

Impact evaluation of the early childhood cash transfer of the Juntos programme on health services coverage and prevalence of stunting and anaemia in Peru

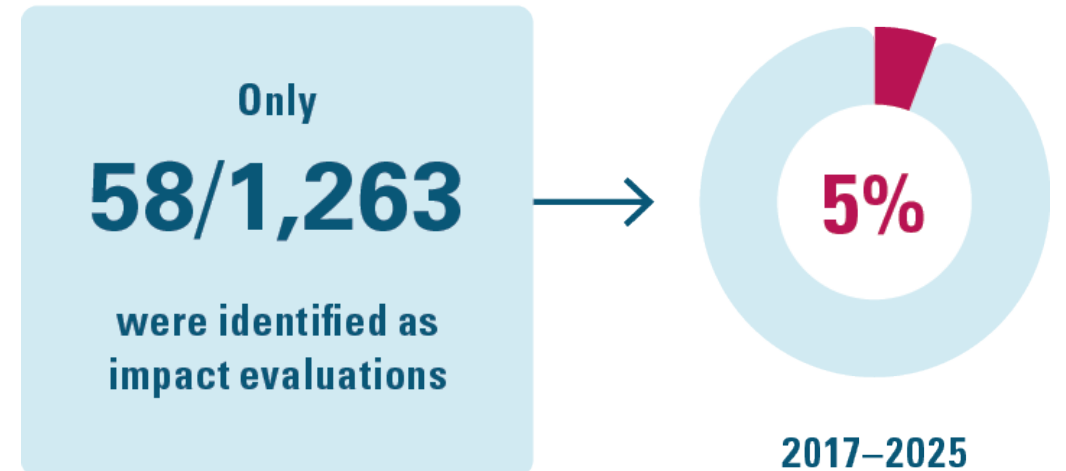
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Impact evaluation: Driving Scalable Results for Children

UN Evaluation Group definition

Impact evaluation aims to assess intended changes for a population **attributable** to a specific intervention in humanitarian or development contexts, using **counterfactual** analysis.



There is a
growing
interest



Impact Catalyst Fund

Over 30 applications in two years, eight ongoing evaluations.

Intervention and Impact Evaluation of the TPI

The TPI intervention

Early childhood cash transfer (*transferencia primera infancia*) started in 2022

Supporting families with a pregnant women or children under 1 who are part of the National Programme for Direct Support to the Poorest (*Juntos*)



Delivered conditional on compliance with newborn health checks, vaccination, iron supplementation, and haemoglobin testing.

Aimed at fostering positive health behaviour, improving healthcare access and child nutrition, and reducing anemia

Impact Evaluation of the TPI

Developed jointly by UNICEF and the Ministry of Development and Social Inclusion (MIDIS), the evaluation aimed to measure the impact of TPI on reducing stunting and anemia, and improving access to health services.

Data & Analysis

The evaluation used data collected by government officials from over 50,000 children. The analysis uses robust statistical methods to compare children who receive and those who do not receive the TPI.

Key findings

Uptake of
hemoglobin testing

(+5.8 percentage points)

and access to

iron supplements

(+5.1 percentage points)

Vaccination rates
at 12 months

(+12.7 percentage points)



Increased **children's height**
by half a centimeter

(one quarter of an inch) as

well as **height-for-age**

(+30%)



Led to a **lower prevalence**
of stunting

(-6.5 percentage points)

Conclusions and the way forward

Positive effects on health service coverage and reduction of stunting

This was possibly due to healthy child feeding practices and better access to healthcare services for beneficiaries. The evaluation also showed how TPI fell short of lowering anaemia prevalence.

TPI-related conditionalities fostered access to health services

The evaluation results contribute to the notion that making receipt of monetary benefits dependent on medical visits vital for early childhood development outcomes does increase compliance with such visits

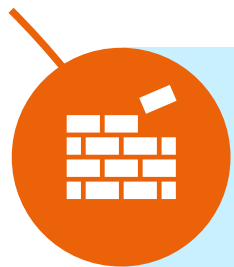
Differential effects inform better targeting

Rural communities experienced larger benefits. At the same time, TPI benefited higher-educated women and their children more, pointing to the need to investigate how to better cater the programme to less-educated recipients.

Joint work on the impact evaluation strengthened the collaboration between UNICEF and the Government of Peru

This collaboration led to strong uptake of evaluation results to inform programme improvement and funding decisions.

Recommendations



Consolidate the **cash transfer as a core component** of the Juntos programme



Strengthen its reach to the most vulnerable households and **expand the programme's age coverage.**



Promote activities that lead to **greater uptake of iron supplementation** through the family support service



Generate evidence on the transmission mechanisms of the impacts of TPI and its complementarity with other interventions targeting early childhood.

Response of the Government of Peru to the impact evaluation report

Impact evaluation of the early childhood cash transfer of the Juntos programme

H.E. Ms. Lily Norka Vásquez Dávila,
Minister of Development and Social
Inclusion (Peru)

Javier Alvarez,
Country Representative (UNICEF Peru)

UNICEF Executive Board
2026 annual session – (16-19 June 2026)
Agenda item 11
Reference document: E/ICEF/2026/20



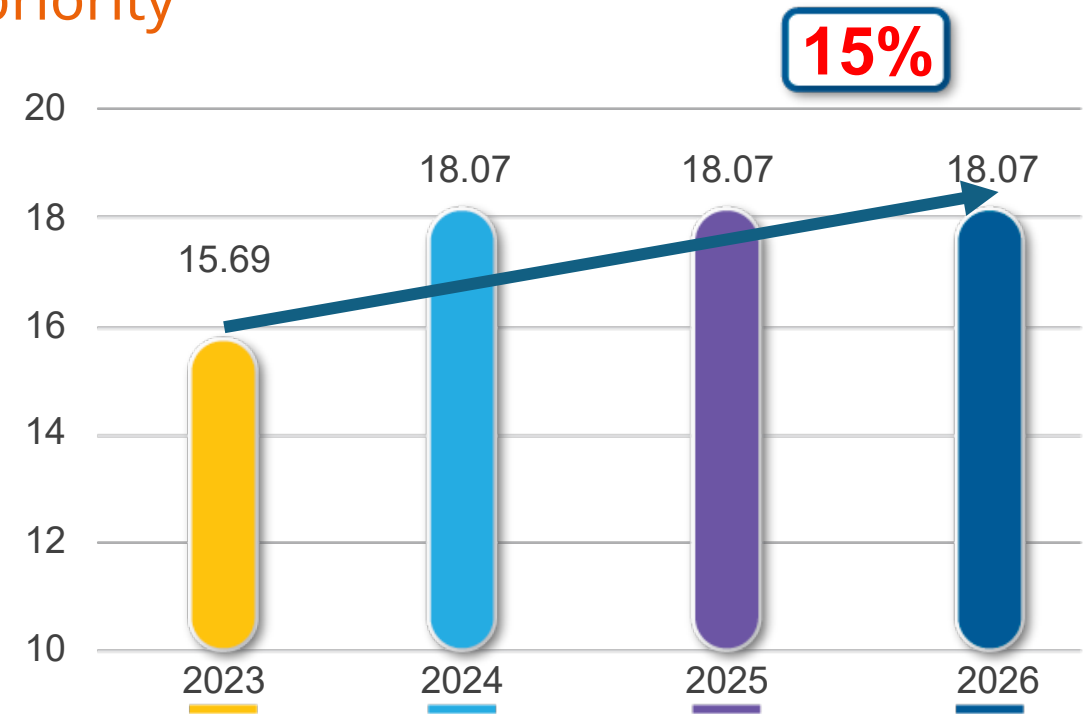
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1

The evidence turned early childhood into
A State budget priority

*Budget allocated to the
TPI
(million USD)*



Its inclusion into the Peruvian State's results-based budget in 2023 highlighted, in the results of this evaluation completed a year later, a **solid confirmation of its value and impact**, thus strengthening the conditions to ensure its continuity and financing.





2

JUNTOS strengthened its family care service to obtain concrete results

JUNTOS consolidated its family care service based on:

- Digital nominal monitoring of the provision of health services.
- Information interoperability.
- Alert management in the provision of services.

Result: Timely action against childhood anaemia (Jan 2023-Feb 2026):

22,294 children

overcame anemia within six months.

249,710 children

program beneficiaries remained free of anemia at twelve months.





3

MIDIS launched an urban TPI pilot project to generate new evidence on its impact on child health and nutrition outcomes

- New phase of evidence-based public innovation: learning which strategies are most effective and why.
- In coordination with the Ministry of Economics and Finance (MEF), the Minister of Development and Social Inclusion (MIDIS) designed this urban TPI pilot project.

a) It included:

behavioral economics tools

like personalized messages via WhatsApp and differentiated monetary incentives, adapted to urban settings.

b) With the objective:

to promote household decisions in the area of child health and nutrition and

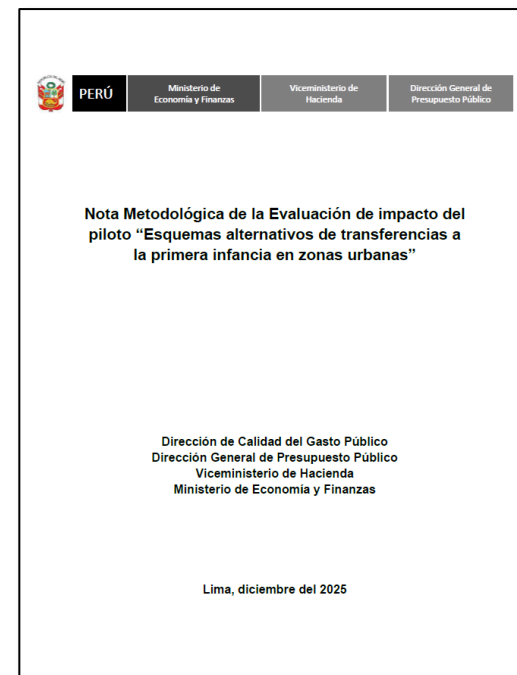
to generate new evidence to optimize the effectiveness of conditional cash transfers in urban contexts.

Partnership with UNICEF Peru

The TPI impact evaluation has served to strengthen our work agenda with the Peruvian State to increase the quality of public spending on child-related social protection programs.

In 2024 and 2025, UNICEF Peru, in collaboration with the JUNTOS Program and the MEF, implemented the mass messaging component of the TPI pilot in urban setting benefiting 19,200 households with children under one year old and pregnant women.

During 2026, UNICEF will provide technical assistance to the MEF to conduct the impact evaluation of the TPI pilot nationwide.



N°	Nombre de campaña	Cola de destino	Plantilla	Tipo de plantilla	Progreso de campaña	Reg.Vs	Acciones
1	Recordatorio - Tratamiento 4 - Mes 11 - Q1 - 15.09.25	Cola General	Recordatorio - Tratamiento 4 - Mes 11	Texto e imagen	Cant. enviado: 170 Finalizado	170	▶ ⚙️ 👁️ 🗑️
2	Recordatorio - Tratamiento 3 - Mes 11 - Q1 - 15.09.25	Cola General	Recordatorio - Tratamiento 3 - Mes 11	Texto e imagen	Cant. enviado: 171 Finalizado	170	▶ ⚙️ 👁️ 🗑️
3	Recordatorio - Tratamiento 2 - Mes 11 - Q1 - 15.09.25	Cola General	Recordatorio - Tratamiento 2 - Mes 11	Texto e imagen	Cant. enviado: 171 Finalizado	171	▶ ⚙️ 👁️ 🗑️
4	Recordatorio - Tratamiento 1 - Mes 11 - Q1 - 15.09.25	Cola General	Recordatorio - Tratamiento 1 - Mes 11	Texto e imagen	Cant. enviado: 152 Finalizado	152	▶ ⚙️ 👁️ 🗑️
5	SUB_resultados_de_campana_Mensaje Final 1 - Agosto - Batch 4	Cola General	wpp_mensaje_final_1	Texto e imagen	Cant. enviado: 1 Finalizado	1	▶ ⚙️ 👁️ 🗑️
	SUB_resultados_de_campana_				Cant. enviado: 1 Finalizado		

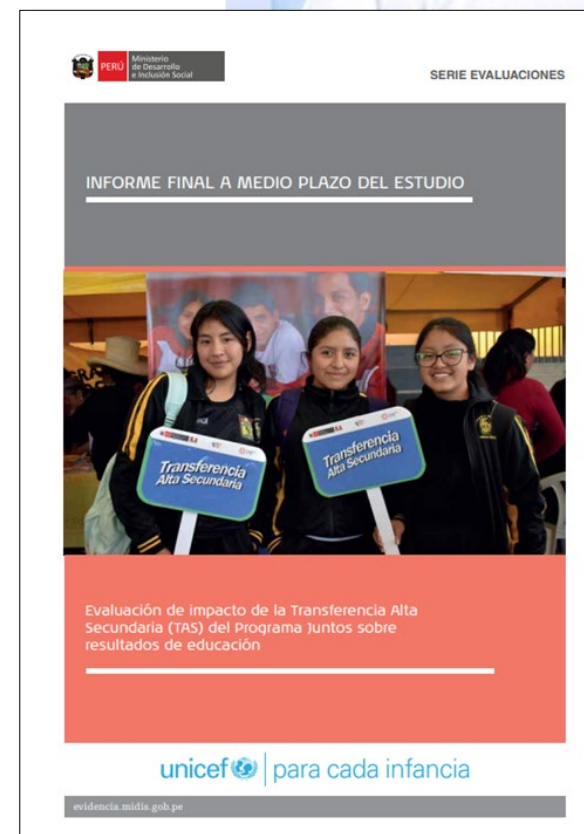
Partnership with UNICEF Peru

The TPI impact evaluation has served to strengthen our work agenda with the Peruvian State to increase the quality of public spending on child-related social protection programs.

In 2025, MIDIS requested technical assistance from UNICEF Peru to conduct the impact evaluation of the Upper Secondary Cash Transfer (TAS) of the JUNTOS Program, which benefits 25,000 adolescents living in poverty.

This evaluation will enable the JUNTOS Program to make concrete improvements to the TAS design to increase its cost-effectiveness.

UNICEF will continue providing technical assistance to the Peruvian State to improve the coverage and effectiveness of social protection programs for children living in poverty.



¡Muchas Gracias!

