

A11: Examples of Transparent ‘Public Faces’ for Integrated Social Protection Initiatives

Who is this tool for? Health and other social protection program leaders thinking about how to approach public communications of their institutional integration/coordination efforts. To highlight best practice examples on having a single collective brand or identity for a coordinated social protection initiative, to simplify communication with the public, promote acceptance and participation and more.

Communications are an important aspect of institutional coordination for population targeting - both internally and externally. Because of the sensitive nature of the data typically used for population targeting (e.g. wealth and income data on poor and vulnerable households, as well as identification), the public may have reasonable concerns about data security, privacy and potentially government overreach. For this reason, many of the most successful integrated population targeting systems globally offer a ‘public face’ for these efforts so that information can be easily available and there is a clear point of accountability for each stage.

Four of these public facing platforms have been selected below as examples of best practice from different countries and program types. Users are invited to read the accompanying commentary text, and then browse these platforms to understand the features that may be relevant to their own coordination initiatives.

Chile Crece Contigo (Chile Grows with You): An Intersectoral Programme

Chile Crece Contigo is an integrated services program aiming to accompany, protect and comprehensively support all children and their families. It provides children with expeditious access to services and benefits that meet their health, educational and other needs and support their development at each stage of their growth. Its website ([click here](#)) has a number of innovative features that try to bring transparency and public understanding to this complex and comprehensive reform, for example:

- Detailed explanations of all the social protection services included, by area of impact, including healthcare services for all, universal education, and financial aid.
- Videos and podcasts that help people understand these programs better - particularly geared towards visual and auditory learners. There are also online classes (through Aprendiendo Juntos portal) to deep-dive into topics of interest such as Gestation care, 0 - 2 years child care, 2 - 4 years child care, etc.).
- An interactive map outlining services and locations connected to the program.
- Links are available for access into government sites such as the Household Social Registry, Undersecretary of Early Childhood Education and Ministry of Social Development and Family.

- Available information on how to collect information or benefits based on required services such as personalized health plan, personalized birth care, newborn support program.
- A mobile app (for download) available , which gives individuals access to a personalized portal that lists benefits, vaccination status and useful material based on 'current' age group.

Brazil: Bolsa Familia

The Bolsa Família Program is a Conditional Cash Transfer program created from the merger of four existing programmes, and is the largest user of the national Cadastro Único social registry (see case study in main report). Key features of its public portal ([click here](#)) include:

- An easy to access and interactive website outlining background information, benefits, conditions, profiles and real-time data on the program.
- A clear explanation of the conditions that are placed on beneficiaries in order to break the poverty cycle and invest in human capital, e.g. taking children to hospital, school, etc.
- A statement beneficiary rights
- A multilayered and decentralised management system (with diagrams and explanations) showing governance and accountability structure, at municipal and federal levels. This includes contact points in case a beneficiary's rights are not being upheld.
- Main information related to your municipality / region / state - this allows for a more personalized connection and understanding for potential beneficiaries.
- Direct link to the SIGPBF log-in site, which stores guidelines and information for municipal managers of Bolsa Família and Cadastro Único, as well as state coordinators. Future plans include gradually expanding this with new modules to support registration management processes, relationships with states and municipalities, social control, benefits and more.

Philippines: Listahan

The Listahanan is a tool developed by the Department of Social Welfare and Development (DSWD) in the Philippines designed to identify poor beneficiaries across the Government of the Philippines' largest social protection programs. It provides a set of scientific criteria for identifying poor families that facilitates the sharing of high-quality data to public and private social protection stakeholders. Its website ([click here](#)) provides beneficiaries:

- Easy access to data from over 545 government agencies (through links on the website).
 - Easy to read [Information Kits](#) explaining basic features of the Listahanan.
 - Active Social Media Links (Facebook) with over 84,000 followers offering real-time updates.
 - Transparent dashboard of budgets, mandates and functions, modifications, and procurements.
 - A [Youtube channel](#) of explanatory videos, press conferences and more.
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Kenya: Single Registry for Social Protection

Kenya's Single Registry for Social Protection is a system designed to collect information from the different management information systems for social protection programs that are currently operated independently. Kenya's Social Protection website ([click here](#)) offers:

- Links to the Single Registry Portal providing access to key statistics regarding the programs that are linked to the Single Registry by anyone with internet access, and personalized beneficiary information for authorized users only.
 - Background information and benefits explanation across health insurance, social assistance and social security programs.
 - A simple diagram explaining the Single Registry Data Sources.
 - An information center including press releases, videos and a photo gallery.
 - A [Social Protection Sector Review Report](#) and a [Summary Report](#) offering context for better understanding of the Single Registry.
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