

# The Importance of Domestic Buy-In in Globalizing Social Policy

Origins Analysis of Conditional Cash Transfers  
in Latin America



# Conditional Cash Transfers

**Short Term Impact**

**Long Term Impact**



**Income Transfers**



**Behavioral Changes**

# Conditional Cash Transfers

## Short Term Impact



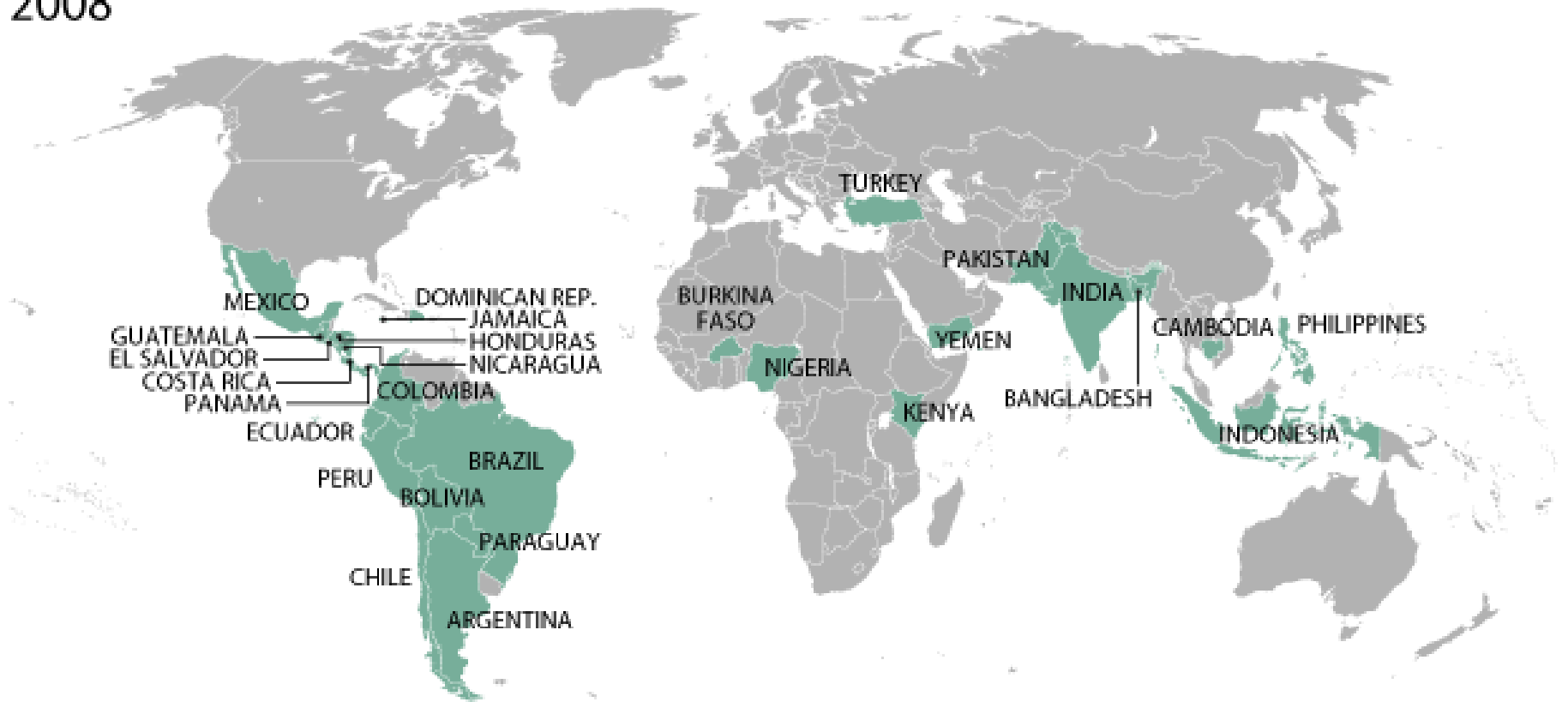
**Income Transfers**

## Long Term Impact



**Behavioral Changes**

2008



*I think these programs are as close as you can come to a magic bullet in development.*

-Nancy Birdsall, President of the Center for Global Development



# Framing the Research

## **Research Puzzle**

What variables influence a country's decision to implement a poverty alleviation program and what accounts for program variation across countries?

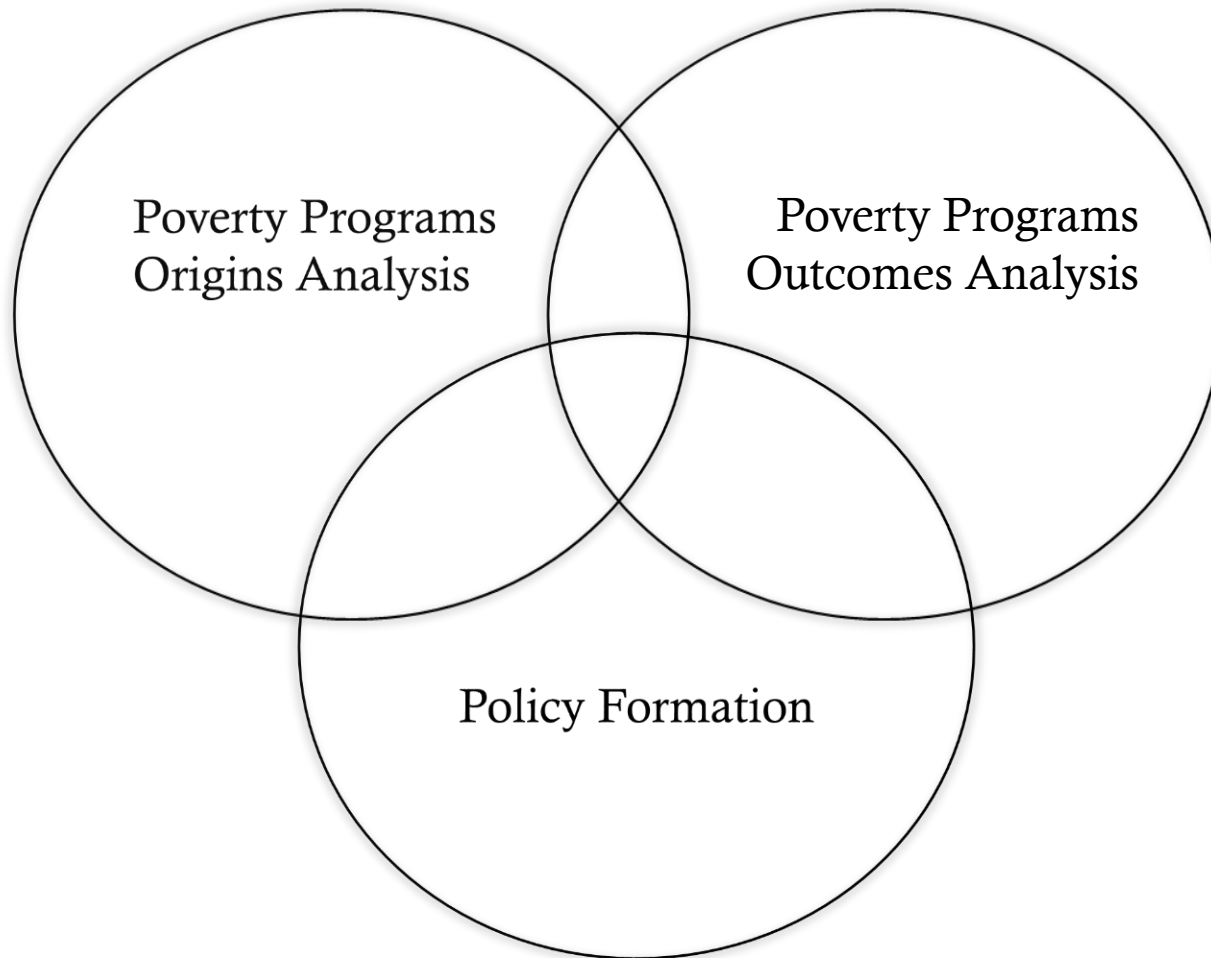
## **Research Question**

What variables influence the creation of modified CCTs in Mexico, Brazil, Nicaragua, and Colombia?

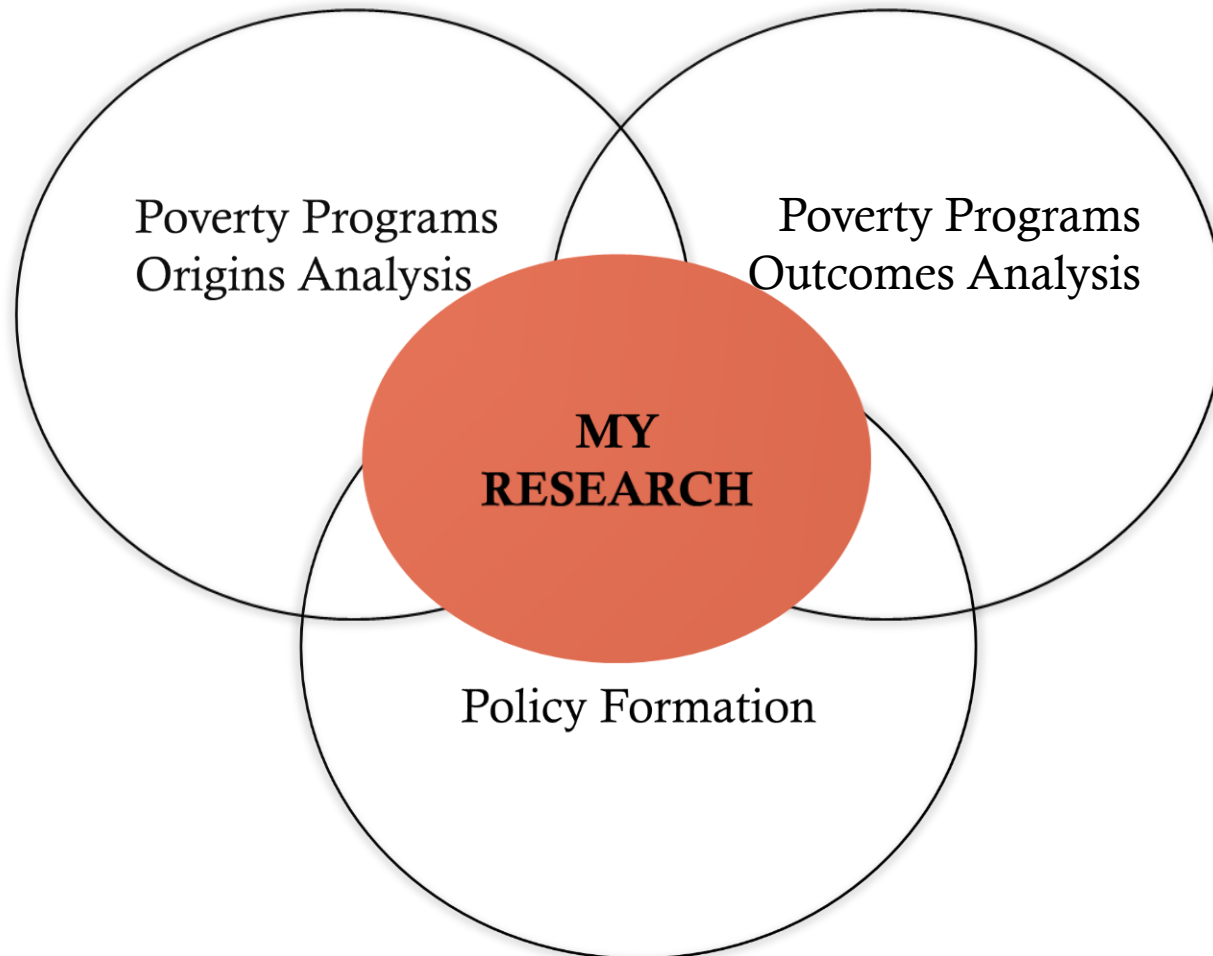
# Argument

I argue that a variation in the domestic level variables and international influence shape the creation of differing CCT programs in Mexico, Brazil, Nicaragua, and Colombia with political variables and policy diffusion being influential across all of these cases.

# Intellectual Context



# Significance





# Research Design

- **Case Selection:**
  - PROGRESA—Mexico
  - Bolsa Família—Brazil
  - Red de Protección Social—Nicaragua
  - Familias en Acción—Colombia
- **Time Frame:**
  - Foundational Cases: Years leading into program implementation
  - 2<sup>nd</sup> Wave: Years leading into implementation and few years after

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# Research Design

## Methods:

- Five Categories of Variables
- Analyzed and Weighted the Importance of Variables

## Evidence:

- Scholarly Articles, newspapers, government documents, speeches

<u>Category</u>	<u>Variable</u>
<b>Economic</b>	<ul style="list-style-type: none"><li>• Crisis</li></ul>
<b>Politics</b>	<ul style="list-style-type: none"><li>• Background of Executive</li><li>• Political Transition</li></ul>
<b>Program Learning</b>	<ul style="list-style-type: none"><li>• Learning from Previous Domestic Programs</li></ul>
<b>International</b>	<ul style="list-style-type: none"><li>• Institutional Influence</li><li>• Policy Dispersion</li></ul>
<b>Social</b>	<ul style="list-style-type: none"><li>• Societal Views</li></ul>

# Empirical Findings: Mexico & Brazil

<b>Category</b>	<b>Variable</b>	<b>Mexico</b>	<b>Brazil</b>
Economics	Crisis	High	Low
Politics	Background of Executive	High	Medium
	Political Party	Low	High
	Political Transition	Medium	High
Learning	Previous Programs	Medium	High
	Technocratic Program Design	High	Medium
International	Institutional Influence	None	High
	Policy Dispersion	None	Low
Social	Societal Views	Low	Low

# Empirical Findings: Mexico & Brazil

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	Policy Dispersion	None	Low
Social	Societal Views	Low	Low

# Empirical Findings: Nicaragua and Colombia

1. Policy diffusion and international influence led to program **implementation**
2. Domestic buy-in from citizens and leaders led to program **success**

**The effectiveness of a program does not guarantee  
its success**



# Conclusions

1. CCT origins and design are multidimensional
2. The combinations and weights of variables differ over time and space
3. CCTs are a malleable model
4. Domestic buy-in is critical



# Implications

## Theory:

- Reevaluate studying CCTs as a model
- Enrich debate on programs and determine need for individual analysis

## Practice:

- Expand policy diffusion analysis beyond examining program success
- Improve metrics for examining program outcomes

# Future Research

- **Examine** Third Wave and Global Programs
- **Conduct** Interviews and Perform Quantitative Analysis
- **Analyze** *why* these contextual variables are important



*I invite you to join in this new effort of the people and their institutions against poverty; but above all, I invite you, my fellow men and women of the rural communities... to work with PROGRESA to break the vicious circle of poverty, since only thus will we achieve the true development of our country.*

**President Ernesto Zedillo, August 6, 1997**