinator Training Attendance

Q: How many days of training did you attend during the polio vaccination campaign? (n = 382)



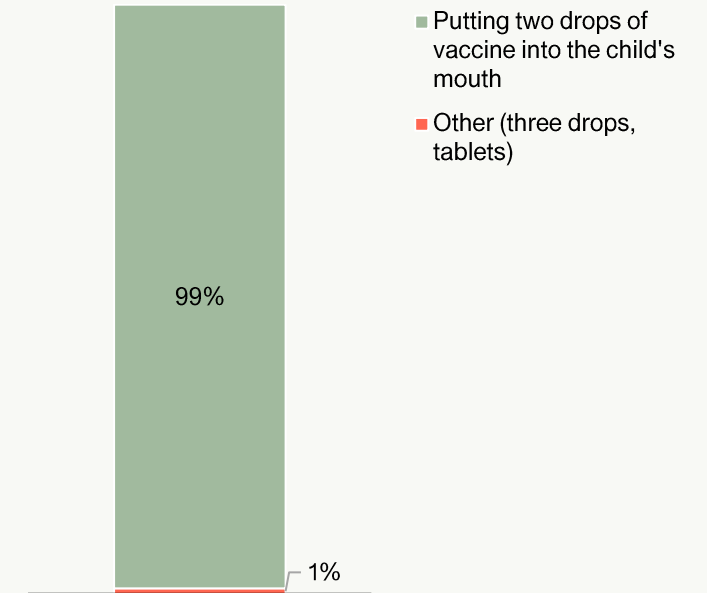
Vaccinator Campaign Attendance

Q: Over the course of the campaign, were there any days that you were scheduled to work but you were not able to work? (n = 382)



Method of Vaccination

Q: How did you administer the polio vaccine? (n = 382)

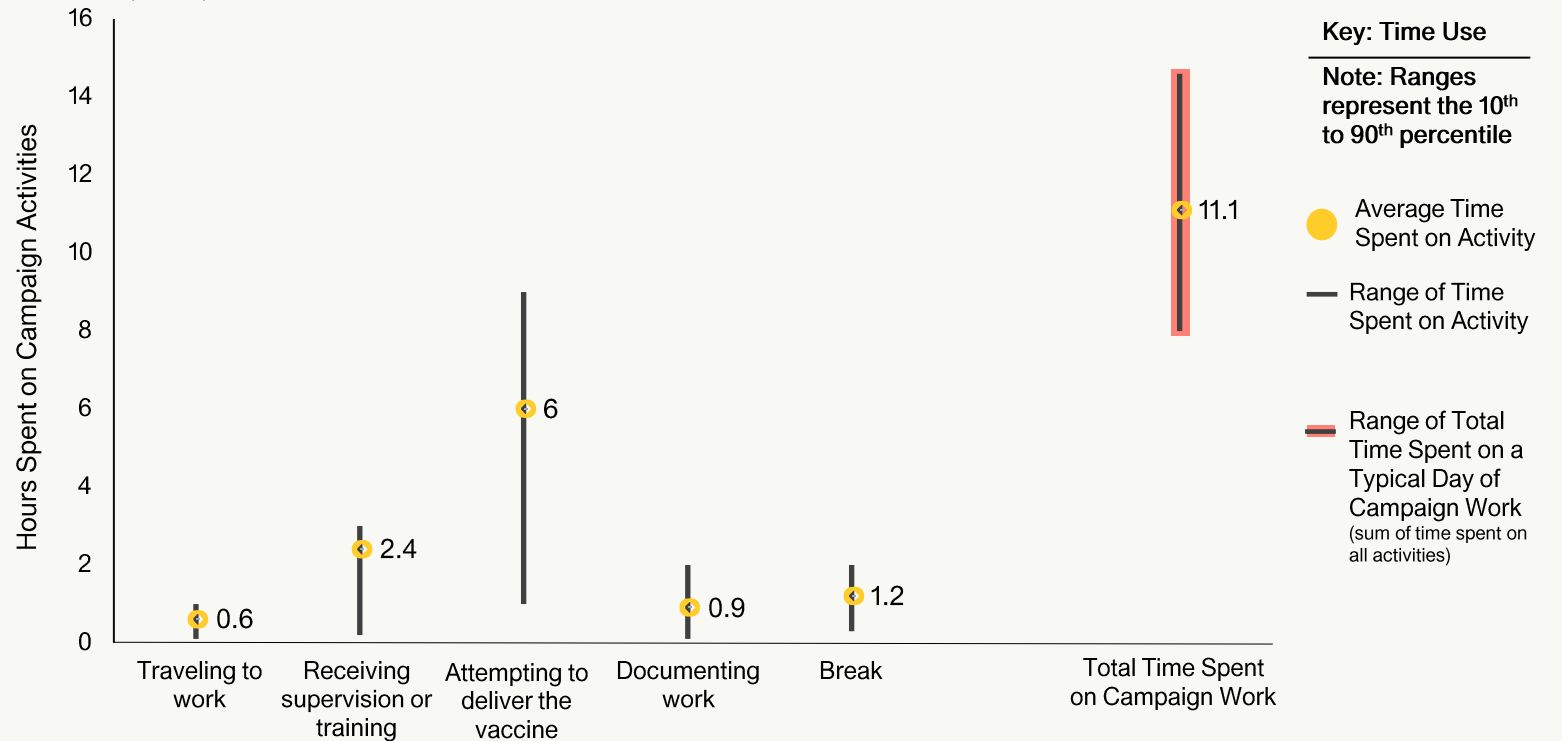


Time Spent On Campaign Activities

Both male and female vaccinators typically worked for 11 hours per day, spending 6 hours on average administering the vaccine.

Number of Hours Spent on Campaign Work by Activity

Q: On a typical day at work, during the campaign, how many hours of this time did you spend on each of the following activities? (n=382)



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“Given the difficulties linked to the job, I think the salary should be increased. We visit so many places as we do the campaign.”

Mobile Money Experience

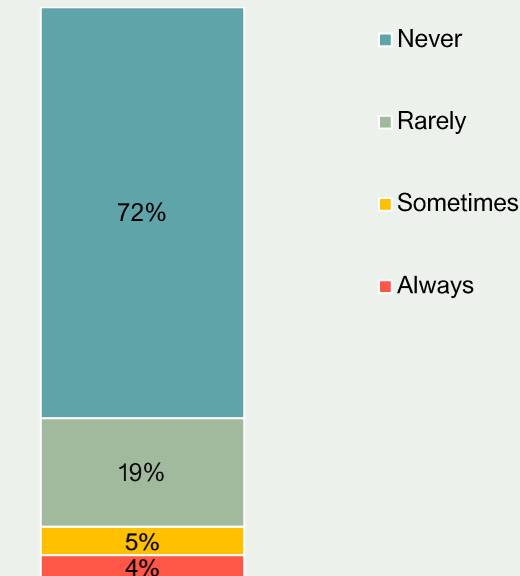
Male and female vaccinators reported similar levels of comfort with using mobile money independently and were equally confident about being able to cash out their payment when needed.

Nearly all vaccinators who are 'not at all' concerned about contracting COVID-19 have high confidence in being able to cash out payments when they need to. However, only one third vaccinators who 'were very much concerned' about COVID-19 had high confidence about cashing out payments, implying that fear of COVID-19 may be a barrier to cashing out payments for some.

Most vaccinators report independently using mobile money. Payment cash-out confidence is lower among those with higher concern about contracting COVID-19.

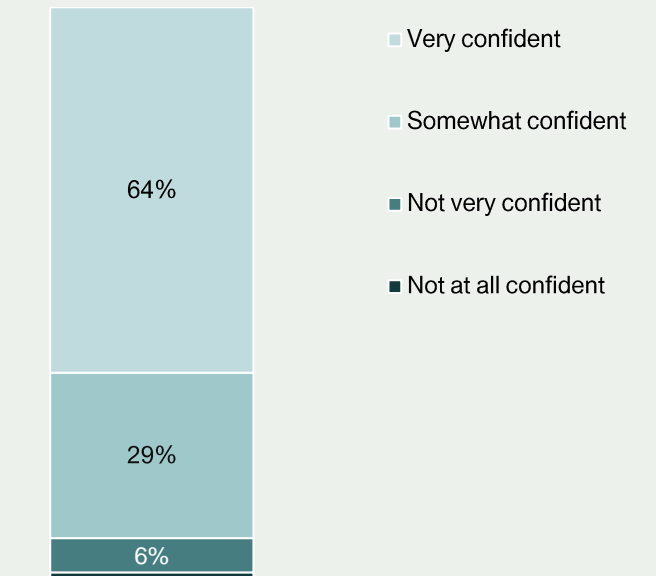
Independence in Using Mobile Money

Q: When you use your mobile money account, how often do you ask someone else for help? (n = 381)



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 = 381)



Experience With Cashing Out Payments

Vaccinators could choose either MTN or Orange as their mobile money provider.

MTN users were more likely than Orange users to report taking over an hour to travel to the nearest mobile money agent (23% vs. 6%) and cash out payments (25% vs. 8%).

Time taken to travel to the nearest mobile money agent and cashing out payments also varied by districts, likely due to varying presence of mobile money agents by district.

99% of vaccinators reported facing no challenge in cashing out their payments.

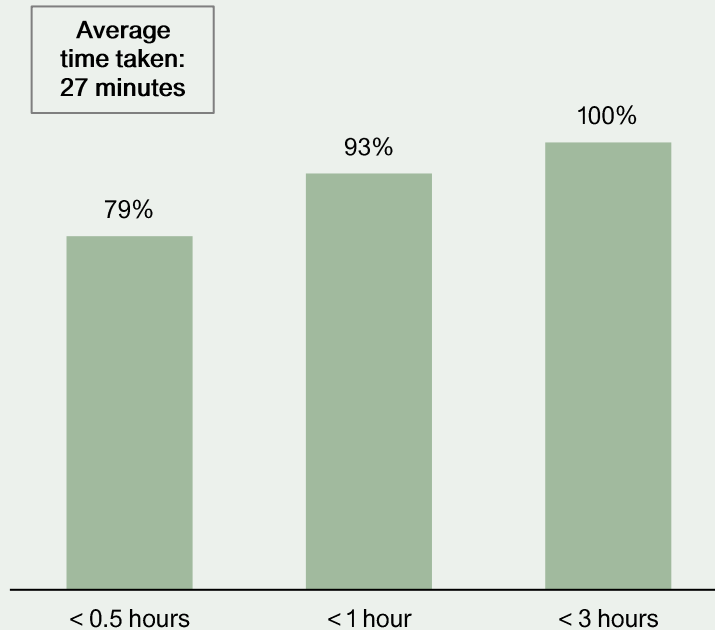


No meaningful difference in payment cash-out experience by gender.

6 in 10 vaccinators took 30 minutes or less to cash out their payment. Nearly all vaccinators who got paid reported no challenges in cashing out their payments.

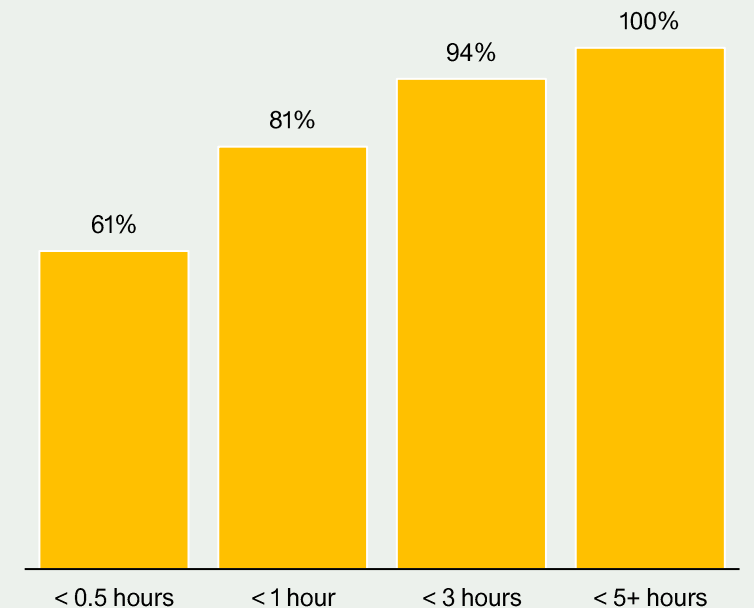
Time Taken to Travel to Mobile Money Agent

Q: How long does it take you to travel to your nearest mobile money agent, in minutes? (n = 379)



Time Taken to Cash Out Mobile Money Payment

Q: How long did it take you to travel to a mobile money agent and cash out your payment? n = 365)



Payment Experience (1/2)

Time taken for vaccinators to receive payments ranged from as fast as 1 day to 94 days since campaign end.

On average it took a week longer for those reporting a 'poor' or 'very poor' payment experience to receive payments.



No meaningful difference in payment experience by gender.

On average, vaccinators who report a positive payment experience also report receiving their payments in fewer days.

Payment Experience Rating and Median Days Taken to Receive Payment

Q: For each payment that you have received, I am going to ask you to list when you were paid. (n = 351 for Round 1; n = 334 for Round 2)

Q: Overall, how was your payment experience during the [first / second] round of the campaign? (n = 351 for Round 1; n = 334 for Round 2)



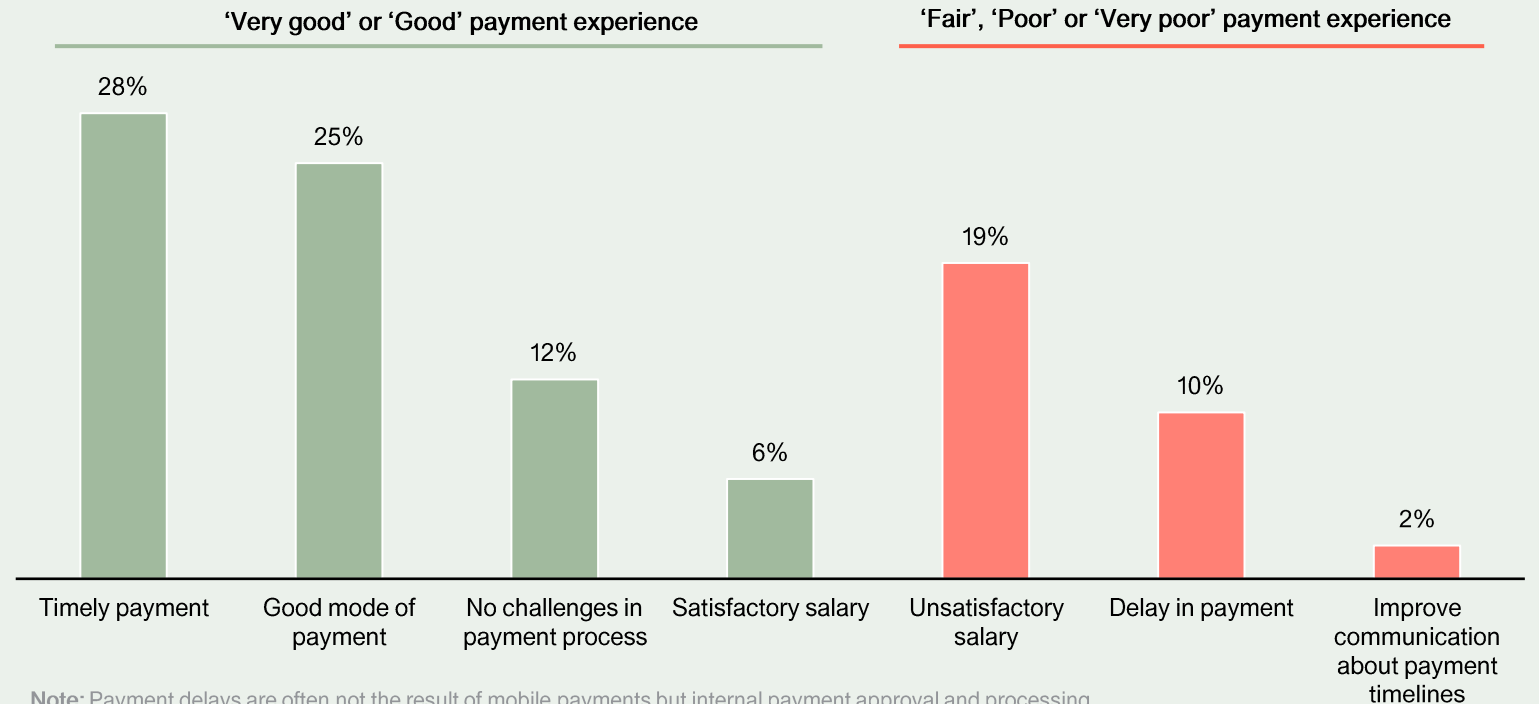
Note: This graph presents averages of Payment Experience rating and time taken to receive payment across both rounds.

Payment Experience (2/2)

Qualitative evidence also suggests that timely payments drive positive payment experience among vaccinators.

Payment Experience: Top Reasons

Q: Please explain your answer. (Open ended, coded by 60 Decibels, n = 351 for Round 1; n = 334 for Round 2)



No meaningful difference in payment experience by gender.


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“I wish they would continue to pay us by mobile money, because it suits us. I also thank them for this survey.”

Preference for Mobile Money

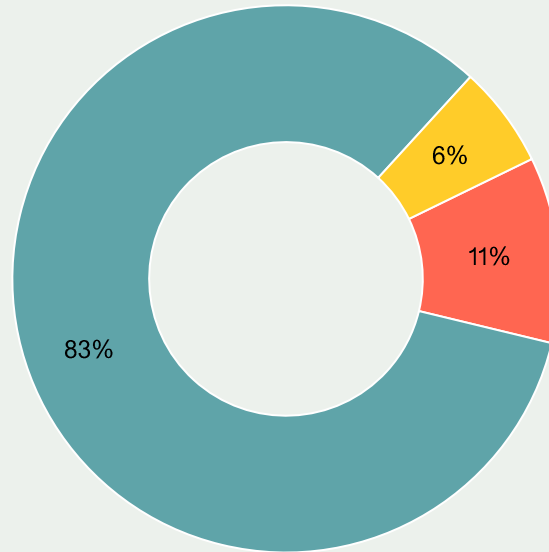
Vaccinators' preference for mobile money over cash was not significantly determined by their level of education, gender, or employment status. This underscores that mobile money is an inclusive mode of payment.

 No meaningful difference in mobile money preference by gender.

8 in 10 vaccinators preferred mobile money as a mode of payment, citing security, speed and convenience as top reasons for their preference.

Preferred Payment Method

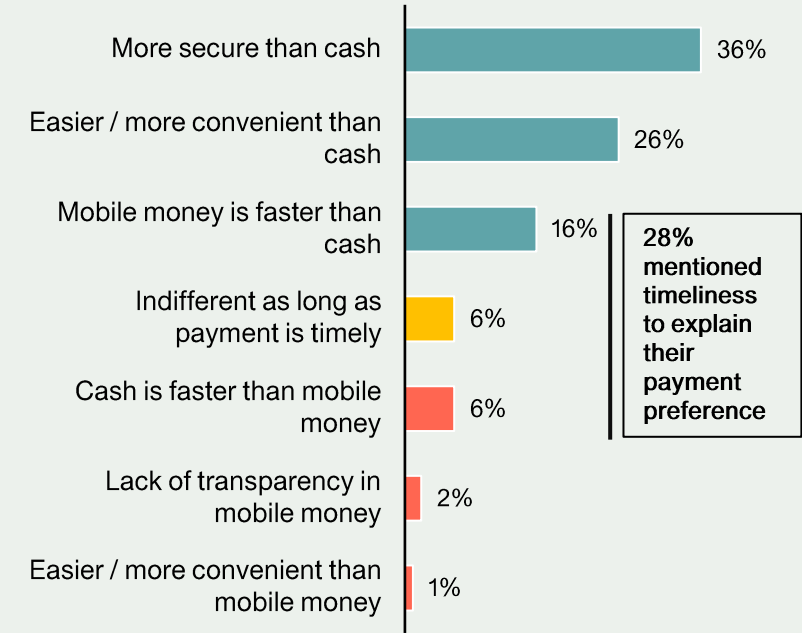
Q: Overall, would you prefer to be paid by cash or mobile money for this campaign? (n = 366*)



■ Cash ■ Mobile Money ■ No Preference

Top Reasons for Preference

Q: Please explain your answer. (Open ended, coded by 60 Decibels, n = 366*)



28% mentioned timeliness to explain their payment preference

■ Cash ■ Mobile Money ■ No Preference

*This question was not asked to vaccinators who had not received any payments at the time that they were surveyed.

Perception of Campaign Work

Vaccinators who 'strongly' agreed with these statements were more likely to report working longer hours on the campaign.

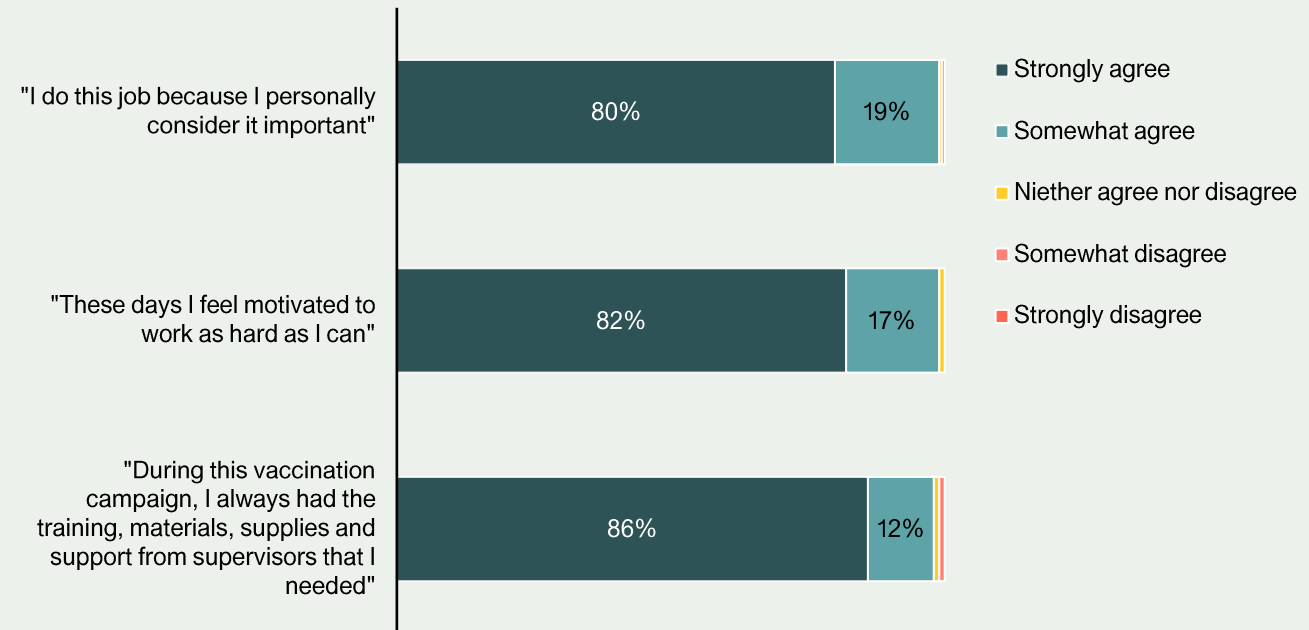


No meaningful difference in perception of work by gender.

Vaccinators have a highly positive perception of their role in the campaign and feel adequately supported to play their part.

Vaccinators' Perception of Work

Q: To what extent do you agree or disagree with the following statements, with respect to your job as a vaccination campaign worker? (n = 382)



Vaccinators' Satisfaction With Work

Younger vaccinators and those who reported having a good experience with payment across both rounds were more likely to report being satisfied with their salary. Vaccinators from larger households were less likely to be satisfied with their salaries.

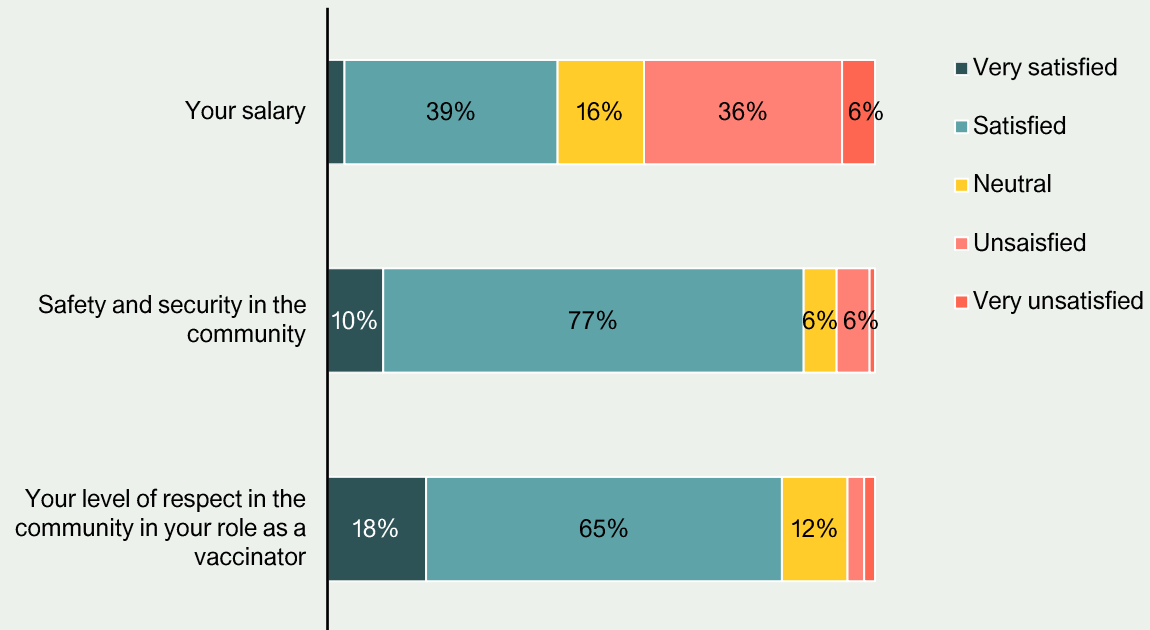


No meaningful difference in job satisfaction by gender.

Overall, more than 8 in 10 were satisfied with their level of safety and respect in the community, and 4 in 10 were satisfied with the salary they received for campaign work.

Vaccinator Satisfaction with Salary, Sense of Safety and Level of Respect in Community

Q: I am going to read to you a series of statements about your level of satisfaction with various aspects of your current job. For each of these aspects, please tell me whether you are (n = 382)



Appendix

Gender & Mobile Money Experience

		Male (n = 260)	Female (n = 122)
Access	Have access to a mobile phone	99%	99%
	Have a mobile money account	100%	100%
	Have used mobile money in the last 30 days	99%	100%
Comfort with using mobile money independently	Never need help	73%	71%
	Rarely need help	20%	16%
	Sometimes need help	4%	7%
	Always need help	3%	6%
Confidence in cashing out payments independently	Very confident	63%	66%
	Somewhat confident	30%	26%
	Not very confident	6%	6%
	Not at all confident	1%	2%
Experience with cashing out payments	Time taken to travel to nearest mobile money agent (minutes)	27 min	23 min
	Less than 30 minutes on cashing out payments	58%	68%
	No challenges experienced in cashing out payment	99%	100%
	Preferred mobile money for payment	84%	80%
	Prefer cash payment	9%	14%

Time Spent On Campaign Activities

		Sample Size	Traveling to work	Receiving training	Attempting to deliver vaccine	Documenting work	Break	Total time spent on campaign work
Gender	Male	260	0.59	2.60	5.64	1.00	1.15	11.2
	Female	122	0.54	2.26	6.29	0.87	1.21	10.9
Level of concern about contracting COVID-19	'No, not at all' concerned	168	0.58	2.31	6.33	0.71	1.30	11.2
	'No, not really' concerned	51	0.44	2.68	7.78	0.70	1.13	12.8
	'Yes, slightly' concerned	76	0.60	2.27	6.81	0.63	1.26	12.0
	'Yes, very much' concerned	87	0.53	2.39	3.97	1.70	0.95	9.5

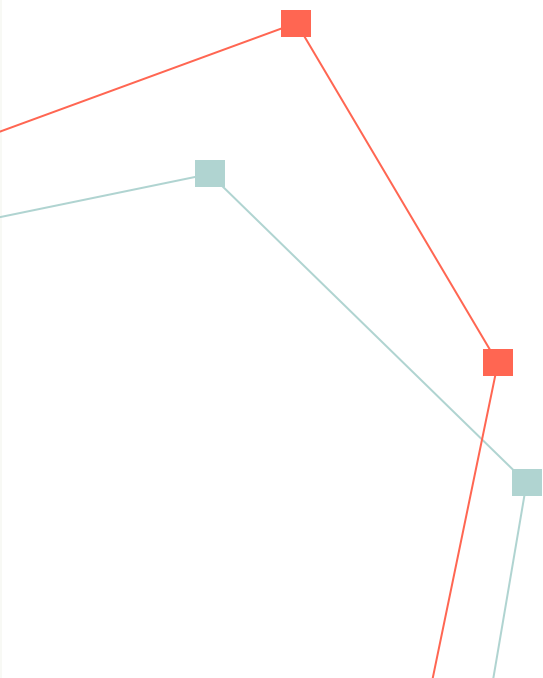
Vaccinators’ Satisfaction With Work (1/2)

		Sample Size	“Your salary”				
			Very satisfied	Satisfied	Neutral	Unsatisfied	Very unsatisfied
Average age (years)		374	32.2	34.9	35.3	36.9	40.2
Average household size		382	4.25	6.26	6.83	7.01	7.04
Round 1 Payment Experience	Very Good	70	5.7%	42.9%	5.7%	27.1%	18.6%
	Good	143	2.8%	52.4%	9.8%	32.2%	2.8%
	Fair	75	4.0%	28.0%	24.0%	41.3%	2.7%
	Poor	45	0.0%	20.0%	20.0%	57.8%	2.2%
	Very Poor	18	0.0%	27.8%	16.7%	38.9%	16.7%
Round 2 Payment Experience	Very Good	61	6.6%	44.3%	6.6%	27.9%	14.8%
	Good	137	3.6%	51.1%	8.8%	33.6%	2.9%
	Fair	80	3.8%	25.0%	27.5%	40.0%	3.8%
	Poor	31	0.0%	19.4%	19.4%	58.1%	3.2%
	Very Poor	25	0.0%	48.0%	0.0%	40.0%	12.0%

Vaccinators’ Satisfaction With Work (2/2)

"Safety and Security in the community"						
	Sample Size	Very satisfied	Satisfied	Neutral	Unsatisfied	Very unsatisfied
Total Hours worked	382	12.2	11.1	10.9	10.4	9.4
Hours spent administering the vaccine	382	7.8	6.0	5.6	5.2	2.0
Hours spent documenting work	382	0.6	0.9	1.4	0.7	1.2
"Level of respect in the community in your role as a vaccinator"						
		Very satisfied	Satisfied	Neutral	Unsatisfied	Very unsatisfied
Total Hours worked	382	12.2	11.1	9.9	11.0	9.0
Hours spent administering the vaccine	382	8.0	6.0	4.0	6.3	2.5
Hours spent documenting work	382	0.5	0.9	1.6	0.6	1.1

Summary of Data Collected



382 phone interviews completed in December 2020

Methodology

Survey mode Phone
 Country Côte d'Ivoire
 Language French
 Dates December 1 – 18, 2020

Sampling Random sample of 2500 vaccinators selected from 21,300+ vaccinators. Of these, 514 vaccinators were attempted to be surveyed, of which 382 were successfully surveyed.

Response rate 74%

Responses Collected

Vaccinators 382

Accuracy

Confidence Level c. 95%
 Margin of error c. 5%

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, the Ministry of Health Republic of Liberia, Harvard School of Public Health, Dimagi, The Bill and Melinda Gates Foundation, and The Solina Group for supporting this work.

We need more help sensitizing parents
to the importance of getting children
vaccinated.

I am happy with the work I do for
the vaccination campaigns.

> I do it whenever I am free

> I do it for the children

> It's important.

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