

Financial Education on Risk Management and Insurance

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Microfinance Opportunities

OECD-Brazil International Conference on Financial Education

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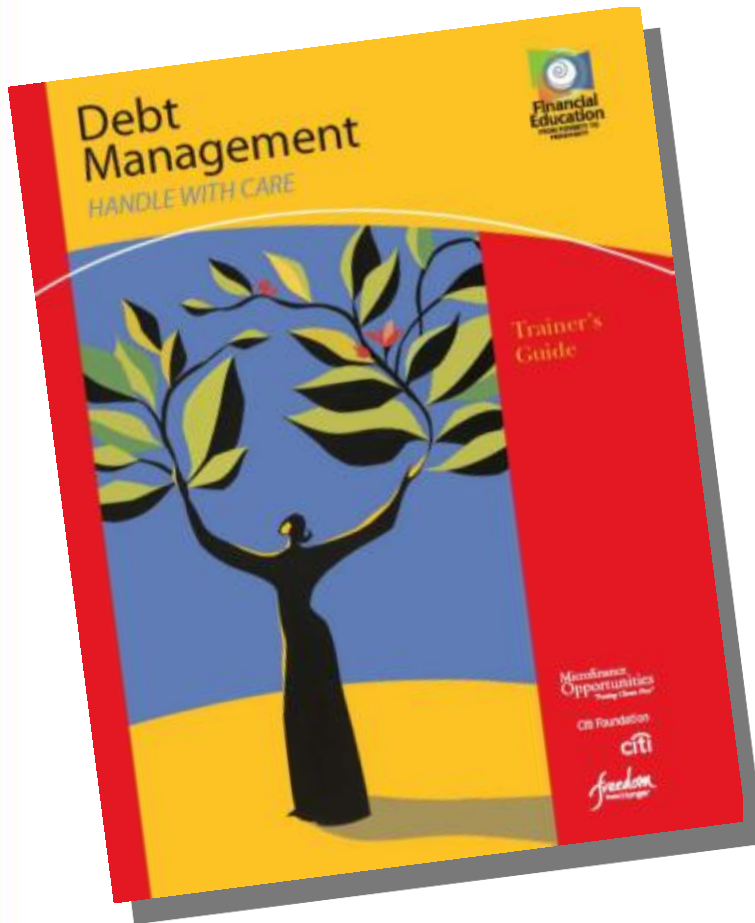
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Overview



- ✓ Brief introduction to Microfinance Opportunities and GFEP Partnership
- ✓ The Risk Management and Insurance module
- ✓ Examples of adaptation to different delivery channels
- ✓ Challenges and lessons

The Global Financial Education Curriculum



Our Modules

Budgeting

Savings

Debt Management

Bank Services

Financial Negotiations

Risk Management and Insurance

Young People

Remittances

(Consumer Protection)

(Branchless Banking)



The Global Financial Education Curriculum



Trainers Guide

Training of Trainers Manual

Content Notes

Implementation Guidance

Market research

Adaptation

Outcome assessment

Adult learning principles



Our partners



- Financial service providers
- Microfinance networks
- Training institutions
- Central Banks
- Insurance associations
- Media organizations
- Other development organizations

Nike Foundation

MicroSave
Market-led solutions for financial services



Outreach to Low Income Populations



Progress between 2006 and 2009

- ✓ 239 partner organizations in 46 countries
- ✓ 389 master trainers trained
- ✓ 6,384 country trainers trained
- ✓ 334,000 end users trained
- ✓ 20 million people reached through other delivery channels
- radio, television, awareness print, music, dance, drama

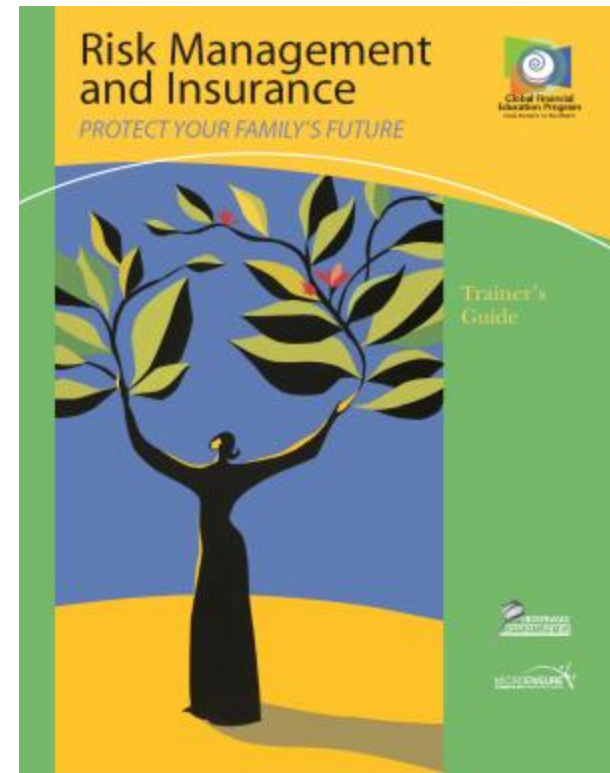
The risk management and insurance module



Objectives

To improve people's understanding of strategies for managing risk in their lives

To help people make informed choices about the use of insurance and other risk managing financial services



Training design starts with market research



Market research objectives

- Understand people's risks and existing coping strategies
- Determine their level of knowledge about insurance
- Identify their training needs and preferences

Content of the module

1. Understanding Risk

7. Introducing Formal
Insurance

2. Responding to Risk

8. What You Need to Know
about Insurance

3. React and Recover

8A ...Life Insurance

4. Save Regularly

8B ...Property Insurance

5. Savings and Risk
Management

8C ...Health Insurance

6. Understanding Pooled
Risk

9. Final Question and
Answer

Examples of how the module has been used

The partner

MICROENSURE

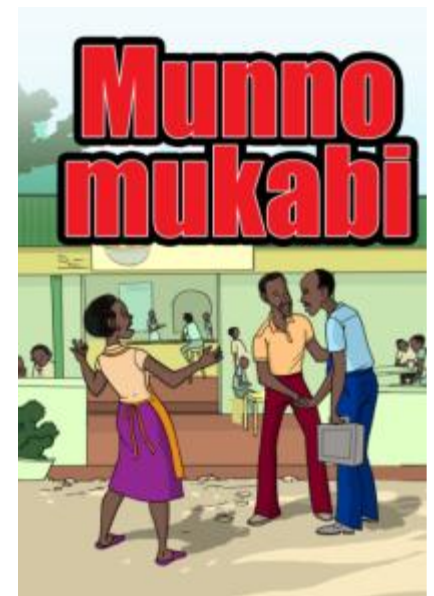
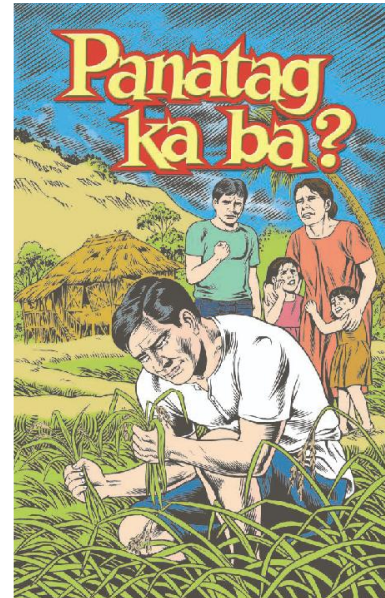
The Philippines and Uganda

The process

Market research

Adaptation of the module
content to comic books

Pilot test to insure relevance
to local context



Findings from the market research

Knowledge gaps How insurance works, common insurance terms, filling out forms, claims process, coverage

Perceptions The cost of insurance outweighs the benefits, if you don't make a claim, you are paying for nothing, distrust of insurance companies

Examples of how the module has been used



The adaptation

The benefits of credit life insurance

Philippines: “Do You Feel Secure?”

Uganda: “A Friend in Need”



“Insurance is not only for the rich!”

“I really need to be prepared for the future, especially for emergencies.”

– clients in the Philippines

Examples of how the module has been used

The partner

FASECOLDA

The adaptation

Two part Strategy

- National Campaign
- Workshops



✓ Challenges and Lessons

Think beyond classroom training



Examples of alternative delivery channels

- Mass media – TV, Radio, Print
- Comics
- Street Theatre
- Road shows
- Contests
- Games

[Short video clip]

Understand where people are starting from in terms of their financial experience

- People already know a lot from their financial experience
- It varies
- It is important for designing content
- It is important for measuring outcomes of financial education

Thank you!

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