



# **UNMASKED: Daring the Lethal Enemy**

**The effective use of masks as a preventive  
measure against COVID-19 in urban areas:  
A case study of Nairobi, Kenya.**

Nairobi, Kenya  
25<sup>th</sup> August 2020



# WCO ESA Background



World Customs Organization

East and Southern Africa region

24 Member countries

Languages: English, French, Portuguese

13 coastal, 11 land-linked countries

4 Regional Training Centres (RTCs)



# Background of Study



- i. Nairobi accounts for the majority of the COVID-19 caseload in Kenya
- ii. Men have higher rates of morbidity and mortality
- iii. Masks are believed to be an effective measure (among others) against the spread of COVID
- iv. ... but the appropriate masks have to be worn correctly to enhance effectiveness.

# Objectives of Study



- i. To investigate the awareness and adherence of the public to guidelines on wearing of masks as a preventive measure against COVID-19 in urban areas.
- ii. To establish the considerations and attitudes of the populace towards the use of masks.



# Methodology of Study



## **i. Adherence to guidelines on wearing of masks**

- Observational drive-in within societal classes
- Upper class, middle class, informal settlements
- Estimating Proportions from population of 383,266.

## **i. Considerations and attitudes towards masks**

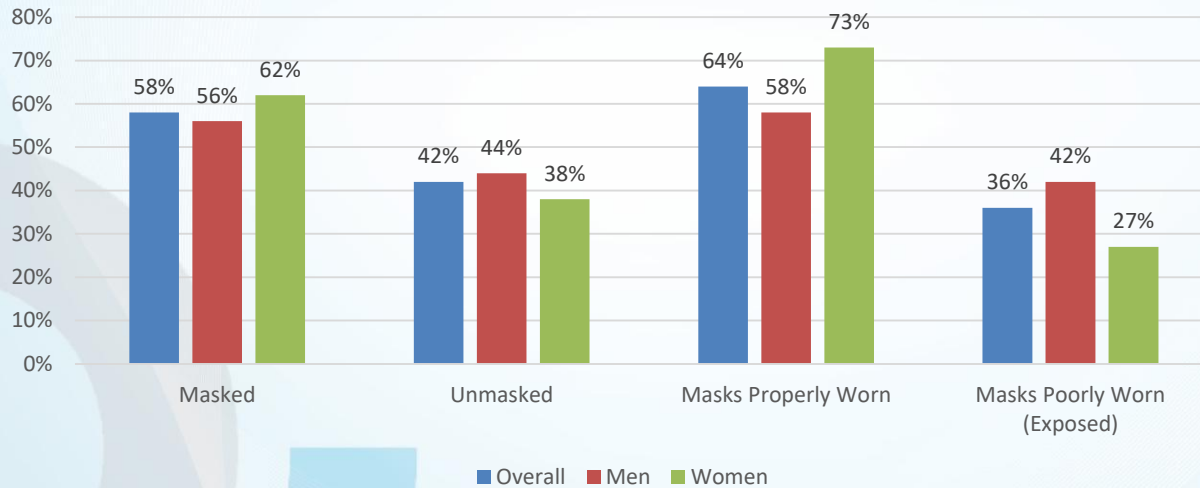
- 1,152 respondents, virtual questionnaires, calls.
- Google Forms Spreadsheet Data Analysis
- Histogram chart presentations

# Results of Study



- i. Awareness and adherence of the public to wearing of masks as a preventive measure against COVID-19 (Coronavirus) in urban areas.**

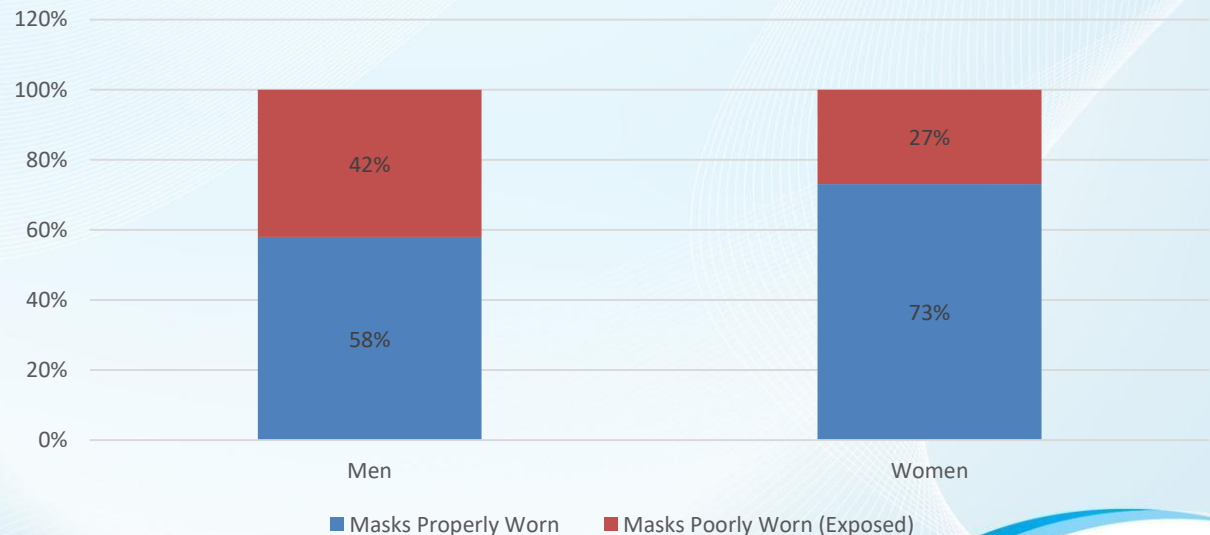
## Adherence to Guidelines for Wearing Masks in Public Places



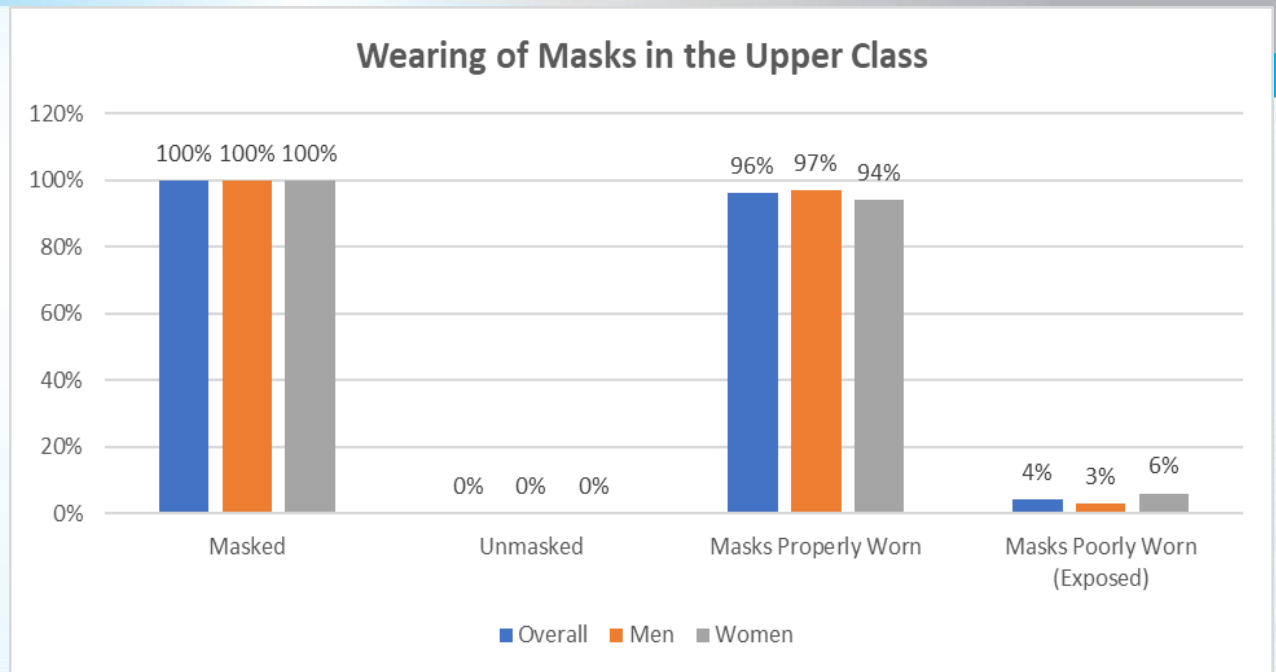
Only 58% of population wearing masks with two-thirds of them wore them correctly.

73% of the masked women wore them correctly compared to 58% men.

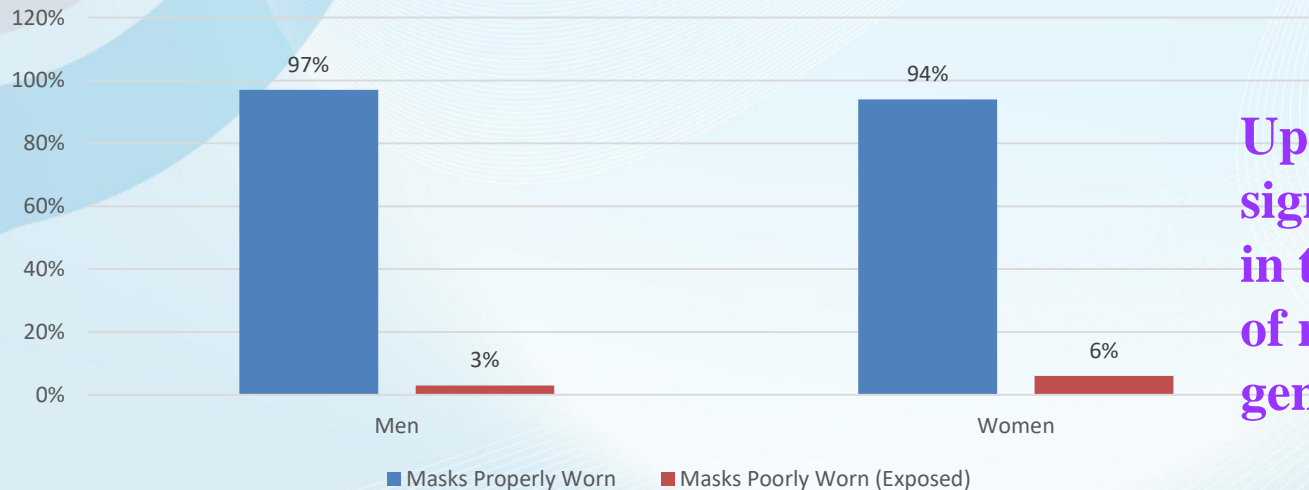
## Gender Adherence to the Proper Wearing of Masks in Public Places



**Upper Class: 100%  
wore masks,  
96% correctly.**



### Upper Class: Gender Adherence to the Proper Wearing of Masks in Public

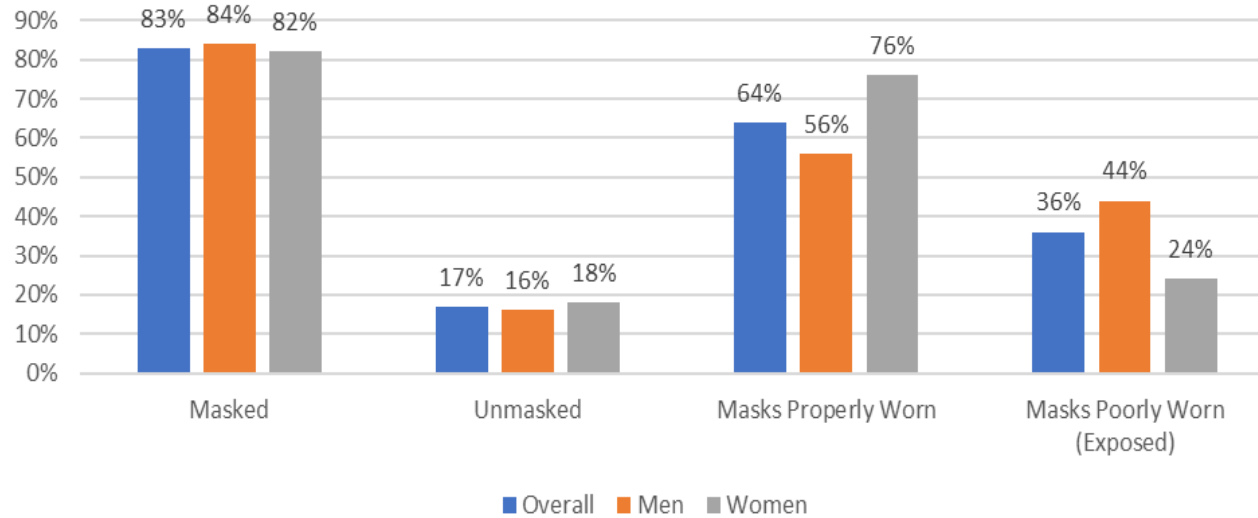


**Upper Class: No  
significant difference  
in the proper wearing  
of masks across  
genders.**





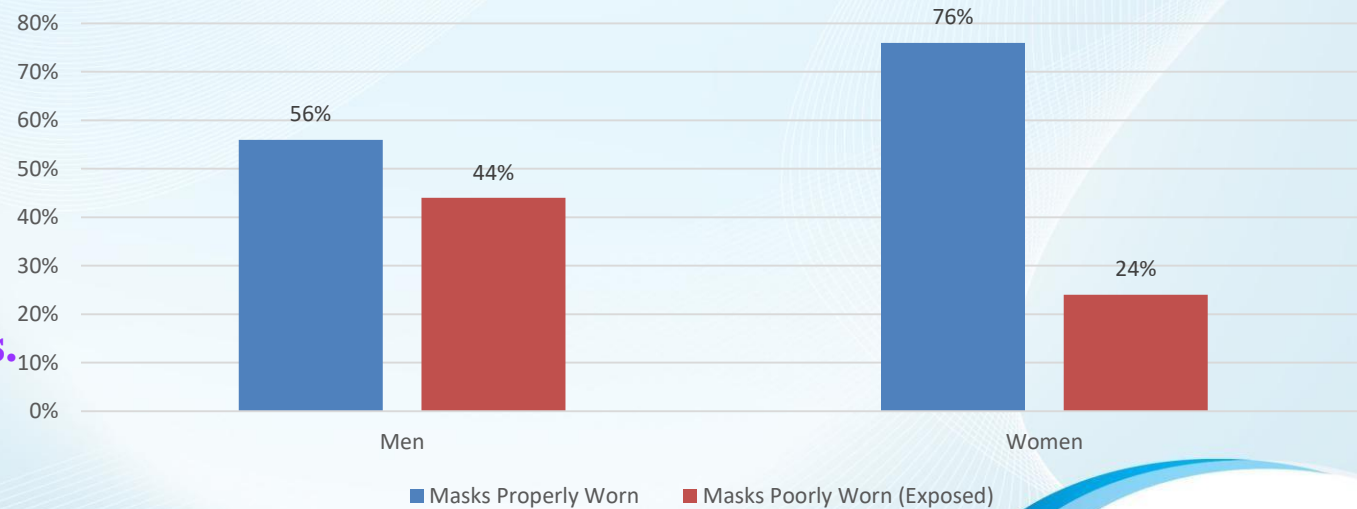
## Wearing of Masks in the Middle Class



Only two thirds of masked middle class population wore masks correctly.

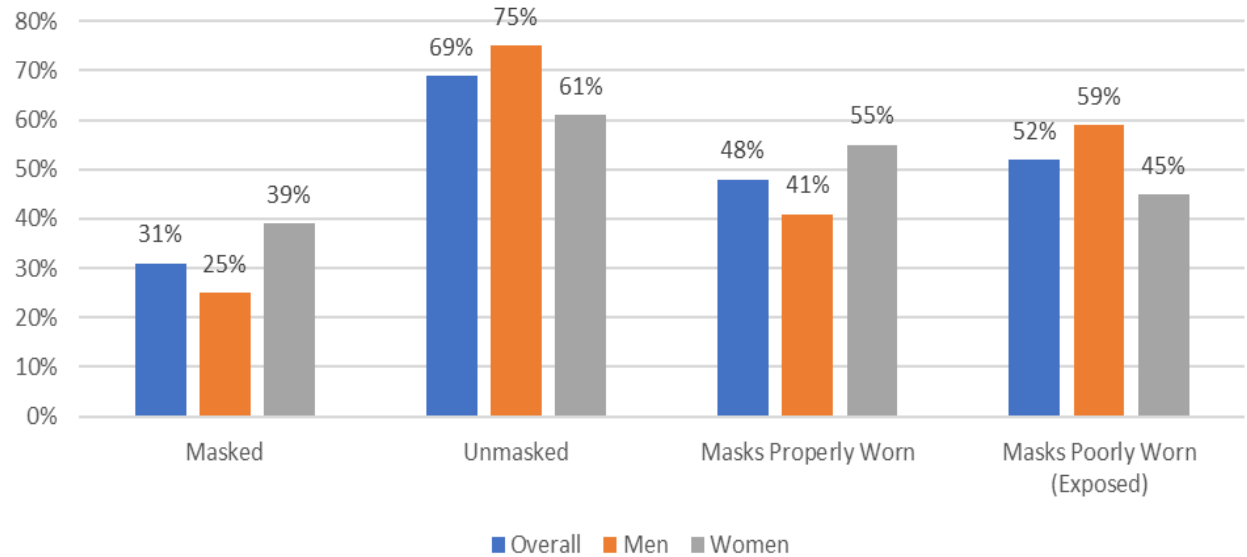
A majority of the middle-class women (76%) adhered to proper wearing of masks in public compared to 56% of their male counterparts.

## Middle Class: Gender Adherence to the Proper Wearing of Masks in Public

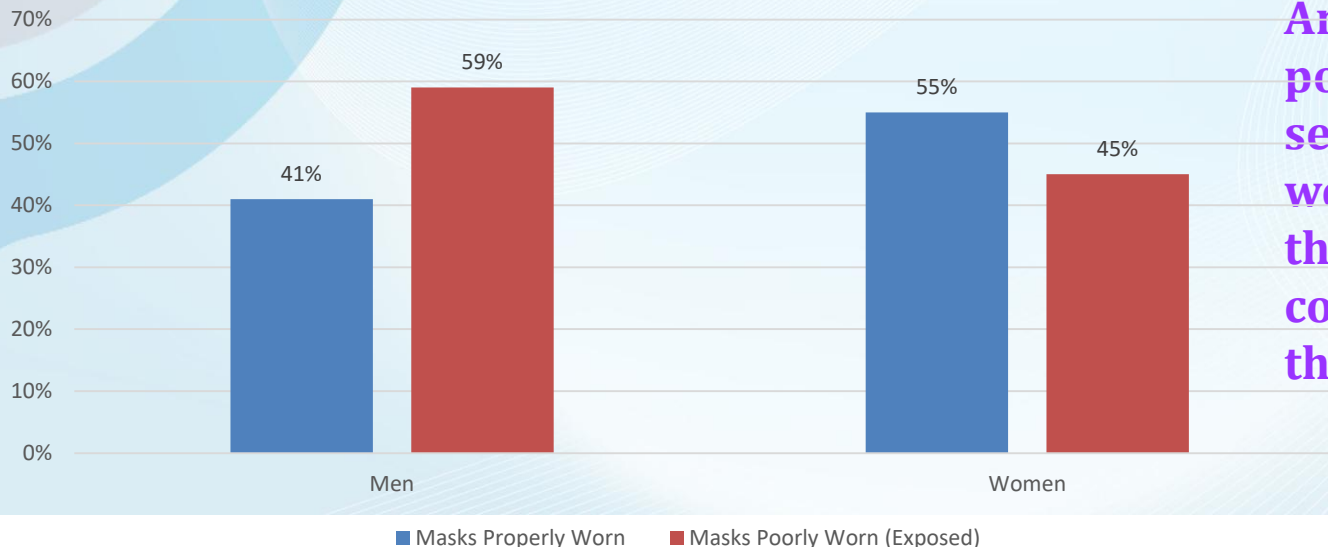


Only a third of persons in informal settlements wore masks; less than half (48%) wore them correctly.

Wearing of Masks in Informal Settlements



Informal Settlements: Gender Adherence to the Proper Wearing of Masks in Public



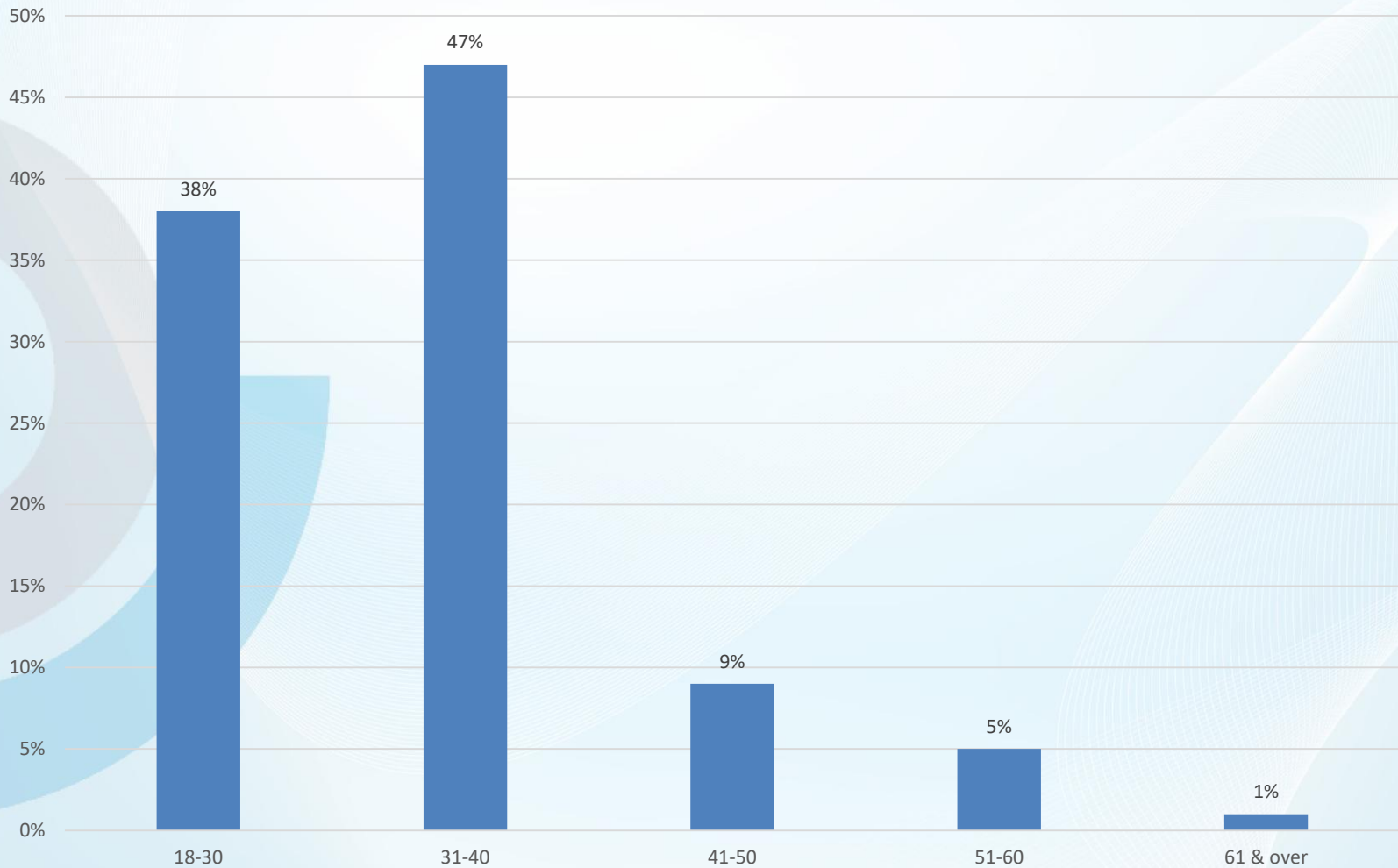
Among the masked population in informal settlements, more women (55%) wore their masks properly, compared to 48% of the men.

# Results of Study



**ii. considerations and attitudes of the populace towards the use of masks.**

## Percentage of Respondents across Different Age Groups (in Years)

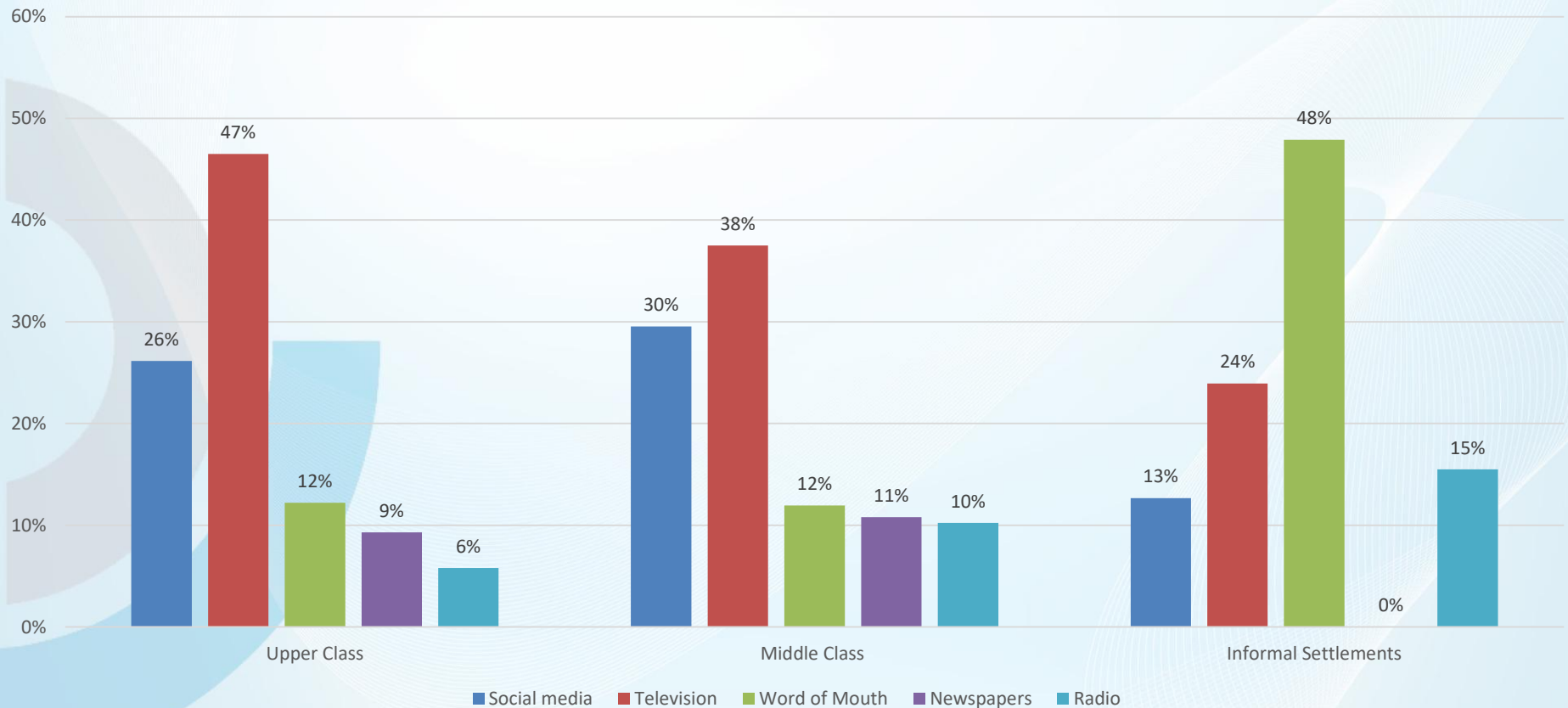


Distribution of respondents across different age groups.





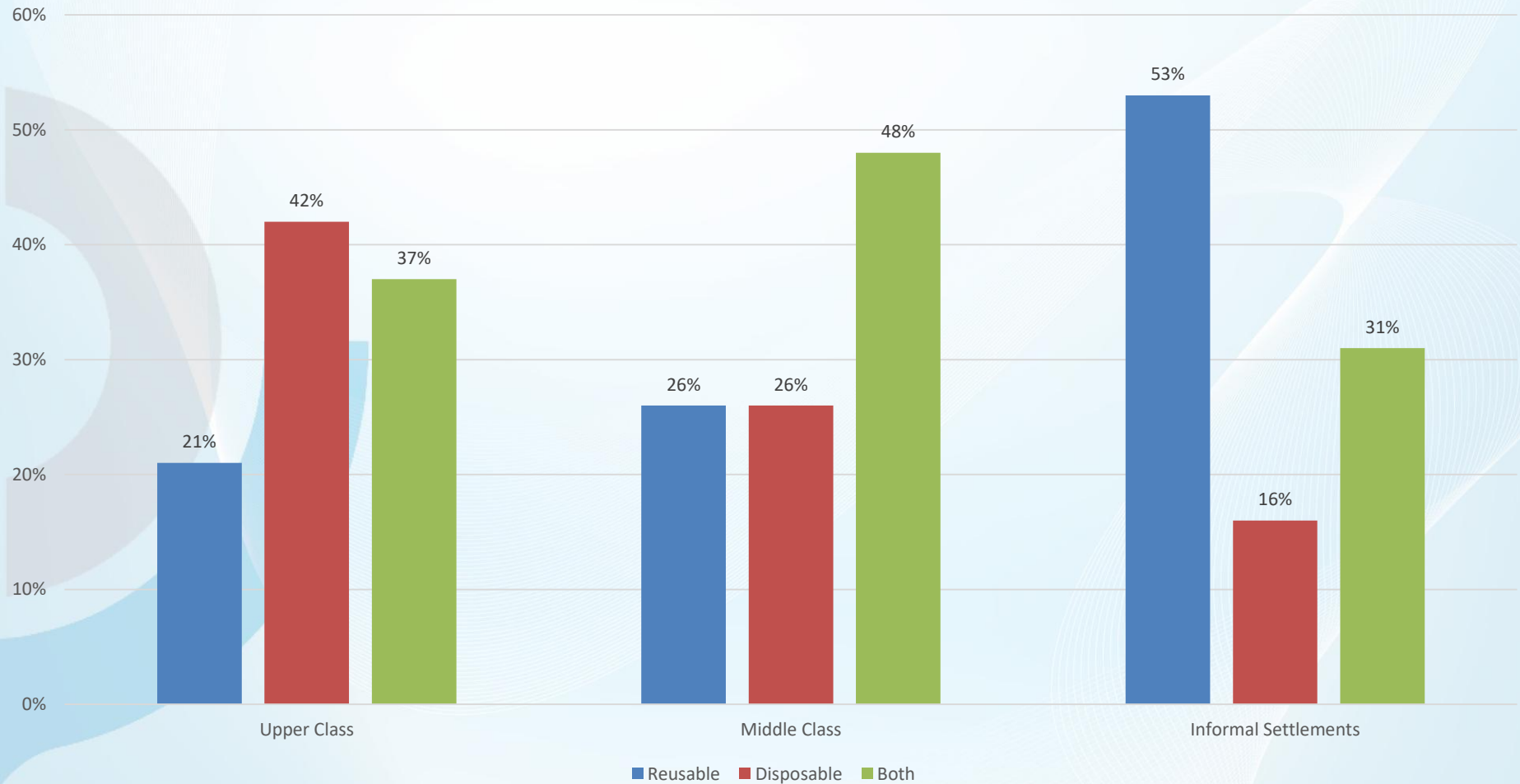
## Exclusivity by Sources of Information across Social Classes



Word of mouth is the most preferred source of information in the informal settlements. Social media and television were more preferred in the higher classes.



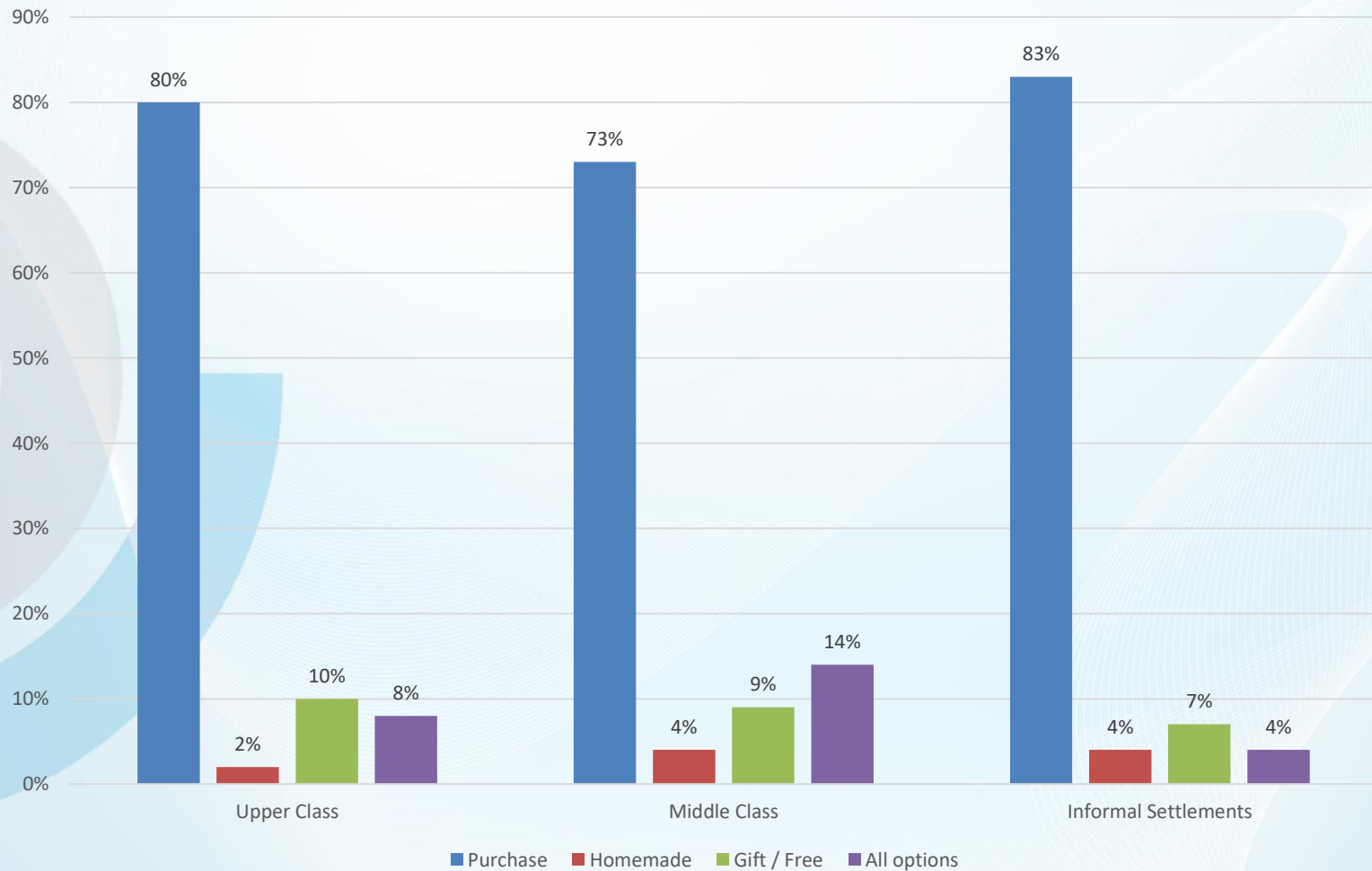
## Choice of the Type of Mask across Social Classes



A majority of the respondents from the informal settlements prefer reusable masks unlike the upper class who prefer the disposable masks. A majority of the middle class use both masks.



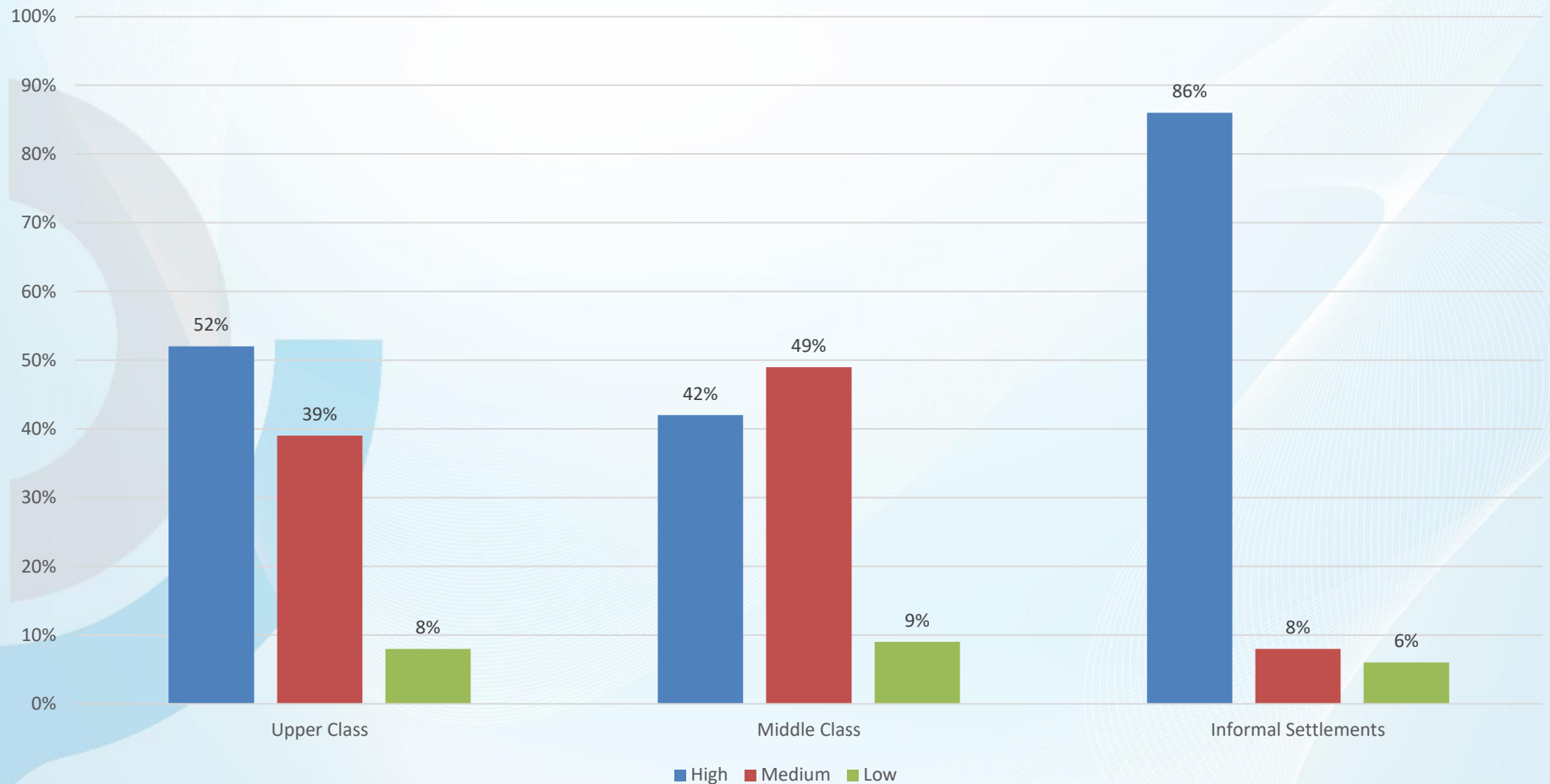
## Mode of Acquisition of Masks across Social Classes



A majority of the population purchased their masks across all the social classes. The upper classes also enjoyed mask freebies compared to the informal settlement respondents.



## Price Consideration in Purchasing Masks across Social Classes

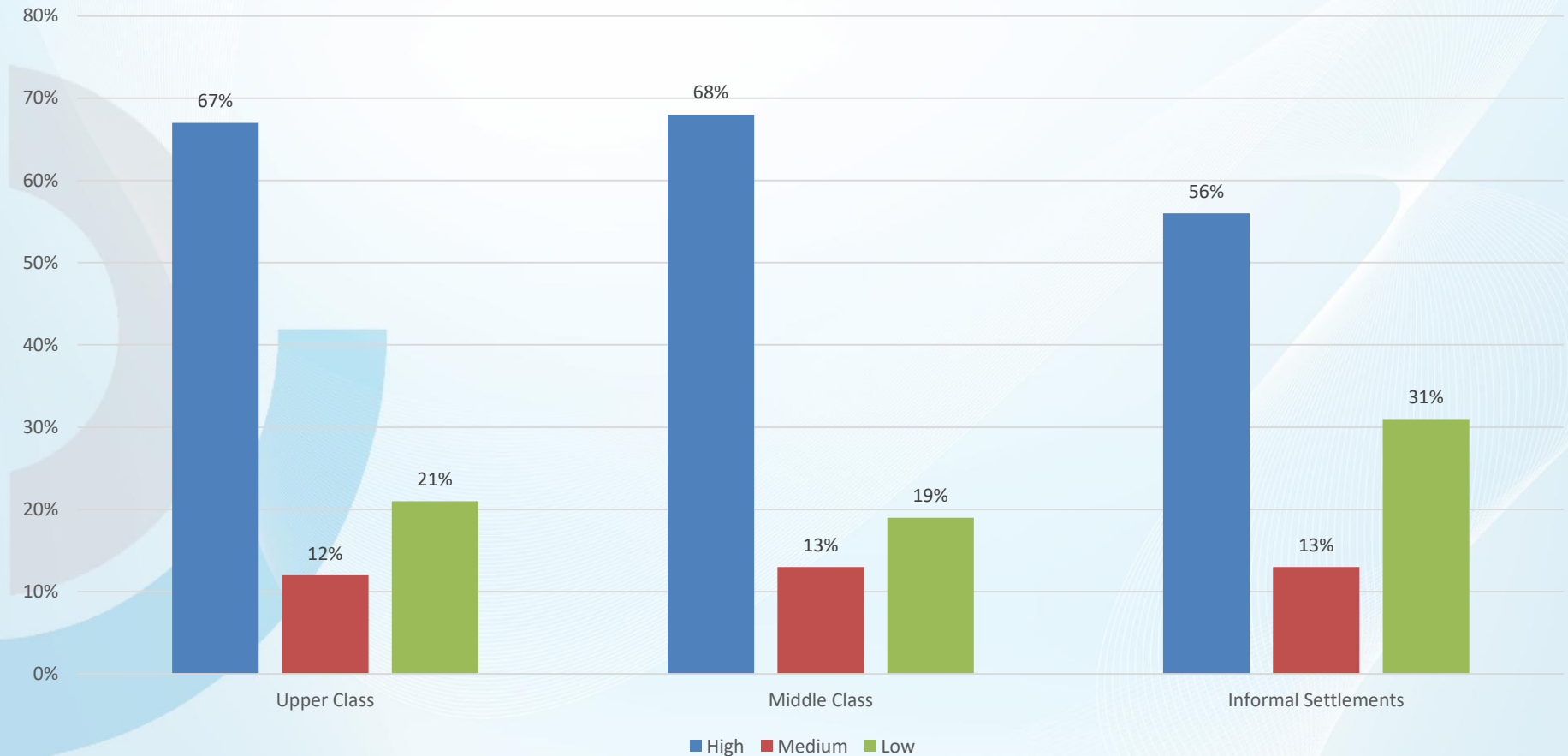


The price of masks was considered highest among the respondents of informal settlements.





## Vendor Location Consideration across Social Classes



A majority of the respondents from across the social classes highly consider the location of their vendors when purchasing the masks.

# Conclusion & Recommendations

- i. Adult population largely aware of requirement on & importance of wear masks in public places.
- ii. But population has not fully embraced directive to wear masks & wear them correctly.
- iii. Adherence to correct wearing of masks higher up social classes & lowest in informal settlements.
- iv. Women have greater compliance levels across the social divide compared to men.
- v. Need for sustained campaigns on wearing face masks, alongside other measures.
- vi. Targeted campaigns towards men to improve on adherence to the proper wearing of masks.
- vii. Utilise preferred sources of information for specific classes.
- viii. Avail more cost-friendly, appropriate, masks to the vulnerable & informal settlements.
- ix. More studies needed on rates & nature of disposal and cleaning of disposable & reusable masks.

# Contacts

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