

Post-Distribution Monitoring Report

Cash for Protection

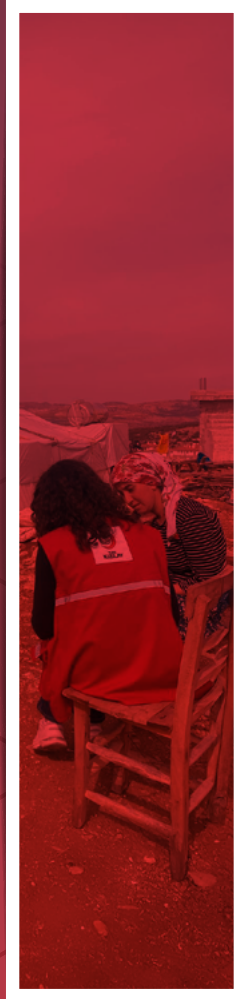
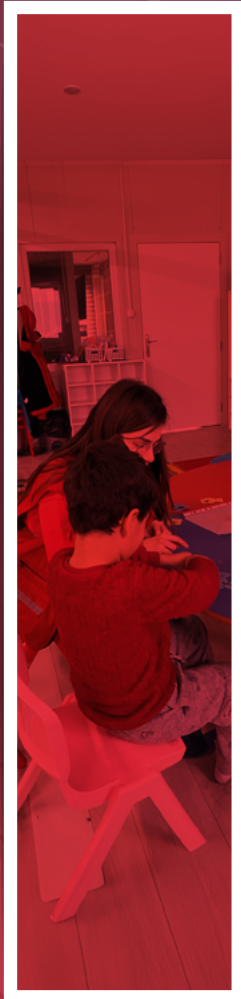


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Abbreviations

IFRC	International Federation of Red Cross and Red Crescent
ODK	Open Data Kit
PDM	Post Distribution Monitoring
CVA	Cash and Voucher Assistance
DRR	Disaster Risk Reduction
PGI	Protection, Gender and Inclusion
PSS	Psychosocial Support
WASH	Water, Sanitation, and Hygiene
CBHFA	Community-Based Health and First Aid
MHPSS	Mental Health and Psychosocial Support
HQ	Headquarters
SOPs	Standard Operating Procedures
CfP	Cash for Protection
SMS	SMS Short Message Service

Background

On 6 February 2023, Türkiye experienced devastating earthquakes in Kahramanmaraş, with magnitudes of 7.7 and 7.6, claiming the lives of over 53,000 individuals, including at least 7,300 Syrian refugees, injuring 108,272, and forcing over 3 million to leave their homes. When Türk Kızılay phased out of emergency earthquake operation into mid-to-long-term recovery, it started focusing on improving the living conditions in both container cities and rural areas by providing various goods and services such as Nutrition, CVA, PGI, Livelihoods, WASH, Shelter, CBHFA, DRR, MHPSS, and In-Kind item distribution.

Another recognised impact of a large-scale natural disaster is the heightened protection risks that often arise during prolonged stays in shelters or encampments, such as tent or container cities. While addressing the immediate needs of those affected, such as Water, sanitation and hygiene (WASH), nutrition and livelihoods, the Türk Kızılay also provides PSS and PGI support to ensure these critical concerns are not neglected.

Protection, Gender, and Inclusion (PGI) is a framework that ensures the safety, dignity, and equitable access to assistance for all individuals, particularly those most vulnerable, by addressing the specific needs and risks they face during and after a disaster. To achieve this, Türk Kızılay utilises a range of approaches, including case management interventions, identification and assessment, internal and external referrals, awareness-raising sessions, and cash assistance modality to mitigate protection risks.

Aiming to identify the protection risks, teams of social service specialists interviewed the affected individuals at the field level and reported findings to the protection technical supervisors at Türk Kızılay Headquarters (HQ). Assessment of findings and vulnerabilities served as a basis for design of an appropriate response. In cases where cash assistance was deemed necessary, targeted individuals were informed of the specific protection risks that prompted the assistance and are expected to use the funds to address these risks. The cash transfer cycles are regularly monitored, while ensuring compliance with SOPs for CfP and CVA. Türk Kızılay conducts regular PDM surveys to ensure the assistance is used appropriately. This study aims to evaluate how effectively protection mainstreaming approaches are implemented and fundamental principles such as do no harm, community engagement and accountability throughout the programme. Additionally, it seeks to incorporate feedback from programme recipients to enable necessary improvements within the programme. Furthermore, the PDM process was designed to evaluate the overall satisfaction of individuals and the impact of the programme. By doing so, the study not only ensures the programme's effectiveness but also enhances its alignment with the needs and expectations of the recipients. This comprehensive approach is to contribute to refining of the programme's strategies and improving its outcomes in future implementations.

About the Programme

Cash for Protection Programme

Supporting the safety, dignity, and well-being of vulnerable individuals affected by crises remains a core priority to uphold human rights and ensure access to essential services. The Cash for Protection programme provides targeted financial assistance to at-risk individuals, empowering them to meet their most urgent protection-related needs while promoting autonomy and resilience.

Based on comprehensive protection assessments conducted in the field, the IFRC-TRC Cash for Protection Programme was developed under the Emergency Appeal to assist vulnerable groups, including women, children, the elderly, people with disabilities, and other at-risk individuals in the six most affected provinces: Hatay, Kahramanmaraş, Adıyaman, Malatya, Osmaniye, and Gaziantep.

The cash for protection programme commenced in November 2023 and have been continuously implemented to date. The program aims to reduce exposure to protection risks, prevent harmful coping strategies, and enhance the safety and dignity of individuals affected by the earthquake.

In this regard, the program provided direct cash assistance to cover critical protection needs, such as healthcare access, psychosocial support, legal aid, and education. Throughout its duration, the Cash for Protection programme provided TRY 33,354,000 in financial assistance to 3,782 vulnerable individuals, helping them meet their essential protection needs.

Through continuous post-distribution monitoring and verification processes, the programme ensures that the assistance reaches those most in need, empowering individuals to regain stability, safety, and access to crucial services.

In total, the Cash for Protectionme program has significantly contributed to improving the well-being and resilience of thousands of individuals affected by the crisis, reinforcing their safety and dignity in the face of ongoing challenges.

Executive Summary

The PDM survey results reaffirm the positive impact of Türk Kızılay's Cash for Protection programme in addressing the protection needs of earthquake-affected individuals. The findings indicate improvements in living conditions, reduced financial burdens, and increased access to essential services. High satisfaction levels among recipients highlight the programme's effectiveness in mitigating protection risks and supporting vulnerable individuals.

However, the survey also identifies areas for improvement:

1. Adequacy of Assistance Amount – While 79 per cent of individuals were satisfied with the amount of cash assistance, 20 per cent found it insufficient, particularly for covering healthcare expenses, high living costs, and other essential needs. Reassessing the adequacy of the assistance amount will be important to ensure it effectively meets the diverse financial pressures faced by recipients.

2. Enhanced Communication Strategies – Although 96 per cent of individuals reported receiving a notification about the assistance, some (6 per cent of the beneficiaries who received the message) faced challenges due to literacy barriers and language differences. Strengthening communication approaches—such as clearer messaging, improved outreach, and tailored support—will ensure all recipients fully understand the assistance process.

3. Optimizing Feedback Mechanisms – The study found that the 168 Call Centre (42 per cent) and direct staff interactions (33 per cent) were the most preferred feedback channels. However, 24 per cent of recipients were unaware of available feedback mechanisms. Expanding awareness and accessibility of these channels, including digital options like WhatsApp, can enhance responsiveness and programme improvements.

4. Sustained Focus on Protection and Security – Nearly all individuals (98 per cent) reported feeling safe while accessing and using the assistance. However, a small number expressed concerns about potential risks such as theft or social pressure. Continued reinforcement of privacy protection and awareness-raising efforts will ensure individuals feel secure in receiving assistance.

By addressing these areas, Türk Kızılay aims to enhance the Cash for Protection programme's effectiveness, ensuring it remains responsive to the evolving needs of individuals and continues to provide meaningful support to those affected by the disaster.

Methodology

The post-distribution monitoring study was conducted in the six most affected provinces in the earthquake zone, where 299 individuals were interviewed between December 2 and December 20, 2024. The primary objective of this study is an assessment of the effectiveness of service delivery, the satisfaction level of individuals and the pertinence of the selected assistance modality.

The study questionnaire was collaboratively prepared through consultation with the IFRC and Türk Kızılay technical teams. The collaboration ensured adherence to the highest level of quality and assurance. In alignment with the “do-no-harm” principle, the data collection process for this PDM was designed with a strong emphasis on safeguarding sensitive cases and ensuring a protection-oriented and survivor-centred approach.¹ To ensure privacy and dignity of the individuals, social service specialists were carefully selected as interviewers to mitigate potential risks of handling sensitive data. This approach is in place to minimize the risk of causing harm or distress during the survey process. Furthermore, to avoid any conflict of interest and maintain a high standard of professionalism, each specialist was assigned a call list that excluded individuals from the city they serve, thereby preventing any interaction with cases they were personally managing. By adopting these measures, the data collection process was thorough and aligned with the core principles of protection and respect for the individuals involved.

An online training session was conducted to the initial study to ensure that the field team of Social Services Specialists who served as interviewers for this survey were well-prepared and fully oriented. During this session, the Open Data Kit (ODK) forms were introduced, and the scope of the questions was thoroughly explained to the team. A demo practice session followed this to reinforce their understanding and application of the tools.

To ensure that the data collection phone calls conducted by the field teams did not interfere with the individuals' case management processes or compromise the organization's professionalism, licenses were acquired to mask the phone numbers used by the field teams, displaying them as Türk Kızılay 168 call centre number. This measure was taken to maintain the integrity and professional image of the organization during interactions with individuals. However, the procurement of the license process introduced a necessary interval between the training session and the commencement of the data collection process due to the time required for procurement and technical setup.

¹ A survivor-centred approach prioritizes the rights, needs, and wishes of survivors of violence or abuse. It focuses on ensuring their safety, dignity, and autonomy throughout the support process.

Study Findings

Demographic Information

Among the 299 individuals surveyed, females' participation exceeded males', comprising 62 per cent of the total. This demographic breakdown helped ensure a balanced representation of the target population, crucial for equity and inclusion. It ensured that the views and experiences of both genders were adequately captured.



The detailed breakdown of surveyed individuals in different provinces in the earthquake-affected area is as follows.

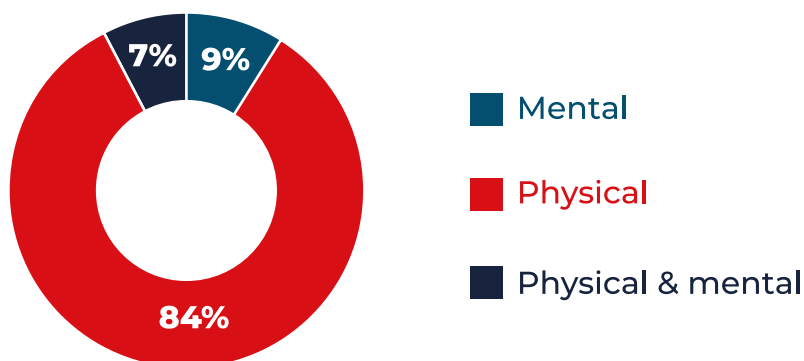
Provinces	Male	Female	TOTAL
Adıyaman	21	19	40
Gaziantep	14	10	24
Hatay	71	47	118
Kahramanmaraş	45	20	65
Malatya	23	13	36
Osmaniye	10	6	16
TOPLAM	184	115	299

The age disaggregation shows a concentration in the 18-to-55-year-old bracket, which accounts for 56 per cent of the sample. This is followed by 25 per cent of those less than 18-year-old. While the 55 and older category was represented by 19 per cent. All individuals under the age of 18 were interviewed by their legal guardians instead.

Age groups	Female	Male
Less than 18	11%	14%
18-to-55	41%	10
Over 55	10%	9%
TOPLAM	62%	38%

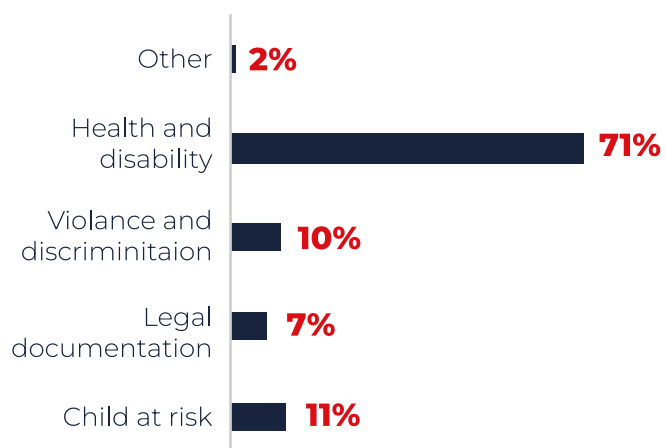
The analysis reveals significant insights into individuals affected by disabilities; 32 per cent of the individuals surveyed in this survey were found to have a disability, along with 4 guardians with a disability/ies. The detailed breakdown of disability/chronic illness is as follows:

Dissaggregation of Disabilities



Furthermore, analysis on the payment type revealed that “health and disability” comprise most of the surveyed individuals with 71 per cent. It is followed by “child at risk” with 11 per cent and “violence and discrimination” with 10 per cent. The last two categories of payment type are “legal documentation” with 7 per cent and “other” with 2 per cent.

Payment Type

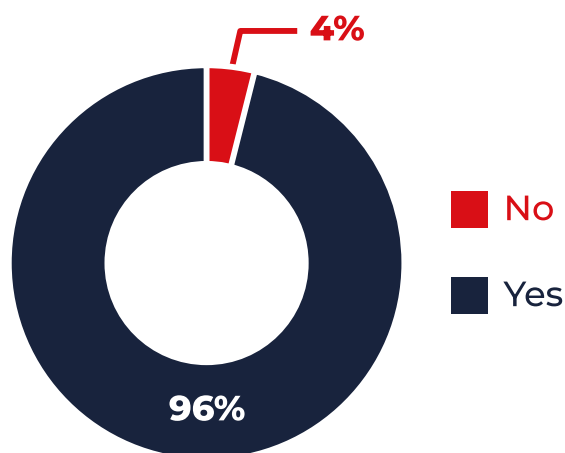


Community Engagement and Accessibility

One of the critical approaches to preventing protection risks in humanitarian settings is ensuring that all affected individuals are fully informed about the assistance available to them and have equitable access to these resources. In disaster recovery, timely and clear communication about available aid is vital for reducing vulnerabilities and ensuring no one is left behind. Türk Kızılay prioritizes accessibility by using multiple communication channels to reach all individuals, including those who are facing barriers such as illiteracy or language differences. This section explores how well the notification systems functioned and whether individuals felt informed and able to access the assistance, directly relating to the protection goal of reducing exclusion and ensuring impartial assistance distribution.

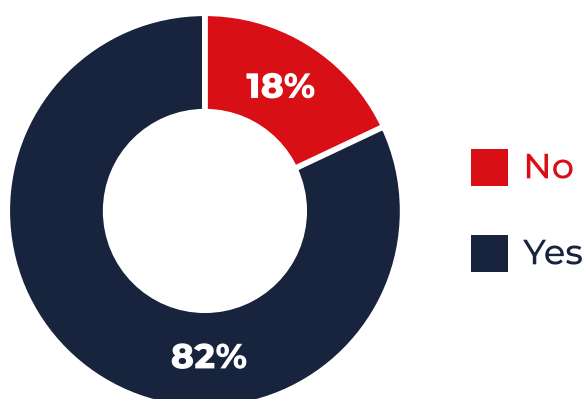
96 per cent of the individuals reported receiving a message, informing them of the assistance. Of these, only 7 per cent indicated that they found the message problematic. Among those who expressed concerns, 10 individuals were illiterate, and 4 individuals did not understand Turkish. Additionally, two recipients found the message unclear 3 recipient raised other concerns. Given that illiteracy among individuals was an anticipated risk, all individuals were contacted by phone during the programme's implementation. The Protection sector Management has been informed about the issues raised regarding the message contents and notification, and steps are now being taken to address these concerns.

Information Message Received

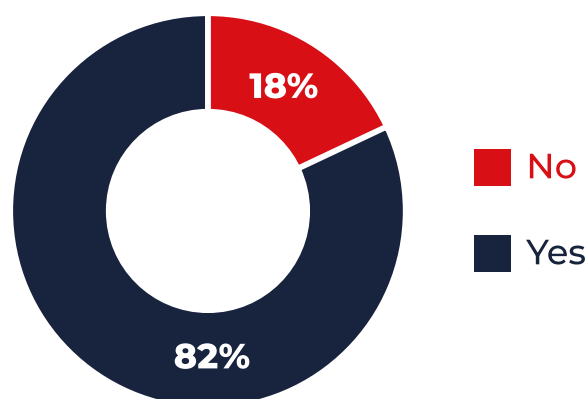


The analysis also revealed that almost all of the surveyed individuals (98.6 per cent) reported that the information provided through those messages was informative and provided sufficient information.

Eligibility Reasons Explained



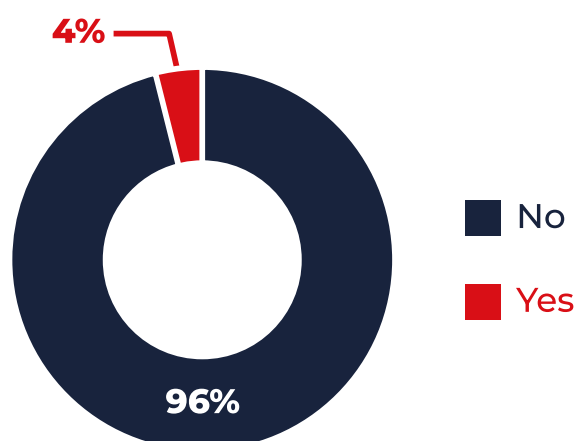
How and Where to Withdraw the Assistance Explained



When asked, 18 per cent of the individuals mentioned that they did not receive an explanation regarding their eligibility for assistance, and 18 per cent stated that they were not informed about how and where to withdraw their assistance. Recognizing these communication gaps, the Sector Management was informed, and immediate measures were implemented to address the issues. Field teams underwent training on effective communication, and each social service specialist in the field was tasked with personally contacting the beneficiaries under their care if they were identified as not withdrawing their assistance. This identification was made possible through continuous monitoring and analysis of bank reports.

To ensure that all individuals receive clear and consistent information, the Communication Department has developed standardized communication scripts and materials. Additionally, training sessions for field staff are being conducted to reinforce their ability to communicate essential information effectively and verify that individuals fully understand the instructions provided.

Access Challenge



Ninety-six percent of individuals reported no issues accessing the assistance, indicating that the majority found the process straightforward. However, the 4 per cent who experienced difficulties have not been overlooked; their feedback is considered valuable and is being used to further refine the programme. Upon review, their concerns primarily centred around challenges related to illiteracy, identification issues and long waiting queues in the bank branches.

To address these issues, all individuals are being contacted via phone to ensure they receive the necessary information directly. Additionally, the 168 call centre remains available to assist with any questions or issues related to Türk Kızılay programmes, ensuring that support is accessible to all individuals, regardless of their circumstances.

Safety

Safety is a fundamental protection component, particularly in disaster-affected areas where the breakdown of normal social structures can lead to increased risks. Ensuring the physical safety of individuals during and after the distribution of assistance is essential to preventing further harm. In this section, the report examines the individuals' perceptions of their security and any incidents of insecurity they may have faced. By understanding these experiences, Türk Kızılay can better tailor its protection strategies, ensuring that assistance is delivered in a way that minimizes risks and promotes the safety of all individuals, particularly those in vulnerable situations.

The survey results indicate that all 299 individuals reported not experiencing any security issues, highlighting the effectiveness of Türk Kızılay's chosen modality and process management. Additionally, when asked about their emotional well-being and state of mind concerning the assistance received, the individuals responded overwhelmingly positive. The achievements that came out from these responses are presented below;

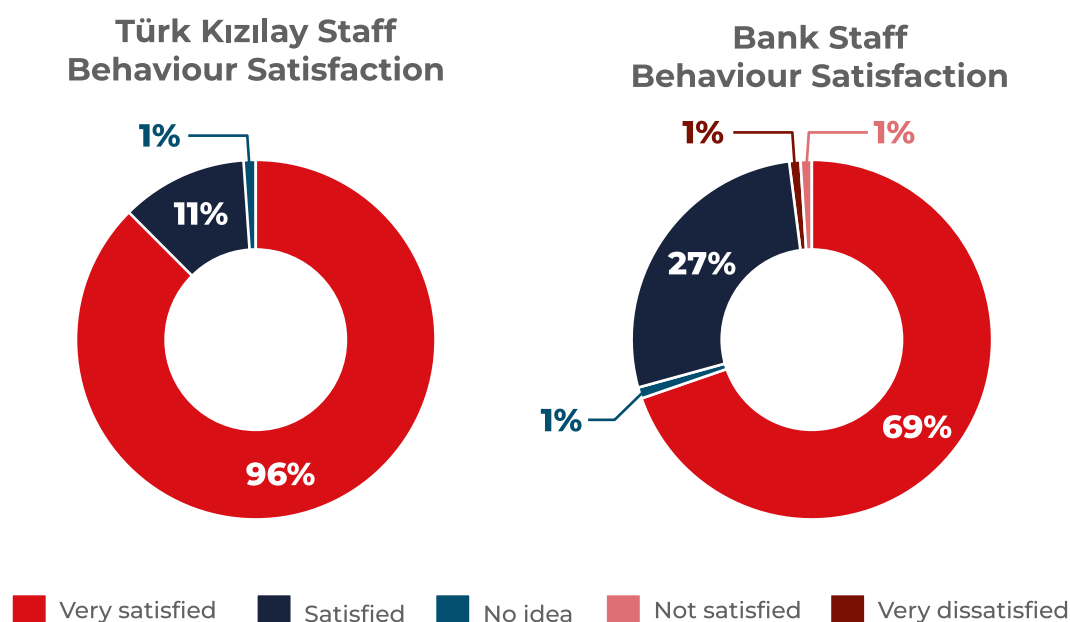
- **Individuals felt calm and secure while withdrawing:** Out of 299 individuals, 297 reported feeling safe while withdrawing their assistance. However, 2 individuals expressed anxiety due risk of robbery due to the bank's location, which they perceived as unsafe.
- **Individuals felt confident while keeping the money:** Out of 299 individuals, 290 reported no concerns about keeping the assistance money. However, 9 individuals expressed anxiety, primarily due to fear of robbery and the lack of a safe place to store the money.
- **Individuals felt their privacy is protected and did not get negative reactions:** All 299 respondents reported no negative encounters related to the assistance. No individuals felt pressured to explain or justify their assistance to others. Protection personnel will continue to reinforce that beneficiaries are under no obligation to disclose or justify their assistance to ensure ongoing awareness and security.

- **Individuals felt this assistance programme is safe:** When asked, “Do you think other people who receive the same aid could face any negative security-related situations?” 291 individuals responded with “no.” However, 8 individuals who expressed concerns about potential challenges. Some worried that beneficiaries might feel obligated to explain why they received aid, while others mentioned concerns about aid disturbing family roles or beneficiaries being perceived as weak. Additionally, 4 respondents cited other concerns, including possible difficulties language barriers and the risk of becoming dependent on the assistance.

These results highlight the programme’s effectiveness in ensuring the safety of its assistance programmes. With majority of the individuals reporting no issues, and only a few raising concerns, the response has been overwhelmingly positive. The few issues identified were quickly addressed, further reinforcing the trust individuals have in the programme’s efforts.

Satisfaction

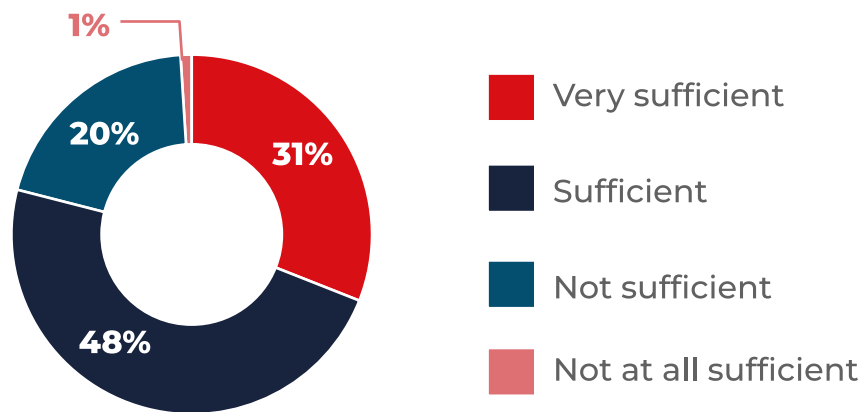
While often seen as a measure of programme success, recipient satisfaction also has significant implications for protection. The high satisfaction rates among individuals demonstrate the effectiveness of the assistance in significantly reducing or eliminating protection risks. This significant reduction in protection risks has directly contributed to mitigating stress and vulnerabilities linked to unmet needs. This section of the report assesses overall satisfaction with the assistance provided, focusing on how well it addressed the critical needs of individuals, such as food, shelter, and psychosocial support. By measuring satisfaction, Türk Kızılay can gauge the effectiveness of its protection efforts and identify areas for improvement to serve better and protect those in need.



When asked about overall satisfaction, 298 out of 299 surveyed individuals stated that they found the assistance helpful (14.7 per cent) or very helpful (85 per cent). This satisfaction level remained consistent when asked about receiving the payment in one tranche, as well as the behaviour of both Türk Kızılay and bank staff.

However, the satisfaction rate dropped slightly when asked about the cash provided. This indicates that while individuals are pleased with the programme and its delivery, there is an intense desire for an increase in the amount of assistance offered. This is likely driven by rising living costs, inflation, and the increasing prices of essential goods and services in the post-disaster context.

Amount Satisfaction



The question regarding the amount of assistance provided reveals that the majority of individuals, 79 per cent, are satisfied with the amount, with 48 per cent finding it sufficient and 31 per cent finding it remarkably enough. However, a notable percentage of the individuals, 20 per cent, found the assistance insufficient, and 2 per cent found it completely insufficient.

This disaggregation indicates that while the assistance meets the needs of most individuals, there is a significant minority who feel that the amount is inadequate, primarily due to specific financial pressures such as high living costs, healthcare expenses, household needs, education and childcare costs. This feedback highlights the importance of evaluating the assistance amount to ensure it adequately supports all individuals, particularly those with higher or more urgent needs.

The responses regarding dissatisfaction with the amount of assistance reveal several common themes among the individuals. A significant number of individuals expressed that the assistance provided was insufficient to cover their essential needs, particularly in cases involving high expenses like healthcare,

rent, and daily living costs. The feedback indicates that the primary reasons for dissatisfaction are:

- **High Cost of Living & Inflation:** Many individuals reported that the assistance was insufficient due to rising living expenses and inflation, making it difficult to cover essential needs.
- **Healthcare & Medical Needs:** Several beneficiaries stated that the support was not enough to cover medical expenses, including treatments, medications, and ongoing healthcare needs for themselves or their family members.
- **Family Size & Dependents:** Individuals with larger households or multiple dependents, including children, found the assistance amount inadequate to meet their family's basic needs, such as food, education, and childcare.
- **General Financial Struggles & Debt:** Some respondents highlighted that they were still struggling with existing debts and financial burdens, and the assistance did not provide sufficient relief.
- **Housing & Rent Costs:** Many beneficiaries stated that the support was not enough to cover rent or household expenses, particularly for those in financially vulnerable situations.
- **One-Time Payment Issue:** Some individuals expressed concerns that the assistance should have been provided more frequently or on a regular basis to be more effective.

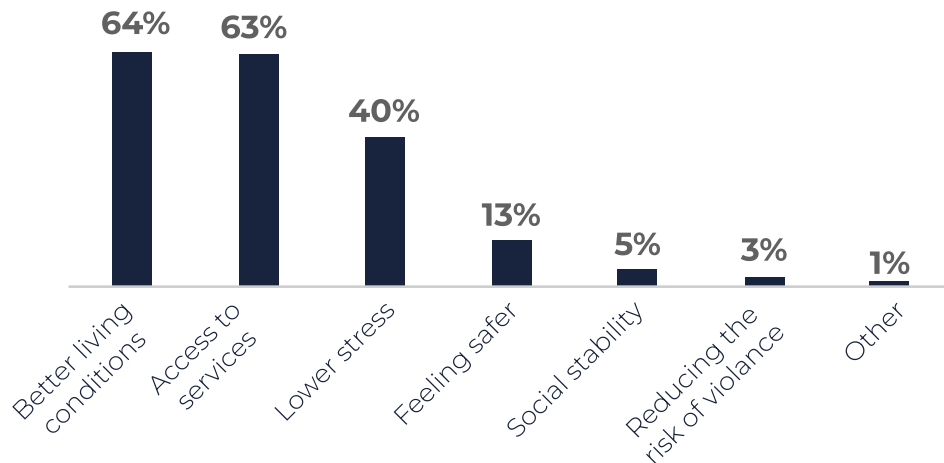
Overall, the feedback suggests that while the assistance is appreciated, many individuals struggle with high costs and specific financial pressures that the current amount does not fully address. This indicates a clear need to reassess the assistance amount to better meet the diverse needs of the individuals.

Impact

The impact of the assistance provided by Türk Kızılay goes beyond immediate relief, extending to long-term protection outcomes. This section evaluates how the assistance has influenced the well-being of individuals, including their living conditions, access to essential services, and overall sense of security. By analysing the impact, Türk Kızılay can ensure that its interventions not only address urgent needs but also contribute to the sustainable protection and resilience of affected individuals and communities. The focus is on understanding how the assistance has improved lives and reduced vulnerabilities, aligning with the broader protection goals.

The analysis showed that 98 per cent of the surveyed individuals stated their overall situation improved (91 per cent completely, 7 per cent partially) after receiving the cash assistance. Only 2 per cent of the surveyed individuals stated there is no improvement in their situation.

Most Common Effects Mentioned

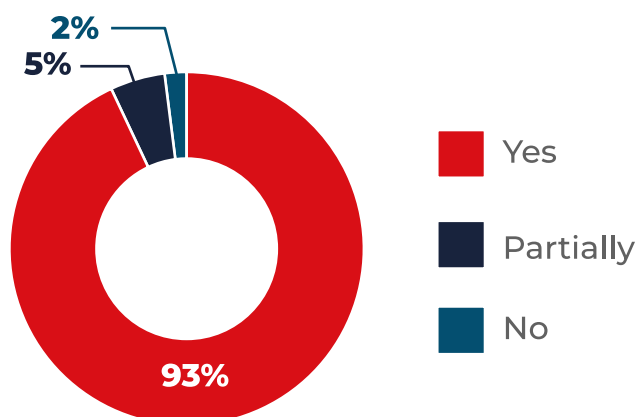


The findings indicate that the cash assistance had a significant positive impact on beneficiaries' overall well-being, with the most commonly reported benefit being better living conditions (64 per cent). This suggests that recipients were able to improve their housing, afford basic necessities, or enhance their overall standard of living. Similarly, 63 per cent of respondents highlighted improved access to services, indicating that the assistance helped them afford essential services such as healthcare, education, or transportation. Additionally, 40 per cent reported experiencing lower stress, demonstrating the psychological relief that financial support provided in reducing daily financial pressures.

While a smaller proportion of respondents mentioned feeling safer (13 per cent), this still reflects a meaningful improvement in personal security and stability. Social stability (5 per cent) and reducing the risk of violence (3 per cent) were less commonly mentioned, but they highlight how financial assistance can contribute to broader community well-being by alleviating economic stressors that may lead to conflict.

Finally, the 1 per cent categorized as "other" included practical uses such as rent payments, childcare, medical expenses, and support for special education needs, reinforcing the role of cash assistance in addressing diverse household priorities. Overall, the results demonstrate that cash assistance effectively enhances recipients' quality of life, primarily by improving living conditions, access to essential services, and overall financial stability.

Internal Household Communications/Relationships Improve



Furthermore, the results show that 93 per cent of recipients experienced improved family relationships due to cash assistance, suggesting reduced household tensions and greater stability. 5 per cent reported a partial impact, while 2 per cent saw no effect, mainly due to living alone, insufficient assistance, or difficulties utilizing it. These findings highlight that while financial support enhances well-being for most, its impact varies based on individual circumstances.

Utilization of Assistance

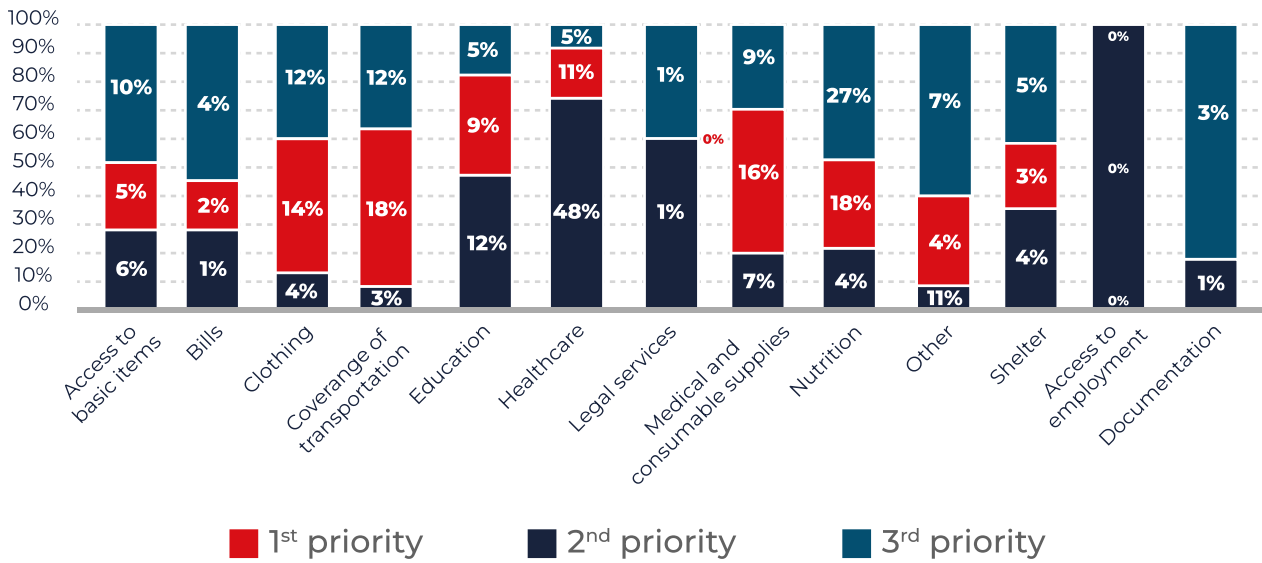
The findings indicate that healthcare (48 per cent) was the top priority for nearly half of the respondents when utilizing the assistance, highlighting the significant medical and healthcare-related needs within the programme beneficiaries. Education (12 per cent) and nutrition (13 per cent) followed as other key priorities, emphasizing the importance of covering school expenses and ensuring food security. Medical and consumable supplies (7 per cent), shelter (4 per cent), and clothing (4 per cent) were also mentioned, demonstrating the diverse but essential needs addressed by the assistance.

For second-priority utilization, respondents focused more on clothing (14 per cent), transportation (18 per cent), and nutrition (18 per cent), suggesting that once immediate healthcare and education needs were met, beneficiaries allocated funds to daily necessities and mobility. Medical and consumable supplies (16 per cent) and healthcare (11 per cent) remained relevant, showing the ongoing financial burden of medical expenses.

By the third-priority level, nutrition (27 per cent) became the most mentioned category, reinforcing its continued importance in household spending. Clothing (12 per cent), transportation (12 per cent), and medical supplies (9 per cent) were also prioritized, indicating that after addressing urgent needs, families focused on sustaining their well-being and mobility.

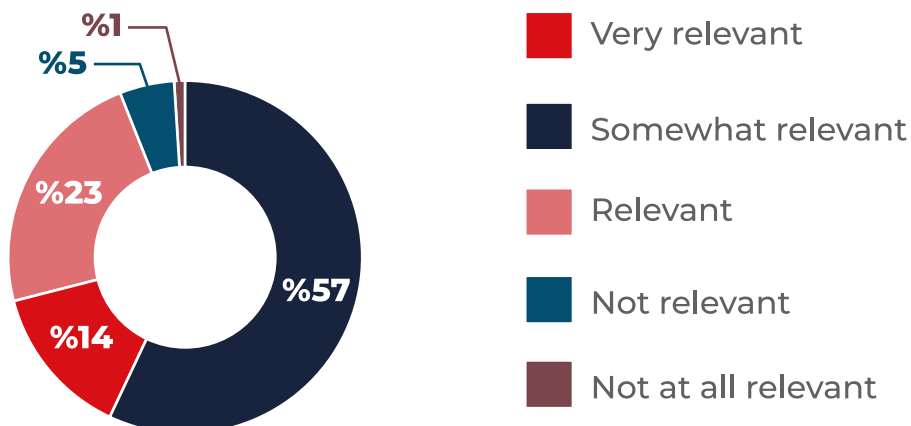
Overall, the results highlight that cash assistance was primarily used to address health, education, and food security, followed by transportation, clothing, and medical supplies, reflecting the diverse financial pressures faced by beneficiaries.

Utilization of Assistance by Priority



The analysis shows that the majority of beneficiaries (65 per cent) used the assistance for health-related expenses, aligning with the fact that 63 per cent of surveyed recipients were eligible under the health and disability category. Similarly, 14 per cent of respondents used the assistance for child-related expenses, closely matching the 10 per cent of beneficiaries categorized as “child at risk” for eligibility. A smaller portion (7 per cent) utilized the assistance in relation to violence and discrimination, which aligns with the 8 per cent of recipients eligible under this category. Meanwhile, legal documentation was the least cited usage (4 per cent), reflecting the 6 per cent of beneficiaries receiving assistance under this eligibility. Notably, 10 per cent of respondents reported using the assistance in ways that did not fit the predefined categories, indicating diverse financial needs beyond the intended scope. Findings highlight a strong correlation between eligibility and usage while also suggesting the need for flexibility in how assistance is allocated to address broader financial burdens.

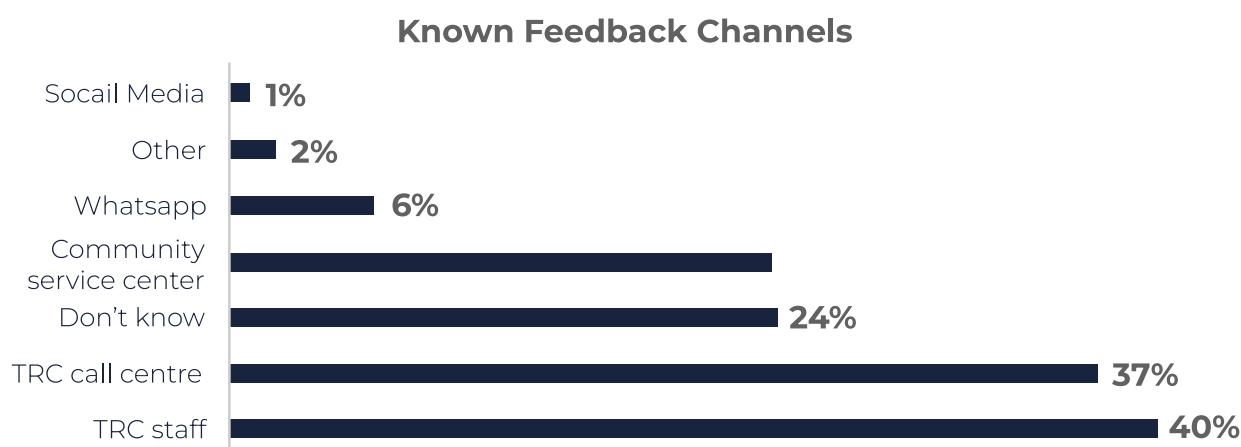
To What Extent the Assistance was Aligned with Your Needs?



The majority of respondents (57 per cent) found the assistance to be very relevant to their needs, while an additional 23 per cent considered it relevant. This indicates that 80 per cent of beneficiaries felt the support was well-aligned with their necessities. However, 14 per cent found it only somewhat relevant, suggesting that while helpful, the aid may not have fully addressed all aspects of their financial struggles. A smaller portion (6 per cent) felt the assistance was not relevant or not at all relevant, indicating gaps in meeting specific needs for a subset of beneficiaries. This also aligns with the fact that 10 per cent of the beneficiaries utilized the assistance for needs rather than defined eligibility and utilization of assistance areas.

Accountability and Communication

Effective communication is central to protection, ensuring that individuals understand their rights, the assistance available to them, and how to safely access it. Miscommunication or lack of information can heighten vulnerabilities, particularly in stressful and uncertain environments. This section delves into how well the communication strategies have worked, examining whether individuals felt informed and whether their concerns and questions were adequately addressed. By focusing on communication, Türk Kızılay can strengthen its protection framework, ensuring that all interactions with individuals are clear, supportive, and empowering, thereby reducing risks and enhancing the overall effectiveness of its programmes.

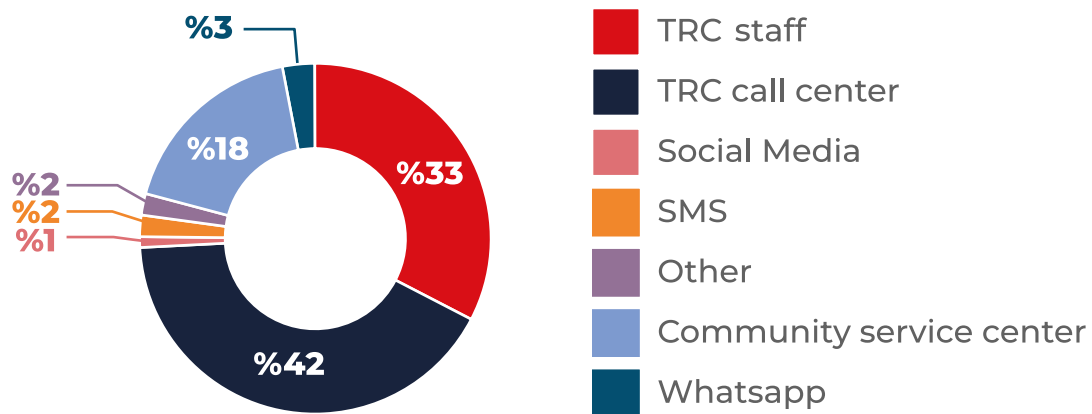


The most known feedback channels among individuals were interactions with Türk Kızılay staff (40 per cent) and the Türk Kızılay Call Centre (37 per cent). The Community Service Center was another key channel, with 23 per cent of respondents know and provide feedback through this route. Less frequently known channels included WhatsApp (6 per cent), other unspecified methods (2 per cent) and social media (1 per cent). However, 24 per cent of respondents stated that they don't know the feedback channels and needed explanation about the channels.

This distribution highlights the importance of direct engagement through Türk Kızılay staff and the call centre as the primary means for individuals to provide

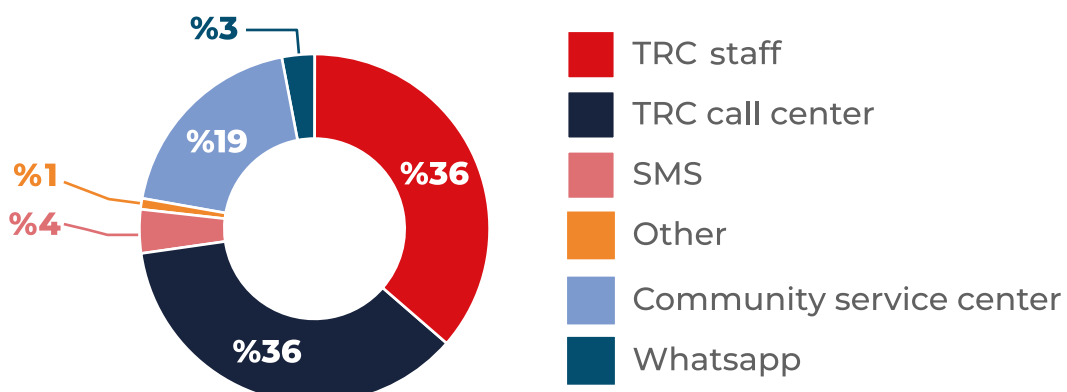
feedback. A notable number of individuals were unaware of the feedback channels, indicating a need for improved communication and awareness efforts to ensure beneficiaries know how to share their concerns and receive support effectively.

Preferred Feedback Channels



When asked which feedback channel they preferred, 42 per cent of individuals selected the 168 Call Centre as the best option, while 33 per cent preferred direct interactions with Türk Kızılay staff. The Community Service Centre was also a popular choice, with 18 per cent of individuals indicating it as their preferred method. This can also be considered part of Türk Kızılay staff, but the specific mention of the Community Service Centre highlights the effectiveness of Türk Kızılay's visibility activities in the earthquake zone. Additionally, 3 per cent of individuals preferred using WhatsApp, which is encouraging for a relatively new feedback channel. Furthermore, 2 per cent preferred SMS and another 2 per cent favored other feedback channel while social media was the least preferred feedback channel with only 1 per cent. The analysis shows that while traditional methods like the call centre and direct interactions remain dominant among the respondents.

Preferred Information Channels



Also, when asked which channels they prefer to receive information from, the results stayed fairly consistent with their feedback preferences. Türk Kızılay Call Centre and direct interactions with Türk Kızılay staff remained the most favored channel, with 36 per cent each. The Community Service Centre was another significant choice, preferred by 19 per cent of individuals, reinforcing its crucial role in the information dissemination process within the earthquake zone. SMS accounted for 4 per cent of preferences. Newer channels like WhatsApp were selected by 3 per cent of individuals indicating a growing comfort with digital communication methods while other communication methods was the least favored source of information with only 1 per cent.

These results highlight the enduring importance of traditional communication methods, such as the call centre and direct interactions with staff, while also showing a gradual adoption of digital channels like WhatsApp and SMS.

When asked if they had ever reached out to Türk Kızılay, only 6 per cent of surveyed individuals reported doing so. The reasons for contact varied, including applications for the continuation of cash assistance, inquiries about the cash support process, and requests for additional information regarding the assistance provided. Additionally, some individuals contacted Türk Kızılay to express their gratitude for the support they received.

This feedback reveals that the primary reasons for individuals reaching out were related to financial assistance queries and expressions of appreciation, indicating the value they place on the support provided by Türk Kızılay. Furthermore, among the respondents who reached out to Türk Kızılay, 84 per cent of the respondents stated that their problem is resolved regarding their call and are either satisfied (21 per cent) or very satisfied (79 per cent) with the information they have acquired from Türk Kızılay.

Conclusion

The PDM survey results reaffirm the significant positive impact of Türk Kızılay's Cash for Protection programme on individuals affected by the earthquake. The findings highlight notable improvements in living conditions, financial stability, and access to essential services. The majority of recipients reported high satisfaction with the programme, demonstrating its effectiveness in addressing immediate protection concerns.

Key highlights from the survey findings include:

1. Improved Living Conditions – 98 per cent of recipients stated that their overall situation improved after receiving the cash assistance, with 64 per cent reporting better living conditions and 63 per cent experiencing increased access to essential services. Additionally, 40 per cent noted a reduction in stress levels, further emphasizing the programme's positive impact.

2. High Satisfaction with the Programme – Nearly all surveyed individuals (99 per cent) found the assistance helpful or very helpful, particularly in covering basic needs such as healthcare, education, and food. Additionally, 93 per cent reported improved family relationships due to the financial relief provided by the assistance.

3. Effective Safety Measures – The survey results indicate that 100 per cent of individuals felt safe while receiving and using the cash assistance. Privacy concerns and social pressure related to receiving assistance were minimal, reinforcing the programme's effective protection measures.

- Despite these successes, the study also identified areas for improvement:

4. Adequacy of Assistance Amount – While 79 per cent of individuals were satisfied with the amount of cash assistance, 20 per cent found it insufficient to cover essential needs such as healthcare expenses, high living costs, and household necessities.

5. Enhanced Communication Strategies – Although 96 per cent of individuals reported receiving a notification about the assistance, 18 per cent stated they were not informed about their eligibility, and 18 per cent did not receive clear guidance on how and where to withdraw the assistance. Strengthening outreach efforts, simplifying messaging, and providing additional support for individuals facing literacy and language barriers can further enhance communication effectiveness.

6. Optimizing Feedback Mechanisms – The study found that the 168 Call Centre (42 per cent) and direct staff interactions (33 per cent) were the most preferred feedback channels. However, 24 per cent of recipients were unaware of available feedback mechanisms. Expanding awareness and accessibility of these channels, including digital options like WhatsApp, will enhance responsiveness and engagement.

By addressing these key areas, Türk Kızılay can apply these findings to enhance the design and implementation of future programmes, ensuring they effectively respond to the evolving needs of individuals and provide meaningful support to those in need.

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Post-Distribution Monitoring (PDM) Report

Cash for Protection

