

An exploratory qualitative study on the enabling factors of volunteerism: The perspective of BRAC volunteers and their family members in Cox's Bazar District, Bangladesh

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Abstract

o **Introduction:** Volunteers have a vital role in the community. Their motivation to volunteer can influence other people to change their behavior. Especially in the time of the COVID-19 pandemic, volunteers assisted institutions to help deliver service. Similarly, the BRAC CST project is dealing with COVID-19 in 6 project sites in Cox’s Bazar, Bangladesh with the aid of volunteers. BRAC volunteers are disseminating COVID-19 messages and distributing masks in the community. The volunteers and their families have the relevant information to determine their perception, motivation, and experiences on volunteerism. This study aimed to understand enabling factors of volunteerism from BRAC volunteers and their family members' perspectives in Cox’s Bazar, Bangladesh.

o **Method:** The study design used is a qualitative study. An in-depth interview was conducted with 10 BRAC volunteers and 4 family members in 3 BRAC CST project sites located in Cox's Bazar, Bangladesh. The purposive sampling method was used to select the samples. A semi-structured IDI guideline was developed along with a consent form. IDIs were recorded, transcribed, translated, coded, and analyzed thematically. Clustering and comparing were done by using a data matrix and the results were summarized. Data triangulation was done to verify the responses from the volunteers and family members. Ethical approval from BRAC University James P Grant School of Public Health Institutional Review Board was obtained. The study purpose, risks, benefits, and right to refuse and withdraw from the study were explained to the participants. Anonymity and confidentiality were maintained during the entire time of the study.

o **Findings:** The study discovered that enabling factors on volunteerism contribute to volunteers' positive experience in volunteer work. The volunteers' and family members' perception of volunteerism was that it is noble work to do. Volunteers serve the people willing to improve their health which people find respectable. Representing a respectable institution such as BRAC gave the volunteers a sense of pride. Volunteers along with their family members enjoy volunteering activities as they experienced good interactions with the people. Gaining knowledge on COVID-19 prevention benefited the volunteers as well as their families as it enhanced their health practices. Volunteers also developed their communication skills in dealing with many people. The family supported and encouraged volunteers in joining and doing volunteer work. They are proud of their family member as the volunteer is doing a good deed for others. The supervisors were also supportive of the volunteer's time in taking leaves for their schoolwork. Recognition in the community is also experienced by the volunteers. People's participation facilitated the discussion that helped the volunteer convey COVID-19 messages in the community.

o **Conclusion:** This study concluded that there were different factors of volunteerism. Each one was interconnected with the other that making volunteers motivated to do volunteering. Factors discovered where volunteer work is perceived as an honorable act, being proud to be part of a respectable institution, enjoying volunteering, experiencing benefits, acceptability, and support from the family, institution, and the community. These enabling factors identified made volunteer work on COVID-19 awareness feasible in Cox's Bazar, Bangladesh.

o **Keywords:** Volunteers, Family, Perception, Motivation, Experience, COVID-19, Bangladesh

Chapter 1: Introduction

1.1 Background

Volunteers play significant role in the society more importantly in the implementation of programs (Halis et al., 2020). The study mentioned that the act of volunteerism contributes to the success of disasters, crisis, and health emergency response like the one to address COVID-19. Volunteering is about providing service without asking anything in return is how volunteerism works. It does not think about getting benefits, instead, the volunteer is doing good to others. It also mentioned that doing volunteer work is also defined in the study that it is an act, labor, or participation without expecting anything in return. A study in Iran stated that volunteers are considered trusted drive that have an essential role in the delivery of support in government and other health organization during the COVID-19 pandemic (Irandoost et al., 2022). It also mentioned about support to volunteers to carry out effective health service. This indicates the importance of volunteers in the society and how they selflessly serve people.

Different kinds of concept discuss volunteer motivation. Motivation sources of volunteers are grouped into individual, family level, community level, and organizational level (Greenspan et al., 2013). In the study, the individual level, it is described as passion to volunteer, inclined in learning for family and self, and share with the community. It also mentioned for family level, support morally and other work-related, financial, and logistical support is given to the volunteer. In the same study, community level recognized and encourage the volunteer and provided work-related, financial, and logistical support. To add to that, organizational level provided financial support and future job. In volunteer process model of Omoto and Snyder in 1995, there are 3 stages of volunteering. First in antecedents where the volunteer's personality, motivations and social support comes. Then comes the experiences of volunteer being satisfied in the work and integration in the organization. This contributes to the consequence in joining any voluntary activity and continuing in the long run. As volunteers may not fully rely on financial incentives from institutions, it is essential to determine other motivators that impacts their dedication to volunteer work (Greenspan et al., 2013). The study also mentioned that these motivators strengthen altruism of volunteers. In addition, motivations from oneself, family, community, and institution influence volunteer's work. All these concepts related to volunteer motivation can improve delivery of program services in an area of intervention.

In 2020, the WHO declared COVID-19 a public health emergency of international concern globally. Distribution of information on COVID-19 prevention to minimize the spread of the SARS-COV-2 virus was recommended (CDC, 2022). Preventive and control measures are advised to practice in households and the community (Güner et al., 2020). The study also mentioned the importance of COVID-19 measures like quarantine, avoidance of crowds, hand washing, respiratory etiquette, isolating, wearing of personal protective equipment (PPE) like masks, and social distancing. To prevent severe affectation and death due to COVID-19, an up-to-date vaccination will increase immunity and protect from the said disease (FDA, 2022). All these information is relevant to disseminate to the masses to minimize spread of COVID-19 virus.

Several interventions around the world have included volunteers disseminating knowledge about COVID-19. For example, knowledge on COVID-19 prevention and medicines spread by community health volunteers adapted similarly in Thailand in response to the pandemic (Tantrakarnapa et al., 2022). Village health volunteers (VHV) helped to implement these kinds of COVID-19 interventions and look after their local community (Triukose et al., 2021). Community-based volunteers provides information on health during health emergencies like the COVID-19 pandemic (Al Siyabi et al., 2021). In the same study, volunteer's contribution using the bottom-up approach influence their community they serve to actively participate to change. A change agent is defined as a person or group of people that deliver intentions to influence change positively (Karakaya and Lundberg, 2020). Volunteers as change agent have a great potential in behavioral change with proper training and supportive supervision (Aseyo et al., 2018). Family helps in facilitating change along with change agent within the family (Chin, 2006). Lifestyle change of one family member can encourage change in the health behavior of other members of the family (Ryan & Sawin, 2009). The change in people's behavior on preventive measures is one of the positive effects during COVID-19 pandemic that also reduce other respiratory disease like influenza (Triukose et al., 2021).

In Bangladesh, BRAC is one of the non-government organizations that implement several interventions that support the Government of Bangladesh and the community (UNB, 2021). BRAC is a non-profit institution that supports and gives opportunities to people (BRAC, 2022). It is a respectable institution which is known for its contribution on education, health, and

microfinance programmes (Sanghvi et al., 2016). In relation to public health programme of BRAC, one of their interventions is focused on COVID-19 prevention where volunteers act as change agents to deliver key messages in the community and distribute mask in selected Upazilas in Cox's Bazar. In this area, most families have poor education outcomes and live below the poverty line which increases the susceptibility to understanding health threats like COVID-19 (WHO, 2020). The BRAC CST project is a valuable intervention to address COVID-19 disease with the aid of volunteers to reach the community. In this regard, volunteerism during COVID-19 pandemic beneficial for the people.

This study aimed to understand the positive experiences in volunteerism. BRAC volunteers have experience in volunteering hence it is important to know what they think about volunteerism and their motivation to join. In addition, family members of volunteers' perception of volunteerism are essential to explore. Their perspective on volunteerism and their influence on the volunteers have yet to be explored. Motivational factors and experience in volunteerism have limited kinds of literature in the context of COVID-19 from a family member's perspective. The findings of this study will help organizations and institutions how to encourage volunteerism to promote health programs and improve service delivery through volunteer work.

1.2 Research Question

What are the enabling factors of volunteerism from the perspective of BRAC volunteers and their family members in Cox's Bazar District, Bangladesh?

1.3 General Objective

The study aims to understand the enabling factors of volunteerism from the perspective of BRAC volunteers and their family members in Cox's Bazar District, Bangladesh.

1.4 Specific Objectives

- To explore the perception of BRAC volunteers and their family members about volunteer work at Cox's Bazar District, Bangladesh.
- To explore the motivating factors of BRAC volunteers about volunteer work at Cox's Bazar District, Bangladesh.

- To explore the experiences of BRAC volunteers and their family members about volunteer work at Cox’s Bazar District, Bangladesh.

1.5 Conceptual Framework

From the literatures related to the study and the information on the BRAC CST project in Cox’s Bazar, Bangladesh, this conceptual framework was modeled. The COVID-19 prevention information was disseminated through BRAC volunteers to the community including their family. To ensure minimizing the spread of COVID-19 virus, preventive measures must be applied and interventions like BRAC CST project in the community can be implemented. This process framework demonstrated how the COVID-19 information is delivered.

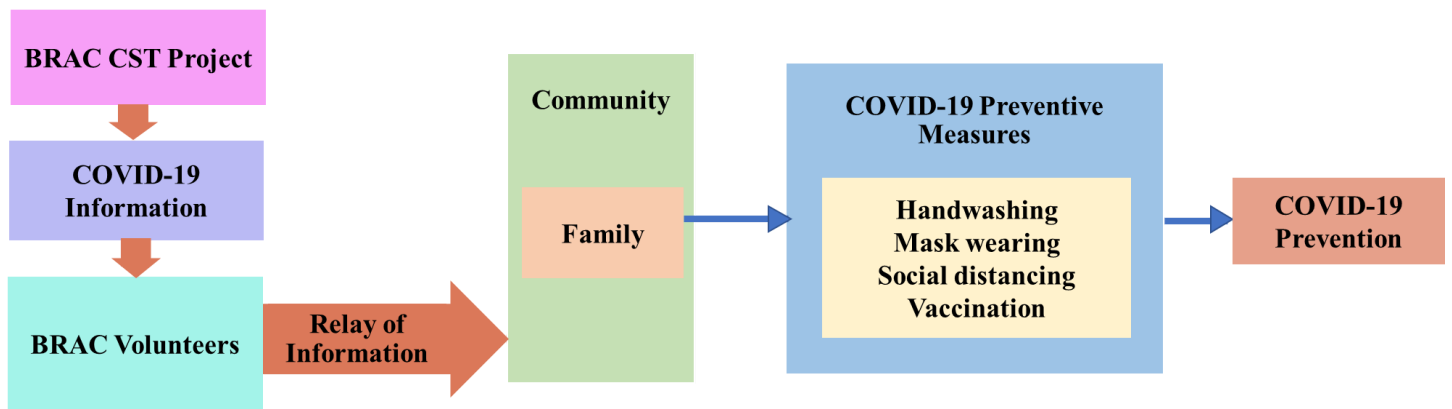


Figure 1. Process framework on BRAC volunteers on COVID-19 prevention

1.6 BRAC Community Support Team Project Overview

The BRAC Community Support Team (CST) project provides information about COVID-19 and gives away masks in identified hotspot areas, schools, religious places, and various community influencers. The role of the BRAC volunteers was to deliver COVID-19 messages to increase awareness, provide masks in crowded areas and promote their importance, and establish and maintain hand washing stations provided by BRAC. Mainly, the volunteers act as health agents of change in their families and community. Volunteers' task was to deliver these services to the community were essential to reduce the spread of the COVID-19 virus in Cox's Bazar, Bangladesh.

Chapter 2: Methodology

2.1 Study Design: This study was an exploratory qualitative study. This design was more appropriate to have a deeper understanding of the study. This study design helped understand the enabling factors of volunteerism from the perspective and experience of BRAC volunteers and their family members in Cox's Bazar, Bangladesh.

2.2 Study Setting: The study was conducted in the selected volunteer's neighborhood and BRAC offices in Cox's Bazar Sadar, Ramu, and Kutubdia Island Upazila where the intervention site of the BRAC CST project was located. The BRAC CST project was operational in 6 Upazila in Cox's Bazar District (Annex A) namely Cox's Bazar Sadar, Chakaria, Kutubdia, Maheshkhali, Ramu, and Pekua.

2.3 Study Population: The study population included volunteers who were serving in the community that was part of the BRAC CST project and their family members.

2.3.1 Inclusion Criteria:

- Volunteers who participated in BRAC CST project since July 2022. (Initiation of BRAC CST project 2nd phase).
- Family member of volunteer that lived together in 1 household since July 2022.

2.3.2 Exclusion Criteria:

- Volunteers who participated in BRAC CST project after July 2022.
- Family member of volunteer that lived together in 1 household after July 2022.
- Family member of volunteer that does not live together in 1 household.

2.4 Sample size and Sampling: Selection of samples was done using purposive sampling method. The volunteer who was in the project site and was available participated in the study. The volunteers were identified through BRAC managers supervising the volunteers in the BRAC CST project. Also, the family members of the volunteers possess information that is relevant to the study. A total of 10 volunteers acted as change agents in 3 Upazilas and 4 family members were available and agreed to participate in the study.

2.5 Tool Development: A semi-structured guideline was used for in-depth interview (IDI). This guideline included sociodemographic data and the following themes regarding volunteer work that were asked to the volunteers and their family members:

- Perception on volunteer work
- Motivation to volunteer
- Volunteer work experience

2.6 Data Collection: The researcher retrieved the list of volunteers from the BRAC CST project in Cox's Bazar Sadar, Ramu, and Kutubdia Upazilas. The selected volunteers doing volunteer work was identified along with their family members. The researcher sought permission from BRAC manager and asked for assistance in identifying available volunteers who participated in the study. Recorded in-depth interview was done in-person on all participants except for one where notes were taken. The researcher conducted a total of 14 IDIs until data saturation was reached. The 10 volunteers who were available were invited to participate in the study. The available family members were visited in the household and asked permission to participate in the study. The interview was done in a private room to ensure privacy. Informed consent for participation and permission to record was sought from the respondents. Rapport was built by providing an open, positive, and welcoming environment. This was done to extract well-represented information from the volunteers and their families on the perception on volunteer work. The data collection was conducted on November 26-29, 2022.

2.7 Data Analysis: Content analysis was performed to analyze the data. Recorded responses of the participants was translated into English after data collection. The data was kept in a password protected laptops for storage and data management was shared only within the research team using Google drive and Microsoft office software. Data familiarization was done on all the transcripts. Themes and sub-themes were identified using A priori codes determined from the literatures and research question before data collection to create a thematic framework. Dedoose software was used to code the translated transcripts. Inductive coding was done and used code labels to identify the patterns and themes in the data. Data display was generated using matrices for clustering and comparing. Identified themes and interpretation was done to present the results and summarize conclusion.

2.8 Data Verification Strategies: Data source triangulation of data was done to compare different point of views of the volunteers and family members. The consistency of the data collected was sought by the researcher from the volunteers and family members identified.

2.9 Ethical Consideration: Ethical approval was sought from the Institutional Review Board of BRAC University James P Grant School of Public Health. After approval, the study was conducted and adhere to maintaining participant anonymity, data confidentiality, and privacy for the entire study duration. Written informed consent was sought from the study participants. The purpose of the study, benefits, risks, right to refuse, and withdraw from the study was explained. The contact details of the researchers and the institutional review board of BRAC University was shared in case the participant has any concerns. The study was completely voluntary without remuneration. The researchers provided a safe and positive environment with respect to each participant during the interview.

Chapter 3: Findings

3.1 Socio-demographic Characteristics

There were 10 volunteers and 4 family members who participated in the study. Annex C presents a summary of the socio-demographic characteristics of the participants. BRAC volunteers comprised 9 males and 1 female. Education status of 8 respondents finished secondary education, 1 respondent finished tertiary education and 1 respondent did not disclose the information. The 6 volunteers belonged to the 20-29 age group and the rest is 30 and above. Six out of 10 volunteers were studying while doing volunteer work. Half of the volunteers were volunteering for the first time and the other half have volunteering experience.

Family members have a different relationship with volunteers (mother, wife, brother-in-law, and cousin). The sex of family members were 3 females and 1 male. One respondent is 20 years old, another is 25 years old, 1 is 47 years old and 1 respondent did not disclose this information

3.2 Results

3.2.1 A noble work to do

Doing volunteer work is considered a good deed. All four family members thought that being a volunteer, especially during the COVID-19 pandemic is honorable work because they were contributing to the greater good of the people. One volunteer considers volunteer work as noble work. He mentioned that:

"no. I never faced any obstacles. My father encouraged me. He used to say that, as I'm working as a volunteer, this is noble work. My father helped me a lot. My father never told me anything, even during shut down I was outside " (IDI, Male Volunteer, 23 years old)

Volunteers were serving people based on their willingness to do good for people's benefit. They were educating the people and helping them change for the betterment of their health. This was supported by a response from four out of ten volunteers and three out of four family members:

"I like to volunteer from childhood. I always wanted to help people. Salary is not the factor here. Once I used to work at Cattle hut too during Qurbani. It was a tough job. There was huge gathering. By doing these works, I became conscious and also made people conscious. Suppose in a populated area, people were not aware. I went to them and made them understand and created awareness among them. Many people died of Corona. I will feel blessed if my approaches save a life. That's why I do voluntary works." (IDI, Male Volunteer, 22 years old)

" People say that engagement in a work is good. Your son is doing good deeds. Voluntary works are for public welfare. They take this type of works positively. There is no negativity. These are public service for say. Many thanks to BRAC for doing works for public benefit." (IDI, Female Family Member, 47 years old)

People in the community easily accepted the respondent because they also thought that volunteer work was respectable. Even one family member's opinion was similar to that. A quotation from one volunteer mentioned:

"They're quite satisfied, to be honest. They believe it's a good job, humanitarian work. We gave them soaps and other materials, and they seem to like the job." (IDI, Male Volunteer, 21 years old)

3.2.2 Proud member of a respectable organization

The organizational brand value created trust in the community as BRAC is a trusted institution well known for its contribution to the betterment in terms of health in Bangladesh. Additionally, being part of a recognized and trusted institution like BRAC is instrumental for the volunteer's desire to help people in society. Volunteers experienced respect and acceptability in the community as a volunteer coming from BRAC. This is mentioned by four out of ten volunteers:

"I have respect towards BRAC. I used to listen to the speech of Sir Fazle Hasan Abed. Like the different talk shows. He died. I had respect for him, I have a good feeling for BRAC" (IDI, Male Volunteer, 23 years old)

"They take me positively because we have worked for their wellness and raised awareness between them. That's why they definitely approve of us. Oftentimes they thank us and BRAC for our work... Everyone in the community knows about BRAC because of its reputation. When I go there wearing BRAC's vest, they easily know that I am from BRAC. They easily accept any program of BRAC." (IDI, Male Volunteer, 35 years old)

3.2.3 Volunteering is an enjoyable work

Volunteers find volunteer work enjoyable. People adapting to change were seen by all ten volunteers. Five out of ten volunteers expressed their interest fueled their desire in doing volunteer work. They were enthusiastic to volunteer, learn new knowledge, and help people in general. One out of four family members join the volunteer in disseminating COVID-19 prevention messages and mask distribution and enjoyed the experience. One volunteer mentioned enjoying volunteer work said:

" ... From that [volunteering] I got interested. Because again I got the opportunity to make people understand, I can talk to people, and I can explain to them about Covid. This is great work. Previously I worked on the volunteer team at the Street Children helping organizations, and I came from that... I do enjoy a lot to work as a volunteer."
(IDI, Male Volunteer, 23 years old)

Enjoying volunteering work was also more commonly expressed among those who had previous volunteering experience. It was the previous experience that motivated volunteers to engage themselves in this kind of work. One respondent shared that his previous positive experience as a volunteer encouraged the volunteer to join during the COVID-19 pandemic. He desired to help and serve his community.

"As I already had experience of working as a CM, I knew that working here is very enjoyable. That's why I became very eager and interested to work here. With a hope that I can help and support and community with my previous experience and also, I'll learn something new from the training sessions. When I heard that this community support team will work on COVID-19, I became even more interested. Because not only in the community but I can help people outside from the community as well. I can help anyone who has less knowledge on this matter. I was encouraged by all these aspects... Yes, I am working as a volunteer, and I am pretty interested and enjoy doing so." (IDI, Male Volunteer, 35 years old)

Apart from that, the volunteers also felt good talking to different people in many places they were assigned to. Their communication and interaction to people were developed when the volunteer join in volunteer work.

" I liked it. After joining he got in touch with many people and he also developed his social attitude. I mean, he learned how to deal with different types of people. He got more patient and amended his behaviour a lot. He got many positive changes." (IDI, Female Family Member, 47 years old)

Part of enjoying the work was also found to be connected to good feedback and support from the people that boosts interest to do volunteer work.

"I worked with this NGO in the education program... They have given me immense love. I absolutely loved working with them. I don't know if it's a good side or bad side of me that I can bond with people easily, but I can mix up with people quite easily. They even give me a lot of support. I can accept and motivate people quite easily. All these aspects are what made me love working in the community support team." (IDI, Male Volunteer, 35 years old)

The fact that volunteering work is enjoyable was also perceived by a family member. One family member joined his volunteer cousin to disseminate COVID-19 messages to people and giving away masks. He enjoyed doing volunteer work with his cousin because he is also enjoying their encounter with people and helping to be more aware of COVID-19. He mentioned that:

"Mostly my cousin. I often accompanied him, it was a fun experience for me... I actually liked it. Because people need to be aware, they should be mindful of the pandemic, and my brother is doing all the awareness- it felt very good." (IDI, Male Family Member, 25 years old)

3.2.4 Experiencing own benefit

Learning about COVID-19 measures also resulted in their own benefits as they themselves practiced those. Volunteer work enhanced volunteer's and their family's hygiene and preventing COVID-19. One out of 10 volunteers have immunocompromised/sick family members and they religiously practice COVID-19 prevention within their home and whenever they go outside to avoid risking their health.

“He has been so neat and clean. First comes self-consciousness. This is the best. He didn't have to talk about personal hygiene. He himself made us aware that we have to wash our hands and face after returning home. If needed we need to take shower. Whenever he returned home from outside or market, he himself took bath first. Cause he could have transmitted the disease to us. He both protected himself and us. Children of our family also followed their uncle (the volunteer).” (IDI, Female Family Member, 47 years old)

Volunteering also enabled exchange of knowledge from other people.

“Then if I went to someone who is educated, I can learn many things from that person also he can learn many things from me about Covid. We talked about Covid. Then they said that they felt good as we went there.” (IDI, Male Volunteer, 23 years old)

3.2.5 Acceptability and support from their family

All family members liked and encouraged the volunteers to do volunteer work. One out of 4 family members joins the volunteers in sharing COVID-19 awareness and mask distribution. All family members also promote COVID-19 preventive measures they learned from the volunteers to their neighbors and other relatives, and even at work. Seven out of 10 volunteers said that their family thought good and supported them in their volunteering. Two volunteers and a family member shared about volunteering and how their family perceived it.

“Firstly, when I informed my family members before coming here that I was working in a team earlier... I never faced any obstacles. My father encouraged me. He used to say that, as I'm working as a volunteer, this is noble work. My father helped me a lot. My father never told me anything, even during shut down I was outside... They're positive. Because we were using a mask before Covid. My mother has a habit of washing my hands, so I also have the habit... I share with my family. Because first I need to survive then I can help others. My family members maintain it. As I'm working in a volunteer organization, broadly I'm working with BRAC so my family takes it positively.” (IDI, Male Volunteer, 23 years old)

“I have full support from my family ... Since Eidgarh is my hometown, I have the responsibility of the union. So, after joining in this project, I told my mom I have a feeling that people of Eidgarh would not appreciate me much. To what my mom said, this is your job and you're not causing harm to anyone. Your job is to provide service to people, why are you self-doubting? And just like that my parents have supported me, and I continued doing my job.” (IDI, Male Volunteer, 22 years old)

“Well before he started working, I didn't know the Covid rules properly, now after my marriage I know all the rules including wearing masks... My father also shared this information but mostly learned it from my husband (volunteer).” (IDI, Female Family Member, 20 years old)

3.2.6 Support from supervisors and manager

Three out of 5 student volunteers were supported by their managers in their study. They were granted to take leave whenever they needed in between their classes. There is no compensation on days volunteers are absent however they can work on weekend instead. A student volunteer supported by supervisor on studies mentioned that:

“My classes were off as exams were near. So, I didn’t need to attend classes. When I had exams, I used to take a leave by asking my supervisor and make it up in a Friday.” (IDI, Male Volunteer, 22 years old)

3.2.7 Social recognition in the community

a) Acceptability in the community

People in the community are accepting volunteer’s COVID-19 messages. Volunteers were recognized by people as somebody who gives important messages to keep them safe from COVID-19 and benefits their health. This results in volunteers being popular in the community. Nine out of 10 volunteers also stated that they have experienced being respected by people as they frequently interact to each other and discuss about COVID-19 preventive measures. One volunteer experienced community acceptance said:

“After getting the job, everyone knows him now, he’s popular now. It wasn’t the same as before, he was busy with his studies so didn’t make a lot of interactions with common people. But after getting the job he now has to speak and interact with everyone including the elderly people, friends, and juniors. So now nearly everyone knows him, that’s the nature of his job.” (IDI, Male Family Member, 25 years old)

b) Support from the community

As nine out of ten volunteers experienced acceptability in the community, they also received support from the people. Key people like religious leaders, teachers, and government officials act as a gatekeeper in the community. They welcomed and helped volunteers gather people in conducting health education activities. Shop, tea stalls, and saloon owners also give support to volunteers by following the COVID-19 preventive measures in their stores and sharing COVID-19 prevention messages with their customers and their families. Volunteer’s experiences supported by people in the community were shared by two volunteers:

“Some educated people used to understand that. People who are not educated, didn't take it at first but when we went there, we talked with the community leaders, we had a meeting, we took them along or they informed us about the spot. Like which spot have more people. Members helped us a lot... So, we didn't face any problems. And if we had any problems, they asked us to inform them. As we were working in his area.” (IDI, Male Volunteer, 23 years old)

“... Because apparently, people tend to appreciate some exceptional individuals like the Chairman. So, the same way, I think traders play a massive role in circulating safety news. For example, a grocery store is a place that everyone must drop by almost every day, and that way the owner of the grocery store can educate his customers about covid safety. Same goes with the Imams of mosques, so every Friday we request them to communicate with the devotees like they do on waz and mehfiles for our society's people's wellbeing. And they do it so. Traders also cooperate with us by educating their customers about wearing masks and things like that. Some of the store owners have created a partition before their store to practice social distance.” (IDI, Male Volunteer, 22 years old)

The volunteers experienced recognition in the community for doing volunteer work. People in the community knew the volunteers that represent BRAC to deliver COVID-19 awareness to the people.

Chapter 4: Discussion

This study aimed to understand the enabling factors of volunteerism through narratives of BRAC volunteers and their family members about volunteer work. BRAC Volunteers in this study believed that volunteer work was for people who have a desire in helping others willingly. It was considered a noble act as volunteer worker invest their time and effort for the benefit of the people. The perspective of the family members on volunteers was positive. They believed that volunteer work was a respectable act and they motivated and encouraged the volunteers to do volunteer work. Similarly a study in Tanzania mentioned helping the community by educating them about health through volunteering was distinguished (Greenspan et al., 2013). The concern of the volunteers for the people was shown by their willingness to educate people where they were feeling proud and satisfied to help their community. In this study, the BRAC volunteers educated people by spreading awareness, and their perceptions aligned with this study. Family members of the volunteers also thought positively of volunteers in helping the community through volunteerism. Another study has shown that an important motivation of volunteer is to bring change in their community that improve the lives of people which is considered respectable (Aseyo et al., 2018). It mentioned that having the motivation of volunteer workers also encouraged the behavioral change they were imparting in the community. Correspondingly,

BRAC volunteers desired to become agents of change, and their families thought that volunteer work by influencing people to become more aware during the pandemic helped reduce the spread of the COVID-19 virus.

Another factor was the previous positive experience contributed to making volunteering work enjoyable. Previous experience of volunteers contributed to their joining the BRAC CST project. Past good experience in doing volunteer work led them to serve the people through the project. Meeting different people enhanced the volunteer's skills in communicating and becoming more confident in dealing with people. Literature on volunteers mentioned that time spent with people that benefits the activities was enjoyable (Wu, 2011). It also said that volunteer activities brought people together that formed socialization in society. Comparatively in this study, volunteers and their family members enjoyed volunteering work with the audiences that listened to volunteers' COVID-19 messages.

Being part of a well-respected non-government agency that addressed public health issues like BRAC gave the volunteers a sense of pride. Community people were aware of the institution, BRAC, hence the trust of people was high. Volunteers were respected in the community as they carried the name BRAC on their vests. Family members felt positive as volunteers joined BRAC and encouraged them. Joining the BRAC CST project, the volunteers learned more about COVID-19 prevention, which they disseminated to the community and their families. The volunteers also applied what they learned in the project on COVID-19 prevention to themselves and their families. A study on volunteers in the United States indicated that volunteering has been beneficial for different reasons such as satisfaction, esteem, health-related, education, and many more (Wilson, 2000). Similarly, in this study, an improvement in volunteers' and their families' health promotion habits was noticeable. The volunteers were practicing what they learned from volunteering in their everyday life. In this way, they protect themselves and their family from COVID-19.

The family supported the volunteering activities of volunteers in the community. In comparison to a study, support on monetary and non-monetary experienced by volunteer health workers in Tanzania from their family (Greenspan et al., 2013). Moreover, family members provided moral support and a helping hand in volunteering activity to the volunteers. In this study, the same motivators from the family influence the volunteers to join and continue volunteer work.

However, financial support for volunteer materials and transportation was not found in this study which was included in the Tanzania study. In connection, this study also found that the family believed in what the volunteers advocated during volunteer work. As they also saw that COVID-19 preventive measures were being enforced by other organizations and the government. Accordingly, the family follows COVID-19 prevention outside and within the home. Therefore, the volunteers observed that change was unfolding right in front of them. Even their families have improved their health habits, and the volunteer brought good change within their household.

Support from the supervisor and managers were also experienced by the volunteers as half of them were college students. There were times when they must go to school and miss voluntary work. They were allowed to get excused from volunteering and make it up on weekends. A study conducted in Australia mentioned that volunteer organizations that provided support to volunteers have high satisfaction with an interest to continue volunteering activities (Stukas et al., 2014). The difference was in the settings compared to the study mentioned. Even though, the results aligned with this study, volunteers who were students continued to volunteer as they received support such as approval to deal with personal tasks. For this reason, the volunteers managed their volunteer work time effectively.

Health education on COVID-19 done by the volunteers was accepted by the people with the help of the key actors in the community. The volunteers are doing COVID-19 message dissemination and mask distribution depending on their assigned areas, and they meet different people while volunteering. Religious leaders, shop owners, and government officials helped the volunteers to conduct volunteering activities in the area. Dealing with gatekeepers in the community made it easier to have more audiences for the volunteer work. In a study conducted in Thailand, volunteers collaborated with health officials and experienced support in volunteer work (Kowitt et al., 2015). It said that health officials helped to gain the trust of the community. In comparison to this study, the gatekeeper was different in engaging the community. Although there was a difference in gatekeepers, the main point was to cooperate and work with them to effectively penetrate the community.

As the gatekeeper helped to gather people around to listen to the volunteer, trust was built as the volunteer paid visits weekly to talk about COVID-19 awareness. People respect the volunteers as

they knew they were there to help improve the health of people. Volunteers received good feedback on the COVID-19 messages and appreciation for what they were doing. In a study in Poland, volunteers who received positive feedback about volunteer work from their families and other people were highly satisfied to continue volunteering (Bazan et al., 2021). In a similar way, BRAC volunteers received praise and recognition within the community which gave them more motivation and continue to do volunteer work. In addition, social recognition was a positive impact of volunteerism (Wu, 2011). In comparison to this study, the community that volunteers were engaging in recognized the effort and showed gratitude to the volunteers. This was supported by the community's appreciation of the volunteer's job to provide public service and help people maintain their health.

The result of this study will help organizations and institutions to consider volunteers to help implement health programs in the community. The volunteer's motivation to extend their hand to help people will be beneficial to carry out work and to reach the masses. Situations such as health emergencies are great opportunity to conduct recruitment of volunteers. COVID-19 is an example where volunteers mitigated the gap on service delivery on emergency response. Volunteers promoted COVID-19 awareness, encouraged people to abide in COVID-19 preventive measures, managed and dispensed mask as well as hand washing station in their assign area. In future programs or projects, volunteers are truly valuable that can aid in changing people's behavior.

The study includes some limitations. As the respondents of the study were purposive sampling, the samples are only taken from 3 BRAC CST project sites. Therefore, the results cannot be generalized to the entire volunteers of the project. Similarly, only 10 out of 30 volunteers and 4 family members were recruited for the study. Neighborhood of the volunteers were in different location so conducting a focus group discussion of family members were converted to in-depth interview. Due to time constraints, areas were visited, and distance of project sites are far from each other. In relation to this, there were limited number of interviews conducted although data saturation was reached.

Chapter 5: Conclusion and Recommendations

In this exploratory study, we concluded that there were enabling factors of volunteerism that the volunteers experienced. Volunteerism was considered a great way to address public health emergencies. Volunteers were a great asset to deliver services that can ease the health system. We found that the spirit of volunteerism was present not only in the volunteers but in their families as well. Enabling factors on volunteerism was found to overlap with each other and can be used to encourage more volunteers to do volunteer work. Understanding that volunteer work is a respectable way to contribute to society, being part of a reputable institution, experiencing its benefits, and social recognition by acceptance and support from family, institution, and community were great influences and motivation for volunteers. These enabling factors promote volunteerism that leads people to volunteer and continue doing it. Volunteering was an effective way to engage with the community as they were also part of it. The delivery of service concerning increase COVID-19 awareness facilitated by the volunteers was beneficial for the community of Cox's Bazar, Bangladesh. Therefore, volunteerism during the time of the

COVID-19 pandemic played a huge contribution in disseminating COVID-19 preventive messages, mask distribution, and looking over the hand washing station. This volunteer activity helped the people in the community to improve their health habits which lead to protecting themselves not just from the COVID-19 virus but also from other diseases.

The study explored the enabling factors of volunteerism from the perspective of volunteers and their family members. For future research, volunteers involved in voluntary work without incentives or compensation can be explored. Additionally, family and community perspective in voluntary work can be deeply looked into future studies. Moreover, exploring the barriers and challenges of volunteers as this was not included in this study. In terms of program implementation, volunteers can be considered by program managers and policy makers in the implementation of other health programs and support in response in disasters and other health emergencies. Together with them, inclusion of family's participation in volunteer work can be considered. Furthermore, policy development on recruitment protocol of volunteers during health emergencies like the pandemic can also be done. Bearing in mind the enhancement of enabling factors on volunteerism to attract and maintain more volunteers in the future.

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Annex A: BRAC CST site in Cox's Bazar District Map (underlined) (LGED, 2020)



Annex B: Codebook

CODES	DEFINITION	SUB-CODES	DEFINITION
Perception on volunteer	Change agent and their family member's perception on volunteering	Perception of change agents	Change agent's perception towards volunteering
		Perception of family members	Family member's perception towards volunteering
		Reasons to volunteer	Factors that promote doing volunteer work
		Reasons not to volunteer	Factors that inhibit doing volunteer work
		Recommendation	Recommendation to enhance volunteering activity
Volunteer motivation	Change agent's motivation to volunteer	Acceptability to change agent	Acceptability of family and community to change agents
		Support received by change agent	Support given to the change agent to do volunteering
		Change Agent's influence	Change agent's influence to people to promote change in the family and community
Volunteer experience	Change agent's experience while volunteering	Advantages as volunteer	Various advantages being a volunteer
		Volunteer challenges	Change agent's challenges during volunteering
		Coping Strategies	Coping strategies on the challenges of change agent

Annex C: Data Display Matrix- Socio-demographic Characteristics

NUMBER	ID	AGE	SEX	EDUCATION	JOB	VOLUNTEER STATUS	DESIGNATION/ RELATION
1	IDI-FM-01	20	Female	Higher Secondary	Unemployed		Family Member-Wife
2	IDI-FM-02	25	Male	Secondary	Mason		Family Member-Cousin
3	IDI-FM-03	47	Female	Tertiary	Teacher		Family Member-Mother
4	IDI-FM-04	NA	Female	Secondary	Student		Family Member-Brother in law
5	IDI-CA-01	23	Male	Secondary	Student	With experience	Volunteer
6	IDI-CA-02	35+	Female	Secondary	Volunteer	With experience	Volunteer
7	IDI-CA-03	35	Male	Secondary	Volunteer	1st time volunteer (2nd phase)	Volunteer
8	IDI-CA-04	22	Male	Secondary	Student	1st time volunteer (2nd phase)	Volunteer
9	IDI-CA-05	21	Male	Secondary	Student	1st time volunteer (2nd phase)	Volunteer
10	IDI-CA-06	22	Male	Secondary	Student	With experience	Volunteer
11	IDI-CA-07	35	Male	Not disclosed	Volunteer	With experience	Volunteer
12	IDI-CA-08	21	Male	Secondary	Student	1st time volunteer (2nd phase)	Volunteer
13	IDI-CA-09	22	Male	Secondary	Student	With experience	Volunteer
14	IDI-CA-10	38	Male	Tertiary	Volunteer	1st time volunteer (2nd phase)	Volunteer

Annex C: Data Display Matrix- Perception on volunteer

NUMBER	ID	Perception on volunteer	
1	IDI-F M-01	<ol style="list-style-type: none"> 1. Perception of change agents 2. Perception of family members 3. Reasons to volunteer 4. Reasons not to volunteer 5. Recommendation 	<ol style="list-style-type: none"> 1. N/A 2. The respondent liked volunteering activity. Being related to a volunteer brings joy to her as it promotes betterment of people's lives. Helping people is admirable. 3. If her husband recommends her to volunteer, it will encourage her to join. 4. Volunteering is difficult because she has a newborn baby. 5. People's willingness to volunteer will be better and effective if there's more opportunity like BRAC CST project.
2	IDI-F M-02	<ol style="list-style-type: none"> 1. Perception of change agents 2. Perception of family members 3. Reasons to volunteer 4. Reasons not to volunteer 5. Recommendation 	<ol style="list-style-type: none"> 1. N/A 2. Family member is happy to know that the change agent is doing volunteer work. It brings him joy even if they came from a poor family, the change agent still manages to help other people. He's proud to see the change happening as change agent is promoting awareness on COVID-19 and people are following it by doing hand washing. It promotes cleanliness to people. Doing volunteer work is a good and noble job and people respect that. He noticed that the change agent became popular and it also helped interact with people compared before when the change agent was busy studying. 3. Taking a chance to do volunteer work when available. Accompanying the change agent doing volunteering is fun. People needs to be aware to stop the pandemic.

			4. Having less education act as barrier as he can't read or write. 5. N/A
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Annex C: Data Display Matrix- Perception on volunteer

NUMBER	ID	Perception on volunteer	
3	IDI-FM-03	1. Perception of change agents 2. Perception of family members 3. Reasons to volunteer 4. Reasons not to volunteer 5. Recommendation	1. N/A 2. Respondent's son is helping other people by doing volunteer work on awaring people about COVID-19 and giving them masks. She's a proud mother that her son is a volunteer. He seen positive changes within his son. His social skills got developed, his patience, and cleanliness. Volunteering is satisfying. Mother is grateful to BRAC for having this kind of project for the benefit of the people. 3. N/A 4. N/A 5. Engaging change agent's own locality will be easier as the people already knew them.
4	IDI-FM-04	1. Perception of change agents 2. Perception of family members 3. Reasons to volunteer	1. N/A 2. Respondent's brother-in-law does volunteer work and she is in favor of it. Keeping people safe from COVID-19 disease by following the preventive measures shared by the change agent. 3. N/A

		4. Reasons not to volunteer 5. Recommendation	4. N/A 5. Including house to house activity in spreading COVID-19 messages will reach more people like housewives.
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Annex C: Data Display Matrix- Perception on volunteer

NUMBER	ID	Perception on volunteer	
5	IDI-CA-01	1. Perception of change agents 2. Perception of family members 3. Reasons to volunteer 4. Reasons not to volunteer 5. Recommendation	1. Volunteering activity is enjoyable. Volunteering is great work because communicate with people and learn from them. I Change agent get to meet different kinds of people in different age group, education, and social status. To effectively do volunteer activity, I practice what i teach and my family also practice it. Change agent have good perspective of volunteering for BRAC as it is a known and reliable institution, and he has high respect to the founder. Majority of the volunteer are male. 2. N/A 3. Claiming the chance to volunteer again to make people understand about COVID-19 awareness 4. N/A 5. Proper identification for volunteers will be easier to prove affiliation with the project.
6	IDI-CA-02	1. Perception of change agents 2. Perception of family members 3. Reasons to volunteer	1. Volunteering means dealing with many people. Female change agent can do volunteer work. 2. N/A 3. Making use of available time to do volunteering.

		4. Reasons not to volunteer 5. Recommendation	4. N/A 5. Recruit more women to volunteer.
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Annex C: Data Display Matrix- Perception on volunteer

NUMBER	ID	Perception on volunteer	
7	IDI-CA-03	1. Perception of change agents 2. Perception of family members 3. Reasons to volunteer 4. Reasons not to volunteer 5. Recommendation	1. Feeling good in doing volunteer work. 2. N/A 3. Interest to help people by volunteering. 4. N/A 5. N/A

8	IDI-CA-04	<p>1. Perception of change agents</p> <p>2. Perception of family members</p> <p>3. Reasons to volunteer</p> <p>4. Reasons not to volunteer</p> <p>5. Recommendation</p>	<p>1. Desire to work as volunteer. Previous experience in public related projects is the change agents' interest which is why volunteering is enjoyable for him.</p> <p>2. N/A</p> <p>3. Change agent want to promote change and provide good service for the people.</p> <p>4. N/A</p> <p>5. People pay attention more if they were offered something, like snacks. Meetings held in house yards villages will reach more people.</p>
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Annex C: Data Display Matrix- Perception on volunteer

NUMBER	ID	Perception on volunteer	
9	IDI-CA-05	<p>1. Perception of change agents</p> <p>2. Perception of family members</p> <p>3. Reasons to volunteer</p> <p>4. Reasons not to volunteer</p> <p>5. Recommendation</p>	<p>1. Change agent was interested to join volunteer work for public welfare. Change agent like meeting different people and going to different places while doing volunteer work.</p> <p>2. N/A</p> <p>3. N/A</p> <p>4. N/A</p> <p>5. Transportation will help reach more places.</p>

10	IDI-C A-06	1. Perception of change agents 2. Perception of family members 3. Reasons to volunteer 4. Reasons not to volunteer 5. Recommendation	1. Change agent as a kid likes to help people by volunteering. Volunteering makes the change agent feel blessed if his deed can save a life. Change agent feel great when people give him good feedback 2. N/A 3. Doing volunteer makes the change agent self-aware and share it with people. Change agent join not just for the compensation but also the desire of helping people. 4. N/A 5. Ensure safety of the volunteers by introducing them to local leaders and providing ID to avoid harassments and people will cooperate easily.
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Annex C: Data Display Matrix- Perception on volunteer

NUMBER	ID	Perception on volunteer	
11	IDI-CA-07	1. Perception of change agents 2. Perception of family members 3. Reasons to volunteer 4. Reasons not to volunteer 5. Recommendation	1. Change agent have experience as volunteer and enjoyed it very much. Helping people by giving knowledge encouraged the change agent to provide support to the community. 2. N/A 3. Previous experience contributes to continue to volunteer. 4. N/A 5. N/A

12	IDI-CA-08	1. Perception of change agents 2. Perception of family members 3. Reasons to volunteer 4. Reasons not to volunteer 5. Recommendation	1. Change agent is happy and proud to volunteer. Change agent is contented in doing volunteer work. 2. N/A 3. N/A 4. N/A 5. N/A
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Annex C: Data Display Matrix- Perception on volunteer

NUMBER	ID	Perception on volunteer	
13	IDI-CA-09	1. Perception of change agents 2. Perception of family members 3. Reasons to volunteer	1. Change agent believe that people benefit from his volunteer work. Change agent met many people and they also benefited in his volunteering. 2. N/A 3. N/A 4. N/A 5. N/A

		4. Reasons not to volunteer 5. Recommendation	
14	IDI-CA-10	1. Perception of change agents 2. Perception of family members 3. Reasons to volunteer 4. Reasons not to volunteer 5. Recommendation	1. Change agent was not happy to volunteer at first as he believes that he deserves to have a higher position in the job because he has the experience and a double master. The change agent ended up liking being a volunteer eventually. 2. N/A 3. N/A 4. N/A 5. N/A

Annex C: Data Display Matrix- Volunteer motivation

NUMBER	ID	Volunteer motivation	
1	IDI-FM-01	1. Acceptability to change agent 2. Support received by	1. Family members knows COVID-19 prevention from the change agent and they are aware of what the change agent is doing while doing volunteering. 2. N/A

		change agent 3. Change Agent's influence	3. COVID-19 prevention messages learned from the change agent is passed on to the their family and shared to other people they know.
2	IDI-FM-02	1. Acceptability to change agent 2. Support received by change agent 3. Change Agent's influence	1. Change agent's family welcomed him and proud to have a volunteer in the family. 2. Family member joins the change agent in spreading COVID-19 awareness. 3. Practicing COVID-19 preventive measures such as getting vaccinated, wearing of mask outside, social distancing, and hand washing.
3	IDI-FM-03	1. Acceptability to change agent 2. Support received by change agent 3. Change Agent's influence	1. Family is following COVID-19 preventive measures like wearing of masks, do hand and face washing, and shower if needed coming home from outside. People say that volunteering is good and son is doing a good deed. 2. Explaining to other people who have questions about son's volunteer work on spreading COVID-19 preventive measures. 3. Sharing what the mother learned from her son to other relatives, neighbors, and students at work on COVID-19 awareness created a chain.

Annex C: Data Display Matrix- Volunteer motivation

NUMBER	ID	Volunteer motivation
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4	IDI-FM-04	<ol style="list-style-type: none"> 1. Acceptability to change agent 2. Support received by change agent 3. Change Agent's influence 	<ol style="list-style-type: none"> 1. Following COVID-19 measures by keeping clean, washing hands, and wearing masks. 2. N/A 3. Information on COVID-19 was also shared with respondent's family not living with her.
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Annex C: Data Display Matrix- Volunteer motivation

NUMBER	ID	Volunteer motivation	
5	IDI-CA-01	<ol style="list-style-type: none"> 1. Acceptability to change agent 2. Support received by change agent 3. Change Agent's influence 	<p>1. Different kinds of people in the society accept messages regarding COVID-19 from the change agents. Educated people understand the messages easily and relieved. People listened and accommodating to the change agent's messages during volunteer work. People expressed their understanding and relaying their practices on mask wearing, practicing social distancing, and hand washing using soap and water. Change agent feel that people are happy to see him whenever he visits. Adapting to COVID-19 measures within the family is easier as they were already practicing proper hand hygiene before the pandemic.</p> <p>2. Family recommended to change agent to become a volunteer. Family understood and encouraged the change agent to perform volunteer work. People helped change agents in identifying hotspots to conduct volunteer activity where a lot of people gather. Supervisor of change agent understands and grant leave when he needs to go to school.</p> <p>3. Respected people in the society like teachers and chairman were interested to learn from the change agent and mentioned that they will relay COVID-19 messages to their family.</p>

Annex C: Data Display Matrix- Volunteer motivation

NUMBER	ID	Volunteer motivation	
6	IDI-CA-02	<ol style="list-style-type: none"> 1. Acceptability to change agent 2. Support received by change agent 3. Change Agent's influence 	<ol style="list-style-type: none"> 1. Hotspots identified are crowded like tea stalls, shops, saloons, and temple and people appreciated change agent's presence. People responded well to change agent. People afraid of vaccine agreed to get vaccinated with booster dose. Family and change agent practices proper hygiene by hand washing and changing of clothes from outside. 2. People help to call more people to listen to change agent and to get mask. Family of change agent is happy, and they agreed about her volunteering. 3. Men mostly receive all messages in the hotspot and change agent ask them to relay it to women in the family.
7	IDI-CA-03	<ol style="list-style-type: none"> 1. Acceptability to change agent 2. Support received by change agent 3. Change Agent's influence 	<ol style="list-style-type: none"> 1. People did not give negative feedback while doing volunteer work and listen to the COVID-19 messages. Religious leader in mosque listens to change agent's COVID-19 messages after prayer. Mostly male are the audience of change agent and some female in pharmacy. Change agent relay to people to relay COVID-19 messages to their family as well and gave them mask for participating. 2. Local members and chairman supported change agent's volunteering work by giving instruction to people not to cause trouble. 3. People wear mask whenever change agent arrives.

Annex C: Data Display Matrix- Volunteer motivation

NUMBER	ID	Volunteer motivation	
8	IDI-CA-04	<ol style="list-style-type: none"> 1. Acceptability to change agent 2. Support received by change agent 3. Change Agent's influence 	<ol style="list-style-type: none"> 1. People listen attentively and ask questions to change agent. People are interested to know about COVID-19 infection and prevention. People have more questions about getting the vaccine which change agent taught, encouraged, and provided assistance in getting it. Change agent relay to people that their work is for public safety, and they understood. Both men and women attend and participate but mostly men outnumbered women because the hotspots chosen where women don't usually go to. Women with other problems like uterine issues also sought guidance from change agent where he refers them to hospital. 2. People help change agent to explain the importance of wearing masks for other people to understand better. Community leaders like chairman, teachers, religious leaders help change agent in gathering people to listen to COVID-19 messages and take mask. People supported the change agent during courtyard meetings by setting up and preparing the place. Family is supportive to change agent doing volunteer work. Change agent visit some stores where they practice social distancing by installing partition in their shops. Family member also share importance of COVID-19 prevention and promotes change agent masks to share with people. 3. N/A

Annex C: Data Display Matrix- Volunteer motivation

NUMBER	ID	Volunteer motivation	
9	IDI -C A-0 5	<p>1. Acceptability to change agent</p> <p>2. Support received by change agent</p> <p>3. Change Agent's influence</p>	<p>1. Children in the temple use the hand washing station. Family of change agent is happy because he's working on COVID-19. Family grew the habit of wearing of mask, hand washing and having hexisol.</p> <p>2. Change agent's friend suggested to join volunteer work. People in the temple are also helpful in refilling the water in the handwashing station. Whenever change agent visit, people are excited to help to call others to join the session. Manager allows the change agent to go to school if needed and becomes absent in volunteer work that day.</p> <p>3. N/A</p>
10	IDI -C A-0 6	<p>1. Acceptability to change agent</p> <p>2. Support received by change agent</p> <p>3. Change Agent's influence</p>	<p>1. People knows the change agent well. By doing volunteer work, they're giving message twice a week. People appreciate change agent volunteer work because he is serving the people for their awareness. People paid attention and interested to learn, and they are cooperative to the change agent. Change agent shares COVID-19 prevention to his family and they follow it. Other family members outside of the household followed COVID-19 prevention and took the vaccine as change agent's recommendation.</p> <p>2. Focal person helps change agent in going to unknown places and distribute masks. People help and introduce the change agent to other audience to listen to COVID-19 awareness messages. Family of change agent support, encourage, and feels proud about his volunteer work. Supervisors allow change agent to be absent for exams in school and make it up on weekend.</p> <p>3. N/A</p>

Annex C: Data Display Matrix- Volunteer motivation

NUMBER	ID	Volunteer motivation	
11	IDI-CA-07	<ol style="list-style-type: none"> 1. Acceptability to change agent 2. Support received by change agent 3. Change Agent's influence 	<ol style="list-style-type: none"> 1. Community have a good interaction with change agent. People provide good feedback and admiration to the change People accept the messages because its agent that motivates him to love and continue volunteer work. People are grateful to volunteer and BRAC. Family of change agent follows COVID-19 prevention, even children. 2. People support change agent due to his motivation to them to be safe from COVID-19. Supervisor and volunteer coordinator supervised and supported change agent in dealing with difficulties in volunteer work. 3. Change agent convinced unvaccinated people to register and get vaccinated against COVID-19. Change agent influence people to register and take COVID-19 vaccination. He provides assistance and give people information where and when they can take the vaccine.
12	IDI-CA-08	<ol style="list-style-type: none"> 1. Acceptability to change agent 2. Support received by change agent 3. Change Agent's influence 	<ol style="list-style-type: none"> 1. Change agent felt respected by people knowing he came from BRAC. Change agent get along well with elder people in the community. Women and children usually watch and enjoy the drama where change agent is assisting and giving away masks. Focal person is satisfied and giving good job about change agent's volunteer work.

			<p>2. Focal person helped oversee and maintain water taps chosen as hotspots.</p> <p>3. N/A</p>
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Annex C: Data Display Matrix- Volunteer motivation

NUMBER	ID	Volunteer motivation	
13	IDI-CA-09	<p>1. Acceptability to change agent</p> <p>2. Support received by change agent</p> <p>3. Change Agent's influence</p>	<p>1. Coming from BRAC gives privilege and respect from people. People get convinced to get vaccinated with the help of change agent. People express the need of hand washing station to change agent. Family also follow COVID-19 prevention. People repeat what change agent taught them.</p> <p>2. Shop owners agreed to become a hotspot and handwashing station. Shop owners chosen to be hotspots with happy taps maintain and look after it.</p> <p>3. People wear masks whenever they see the change agent.</p>
14	IDI-CA-10	<p>1. Acceptability to change agent</p> <p>2. Support received by change agent</p> <p>3. Change Agent's influence</p>	<p>1. People are interested in taking masks.</p> <p>2. Family gives support to the change agent in doing volunteering job.</p> <p>3. N/A</p>

Annex C: Data Display Matrix- Volunteer experience

NUMBER	ID	Volunteer experience	
1	IDI-FM-01	1. Advantages as volunteer 2. Volunteer challenges 3. Coping Strategies	1. N/A 2. N/A 3. N/A
2	IDI-FM-02	1. Advantages as volunteer 2. Volunteer challenges 3. Coping Strategies	1. Being popular and earning in volunteer work 2. N/A 3. N/A
3	IDI-FM-03	1. Advantages as volunteer 2. Volunteer challenges 3. Coping Strategies	1. N/A 2. Son experienced being asked for identification and purpose of visit. 3. Introduce himself as volunteer from BRAC and his purpose is to help people create awareness on COVID-19 and follow health policy.
4	IDI-FM-04	1. Advantages as volunteer 2. Volunteer challenges 3. Coping Strategies	1. N/A 2. N/A 3. N/A

Annex C: Data Display Matrix- Volunteer experience

NUMBER	ID	Volunteer experience	
5	IDI-CA-01	<ol style="list-style-type: none"> 1. Advantages as volunteer 2. Volunteer challenges 3. Coping Strategies 	<ol style="list-style-type: none"> 1. There is compensation in doing volunteer work. Knowledge on COVID-19 increased because change agents received training for volunteer work. As change agent encounter many people while volunteering, he became popular. 2. Change agent reached more less educated people and making them understand was difficult in the beginning. Some people were asking the importance of wearing mask as they believe COVID-19 is over. In the earlier days when the project started, people ask for volunteer identification and vest with BRAC name is not enough to prove that. 3. Use of both local Chittagong and modern Bangladesh language helped to make all people understand change agent's COVID-19 messages. Change agent strategize the use of language depending on location. Change agent motivates people to wear mask as it helps people to be safe not just from COVID-19 but other illness as well like flu and allergies. To prove that change agent is a BRAC volunteer, contact number of BRAC manager were given.

6	IDI-CA-02	1. Advantages as volunteer 2. Volunteer challenges 3. Coping Strategies	1. There is compensation in doing volunteer work. Training is provided on COVID-19 preventive measures to disseminate to people. People are familiar with the change agent. 2. N/A 3. N/A
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Annex C: Data Display Matrix- Volunteer experience

NUMBER	ID	Volunteer experience	
7	IDI-CA-03	1. Advantages as volunteer 2. Volunteer challenges 3. Coping Strategies	1. Change agent gain friends by doing volunteer work. BRAC provided training on how to do volunteering. Compensation helped change agent to earn. 2. Some people ask for Hexisol however, only mask is the change agent providing. Garbage collector and called change agent as mask brother. Change agent also talks to people with fear of vaccine 3. Change agent provided information on "happy tap" hand washing station that people can visit. Change agent introduce himself with the help of the people. People with fear of vaccine were encouraged by change agent to take the COVID-19 vaccine. Sharing with them information the vaccine is good for your health, and it is free.

8	IDI-CA-04	1. Advantages as volunteer 2. Volunteer challenges 3. Coping Strategies	1. Earning money as a volunteer. 2. There were similar project from other organization relaying COVID-19 messages that provides snacks and we don't. Elderly people refuse to wear mask because its uncomfortable for them. 3. Offer masks instead and not force people if they refuse to take. Change agent explain the importance of wearing masks not just to prevent COVID-19.
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Annex C: Data Display Matrix- Volunteer experience

NUMBER	ID	Volunteer experience	
9	IDI-C A-05	1. Advantages as volunteer 2. Volunteer challenges 3. Coping Strategies	1. Change agent is respected by many people. Some drivers give change agent free ride and saying he is doing a good job serving people. 2. Some people believe that COVID-19 doesn't exist anymore, and all the money and effort are wasted. Some shops have to serve high number of customers and refuse the hand washing station. Some people don't wear mask because they are finding it hard to breathe. In some areas in Garjania and Kacchapia union are inaccessible, and people were also afraid to take the vaccine. 3. Change agent explain that their aim is to create COVID-19 awareness and to help people understand the importance of hand washing not just to prevent COVID-19. Chose different

			shop that allows installation of handwashing station. Change agent show how to properly wear and breathe when using mask. Change agent encourage the people in the village and help them register to take the vaccine to make their immunity stronger against COVID-19.
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Annex C: Data Display Matrix- Volunteer experience

NUMBER	ID	Volunteer experience	
10	IDI-C A-06	1. Advantages as volunteer 2. Volunteer challenges 3. Coping Strategies	1. Compensation for volunteer work is given to change agents. Knowing the COVID-19 preventive measures and effectively share to other people. Since change agent is popular in the neighborhood, people are cordial to him when he visits. People help the change agent and offer him tea as part of the culture/tradition when visiting the village. 2. People were reluctant to entertain volunteers because they experienced being deceived and took money from them. People have a belief that there is no COVID-19 and impede our activity. Shopkeepers disagree to have their signature taken because activity takes an hour to conduct (hotspots like tea stalls). Allocated masks were not enough in certain areas. Misuse of

			<p>masks was noticed by change agent. Hand washing technique was not properly done by many people.</p> <p>3. Community Mobilizer helped change agent to be introduced in the community key persons and explain the purpose of the volunteer work. We motivate and explain first the people who believe that there's no more COVID-19. Change agent report the shop name who disagree to supervisor and went for another shop to conduct COVID-19 awareness activity. Change agent reallocate masks from hotspots with less mask uptake. Change agent explain importance of mask wearing and teach people kinds of masks, how to use, wear, remove, duration of use, with instructions. Change agent educate people on how, what to use, and hand washing technique.</p>
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Annex C: Data Display Matrix- Volunteer experience

NUMBER	ID	Volunteer experience	
11	IDI-CA-07	<ol style="list-style-type: none"> 1. Advantages as volunteer 2. Volunteer challenges 3. Coping Strategies 	<ol style="list-style-type: none"> 1. change agents were provided with orientation and training for volunteer work. 2. Change agent faced challenges whenever he gives out messages to people and some people leave. Some people have difficulty wearing mask that's why they are not using it. 3. Let people go and not force them to stay. Change agent comes back to the area and gives out COVID-19 messages. Change agent motivate people to wear mask to protect themselves.

12	IDI-CA-08	<ol style="list-style-type: none"> 1. Advantages as volunteer 2. Volunteer challenges 3. Coping Strategies 	<ol style="list-style-type: none"> 1. N/A 2. N/A 3. N/A
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Annex C: Data Display Matrix- Volunteer experience

NUMBER	ID	Volunteer experience	
13	IDI-CA-09	<ol style="list-style-type: none"> 1. Advantages as volunteer 2. Volunteer challenges 3. Coping Strategies 	<ol style="list-style-type: none"> 1. Change agent being able to provide for family from volunteering. People respect change agent wearing BRAC vest and have tea with him. 2. Some shops don't agree and gets angry to be a hotspot. Some people believe that there's no more COVID-19. 3. change agent look for another shop and ask permission. Change agent explain

			that wearing mask doesn't just prevent COVID-19 but also other diseases which will protect their health.
14	IDI-CA-10	<ol style="list-style-type: none"> 1. Advantages as volunteer 2. Volunteer challenges 3. Coping Strategies 	<ol style="list-style-type: none"> 1. Change agent has a relative that works in BRAC and recruited him for volunteer work. BRAC vest helped change agent to feel at ease in doing volunteer work. People respect change agents more. 2. Change agent was being teased in his own community because he is volunteering and not getting a job. 3. Change agent tell people in his community that it's better to do volunteer work than do nothing at all.