

**USAID Development
Information Services**

Selected Literature on Geographic and Market Segmentation
(Response to an Information Request)

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USAID Development Information Services
Information Request Response
United States Agency for International Development
Bureau for Policy and Program Coordination
Office of Development Evaluation and Information
1331 Pennsylvania Avenue, NW, Suite 1425
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Selected Literature on Geographic and Market Segmentation

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Prepared by Jill Keesbury, USAID Development Information Services

1. Measuring the Effects of Geographic Targeting on Poverty Reduction

by Judy L. Baker , Margaret E. Grosh

English BC 42 pages

Published July 1994 by World Bank

<http://www->

wds.worldbank.org/servlet/WDSContentServer/WDSP/IB/1994/07/01/000009265_3970311122010/Rendered/PDF/multi0page.pdf

ISBN: 0-8213-2666-X SKU: 12666

Presents some of the technical issues facing planners in designing geographically targeted programs.

Low growth and tight fiscal constraints have led many Latin American governments to introduce new mechanisms for improving the effect of poverty programs while reducing their cost. Because of its simplicity, targeting benefits to the poor by geographic location is becoming increasingly prevalent. Regions can be given priority on the basis of existing data. This paper presents some of the technical issues facing planners in designing geographically targeted programs and the impact those programs may have on reducing poverty.

Mechanisms for identifying priority regions are examined, and simulated geographic targeting schemes are outlined using data from Jamaica, Mexico, and Venezuela. A comparison is provided between geographic targeting and other transfer methods.

The paper concludes that the more precisely defined the geographic region, the greater the reduction in poverty.

2. Geographical Targeting for Poverty Alleviation: Methodology and Applications

Edited by Hippolyte Fofack , David Bigman

English BC 322 pages

<http://www->

wds.worldbank.org/servlet/WDSContentServer/WDSP/IB/2000/11/04/000094946_00102111465045/Rendered/PDF/multi_page.pdf

Published October 2000 by World Bank ISBN: 0-8213-4625-3 SKU: 14625

"..in many developing countries, there are large differences in economic conditions and the standard of living between regions, and even between communities within the same region. In many countries, poverty has a clear geographic dimension, since the poor are often concentrated in pockets of poverty. Therefore, the design of poverty alleviation policies must also have a significant spatial component." Although development projects are carefully designed and meticulously evaluated for cost effectiveness and benefits, too many of them are not sufficiently targeted geographically. The growing availability and use of spatial data, organized in a computer system such as a geographical information system (GIS), makes it more feasible to analyze the impact of projects in specific locales and to achieve more effective targeting. Geographical Targeting for Poverty Alleviation introduces the basic concepts of a GIS. It also demonstrates how to organize geographic and nongeographic data. In addition, it presents different methods for using the data of the Household Income and Expenditure Survey, together with other surveys and the population census, to provide estimates for the standard of living and the incidence of poverty incidence in different geographical areas of a country. Ultimately, these estimates should be used to establish guidelines for targeting poverty alleviation projects. This publication illustrates different GIS applications for identifying the project's target population, determining the project's spatial

"sphere of influence" or deciding where to locate public facilities. This publication is of interest to task managers, economists, development researchers, and geographers.

3. USAID Turkey- The Contraceptive Self-Reliance Project

In the early to mid-1990s, several factors contributed to USAID's decision to phase out assistance for family planning in Turkey. As a middle-income country, Turkey reached a point in its economic development that signaled USAID to evaluate its foreign assistance program. The U.S. and Turkish governments developed and agreed to a new strategy. This strategy called for a five-year program from 1995–1999 emphasizing expanding access to and improving quality of FP/RH services in both the public and private sectors; development of NGO networks; and the phaseout of contraceptive donations.

POLICY project in Turkey : overview, results and lessons learned

http://www.dec.org/pdf_docs/PNACQ130.pdf

Toward contraceptive self-reliance in Turkey : results from a pilot test of a cost-sharing mechanism : full report

http://www.dec.org/pdf_docs/PNACP648.pdf

4. Initiating Public/Private Partnerships to Finance Reproductive Health: The Role of Market Segmentation Analysis (No. 7)

Berg, R. *May, 2000*

POLICY project working paper series, no. 7

http://www.dec.org/pdf_docs/PNACJ045.pdf -or-

<http://www.policyproject.com/pubs/workingpapers/wps-07.pdf>

The purpose of this paper is to familiarize policymakers with market segmentation analysis and its role in supporting more efficient and effective resource use. Specifically, the paper summarizes how market segmentation analysis helped initiate public/private dialogue to guide resource allocation decisions in four countries: Turkey, India, Morocco, and Brazil. In Morocco and Turkey, market segmentation analysis results were central to public/private reproductive health finance discussions and guided public sector decisions to concentrate resources more heavily on the most vulnerable and needy population groups. In Brazil and India, market segmentation analysis findings helped guide reproductive health finance discussions between donors and the private sector that led ultimately to private sector expansion.

5. Contraceptive Self Reliance through Financial Sustainability: A Market Segmentation Approach

Alana, B. and others *October, 2002*

http://www.policyproject.com/pubs/countryreports/PHIL_CSR.pdf

The overall objective of the study is to develop a financial sustainability strategy for contraceptive self-reliance (CSR) in the Philippines using a market segmentation approach. The development of such a strategy is in keeping with the statement of the Department of Health (DOH) in its 2001 Family Planning (FP) Policy that PhilHealth shall be a key partner in the mobilization of investments in the FP program, and that the DOH will adopt the recommendations of the technical working group on the

Contraceptive Independence Initiative (CII). In particular, the CII will segment the population and will ensure the availability of commodities for all segments through direct subsidy, health insurance, socialized pricing, and/or commercial procurement.

6. Policy Lessons Learned in Finance and Private Sector Participation (No. 2)

Smith, J., R.Ritzenthaler, E.Mumford *March, 1998*

<http://www.policyproject.com/pubs/workingpapers/wps-02.pdf>

This paper examines lessons learned in USAID's OPTIONS and POLICY projects, both of which have worked extensively in developing countries to foster private sector involvement in family planning and reproductive health care. It presents lessons learned during implementation of these activities and emphasizes ways to strengthen the policy climate and plan for service expansion. Following a general discussion of lessons learned, the paper includes examples from 11 countries that describe efforts to remove impediments to private sector participation and effective health care financing. The issues range from taxation of imported commodities in the Philippines to divestiture of contraceptive brands in Jamaica to market segmentation in Egypt. In sum, the country examples illustrate the steps governments can take to ensure adequate financing of their programs, use their resources efficiently, and tap the extensive resources of the private sector.

7. 2001 Conference: Segmenting Markets to Maximize Contraceptive Security

Accepted industry figures predict that, by 2015, developing countries will be facing a shortfall of \$210 million per year in funding needed for contraceptives. In December 2001, the DELIVER project of John Snow, Inc., and the Commercial Market Strategies (CMS) Project headed by Deloitte Touche Tohmatsu convened a seminar of key players to discuss this shortfall and the potential for using market segmentation to help alleviate it.

Agenda and PowerPoint Presentations

http://www.deliver.jsi.com/2002/Archives/PA/cis_event/index.cfm

Conference Summary from Commercial Marketing Strategies

http://www.cmsproject.com/news/articles/contraceptive_sec_conf.cfm?view=#url.view

JSI Wrap-up article

http://deliver.jsi.com/pdf/on_track/seminar12-4.pdf

8. Administering targeted social programs in Latin America : from platitudes to practice

M. Grosh, 1994

World Bank Publication

<http://www->

wds.worldbank.org/servlet/WDSContentServer/WDSP/IB/1994/01/01/000009265_3970128111710/Rendered/PDF/multi0page.pdf

The conceptual issues of targeting are well understood. Whether, how and how much to target social services or subsidies to the poor depends on balancing the benefits and costs in a given set of circumstances. The benefit of targeting is that it can concentrate expenditures allocated to poverty alleviation or social programs on those who need them most. This saves money and improves programs efficiency. The costs are the administrative cost of identifying potential beneficiaries, possible economic losses due to disincentive effects and any loss of political

support for the programs. It is often assumed that, as the accuracy of targeting and hence the benefits increase, the associated costs will increase as well. Knowledge of the size of the tradeoffs faced in real programs, however, is scarce. Latin American governments have recently become markedly more interested in targeting their social expenditures than they were in past decades. Now that serious attempts are being made to target social expenditures, practical questions are arising about how best to do so. Which targeting mechanisms provide the best targeting outcomes? What are their administrative costs? What are their administrative options and requirements? These, and a host of subsidiary questions, are the focus of this study. It is designed to fill the gaps in our knowledge of the practicalities of administering targeted programs. It should also help to determine whether expectations of targeting success or administrative failure are realistic and what it takes to make targeting work. This book synthesizes information drawn from 23 case studies commissioned for this comparative work and from other sources on seven additional programs. The study focuses on the targeting outcomes and the administrative costs, options and requirements of targeting mechanisms in a variety of social programs in Latin America. This study assumes that all the programs were aimed generally at the poor and that targeting a food supplement program is much the same as targeting the cash transfer program or and education program. **Keywords:** Social services; Poverty mitigation; Social institutions; Subsidies; Aid targets; Case studies; Administrative expenses

9. Public spending and the poor : theory and evidence

Document Type: Publication (Book)

Van de Walle, D. and K. Nead (des.)

World Bank Book, 1995.

<http://www->

wds.worldbank.org/servlet/WDSContentServer/WDSP/IB/1995/11/01/000009265_3961219113628/Rendered/PDF/multi0page.pdf

Public spending is a potentially powerful instrument for fighting poverty. But how well is it achieving this objective? Can public expenditure policies be made more pro-poor? As budget cuts limit public resources, how can governments protect poor people? This book offers a critical assessment of the state of current knowledge on the distributional impacts of public spending for developing and transition countries. It focuses on the distribution of benefits from spending categories that have traditionally been seen as pro-poor, including education and health expenditures, food subsidies, cash transfers, and public employment schemes. The various chapters cover the spectrum of theoretical and empirical issues that need to be addressed to better understand the impacts of public spending policies on poor people. By helping to bridge the gap between theory and practice, the book will prove useful to scholars, students and policymakers alike. **Keywords:** Policy making; Poverty mitigation; Social security; Public education; Public health; Income distribution; Health expenditures; Women ' s education; Employment; Cash transfers; Food subsidies; Labor supply

See chapters on:

The Political Economy of Targeting 11

Amartya Sen

*The Determinants and Consequences of the Placement
of Government Programs in Indonesia 114*

*Public Schooling Expenditures in Rural Pakistan: Efficiently
Targeting Girls and a Lagging Region 187*

10. Role of Audience Segmentation in Social Marketing.

[I couldn't find an electronic copy of this today, but may be able to locate one with a few days searching. Let me know if you're interested in this one, and I'll try to find it for you- Jill]

Subfile: Health Promotion and Education

Format (FM): Journal article.

Language(s) (LG): English.

Year Published (YR): 1999.

Author (AU): Fugal, S.; Neiger, B.L.; Thackeray, R.; Barnes, M.D.

Source (SO): Health Educator. 31(1):11-15, Fall 1999.

Abstract (AB): The authors discuss the role of audience segmentation in social marketing and public health interventions. The article (1) summarizes the history and development of audience segmentation, (2) identifies and defines examples of audience segmentation models, and (3) discusses application of audience segmentation to public health campaigns. The foundation of audience segmentation stems from the results of social science and social philosophy, marketing, and communication studies. These have led to the concepts of accountability and competition for people's attention and time. In this context, segmentation is used to match appropriate intervention strategies with well-defined subgroups to achieve desired outcomes. Three types of segmentation models are discussed. The first groups multiple variables into five major categories: (1) Geographic, (2) demographic, (3) psychographic, (4) attitudinal, and (5) behavioral. The second model is based on a paradigm of inner and outer nests, or segments. The third model, proposed by the Centers for Disease Control and Prevention, suggests weighting and prioritizing a number of criteria related to the goals of a campaign before deciding which subpopulation to segment. It is based on the Ability Factor Approach, which examines six ability categories to determine the segment most likely to achieve the desired outcomes. Two examples of audience segmentation applied to public health campaigns are discussed: (1) A worksite health promotion program at a major western university in which the employees responses to a questionnaire about lifestyle practices were grouped into demographic, behavioral, and psychosocial variables; and (2) an analysis of data obtained in the Stanford Five-City Project used to segment a population according to cognitive, behavioral, health oriented, and communication variables to help guide planning for a cardiovascular disease risk reduction campaign. 1 figure, 23 references.

Major Descriptors (MJ): ACCOUNTABILITY. CENTERS FOR DISEASE CONTROL AND PREVENTION. GUIDELINES. HEALTH EDUCATORS. HEALTH PLANNING. HEALTH PROMOTION. INTERVENTION STRATEGIES. LIFESTYLE. MODELS. PROGRAM DEVELOPMENT. RISK REDUCTION PROGRAMS. SOCIAL MARKETING. TARGET GROUPS. WORKSITE.

Minor Descriptors (MN): Stanford Five-City Project.

Verification/Update Date (VE): 200110.

Accession Number (AN): HE0100774.