Noora Health's COVID-19 Formative Research Across India: Analysis of COVID-19 Knowledge, Health Behaviors

Researchers

Shirley Yan, Prasad Bogum, Seema Murthy, Shahed Alam (all from Noora Health)

Abstract

Given the rapid, evolving nature of this pandemic, there is a need for information about COVID-19, specifically how populations from low and middle income countries (LMICs) are preparing and dealing with it. The objective of this study is to conduct a mix of formative research activities from families, healthcare workers, and healthcare administrators across India to understand COVID-19 perspectives to inform message and content creation. Among families, the study aims at understanding the current COVID-19 knowledge, attitude, prevention behaviors, health seeking behaviors, attitude, and sources of information among the general population. This will help to design customised messages as per population needs. For healthcare workers and hospital administrators, understanding of their current preparation for COVID-19 and treatment and the current challenges will help policy makers and other researchers in India and other LMICS to help plan their response to this pandemic. **Read the early update on the needs findings.**

Project Outcomes of Interest

Understanding COVID-19 knowledge, risk perceptions, practice of key health behaviors

Impact Goals

- Reduce COVID-19 transmission rates

Project Data Collection Mode

- CATI (Computer-assisted telephone interviewing)
- Web

Link to Data Collection Instruments

https://docs.google.com/document/d/1u7JUYiVSTTDBak0fhVz5J_fviFghU6vsl5ziDjX7Wpw/edit?usp=sharing

Results Status

No Results Yet