



Using Evaluation and Behavioral Insights to Improve Programs and Policies

Annie Duflo, Innovations for Poverty Action



sickk Set your goals
& achieve them!

[How it Works](#)

[About Us](#)

[FAQ](#)

[LOGIN](#)

[SIGN UP](#)

I commit to

Select your Goal...



GO

SET YOUR GOALS &
ACHIEVE THEM

1



SELECT YOUR
GOAL

2



SET THE
STAKES
(OPTIONAL)

3



GET A
REFEREE

4



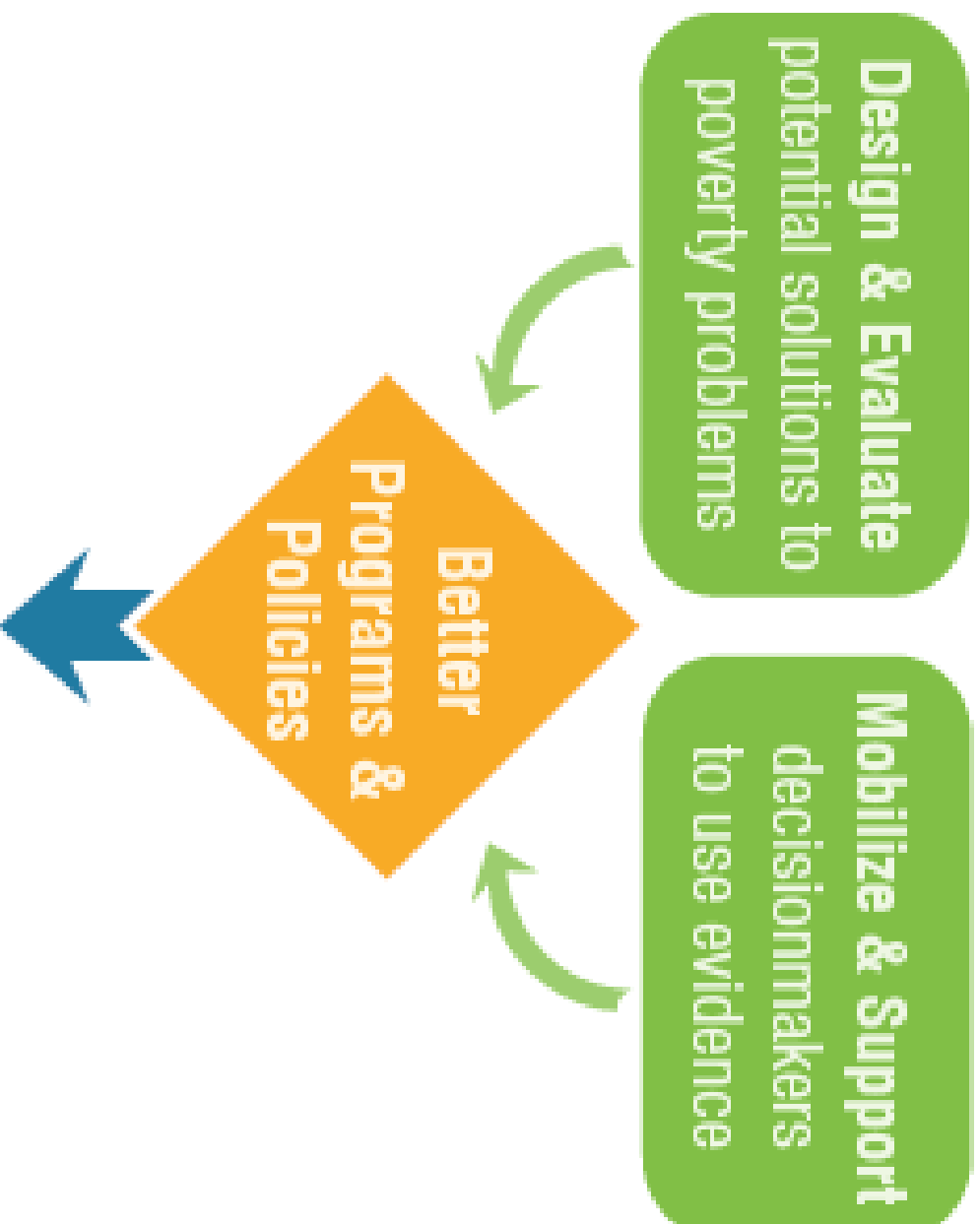
ADD FRIENDS FOR
SUPPORT

OUR MISSION

To discover and promote effective solutions to global poverty problems.



Our Approach



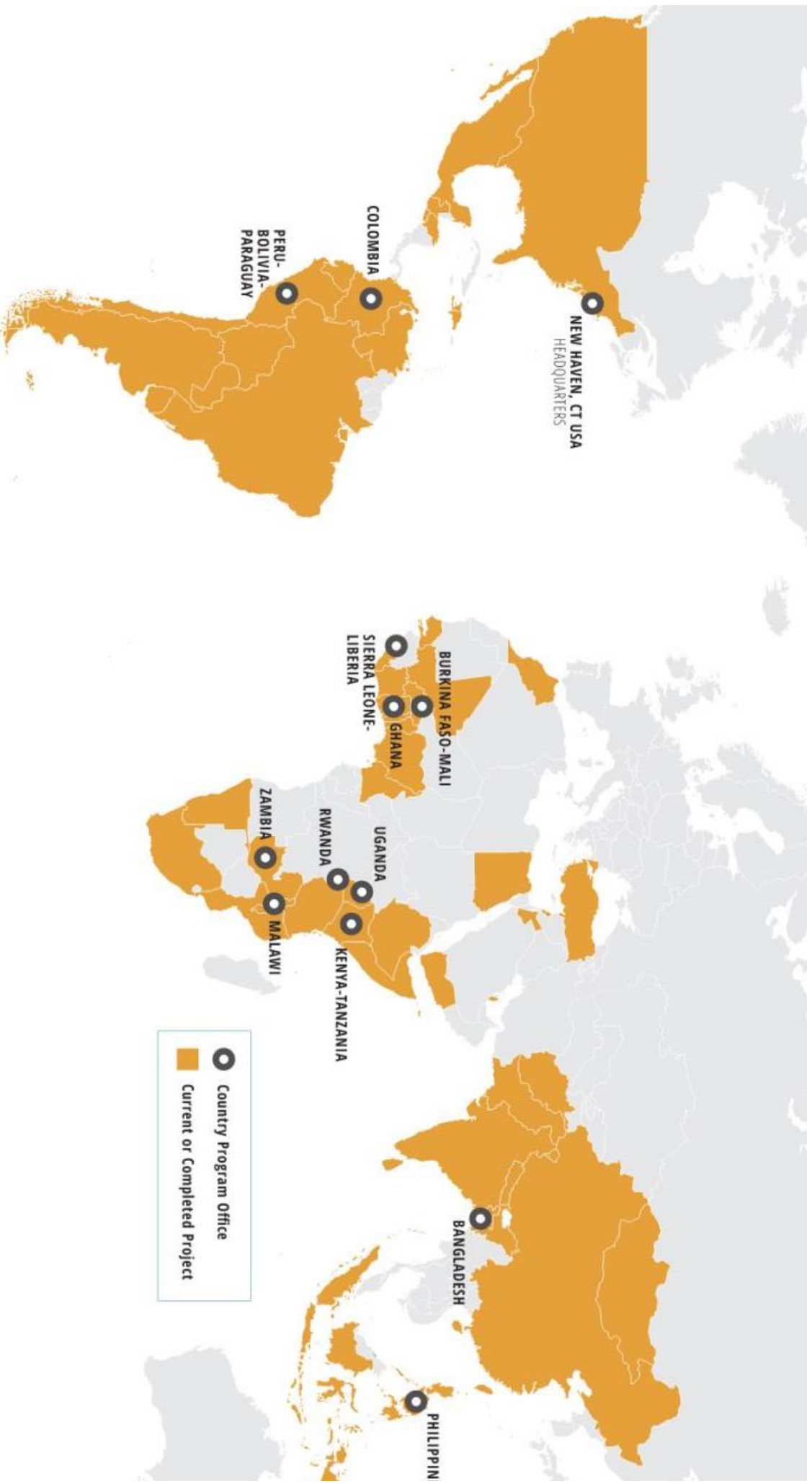
MORE EVIDENCE, LESS POVERTY



Extensive Collaboration



Over 450 Studies in 51 Countries



Across Sectors: Health, Education, Agriculture, Finance, Governance, Social Protection



Behavioral Economics

- “Development programs rely on people to behave and choose in certain ways”
- “Many interventions stumble because people do not behave the way we expect”
- “Behavioral economics helps us understand why people behave and choose as they do”
- This... “leads to better diagnosis, which in turn leads to better-designed solutions.

(Behavioral Design: A New Approach to Development Policy - Datta and Mullainathan, 2012)



Outline

- Introduction to IPA
- Demand Side: the Last Mile Problem
 - Commitments
 - Reminders
- Supply Side: Motivating Workers
 - Motivation
 - Recruitment



Outline

- Introduction to IPA
- Demand Side: the Last Mile Problem
 - Commitments
 - Reminders
- Supply Side: Motivating Workers
 - Motivation
 - Recruitment



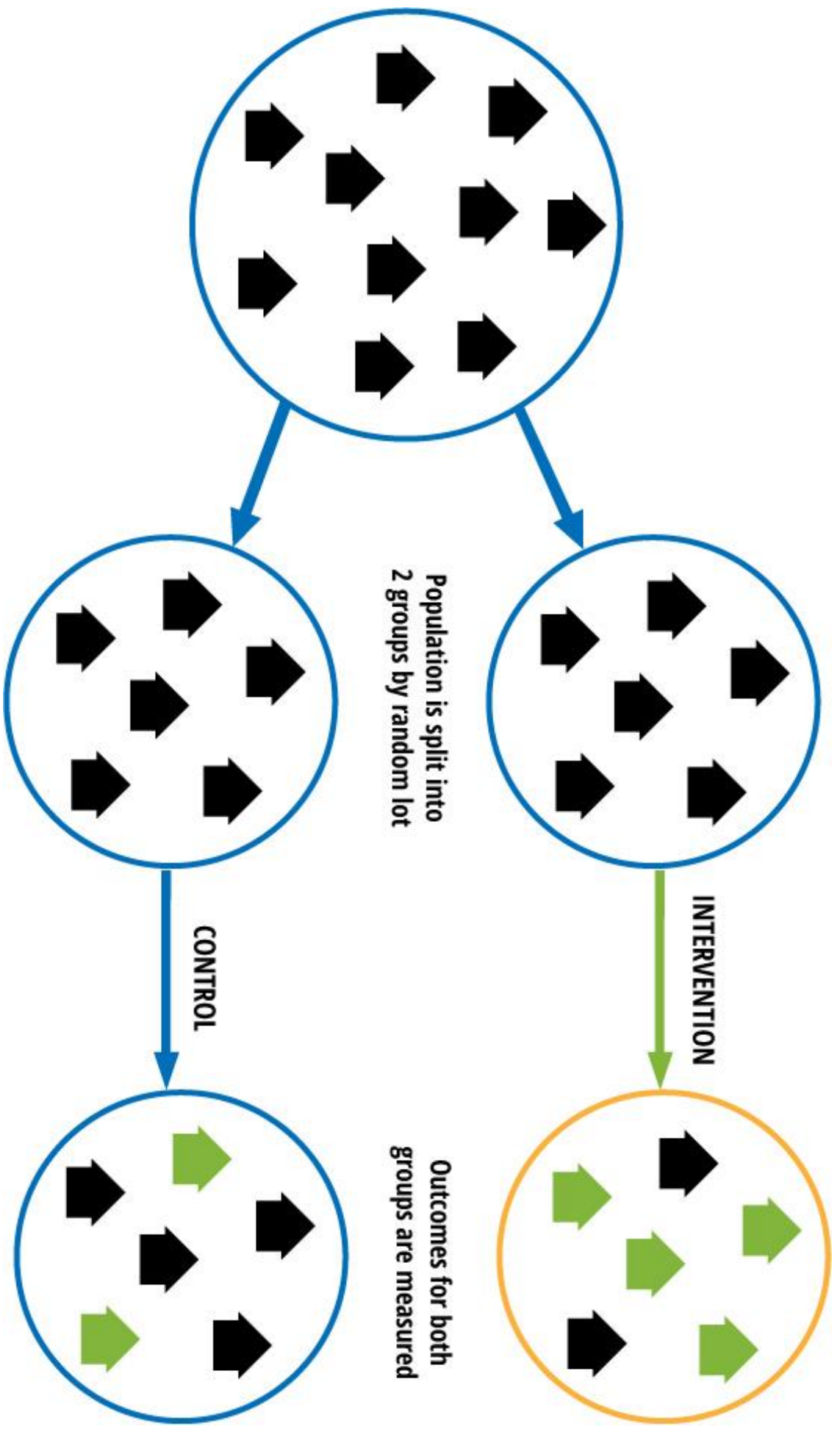
Fertilizers Take Up in Kenya: Timing Matters



“Our intentions do not always translate into action”

Dufo, Esther, Michael Kremer, and Jonathan Robinson 2011. “Nudging Farmers to Use Fertilizer.”





Randomized Evaluation



Testing Multiple Interventions

① BASIC SAFI

② SAFI WITH TIMING CHOICE

③ FREE DELIVERY, LATE SEASON

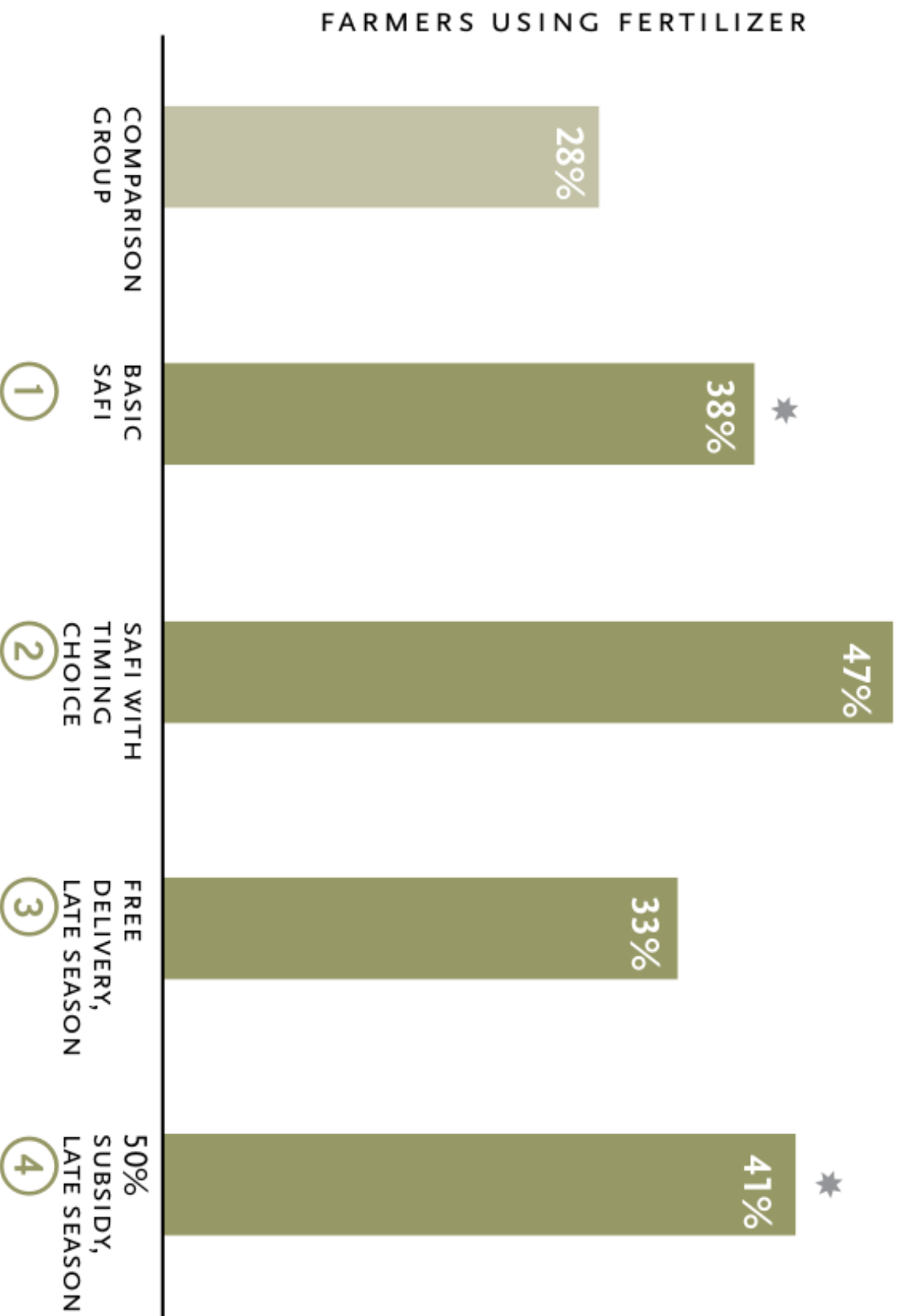
④ 50% SUBSIDY, LATE SEASON

Incentive	Free delivery	Free delivery	Free delivery	Free delivery and 50-percent discount
Timing of sales visit from SAFI officer and purchase	Immediately after previous season's harvest	Farmer chooses timing of purchase	During the growing season, at fertilizer application time	During the growing season, at fertilizer application time
Timing of fertilizer delivery	Farmer chooses	Farmer chooses	During the growing season, at fertilizer application time	During the growing season, at fertilizer application time



FIGURE 1: SAFI PROGRAM INCREASED FERTILIZER ADOPTION

★ SIGNIFICANTLY DIFFERENT FROM COMPARISON GROUP



Duflo, Esther, Michael Kremer, and Jonathan Robinson. 2011. "Nudging Farmers to Use Fertilizer."

Vouchers for Fertilizer Replication and Practice Burkina Faso and Mali



Soft Commitments: Labelled Accounts



Outline

- Introduction to IPA
- Demand Side: the Last Mile Problem
 - Commitments
 - Reminders
- Supply Side: Motivating Workers
 - Motivation
 - Recruitment



Text Reminders



Uganda Reminders to Pay: Cadena and Schoar 2011.

Philippines Reminders to Pay: Karlan, Morten, Zimman 2012.

Ghana Reminders for Treatment: Fink, Lanthorn, Raifman, Rokicki 2014.



Physical Reminders



CONVENIENT
Located at water collection sites to be part of people's routines.

SALIENT
Seeing the dispenser reminds people to use it.

PUBLIC
Public placement. Public action.

AFFORDABLE
At scale, chlorine dispensers cost \$ 50 per person per year.

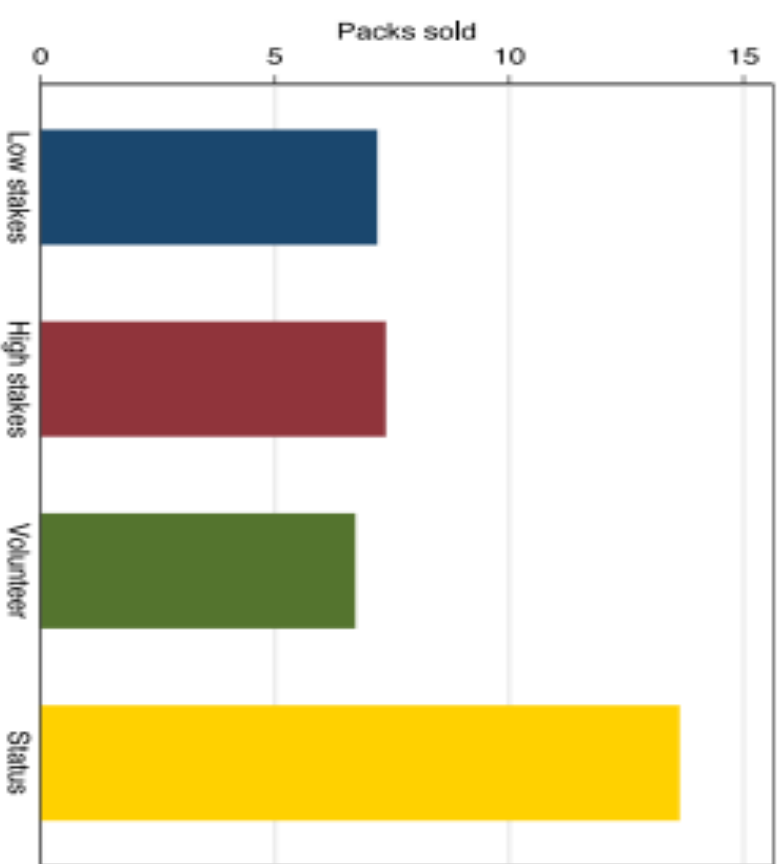


Outline

- Introduction to IPA
- Demand Side: the Last Mile Problem
 - Commitments
 - Reminders
- Supply Side: Motivating Workers
 - Motivation
 - Recruitment



What Incentives?



Recruiting and Motivating Community Health Workers in Zambia



Key Takeaways

- Behavioral insights help understand people's behavior
- This can lead to innovate and cost-effective solutions to poverty problems
- These insights can be integrated into the design of programs and policies
- Rigorously testing the impact of these ideas and their applications is important!

