



Anticipatory Action Activation

Madagascar



Anticipatory Action to mitigate the impact of drought in Madagascar

In November 2024, in anticipation of a forecasted drought during the 2024/25 rainy season, the World Food Programme (WFP), under the leadership of the Government of Madagascar, started implementing Anticipatory Actions (AAs) to mitigate the potential drought's impacts on the lives and livelihoods of highly vulnerable people in four communes in the district of Tsihombe, located in southern Madagascar.

This activation was triggered based on a forecast trigger model for drought in the Great South of Madagascar, developed by WFP in partnership with the General Directory of Meteorology, the National Risk Management Office and the International Research Institute for Climate and Society (IRI). The trigger model established trigger thresholds for mild, moderate and severe drought scenarios to guide the AA readiness and implementation phases.

The October – December (OND) 2024 forecast, issued in September 2024, indicated that the thresholds for the moderate scenario were exceeded in Tsihombe District. Based on this forecast, a committee formed by the Anticipatory Action Technical Working Group decided to activate in the district.

The Anticipatory Action (AA) assistance provided during [the 2023/2024 activation](#) demonstrated its effectiveness in improving food security outcomes, reducing reliance on consumption-based coping strategies, and directing cash primarily toward food purchases. Lessons learned from that activation have been integrated into the current implementation.

Key facts

Location: four communes in the district of Tsihombe, Atsimo Andrefana region.

Number of people supported with early warning messages	57,500
Number of people supported with anticipatory cash-based transfers	57,500

WFP is implementing a series of anticipatory actions as part of this coordinated effort:

- 1) **Dissemination of early warning (EW) information:** Starting in November and for four months, EW messages will be broadcast via local radio stations, incorporating lessons learned from last year's activation. The messages will be translated into local dialects and shared through additional channels, including awareness-raising sessions in public places during peak activity days to reach more of the target population. Complementary communication tools and platforms, such as posters, community general assemblies, and further awareness-raising sessions, will also be utilized.
- 2) **Distribution of multi-purpose cash transfers:** Cash transfers will be distributed from December 2024 until January 2025, prior to the harvest season. Households will receive 120,000 MGA (USD 26) each to purchase food stocks while prices remain stable. This will help them protect their purchasing power since they may struggle to meet their food needs when yields decline and prices increase significantly.

The anticipatory actions will 1) allow households to make informed and timely decisions ahead of the forecasted drought; 2) safeguard their homes, income, valuable assets, and the vulnerable members of their family, such as people with disabilities and children; 3) empower communities to meet their food and nutrition needs before and after the predicted crisis.

This implementation is made possible through USD 1 million from the Norwegian Agency for Development Cooperation (NORAD). This support empowers vulnerable individuals to anticipate, prepare for, and recover from the impacts of the forecast drought, safeguarding their lives, livelihoods, and food security.

