

Community Disaster Risk Reduction Fund

Community Engagement Survey

Results and Outputs

Westmoreland, Jamaica

(Savanna-la-mar and Russia)



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Acknowledgements

This activity was executed in collaboration with the Westmoreland Municipal Corporation, Heart Trust NSTA, Social Development Commission, community leaders and residents across the three communities.

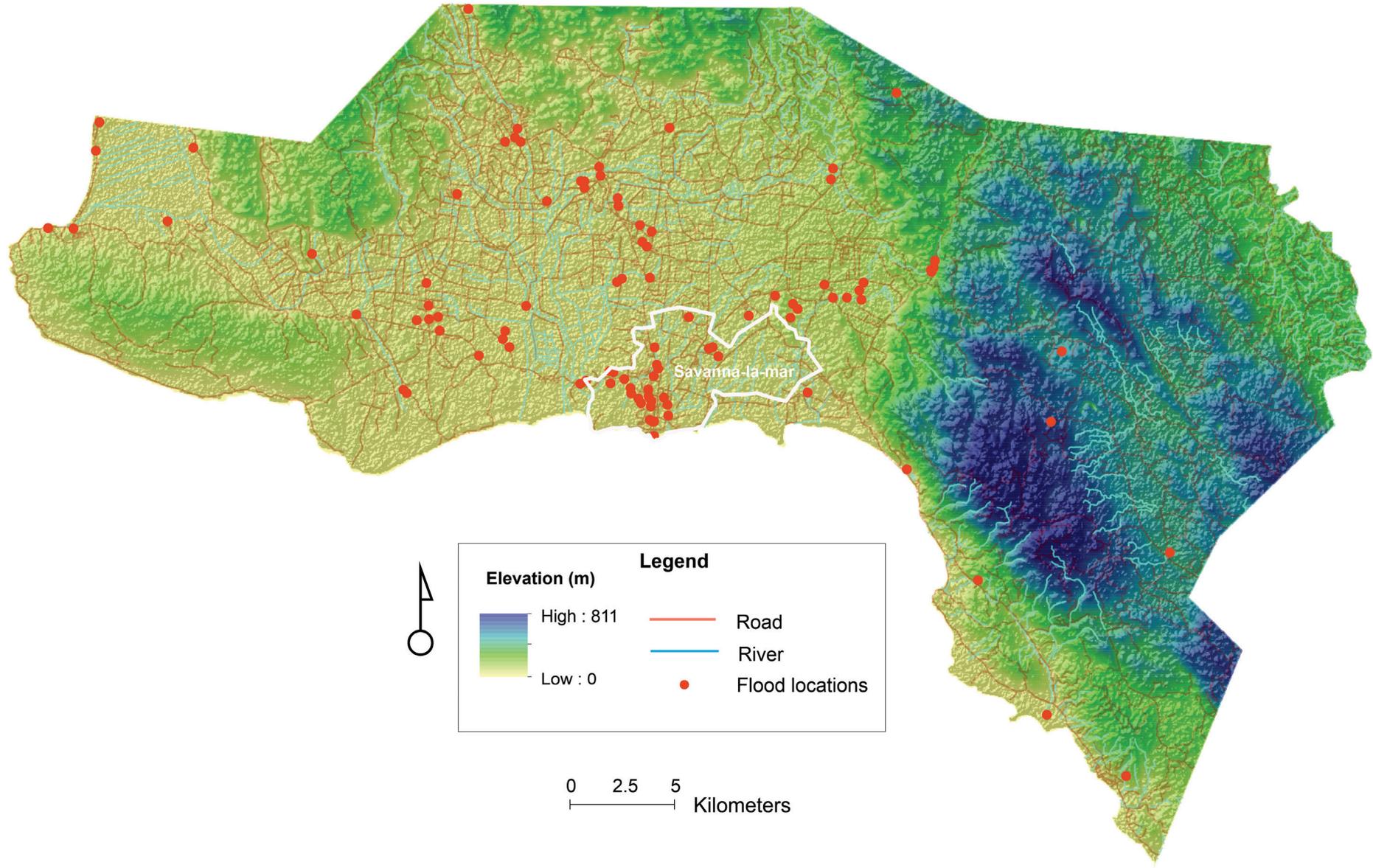
Methodology

The Westmoreland CDRRF Community Engagement Survey (CES) was conducted in collaboration with the Westmoreland Municipal Corporation (WMC) and the Social Development Commission in Jamaica. This research was executed across the Russia, New Market Oval and Llandilo Phase 1 communities over the period June 22 – July 2, 2018 as a part of the WMC’s Climate Change Adaptation and Risk Reduction Technology and Strategies to Improve Community Resilience (CARTS) project funded by the CDRRF. The CES was a precursor to the design and implementation of engagement strategies to secure community-wide participation and involvement in project activities. Data were collected in the three target communities by a team of 20 community-based data collectors using the convenience sampling method. The questionnaires were administered to 860 community members and data collectors sought to maintain an even spread across sex and age groups.

Overview

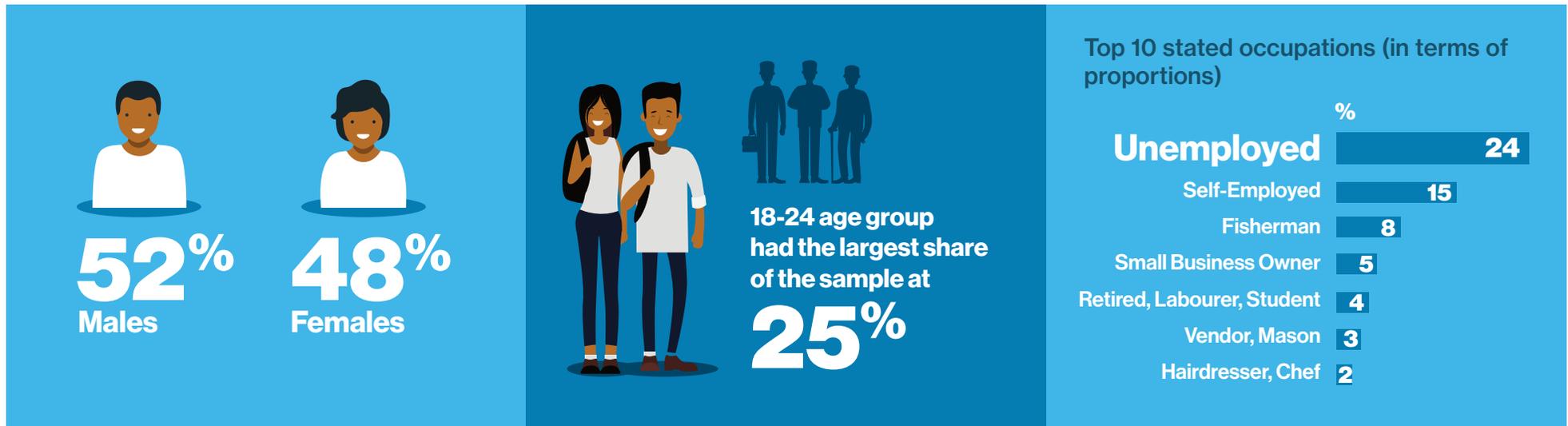
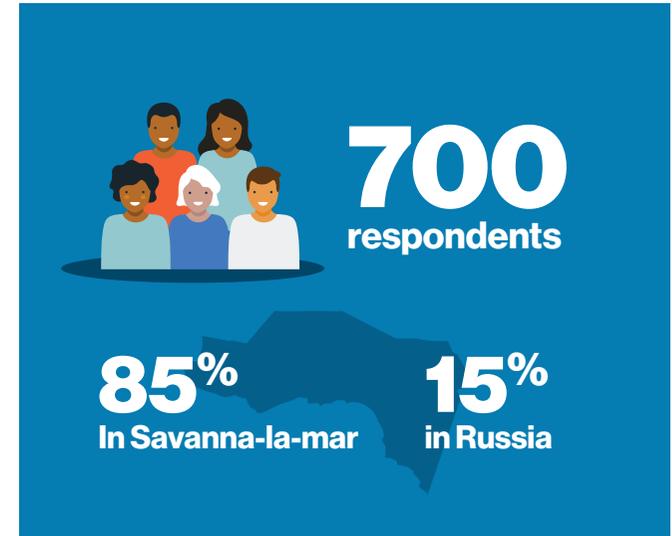
- Savanna-la-mar is the capital of Westmoreland Parish and is located 27 km from Negril, the parish's renowned tourist resort, and 54 km from the city of Montego Bay in St. James. The town has an estimated population of 22,633 residing in 5,658 households, with the average household size being four persons. Females head around 51% of the households. Approximately 30% of household heads in the town are unemployed.
- Savanna-la-mar was built on 'a strip of land with mangrove swamps on either side with significant sections of the town being below sea level and prone to flooding. The town's coastal ecosystems have been facing numerous natural and human-induced stressors related to the hazards as well as adverse effects from formal and informal coastal development and pollution. The mangroves support various livelihood activities, especially like fishing, and other related activities.
- The town is considered a sub-regional centre as it is the focal point for the parish's administrative, commercial, marketing, retail activities and services which are provided to the adjacent agricultural communities and Negril. Social services available to the town's residents include a public hospital and health centre, a combined total of 15 infant, primary and secondary schools, a market, police station, fire station, three community centres and four playing fields.
- Russia is a coastal inner-city community which for the most part consists of unplanned residential settlements with poor road networks and drainage (most of the roads are unpaved with earthen drains), poor sanitation (all the households in the unplanned sections of both communities use pit latrines), limited access to potable water supply, and unregulated arrangements for access to electricity. Some sections of the community were originally swamp land and the mangroves were destroyed to facilitate the construction of houses.

Historical pattern of floods in Savanna-la-mar and Westmoreland



Socio-demographic profile

Socio-demographic profile

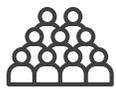
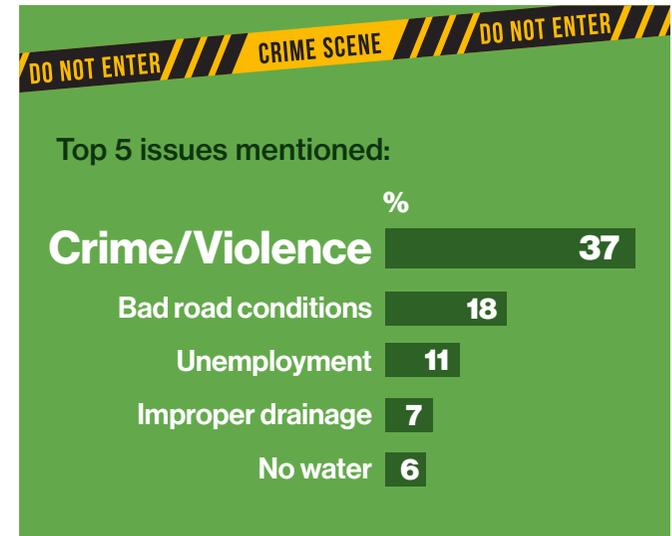


Perceptions of community issues

Perceptions of community issues

Respondents' prioritization of community issues

 Overview



Priority issues by community



Priority issues by age group



Priority issues by occupation

Although crime/violence was the top priority in both communities, some of the major differences were:



Poverty
in Russia



Flooding
in Savanna-la-mar

Differences among third priority issue:



Unemployment
aged 45 and below



Improper drainage
over 45

Only group which perceived an issue being of higher priority than crime/violence



Bad roads
Student and Retirees

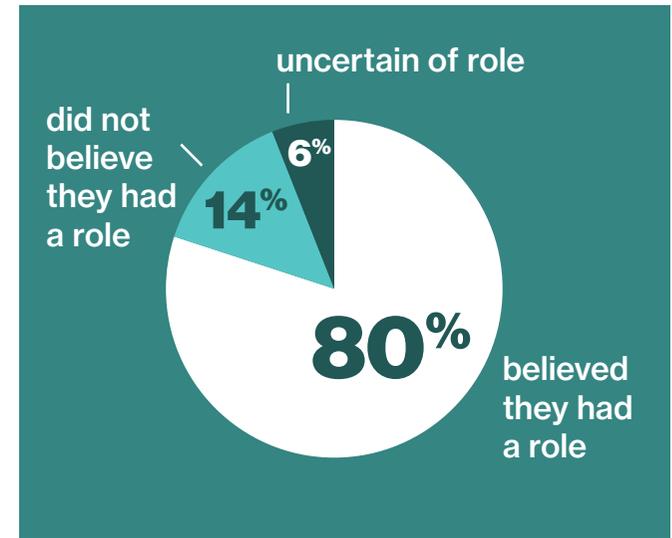
Community participation and inclusion

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Role in community development

Respondents' perceptions of their own role in community development

 Overview



 Gender differences

 Age group differences

 Occupational differences

Believed they had a role in community development:



84%
Males



75%
Females



18-24 age group

Highest level of uncertainty at

20%

Lowest level of affirmation about having a role at

80%



Highest level of affirmations among **Chefs (93%), Masons, and Fishermen (89%)**



Lowest level of affirmations among **Students (69%)**

Community-Based Organisation (CBO) engagement

Respondents' rate of invitation to group activities

 Overview

 Gender differences

 Occupational differences



Community group membership

Respondents' level of community group membership



Overview



Community differences



81%

non-membership



19%

membership

Community group membership rates



27%
in Russia

18%
in Savanna-la-mar

Community group perceptions

Respondents' feelings about community groups



Overview



Age group differences



Community differences



Non-participation in community groups

Reasons given for non-participation in community groups



Overview



Age group differences



Occupational differences

Two most prevalent responses given for non-participation in community groups:



35%

“No group exists”

17%

“not available”

“Unawareness” was the most common reason given, however:



56 and over age group

The age group with the highest proportion expressing:

“disinterest”

Highest relative proportion citing:

“Unavailability”:

Fishermen (26%), Small business owner (29%), Chef (27%)

Unaware of group existence:

Unemployed (40%), Self-employed (31%), Small business owner (34%), Mason (33%), Student (38%)

Community participation opportunities

Respondents' opportunities to participate in community development activities

 Overview

 Gender differences

 Occupational differences



Community activities

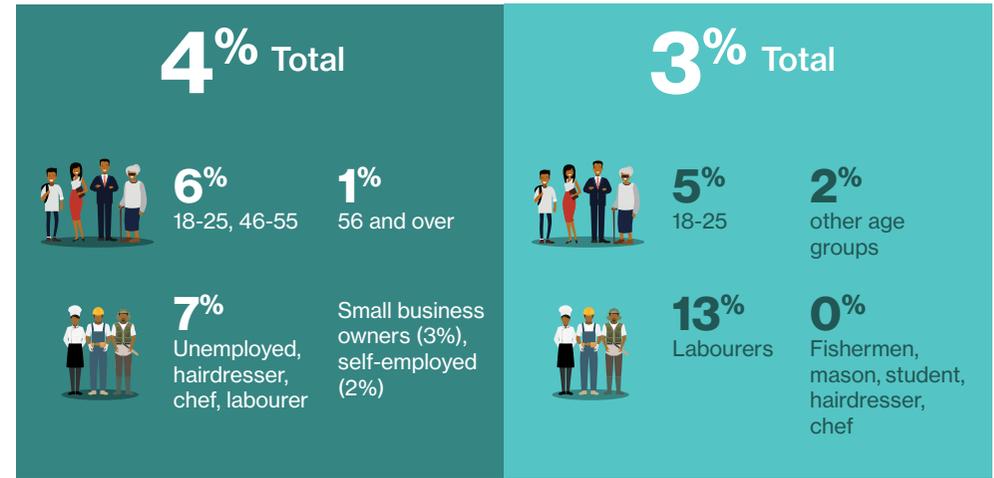
Highest ranked activities by overall participation rate



Parties



Disaster preparedness activities



Overview



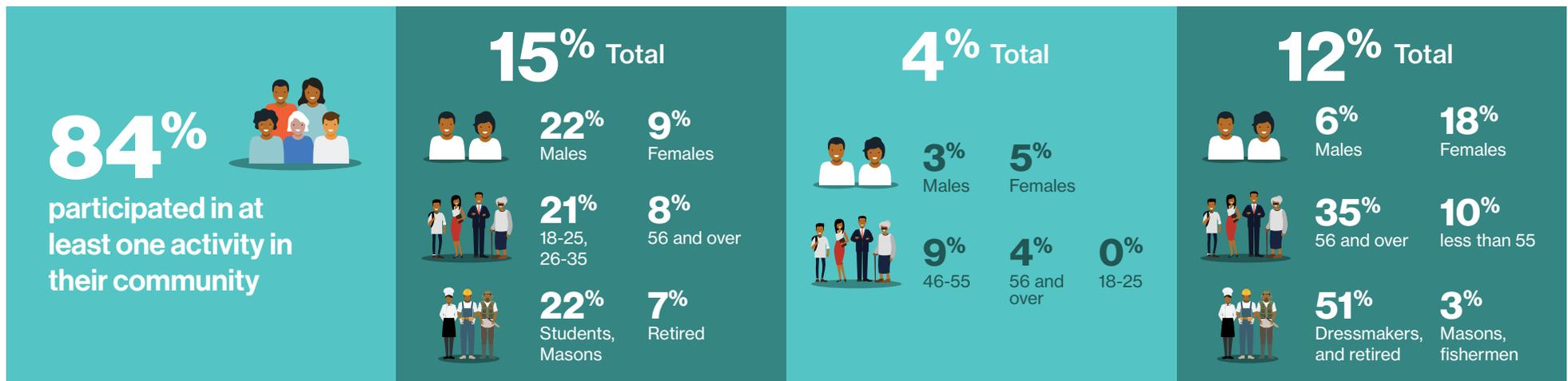
Sports



Parents Teacher Association meetings



Religious activities



Engagement preferences

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Community development involvement

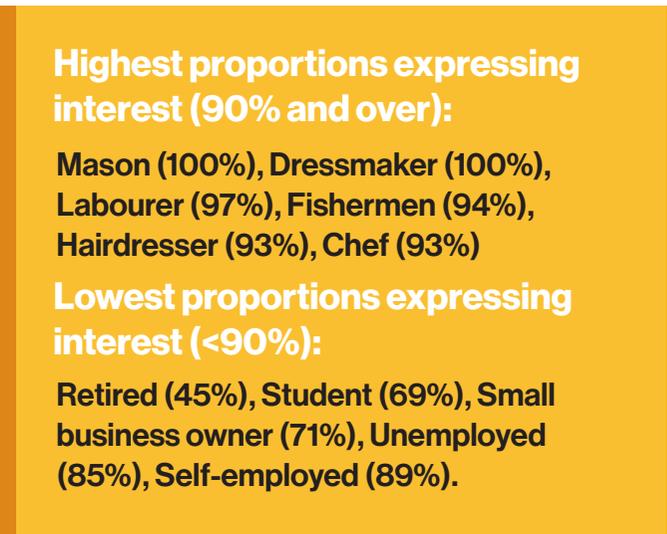
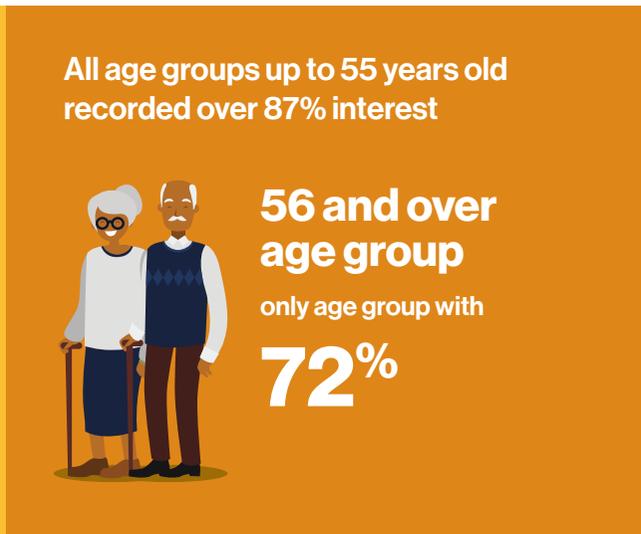
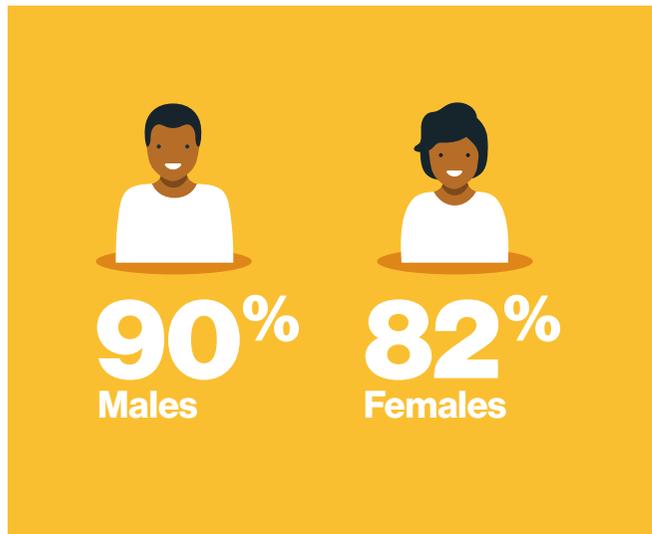
Respondents' desire for community development involvement



Gender differences

Age group differences

Occupational differences



Communication setting

Respondents' preferred location for receiving communication

The top two preferred settings were:



43%
Community Meetings



31%
Church



Gender differences



Age group differences



Occupational differences



49%
of Males preferred Community meeting



40%
of Females preferred Church



26-35 age group

recorded on average twice higher proportional preference for:

shops/bars



56 and over age group

only age group which recorded the highest proportional preference for:

church

Community meetings

Unemployed (46%), Self-employed (45%), Small business owner (46%), Mason (50%), Student (59%), Chef (27%) and Labourer (32%)

Church

Retired (52%), Hairdresser (40%), Fishermen (34% - equal proportion with community meetings)

Day and time to be informed

Respondents' preferred day and time to be informed about community activities

Most preferred days:



Monday
43%

Sunday
19%

Gender differences

Age group differences

Preferred time

Expressed preference for Sunday:



49%
Males



40%
Females



46-55 age group

only age group with second highest preference for

Thursday

Top preferred time of day expressed:



45%
Evenings



31%
Afternoons

Communication Channels

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Electronic device access

Respondents' level of access to electronic devices



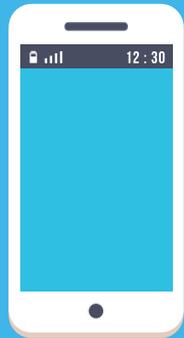
Overview



Community differences



Age group differences



56%
Access to
cell phones

Cell phone access:

61% in Russia
55% in Savanna-la-mar

Cell phone access interestingly increased with age



18-25 age group
44%

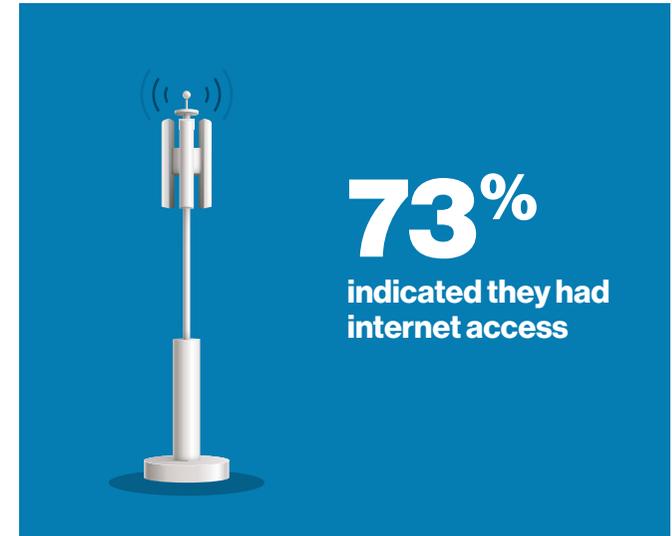
56 and over age group
70%



Internet service availability

Respondents' level of access to internet service

 Overview



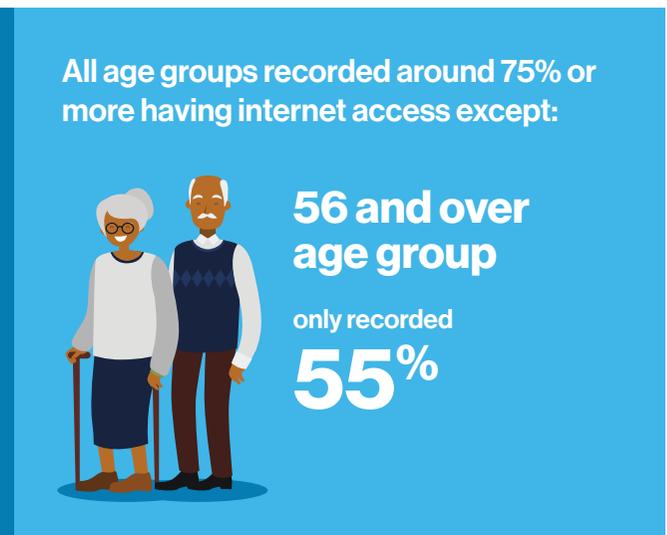
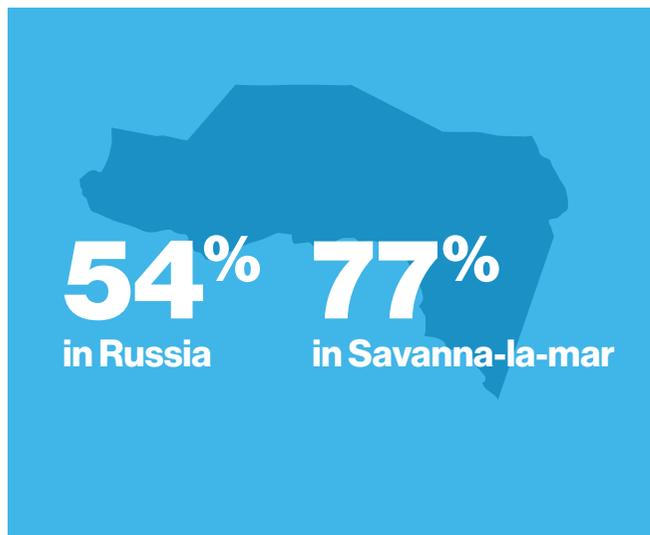
Community differences



Gender differences



Age group differences



Internet service quality

Respondents' most prevalent ratings of internet quality



Overview



Community differences



Age group differences



Preferred information sharing method

Respondents' preferred methods of information sharing



Overview



Community differences



Age group differences

Top 3 methods:



24%
Audio-visual



22%
Whatsapp



18%
Print



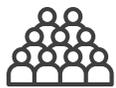
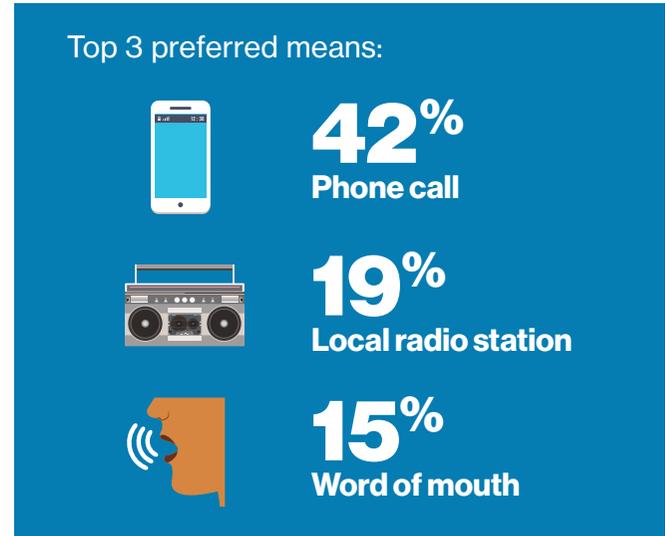
18-25 age group
whatsapp

46 and over
print



Emergency alert preference

Respondents' most preferred means for receiving emergency alerts



Community differences



Age group differences



Occupational differences

Both communities preferred phone call and local radio stations, however their 3rd preferred means differed:

Russia

town crier



Savanna-la-mar

whatsapp



- 18-25** Phone call (42%), Word of mouth (19%), local radio station (17%)
- 26-35** Phone call (40%), local radio station (20%) and word of mouth (13%)
- 36-45** Phone call (38%), local radio station (21%) and word of mouth (12%)
- 46-55** Phone call (47%), local radio station (16%) and word of mouth (13%)
- 56 and over** Phone call (45%), local radio station (22%) and word of mouth (17%)

Top 2 preferred media:

Phone calls and local radio stations

Self-employed, fishermen, chefs, retirees, and small business owners

Phone calls and town criers

Masons and labourers

Phone calls and word of mouth

Students

Community development information preference

Respondents' most preferred means for receiving community development information



Overview



Community differences



Gender differences

Top 4 preferred media:



30%
Television



23%
Text messages



20%
Radio



17%
Word of mouth

Both communities preferred television and text messages, however their 3rd preferred media differed:

Russia
word of mouth



Savanna-la-mar
radio



Top 3 preferences:



Males

Television, radio, text messages



Females

Television, text messages, word of mouth

Trusted information sources

Respondents' most trusted sources for reliable community development and disaster risk management information

Top 3 most trusted sources:



22%
Pastors



21%
Community leaders



19%
Government agencies



Community differences



Gender differences



Age group differences



Feedback frequency

Frequency of feedback received on community development and disaster risk management issues from existing community-based organizations (CBOs) and NGOs in respondents' districts

 Overview

 Age group differences



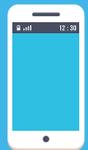
Preferred method of feedback from government agencies

Preferred method of feedback from government agencies such as the Social Development Department, Fire Department, and the Office of Disaster Preparedness and Emergency Management

 Overview

 Community differences

Top 5 most favourable:



20%
Telephone



17%
Face-to-face meeting



13%
Radio



12%
Television



10%
Word of mouth

Top 3 most favourable:



Russia

Face-to-face meetings (27%), television (18%) and telephone (17%)

Savanna-la-mar

Telephone (21%), face-to-face meetings (15%) and radio (14%)

Hazard Management Practices

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Disaster preparedness activities

Respondents' participation in disaster preparedness activities



Age group differences



Occupational differences



18-24 age group

recorded around twice the proportional attendance to disaster preparedness activities of all age groups

5 out of the top 10

most prevalent occupations did not mention having attended disaster preparedness activities (fishermen, mason, student, hairdresser and chef)

highest group recorded at

13%
labourers

Community Emergency Shelters

Respondents' awareness of community emergency shelters



Overview



Community differences



Occupational differences



Community disaster plan awareness

Respondents' awareness of community disaster plan



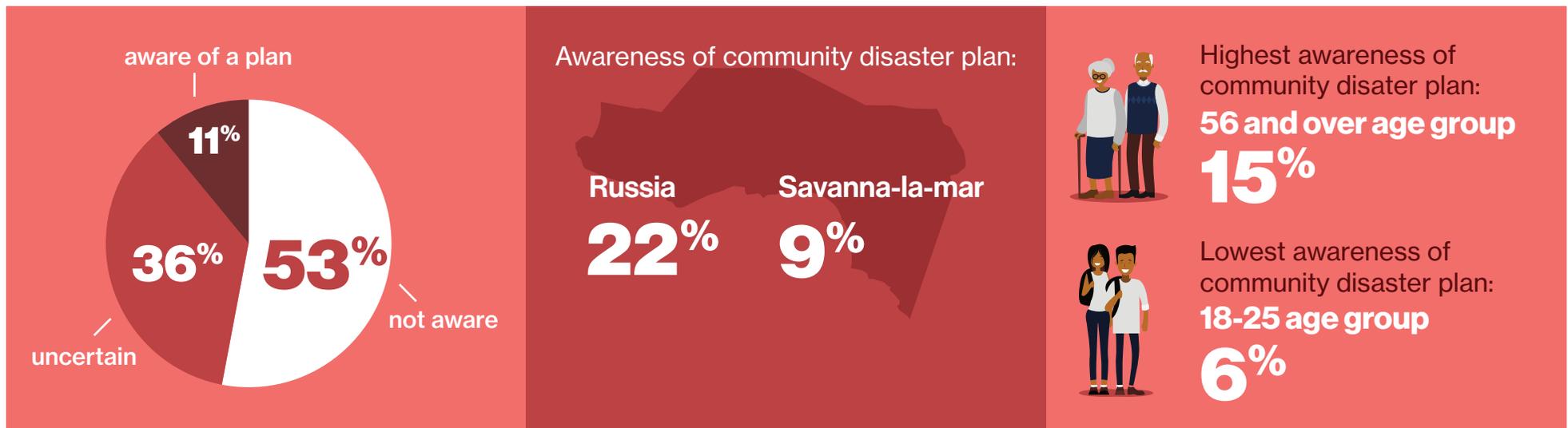
Overview



Community differences



Age group differences



Presence of a family disaster plan

Respondents having a family disaster plan



Overview



Community differences



56%

did not have a family disaster plan

Had a family disaster plan:

Russia

40%

Savanna-la-mar

44%

