

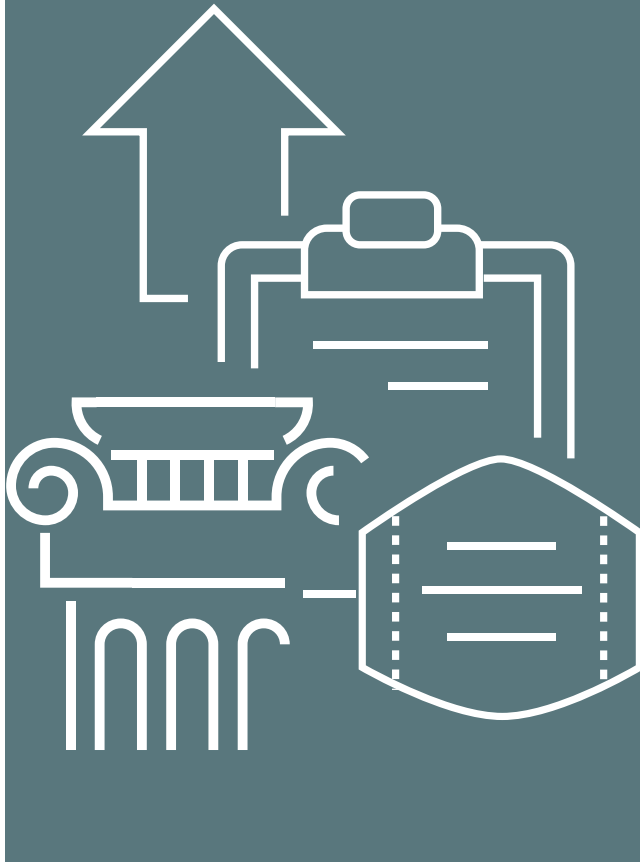
Key guidance notes

**For National Societies advocating
to Governments on the use of
Cash and Social Protection
during COVID19**



Guidance for Advocating

Delivering assistance using Cash and Voucher Assistance (CVA) in response to COVID-19



This brief guidance contains key messages to be considered by National Societies (NS) when advocating the use of cash and social protection (SP) to governments and local authorities during COVID19. Additionally, it can be used within NS for internal advocacy, and in discussions with affected populations, to expand awareness of the additional benefits that SP can bring during COVID 19 and its important role in supporting safe market recovery during this critical time.

Many governments have introduced or adapted existing social protection programming in response to COVID-19. As of June 2020, 195 countries had planned or started programmes. Out of this, 60% are social assistance. Overall, cash transfers are 30% of global social protection measures for COVID-19. NS are well positioned to engage with government social protection systems based on the Movement's longstanding CVA expertise and unique role as auxiliary to governments.

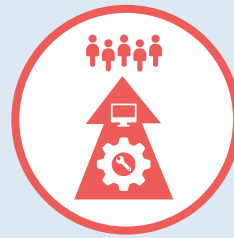
Two essential ways NS can engage with government on cash and social protection in response to COVID are:

- **Advocacy:** seek advocacy opportunities to promote the use and effectiveness of cash and social protection in response to COVID-19 and explore options for engagement
- **Delivery:** consider ways to collaborate with existing government social protection systems who may be adapting or expanding cash programming, in response to COVID 19. Collaborating together will contribute towards a more efficient use of CVA at scale to meet the vast needs of the pandemic, whilst strengthening national systems and longer-term recovery.

This document focuses on key messages for advocacy and should be used in combination with these two other documents that provide guidance on collaboration: Technical Guidance on Social Protection for NS and Tip-sheet for NS during Covid-19, all available on Cash Hub.

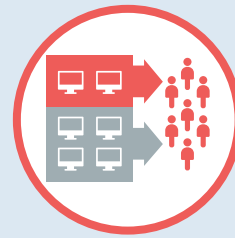
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Design tweaks

Adjusting the design of routine social protection interventions



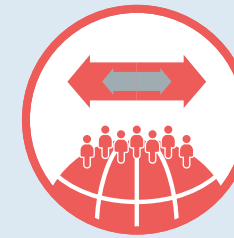
Piggybacking

Use an existing programme's infrastructure



Vertical expansion

Temporarily increase the value or duration of benefit for existing recipients



Horizontal expansion

Temporarily increase the number of recipients in an existing programme



Alignment

Align with other current or planned interventions

Source: ODI (SRSP research toolkit)

Key talking points:

- 1. Consider new risks:** NS can assist governments in identifying and analysing new risks and challenges like urban poverty, conflict, gender, and migration, when planning or adapting any cash related social protection programming.
- 2. Re-focus targeting:** NS can advocate the need to expand coverage for vulnerable groups including migrants, orphans and the urban unemployed. Social safety nets are the ideal platform to capture the newly poor affected by the pandemic restrictions.
- 3. Alternative delivery mechanisms:** Governments needing support on the delivery side of existing programmes due to impacts on Financial Service Provider (FSP) capacity, coverage and access can be assisted through sharing FSP mappings for COVID-19, either by the NS or through Cash Working Groups, where in place.
- 4. Consider digital cash:** Where appropriate, promote the use of digital cash as an option for delivering transfers to reduce risks, and consider capacities of government to switch over in the long term. NS can help broker discussions with the private sector and FSPs where necessary and consider challenges around financial inclusion levels and designing systems.
- 5. Promote multipurpose/unconditional cash:** Where governments may have political resistance to cash which they perceive as 'handouts,' NS can promote the several benefits of cash vs in-kind transfers, specifically in relation to this pandemic.
- 6. Set effective transfer values:** Given the increased income gap many households are experiencing due to the pandemic, NS can initiate discussions on setting the transfer value based on needs/prices and ideally a Minimum Expenditure Basket.
- 7. Relax conditionalities:** NS can advocate the need for temporarily eliminating conditions on receiving benefits in existing programmes, given that restrictions from COVID-19 are making many activities difficult, such as school attendance and adult work requirements. NS can encourage the relaxation of administrative requirements as well.
- 8. Prioritise speed:** Encourage governments to adopt the most efficient and fastest form of cash transfer for their programmes for COVID-19. Pay now, verify later!

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- 9. Strengthen fiscal support:** Given the need to finance a robust and adapted social safety net response for COVID-19, NS can help governments in mobilising resources, conduct advocacy with donors and within the Movement to increase funding for cash and adapted SP.
- 10. Engage civil society:** NS can support governments in engaging with civil society to identify required adaptations in existing social protection programmes through mutual support groups, NGOs and other bodies that are engaged in response to COVID-19.
- 11. Promote coordination between Ministries:** Encourage coordination across multiple ministries offering different forms of cash transfers through a wide range of social protection instruments (social assistance, public works, and active labour measures).
- 12. Focus on Africa:** Specifically, in African countries, where regionally there is only 2% coverage of social safety nets in social protection programmes, NS can support the need for initiating discussions and may have to cover foundational aspects of cash vs in-kind.
- 13. Ensure communication and community engagement:** In contexts of movement restrictions, communication with recipients around social protection entitlements may become hampered, depending on the communication mechanisms used. As a Movement with extensive networks (volunteers and branches) on the ground, community engagement remains a key component of cash and social protection discussions, in line with RCRC CiE good practice. Notably, entitlements are changing during COVID-19 so this may need additional support

All COVID-19 guidance notes are also intended to be used alongside other **Movement tools: Cash in Emergencies Toolkit, Rapid Assessment of Markets Guidelines** and **Market Analysis Guidance**.

This guidance does not duplicate existing tools and guidance, but provides guidance on key advocacy messages for when talking to your government about options for cash and social protection during COVID-19