Delivering Financial Education

Asian Seminar on Financial Literacy and Inclusion:
Addressing the Upcoming Challenges
11-12 September 2012

Microfinance Opportunities
Innovative Channels

- Mass media
- Print tools
  - Comic books
  - Starter kits
- Technology
  - SMS
  - Online financial education resource library
- Tablet
- Alternative “trainers”
  - Agents
Radio Campaign on Microinsurance: Kenya

- 2 radio stations (national)
- 2 languages (Kikuyu & Kiswahili)
- Potential Outreach: 10.5 million adults
- 13 weeks (Sept-Dec 2010)
  - Short features: 2-3 minute teaser
  - Long feature: 14 minutes
    - Short drama
    - Expert advice
    - Testimonials
    - Listener quiz

Listeners entered weekly SMS quiz to win mobile phone airtime
Evaluation Design

Quantitative and Qualitative

Evaluation goal was to assess:
- Knowledge and understanding of risk management & insurance
- Attitudes towards risk management & insurance
- Trust in institutions including insurance companies
- Reaction to campaign (endline only)

Quantitative Survey in Central Province:
- Located in rural and urban areas
- Treatment group: daily listeners to iNooro FM
- Comparison group: daily listeners of other stations

<table>
<thead>
<tr>
<th>Stage</th>
<th>Respondents</th>
<th>Date</th>
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<tbody>
<tr>
<td>Baseline</td>
<td>300</td>
<td>August 2010</td>
</tr>
<tr>
<td>Endline</td>
<td>301</td>
<td>January 2011</td>
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</tbody>
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Listener Reaction

Quantitative findings: 181 Listeners in Endline Treatment sample
– 42% heard more than 7 episodes
– 6.6% heard 0 episodes
– 12.7% heard program and sent in an SMS message

• 95.6% found program very or somewhat pleasing
• 97.4% found it very or somewhat useful
• 52.8% rated show excellent; 44.5% rated it good

Qualitative findings: 40 respondents
80% recalled at least one topic
property insurance,
importance and benefits of insurance
making claims
Evaluation: Overview of Positive Findings

• Awareness*
  – Familiarity with Insurance terms* 18.6%

• Insurance literacy
  – Knowledge of insurance * 7.5%
Integrated Strategy Approach

- Awareness Raising
- Direct Training
- Reinforcement
- Practice by customer

Knowledge, Skills, and Attitudes

Customer Use
Consumer Education for Branchless Banking: Philippines

Key Messages:
- Saving
- Budgeting
- Debt management
- Use mobile banking

Posters
Bank staff and flip book tool
Direct Training
Practice by customer
Reinforcement
Starter kit

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Evaluation Design

SMS messaging

Telephone Interviews:
• 15 respondents, 4 days after SMS pilot completed
• 13 questions

Questionnaire Topics:
- Receipt and recall of messages
- Value of messages
- Self-reported behavior change
- Disposal of messages (saving of SMS or content)
- Multiplier effect of SMS messages (sharing of content)
- Preferred timing and frequency of receipt
SMS: Findings

• Positive client reaction to receiving SMS

• Change in behaviors:
  – Saving more
  – Reducing expenses
  – Preparing their loan repayments

• Outreach
  – Shared messages with family, friends and co-workers
An Integrated Approach?

Integrated approach uses multiple channels

• SMS messaging allows “seeing, hearing and doing” learning process
• Integration of FE into learner’s daily life
• Reaching low-literacy populations requires:
  – Messaging in local languages
  – Trusted intermediary
Intermediaries with Low-Literacy Groups

**Cambodia**
- **Target:** Migrant workers
- **Channel:** Friend + magazine

**India**
- **Target:** Peri-urban rural populations
- **Channel:** Agent + flip book

**Burundi**
- **Target:** Adolescent girls in VSLAs groups
- **Channel:** Group member + comic book
Designing materials for low-literacy groups

- Strong and bold graphics
- Friendly design
- Simple messages
- Limited text
Moving forward

• Innovative channels offer enormous potential for FE delivery, retention, and going to scale

• Mix of delivery channels most desirable

• Interactive approaches proving effective

• Innovative channels still work in progress
Thank you

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