



MSRA Covid-19 guidelines

1st September 2020

Background: MSRA as the self-governance body of the market and social research industry has shown strong commitment to supporting the national and global battle against the spread of the Corona Virus Disease (Covid-19). In March, when knowledge on Covid-19 was scarce, MSRA affiliated market and social research companies agreed to halt all fieldwork activities, a measure taken at a tremendous cost to the compliant companies. Since May, fieldwork activities have resumed under an unambiguous commitment to comply with all government guidelines, and added measures implemented by individual companies. With this document, the industry goes the next step in aligning for the new normal. This document provides industry guidelines that industry members should adhere to and exceed where deemed appropriate. The primary aim for MSRA is to provide a safe space for our teams, our respondents and society at large.

The measures provided by MSRA are to be read and followed in conjunction with the Government laid down guidelines. MSRA provides these guidelines for a safe and healthy environment for marketing & social researchers to operate in.

Our guidelines are developed in line with the “KEPSA-PRIVATE SECTOR PROTOCOLS ON REOPENING OF THE ECONOMY – JUNE 2020”, published on 6 June 2020 and available here:

<https://kepsa.or.ke/downloads>. The MSRA guidelines will be updated on a need basis to reflect advancing insights and learnings from the ground.

1. Member market and social research companies are compliant with the POST-COVID-RETURN-TO-WORK-ADVISORY, published on 29 June 2020 by the Ministry of Labour and Social Protection and any future updates of this advice. (https://labour.go.ke/wp-content/uploads/2020/07/POST-COVID-RETURN-TO-WORK-ADVISORY-29_06_2020.pdf). The guidelines cover the usual office dealings, as they are typical for a professional services company.
2. Aspects specific to the market research industry cover the composition of project based or full-time field teams, their mobility, as well as the interaction with the respondents and the general population.
3. MSRA recommends the following:
 - a. All team members affiliated to a research project are to be regularly trained on Covid-19 hygiene and behaviour protocols.
 - b. Hand sanitizers and masks are to be provided to all affiliated team members for full-time use while working on a field work based research project. In addition, those interacting with respondents are to be supplied with masks for respondents who might not have their own. In every researcher-respondent interaction, all interacting parties are to be fully masked (nose and mouth).

- c. Clinically vulnerable staff are to be encouraged to work from home only and not be exposed to teams with professional external interaction.
- d. Social distancing rules are to be applied during all aspects of work, including all tasks affiliated with executing a research project with respondents. This includes the conduct of interviews and focus groups.
- e. Face to face interviewing is to be adopted only when necessary otherwise alternative methods for data collection such as CATI, CAWI, TDI, Online FGDs can be considered.
- f. In the project design and logistics planning, the agencies' non-essential travel is to be minimized and the use of local enumerators is strongly encouraged.
- g. Interviews are not to be conducted by or with visibly unwell people.
- h. Wherever possible, project briefings, trainings, and any other meetings are to be held virtually and teams equipped with the means (e.g. data bundles) to participate in these remote meetings.
- i. All required resources (data collection devices, pens, notepads, ...) are to be either sanitized or stored for 72 hours and then picked up individually by each team member to avoid cross-contamination through multiple people handling the same item.
- j. All field staff are to confirm their health status reflecting a temperature measure or negative Covid 19 test (where this has already been obtained) before engaging in fieldwork.

In addition to the above, MSRA and its member companies are encouraged to contribute much needed data and insights on all aspects of the Covid-19 crisis as additional support to the development of relevant interventions, policies, and business activities.

**MSRA Board and MSRA Covid-19 committee,
1st September 2020**