



World Food Programme

SAVING LIVES
CHANGING LIVES

People's experience of anticipatory action

Mapping the user journeys of anticipatory action in Mozambique

February 2025

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Introduction

Climate extremes are a major driver of food insecurity, with events like floods, droughts, and storms causing up to 90% of natural hazards worldwide. These climate crises also intersect with other hunger drivers, such as conflict and economic downturns, increasing the risk of humanitarian disasters. To manage these complex challenges effectively, **humanitarian systems must shift from reactive responses to proactive risk management.**

WFP's anticipatory action programmes exemplify this shift by enabling funding and action before severe weather events occur. They employ planned, proactive measures or "anticipatory actions" taken to **protect** people, their assets, and their livelihoods **before** a forecasted hazard strikes. They depend on early-warning systems, pre-agreed action plans, and pre-arranged funding to enable rapid and targeted interventions, like cash-based transfers, in-kind support, and early warning messaging. **The goal is to reduce the potential impact of climate hazards on lives, livelihoods, and**

infrastructure, by bridging the gap between emergency response, disaster preparedness, and resilience-building efforts. Since its launch in 2015, WFP's anticipatory action portfolio spans 36 countries in Asia, Africa, and Latin America and the Caribbean.

While there is much quantitative evidence on the impact anticipatory action has across different contexts, **there is less qualitative research that examines how these interventions work for different types of people. This report aims to address that gap** by exploring the user journeys of WFP's anticipatory action recipients in Mozambique. **By capturing the experiences from the point of view of the recipients of that assistance, in their own words, this report captures the realities of anticipatory action on the ground, identifying what works well, and highlighting areas for improvement.** These insights will help refine WFP's approach, ensuring that anticipatory action is as effective, inclusive, and responsive as possible.



Anticipatory actions implementation in Sofala province.

Mozambique's Anticipatory Action Plan (AAP)

Mozambique is consistently ranked among the most affected countries by extreme weather events globally, according to the Global Climate Risk Index. In 2016, following an El Niño-induced drought affecting over 2.2 million people, the Mozambican government began exploring anticipatory action to enhance drought prevention and mitigation. By 2019, WFP became a key partner, supporting sectors like Hydrometeorology, Agriculture, Social Protection, and Disaster Risk Management. In 2020, WFP helped establish Mozambique's National Drought Technical Working Group for Early Warning Systems and Anticipatory Action, bringing stakeholders together to define and coordinate strategies. In its 2022-2026 Country Strategic Plan, WFP prioritizes disaster risk financing and anticipatory action under Outcome 4, aimed at strengthening national and subnational capacity to safeguard at-risk populations through improved early warning and anticipatory actions.

Over the course of its partnership with WFP, Mozambique has become a regional champion in anticipatory action, evolving from mostly reactive approaches to a dedicated early warning system for drought, generating forecasts, monitoring trigger thresholds, and a national AAP. During 2023/24 rainfall season, the El Niño induced drought affected southern Africa, and Mozambique was one of the hardest hit countries. **Following the El Niño drought forecast Mozambique's AAP was activated several months before the peak of the drought in nine districts across Gaza, Sofala, and Tete provinces, with over 270,000 reached through the dissemination of tailored early warning messaging between October 2023 and May 2024. Approximately 7,800 households in Gaza then received commodity vouchers, while approximately 4000 households across Sofala and Tete received cash and vouchers.**



Anticipatory actions implementation in Sofala province.

User journeys of anticipatory action

This report provides insight into people's experiences of receiving anticipatory action assistance from the Government of Mozambique with support from WFP as part of an expansion of the national social protection programme. **Based on a series of qualitative semi-structured interviews carried out in June 2024, it captures people's "user journeys" of receiving anticipatory action assistance, by documenting their accounts in their own words, from first finding out about the programme and registering for it, to receiving and using their assistance.**

The overarching research question guiding this study was **how the anticipatory action interventions were experienced differently by key profiles of households**. It set out to capture different households' experiences of receiving early warning messages and of commodity voucher or mobile money to deal with the effects of the drought, and what they feel could be improved upon.

As part of a kick-off workshop, Country Office colleagues were tasked with developing a series of profiles that would be sampled as part of this study. Participants considered demographic characteristics including age, gender, literacy, household size and care obligations, disability status, and location in terms of how they shaped people's experiences of the programme. They then considered how these different profiles experienced points of interaction, or "touchpoints", across the anticipatory action programme.

Building on these considerations, the UX design team, in collaboration with Country Office colleagues, drafted interview guides and drew a sample of recipients in line with the profiles

and demographic characteristics developed. Respondents were then invited to participate in individual interviews in June 2024. **In total, 30 in-depth interviews were conducted with 18 female and 12 male respondents (n=30) across the districts of Gaza and Sofala.** The UX design team facilitated the interviews with support from WFP field staff. Detailed notes were taken throughout the consultations and collectively reviewed at the end of each day.

It is important to note that user journeys are a tool to organize qualitative findings.

The following five user journeys are made up entirely of direct quotes from recipients of the anticipatory action programme. Each user journey documents the experiences of between three to five respondents that were sample on the basis of the profiles developed in the remote workshop. They begin with an overview of the profile and their demographic characteristics. The following page illustrates¹ their experiences based on direct quotes from interviews, highlighting what people found positive and negative along their journey. The experiences of the following five profiles are explored in the user journeys captured in this report:



Manuel's user journey showcases the experiences of uneducated older heads of household in Sofala as they receive mobile money via M-PESA² to help mitigate against the effects of the drought before they materialize.



Ana's user journey provides insight into the experiences of older and widowed heads of household in Gaza receiving food items because they are no longer

¹ The profiles were illustrated using Canva's Magic Design AI illustrator, based on basic prompts specifying location, age, gender, and household size.

² Mobile money financial service provider platform that was used for transfer of anticipatory cash transfer values.

able to provide for their children and grandchildren due to the drought.



Marcia's user journey also showcases the experience of an older widowed head of household receiving food items for her and her dependents who struggles to act on the early warning messaging provided.



Kiandra's user journey showcases the experiences of young married females whose husbands are heads of their household receiving anticipatory action assistance via M-PESA in Sofala.



Neusa's user journey provides insight into the experiences of middle-aged single female heads of household with a disability receiving mobile money via M-PESA in Sofala.

Each of the following user journeys captures the process experienced by respondents in their own words. This process began in October 2023 when targeted communities were invited to attend information sessions to disseminate early warning messaging organized by the National Institute of Social Action (known as Instituto Nacional de Acção Social [INAS] in Portuguese) and WFP. Targeted recipients in Sofala then received a mobile phone along with 2,500 Mozambican Meticals³ (MT) via M-PESA. Mobile connectivity issues in Gaza disqualified mobile money as a viable modality so recipients received commodity vouchers that included rice, beans, maize, oil, and salt. Targeted recipients across both provinces received a double transfer in April, as their cash-based transfers or commodity vouchers scheduled for March were delayed.



Anticipatory actions implementation in Sofala province.

³ Approximately US\$39.

Manuel's profile

58-year-old head of household
in rural village in Sofala province



Manuel, 58



Nalazi,
Gaza Province



Assistance
received:
**Mobile
money**



Literacy:
Able to read



Household
composition:
**Lives with his
wife and three
children**

“ My name is Manuel, and I live in Caia with my wife and our three children. We have two sons and one daughter. The older two are already finished with school and the youngest is in her final year. I never went to school myself. We all work on the fields together to plant corn, potatoes, and beans. Nothing grows these days, however. There's no rain anymore and no possibility to irrigate our fields. We just wait for God to bring back the rain.

”

Manuel's journey

1



I find out about the programme

People working for WFP and INAS told us to come together about a programme that we would receive. They told me that they can put my name down for this programme so that I can receive a phone to receive money. They said that we should use this money to buy food and sustain our family. WFP and INAS can see how we struggle in this area and that we don't have any rain for our fields. That's why they decided to give this money. I think I was selected because I am old and have problems with one of my eyes.



Understands that assistance is part of drought response

2



I receive a mobile phone and money

After the community meeting, phones and SIM cards were handed out and we waited to receive our money. They also told us to prepare for the drought, suggesting we cultivate crops in low-lying areas close to rivers.

I had never used M-PESA before but it's easy. I can read and write so I had no difficulty reading the message I received saying I had been transferred money. I went to our local M-PESA agent and got all my money from my account in cash.



Finds M-PESA easy to use

3



I spend my money

I used it to buy food and school materials like books, bags, and pens. We received MT7,500 in total, first MT2,500 then MT5,000. I couldn't share the money with anybody else because food has gotten more expensive lately. I used to buy a packet of rice for MT1,000 but now it cost more than MT1,400. These last two months I've been able to grow small amounts of potatoes and beans. But the hardest period will be in the coming two months when, because of the lack of rain, things will get worse. This is when the assistance will be needed most, but we've already stopped receiving it.

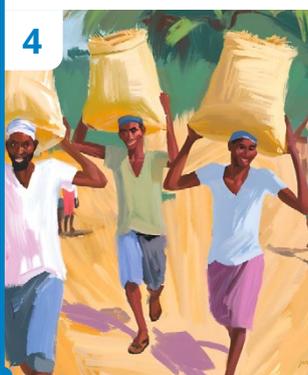


Prices for food items have increased



Assistance has already stopped even though more will be needed

4



My thoughts about the programme

Money is better than receiving food. When you receive food, you carry it through town and your neighbours will see that you have food. As not everyone is receiving this, it will make them envious. With cash I receive it directly to my account and can go buy food when I want, without everyone seeing and watching.

What we need here are motorized pumps that would help us irrigate our fields. It's not that we don't have water here, it's just that it doesn't rain so without an irrigation system our fields remain dry.



Prefers receiving mobile money over commodity vouchers



Programme does not include support for irrigation

Ana's profile

68-year-old single head of household
in a rural village in Gaza province



 Ana, 68

 Nalazi,
Gaza Province

 Assistance
received:
**Commodity
voucher**

 Literacy:
Unable to read

 Household
composition:
**Lives with her
four children
and her three
grandchildren**

“ My name is Ana, and I am a mother of five children. four of them live with me Here in Gaza along with their own children, one of whom needs regular medication and must go to the hospital once a month. I never went to school when I was young, but I am our family's breadwinner since my husband is no longer with us. I farm maize, beans, and cassava. If we need cash to buy things that I cannot grow I usually sell a chicken.

”

Ana's journey

1



I find out about the programme

A local government representative brought together all the communities to tell us about a drought that was coming. He told us that we should use the food we have carefully because things would be difficult in the future. However, a few days later it rained, and everyone thought the government representative was wrong, but then the drought really hit. We've been using up our food reserves since then because we're not able to grow much anymore.



Warnings of drought were dismissed by some due to rainfall

2



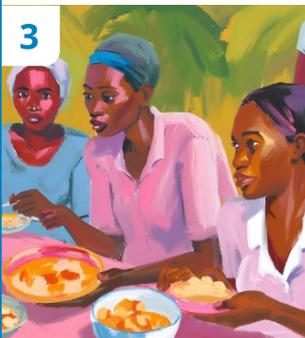
I receive a commodity voucher

A few months ago, someone came and told us we would receive food on that day. First there was an information session where they explained what would happen and what we should do with the food we received. They told us not to sell it. They also spoke about the risks of gender-based violence and that it would not be tolerated at all. Then they called us out one by one to two different tables where I showed them my election card and they gave me a voucher. Using that voucher we then got rice, beans, maize, oil, and salt on the second table.



Information provided as part of the information session was clear

3



I spend my money

After we received our food items, my children helped me to carry them back home and we immediately started cooking them. I used it all to feed my family and shared some of it with my two neighbours. They didn't get anything from this programme, and I felt ashamed to eat without giving them anything.

Even though they said we would receive this food package three times, they never came in the second month and then gave us twice the amount in the third month.



Pressure to share assistance with others



Distribution was delayed without communication

4



My thoughts about the programme

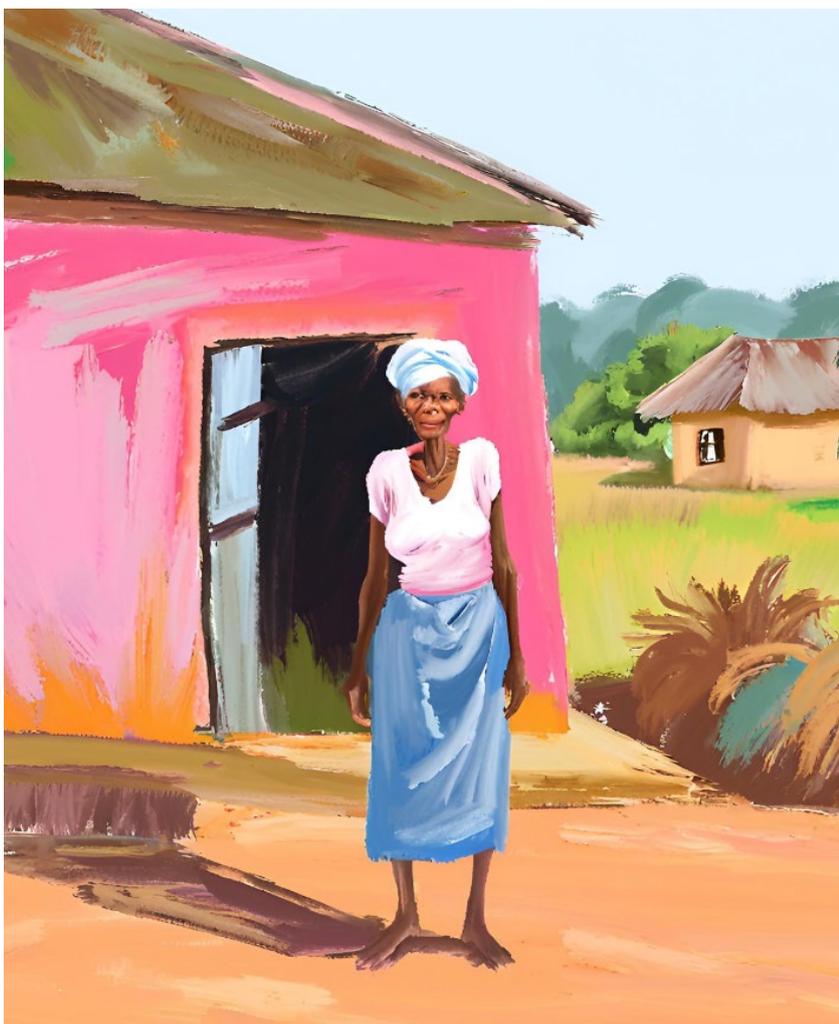
I prefer receiving food to money. Money will make me want to spend it on different things that aren't as important as food even though all we really need is food. When I receive food, I know we have it and I don't need to worry. The drought here affects everyone. All the money we have has to be spent on food anyway, even though we still have other needs. That's why everyone here is affected in the same way because of the drought. I don't know what we would have done if we had not received this food. We are still eating it. I just hope we can return to growing our food soon.



Prefers commodity vouchers over mobile money

Marcia's profile

Single head of household in a rural village in Gaza province



Marcia



**Nalazi,
Gaza Province**



Assistance received:
Commodity voucher



Literacy:
Unable to read



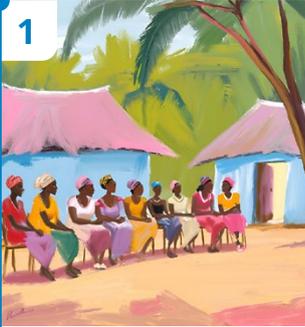
Household composition:
Lives with her two daughters and four grandchildren

“ My name is Marcia and I don't know how old I am. I moved to Chokwe many years ago when I got married. My husband died a long time ago when the civil war started. I now live here with my two daughters and four grandchildren. They depend on me, so I make the decisions in our home. I have my fields where I produce maize and beans. I never went to school so I cannot read or write but my daughters help me when I need it. One of my daughters has a cognitive disability.

”

Ana's journey

1



I find out about the programme

We found out about this programme from our community leader. He said some visitors will come from WFP and INAS. When they came a few days later they explained that we would receive food items three times – once every month for the next three months. They told us we should use it wisely and that if we used it up too quickly, we would struggle when the drought gets worse. They also told us to be careful with the crops we plant to make sure we don't plant something that will not survive the drought.



Information provided as part of the information session was clear

2



I receive a commodity voucher

When we found out that we would be receiving food items, we were really happy. I told my children that God exists, even if he takes his time to answer our prayers. The people handing out the food told us that this food was a gift. This meant that we could not sell it but, if we wanted to, could share it with others. There are people in my community that did not receive this support. I understand that not everyone can be chosen and was glad that we were, but I also hoped others would receive something similar soon, especially because we are all not able to grow anything on our fields.



Happy to have received food items



Concerned about others in her community not targeted

3



I spend my money

When we brought the food home I cooked with my daughters, and we ate it. I wanted to share it with others, but it wasn't enough.

I had no clue how to prepare for the drought. We are completely dependent on agriculture in our community. We live off our fields so if it doesn't rain there really isn't much we can do. The drought was a big challenge for us. We had put in so much work in the fields, but then it didn't rain at all. It is particularly challenging for widows like me, since we are the sole breadwinners of our families.



Unable to share assistance with others



Early warning messaging did not help prepare for the drought

4



My thoughts about the programme

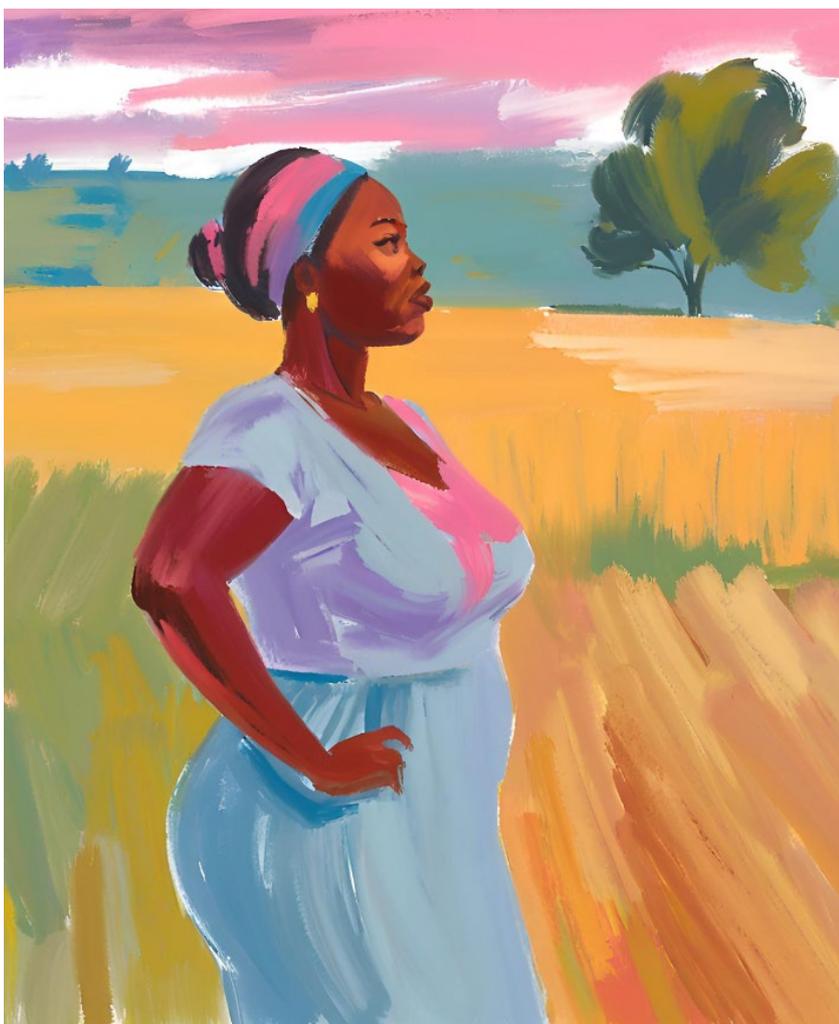
This year the drought is too extreme. You won't find anything growing in your fields. This is what they warned us about when this programme started. They said that it would not rain for a long time and that nothing would grow on our fields. I prefer food over money, especially if it is given over different rounds. Money I can spend immediately and then have no food. When I receive food regularly, I know that I will not be hungry. For me there is nothing to improve with this programme. When people give you something you cannot explain to them how to give more or in a different way.



Prefers commodity vouchers over money, especially across multiple distributions

Kiandra's profile

34-year-old woman living in a rural village in Sofala province



Kiandra, 34



Caia,
Sofala Province



Assistance
received:

**Mobile
money**



Literacy:

Unable to read



Household
composition:

**Lives with her
husband and
three children**

“

My name is Kiandra, and I am 34 years old. I am From Caia district and live with my husband, my two children, two of my sister's children, and my mother-in-law. My sister passed away a few years ago after falling ill, so I look after her children now. I went to school until the 8th grade and my children and nephews all go to school. In our house, my husband makes the decisions for us. He is a farmer and produces corn and potatoes. My children and I also work on the fields.

”

Kiandra's journey

1



I find out about the programme

We found out about this programme from our community leader and a person who works for INAS. They said that they could help some of the families in this community deal with the drought. I don't know how people were chosen to receive this support, but it was my mother-in-law who was selected because of her physical disability. They probably also chose our family because of our financial situation. Either way, we were happy to find out we were selected to receive money from INAS.



Targeting criteria are not understood

2



I receive a mobile phone and money

In March our community leader asked us to go to the local post office. I represented my mother-in-law and gave the people there my election card. I then received a mobile phone and SIM card.

They warned us about the coming drought and suggested we cultivate lower lying fields, ideally close to rivers to make use of residual moisture. I looked for better fields and even tried early maturing crop varieties, but even they couldn't survive the drought. A few weeks later I received an SMS saying we had been sent MT2,500.



Early warning recommendations not effective when applied

3



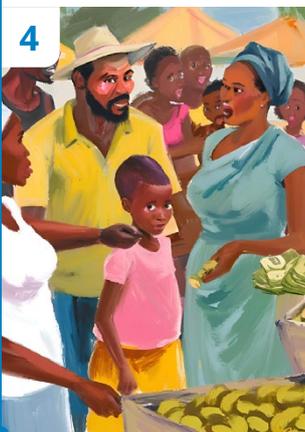
I spend my money

I immediately went to the local M-PESA agent and cashed out my money. I spent the money only on food, like they told us. They said we should go buy food as soon as we receive the money to avoid our husbands spending it on something else. I also couldn't share this money with anyone because it has become so much drier. We usually try to help others in our community who cannot work their fields anymore, but because of the drought we're all in the same situation.



Unable to share assistance with others

4



My thoughts about the programme

Thanks to this programme we were able to eat and our children could go to school. I'm glad that we received this support on a monthly basis. It helps us to know that the next month we will also have something coming, rather than receiving it all at once. For me receiving food or cash is basically the same, but if I had to choose, I would choose food. It's just less confusing than the money. If you receive money, you just argue with your family members about what to spend it on. I would also suggest including tools for our fields in this programme, like hoes, seeds and fertilizer.



Appreciates that assistance is provided on a monthly basis



Cash-based transfers can cause household tensions when deciding what to spend it on



Programme does not include agricultural inputs

Neusa's profile

42-year-old single head of household in a rural village in Sofala province



Neusa, 42



Caia,
Sofala Province



Assistance
received:

**Mobile
money**



Literacy:

Unable to read



Household
composition:

**Lives with her
five children**

“ My name is Neusa and I live in Caia with my five children: two boys and three girls. I only have enough money to send one of my daughters and one my sons to school because my husband is no longer with us. Since my childhood, I have struggled to properly move left arm and leg, I was born this way, but I still work on our fields where I plant, potato, corn and cauliflower. Since the drought, however, we have not been able to grow anything.

”

Neusa's journey

1



I find out about the programme

We found out about this programme from the community leader who told us to meet here under the tree where he told us what would happen. I think we were selected because my husband passed away a few years ago and we have been struggling with the drought. We were happy when we found out that we would receive money. He explained that this money would help us buy food during this drought when nothing was growing in our fields.



Happy to have found out they would be receiving cash-based transfers

2



I receive a mobile phone and money

People from INAS came and informed us about the drought. They said we could start preparing for the drought by planting earlier than last year and that we should do so in low-lying areas. They also told us that we would each get a mobile phone and that we would receive MT 2,500 per month for three months.

I had never had a mobile phone before! I still use it today to listen to the radio and for receiving support from relatives via M-PESA.



Continues to use the mobile phone beyond the programme

3



I spend my money

Around two weeks later my son noticed that we had received an SMS from M-PESA saying that we had received our money. We then went to our local M-PESA agent to cash out our money, which we spent mostly on food and household items. In the second month we received nothing, but then received MT 5,000 in the third month.

For any questions, INAS gave us a number that we can call if we have any questions. I just used it to thank them for the programme.



Distribution was delayed without communication

4



My thoughts about the programme

We are farmers so I think the assistance should include farming inputs like drought resistant seeds and support for irrigation systems. We need these things before the drought to prepare, and then the money during the drought when we struggle to grow food.

I also think its is better to receive all the money at once. Not only does it make it easier to plan but I also struggle to cover all our needs with smaller amounts.



Would prefer receiving all three transfers at once



Programme does not include agricultural inputs

Key findings

Each illustrated user journey highlights key challenges and best practices for future potential anticipatory interventions in Mozambique. Notably, the findings revealed less variation across different profiles than initially expected when designing the research questions. Most respondents faced similar challenges, which were less tied to their demographic characteristics such as disability status or literacy levels and more closely linked to the widespread effects of the drought, impacting households and districts in comparable ways. As such, the following section reflects on a few key findings that cut across the user journeys documented above.

PEOPLE UNDERSTAND THE ANTICIPATORY NATURE OF THE ASSISTANCE BUT STRUGGLE TO PREPARE FOR THE DROUGHT

The user journeys demonstrate that people had a good understanding of the programme's details. In all cases, they understood the anticipatory nature of the assistance they were receiving, that they should try to make it last throughout the drought, and that they should try to plant more drought resilient crops. Nonetheless, people like Marcia also note that they struggled to mitigate the effects of the drought:



“

I had no clue how to prepare for the drought. We are completely dependent on agriculture in our community. We live off our fields so if it doesn't rain there really isn't much we can do.

Marcia

”

This perceived inability to prepare for the drought was a recurring concern among recipients in Gaza and Sofala. Regardless of the modality, people felt that the anticipatory actions did not effectively help them mitigate the drought's impact. Instead, they reported that the support primarily served to bridge a gap caused by reduced agricultural output over a three-month period.

PEOPLE NEED SUSTAINED AND REGULAR EARLY WARNING INFORMATION THROUGHOUT THE SEASON

Marcia's lack of knowledge about how to prepare for the drought points to the need for more actionable early warning information to be disseminated. Alongside this recommendation, the quantitative endline assessment conducted by the Mozambique Country Office in May and June 2024 found that a majority of people *did* not receive information, training, and advice at all ahead of the drought. Among those who did receive information, trainings, and advice, the majority of respondents in the endline study indicate that they *were* able to apply what they had learned. However, they also noted that soil health, yields, crop losses, water availability, and animal losses had not improved significantly.

People not only need the right kind of information, but also need it at the right time(s) – in a timely, clear, and continuous manner to ensure that all members of at-risk communities can act effectively before a crisis unfolds. This means tailoring messages to local needs, using trusted and diverse communication channels and fostering a continuous dialogue with people like Ana:

“

A local government representative brought together all the communities to tell us about a drought that was coming. He told us that we should use the food we have carefully because things would be difficult in the future. However, a few days later it rained, and everyone thought the government representative was wrong, but then the drought really hit.

Ana

”



It is important to highlight that, **despite these concerns about the lack or adequacy of information, the endline assessment revealed that the programme delivered positive outcomes across a range of indicators:** Compared to the baseline period, recipient households demonstrated better results on the Food Consumption Score, Economic Capacity to Meet Essential Needs (ECMEN), Consumption-based Coping Strategies Index (rCSI), and Livelihood-based Coping Strategies for Essential Needs (LCS-EN). While some improvements were also observed among non-recipient households in the same areas, the results are especially encouraging because the assessment was conducted during the harvest season, when the drought's impact was most severe. These results underscore the programme's success in mitigating the adverse effects of the drought.

THE ASSISTANCE WAS WELL TIMED BUT MORE COULD BE DONE TO COMMUNICATE THE LINK WITH POTENTIAL SUBSEQUENT RESPONSE EFFORTS

Timing is crucial in mitigating the impact of a drought before its full effects are felt. Most participants consulted during this research reported receiving their mobile money or commodity vouchers at an appropriate time. However, after their final transfer or voucher, many expressed concerns about how they would cope with what they anticipated to be the most challenging phase of the drought in the months ahead. Manuel sums this challenge up as follows:

“

The hardest period will be in the coming two months when, because of the lack of rain, things will get worse. This is when the assistance will be needed most, but we've already stopped receiving it.

Manuel

”



Timing anticipatory actions for slow-onset hazards like droughts requires careful planning and monitoring as these events evolve, making concerted efforts to link with subsequent phases of the disaster management cycle, i.e.: linking anticipation to early response, response and then recovery. Delays, such as those experienced by all recipients when they did not receive their second monthly mobile money transfer or commodity voucher, can exacerbate the drought's impacts and make recovery more expensive and challenging. When delays are unavoidable, it is essential to inform people promptly, giving them as much time as possible to anticipate these fluctuations and make necessary adjustments.

AGRICULTURAL INPUTS COULD COMPLEMENT CURRENT AAS

When asked about additional anticipatory actions that could further improve people's ability to mitigate the effects of the drought, respondents often called for additional agricultural inputs. This was particularly evident among the user journeys documented in Sofala, where requests were made to distribute hoes, fertilizer, and seeds for more drought-resistant crops. Respondents also noted that there was indeed enough water in the area to continue agricultural production, but that they lacked irrigation systems that could pump water from nearby lakes and rivers to their fields.



“ I think the assistance should include farming inputs like drought resistant seeds and support for irrigation systems. We need these things before the drought to prepare, and then the money during the drought when we struggle to grow food. Neusa ”

MOBILE MONEY HAS BOTH SHORT- AND LONG POSITIVE IMPACTS

Manuel and Neusa's user journeys demonstrate the potential for digital financial inclusion thanks to the use of mobile money in anticipatory action programmes. Not only do mobile money payment systems enable quick and convenient transfers, they also provide people with a digital payment system they can continue using after the programme is concluded. This aligns with Mozambique's [National Financial Inclusion Strategy](#) and its dedication to ensure that people are able to access and use appropriate and affordable financial services that meet their

needs. The majority of respondents consulted in Sofala as part of this study reported not owning a telephone *prior* to the anticipatory action programme. The receipt of a mobile phone along with mobile money transfers via M-PESA was consistently appreciated because it provided them with access to a mobile phone and financial services that could be used beyond the lifespan of the programme.



“ I had never had a mobile phone before! I still use it today to listen to the radio and for receiving support from relatives via M-PESA. Neusa ”

While no challenges in using mobile money were mentioned by respondents, more could be done to highlight different use-cases of mobile money. Most respondents cashed out their assistance as soon as they received it, converting it into cash and spending it to purchase goods. Few seemed to make continued use of mobile wallet they could now access long term. Demonstrating how people can continue using their M-PESA accounts after receiving their last transfer could be a cost-effective way to improve digital literacy and inclusion. This could involve showcasing how M-PESA mobile money wallets can serve as an informal and secure savings tool that reduce cash reliance, and simplify the sending and receiving of remittances.

A MAJORITY PREFER CASH-BASED TRANSFERS, BUT AS A WHOLE PEOPLE HAVE A FAMILIARITY BIAS

The user journeys highlight diverse preferences regarding modalities: Manuel prefers receiving mobile money because it is less visible in his community than if he were receiving a commodity voucher.

“

Money is better than receiving food. When you receive food, you carry it through town and your neighbours will see that you have food. As not everyone is receiving this, it will make them envious. With cash I receive it directly to my account and can go buy food when I want, without everyone seeing and watching.

Manuel



”

In line with Manuel's preference, the endline assessment, found **that nearly half (47%) of the 838 respondents across Sofala, Gaza, and Tete preferred cash-based transfers, while 27% favored commodity vouchers, and 20% chose in-kind aid.** Recipients who preferred cash-based transfers cited reasons such as the ability to choose where and what to buy, as well as the flexibility to determine the quantities of each item.

Of those who preferred commodity vouchers, they cited the advantage of not needing to go to the shops, receiving items more quickly, and

maintaining decision-making power instead of relying on another household member to decide how to spend the received cash. Despite these differences, preferences across modalities appear influenced by familiarity bias: **Recipients tend to prefer the modality they are currently receiving**, likely because they are less familiar with alternatives and therefore favor what they know.

TARGETING NEEDS TO BE MORE TRANSPARENT AND BETTER COMMUNICATED

As part of the national social protection programme expansion, people receiving anticipatory assistance were uncertain about the targeting criteria used to identify recipients. Throughout the user journeys, recipients expressed concerns about others in their community who had not been selected. Many felt that everyone was equally affected by the drought and, as a result, felt pressured to share their assistance with those excluded from the programme. To address these concerns, it is crucial to improve transparency around the targeting criteria. Providing clear communication on how recipients are selected, as well as offering avenues for community feedback, can help reduce feelings of unfairness and pressure to share assistance.



Anticipatory actions implementation in Sofala province.

Recommendations

Based on the user journeys and findings from the endline assessment the following recommendations have been organized into categories of things to continue doing, things to start doing, and things to avoid.

✔ THINGS TO CONTINUE

- 1. Using M-PESA mobile money:** Maintain the use of M-PESA to ensure recipients can continue accessing and utilizing financial services even after the programme ends.
- 2. Organizing information sessions:** Continue hosting clear and accessible information sessions before the programme starts to communicate key programme details and early warning messages.
- 3. Tracking preferences and disaggregating data:** Keep monitoring recipient preferences and disaggregating data to tailor support effectively for different types of households and recipients.
- 4. Embedding people-centered approaches:** Continue incorporating people-centered approaches in the design, implementation, and monitoring of programmes to address recipients' experiences and needs effectively.

⚠ THINGS TO CONSIDER CHANGING

- 1. Improve the dissemination, actionability and consistency of early warning messaging:** Offer recipients multiple channels of *continuous* information on *how* they can mitigate the effects of drought beyond addressing immediate consumption needs. Consider the information needs of different profiles and test early warning messaging with people on a regular basis to ensure they are understood and can be acted upon as needed throughout the season.

- 2. Include agricultural inputs as part of the AA assistance package:** Introduce additional anticipatory actions that include agricultural support, such as seeds, tools, or training, to help communities take actions that better prepare them for an oncoming drought.
- 3. Better communicate targeting criteria:** Ensure recipients understand the targeting criteria and how these were applied in their community to improve transparency and trust.
- 4. Integrate resilience programming:** Align anticipatory action programmes with other resilience-building initiatives and response operations to better support households throughout the disaster management cycle.
- 5. Coordinate with other agencies:** Collaborate with other organizations to ensure anticipatory actions are implemented cohesively, and engage with organizations of persons with disabilities to promote inclusivity.

✘ THINGS TO AVOID

- 1. Delays in implementation:** Avoid delays in implementing anticipatory actions. If delays are unavoidable, communicate the consequences of these promptly so affected populations can adapt accordingly.
- 2. Top-down approaches:** Avoid designing anticipatory actions without input from local communities. Engaging communities in the design process ensures that interventions are relevant, accepted, and effective.

World Food Programme
Via Cesare Giulio Viola 68/70,
00148 Rome, Italy - T +39 06 65131
wfp.org/anticipatory-actions

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