

# **A conversation with Zusha!, December 4, 2018**

## **Participants**

- James Habyarimana – Associate Professor, McCourt School of Public Policy, Georgetown University
- Béatrice Leydier – Data and Research Manager, gui<sup>2</sup>de
- Whitney Tate – Director of Programs, gui<sup>2</sup>de
- William Jack – Vice Provost for Research & Professor of Economics, Georgetown University; Co-director, gui<sup>2</sup>de
- Josh Rosenberg – Senior Research Analyst, GiveWell

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

## **Summary**

GiveWell spoke with Professor Habyarimana, Ms. Leydier, Ms. Tate, and Professor Jack to get an update on the progress of the Zusha! Road Safety Campaign (Zusha!). Zusha! is a program of the Georgetown University Initiative on Innovation, Development, and Evaluation (gui<sup>2</sup>de) and is a GiveWell standout charity (see <https://www.givewell.org/charities/zusha-road-safety-campaign>). Conversation topics included randomized controlled trials in Rwanda, Uganda, and Tanzania, monitoring activities in Kenya, and room for more funding.

## **Randomized controlled trials in Rwanda, Uganda, and Tanzania**

Zusha! did not conduct a randomized controlled trial (RCT) in Rwanda, although newspaper articles suggest that a program similar to Zusha! is being implemented by police in the country.

RCTs in Uganda and Tanzania have been completed, and Ms. Leydier is currently undertaking analyses using the data collected. Officials from Uganda's police force and Ministry of Works and Transport have been highly supportive of Zusha! and are interested in continuing the program.

## **Monitoring activities in Kenya**

Key monitoring activities in Kenya include tracking lottery compliance (whether vehicles that have won Zusha!'s lottery are correctly using stickers) and analyzing data from DirectLine (the primary insurer of relevant vehicles) to determine the number of stickers distributed through purchases of insurance. Zusha! is also considering conducting random compliance checks at bus parks in 2019.

Zusha! has not conducted new compliance checks at bus parks or collected new data on accident rates in Kenya since its last update with GiveWell.

## **Changes at the National Transport and Safety Authority centers**

Due to budget constraints and uncertainty regarding the National Transportation and Safety Authority's (NTSA) mandate due to several recent high-profile accidents,

Zusha! is not currently partnering with the Authority to distribute and assess coverage of stickers. The NTSA continues to promote Zusha! through existing marketing materials, but it is currently unable to offer additional support.

## **Room for more funding**

### **Current budget**

Due to the completion of RCTs in Uganda and Tanzania, Zusha!'s budget is currently only supporting operations in Kenya as well as staff based at Georgetown University. Zusha!'s operational costs in Kenya have also significantly decreased because it is no longer supporting additional staff at NTSA centers; Zusha! previously employed 17 individuals at these centers. Zusha! also scaled down its other staff in Kenya from two full-time employees to 50% of one full-time employee. The employee's responsibilities include:

- **Ensuring proper disbursement of lottery prizes** – Zusha!'s employee in Kenya is currently filing the appropriate paperwork with the Kenya Betting Control and Licensing Board, drafting an application for a new lottery license, and working with DirectLine on a bank guarantee for the next license—all of which is a relatively lengthy process.
- **Distribution of stickers to DirectLine branches**
- **Troubleshooting with DirectLine branches**
- **Communicating with Savings and Credit Cooperatives (SACCOs)**
- **Assisting with updates to sticker design and messaging**
- **Hiring and coordinating enumerators** – If Zusha! decides to distribute stickers directly or conduct compliance checks at bus parks, its employee in Kenya would be responsible for hiring enumerators and coordinating their activities across the country.

### *Continued support from DirectLine*

DirectLine will continue to pay for lottery prizes and assist in the inspection of vehicles in Kenya. Zusha! may also consider altering its strategy by working directly with SACCOs to distribute stickers and hold lotteries. Its field staff have completed a preliminary census of SACCOs in the country.

A portion of Zusha!'s budget is being used to procure stickers, as DirectLine does not currently have the capacity to manage the logistics of procuring stickers.

### **Use of additional funding**

Zusha! will use additional funds primarily to continue work in Kenya, as its partners in the country are still highly interested in the program. Additional funds will be used specifically for reengaging with the NTSA and other government partners, supporting staff, printing and distributing stickers, and applying for a new lottery license at the beginning of 2019.

*All GiveWell conversations are available at  
<http://www.givewell.org/research/conversations>*