

Post-Distribution Monitoring Survey



November 2023
Collective Kindness Project



Funded by
the European Union



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Chapter 1: Introduction

This Post-Distribution Monitoring (PDM) activity was carried out following the additional payment made in November 2023 to assist vulnerable households with their essential needs after the earthquake. A total of 98,620 households were targeted to receive a one-time payment of 1,300 TRY. This cash assistance aims to support and empower households impacted by the earthquake to address their most important needs with the freedom of choice and dignity.



378,052* INDIVIDUALS REDEEMED
94,513 Households

The targeted households were identified based on vulnerability, residential area, and the extent of damage to their buildings. Eligibility and entitlement information was provided to participants who were notified via SMS and they were directed to withdraw assistance from ATMs using a reference code provided through SMS. The 168 Kızılay Call Centre remained operational to address inquiries about the Project, and a website was created for two-way communication, allowing targeted populations to access information, report issues, file complaints or provide any feedback related to the assistance.

A self-administered survey was employed as the method of data collection and 1,636 participants completed the survey. This method allowed participants to complete the surveys at their convenience. The flexibility not only improved participant engagement but also sped up the data collection process, resulting in quicker analysis.

This report presents the main findings of the post-distribution monitoring exercise to support evidence-based decision-making and ensure the intended assistance reaches the most vulnerable.

*The average household size is four members based on TURKSTAT data.

Chapter 2: Demographics



57% 43%

Figure 1: Gender breakdown of the surveyed recipients

Women make up the majority of surveyed respondents, comprising 57%. Participants were selected from among Turkish nationals.

The majority of respondents fall within the age range of 36 to 45 years, accounting for 37% of the total sample. This figure is followed by the 26 to 35 age group, which constitutes 33%, 46 to 55 age group at 13%, and 18 to 25 and 55 and beyond age groups at 8% each.

In all age groups except 46 to 55 range, female participants outnumbered their male counterparts. Gender breakdown of respondents across age groups are presented in Table 1.

Table 1: Gender breakdown of the surveyed recipients across age groups

Age Groups		Female	Male
	18-25	6%	2%
26-35	21%	12%	
36-45	19%	18%	
46-55	6%	8%	
55 +	5%	3%	

According to the analysis, it is concluded that 92% of the households have three or more members and nearly half of those households have more than five members.

Regarding household members, the majority of respondents (86%) indicated that there are children in their household. In addition, 24% of the respondents stated that they live with at least one disabled household member.

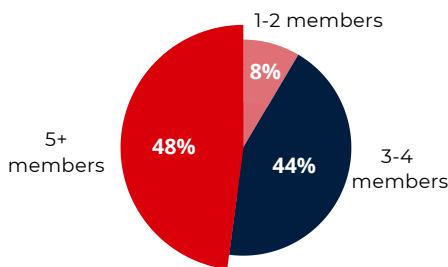


Figure 2: Household size of respondents

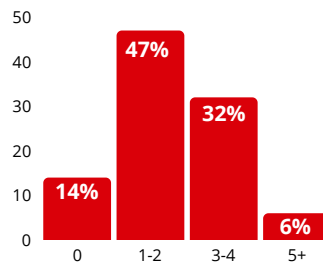


Figure 3: Percentage of children in households

Chapter 4: Findings

SMS Communication

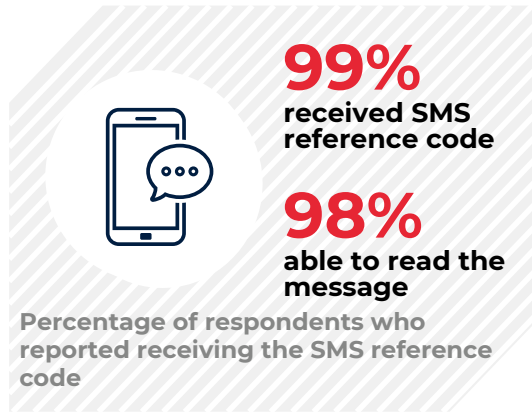
A significant majority of respondents successfully received the SMS reference code, demonstrating accessibility of the SMS communication, complemented by support from the 168 Kızılay Call Centre.

SMS reference code was delivered by Halkbank following the eligibility SMS sent by KIZILAYKART. Ninety-nine percent of participants indicated that the SMS reference code was delivered by Halkbank, illustrating the high level of accessibility of this important information via SMS. In addition, almost all of the recipients who received the reference code could

open and read the message. Nevertheless, the remaining people stated that it was difficult for them to use the reference code due to lack of mobile phone signal and their limited ability to understand the message.

The SMS modality leveraged a familiar and widely accessible communication channel for people affected by the earthquake in Türkiye. The insights from this survey reinforce the effectiveness of utilising SMS to notify recipients of their entitlements and provide further information to enable individuals to withdraw the cash assistance from nearby ATMs or banks that are most convenient to them through the SMS reference code.

While the positive findings highlight the efficacy of the SMS modality, it is essential to note the inherent limitation of this survey, which was self-administered through a link sent by SMS. Consequently, individuals who encountered challenges in navigating the withdrawal process through SMS may not be adequately represented in the results. However, the SMS modality and potential access issues were extensively explored within the larger [Collective Kindness Project](#).



Acknowledging the challenges faced by some households who did not receive the SMS or faced difficulties in utilising the SMS modality for cash withdrawal, additional support were provided through the 168 Kızılay Call Centre to assist and refer these individuals to bank branches for withdrawal of the cash assistance. Therefore, the success of the SMS modality is not only measured by its efficiency, but also in the availability of the additional mechanism to provide tailored support, taking into consideration the preferences and needs of the people we serve.

Redemption of cash assistance

Majority of the households successfully redeemed the cash assistance, but challenges such as distance to the ATMs and non-functioning ATMs present opportunities for tailored interventions.

Ninety-four percent of participants were able to successfully redeem their cash assistance. Among the participants who did not redeem cash assistance, some cited difficulties such as geographical limitations due to ATMs, banks being located too far away, or road damage as reasons. Participants also reported being unable to receive an SMS reference code as the ATM was not working, they were unable to understand how to use the ATM, or physical constraints caused them to not receive an SMS reference code.

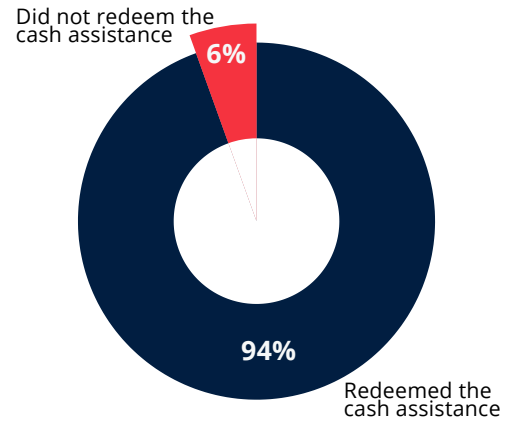


Figure 4: Redemption rate reported by survey respondents

Addressing these specific challenges faced by individuals is pivotal to ensuring inclusivity in reaching all people in need affected by the earthquake. Potential efforts include collaboration with the financial service providers to identify alternative distribution points and real-time monitoring to address ATM technical issues promptly.

96%
REDEEMED THEIR CASH

According to the information obtained from the redemption reports, the withdrawal rate at the end of the payment cycle is higher than the withdrawal rate in the PDM surveys. At this point, the programme has achieved a success by overcoming the difficulties and supporting households at this point.



Chapter 5: Conclusion

Approximately one-fourth of surveyed respondents (24%) disclosed living with at least one **household member with disabilities**, emphasizing the need to address the specific challenges faced by individuals with disabilities. The majority of **households** (92%) **have three or more members**, with almost half having over five members, underscoring the importance of tailored programmes considering the diverse needs of household members post-earthquake. Demographic characteristics reveal that women make up the majority of respondents at 57%. The age distribution shows that 37% of the total sample falls within the 36 to 45 age range, indicating a significant portion of the population potentially responsible for family caregiving and support.

The programme modality achieved a notable **96% redemption rate** among the targeted households, showcasing both the overall success of the initiative and the effectiveness of the SMS approach to cash transfer. Additionally, 99% of respondents confirmed receiving and comprehending their SMS reference codes, enabling them to access their entitlements during and after the earthquake response.

The positive outcomes affirm the **effectiveness of the SMS approach**, though it's important to recognize a limitation: the self-administered survey via SMS might not fully represent those facing challenges with the withdrawal process. The broader Collective Kindness Project extensively examined potential access issues with the SMS modality. In response to households encountering problems, additional assistance was offered through the 168 Kızılay Call Centre, guiding individuals to bank branches for cash withdrawal. Therefore, the success of the SMS method is not solely measured by efficiency but also by the availability of tailored support, addressing the preferences and needs of the recipients.

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The largest humanitarian organization in Türkiye

Türk Kızılay (Turkish Red Crescent) is the largest humanitarian organization in Türkiye, helping vulnerable people in and out of disasters for years, both in the country and abroad. Millions of people currently receive support through our programmes in cooperation with the Government of Türkiye. We are supporting vulnerable people impacted by disasters and other groups in need of humanitarian assistance.



THE INTERNATIONAL FEDERATION OF RED CROSS AND RED CRESCENT SOCIETIES (IFRC)

The world's largest humanitarian network

The International Federation of Red Cross and Red Crescent Societies (IFRC) is the world's largest humanitarian organization, reaching 150 million people in 192 National Societies, including Türk Kızılay (Turkish Red Crescent), through 13.7 million volunteers. Together, we act before, during and after disasters and health emergencies to meet the needs and improve the lives of vulnerable people.



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