MEDELLÍN
Medellín Solidaria Program

• 2015 •

Programa Medellín Solidaria  @medsolidaria  @cambiamosrealidades

Familia Medellín  Medellín todos por la vida  Alcaldía de Medellín
Geographic location

Colombia figures

* Colombia’s Population: 48,000,000
* GPD (gross domestic product) per capita: US $199.18
* Poverty (monetary): 28.5%
* Extreme poverty (monetary): 8.1%
* National Multidimensional Poverty Index: 21.9%
* Urban Multidimensional Poverty Index: 15.4%
* Rural Multidimensional Poverty Index: 44.1%
Territory:

Medellín:
Urban population: (90%) 2,215,196 people
Rural Population: (10%) 249,126 people
Total: 2,464,322 people
Poverty (monetary): 14.7%
Extreme Poverty (monetary): 2.8%

Extreme poverty and poverty in Medellín (Monetary)

<table>
<thead>
<tr>
<th>Year</th>
<th>Extreme Poverty</th>
<th>Poverty</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>3,50%</td>
<td>17,7%</td>
</tr>
<tr>
<td>2013</td>
<td>3%</td>
<td>16,1%</td>
</tr>
<tr>
<td>2014</td>
<td>2,8%</td>
<td>14,7%</td>
</tr>
</tbody>
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Antioquia: 19.54% Multidimensional Poverty Index
Objetives of Sustainable Development (ODS)/Local and National Development Plans and Public Policy for Family of Medellín

2004 - 2007
- Attention to 22,000 families.
- Conditional transfers to territorial level.

Creation of Medellín Incluyente

2008 - 2011
- Attention to 45,000 families.
- Capability approach.
- Multidimensional approach in the family support process.
- Systemic approach.

Transformation from Medellín Incluyente to Medellín Solidaria

2012 - 2015
- Attention 60,000 families.
- AVEO approach (assets, vulnerability Opportunities.)
- Differential approach.
- Objective measurements Multidimensional Poverty Index
- 20,000 families improve their quality of life.

Strengthening of Medellín Solidaria: Familia Medellín

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Key points in Medellín Solidaria’s transformation

2004 - 2007 Creation of Medellín Incluyente

Creation of Medellín Incluyente
We only had a place for citizenship care
We worked under the logic of conditional transfers
We did not have an information system
We did not have a model of family support and opportunity management
Human Team dedicated exclusively to the operating
2008 - 2011 Transformation from Medellín Incluyente to Medellín Solidaria

10 places for citizenship care
We expand coverage and strengthen the human team
First protocol for family support
Implementing the use of ICT and the information system for the program.
Management focused on opportunities in the public sector
Wasteful measurements and a weak operational structure
2012 - 2015 Strengthening of Medellín Solidaria: Familia Medellín

Extending coverage
Strengthening the human team
Incorporation of methodological team
New family support methodology, based on the capability approach
Objective measurement for promoting families
Measures of income and expenditure of families
Opportunities management in the public and private sectors
Development of computer applications
We promote social innovation processes for the family and the community
What We Are? Medellín Solidaria Program

We are a program of the Mayor of Medellín, working to improve the quality of life of the population in extreme poverty in the city around the variables associated with multidimensional poverty index, through family support and opportunity management, strengthening their capacities and potential. Our budget is USD $8 million annually. We seek the families in extreme poverty in the territory. All are identified by National Planning System (SISBEN).
Attention model for families:

01. We attend family by family, with 400 interdisciplinary training professionals in different degrees.

02. We developed a diagnosis based on the dimensions of human development.

03. We build with each family a family life plan.

04. We approach opportunities.

05. We do follow up’s to family commitments.

06. We prepare families to continue their development independently.
Attention model for families: Multidimensional Poverty Index

Children and Youth
- Comprehensive care for early childhood
- Prevention of risk and promoting the rights
- Recreation.

Job
- Social innovation and entrepreneurship
- Labor links
- Intermediation

Education
- School places
- Scholarships
- Training for work

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Attention model for families:

**Housing and Utilities**
- Housing Improvements
- Housing Subsidies
- Management of household items

**Health**
- Promotion and prevention
- Promotion of self-care
- Family planning
- Affiliation to the health system
- Vaccination

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The accompaniment to the Family

The beginning of the accompaniment to the families

Monitoring achievements and fulfillment of goals.

End of the accompaniment to the family.
The accompaniment to the Family

The co-managers (interdisciplinary training professionals) performs the first two home visits of accompaniment to the family.

- We perform the initial diagnosis. Under what conditions is each family? What they have and what they need?
- Recognize their basic identification data, housing, health, education, among others.
- We strengthen family dynamics.
- Perform the job profile of family members.
- Develop a capacity assessment of family members:
  - Strengths and weaknesses
  - How are introduced to a job interview
  - What studies want to do.
- First approached of opportunities: Multidimensional Poverty Index based.
- Shared responsibility agreements signed with families.
The accompaniment to the Family

At this stage the co-managers make 6 visits of the accompaniment to the family.

- Establishment of Family Life Plan, defining achievements, dreams and family goals.
- Working under the AVEO approach:
  - (Assets - Vulnerabilities - Opportunities approach).
- The expansion of opportunities is performed: based on the multidimensional approach Poverty Index
- Establishment of goals for each family and time to carry them out.
- First evaluation of the family plan.
- Comparison of the state of the family, as it is today and how it was before.

Monitoring achievements and fulfillment of goals.
The accompaniment to the Family

At this stage the co-managers make 6 visits of the accompaniment to the family.

- We strengthen household resources and capabilities.
- Observe how it has improved the quality of family life, from monetary indicators of poverty and multidimensional poverty
- We promote families that have overcome extreme poverty.

Monitoring achievements:
- Information system.
- Follow to achievements of the program: Strategic Management team
- Monitoring Satisfaction: methodological strengthening. team
- Monitoring of the perception of the program in the city of Medellín: Planning Department. Team.

End of the accompaniment to the family.
We have an information system where we collect all the data of families.

The information system allows us monitoring the progress of families from the beginning to the end of family support.

Social co-managers (interdisciplinary training professionals) have a device where the family information is entered: data members, housing conditions, needs, achievements, opportunities, etc.
Our greatest achievements

More than 20,000 families improve their quality of life
Our greatest achievements

Income: More than 24,000 people benefited from opportunities that were aimed at linking and job placement.

Education: More than 157,000 people benefited in education and training opportunities.

Health: More than 60,000 people benefited in programs and projects aimed at improving their health conditions.

Housing: Over 70,000 people benefit from opportunities to improve their living conditions.
Challenges of Medellin Solidaria Program:

- Management of public-private partnerships at local, national and international level

- Shared responsibility + autonomy = Capabilities

- Appropriating the community for access to opportunities, through actions of social innovation and community management.

- Advance in the systematisation of the experience and in the impact studies of the program.
Thank you!