A BEHAVIORAL APPROACH

to Cash Transfers to Improve Early Childhood **Development Outcomes**

Insights from behavioral science to implement impactful cash transfers that optimize use of the cash to improve early childhood development outcomes

> What are the benefits?

What do I have to

 Reduce hassles to engage in accompanying trainings

- Provide activities for recipients to affirm their skills and values
- Provide plan making tools

CONSIDER AND PREPARE FOR ACTIONS

TO IMPROVE CHILD DEVELOPMENT

What am I capable of doing to help my family?

How can I spend the cash based on what I learned?

• Provide tools to separate the cash

 Consider the timing, amount, and location or method of disbursement

What do Ineed immediately?

What cash is for investment in my child?

Illustrations of potential barriers

Guidance for designers

RECEIVE AND APPORTION THE CASH



APPLY WHAT WAS LEARNED THROUGH THE PROGRAM

What can I do with my cash or purchases?

How do I know if these actions are helping my child develop?

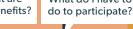
- Provide reminders of positive ways to engage with children
- Create a way for recipients to hold themselves accountable
- Provide rules of thumb for following child's development

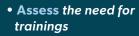
UNDERSTAND THE TRANSFER

What is the money for?

 Label the transfer to signal the purpose







Make the benefits salient



