

PATH

Senegal



Welcome To Your 60dB Results

We enjoyed hearing from 277 of your beneficiaries in Senegal – they had a lot to say!

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Top Insights

1 PATH is reaching lower-income beneficiaries, many of whom did not have previous access to sensitization like this.

51% of beneficiaries have not had prior access to a sensitization program like PATH's. 66% of them reside in rural areas and 76% live on less than \$3.20 per day. This indicates that PATH is reaching an underserved base of relatively less well-off beneficiaries. There is an opportunity to further diversify this base by reaching more women and low-income individuals.

See pages [8](#) and [9](#).

2 The awareness of malaria and COVID-19 has positively impacted beneficiaries' quality of life and health.

94% of beneficiaries report improvements in quality of life, citing reduced disease incidence, improved productivity and increased savings as top reasons. 96% say the health in their household has improved. PATH's awareness program has also led to a significant decrease in health care visits (78%) and simultaneously improved the quality of service accessed.

See pages [12](#), [13](#), [14](#), and [16](#).

4 Beneficiaries see good value in PATH's service and anticipate benefitting from it for a long time.

96% of beneficiaries find good value in the awareness program by PATH-trained Community Champions. 80% of beneficiaries expect to continue benefitting from the service for over a year. Implementing the top suggestions by beneficiaries could increase your impact on their lives.

See pages [22](#) and [23](#).

3 PATH beneficiaries are satisfied with the service received and face almost no challenges.

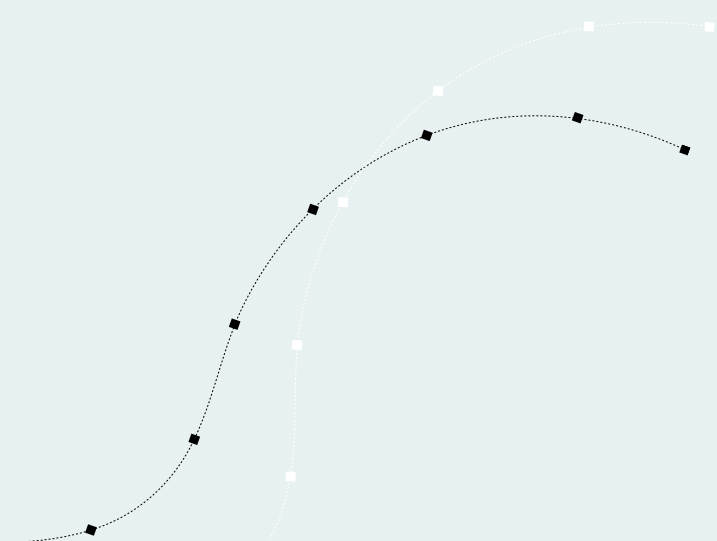
60% of beneficiaries would recommend the Community Champions' sensitization program to friends and family. The main drivers of satisfaction are increased knowledge on disease prevention and the clarity of presentations. High satisfaction is further bolstered by a low challenge rate with 93% of beneficiaries reporting no challenges.

See pages [19](#), [20](#), and [21](#).

5 PATH outperforms 60dB benchmarks for similar business models in almost all relevant metrics.

PATH performs particularly well against 60dB Health benchmarks in reaching lower-income beneficiaries and ensuring they receive a challenge-free service that keeps them loyal and satisfied.

See pages [32](#).



Performance Snapshot

PATH is doing a good job at reaching low-income beneficiaries and creating a positive impact on their quality of life and the health of their household members.

Poverty Profile

0.97

Inclusivity Ratio



Impact

96%

quality of life improved



What Impact

- 40% say disease cases reduced
- 37% talk of improved productivity
- 33% report increased ability to save

Contribution

51%

first time accessing service provided



Beneficiary Voice

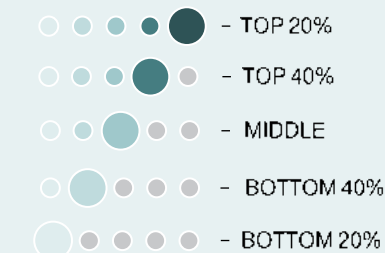
"The sensitization has allowed me to decrease my friendly visits and use of the hand sanitizer. I have not been exposed to COVID-19. Concerning malaria, people are getting sick less and less. As a result, they have the possibility to work and make savings." – Male, 20

Data Summary

Company Performance: 277 malaria and COVID-19 awareness beneficiaries, phone interviews in August 2022, in Senegal.

Quintile Assessment compares Company Performance with 60dB Health Sector Benchmark comprised of 28 companies, 17 countries, and 11k + respondents. Full details can be found in [Appendix](#).

Performance vs. 60dB Benchmark



Net Promoter Score®

48

on a -100 to 100 scale



Challenges

7%

report challenges



Health Change

96%

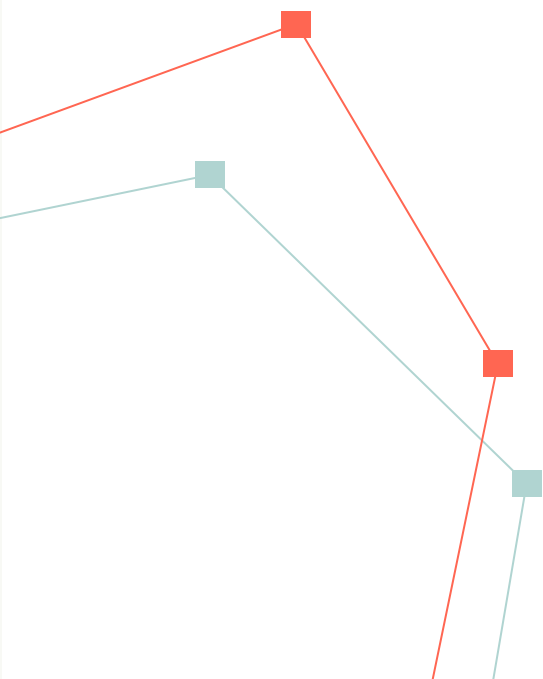
mention an improvement in health in their household

Health Change Reason

- 52% mention low rate of malaria
- 40% report reduced disease incidence
- 17% talk about sleeping under nets

Beneficiary Voices

We loved hearing beneficiaries' voices.
Here are some that stood out.



Impact Stories

94% shared how PATH's awareness program had improved their quality of life

"Malaria is the disease that most affects community members here, especially children. There have been fewer cases of malaria in my house after the outreach and this has saved me health care costs. I was able to use my meager income to cover other priority expenses." - Male, 41

"Using the advice of Community Champions has been beneficial to me. My children are no longer getting sick as they did in the past." - Male, 52

"I rarely get sick, and this allows me to save money that I used to spend on health care." - Female, 61

"Because of the sensitization program related to the preventive measures on malaria and COVID-19, I don't get sick this year and so do my family members. I have more time to work in my garden and I make more money." - Male, 55

"I no longer suffer from malaria as I used to. Therefore, I can work full-time at my farm and have a good harvest." - Male, 47

"Now I have reduced my expenses for family health because I focus on [malaria] prevention." - Female, 28

Opinions On PATH Value Proposition

60% were Promoters and were highly likely to recommend

"The talks were conducted in a very friendly atmosphere and the explanations were clear." - Female, 47

"The Community Champions explained well the causes of malaria and how to avoid it. They also explained about COVID-19, which many people in the community were questioning." - Male, 46

Opportunities For Improvement

56% had a specific suggestion for improvement

"They [PATH] should hire people who are fluent in the local community language. This will help the end-beneficiaries of the awareness to better understand the messages." - Male, 41

"There's a need to increase the frequency of the meetings." - Male, 37

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“Now I don't buy medication and I've cut on medical visits. This saves me money.” - Male, 48



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Demographics

On average, beneficiaries reside in households with 12 other members.

Almost all respondents live in Tambacounda (94%) with the rest residing across 8 counties. The majority say they live in the rural countryside (66%) while some are based out of peri-urban towns (16%) and urban cities (18%) as well.

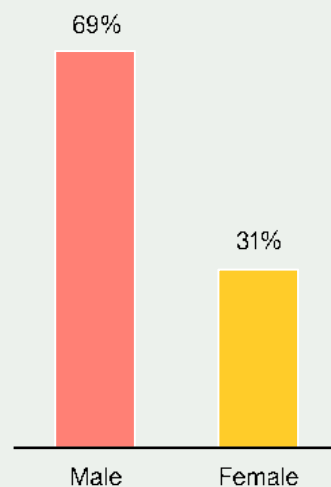
Results in this report have been segmented by gender, age, duration of engagement and area of residence and statistically significant differences have been reported. The N value signifying sample size may vary based on the survey logic and the number of beneficiaries who chose to skip the question or were unable to answer it.

69% of respondents we spoke with were men, mostly between 30-49 years old, who had interacted with the Community Champions for 4 months, on average.

About the PATH Beneficiaries We Spoke With

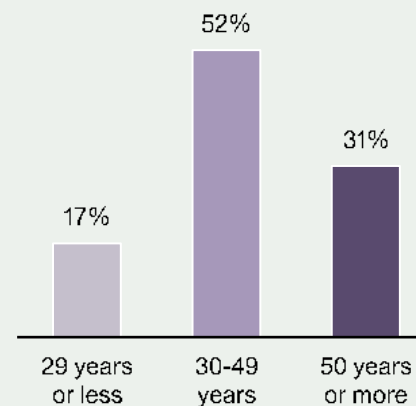
Data relating to beneficiary characteristics (n = 277)

Gender



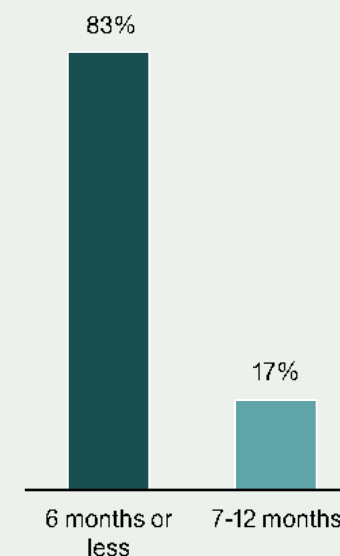
Age

43 Average years



Tenure of Engagement

4 Average months



Income Profile

PATH is doing a very good job of reaching relatively less well-off beneficiaries.

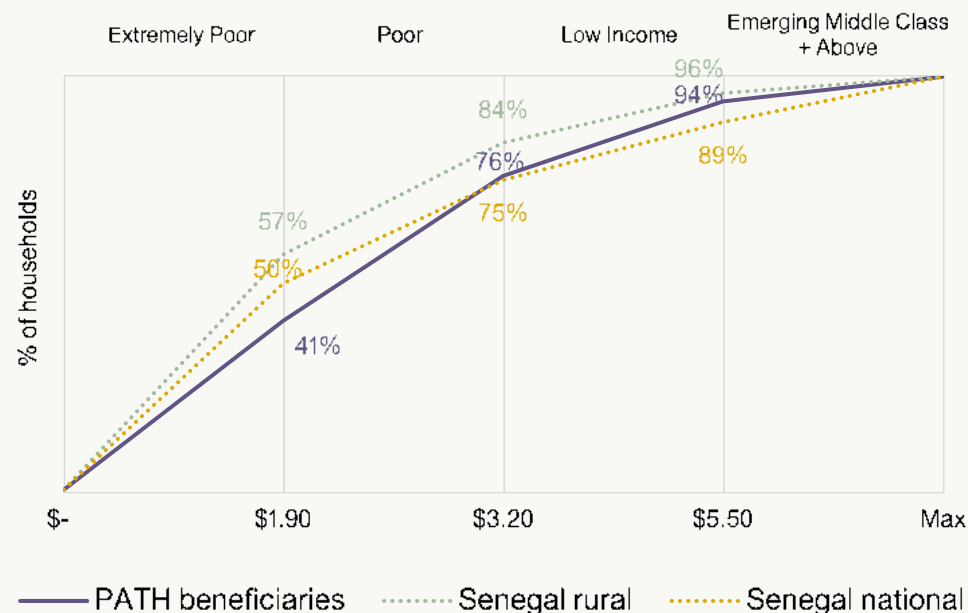
Using the Poverty Probability Index[®] we measured how the income profile of your beneficiaries compares to the Senegal national average.

76% of all beneficiaries live on less than \$3.20 per person per day, which is the poverty line recommended for Senegal by the World Bank. The resulting Inclusivity Ratio against the national averages is 0.97 which is significantly higher than the 60dB Health benchmark of 0.35.

Given that most beneficiaries reside in rural areas however, PATH could aim to further its reach and boost its rural Inclusivity Ratio of 0.88 by serving the poorest segments in these localities.

Income Distribution of PATH Relative to Senegal Average

% living below \$xx per person / per day (2011 PPP) (n = 277)



Inclusivity Ratio

Degree that PATH is reaching low-income beneficiaries in Senegal

0.97

● ● ● ● ● - TOP 20%

We calculate the degree to which you are serving low-income beneficiaries compared to the general population.

1 = parity with national average

> 1 = over-serving

< 1 = under-serving.

See [Appendix](#) for calculation.

First Access

51% of clients are accessing an awareness program like that provided by the Community Champions for the first time. This is at par with the 60dB Health benchmark.

The high percentage of beneficiaries who are accessing an awareness program like the Community Champions' for the first time suggests that PATH is reaching an under-served recipient base.

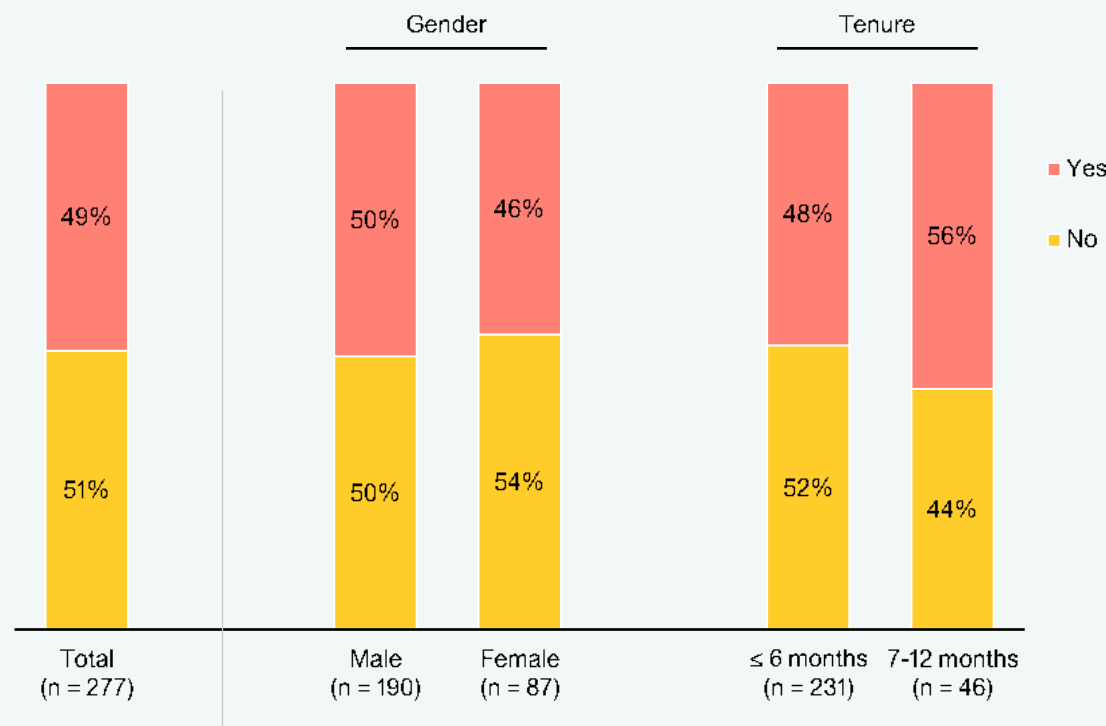
Beneficiaries residing in villages (55%) and towns (54%) are significantly more likely to be accessing such a service for the first time compared to those living in cities (35%).

Beneficiaries aged 30 years or older are more likely to be accessing a service like this for the first time (53%) compared to those under 30 years (35%).

There are no statistical differences in first-time access across gender, or tenure.

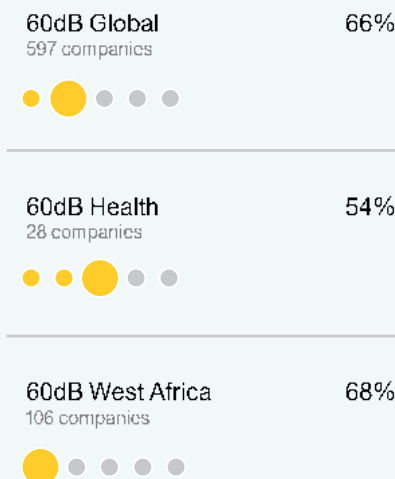
First Access

Q: Before the Community Champions partnered with PATH, did you have access to the kind of awareness raising and sensitization that Community Champions provide? (n = 277)



Benchmarks

Relative performance analysis.



Availability of Alternatives

41% of beneficiaries cannot easily find a good alternative to the Community Champions' awareness program.

The high proportion of beneficiaries who report being able to easily find alternatives suggests that PATH is in a competitive market.

These results, put in context with first access data, suggest that there are more beneficiaries who are aware of alternatives than those who have benefitted from these options.

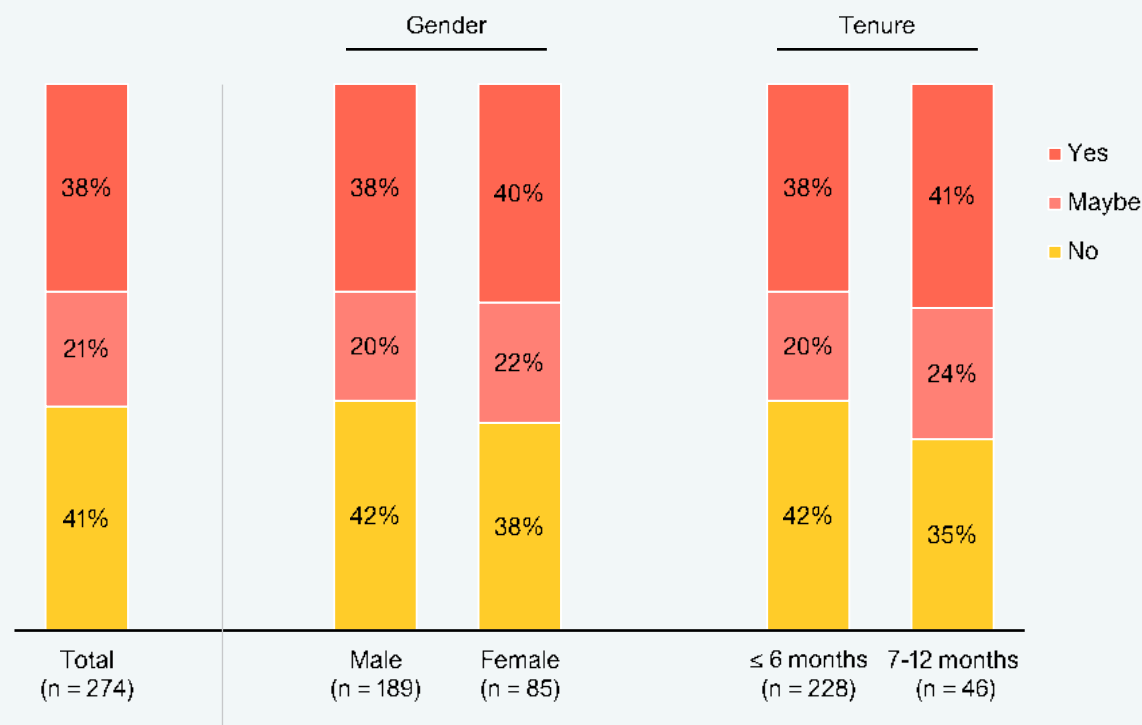
Beneficiaries in cities are more likely to have access to alternatives (55%) than those in towns (35%) and villages (34%).

Younger beneficiaries under the age of 30 are more likely to have access to alternatives compared to others (60% vs. 33%).

There are no significant differences across gender, age, and tenure.

Access to Alternatives

Q: Could your community easily find a good alternative to the Community Champions' awareness raising and sensitization? (n = 274)



Benchmarks

Relative performance analysis.

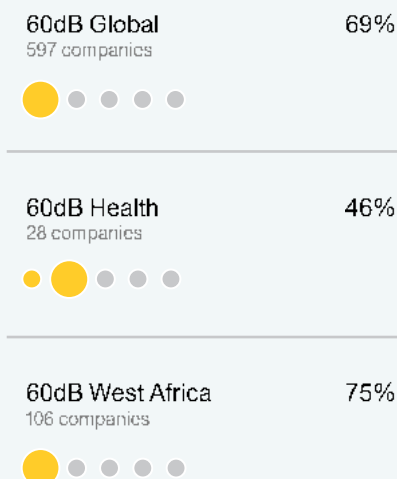


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“Before the Community Champions came to our community, I used to get sick a lot and so did my children. But since I started getting advice from them, my health has improved a lot.”
- Female, 27

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Quality of Life: Overview

To gauge depth of impact, beneficiaries were asked to reflect on whether their quality of life has changed because of PATH's awareness raising.

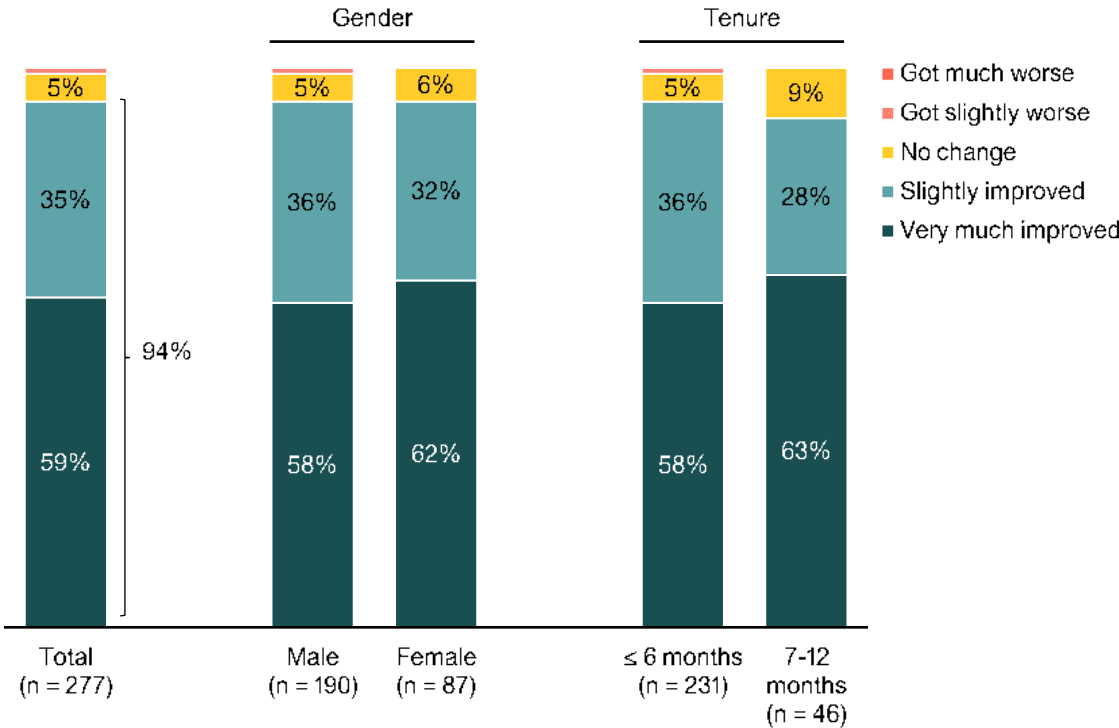
94% of beneficiaries say their quality of life has improved due to PATH's awareness raising and we saw no significant differences across gender, age, location of residence, or tenure.

Asking beneficiaries to elaborate on the reasons for this improvement and the outcomes they are experiencing allows us insight into the key areas of life that PATH has been able to impact. These details are on the next page.

Almost all beneficiaries report an improvement in their quality of life with 59% reporting significant improvements.

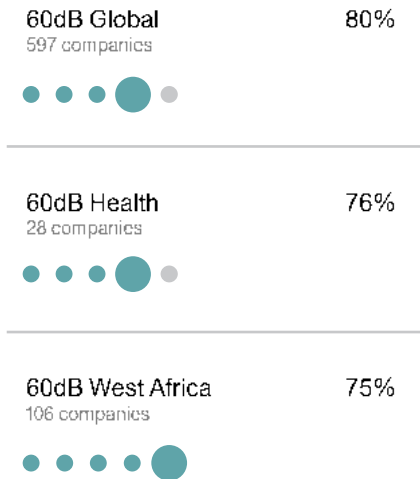
Perceived Quality of Life Change

Q: Has your quality of life changed because of the Community Champions' awareness raising and sensitization? Has it: (n = 277)



Benchmarks

Relative performance analysis.



Quality of Life: Top Outcomes

Beneficiaries were asked to describe – in their own words – the changes they were experiencing because of PATH's awareness and sensitization on malaria and COVID-19.

The top outcomes are shown on the right. Others included:

- Improved family health (18%)
- Peaceful nights / sleep (5%)

1% of beneficiaries who reported worse quality of life mentioned emergence of other diseases like the flu and continued expenditure on medicines.

When we look at beneficiaries' open-ended responses, we discovered the top three reasons why they say their quality of life has improved.

Top Outcomes for 94% of Beneficiaries Who Say Quality of Life Improved

Q: Please explain how your quality of life has improved. (n = 260). Open-ended, coded by 60 Decibels.

43%

mentioned **reduced disease incidence**

(40% of all respondents)

"We have fewer cases of malaria and the quality of service at the health post has also improved a bit. All this has had a positive impact on the quality of our lives." – Female, 48

40%

talked about **improved productivity**

(37% of all respondents)

"The fact that I am in good health allows me to work in my fields without interruptions." – Female, 26

35%

reported **increased savings**

(33% of all respondents)

"Now I can save money because I don't have to go to the hospital frequently to buy medicine." – Male, 43

Health in Household: Overview

96% of beneficiaries say the health of their household / business members has improved, with 70% reporting it has 'very much improved'.

Beneficiaries who report 'very much improved' health in household are also more likely to report 'very much improved' quality of life.

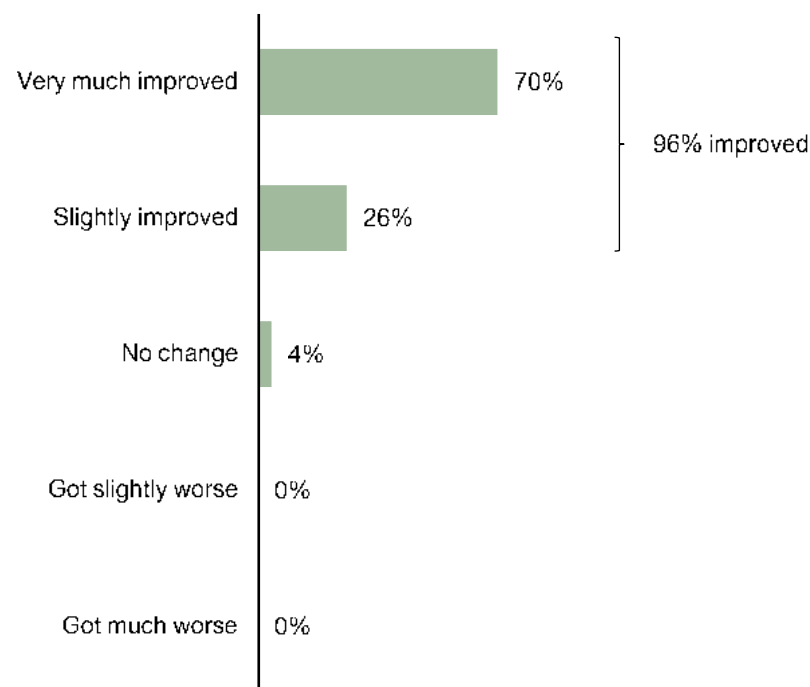
Beneficiaries under 50 years of age are significantly more likely to report 'very much improved' health in household (76%) compared to those over 50 years (64%).

There were no significant differences across gender, location, and tenure.

The majority of beneficiaries have experienced significant improvements in the health of their household and business members.

Perceived Change in Household Health

Q: Have you noticed a change in the health of household / business members since the Community Champions' awareness raising and sensitization in your community? (n = 277)



Very much improved:

"Now, malaria is no longer present in my household." – Female, 45

Slightly improved:

"This year, there are no cases of malaria in my household unlike the previous years where there were many cases." – Female, 31

No change:

"After putting into practice all the recommendations, malaria continues to exist in my home." – Male, 27

Health in Household: Top Outcomes

Beneficiaries were asked to describe how and why the health of their household and business members has improved.

The top outcomes are shown on the right. 4% of beneficiaries who reported no change in the quality of their health or that of their household members mentioned that malaria still exists in their households or businesses and that the awareness was not helpful.

94% of beneficiaries who report improved health in the household attribute it to lower disease incidence of malaria and COVID-19.

Top Outcomes for 96% of Beneficiaries Who Say Health Has Improved

Q: Please explain how your health or the health of household/business members has improved. (n = 266)
Open-ended, coded by 60 Decibels.

94%

mentioned **fewer cases of malaria and COVID-19**

(91% of all respondents)

“Every rainy season, the children and I got sick with malaria. It cost me a lot of money to take care of them. This year, thanks to the awareness regarding the preventive measures against malaria, the children have not fallen sick.”
– Female, 42

17%

talked about **sleeping under mosquito nets**

(16% of all respondents)

“There is more cleanliness and people sleep under mosquito nets. During COVID-19, wearing a mask was a habit. All this is possible thanks to the sensitization program.” – Male, 42

2%

talked about **improved access to healthcare**

(2% of all respondents)

“Before some family members had issue to do check ups at the hospital due to lack of money. Now they have easy access to health care thanks to Community Champions advising them where to find free check up.” – Female

Quality & Frequency of Health Visits

78% of beneficiaries visit a health care provider fewer times and 58% say they are able to access better quality health service.

Beneficiaries need to visit the doctor fewer times because of the awareness raising. They also report improvements in the quality of health service they access.

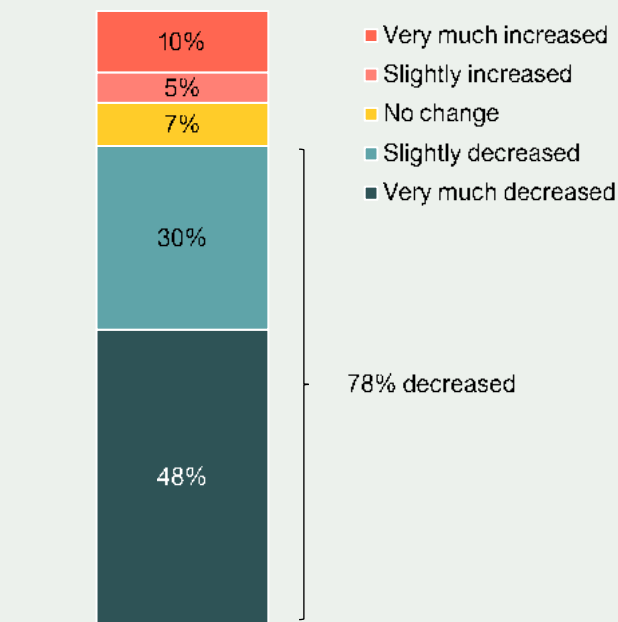
Those in towns are more likely to report an increased frequency of health visits, as well as access better quality healthcare, compared to those in villages or cities.

Beneficiaries with six months or less of interaction are more likely to find the quality of health service they now access better compared to those with a longer tenure (63% vs. 35%).

Beneficiaries who report 'very much improved' quality of life are also more likely to report 'very much decreased' frequency of health visits and access to a 'much better' quality of healthcare.

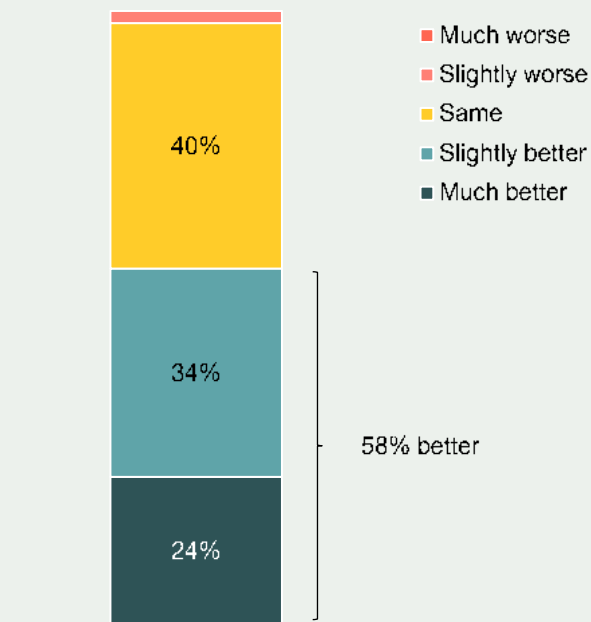
Frequency of Health Check-ups

Q: Has how often you are able to go to a healthcare provider for check-ups if you fall ill changed because of the Community Champions' awareness raising and sensitization? (n = 277)



Quality of Health Services

Q: Is the quality of the health service you receive better or worse than before you started using the Community Champions' awareness raising and sensitization? (n = 275)



Resilience to Shocks

22% of beneficiaries have experienced a negative shock in the last 12 months. 44% of these say the Community Champions have had a positive effect on their recovery.

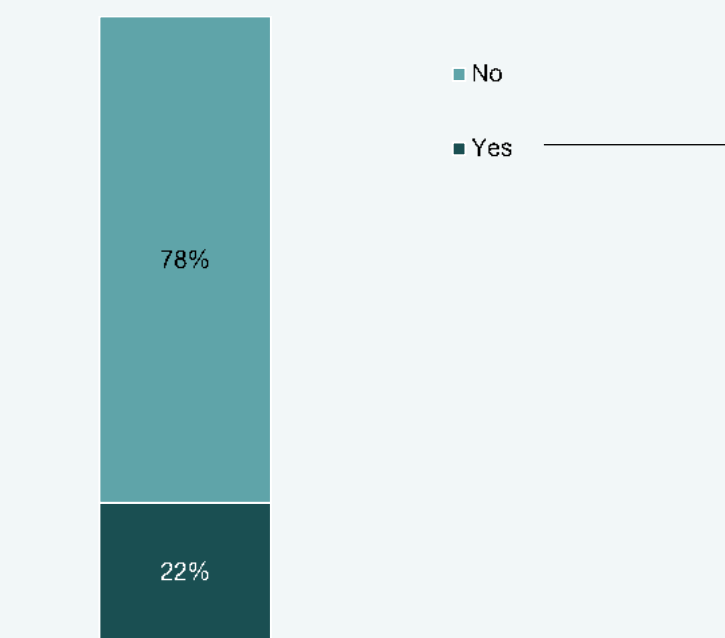
Beneficiaries who did not experience a negative event in their household are more likely to report 'very much improved' quality of life (63%) than their counterparts (46%).

Those who have interacted with the champions for 6 months or less are less likely to report a negative shock (20%) than others (33%).

There are no significant differences in experiencing shocks and recovery from the shocks across gender and location.

Shocks Experienced by Household

Q: In the last 12 months, did your household experience a significant event that negatively affected your ability to manage your livelihood? (n = 277)



Company Effect on Household Recovery

Q: Did your involvement with the Community Champions have an effect on your recovery? (n = 61)

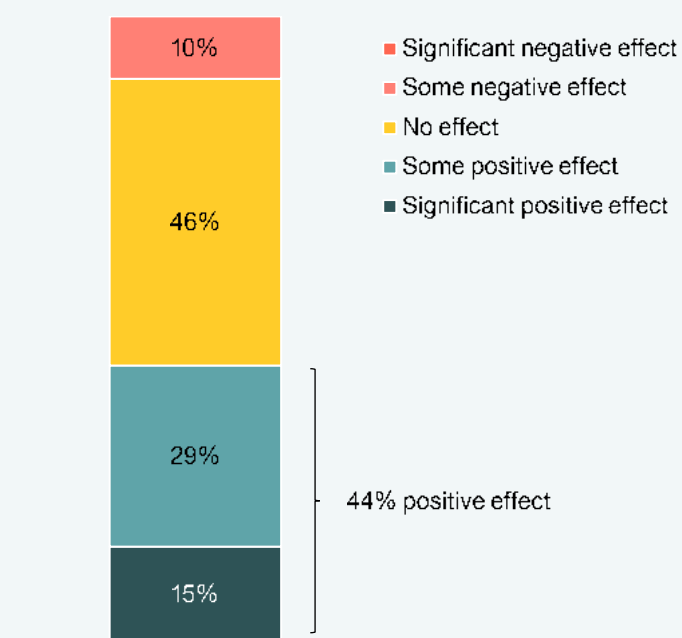


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“Thanks to the sensitization program, there is a very few malaria cases in my home. Therefore, I am able to run my activities and to earn income to make some savings. The stress due to the malaria hysteria has decreased.” – Male, 42

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Beneficiary Satisfaction: Overview

The Net Promoter Score® for PATH beneficiaries is 48 which is very good and outperforms 60dB benchmarks.

The Net Promoter Score® is a gauge of satisfaction and loyalty. Anything above 50 is considered excellent. A negative score is considered poor.

The NPS for older beneficiaries of PATH is lower compared to their younger counterparts:

> 29 years or less: 60

> 30-49 years: 52

> 50 years or older: 46

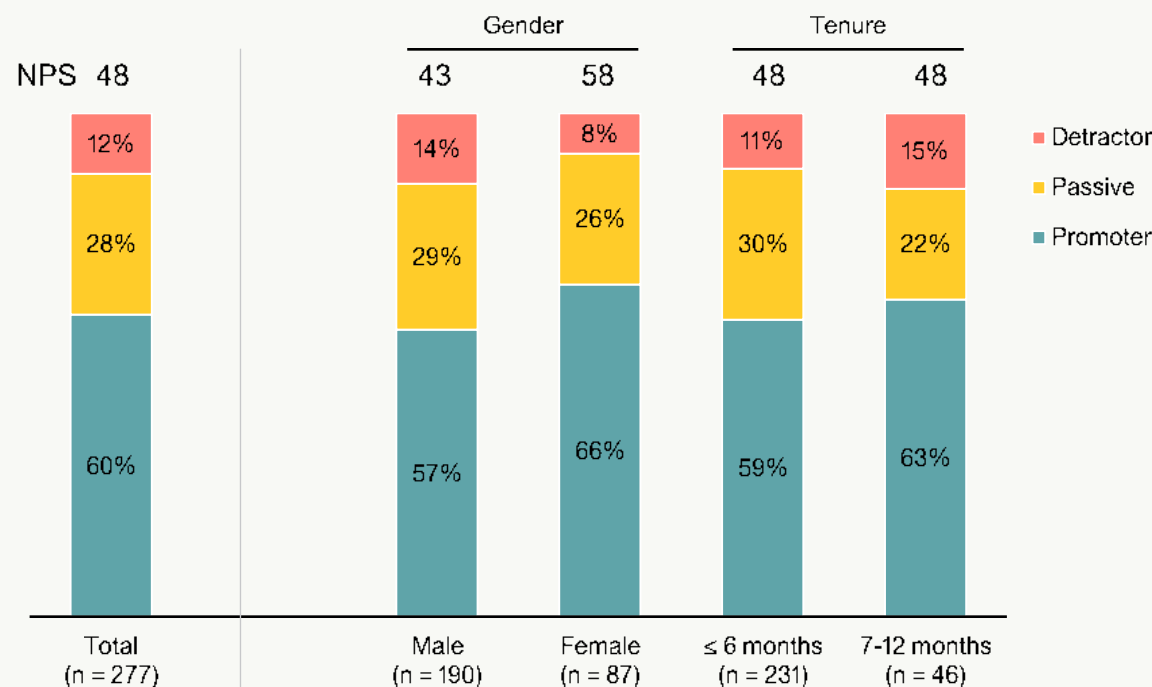
There were no significant differences in NPS across gender, tenure, and location.

Insight

You're in the top 20% of our Health benchmark for this indicator.

Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely are you to recommend the Community Champions' awareness raising and sensitization to a friend or family member where 0 is not at all likely and 10 is extremely likely? (n = 277)



Benchmarks

Relative performance analysis.

60dB Global
597 companies



60dB Health
28 companies



60dB West Africa
106 companies



Beneficiary Satisfaction: NPS Drivers

Promoters value the knowledge acquired on the prevention of malaria and COVID-19, and clarity of the presentations.

60% are Promoters :)

They love:

1. Effective advice on prevention of diseases
(81% of Promoters / 48% of all respondents)
2. Clarity of the presentations
(22% of Promoters / 14% of all respondents)
3. Access to mosquito nets
(13% of Promoters / 8% of all respondents)

“The sensitization program was well explained. This allowed beneficiaries to be able to prevent and fight against malaria. The number of people suffering from malaria has been considerably reduced.” – Female, 42

Tip:

Highlight the above value drivers in information materials.

Promoters are powerful program ambassadors — can you reward them?

28% are Passives : \

They like:

1. Effective advice on prevention of diseases
(48% of Passives / 14% of all respondents)
2. Clarity and effectiveness of the information
(44% of Passives / 13% of all respondents)
3. Information on prevention of diseases
(19% of Passives / 5% of all respondents)

“During the training, the explanations were very elaborative. The atmosphere was very friendly too. On top that, the content of the messages were very important.” – Male, 42

Tip:

Passives won't actively refer you in the same way that Promoters will.

What would it take to convert them?

12% are Detractors : (

They want to see:

1. More regular visits
(11 respondents)
2. Use of visual aids
(7 respondents)
3. Provision of more mosquito nets
(6 respondents)

“They must use visual aids as we are old people. This can help us to better understand.” – Female, 43

Tip:

Negative word of mouth is costly.

What's fixable here?

Challenge Experience

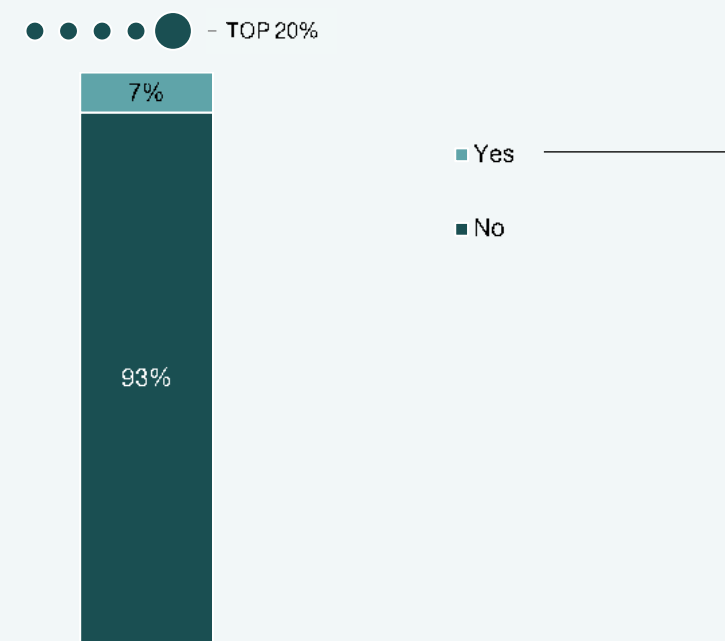
Only 7% of beneficiaries experienced a challenge with PATH and they would benefit from the awareness program being conducted with more clarity in their local language.

Beneficiaries were asked to state in their own words the challenges they were facing. The top reported challenges are on the right.

There are no significant differences in challenge rate across gender, age, tenure of interaction with the company, and location.

Beneficiaries Reporting Challenges

Q: Have you experienced any challenges with the Community Champions awareness raising and sensitization? (n = 277)



Challenges Reported

Q: Please explain the challenge(s) you have experienced (n = 18). Open-ended, coded by 60 Decibels.

1. Faced a language barrier (7 respondents)

“My only difficulty was the language barrier. The discussion was conducted in Wolof, and I do not speak this language well.” - Male, 32

2. Found the presentation unclear (7 respondents)

“The explanations were a bit confusing and unclear.” - Male, 57

3. Reported issues with the mosquito nets (3 respondents)

“The nets are a bit small. If PATH can provide bigger ones, it would be good.” - Female, 58

Value Offered

96% of beneficiaries would rate the value offered by the Community Champions as 'very good' or 'good'. 65% expect to benefit from the sensitization for over 2 years.

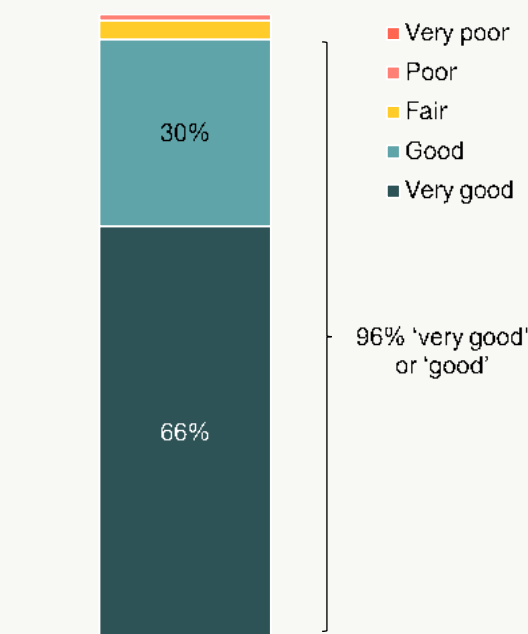
Beneficiaries who report that PATH's awareness on malaria and COVID-19 has a 'very good' value are also more likely to report 'very much improved' quality of life and health in household.

Those who have interacted with the Champions for 6 or less months are more likely to think that they'll benefit from the program for more than 2 years (68%) than their counterparts (50%).

Male beneficiaries are more likely to say they'll benefit from the program for more than 2 years (69%) than females (56%).

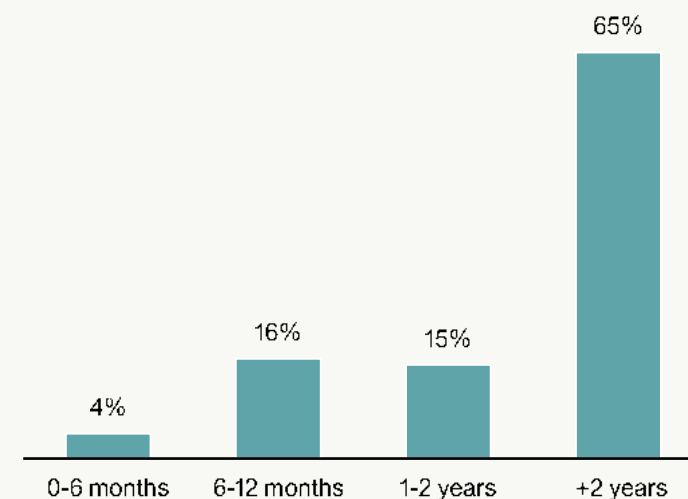
Value Offered by the Champions

Q: How do you rate the value offered by the Community Champions? (n = 277)



Long-term Benefit of Service

Q: How long do you see yourself benefiting from the Community Champions' awareness raising and sensitization? (n = 277)



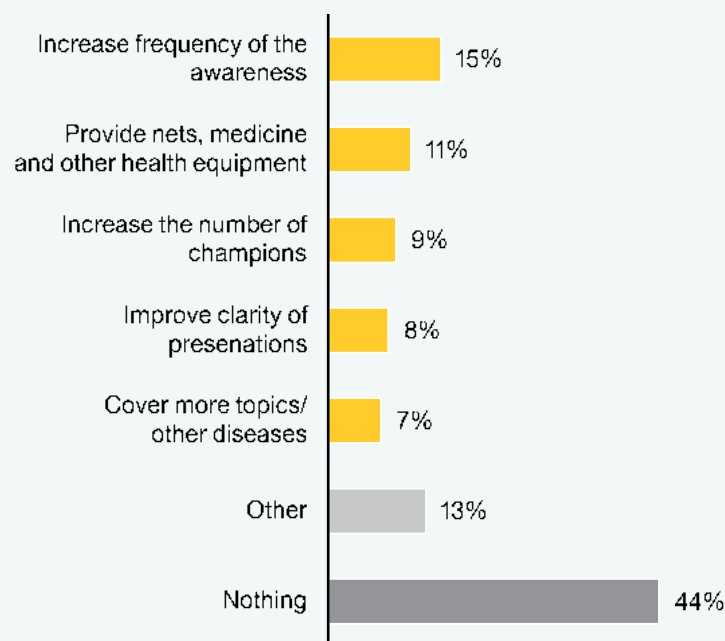
Beneficiary Suggestions

Beneficiaries want to see more follow ups from Community Champions and request for more mosquito nets, medicines and other health equipment.

44% of all beneficiaries did not have a particular suggestion for improvement. Out of these 16% expressed their appreciation for the service provided and 8% said they would like for the sensitization to continue.

Suggested Improvements

Q: What about the Community Champions' awareness raising and sensitization can be improved?
(n = 277). Open-ended, coded by 60 Decibels.



“I want Community Champions to do outreach regularly because sometimes they can go a long time without coming.” – Male, 36

“Community champions should also raise awareness about how to control other types of diseases besides malaria.” – Female, 36

Closing Thoughts

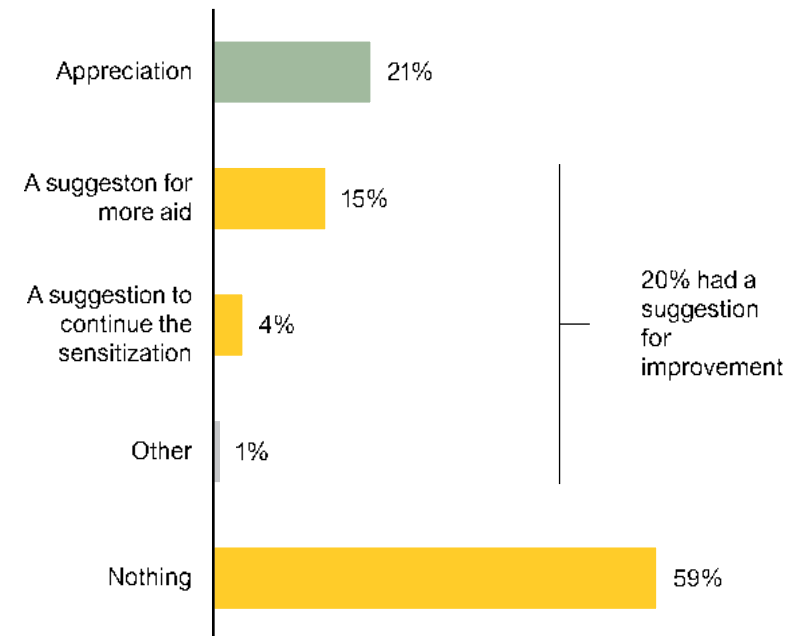
At the end of the interview, we asked, as we always do, whether there was anything else the beneficiary would like to share.

20% of those we interviewed had a suggestion for improvement including; offering more aid and continuing with the sensitization.

Beneficiaries suggested that PATH should offer more aid and continue with the sensitization.

Closing Thoughts

Q: Is there anything else you'd like to share related to what we've been talking about? (n = 277).
Open-ended, coded by 60 Decibels.



“My family and I feel healthy, thanks to the work of PATH-trained Community Champions.”
– Female, 56

“I wish the Community Champions would continue to give us advice and especially provide us with more nets because we have a big family.” – Male, 59

“PATH should go beyond malaria and create awareness on other diseases.” – Male, 34

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“I did not get sick from malaria. Since I am a security guard, I was able to continue my activities normally to receive my salary.” - Male, 37



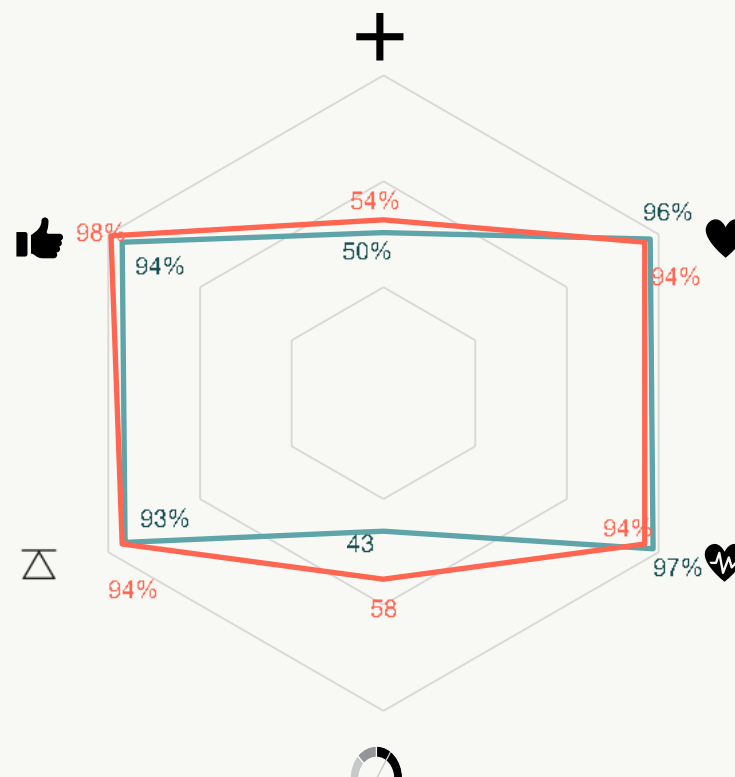
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 - > First Access
 - > Availability of Alternatives
- Impact Performance
 - > Quality of Life
 - > Health in Community
 - > Health Visits
 - > Resilience to Shocks
- Beneficiary Experience
 - > Beneficiary Satisfaction
 - > Challenge Experience
 - > Value Offered
 - > Suggestions
- Segmentation Analysis
 - > Gender Focus
 - > Tenure Focus
 - > Location Focus

Gender Focus

PATH's awareness and sensitization program is having a similar impact on men and women.

Women are more likely to be accessing a program like this for the first time compared to men. They are also more satisfied with the service offered and rate PATH's value more highly than men.

Trends by Gender



Key



Male
n = 190



Female
n = 87



First Access
% accessing for first time



Quality of Life
% 'very much improved' or 'slightly improved'



Health in Household
% 'very much improved' or 'slightly improved'



Net Promoter Score®
% Promoters - % Detractors



Challenge Rate
% no challenges



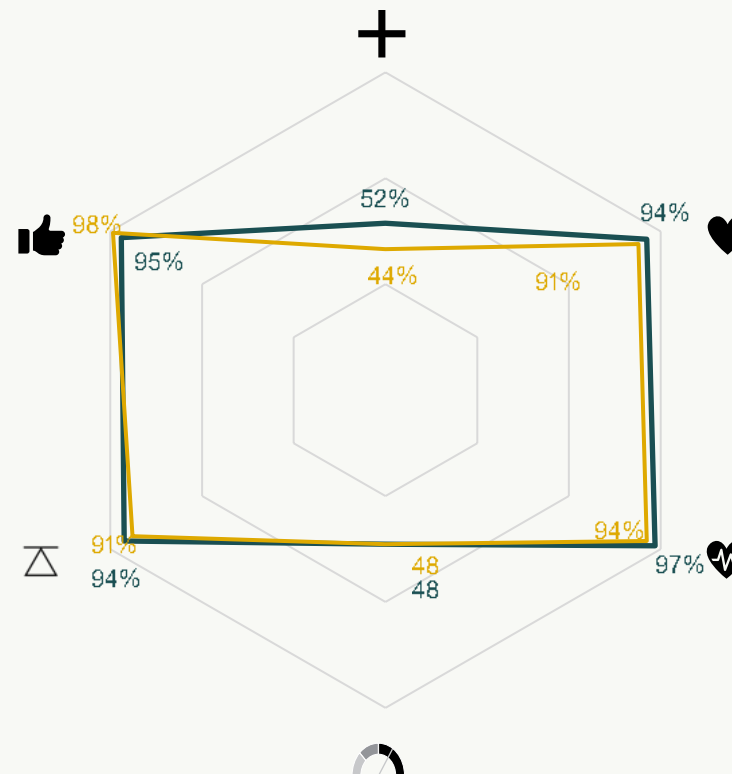
Value Rating
% 'very good' or 'good'

Tenure Focus

Beneficiaries of different tenures of interaction with PATH have similar experiences and impact.

Beneficiaries who have interacted with PATH for 6 months or less are more likely to be accessing an awareness program like this for the first time. This indicates that PATH is reaching a relatively more underserved base in the last 6 months than it did previously.

Trends by Tenure



Key



≤ 6 months
n = 231



7-12 months
n = 46



First Access
% accessing for first time



Quality of Life
% 'very much improved' or 'slightly improved'



Health in Household
% 'very much improved' or 'slightly improved'



Net Promoter Score®
% Promoters - % Detractors



Challenge Rate
% no challenges



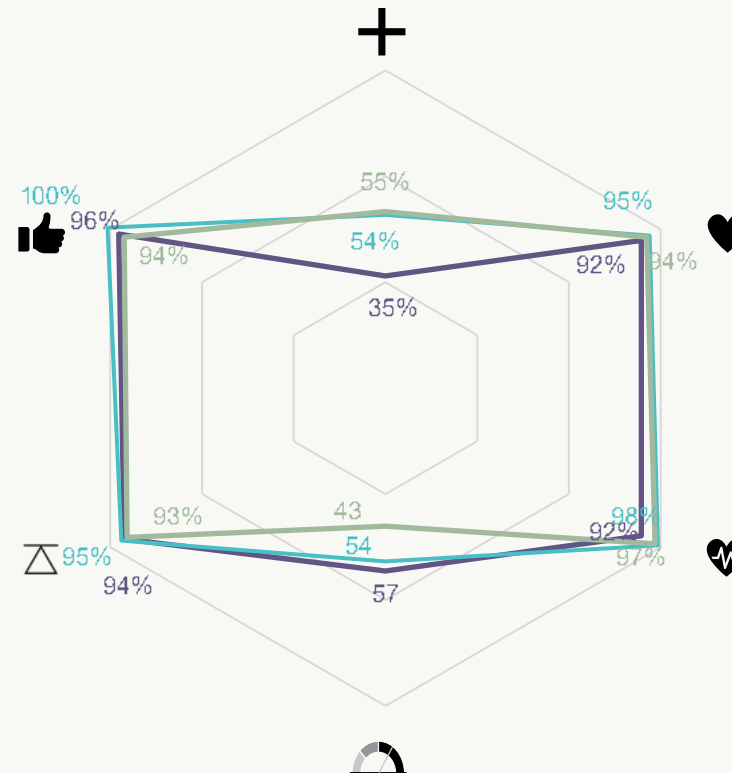
Value Rating
% 'very good' or 'good'

Location Focus

Beneficiaries residing in different types of localities are similarly impacted by PATH's sensitization program.

PATH is reaching more first-time beneficiaries with no prior access to a service like this in rural and peri-urban areas compared to cities. Despite this, beneficiaries residing in cities, are more satisfied with PATH and have a higher NPS. This indicates that PATH is rated highly even among individuals who have a comparison point for sensitization.

Trends by Location



Key



Village
n = 183



Town
n = 43



City
n = 51



First Access
% accessing for first time



Quality of Life
% 'very much improved' or 'slightly improved'



Health in Household
% 'very much improved' or 'slightly improved'



Net Promoter Score®
% Promoters - % Detractors



Challenge Rate
% no challenges



Value Rating
% 'very good' or 'good'

What Next?

...& Appendix

How to Make the Most of These Insights

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

Example tweets or Facebook posts to share publicly

- 94% of our beneficiaries say the quality of their lives has improved since receiving awareness and sensitization on malaria and COVID-19 from PATH-trained Community Champions. "I am glad to see that malaria has decreased in my household because it is a deadly disease." #ListenBetter with @60_decibels
- 60% of beneficiaries would recommend us to a friend or family member. #ListenBetter with @60_decibels
- 96% of beneficiaries say the health in their household has improved because of our awareness programs. #ListenBetter with @60_decibels

What You Could Do Next. An Idea Checklist From Us To You :-)

Engage Your Team	<input type="checkbox"/> Share staff quiz – it's a fun way to fuel engagement & discussion
	<input type="checkbox"/> Send deck to team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places!
	<input type="checkbox"/> Set up team meeting & discuss what's most important, celebrate the positives & identify next steps
Spread The Word	<input type="checkbox"/> Reach a wider audience on social media & show you're invested in your beneficiaries – we've added some example posts on the left
Close The Loop	<input type="checkbox"/> Let us know if you'd like us to send an SMS to interviewed beneficiaries with a short message letting them know feedback is valued and as a result, you'll be working on XYZ
	<input type="checkbox"/> After reading this deck, don't forget to let us know what you thought here!
Take Action!	<input type="checkbox"/> Collate ideas from team into action plan including responsibilities
	<input type="checkbox"/> Keep us updated, we'd love to know what changes you make based on these insights

Staff Quiz Results

You can find the quick and fun online quiz we made for PATH [here](#).

5 people did the quiz.

Congratulations to

> Demba Kande

who answered the most questions correctly!

How well does PATH know its beneficiaries?

Questions the Team Got RIGHT (on average)

:) woohoo!

% of Promoters

Guess: 60-80%

Actual: 60%

Questions the Team Got WRONG (on average)

:/ better luck next time...!

% had Prior Access

Guess: 20-40%

Actual: 49%

% Quality of Life Improved

Guess: 60-80%

Actual: 94%

% Household Health Improved

Guess: 60-80%

Actual: 96%

% Value Rating is Good

Guess: 40-60%

Actual: 96%

Detailed Benchmarking Comparison

PATH performs particularly well on beneficiaries' quality of life improvement and challenge rate with a room for improvement in reaching more female beneficiaries.

Comparison to benchmarks can be useful to identify where you are under- or over-performing versus peers, and help you set targets. We have aligned your results to the [Impact Management Project](#) framework – see next slide.

Information on the benchmarks is found below:

Company Data	
# beneficiaries	277
60dB Global Benchmark:	
# companies	597
# customers	246k +
60dB Health Sector Benchmark	
# companies	28
# beneficiaries	11k +
60dB Western Africa Benchmark	
# companies	106
# beneficiaries	40k +

Comparison of Company Performance to Selected 60dB Benchmarks

Dimension	Indicator	PATH	60dB Global Benchmark	60dB Health Benchmark	60dB Western Africa Benchmark
Who ○	% live in poverty (below \$3.20 line)	76	42	20	51
	Inclusivity Ratio	0.97	0.80	0.35	1.06
	% female	31	43	60	35
How Much ≡	% reporting quality of life very much improved	59	40	47	52
	% reporting quality of life slightly improved	35	42	30	33
	% reporting quality of health very much improved	70			
	% reporting quality of health slightly improved	26			
What Impact □	% reporting reduced disease incidences	40	-	-	-
	% reporting improved productivity	37	-	-	-
	% reporting improved savings	33	-	-	-
Contribution +	% first time accessing [product/service]	51	66	54	68
	% saying no good alternatives are available	41	69	46	75
Risk △	% experiencing challenges	7	27	22	28
Experience	Net Promoter Score	48	43	41	41

Impact Management Project

We take pride in making the data we collect easy to interpret, beautiful to look at, and simple to understand and act upon.

We also align our data with emerging standards of best practice in our space, such as the [Impact Management Project](#) (IMP).

The IMP introduces five dimensions of impact: Who, What, How Much, Contribution, and Risk.

These dimensions help you check that you haven't missed any ways of thinking about, and ultimately measuring, the positive and negative changes that are occurring as a result of an intervention.

**IMPACT
MANAGEMENT
PROJECT**

We aligned your results to the Impact Management Project. We're big fans of the IMP – it's a simple, intuitive and complete way of conceptualizing impact.

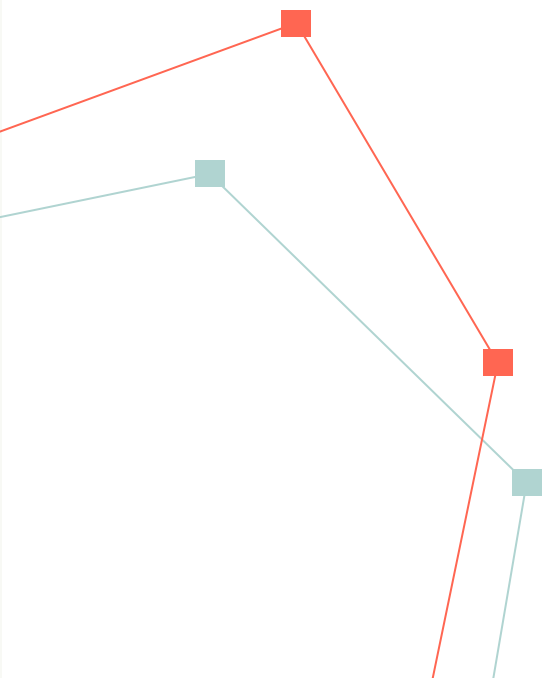
Dimension	Explanation
Who ○	The Who of impact looks at the stakeholders who experience social and environmental outcomes. All things equal, the impact created is greater if a particularly marginalised or underserved group of people is served, or an especially vulnerable part of the planet protected. For the who of impact, we tend to work with our clients to understand poverty levels, gender and disability inclusivity.
What Impact □	What investigates the outcomes the enterprise is contributing to and how material those outcomes are to stakeholders. We collect most of this what data using qualitative questions designed to let customers tell us in their own words the outcomes they experience and which are most important to them.
How Much ≡	How Much looks at the degree of change of any particular outcome.
Contribution +	Contribution seeks to understand whether an enterprise's and/ or investor's efforts resulted in outcomes that were better than what would have occurred otherwise. In formal evaluation this is often studied using experimental research such as randomised control trials. Given the time and cost of gathering these data, this is not our typical practice. We instead typically ask customers to self-identify the degree to which the changes they experience result from the company in question. We ask customers whether this was the first time they accessed a product of technology like the one from the company, and we ask how easily they could find a good alternative. If a customer is, for the first time, accessing a product they could not easily find elsewhere, we consider that the product or service in question has made a greater contribution to the outcomes we observe.
Risk △	Impact Risk tells us the likelihood that impact will be different than expected. We are admittedly still in the early days of figuring out how best to measure impact risk – it's an especially complex area. That said, where customers experience challenges using their product or service, we do think that this correlates with a higher risk that impact does not happen (i.e. if a product or service is not in use then there's no impact). Hence, we look at challenge rates (the percent of customers who have experienced challenges using a product or service), and resolution rates (the percent of customers who experienced challenges and did not have them resolved) as customer based proxies for impact risk.

Calculations & Definitions

For those who like to geek out, here’s a summary of some of the calculations we used in this deck.

Metric	Calculation
Net Promoter Score ⁽⁶⁰⁾	The Net Promoter Score is a common gauge of beneficiary loyalty. It is measured through asking beneficiaries to rate their likelihood to recommend your service to a friend on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of beneficiaries rating 9 or 10 out of 10 ('Promoters') minus the % of beneficiaries rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'.
Inclusivity Ratio	<div>The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an enterprise is reaching less well-off beneficiaries. It is calculated by taking the average of Company % / National %, at the \$1.90, \$3.20 & \$5.50 lines for low-middle income countries, or at the \$3.20, \$5.50 and \$11 lines for middle income countries. The formula is:</div> $\sum_{x=1}^3 \frac{([Company] Poverty Line \$x)}{(Country Poverty Line \$x)} / 3$

Methodology



277 phone interviews completed in August 2022

Methodology

Survey mode	Phone
Country	Senegal
Language	English, French, Wolof
Dates	August 2022
Sampling	Random sample of 277 PATH beneficiaries from a database of 2,100 beneficiaries shared by PATH.
Response rate	68%
Average time p/interview	13 mins

Responses Collected

Beneficiaries	277
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Sampling

	% sample	% population
% female	31	36

Accuracy

Confidence Level	~90%
Margin of error	~5%

Research Assistant Gender

Female	1
Male	3

Thank You For Working With Us!


Let's do it again sometime.

About 60 Decibels

60 Decibels makes it easy to listen to the people who matter most. 60 Decibels is an impact measurement company that helps organizations around the world better understand their clients, suppliers, and beneficiaries. Its proprietary approach, Lean Data, brings beneficiary-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 830+ trained Lean Data researchers in 70+ countries who speak directly to beneficiaries to understand their lived experience. By combining voice, SMS, and other technologies to collect data remotely with proprietary survey tools, 60 Decibels helps clients listen more effectively and benchmark their social performance against their peers.

60 Decibels has offices in London, Nairobi, New York, and Bengaluru. To learn more, visit 60decibels.com.

We are proud to be a Climate Positive company. 

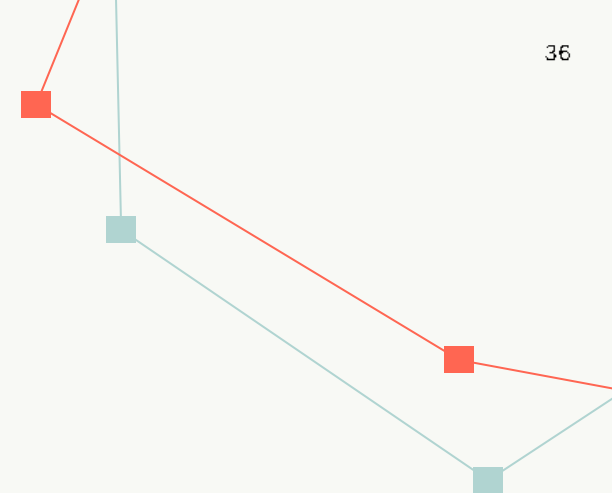
Your Feedback

We'd love to hear your feedback on the 60dB process; take 5 minutes to fill out our feedback survey [here](#)!

Acknowledgements

Thank you to Aminatou Sar for their support throughout the project.

This work was generously sponsored by Bayer Foundation.



Malaria and other diseases such as
COVID-19 are disappearing in our
community thanks to the orientation
by the Community Champions.

There are fewer cases
of illness. People
have become

>healthier and
>safer after
>adopting the
>preventive

measures.

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