

A conversation with James Habyarimana and Billy Jack, July 7, 2016

Participants

- Dr. James Habyarimana – Associate Professor, McCourt School of Public Policy, Georgetown University
- Dr. William Jack – Professor of Economics, Georgetown University
- Whitney Tate, Program Director, Georgetown University Initiative on Innovation, Development and Evaluation, *gui2de*
- Josh Rosenberg – Senior Research Analyst, GiveWell
- Catherine Hollander – Outreach Associate, GiveWell
- Leon Zhang – Research Analyst, GiveWell

Note: These notes were compiled by GiveWell and give an overview of the major points made by Dr. Habyarimana, Dr. Jack, and Ms. Tate.

Summary

GiveWell spoke with Dr. Habyarimana, Dr. Jack, and Ms. Tate of Georgetown University as part of its investigation into road safety interventions in low- and middle-income countries.

Note: Prior to this conversation, GiveWell reviewed cost-effectiveness estimates in two research papers on the Zusha! campaign

(<http://faculty.georgetown.edu/wgj/papers/Matatu-paper-July2410.pdf> and <http://www.pnas.org/content/112/34/E4661.full>) and found what it believed were some possible errors or inconsistencies in the estimates

(<https://docs.google.com/document/d/16km46UEKc9gt6kcdms7WVCNzE9xIA7cyD80CHF6EcP0/edit>). Drs. Habyarimana and Jack responded that the issues noted in GiveWell's document were due to mistakes and prepared corrigenda for submission to the publication journals to correct these calculations.

Updates from this call

- **Monitoring plans:** After a Zusha! program is established in a country, the weekly lotteries are designed to promote sticker retention, but they also constitute a major source of monitoring data for measuring exposure to the messages. Depending on the context, additional data sources could also be used to examine trends in accidents and other outcomes.
- **Monitoring costs:** For the most part, monitoring costs are included in the cost estimates reported in the above research papers. Those cost estimates may not have included the labor cost of checking whether lottery winner vehicles had retained all stickers, but this cost is relatively minor compared to the value of the prizes themselves.
- **Differences in future program plans in different countries:** Zusha! is in the process of expanding to three other countries: Tanzania, Rwanda, and Uganda. The programs in Tanzania and Rwanda are intended to mostly

target buses traveling long distances, while the Ugandan program would also cover buses operating within cities.

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