




You've got findings... now what?

# DISCOVER **LEAP**

an innovative cash transfer programme from Ghana

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# LEAP Communications Plan

- Three objectives:
  1. Investment Case
  2. Accountability
  3. SP as a right
- How can we contribute to these objectives using the evidence that we've gathered?

# Ghana SP Data

- LEAP impact evaluation
  - Baseline 2010, midline 2012, endline 2016
- LEAP 1000 impact evaluation
  - Baseline 2015, endline coming in 2017
- Thematic papers
  - Cash +, SP and Citizenship, policy and legal frameworks, ethics of poverty
- Spin off papers
  - Child nutrition, IPV, child marriage
- Operational research
  - Benefit levels, urban SP, two-way communication, open registration

# Information dissemination

- Standard evaluation workshops
  - Usual suspects in attendance... directors, academics, donors, M&E officers
- National dialogues
  - Policy makers and media
- High level meetings with senior management
  - Ministers of involved sectors

# We were missing important ppl

- Technical level staff
  - Who need to understand the programme to be able to implement and manage well
- General public
  - Who need to understand and support the prog → politics usually follow the masses
- Politicians/MPs
  - Making budget decisions
- Beneficiaries
  - Participating in the programme

# So what did we do?

- Broaden out target audience
  - Policy makers and senior management still important
  - Add general public, national influencers, students (i.e. future academics and influencers!), technical officers, beneficiaries
- Diversify dissemination modalities

# Fact Sheets



ARE LEAP

13



## ENHANCING LEAP FAMILIES' PURCHASING POWER: A WAY FORWARD?

FACT SHEET

An official publication of  
the Government of Ghana



Ministry of Gender,  
Children and Social Protection

14 5



The Livelihood Empowerment Against Poverty (LEAP) programme was introduced in 2008 and is now administered by the Ministry of Gender, Children and Social Protection and managed by the Department of Social Development. It provides financial support to the extreme poor and vulnerable families who have members that fall into at least one of these categories: elderly (aged 65 and above), severely disabled who are unable to work, caregivers of Orphans and Vulnerable Children (OVCs), pregnant women and families with infants under 12 months. By September 2016, LEAP had reached over 147, 000 families in all 10 regions of the country.

An impact evaluation<sup>1</sup> conducted on the LEAP programme has shown that the programme has enabled the poorest families in Ghana to better meet their basic needs, prioritize their health needs, enroll their children in school and improve their attendance, increase savings, and also work and invest more to pull themselves out of poverty. Besides assisting individual families, LEAP has also contributed to their local communities.

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prioritize  
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# Videos to air on Ghana TV

- LEAP video aired regularly on major TV stations in 2015



# Experts

- Public lectures

## Social protection programmes commendable'

By Dominic Moses Awiah,  
ACCRA

The Director of the Centre for Social Protection at the Institute of Development Studies in UK, Professor Rachel Sabates-Wheeler, has commended the government for its effort to enhance the livelihood of the poor through the implementation of the various social protection programmes.

She, however, stressed the need for the government to come up with a system where people who had issues with the implementation process could send them to be addressed.

"What I have realised is that most people in Ghana still think social protection programmes are privileges. They do not see it as their right and because of that, they are not demanding the best," Ms Sabates-Wheeler said at a public lecture in Accra.

Organised by the University of Ghana Business School and the United Nations Children's Education Fund (UNICEF), the lecture was attended by participants on

social protection in Ghana.

It was on the theme, "Building resilient livelihood for the poorest through social protection: lessons for Ghana."

### Social protection programmes

Currently, Ghana is implementing 11 social protection programmes, which include Livelihood Empowerment Against

Poverty (LEAP), National Health Insurance Scheme (NHIS), Free School Uniforms / Free Exercise Books, Ghana School Feeding Programme, Capitation Grant, Labour Intensive Public Works Programme (LIPW), among other plans.

Prof. Sabates-Wheeler said in developed countries such as UK, a system had been created to address issues relating to social protection, and asked the government to

"People should be made to understand that it is their right so that they can be bold enough to demand for it and also report any challenge connected to it," she said.

The professor said although Ghana was doing well in the implementation of the social protection programmes, a lot could be done to improve and make it more accessible to many.

She was of the view that creating

Quick  
Read

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A UK-based Social Protection expert, Professor Rachel Sabates-Wheeler, has asked the government to create a system where beneficiaries of the various social protection programmes can send their grievances to be addressed.

Prof. Rachel Sabates-Wheeler (standing) speaking at the lecture. Picture: Maxwell Ocloo

information and reports from beneficiaries would help improve social protection in the country.

"When a system is created for people to seek information and also report their grievances, it would pave the way for more to be done," she added.

A panel discussion was held at the end of the presentation to enable participants to ask questions and contribute their knowledge on how Ghana could enhance its social protection.

# Experts

- TV debates



# Experts

- Public Dialogues



# And More Experts

- Public Service Announcements



**Eulette Ewart**  
UNICEF Ghana

**Abdul-Gafaru Abdulai, PhD**  
University of Ghana Business School

# Documentaries

- Beyond human interest stories
  - How does the programme work?
  - What is evaluation?
  - How is it done?
- ... and of course, human interest stories
  - What is the effect of the programme?
  - Putting a face on the impact numbers

# Web-based platform

- Aggregating all information in one place
- Supporting LEAP programme communication and advocacy
- Appealing to international and local audiences
- Discover LEAP

## WHAT IS A LEAP HOUSEHOLD?



### Meet the LEAP families



**Bamunu  
Abukari**



**Gurunpaga  
Abukari**

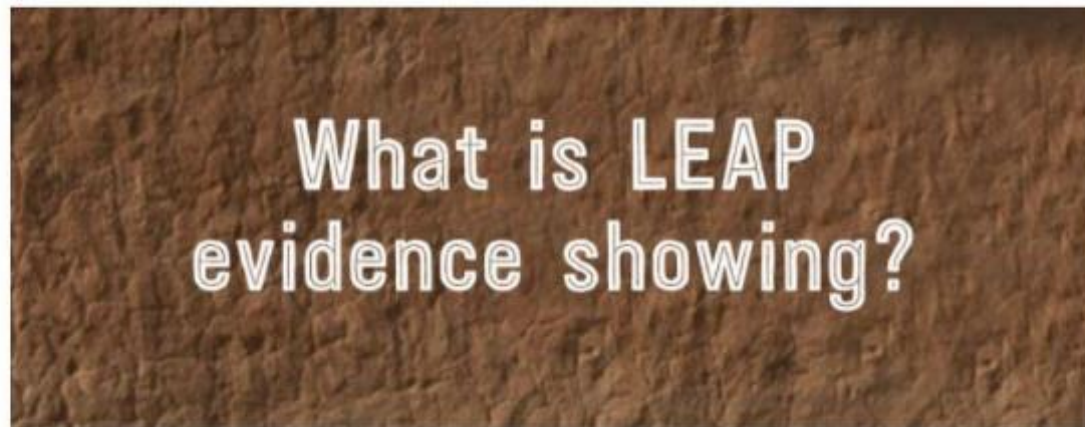


**Rahama  
Iddrisu**



**Azumi Konshe**

## EVIDENCE



## MULTIMEDIA

Watch the story of LEAP implementation and research over time in this series of four videos



Watch the stories of our beneficiaries as their lives change over time

# Way Forward

- Need for review of effectiveness, is it working?
  - Revise key messages if necessary
- Continue interpretation of research findings in interesting ways
- Identify gaps in communications
  - More myths to bust
  - Building public support is a continuous effort
  - Where are the beneficiaries?!

Thank You

