



## Diversity of benefits

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Project: Merida, Mexico

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**Program background:** In 2011 Merida Project began working toward the personalization of benefits. In home visits, when asked about the benefits they receive, most families respond that they are happy with the current benefits they have chosen; however, it was discovered that certain types benefits were not being chosen and families were not even aware of their existence.

When benefits are chosen as a group some families end up receiving inadequate benefits or benefits they do not need. While Merida project desired to implement a more personalized model and give families more choices, the project faced various challenges. In 2013 after two years of preparation with mothers groups and subproject teams year's families were invited to have individualized benefits for the first time.

**Purpose of the evaluation:** To determine how Merida project is overcoming the challenges of implementation and achieving the selection of personalized benefits by families and what improvements can be made to encourage increased individual benefit selection.

**Methods:** Archival data was used to determine if there was an increase in the diversity of benefits chosen by families over three years. Random interviews were conducted to explore how families chose their benefits and if their needs were well met.

### Key findings and Conclusions:

- There has been a substantial increase in the variety of benefits from 2011-2013
- Still many families chose the same benefits that they had been receiving for years.
- Families report feeling like their voices are heard through their benefit choices; however, when the families choose the same benefits year after year this demonstrates a deficiency in goal setting.
- Some families are still unsure what benefits they are able to receive.

### Learnings and Report recommendations:

- Focus on educating families on the variety of benefits they are able to choose to receive.
- Focus on goal setting with families. What changes would they like to see in their lives, what are their future goals, and how can they use benefit selection to achieve those.