



PREPARE
PACIFIC

1 September 2021

COMMUNITY SUPPORT AND INSIGHTS REPORT

Capturing insights, attitudes and behaviours of South Auckland communities during August 2021 Level 4 Lockdown





The Cause Collective is a social change organisation focused on the wellbeing of Pacific peoples and South Auckland communities. Our approach to social change is underpinned by Pacific and Māori indigenous knowledge and prevention systems which guides our understanding of wellbeing.

We look at what is causing a complex problem to exist and why the problem is hard to solve. Often the problems are persistent and are passed on from one generation to the next, despite significant investment from consecutive governments into the problem.

We work alongside the communities, businesses, organisations, and agencies that are most affected by a problem to create breakthrough solutions to disrupt the conditions holding the problem in place, and to prevent the problem being experienced by future generations.

Sometimes it takes a while to see change happen so telling stories of impact to keep people engaged in a social change movement is critically important. We do this by drawing on the lived experiences, data, and insights of the people we work alongside.

This report was developed by The Cause Collective to help capture the lived experiences of South Auckland communities to inform a local response to COVID-19.

1 September 2021

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OVERVIEW

Background

The Cause Collective (TCC) has been contracted to lead the Communications, Insights and Behaviour Change workstream as part of the Northern Region District Health Board's COVID-19 Pacific Response through the Prepare Pacific campaign. This workstream aims to meet the immediate need for contextual information that leads to increased awareness and changes in behaviour to prepare and protect Pacific communities from Coronavirus.

This report summarises insights gathered over the Alert Level 4 lockdown period from 18–31 August 2021 by analysing data gathered from Pacific communities. The workstream is based on the concept of "Prepare Pacific" which is encouraging Pacific peoples to be prepared at every alert level and stage of the COVID-19 pandemic.

Further information about Prepare Pacific can be found at:

www.preparepacific.nz

<https://www.facebook.com/preparepacific/>

The Prepare South Auckland Facebook page was established prior to this Communications Campaign and has approximately 8000 members from across the Auckland region. Because it was one of the first information pages to go up during the early stages of the pandemic, it has had very good engagement with its members with a significant proportion being of Pacific descent.

Method used

The methodology was designed to develop a picture of current realities facing Pacific communities, and the system level responses required to improve the situation. The aim was to strike a balance between real-time information gathered from the health system, Pacific communities, families and individuals themselves. The data collection points were qualitative insights gathered from three main sources:

- Provisional data¹ from an online survey with 681 responses from the community.
- Three online focus groups with Church Leaders, young people from the Interfaith Collective, and Pacific Community leaders.
- Engagements with Pacific providers, community stakeholders, and Pacific response workstream leads.

¹The qualitative survey insights are provisional and should be used with caution. To enable sharing of timely and relevant information, the data cleaning and quality assurance processes have not yet been fully completed. These results may therefore need to be revised in the future.

Impact of COVID-19 on engagement

We note that due to the Level 4 Alert System that was in place for most of the reporting period, face-to-face engagements were not possible and direct community observations limited.

The analysis phase of the qualitative data was guided by Pacific methodologies, co-design, cause and effect analysis and systems-level thinking. From this, information was organised into actionable intelligence for system stakeholders and Pacific communities themselves (through the Prepare Pacific platform).

Because of the urgency of the situation, the methods were flexible and adaptive.

Limitations

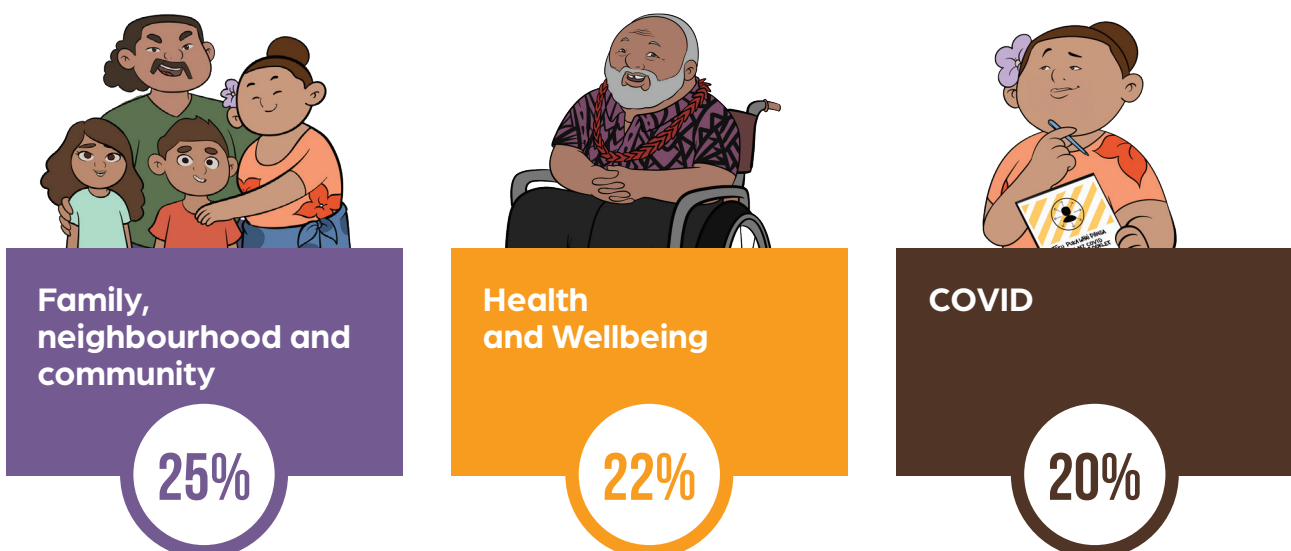
Data collection and sharing data in this context presented some challenges: Open-ended questions and fast-turnaround of analysis increases the risks for quality data collection, analysis and reporting.

The impact of biases for the collection processes is not measured nor known, e.g. sampling biases, self-selection biases. Partial responses from respondents may influence skewness and representativeness.

Summary

From the beginning of Alert Level 4 lockdown on 18 August to 26 August 2021 there have been a range of different emotions, opinions and attitudes expressed by Pacific peoples in response to the lockdown and the latest COVID-19 community outbreak. South Auckland families have experienced a lot of panic, stress, worry for themselves, their families and their community – greatly impacting their health and wellbeing during this time.

The Cause Collective conducted a survey to gather community insights during Alert Level 4 lockdown. A total of 681 members of the community provided insights with the majority identifying as being Pacific and living in South Auckland. The following results were discovered about what is most concerning community at this time:

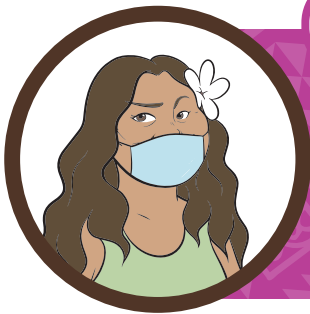


What is most concerning you at this time?	Why is this such a concern?	What needs to be done?
Family, neighbourhood and community	<p>Many Pacific people are concerned about keeping their family, neighbourhood and community protected at this time. Stronger measures of accountability at the service provider level are not in place to ensure the social protection agenda.</p>	<p>Enable service providers to partner with community-based organisations because they hold established and trusted relationships with the community. These organisations need to be enabled with the knowledge to access resources to ensure families can access the quality support they need.</p>
Health and Wellbeing	<p>The recent COVID-19 outbreak is amplifying the already strained mental and physical health of many Pacific people. Many are now also experiencing reduced incomes, lack of access to quality education, fear of being directly affected by COVID, food insecurities and caring for vulnerable family members. This puts extra stress and anxiety on all family members.</p>	<p>Strengthen service delivery processes to provide quality care to Pacific communities. Service provider systems are currently failing the community. Service providers need to improve their operational systems in order to achieve equitable outcomes for the community.</p>
COVID	<p>Pacific families have been directly impacted with the current COVID-19 outbreak. Many are symptomatic, self isolating, getting tested and some Pacific groups are experiencing racial discrimination.</p> <p>Pacific young people are being influenced by misinformation and conspiracy theories spreading through social media leading to feelings of mistrust towards the vaccine.</p>	<p>Pacific leaders and influencers need to deliver clear and accurate messaging directly to the Pacific community to influence the community to make an informed decision about the COVID-19 vaccination.</p>

To best understand the mental models which drive decision making and health behaviours among the Pacific population, a set of personas have been developed which describe the most prevalent mindsets among Pacific communities.

These mindset personas have been created from insights gathered from community engagements and help to describe the behaviours, beliefs and attitudes commonly held by Pacific peoples towards the COVID-19 vaccine. Creating personas helps us to recognise that different Pacific people have different needs, experiences, behaviours and goals in relation to getting vaccinated.

The top COVID-19 Vaccination mindset personas about respondents who had identified as not being vaccinated, revealed how some community members feel about vaccination:



INFORMED ADVOCATE

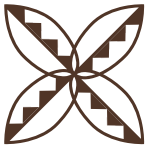
Understands the serious harm that COVID-19 can cause. Does their own research so they can make an informed decision to be vaccinated. They are a 'go-to' person for their family networks. Sometimes they get frustrated when their own family members don't take COVID seriously.



UNCONVINCED MINDSET

They do not support getting vaccinated because they have unanswered questions about the vaccine. They are not convinced by the information they have seen that the vaccine is safe. They are worried about the long-term effects of the virus.

It is clear that in order to achieve a fully vaccinated Pacific population we must focus on encouraging and mobilising informed advocates who are Pacific to do what they do best, advocate for and inform their families, communities and neighbourhoods to get vaccinated and enable them with the adequate support and resources they need.



COVID-19 MINDSET PERSONAS OF PACIFIC PEOPLES

These personas help to describe the behaviours, beliefs and attitudes commonly held by Pacific peoples towards the COVID-19 vaccine. When the community and a group of young people were asked about their motivations to get/ or not to get vaccinated the following insights were aligned to each mindset to show what some of their reasons are:

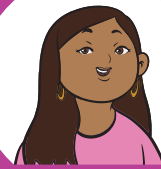
IS GETTING THE VACCINATION IMPORTANT TO YOU? WHY? WHY NOT?

Key Responses from Youth and Wider Community:

INFORMED ADVOCATE

Understands the serious harm that COVID-19 can cause.

"It's important. COVID is now part of our life and should be approached like all other mandatory vaccines to keep us safe."



Youth

"Booked in with a confirmed appointment for myself."



Wider Community

FEAR OF COVID

They fear getting COVID-19, or that a family member who is at risk of Coronavirus, might get it.

"Uninformed but still got the vaccine. The decision was heavily influenced by parent/guardians."



Youth

"I had booked my vaccine before the community outbreak but it got cancelled due to lockdown and I am waiting to get notified to book again."



Wider Community

FATALISTIC

Is aware of the virus but they keep going on with their life.

"It isn't important because my faith is more important to fight COVID. This mindset is also influenced by parents/guardians of the home."



Youth

"Using biblical beliefs to justify reasons not to be vaccinated as they believe God will protect them from COVID and the vaccine is the 'mark of the beast.'"



Wider Community

FEAR OF VACCINE

They are fearful of the vaccine and what it might do to their bodies.

"No – period!"



Youth

"Feeling unsure and mistrusting the safety and side effects of the vaccine."

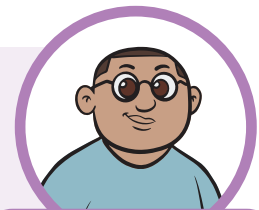


Wider Community

APATHETIC

They are over COVID-19 and are not interested any more in hearing about the virus, this makes getting a vaccination less of a priority.

"It's important but young people should still have the right to decide for themselves."



Youth

"Prioritising work and other needs before booking-in to be vaccinated."



Wider Community

SURVIVOR

Its not that they don't want to get vaccinated, but it's just not a priority.

"It's important but there is no rush to get the vaccine."



Youth

"Discouraged to get vaccinated in a level-4 environment & concerned about getting vaccinated while pregnant or looking after young kids as a sole-parent."



Wider Community

UNCONVINCED MINDSET

They do not support getting vaccinated because they have unanswered questions about the vaccine.

"It isn't important – it doesn't stop the spread (young people are heavily influenced by misinformation)."



Youth

"Unconvinced that the vaccine won't cause them to susceptible to other illnesses."



Wider Community

MOTIVATED MINDSET

They are proactive about getting the vaccine because they want to be able to travel again to visit family in the Islands.

"It's important in order to protect themselves, their family, their loved and the community."



Youth

"I have booked in and am encouraging my family to book too."



Wider Community



KEY INSIGHTS

Data gathered from engagements with Pacific providers, community stakeholders, and Pacific response workstream leads and supported by provisional data from an online survey collected between 18–26 August 2021.

FAMILY, NEIGHBOURHOOD AND COMMUNITY INSIGHTS

ACCESS TO SERVICES:

Pacific service providers need more support and staff to match the demand for help, support advice or information about COVID-19. The funding requirements should be widened to enable community groups with staff who are working longer hours to deliver COVID-19 response services to Pacific communities.

People are frustrated, confused and have gone hungry because some health services have given different instructions by different people (not consistent) and made promises for the provision of food parcels. Trust has been broken with these services, however some Pacific and Māori organisations have stepped up to provide food parcels and health care packages to meet the unmet need.



“Big need of the people is food packages, there seems to be a delay in food, the providers are not answering, women, expecting something within 5 days – no food, no support. We see the need and services are not meeting the needs of our people.”

Church Minister

HEALTH & WELLBEING INSIGHTS

FOOD INSECURITY:

Families, neighbourhoods and South Auckland communities are feeling vulnerable during this lockdown period. Food insecurity due to having their hours at work suddenly reduced, significantly reduces the household income and puts immense stress and pressure on the whole family to cover basic necessities i.e rent and food.

Many Pacific families have needed to self-isolate after being to a location of interest and this has also reduced income and made it incredibly hard for families to get access to food and essential supplies. This has resulted in an increased demand on service providers who are also struggling to keep up with demand while operating on reduced staff, covering their own team who is required to self-isolate too.

Both of these experiences push families further into deprivation and leave them feeling embarrassed and vulnerable.

"Mum had to pick up extra hours at work just to TRY and stay on top of our bills (mortgage being her main priority). It was gut wrenching seeing her tired all the time. I quit university to work full time just to help out at home. Even then, we were barely just getting by. Some days we would only have bread and butter to eat (thank God for the food banks in the community), the kids didn't get new clothes and shoes for a whole year (they are young boys still growing), everyone was arguing frequently and sometimes, it felt difficult to even breathe."

South Auckland Youth

EDUCATION AND TECHNOLOGY BARRIERS:

Lockdown increased the reliance on technology for daily needs and COVID information. Many people in South Auckland have limited access to digital technology or do not have good or any skills to use technology.

Limited access to technology leads to barriers to communication and access to essential needs such as banking. This hinders community members' participation being able to fulfill and access immediate needs such as education, online doctors appointment, accessing finances and using the COVID tracer app to track their movements.

"My daughter has missed classes because she didn't get her chrome book. I'm afraid of going out to the shops in case I get covid and pass it to my children. And it doesn't help having an essential worker in the home."

South Auckland Parent

COVID INSIGHTS

COVID MISINFORMATION AND DISCRIMINATION:

Conspiracy theories have been passed around by family members, church members and health practitioners using social media.

The circulating conspiracy theories that are primarily targeting young people and faith-based communities are showing footage of people who have not reacted well to the vaccine, as a way of discouraging people from getting a COVID-19 vaccination. This is cultivating fear and mistrust in church communities and young people towards their decision to get vaccinated.

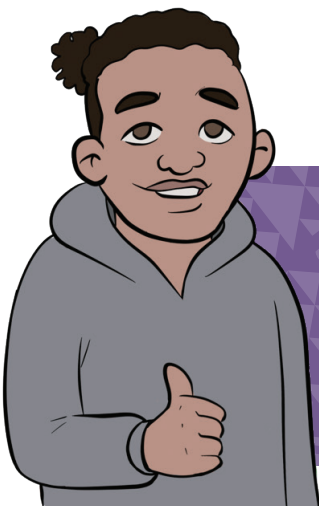
Key messages delivered in Pacific languages by Pacific influencers such as Ministers and young influencers and consistent encouragement from government officials delivered in the right media channels have the best chance of encouraging Pacific communities, particularly young people, to feel more informed and encouraged to get vaccinated.

"GOD IS CALLING FOR HIS PEOPLE TO fall to your knees and pray in such a time... covid is nothing. **HE PARTED THE RED SEA.** Delta variant is nothing. **HE HEALED THE LEAPERS AND CAUSED THE BLIND TO SEE. ULTIMATELY RAISED THE DEAD!** I'm putting it all in his hands, not man's for evil is in Man's heart. Please my people have faith in our God."

SA Community Member

BUSINESS AND EMPLOYMENT:

In response to the increase in need in South Auckland due to reduced income or to job loss, many grassroots community groups are doing their best to support families. However, many community groups are playing the unfunded middle man and continuing to provide support where they can. The government and PHO organisations do not recognise their work with providing adequate funding/ support opportunities for grassroots organisations.



"Trying to balance my school work and being an essential worker because I am the only one providing for my family and it's so I don't want to see my mum struggle ever again."

South Auckland Student



WHAT IS THE PROBLEM BEHIND THESE INSIGHTS?

Pacific people and South Auckland communities are an already disadvantaged community, many are uncertain whether they have the material resources to sufficiently manage and protect their families through a COVID-19 lockdown period.



HOW SHOULD WE RESPOND?

National and regional service providers need to coordinate with families, communities and neighborhoods local trusted sources to firstly surface their immediate needs and then adequately meet them.

Secondary phase of support is to assist families to create buffers and provisions to successfully manage through and beyond the current COVID-19 delta community outbreak.



KEY LEARNINGS AND RECOMMENDED ACTIONS

Advice and recommendations from Church Ministers, Pacific Young people and Pacific communities on how to encourage Pacific people to be vaccinated against COVID-19.

Advice from Ministers and Church leaders on how to encourage congregations and community to get the COVID-19 vaccination:

A total of 9 Ministers from 7 denominations joined a focus group (talanoa) on 25 August to share insights and top of mind concerns from each of their congregations in response to the recent COVID-19 community outbreak.

- **Work with parents to encourage their young people** to get vaccinated
- **Encourage people through a collective mindset**, emphasising the importance of being vaccinated for our families, churches and communities.
- **Use reverse psychology and tell stories** of what it is like to have COVID from real people in the community.
- **Encourage ministers to reach communities outside of their immediate congregation and encourage them to get vaccinated** using the Prepare Pacific resources they have and their influence as leaders in the Pacific community.
- **Encourage young people in their congregations** to work with their networks and other young leaders to advocate for getting vaccinated in creative ways to encourage each other.

Advice from Pacific young people on how to encourage congregations and community to get the COVID-19 vaccination

A core group of 13 young people from the Interfaith Collective conducted online peer-to-peer interviews with 35 young people seeking to understand their views on the COVID-19 vaccination campaign. The core group met online on 24 August to share insights and top of mind concerns from interviews they did.

Key insights answering 'Is getting the vaccination important to you? Why? Why not?':

- **Give young people the chance to ask questions or discuss their fears** with trusted medical professionals that can understand and clarify COVID facts clearly to young person
- **Make information more easily accessible** to our local communities
- **Young people need a compelling reason to get vaccinated** that informs what it does to individual's body and how it will help others they love, family and community
- **Young people feeling are unsure** due to feeling unconvinced themselves or haven't seen enough convincing information that is easily understood from a Pacific or youth perspective
- **Young people want the messages to be reframed and to be more encouraging** for young people rather than overloading them about through negative emphasis i.e. why you SHOULD rather than what would happen if you DO NOT

- **Young people are motivated by God/faith/ theology/spiritual beliefs when it comes to making decisions.** To encourage key spiritual leaders to get vaccinated and lead us and use scripture to guide us
- **Be consistent with simple and factual messaging,** young people need more evidence to build trust that is relatable and caters to all groups i.e disabilities, different pacific groups etc.
- **Encouraging Pacific leaders** and those that have been vaccinated in the youth space to advocate for our young people to get vaccinated

Going forward – What needs to be prioritised when working with Samoan community groups experiencing a COVID outbreak:

We have identified 5 significant insights from 11 entries of data and 33 direct quotes that were gathered through Samoan community engagements across Auckland from the 21st to 25th August 2021. Recommended actions to external stakeholders seeking to help support Samoan communities in crisis include:

- **Build trust with leaders and communities and shift resources to organisations that use culturally safe services and care.** When trust is established between service providers and Samoan communities they can be self-determining to access services to meet their needs
- **Work with Churches to create and get key messages out.** Speaking in the Samoan language is important for the community to understand information in the right way
- **Improve communication and information in the Samoan language.** Public Health communications and Contact Tracing support is not sufficient or efficient enough for Samoan communities
- **Mobilise resources for Samoan Community Vaccination campaigns.** There is limited knowledge amongst Samoan churches and the community of platforms to talanoa and access simple key messages (approved by Samoan Health professionals and cultural advisors) to understand the difference of Covid-19, the Delta variant strain and the vaccinations using the Samoan language
- **NZ Government supports Samoan community leaders to help their communities access care they need through appropriate support services.** The media narrative of the AoG church is False. They are mobilising their congregations to get their COVID testing through trusted Pacific health services and organisations.

Next steps: A full comprehensive (quantitative) data will be released in September 2021 to further support these insights.