

CASE STUDY:

Using QuIP to assess the impact on gender equality of additional business and gender training alongside cash transfers in Malawi

- **COMMISSIONER:** Concern Worldwide
- **COUNTRY OF STUDY:** Malawi
- **INVESTMENT/PROJECT:** Graduation programme
- **SAMPLE SIZE:** 24 II (2018) / 48 II (2020) / 48 II (2020)
- **YEARS OF STUDY:** 2018-2021

ABOUT THE PROJECT

The Concern Worldwide 'Graduation' programme was a 22-month intervention consisting of: consumption support (in the form of a regular cash transfer), skills training and coaching, access to financial services, and a one-off larger capital transfer. The research aimed to estimate the role that gender plays in the Graduation model, so the programme design included three distinct treatment arms: 1) cash transfer targeted at men, 2) cash transfer targeted at women, 3) treatment 2 plus an additional couples training, known as 'Umodzi', which aimed to tackle gender exclusion through engaging couples on issues such as gender norms, power dynamics, decision-making, budgeting, violence, positive parenting, and healthy relationships. Bath SDR worked with the Trinity Impact Evaluation Unit (TIME) at Trinity College Dublin, who led the five-year mixed method research which included three QuIP studies and an RCT to establish the impact and added value of the gender training.

WHY USE QuIP?

QuIP interviews were used to help triangulate reported outcomes from the RCT and provide more detail on why and how respondents perceived intended outcome domains to have changed. Unprompted reported drivers of change helped to establish the extent to which they were linked to the programme interventions, and/or external factors.

"Incorporating the QuIP has played an important role in helping to understand mechanisms of change in the Graduation programme in Malawi, particularly around income generating activities, changes in welfare and intrahousehold bargaining power. Inclusion of the qualitative component of the research in feedback to the donor led to a greater appreciation of the channels of change and improved interpretation of the quantitative findings."

Dr Tara Bedi, Trinity Impact Evaluation Unit

APPROACH

All interviews were collected by a team of Malawian researchers who spoke the local languages. The researchers worked independently of the commissioning project team

The RCT consisted of three survey rounds:

- Baseline, Endline 1 (5 months post-programme) and Endline 2 (17 months post-programme)

QuIP rounds were integrated at Baseline (24 pilot interviews) and Endline 1 (2 x rounds of 48 interviews)

Case selection was based on treatment type (targeting and exposure to Umodzi) and location (two districts, one matri- and one patrilineal).

Focus Group Discussions were used in each round to understand shifts in community dynamics and norms, and were unblindfolded in the final round to ask specific questions about perceptions of the programme

The domains used in each study were slightly different, reflecting the different intended outcomes of each intervention. The overarching themes for the questions were:



Income generating activities

Spending and saving



Intra household relationships



External relationships

Wellbeing

FINDINGS

Many respondents linked Concern cash and capital transfers to greater investment in business and farming, leading to increased income which was cited as a key driver of increased purchasing power and reduced reliance on casual labour.

Most respondents also claimed to be saving more, predominantly due to increased income but VSL membership and financial advice from Concern were also mentioned

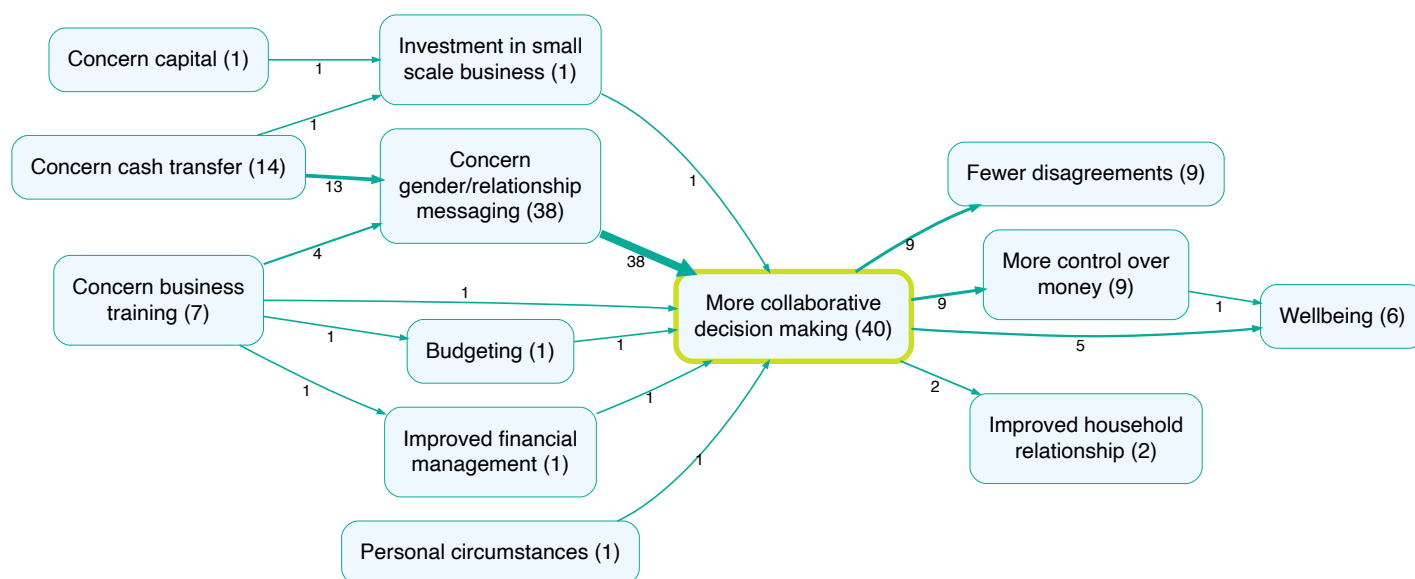
Gender messaging, from the Umodzi training and the Graduation programme more generally, was reported by some to have influenced improved sharing of household roles and decision-making, and improved ability to resolve conflicts. However these results were mixed and nuanced, with some claiming that training simply reinforced existing norms.

Example findings are from the complete RCT dataset and the QuIP dataset combining the second and third qualitative rounds (96 individual respondents in total). The focus is on empowerment related outcomes because they are key to the research questions and offer useful examples of how the RCT and QuIP data were combined and compared.

Decision making

The RCT found that at endline 1, 5 months post-programme, “productive empowerment” (agency in financial decisions) increased for both of the female targeted arms (with and without Umodzi training). At endline 2, 17 months post-programme, women in Umodzi households still had a significantly higher level of productive empowerment.

CAUSAL MAP: DOWNSTREAM IMPACTS OF GENDER TRAINING ON COLLABORATIVE DECISION MAKING



The QuIP findings were able to highlight the causal pathways related to decision making from the perspective of programme participants. At endline 1 many women reported changes in collaborative decision making, to varying extents. These respondents claimed that they had more of a say in decision making at the household level in areas including income generating activities and budgeting. The main drivers cited by respondents in relation to changes in decision making were all related to the Graduation programme. However, analysis of the respondents' exposure to Umodzi and the way that they described the gender messaging revealed that respondents who did not participate in Umodzi still cited this pathway, highlighting a spillover effect which was also confirmed in the process evaluation.

Chore equality

The RCT found that at endline 1, 5 months post-programme, "chore equality" scores were higher for Umodzi households than the control arm and all other treatment arms. However, at endline 2, 17 months post-programme, these results were not sustained.

Similarly, the QuIP found that at endline 1 many women, particularly those from Umodzi households reported improved role sharing. Respondents mentioned some changes in roles including cooking, cleaning, construction, gardening and childcare. However, the detailed QuIP narratives highlighted the nuanced and gradual nature of these changes; some described how tasks were no longer considered gendered and men were more involved, yet women still held the primary responsibility for certain of these tasks. TIME used these findings to help provide potential explanations for why the RCT results were not sustained at endline 2. A limitation of this study is that there was not another QuIP round at endline 2 to offer more insight into the causal pathways over time.

CAUSAL PATHWAYS RELATED TO CHORE SHARING

