Finding the poor in urban areas: The Philippines’ experience

Nuts and Bolts of SPL systems in Urban Areas: from Strategy to Delivery

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Urban Situation in the Philippines

3 Major Urban Cities:
- Metro Manila
- Metro Cebu
- Metro Davao

- 1 in 2 Filipinos live the urban life (UNICEF's State of the World Children’s 2012 report)
- 21.7 million population from 12 Metro Cities (23% of the 92 million total Philippines population) by NSCB in 2009
- By 2030, 77% of Filipinos is projected to be living in urban areas.
<table>
<thead>
<tr>
<th>Region</th>
<th>Estimate (%)</th>
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<tbody>
<tr>
<td>Philippines</td>
<td>19.7</td>
</tr>
<tr>
<td>Major Cities</td>
<td></td>
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<tr>
<td>Metro Manila</td>
<td>2.4</td>
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<tr>
<td>Metro Cebu</td>
<td>18.9</td>
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<tr>
<td>Metro Davao</td>
<td>26.7</td>
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Poverty Incidence Among Families (2012)
(Estimates %)

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To establish an objective and transparent targeting system for social protection programs.

National Household Targeting System for Poverty Reduction (NHTSPR)
Specific Objectives

• Formulate a uniform set of criteria for identifying poor families through scientific means.

• To expand promotion and sharing of high quality database to public and private social protection stakeholders.

• Reduce leakage or inclusion of non-poor and under coverage or exclusion of poor from the necessary social protection programs and services.
Finding the Poor in Urban Areas

Step 1.

Geographical Targeting

1. IDENTIFICATION OF AREAS FOR ASSESSMENT

LISTAHANAN is implemented nationwide in 17 regions, 80 provinces, 1,491 municipalities, 143 cities and 42,028 barangays.

2. IDENTIFICATION OF DATA COLLECTION STRATEGY

a. Rural barangays - SATURATION (all families will be assessed)

b. Urban barangays – SATURATION in pockets of poverty
Assess all families in all poor areas and those pockets of poverty through house to house interviews using a 4-page questionnaire with 46 variables Family Assessment Form (FAFs).

2. Encode all FAFs, run the duplicity checker, and apply the Proxy Means Test Model to determine income per capita of the households.

3. Rank the PMT results according to provincial poverty thresholds.
Enumerators in areas with reliable internet signal use android tablets for data collection.
Performance

Assessed

10,909,456

Households in 2009 from:

- 17 regions
- 80 provinces
- 1,491 municipalities/
  143 cities
- 42,028 barangays
5,255,118 (48.17%) POOR HHs identified in the Philippines as per PMT result on July 1, 2011.
4.3 million poor families

Identified in the LISTAHANAN were accessed to major social protection programs.

These are:

- Pantawid Pamilyang Pilipino Program (The Philippine Conditional Cash Transfer – CCT)
- Sustainable Livelihood Program
- Health Insurance under PHIC
Selling the Targeting System Mechanisms

Given the amount of government resources invested in the Listahanan, there is also a much need to inform the public on the good news about it to optimize the use of the database to aid in the poverty alleviation in the country.
Selling the Targeting System
Mechanisms

National and Regional Social Marketing Plan were formulated leading to behavioral change of the target audience groups:

- National Legislators
- National Government Agencies
- Non-Government Agencies
- Targeted Families
- Local Government Units
- Media Practitioners
- Development Organizations
- DSWD staff

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Selling the Targeting System Mechanisms

In urban setting, marketing the LISTAHANAN is more challenging given the other existing database systems of highly urban cities (HUCs).

The approach instead is highlighting the complementation of all available local database on poor families as basis for planning and targeting.

Additional potential target users of the database are the Business and Corporate sector which also implements support programs on poverty alleviation under the company’s Corporate Social Responsibility (CSR).
HOMELESS STREET FAMILIES, ITINERANT FAMILIES AND INDIGENOUS PEOPLES (IPs) WERE EXCLUDED IN THE DATABASE AND WERE LEFT BEHIND!
WHO ARE THE HOMELESS STREET FAMILIES (HSF) IN URBAN AREAS???

- Families residing in streets in urban & urbanizable areas whose income or combined household income cannot afford for housing facilities.

- Families routinely living on the streets either in the open air (doorways, sidewalks, pavements, parks or in makeshift dwelling units or push carts (“kariton family”).

- Families without any form of house structure adhered to the soil.
Pantawid Pamilyang Pilipino Program

MODIFIED

CONDITIONAL CASH TRANSFER FOR HOMELESS STREET FAMILIES (MCCT-HSF)

Target areas are highly urbanized cities and other areas where there is a growing number of HSF.

The strategy is CCT but with modifications in terms of processes in targeting, conditionalities, package of benefits, interventions and modes of implementation.
HOW the Homeless Street Families (HSF) can be INCLUDED???

• REACH OUT OPERATIONS
  - Daily and Massive Inter-Agency
    Reach out to Individuals/Families at Risk

• TWITTER ACCOUNT: @savestreetkids

• DEPLOYMENT OF STREET FACILITATORS &
  OTHER FIELD STAFF

• STRONGER COMMUNITY PARTICIPATION
MCCT Beneficiary Targeting & Registration

• Reach out to HSF
• Household Enumeration using pre-screening tool.
• Name-matching in the NHTS & CCT Database and Housing Alpha List
• Assessment of Eligibility
• Validation of Potential Beneficiaries thru Community Assembly/FGD
Family Registration to MCCT

- Use of Registration Form and Oath of Commitment

-Issuance of MCCT Identification cards with the Household ID Number given by the DSWD.
THE RESULTS

218,401 families are now benefiting from the MCCT-HSF program which is 4.87% of the total Pantawid Pamilya beneficiaries nationwide.
Maraming Salamat!
Mabuhay!