

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.

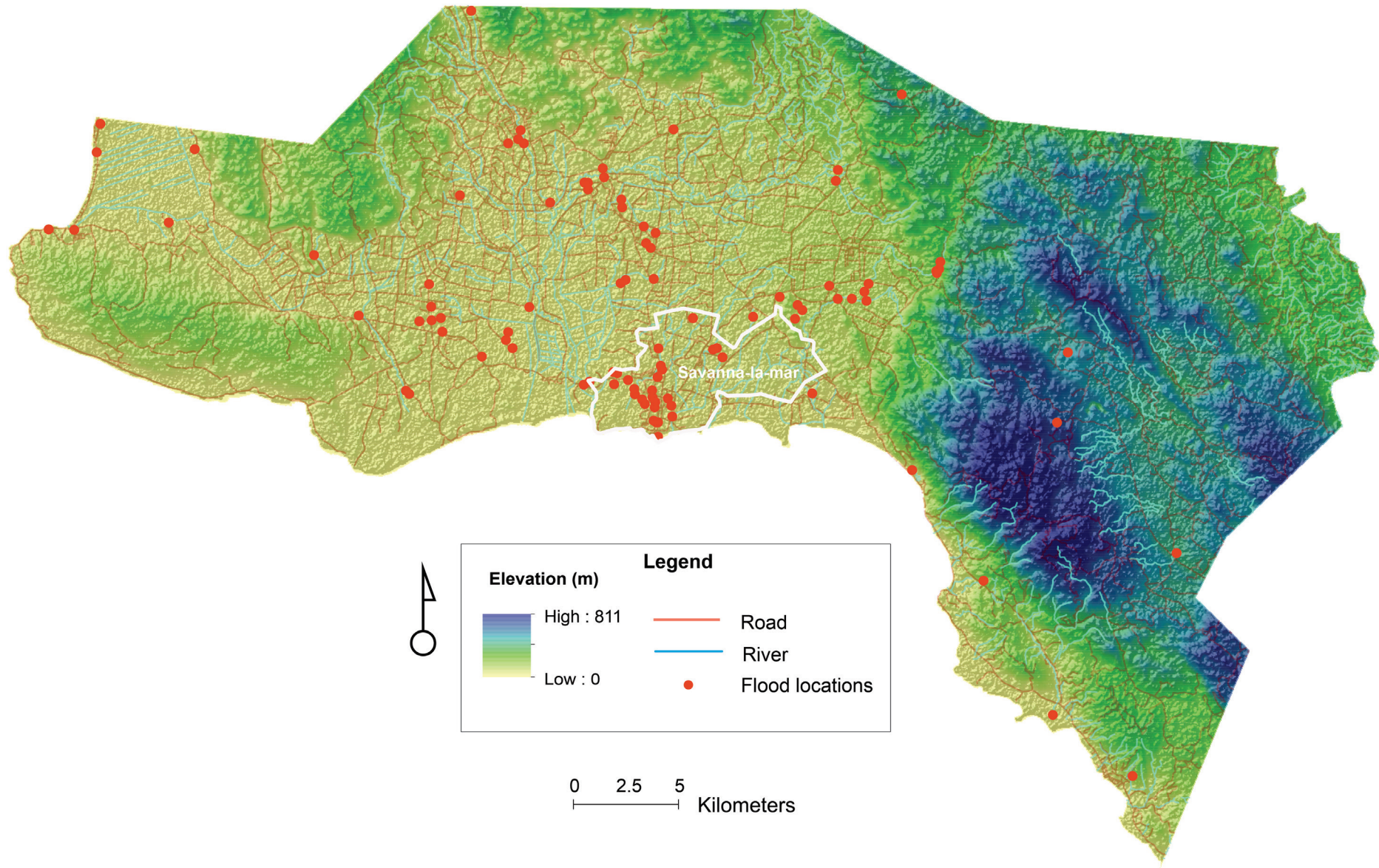
Methodology

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



Community



700
respondents

85%
In Savanna-la-mar

15%
in Russia



Sex



Age



Occupation



52%
Males



48%
Females



18-24 age group
had the largest share
of the sample at
25%

Top 10 stated occupations (in terms of proportions)

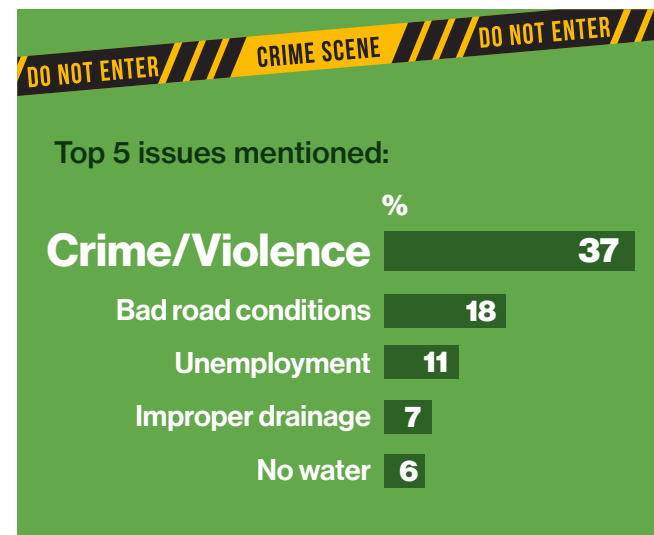
	%
Unemployed	24
Self-Employed	15
Fisherman	8
Small Business Owner	5
Retired, Labourer, Student	4
Vendor, Mason	3
Hairdresser, Chef	2

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:

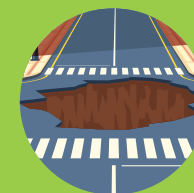


Unemployment
aged 45 and below



Improper drainage
over 45

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



Bad roads
Student and Retirees

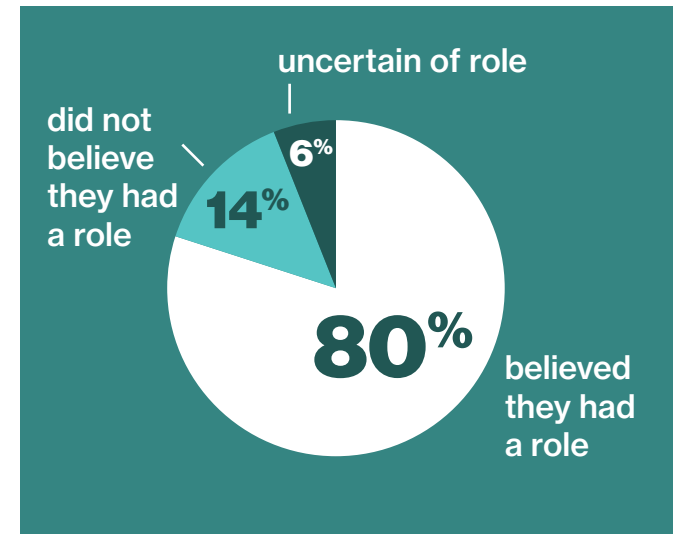
Community participation and inclusion

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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



59%
never been
invited



41%
participated in
group activities

Invited to participate in
community-based activities



47%
Males



35%
Females

Less than half invited:

Unemployed (38%), Self-employed (48%), Fishermen (47%), Small business owner (37%), Student (24%), Retired (22.6%)

More than half invited:

Mason (61.1%), Hairdresser (53.3%), Chef (60%) and Labourer (51.6%)

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



54%

no opportunity



46%

had opportunity

Had an opportunity to participate in community activities:



51%
Males



41%
Females

Had an opportunity to participate in community activities:

>50% Mason (72%), Labourer (71%), Self-employed (51%) and Chef (53%)

<50% Small business owner (31%), Unemployed (45%), Fishermen (45%), Dressmaker (38%), Student (31%), Hairdresser (47%), Retired (45%)

Community activities

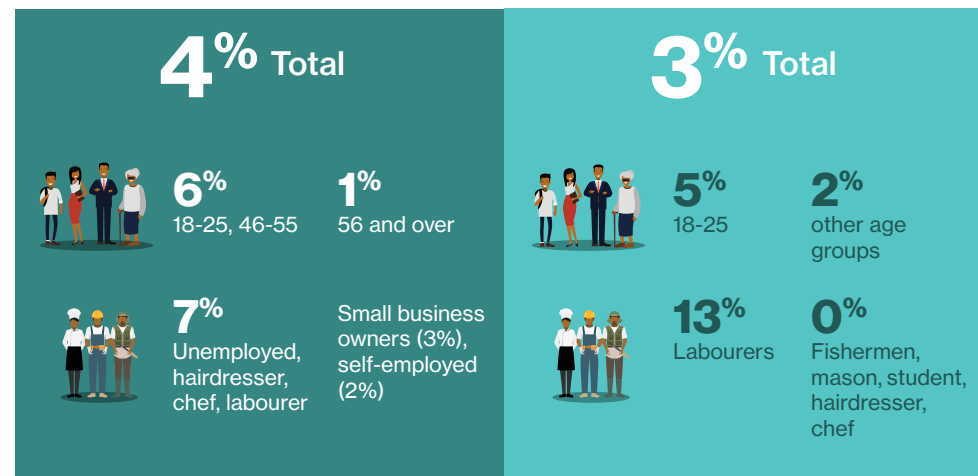
Highest ranked activities by overall participation rate



Parties



Disaster preparedness activities



Overview



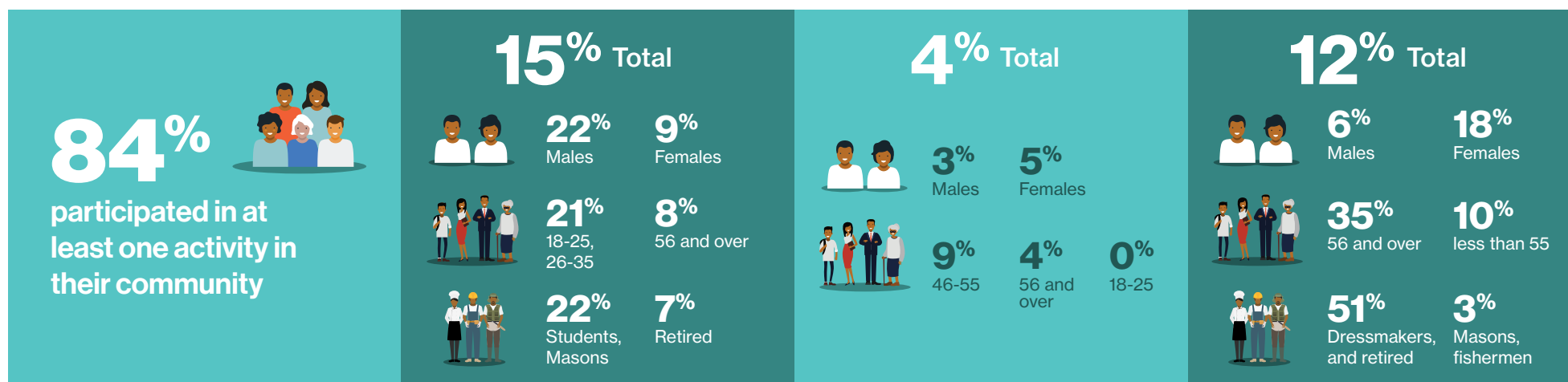
Sports



Parents Teacher Association meetings



Religious activities



Engagement preferences

- 19 Community development involvement
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Community development involvement

Respondents' desire for community development involvement



86%
desire to be
involved in
community
activities



Gender differences



Age group differences



Occupational differences



90%
Males



82%
Females

All age groups up to 55 years old
recorded over 87% interest



**56 and over
age group**

only age group with

72%

**Highest proportions expressing
interest (90% and over):**

**Mason (100%), Dressmaker (100%),
Labourer (97%), Fishermen (94%),
Hairdresser (93%), Chef (93%)**

**Lowest proportions expressing
interest (<90%):**

**Retired (45%), Student (69%), Small
business owner (71%), Unemployed
(85%), Self-employed (89%).**

Communication setting

Respondents' preferred location for receiving communication

 Overview

The top two preferred settings were:



43%
Community Meetings



31%
Church



Gender differences



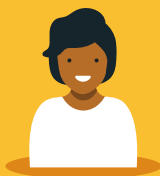
Age group differences



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


 Overview

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



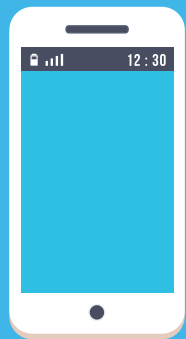
Overview



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%

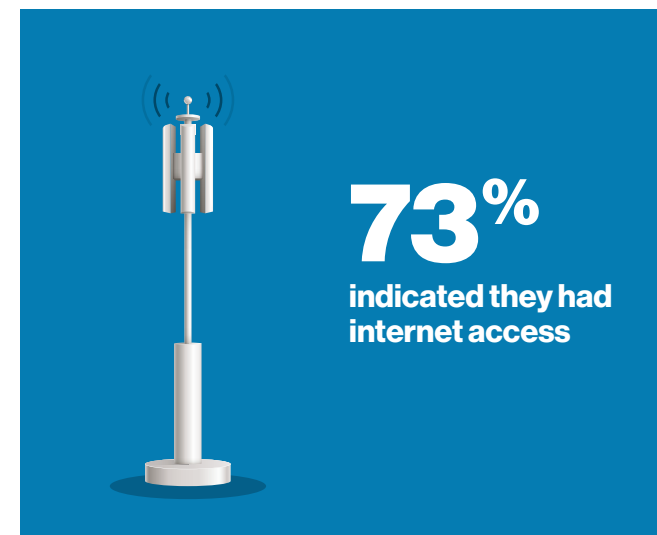
56 and over age group
70%



Internet service availability

Respondents' level of access to internet service

 Overview



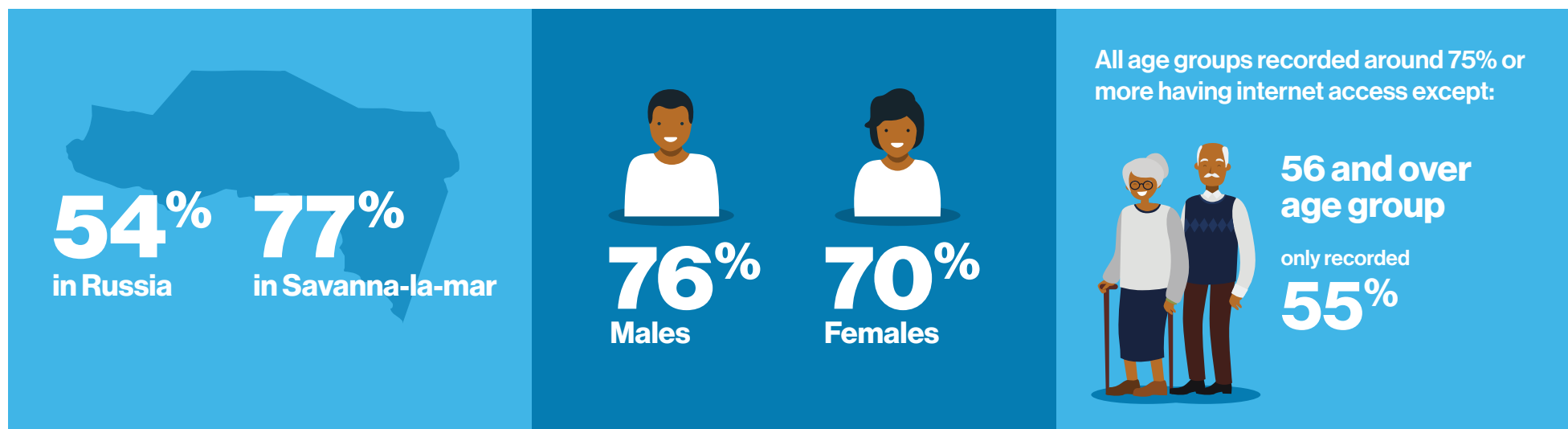
Community differences



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

Top 3 preferred means:



42%
Phone call



19%
Local radio station



15%
Word of mouth



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

 Overview

Top 3 most trusted sources:



22%
Pastors



21%
Community leaders



19%
Government agencies



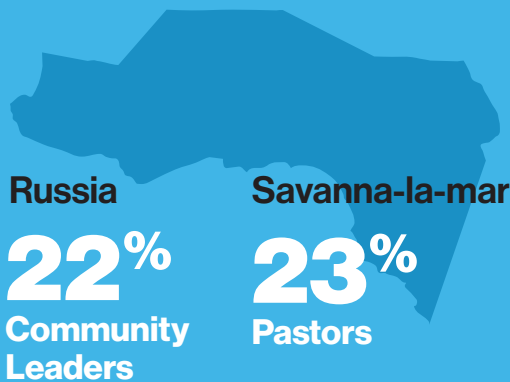
Community differences



Gender differences



Age group differences



Males
Community leaders



Females
Pastors

18-25	Parents (26%) and government agencies (23%) and community leaders (21%)
26-35	Parents (21%), pastors (20%) and community leaders (20%)
36-45	Pastor (22%), community leaders (21%) and government agencies (20%)
46-55	Pastor (27%), community leaders (19%), government agencies (18%)
56 and over	Pastor (33%), community leaders (23%) and government agencies (16%)

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

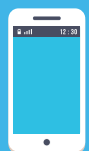
Preferred method of feedback from government agencies such as the Social Development Department, Fire Department, and the Office of Disaster Preparedness and Emergency Management

 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

- 33 Disaster preparedness activities
- 34 Community Emergency Shelters
- 35 Community disaster plan awareness
- 36 Presence of a family disaster plan

Disaster preparedness activities

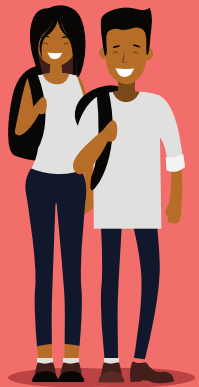
Respondents' participation in disaster preparedness activities



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



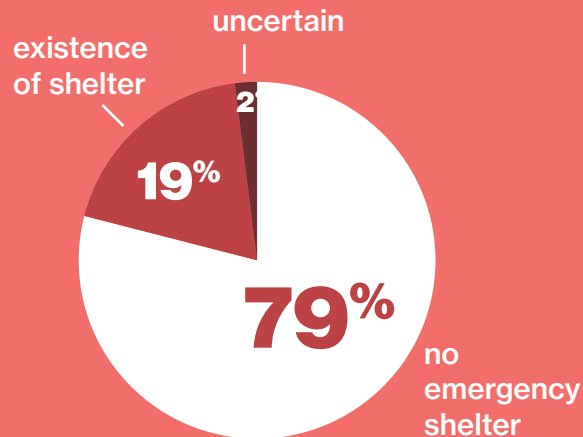
Overview



Community differences



Occupational differences



Awareness of shelters:

Russia

26%

Savanna-la-mar

18%

Highest awareness of shelters:

Labourers (25.8%), masons (22.2%) and small business owners (22.9%)

Lowest awareness of shelters:

Hairdressers (6.7%) and students (6.9%).

Community disaster plan awareness

Respondents' awareness of community disaster plan



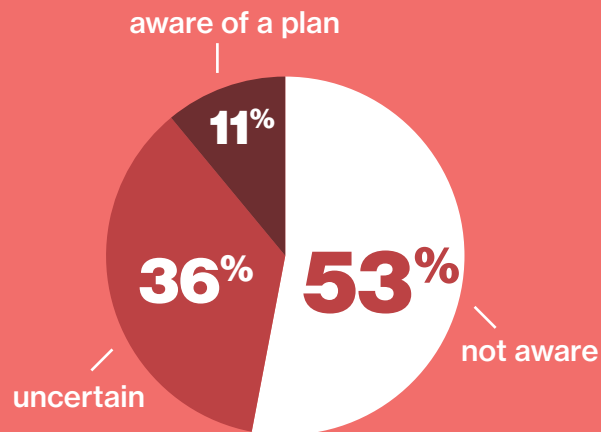
Overview



Community differences



Age group differences



Awareness of community disaster plan:

Russia

22%

Savanna-la-mar

9%



Highest awareness of community disaster plan:
56 and over age group

15%



Lowest awareness of community disaster plan:
18-25 age group

6%

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%

