The Impact of a WhatsApp-based Intervention on Financial Resiliency and Intimate Partner Violence in Colombia

Researchers:

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Sector(s): Crime, Violence, and Conflict, Social Protection

Fieldwork: Innovations for Poverty Action (IPA)

Sample: 2,500 individuals

Initiative(s): Crime and Violence Initiative (CVI)

Target group: Women and girls Communities recovering from conflict Families and households

Outcome of interest: Household finance Gender attitudes and norms Gender-based violence

Intervention type: Cash transfers Digital and mobile Financial literacy Information COVID-19 response

AEA RCT registration number: AEARCTR-0006112

Partner organization(s): Fundación Capital (FundaK), Comfama

The mandatory shelter-in-place orders instituted across the globe to contain the spread of COVID-19 have caused massive economic stress and increased the risk of intimate partner violence (IPV). Researchers are evaluating the effectiveness of an interactive WhatsApp-based couples communication, financial education, and COVID-19 information program in promoting low-income households' financial resiliency and reducing IPV rates in Colombia. Research is ongoing; results forthcoming.