The Role of Social Protection Systems in Preparing for and Responding to Disasters
What is PROSPERA?

- PROSPERA is a conditional cash transfer program (CCT) managed by the Federal Government of Mexico and focused on population presenting extreme poverty conditions.
- It started working in 1997 as PROGRESA, attending a total of 300,000 families.
- Since then, it has evolved to PROSPERA, standing as a last-generation social program and holding a total of 6.9 million families.

Beneficiaries: 6.7 million Families
Beneficiaries: 28 million Beneficiaries

Total population of Mexico: 125 million people
How a family becomes a member of PROSPERA?

1. Based on Poverty Measurement, municipalities presenting high levels of marginalization are pre-selected.

2. According to a schedule and poverty levels, certain localities contained in the pre-selected municipalities, are approved for evaluation.

3. Field staff will visit families from selected localities for a socioeconomic survey application.

4. Completed surveys are processed by a calculation program. Each family survey will get a score.

5. Families with an eligible score will become beneficiaries of PROSPERA.
How PROSPERA assists beneficiaries?

- PROSPERA supports its members by two main streams:

  1. Human capital investment:
     - Food
     - Education
     - Health

  2. Development of capabilities:
     - Financial inclusion
     - Labor inclusion
     - Productive inclusion
Deprivation of social rights (% of population):

- 27% educational gap
- 21% health services
- 94% social security
- 57% quality and spaces of the dwelling
- 56% basic services in dwelling
- 30% access to food

Monthly average per capita income:

- Rural area: $565 MXN* (
  - $30 USD
- Urban area: $899 MXN* ( $47 USD

* Excluding PROSPERA backup.

Average size of a PROSPERA family: 3.7 members.

Demographics of PROSPERA

- 28 million beneficiaries
- 6.2 million scholarship holders.

Beneficiaries by age range:

- 20% 0-12
- 5% 13-19
- 14% 20-35
- 25% 36-45
- 14% 46-55
- 9% 56-65
- 5% 66+

- 54% women
- 46% men
In September, two earthquakes struck southern and central Mexico: 8.2 and 7.1 magnitude.

- Six states were mainly affected: Chiapas, Oaxaca, Mexico, Mexico City, Morelos and Puebla.
- 325 municipalities were declared in extraordinary emergency.
- More than 180 thousand homes and buildings were damaged.
- Approximately 12 million people were affected.
- 471 human losses.
How Mexico’s Government reacted to this natural disaster?

Federal Master Plan created to protect Mexicans’ lives and goods. It’s an action protocol based on interinstitutional linkage and work. It assures a faster time response.

More than 90 thousand federal officials were deployed for reconstruction tasks.
How PROSPERA contributed to reconstruction tasks?

- PROSPERA was assigned to carry out a census of damages for population homes and integrate a database for further reconstruction.
- PROSPERA was responsible of six municipalities of the southern region of the state of Chiapas:
  1. Acacoyagua
  2. Acapetahua
  3. Escuintla
  4. Villa Comaltitlán
  5. Suchiate
  6. Tuzantán
Teams of two officials were conformed. One must be a civil engineer.

Teams went on field.

Engineer evaluated home’s damages giving three possible results: free of damage, moderate damage or total loss.

Second team member was responsible of filling out a survey with the help of a Mobile Device (MD).

MD integrated a file with the following information:
- Unique ID
- Home’s coordinates
- Home’s characteristics
- Engineer’s damage opinion
- Damages pictures

Finally MD’s were synchronized with PROSPERA’s server, where all info was consolidated into a single database.
After Census

40 days were required to complete the census and database.

Database was delivered to the Ministry of Urban Development.

Finally, Ministry of Urban Development in coordination with BANSEFI (a Federal Government bank) issued debit cards for population having damages in their homes.
Other actions done by PROSPERA

1. Processes of suspension and discard of beneficiaries were canceled.
2. Families already being suspended were immediately reactivated.
3. New families incorporated to PROSPERA received a fast-track activation process.
4. Program’s conditionals went on stand-by.

Delivery of supplies for affected population.
Diffusion of information.
Supervision at debit cards distribution.
PROSPERA signed a Collaboration Agreement with Mexico’s Civil Defense.

The aim of this agreement is to enforce civil protection actions within PROSPERA population and field staff.

This will contribute to create and strengthen a culture of self-protection against natural disasters among our community.

PROSPERA published the “Procedure of Action in Case of Emergencies Caused by Natural Disasters”.

This publication contains several actions learned in the past eventualities.

In the future, this know-how can be activated by the Coordination of the Program to mitigate natural disasters effects over population.
Memorabilia
CENTRO DE ACOPIO
AL APOYO Y CON LA FAMILIA
Trae a nuestras necesidades.

PROSPERA
PROGRAMA DE INCLUSION SOCIAL

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