



# POST DISTRIBUTION MONITORING REPORT

## Soap and Detergent Powder

### Added Information

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**Location:** Abbottabad, Mansehra, Swat, Peshawar and Lahore Districts, Pakistan

**Project Title:** Strengthening government sector health system and providing immediate emergency response to curtail outbreak of COVID-19 across Pakistan in Punjab, Sindh, Baluchistan and Khyber Pakhtunkhwa provinces

**Date (s) of Survey:** July - August, 2021

**Author (s):** Ashfaq Hussain MEAL Specialist, CIP

# Acknowledgement

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With special thanks to our partner' Project Staff for their support and commitment to conduct the study in timely manner. Thanks to the beneficiaries who participated in this study. Thanks to CIP Management to provide the opportunity to documents results and learnings of the support provided to the beneficiaries.

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## **Background and Introduction**

CARE international in Pakistan implementing project “Strengthening government sector health system and providing immediate emergency response to curtail outbreak of COVID-19 across Pakistan in Punjab, Sindh, Baluchistan and Khyber Pakhtunkhwa provinces” in five district of Pakistan. The project aimed to Reduction of the primary and secondary impacts of COVID-19 through access to WASH facilities and health for 1,235,394 vulnerable people in 14 districts across Pakistan (Sindh, Punjab, Khyber Pakhtunkhwa and Baluchistan provinces).

Another objective of the project was to improve access of soap to meet hygienic needs of community households. In this regard a package of hand washing soap and detergent powder was provided to 3011 households in five districts of Pakistan.

### **Purpose of the study**

The purpose of the PDM was to assess beneficiaries’ access, use and satisfaction with the soaps and detergent powder. The survey was undertaken after the completion of distribution process.

### **Methodology**

Considering total beneficiaries (3011) of the soap and detergent power, a sample of 507 beneficiaries was selected for the PDM from all five districts. The respondents were selected systematically from the list. The sample was further distributed at sub district level to get maximum coverage of the district.

### **Limitations of the study**

Due to pandemic, the physical verification of kits could not be performed.

## Findings

### Gender Segregation of Respondents

A total of 507 beneficiaries were randomly selected for the PDM including 100 from each district. Out of the 311 (61%) were female and 196 (39%) were male respondents.

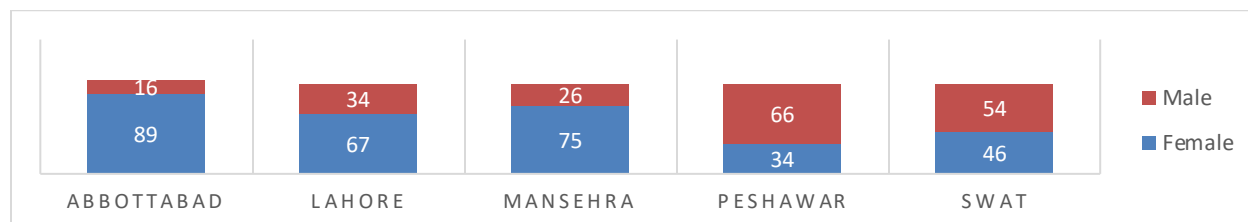


Figure 1: Gender and district wise details

### Age and Family Composition

According to the PDM data, the average age of the respondents is 42 years with minimum 38 and maximum 44 years. The average family size of the household is 7 persons per household. Abbottabad, Lahore, Mansehra have 6 family members, Swat has 7 family members and Peshawar has 11 family members due to tribal culture and religious influence or values. The composition of family is reflected in below table.

Row Labels	Average of Total Family Members
Abbottabad	6
Lahore	6
Mansehra	6
Peshawar	11
Swat	7
Grand Total	7

On an average 82% respondents are married, 1% are separated, 8% are single and 8% are widow status. Below chart shows district wise marital status of respondents.

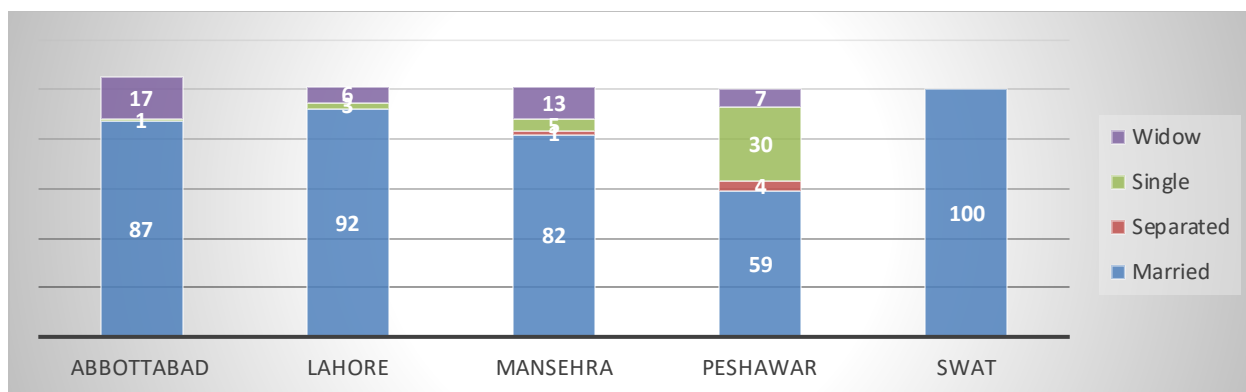


Figure 2: Marital Status

### Receiving of soap and detergent Powder

98% respondents confirm that they were the listed beneficiaries who also received the soap and detergent powder package. The family members spouse, mother and daughter of rest 2% beneficiaries received the package on their behalf.

100% respondents confirmed that they have received the soap and detergent powder during last 30 days. The data shows that partners of district Swat, Peshawar and Lahore provided 10 soap bars and three detergent powder packet to each household but partner of Abbottabad and Mansehra distributed soap on the bases of family size and each family member get one soap bar and 2-3 detergent powder package for each household.

### Assessment of beneficiaries

All of the respondents mentioned that someone from partner organization visited their household to get the information about their family. The visited person was staff of the partner organizes.

### Beneficiaries Selection Criteria

80% confirmed that they were explained the beneficiary selection process for inclusion for the support. 92% mentioned beneficiaries' selection criteria were widow headed household, 82% reported female headed household, 82% COVID Infected household (82%), household with PWDs (81%), poor household (82%) and daily wagers (81%). 100% respondents reported that the beneficiary selection for the support was fair.

### Beneficiary Satisfaction with the selection Process

34% respondents were highly satisfied with the selection process, 66% were satisfied and two respondents were neutral. Furthermore 100% respondents confirmed that the distribution took place on time as per plan and none of them faced any problem during distribution.

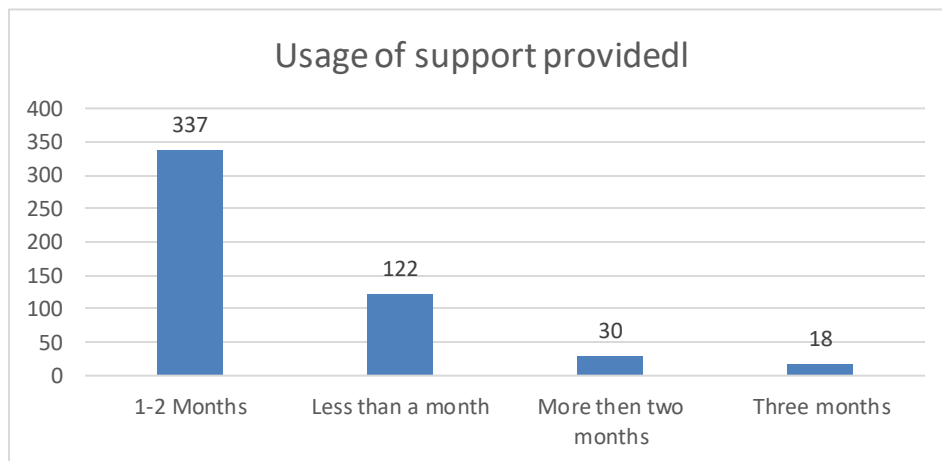


### Time of Distribution

The respondents further shared time of distribution and assessment of beneficiaries. 49% confirmed that it took less than one week to provide the support after the assessment conducted. 16% shared one week of time taken from assessment to distribution of soap and detergents, 24% shared two weeks of time and 2% shared three weeks and 9% reported that four weeks taken by staff to distributed the items from date of assessment.

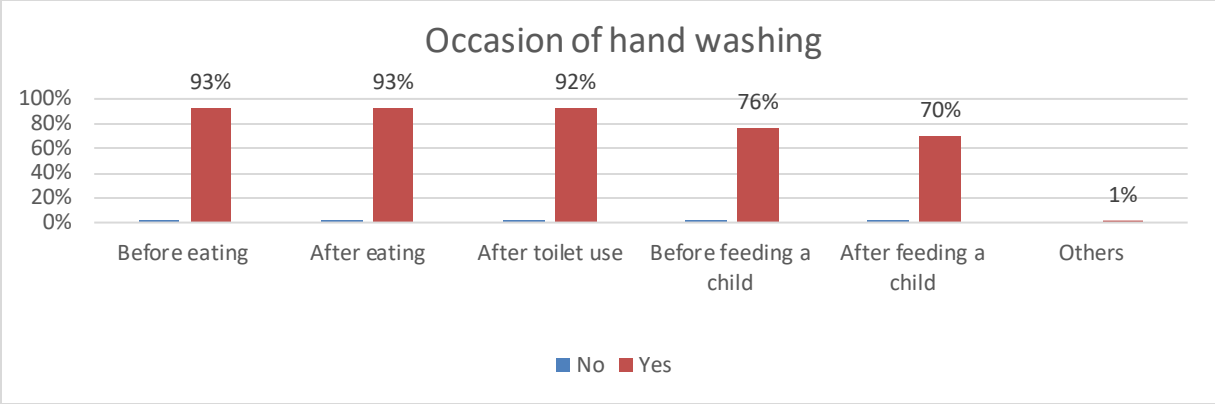
### Usage of Soap and Detergent Powder

Moreover, 66% respondents reported that the provided soap and detergent powder was used for 1-2 months, 24% used it for less than one month, 6% used it for more than two months and 4% used it up to three months.



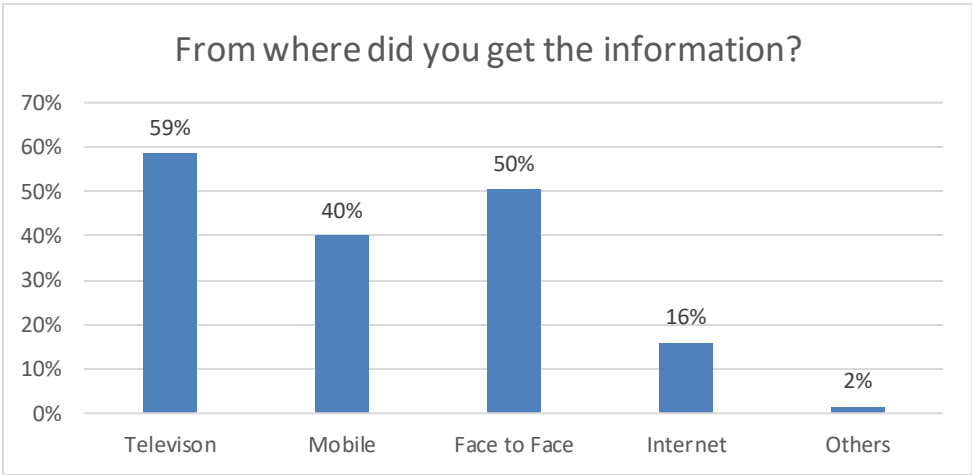
### Hand Washing Practices

72% respondents reported that they washed their hand more than three time a day, 25% wash their hand three times a day and 2% wash their hand twice a day. 93% wash hands before and after eating foods, 92% wash hand after toilet use, 76% wash their hands before feeding a child, 70% wash their hands after feeding a child. Other hand washing occasion shared are after doing work, back to home, after playing etc.



**Information sharing**

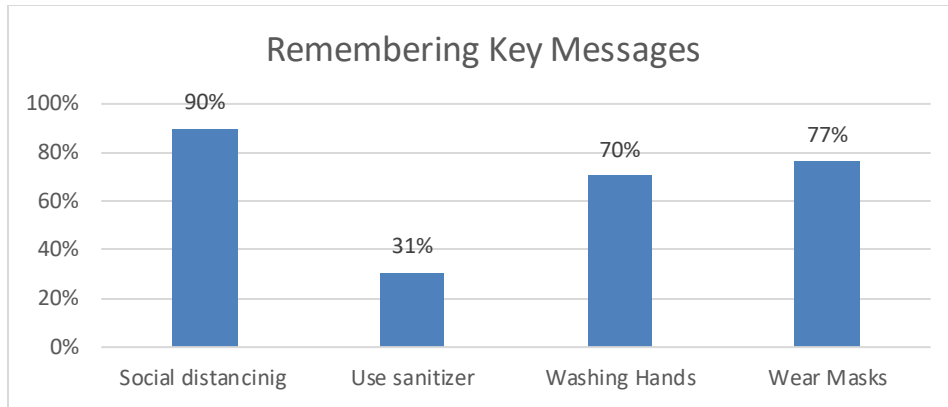
100% respondents shared that they know how to protect themselves from the COVID-19. 59% shared that they learnt it through television, 40% learn it through mobile, 50% received the information through face to face sessions at community, 16% learnt it from internet and 2% have other sources of learnings. The other sources mentioned were newspaper, teacher and children. The data shows that only person has reported that he has learnt COVID prevention measure from radio. This shows that radio is rarely used by the people of our intervention area. The respondents further confirmed that the face to face session were conducted by the CIP partners staff (community mobilizers and other staff). They further confirmed that the information provided are related to COVID-19 prevention (58%), vaccination information (21%).



**Key Messages Shared by Beneficiaries**

An average 67% were aware of key messages, 90% remembered social distancing, 31% remember use of sanitizer, 70% remember hand washing, 77% remember key message of wear mask to prevent COVID-19.



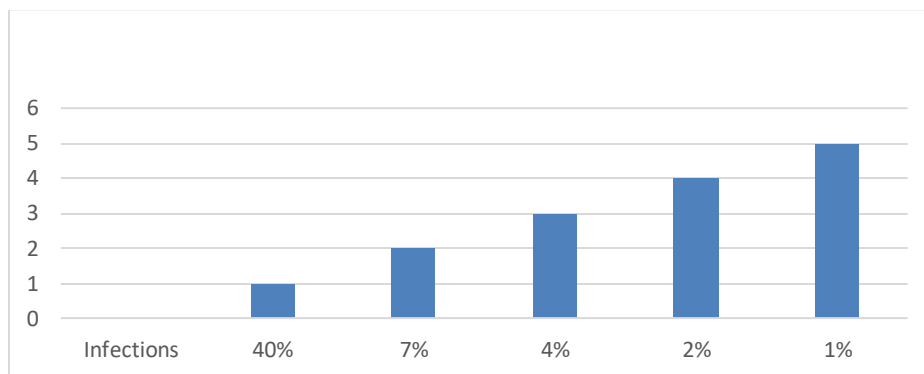


### Telehealth services

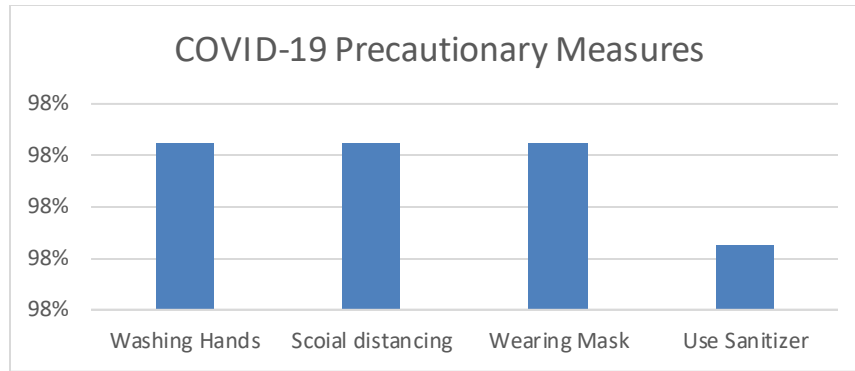
26% respondents are aware of availability of telehealth services for mental health. They hear about telehealth services during awareness sessions conducted by field staff. 12 respondents reported that they have contact the services through telephonic call via mentioned hotline number to get general information about COVID and vaccinations.

### COVID-19 Infections at household

Regarding COVID-19 infection, 40% respondents shared that one of the member infected due to COVID-19 virus, 7% respondents confirmed that two family members got infected, 4% reported three family members, 2% reported four family members and 1% reported their five family members got infected so far from onset of the pandemic. Furthermore, four respondents confirmed that one of the family member died due to COVID-19 infection and one respondents report two deaths in their household.



The precautionary measures taken by the respondent are; 98% practice hand washing, 98% again reported social distancing, 98% again reported wearing mask and 98% use sanitizers respectively.

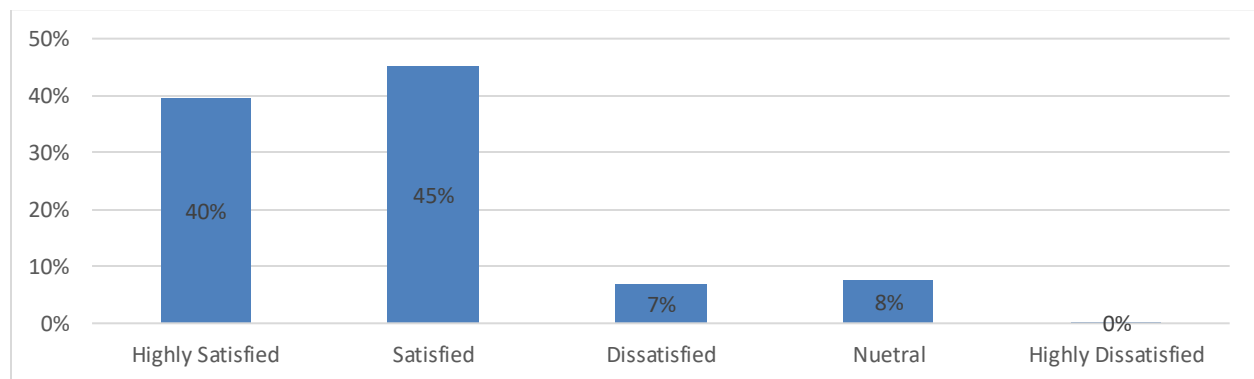


### Feedback and Response Mechanism

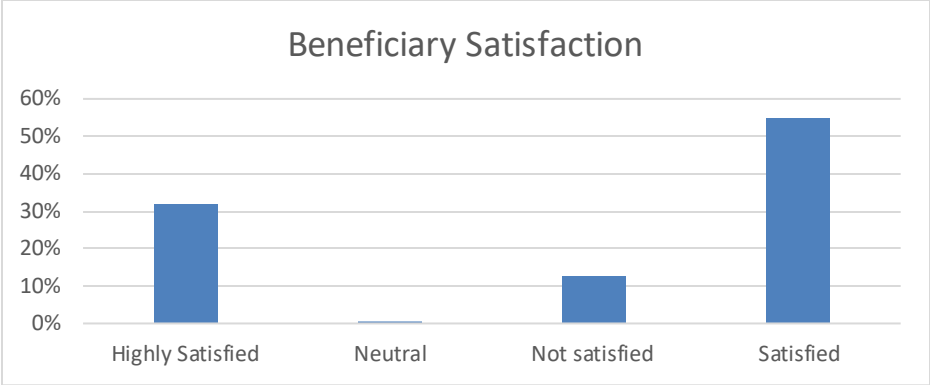
79% were aware of how to register complaints and feedbacks to the provided organization. The most appropriate method shared by the respondents is call to phone number (46%) and talk to visiting staff (52%).

### Satisfaction with the support

The PDM data show that 40% respondents are highly satisfied, 45% are satisfied, 7% are dissatisfied and 8% were neutral with the support provided in terms of provision of soap and detergent powder. The dissatisfied and neutral beneficiaries belong to the district Abbottabad and Mansehra. The dissatisfaction shared by the respondents was quantity and quality of soap and detergent powder. They suggested to increase quantity as well as quality of the provided products. As mentioned earlier the partner has distributed the quantity of soap and detergent powder based on family size of the household.



A question was asked to assess the satisfaction level of respondents on overall distribution process; out of them 32% were highly satisfied with the distribution process. 55% were satisfied and 13% were not satisfied with the distribution. As stated earlier the dissatisfaction shared by the respondents was quantity and quality of soap and detergent powder. They suggested to increase quantity as well as quality of the provided products. As mentioned earlier the partner has distributed the quantity of soap and detergent powder based on family size of the household. 100% respondents were satisfied with the nature of the nature of the project implemented and 100% shared that the project was relevant to their needs. Moreover 56% were satisfied with the time of the project.



## Recommendations

1. It is encouraging that beneficiaries are practicing hand washing multiple times.
2. Size of soap package was not uniformly the same for each partner as Saibaan has distributed the soap and detergent powder on the basis of family size while rest of the partners provided 10 bars of hand washing soap and three packets of detergent powder.
3. The quantity and quality of the provided items should be increased so that households will get maximum benefit for 2-3 months.

## Annexure

### PDM Tool

# ECHO HIP 2020 PDM

## (Hand Washing Soap and Detergent Distribution)

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Hello my name is [ABC] and I am with the NGO, [XYZ]. We received your contact information through our team in for the purpose of asking you a few questions about the support (Hand washing soap and laundry detergent soap/powder) provided to the community and health facilities. We will use the information provided to strengthen process, but will not release your name or any identifying information to anyone. This survey will take 30 minutes and will not affect your participation in our hand washing soap and laundry detergent soap/powder programs/upcoming programs. If you have any additional information about this survey or our NGO, please feel free to call us at our hotline number [XXX-XXXXX]. Any information that you provide will be kept strictly confidential. This is voluntary and you can choose not to answer any or all of the questions. However, we hope that you will participate since the information you will provide is essential to evaluate the soap and detergent powder distribution process.

Are you willing to participate?

YES

NO

Section 1- Respondent Profile:	
1.	Name of Respondent: [ _____ ]
2.	CNIC No: [ _____ ]
3.	Gender of the Respondent: 0 – [ ] Male, 1 [ ] Female
4.	Is the respondent head of household? 1 – [ ] Yes, 2 – [ ] No
5.	Contact Cell No: [ _____ ]

6.	Marital status of the respondent: 1-[ ] Single, 2-[ ] Married, 3-[ ] Separated/Divorced, 4-[ ] Widow			
7.	Age of the respondent: [_____]			
8.	How many people are living in the households? _____			
	<b>Age</b>	<b>Male</b>	<b>Female</b>	<b>PWD<sup>1</sup> Male</b>
	Less than 5 Years old			
	5 or more than 5-15-Year-Old			
	More than 15-49-Year-Old			[_____]
	More than 49-60 years Old			[_____]
	61+ Year Old			
9.	Village Name: [_____]		10. UC <sup>2</sup> Name: [_____]	
11.	District Name: [_____]			

Section 2- Hand Washing Soap and Laundry Detergent Support		
12.	Are you the listed person who received the soap and detergent powder?  1. Yes 2. No	[_____]
13.	If No, who is the listed person in your household?	[_____]
14.	Relation with head of household?	[_____]

<sup>1</sup> PWD: Person with Disabilities

<sup>2</sup> UC: Union Council

15.	What type of assistance has your household received in the past 30 days?	1. Hand Washing Soap 2. Laundry soap 3. Detergent Powder
16.	What was the quantity of hand washing soap and laundry detergent powder?  If soap = Bars  In case of Powder= Packet	Hand Washing Soaps _____  Laundry soap _____  Detergent Powder _____
17.	Which organization provided you the hand washing soap and laundry detergent powder?	[ _____ ]
18.	Is this what you were told you were going to receive?  1. Yes 2. No	[ _____ ]
19.	To what extent are you satisfied with the quantity/quality of soap you received?  1. Highly satisfied 2. Satisfied 3. Neutral 4. Dissatisfied 5. Highly dissatisfied	[ _____ ]
20.	If dissatisfied, any reasons and any suggestion?	[ _____ ]
<b>Section 3- Registration for Soap and Detergent</b>		
21.	How did you first hear about the program?  1. From friend 2. A neighbor 3. Project staff 4. Community representative 5. Other, Specify [ _____ ]	[ _____ ]
22.	Were you explained what the selection process was for being included as beneficiary?  1. Yes 2. No	[ _____ ]

23.	<p>Why you are selected as beneficiaries? if yes please select the following option (multiple selection is allowed)</p> <ol style="list-style-type: none"> <li>1. Widow headed household</li> <li>2. Female headed household</li> <li>3. The poor household</li> <li>4. Family member with disability</li> <li>5. Household with COVID Infected family member</li> <li>6. Daily wager</li> <li>7. Other, specify [_____]</li> </ol>	<p>[_____]</p> <p>[_____]</p> <p>[_____]</p> <p>[_____]</p> <p>[_____]</p> <p>[_____]</p> <p>[_____]</p>
24.	<p>Do you think the selection of program participants was fair?</p> <ol style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> </ol>	<p>[_____]</p>
25.	<p>If no or somewhat, why not?</p>	<p>[_____]</p>
26.	<p>To what extend are you satisfied with the selection process?</p> <ol style="list-style-type: none"> <li>1. Highly satisfied</li> <li>2. Satisfied</li> <li>3. Neutral</li> <li>4. Dissatisfied</li> <li>5. Highly dissatisfied</li> </ol>	<p>[_____]</p>
27.	<p>If Not Satisfied, please explain major aspect/concerns that you think wthat could be improved?</p>	<p>[_____]</p>
28.	<p>How many days before distribution the team visited your household?</p>	<p>[_____]</p>
29.	<p>Did the distribution take place on the day/time you were told?</p> <ol style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> </ol>	<p>[_____]</p>
30.	<p>If No please elaborate?</p>	<p>[_____]</p>
31.	<p>Did you experience any problems with the distribution?</p> <ol style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> </ol>	<p>[_____]</p>
32.	<p>If yes, please explain</p>	<p>[_____]</p>



33.	How long did you wait between the registration and distribution of hand washing soap/laundry powder?  1. One week 2. Two weeks 3. Less than one week 4. Other	[ _____ ]
34.	How many days/month the provided hand washing soap or detergent powder package fulfilled the family need?  1. 15 days 2. Less than a month 3. 1-2 months 4. More the two months	[ _____ ]
35.	How many time do you wash your hands during a day?  1. Once a day 2. Twice a day 3. Three times a day 4. More than three times a day	[ _____ ]
36.	When did you wash your hands during a day?  1. Before preparing food 2. Before eating 3. Before feeding a child 4. After handling feces/diapers 5. After defecation or using the latrine 6. Other	[ _____ ] [ _____ ] [ _____ ] [ _____ ] [ _____ ]
37.	If other please explain	[ _____ ]
38.	Are you satisfied with the distribution process?  1. Yes 2. No	
39.	In case of No, what were the reasons?	

Section 4- Communication		
40.	How were you informed about the distribution?  1. Phone call 2. Project staff 3. Neighbor 4. Relative	[ _____ ]

	5. Community leader 6. Other, specify [ _____ ]	
41.	Do you know, how we can protect ourselves from COVID-19?  1. Yes 2. No 3. Don't Know	[ _____ ]
42.	From where did you get the information about COVID-19?  1. Radio 2. Television 3. Mobile 4. Face to face 5. Internet 6. Others, Please specify [ _____ ]	[ _____ ] [ _____ ] [ _____ ] [ _____ ] [ _____ ] [ _____ ]
43.	If Radio, When did you receive it?	[ _____ ]
44.	Which radio channel?	[ _____ ]
45.	If face to face in Q47, who has provided the information?	[ _____ ]
46.	What other information was provided?	[ _____ ]
47.	Was there any session in community on COVID-19 and health and hygiene in your area?  1. Yes 2. No	[ _____ ]
48.	If Yes, who organized this session?	[ _____ ]
49.	What are the three key message you know about prevention of COVID-19?	1. _____ 2. _____ 3. _____
50.	Do you know telehealth services available for mental health related issues during COVID-19?  1. Yes 2. No	[ _____ ]
51.	If Yes, How did you know it?	[ _____ ]
52.	Do you know the helpline number of telehealth services?	

	<ol style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> </ol>	[ _____ ]
53.	<p>Have you registered any issue through helpline number?</p> <ol style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> </ol>	[ _____ ]
54.	If Yes, what was the issue?	[ _____ ]
55.	If No why?	[ _____ ]
56.	How many members in your household get infected from COVID-19?	[ _____ ]
57.	<p>Is any household member died of COVID-19?</p> <ol style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> </ol>	[ _____ ]
58.	If Yes, How many?	Male _____ Female _____

Section 5- Protection and Accountability		
59.	<p>By receiving this assistance (soap and key messages) do you feel safe from COVID-19?</p> <ol style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> </ol>	[ _____ ]
60.	<p>What precautions have you taken to stay safe as a beneficiary of this program?</p> <ol style="list-style-type: none"> <li>1. Washing hands</li> <li>2. Physical distancing (6 Feet)</li> <li>3. Wearing masks</li> <li>4. Use sanitizer</li> <li>5. Other Specify [ _____ ]</li> </ol>	[ _____ ] [ _____ ] [ _____ ] [ _____ ] [ _____ ]
61.	<p>To what extent are you satisfied with the overall distribution Process, (Selection to receiving of Soap)</p> <ol style="list-style-type: none"> <li>1. Highly satisfied</li> <li>2. Satisfied</li> <li>3. Neutral</li> <li>4. Dissatisfied</li> <li>5. Highly dissatisfied</li> </ol>	[ _____ ]

62.	<p>In exchange for being included in the program, did you have to pay any fee, or make a favor in return, get involved in suspicious work, or work for someone in any other way?</p> <p>1. Yes 2. No</p>	[ _____ ]
63.	<p>Do you know how to register complaints and feedback to provided organization?</p> <p>1. Yes 2. No</p>	[ _____ ]
64.	<p>Which channel would you be the most likely to use if you wanted to share feedback?</p> <p>1. Call to phone number 2. Talk to Staff 3. Other specify [ _____ ]</p>	[ _____ ]
65.	<p>Are you satisfied with the system of complaints and feedback system?</p> <p>1. Yes 2. No</p>	[ _____ ]
66.	<p>Are you satisfied with the nature of the project to support households and government health facilities?</p> <p>1. Yes 2. No</p>	[ _____ ]
67.	<p>Do you think that the project support was relevant to the needs of community?</p> <p>1. Yes 2. No</p> <p><i>(The enumerator will explain support provided to health facilities and soap distribution at household level)</i></p>	[ _____ ]
68.	<p>Are you satisfied with the time of the project it started?</p> <p>1. Yes 2. No</p>	[ _____ ]
69.	<p><b>Any comment or suggestion</b></p>	

Data Collector Name \_\_\_\_\_

Data Verified by: \_\_\_\_\_

THANK YOU