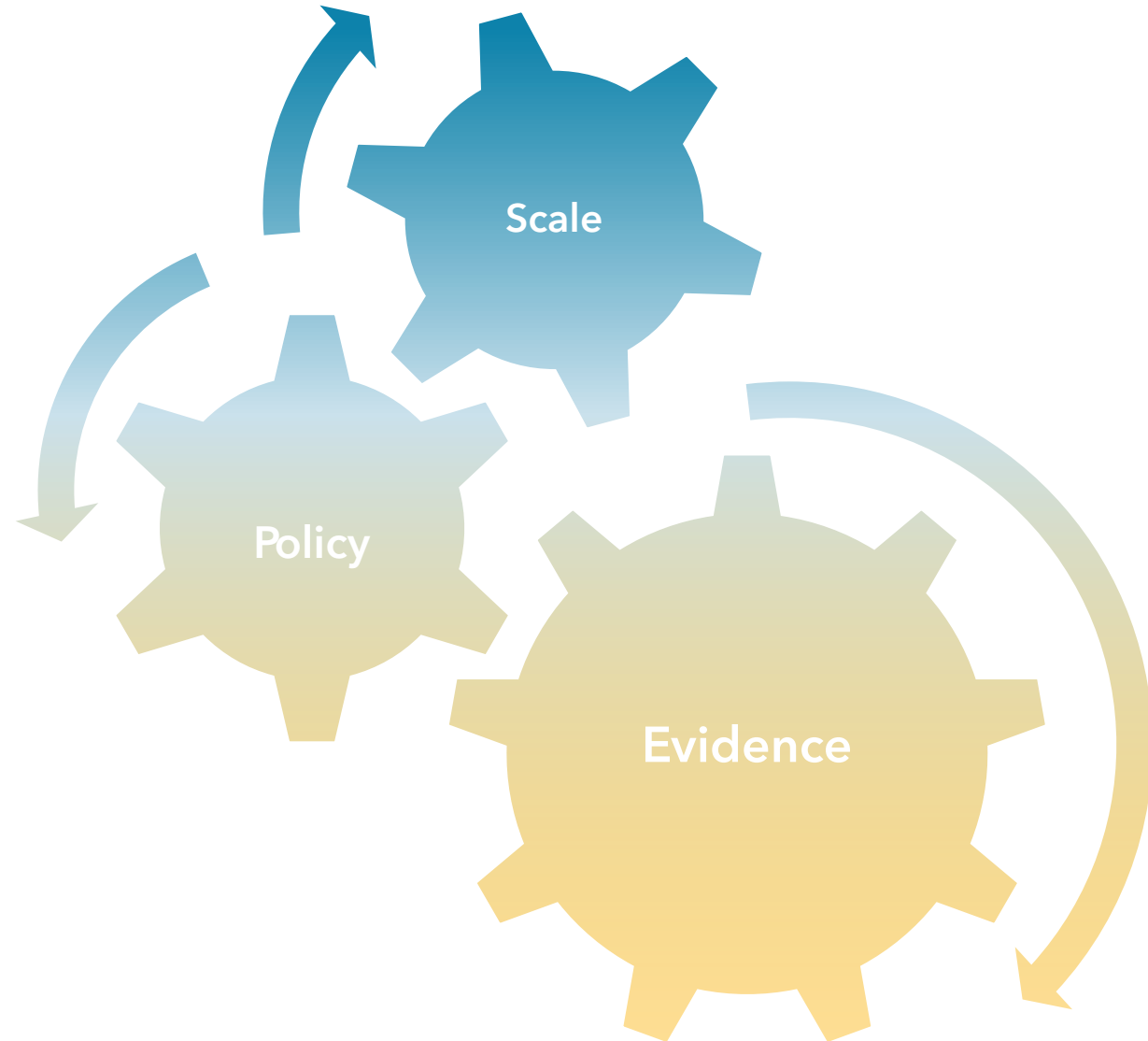
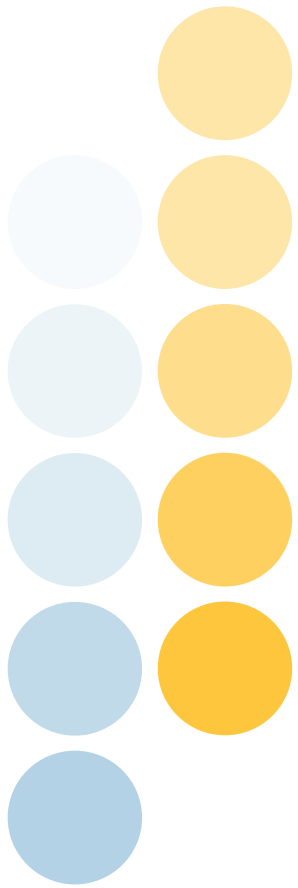


PEI Impact Evaluation Workshop

Moving Economic Inclusion to scale





Testing psychosocial interventions in economic inclusion programs

Catherine Thomas



“Hope as a capability”

Esther Duflo at Harvard in 2012 discussing the BRAC Graduation model impact evaluation conducted in West Bengal, India with Bandhan

What are psychosocial constraints?

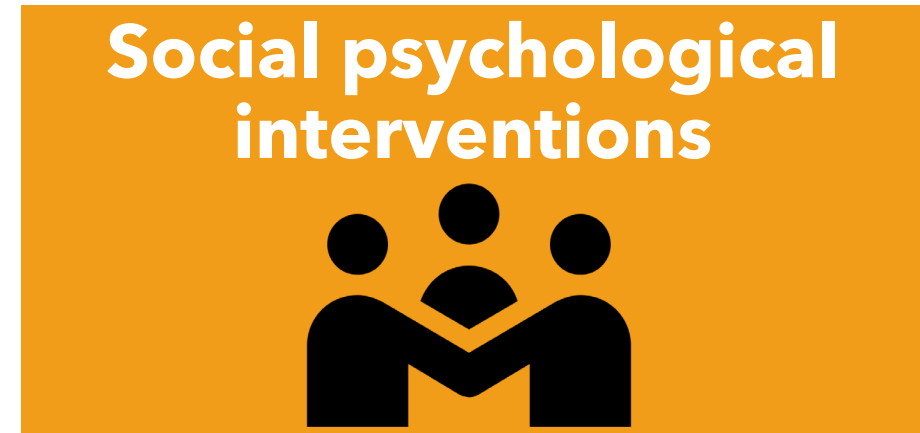
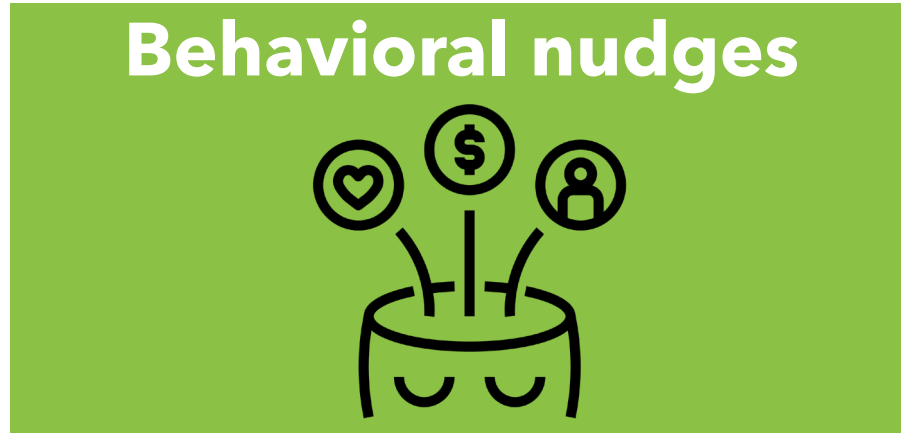
- Psychosocial constraints of living in poverty, particularly for women:
 - Lower hope and aspirations
 - Lower mental bandwidth
 - Higher rates of depression
 - Lower education and human capital investments
 - Higher gender-based violence
 - Lower social capital and status
- Psychosocial constraints can affect economic decision-making, motivation, and behavior (e.g., savings behavior, time use, take up of opportunities)



Socio-ecological model
(Bronfenbrenner, 1977)

What are psychosocial interventions?

Less intensive /
lighter touch



More intensive

Behavioral “Nudges”

(e.g., commitment devices, mental accounting, reminders)

Kenya’s National Safety Net Programme – Behavioral design (ideas42, 2019)

- Added behavioral designs to delivery of cash:
 - Visual aids to encourage future-oriented decision-making
 - Money pouch to separate out savings and spending ‘accounts’ upon receipt of cash
 - SMS reminders
- Led to 41% ↑ in amount saved of cash transfer



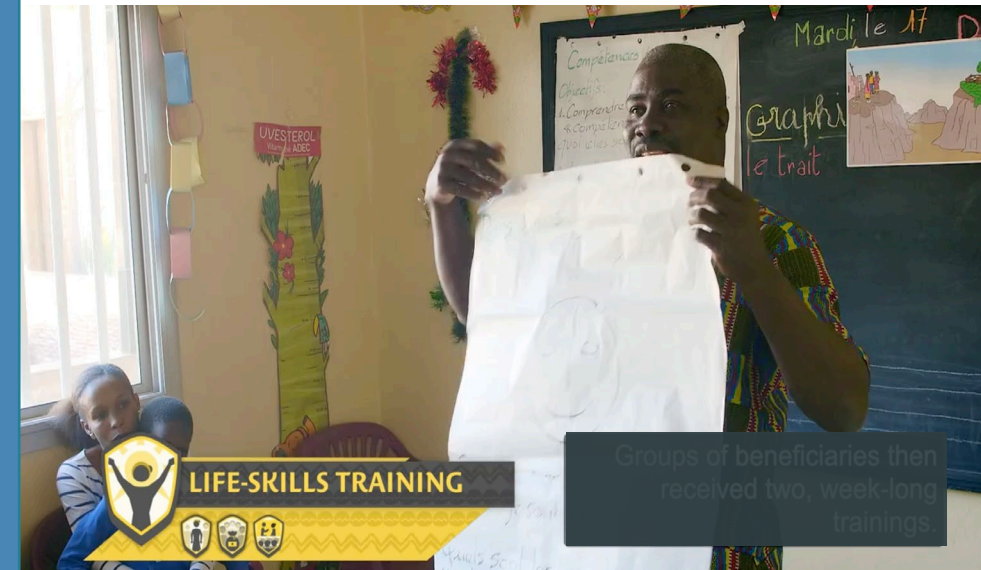
Learn more on behavioral nudges and their economic effects ([Datta, Joshi, MacLeod, & Zini, 2022](#))

Life Skills Trainings

(e.g., communication, goal-setting, problem-solving skills)

Sahel Adaptive Social Protection Program – Group-based life skills training (Bossuroy et al., 2022)

- Week-long, group-based training for women in goal setting, identifying values and strengths, problem-solving, interpersonal communication, leadership, etc.
- Delivered by trainer using participatory, problem-centered learning and media



Learn more on life skills trainings (WBG Skills Development: worldbank.org/en/topic/skillsdevelopment#3)

Social Psychological Interventions (e.g., social norms, aspirations, interpersonal interactions)

Sahel Adaptive Social Protection Program – Community sensitization (Bossuroy et al., 2022)

- A community event: 20-min film plus group discussion focused on collective aspirations, cultural values, and social norms
- Delivered by moderator and set-up crew
- With life skills training and basic economic supports, led to 0.25 SD ↑ in women’s business revenue and 0.18 SD ↑ in HH consumption

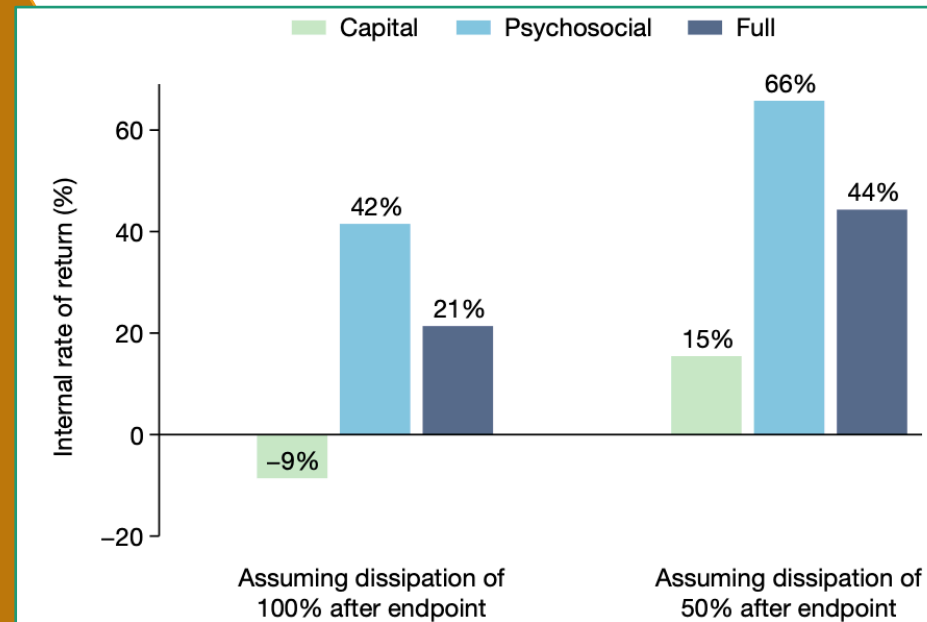


Fig. 2 | Internal rates of return. Internal rates of return are calculated using the annual cost and benefit data shown in Extended Data Table 9.



Learn more on social psychological interventions ([Walton & Wilson, 2018](#); [wiseinterventions.org](#))

Mental Health Therapies

(e.g., Cognitive Behavioral Therapy, Interpersonal Therapy)

Thinking Healthy Program (THP)

(Rahman et al., 2008; Baranov et al., 2020)

- CBT with a focus on building positive beliefs and emotions
- Community health workers (CHWs) conducted 16 home visits to postpartum mothers
- Led to 0.29 SD \uparrow in women's financial empowerment (e.g., control over HH spending)
 - Greatest effects for mothers pregnant with girls




Learn more on mental health therapies (www.mhinnovation.net) and their economic effects ([Lund et al., working paper](#))

Summary


Less intensive /
lighter touch

Behavioral nudges



An icon showing a hand holding three coins: a heart, a dollar sign, and a person silhouette, representing behavioral nudges.

Social psychological interventions



An icon showing three stylized human figures shaking hands, representing social psychological interventions.

Life skills trainings



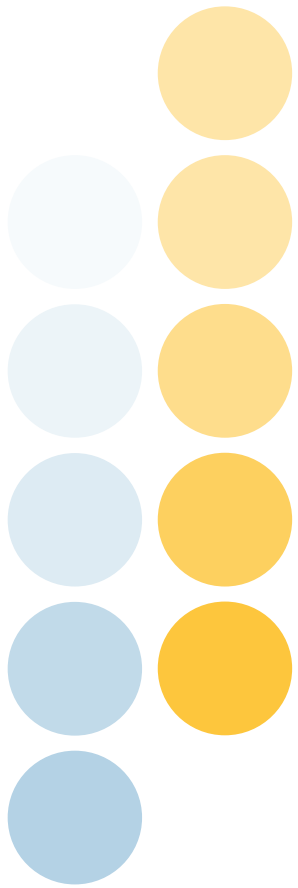
An icon showing a person pointing at a screen with two audience members, representing life skills trainings.

Mental health therapies



An icon showing two people sitting and talking with thought bubbles, representing mental health therapies.

More intensive



Catherine Thomas
ccthomas@stanford.edu

Thank you!



PEI FUNDING PARTNERS



Implemented by

