

Name: New Incentives
Location: Nigeria, US
Founded in: 2011
Team size: ~500
2019 Funding: \$18,000 but holds \$1.4M in assets



Organization website



Givewell evaluation



Our Model

We use small cash incentives to boost childhood vaccination rates, preventing disease and saving lives. Our model is cost-effective and backed by rigorous evidence

New Incentives' All Babies program operates in North West Nigeria (Jigawa, Katsina, and Zamfara states), a remote, poor region with one of the lowest childhood vaccination rates in the world. In partnership with local government partners, we provide small cash transfers to caregivers when their infants receive each of four vaccines: BCG (against tuberculosis), PENTA (against diphtheria, tetanus, whooping cough, hepatitis B and Haemophilus influenzae type b), PCV (against pneumococcal disease), and MCV (against measles). These vaccinations are part of the routine schedule for infant immunizations in Nigeria and are provided at no cost to the caregiver through government supported clinics. In addition, New Incentives addresses other barriers to immunization coverage, supporting partners to increase vaccine supply and increase awareness of the benefits of vaccines. We are constantly using data and evidence to inform our model and our daily operations.

How Small Cash Incentives Work

Poor people living in remote, rural areas often face significant barriers to accessing healthcare. In Nigeria, routine childhood vaccinations are provided at government clinics free of charge, but caregivers often find it difficult to afford transportation and face other challenges to taking their baby to a clinic – often half a day's trip away or longer. These round trip journeys to the clinic must be made five times to complete a childhood routine vaccination schedule, all within the first year of a baby's life.

Offering a monetarily small, yet significant, incentive – which covers the cost of transportation to a clinic plus food – is proven through a randomized evaluation to provide enough of a “nudge” to double the percentage of infants who get fully vaccinated, immunization, with life-saving benefits. This model – New Incentives' All Babies program – was developed based on evidence from successful programs from around the world immunization, and was independently and rigorously evaluated in Nigeria before we began scaling it up. Now, as we expand, we are gathering and using detailed data to monitor and inform our day-to-day operations and strategy – ensuring we continue to make the biggest impact possible per dollar.

New Incentives works within and in close partnership with local government institutions. Our impact would not be possible without our local partners in Nigeria.

What Evidence is this Program Based On?

Vaccination is one of the most cost-effective public health interventions in the world (Rémy, Zöllner, and Heckmann, 2015), but childhood routine vaccination rates are persistently low in some areas of the world including northern Nigeria. New Incentives developed the All Babies program based on a body of evidence that conditional cash transfers can improve health behavior (see, for example, Bastalgi et. al. 2015), evidence that small incentives can significantly increase vaccination rates (see Banerjee et al., 2010) as well as other behavioral science research on the power of small incentives (see examples).

Altogether, the research suggested that small cash incentives could be an extremely cost-effective way to increase vaccination rates in areas where rates are low, but a randomized evaluation had not been conducted on this exact model or in the context of northern Nigeria. Therefore, before scaling up, New Incentives decided to have its model rigorously tested with a randomized controlled trial. The trial, conducted by IDinsight and Hanovia Limited, found that the program doubled the percentage of infants who were fully immunized, increasing coverage from roughly a quarter to just over half of all infants.