Social Safety Net programs and Gender in Madagascar

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2018
1- The programs
   - Human Development Cash Transfer
   - Emergency and Human Development Cash Transfer - South
   - Productive Safety Net Program

2- The strategy topics to build women’s empowerment
   - 2-1 Mother Leaders model
   - 2-2 Well-being space
   - 2-3 Nudges
   - …and other complementary measure: training ..productive inclusion

3- Results - Constraints?
1- The programs
The Social Safety Net (SSN) project has three components: a conditional cash transfer, a productive safety net program, and an emergency cash transfer program in the drought-affected southern regions, combining nutrition and livelihood grants, which transit into a conditional cash transfer program in April 2018.

<table>
<thead>
<tr>
<th>Human Development Cash Transfer Program</th>
<th>Emergency – Human Development Cash Transfer – South Program</th>
<th>Productive Safety Net Program</th>
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</thead>
<tbody>
<tr>
<td>HH Beneficiaries</td>
<td>39934</td>
<td>57478</td>
</tr>
<tr>
<td>HH Head - Female</td>
<td>26%</td>
<td>44%</td>
</tr>
<tr>
<td>Payment Recipient – Female</td>
<td>81%</td>
<td>98%</td>
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<tr>
<td>Worker - Female</td>
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2- The strategy topics to build women’s empowerment

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<td>2-1 Mother Leaders model</td>
<td>X</td>
<td>X</td>
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<td>2-2 Wellbeing space</td>
<td>X</td>
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<tr>
<td>2-3 Nudges</td>
<td>X</td>
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<td>X</td>
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<tr>
<td>Other complementary measure… training …</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Productive inclusion</td>
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2- The strategy topics to build women’s empowerment
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2- 1 The mother leader model

*Human Development Cash Transfer Program*

*Emergency – Human Development Cash Transfer – South Program*

The Mother Leaders: Beneficiaries themselves – Members of the programs – Elected - Lead group of beneficiaries (1 Mother Leader for 20 to 25 HH): activities of the program: payment calendar, training,…
The Mother Leaders are trained to learn about and implement:

- Leadership and Self-confidence
- Citizenship
- Essential Family Practices (best practices for families in hygiene and health)
- Early childhood development (cognitive stimulation)
- Reproductive health

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2- 1 The mother model

Human Development Cash Transfer Program
Emergency – Human Development Cash Transfer – South Program
The MLs in turn will meet with their groups of beneficiaries monthly for 2-3 hour sessions in the well-being spaces and confer the content of the ML modules.

These trainings are especially for mothers or care givers but not restricted...

These meetings provide an open space for discussions, sharing experiences and concerns, and for enjoying each other’s company.

These wellbeing spaces will slowly be transformed into physical spaces, with some basic infrastructure, so that the mothers can come play and engage with their children and other community members.
2- The strategy topics to build women’s empowerment

The mother model – The well being space
Behavioral nudges consist of positive reinforcement and indirect suggestions as opposed to direct instruction or enforcement.

They are ‘light touch’ interventions, usually inexpensive and iterative, making them easy to implement and easy to scale-up.

The ‘behavioral nudges’ of HDCT program were designed to strengthen women’s plan-making skills and develop their self-affirmation.
2- The strategy topics to build women’s empowerment

2- 3 The nudges

**Human Development Cash Transfer Program**

**Parent-Affirmation**
An internal attitude and belief that one has inherent value. The ability to act in response to one’s needs and environment.

**Plan-Making**
The ability to set goals and determine the actions necessary to realize those goals.

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2-3 The nudges

Human Development Cash Transfer Program

Summary:
Mother Leaders facilitate plan-making for how to spend cash transfer for a wider array of beneficial items.

Desired Outcome:
Women expand their consumption choice set and make more purposeful, concrete deliberations on what they buy.

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2-3 The nudges

*Human Development Cash Transfer Program*

**Summary:**
Mother Leaders facilitate self-affirming and positive identity priming discussions with their groups on transfer day.

**Desired Outcome:**
Women feel affirmed in their ability to uphold the good parent identity and increase interactions with their children, which in turn leads to better health outcomes.

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2- 3 The nudges

*Productive Safety Net Program*
The beneficiaries are encouraged to use some of the cash received for productive investments with a view towards diversifying their livelihoods.

The behavioral intervention aims promote savings behavior by (i) facilitating target setting (such as buying poultry, agricultural tools, etc..), (ii) putting money aside by earmarking and partitioning, (iii) teaching simple accounting, and (iv) providing reminders of planned investments and savings at payment sites.
2- The strategy topics to build women’s empowerment

2-3 The nudges

Productive Safety Net Program

- An initial training is provided on the savings ‘nudges’, during the initial payments and subsequently the beneficiaries are only gently reminded of savings at the time of future payments. Since savings are more personal in nature, the intervention design doesn’t involve regular follow-ups
2- The strategy topics to build gender equality

2- 3 The nudges

Productive Safety Net Program
3- Results – Constraints?
3- Results - Constraints

- Empowerment of women
- Women feel affirmed
- Collective engagement
3- Results - Constraints

- Some constraints
- … cultural factors
- …. Time constraints