



International Day for the Eradication of Poverty

Advocacy, Engagement, & Social Media Toolkit

October 2021

BACKGROUND/KEY MESSAGES

Rising extreme poverty is an emergency that we must address urgently.

- From 1990 to 2019, the number of people living in extreme poverty (according to the World Bank threshold of \$1.90 per day) plummeted, from 1.9 billion to 648 million. COVID-19 has reversed much of this progress.
- Even before the pandemic, progress towards global poverty reduction was slowing and existing anti-poverty policies and programs were missing many of the most marginalized populations. 79 percent of the bottom quintile of earners in low-income countries were receiving no social assistance.
- The data is clear: We will not be able to eliminate extreme poverty under the status quo. Macroeconomic growth alone cannot eliminate the deepest forms of poverty. We need policies and programs that address the multidimensional needs of people living in extreme poverty and empower them to escape the poverty trap and stay out for the long term.
 - Those living in extreme poverty, so isolated and excluded that they are often left out of existing development programs and market-led initiatives - need to stop being invisible to policymakers. Without integrated, comprehensive programs tailored to serve people who are the most vulnerable in these circumstances, the extreme poverty rate will become increasingly harder to budge.
- At the beginning of 2020, an estimated 700 million people lived in extreme poverty around the world. By the end of 2021, the World Bank estimates that nearly 100 million people could be forced to join them. The impacts of this increase are likely to be felt most severely by low income countries where poverty is increasing at a faster rate than before the pandemic.
- The pandemic has taken the world further off course in poverty reduction, and its long-term impacts mean nearly 600 million people could still be living in extreme poverty by 2030, an increase of 50 million people compared to pre-pandemic estimates.
- Extreme poverty is more than a lack of income - it is inextricably linked to and exacerbated by ongoing disasters, contributing to rises in child labor, gender inequality, and famine around the world.
 - In 2020, progress in eliminating child labor stalled for the first time in 20 years due to rising poverty in Africa; 47 million more women and girls have been pushed into extreme poverty by the pandemic; and amid rising poverty and food prices, 41 million people are at imminent risk of famine in 2021.
- Poverty is a policy choice, and with sufficient political will, funding, and evidence, the international community can not only reverse the pandemic-driven rise in extreme poverty, but also make strides towards its eradication.
- To truly move the needle on ending extreme poverty by 2030, financial and political change is needed, but it is not impossible. We must strive to mobilize support and resources at the global, regional, and local levels, cultivating multisectoral partnerships to rapidly expand proven anti-poverty policies and programs. Only then will we be treating this issue with the urgency it deserves.

Extreme poverty is not insurmountable: Research shows Graduation can break the poverty trap.

- The poverty trap is real, and a “big push” can empower people in extreme poverty to escape it. Researchers at the London School of Economics found that once people reach a specific threshold in the value of their assets, they stay out of poverty.
- Another study from LSE found that even seven years after entering BRAC’s Graduation program, 93 percent of participants had maintained or increased their income, assets, and consumption, or household spending on goods and services. This included a 37 percent increase in earnings, a 361 percent increase in hours of stable and productive work, a nine percent increase in consumption, a ninefold increase in savings rate, and a twofold increase in household assets and access to land.
- 13 years after entering BRAC’s Ultra-Poor Graduation program in Bangladesh, participants who escaped the poverty trap were able to move from casual labor to self-employment and maintain these

livelihoods during the COVID-19 pandemic.

- Nobel Prize winners Esther Duflo and Abhijit Banerjee led [a multi-country evaluation](#) and found that Graduation is one of the most effective ways to break the poverty trap.

Evidence suggests that holistic approaches that go beyond cash or asset transfers alone have a greater impact on poverty

- While cash transfers can be a useful and cost-effective anti-poverty intervention, current research shows the long-term, sustainable impacts of Graduation across countries and global contexts.
- [Research on Graduation programs in Uganda](#) compared Graduation to cash transfers of equivalent value and found that while cash transfers did not have a clear impact on poverty outcomes, Graduation led to increased assets, income, and consumption as well as improvements in nutrition and subjective well being.
- Graduation participants in Bangladesh increased or maintained income, consumption, assets, and savings [even seven years after implementation](#), while the long-term impacts of cash transfers require further study.
- The Graduation approach integrates with existing programs to support participants' basic needs, which can include cash assistance, and provides assets, coaching, training, social inclusion, and psychological empowerment. This enables participants to become self-sufficient even after the intervention ends. This may explain the more durable long-term impact of Graduation compared to cash transfers alone.

Graduation participants who escape from extreme poverty appear to have more productive, higher paying jobs and greater job security even 13 years after entering the program.

- 13 years after entering BRAC's Ultra-Poor Graduation program in Bangladesh, participants who escaped the poverty trap [were able to move from casual labor to self-employment and maintain these livelihoods during the COVID-19 pandemic.](#)
- Participants who escaped the poverty trap were less likely to be forced to migrate for work during the pandemic, potentially due to increased job security.

Addressing extreme poverty requires an approach tailored to the needs of the most vulnerable people

- People living in extreme poverty often lack access to food, water, income, education, health care, housing, electricity, and the resources and skills needed to develop a sustainable livelihood. This keeps them trapped in a state of severe deprivation, unable to reach the threshold to escape it. The circumstances of extreme poverty, however, vary across different contexts, demographics, and physicalities, bringing with them a unique set of needs and challenges.
- People in extreme poverty are often socially, financially, and economically excluded, unable to access public services or markets to meet their basic needs. In times of crisis, governments face challenges in reaching them with emergency assistance.
- Women in extreme poverty are particularly marginalized, often lacking legal rights, social empowerment, and access to health care and education while being far more likely to perform unpaid or underpaid care work.

Investing in the wellbeing of those furthest behind means investing a better future for everyone

- [Research suggests](#) that a small investment in the wellbeing of people in extreme poverty can have large scale impacts. Raising the standard of living for the poorest people in a society makes countries healthier and better educated and makes their development more sustainable, inclusive, and just.
- Economic inclusion for low-income households brings more people into the market, raising aggregate demand and encouraging growth. A [2018 UNDP and LSE study](#) that simulated the potential macroeconomic impacts of scaling Graduation across Cambodia predicts this would not only reduce poverty for the poorest people but also include them in their local economies, thereby stimulating economic growth for entire communities.

SOCIAL MEDIA: MESSAGING AND THEMES



On this International Day for the Eradication of Poverty, nearly 100 million people have been pushed into #extremepoverty due to #COVID19. Eradicating poverty requires multidimensional approaches to break out of the #povertytrap long-term.

Even before #COVID19, the world was not on-track to eradicate #extremepoverty by 2030. On this #IDEP2021, we must recommit to global cooperation to reach those left behind by traditional systems. <https://tinyurl.com/3kwsjyvs>

47M more women have been forced into #extremepoverty due to the impacts of #COVID19. This International Day for the Eradication of Poverty, it's critical to recognize the gendered dimensions of poverty. #BreakTheCycle <https://tinyurl.com/wvjwy7h7>

Now more than ever, the need for sustainable antipoverty efforts is critical. 'Big push' approaches are proven to enable people living in #extremepoverty to build resilience to future shocks and break out of the #povertytrap.

To #EndPoverty, we must break the status quo. This requires systemic change that will address the true multidimensional nature of extreme poverty. #BreakTheCycle <https://tinyurl.com/4u3ye7jk>

Leveraging @WorldBank IDA funds to support #economicinclusion programs and reach those left behind by existing programs can lead to critical, long-term impacts in reducing #globalpoverty and reaching 44-54 million people, the majority in #extremepoverty. <https://tinyurl.com/yvue2evf>



#COVID19 has disproportionately impacted people living in #extremepoverty and communities facing marginalization. To eradicate poverty long-term, we need to challenge the status quo and back sustainable, evidence-based programs. <https://tinyurl.com/4u3ye7jk>

Stopping the global crisis of #extremepoverty starts with reaching those left behind by existing policies and programs. @BRAC's #TheGraduationApproach empowers people to build resilient, sustainable livelihoods and break out of the #povertytrap long-term.

On this International Day for the Eradication of Poverty, 47 million more women have been pushed into #extremepoverty due to the impacts of #COVID19. It's time to act—using proven, evidence-backed approaches to reach the people left behind by existing systems and empowering them to develop sustainable livelihoods and #resilience to future shocks. <https://tinyurl.com/wvjwy7h7>

What if we could enable people to escape #extremepoverty long-term? This International Day for the Eradication of Poverty, we need to back proven approaches that go beyond one-dimensional definitions of extreme poverty to use holistic, integrated programs to empower people to develop long-term resilience and sustainable livelihoods. <https://tinyurl.com/3kwsjyvs>

Without specifically-dedicated efforts, funds historically fail to reach those living in #extremepoverty and marginalization. The proposals put forward by over 30 organizations affiliated with @TheWorld Bank's NGO Collaborative leverage IDA funds to strengthen #economicinclusion and reach those left behind by existing policies. <https://tinyurl.com/yvue2evf>

KEY RESOURCES, HASHTAGS, AND SOCIAL MEDIA ACCOUNTS TO TAG

[How to Strengthen Anti-Poverty Efforts](#)

[How to Stop the Poverty Pandemic](#)

[Why We Need to Understand Extreme Poverty as Multidimensional](#)

[Adapting Programs to Meet the Needs of the World's Poorest People](#)

[Escaping Poverty Long-Term: Investing in the Multidimensional Needs of the Next Generation](#)

[Graduation Overview Video](#)

[World Bank International Development Association \(IDA\) - Letter from NGOs](#)

[BRAC Ultra-Poor Graduation Initiative \(UPGI\) Official Website](#) | [BRAC UPGI/Graduation Blogs & News](#)

[BRAC Official Website](#)

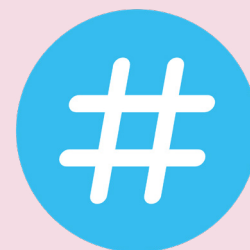


Hashtags:

#EndPoverty

#BreakTheCycle

#IDEP2021 #IDEP #SDG1



Social Media Channels to Follow and Tag:



Twitter: [@BRACworld](#) [@BRAC UPGI](#) [@Shameran](#)



Facebook: [Facebook.com/BRACWorld/](#)



Instagram: [Instagram.com/bracworld](#)



LinkedIn: [LinkedIn.com/showcase/69692604/](#)



YouTube: [BRAC's Graduation Playlist](#)



VISUAL ASSETS

Instagram: Graduation Impacts



Twitter/LinkedIn: Quote Cards

“I knew I could do [great] things if given the opportunity. I used to think about what I might do if I had a little extra money come my way.”

- Mary | Kitui, Kenya
PROFIT Financial Graduation program participant

brac | ultra-poor graduation initiative

“What idea is bigger than the idea that the poorest of the poor have enough talent to be self-sufficient? That if you give them a push, they'll stay up.”

- Abhijit Banerjee
Nobel Prize in Economics 2019 Winner | Professor of Economics at Massachusetts Institute of Technology (MIT)

brac | ultra-poor graduation J-PAL

“During lockdown, training helped me a lot since I was able to prepare for it. I no longer work for anybody. I can now focus on our business.”

- Corazón | DOLE Graduation Pilot participant

brac | ultra-poor graduation initiative

“To drive systems change and truly move the needle on ending poverty, we must view poverty through a human rights lens and work together to commit significantly more resources. Access to social protection is a human right, and it is our moral imperative to ensure that no one is left behind.”

- Shameran Abed | Executive Director, BRAC International

Animated GIFs / Poverty Trap Video



CLICK [HERE](#) FOR FULL VISUAL ASSET COLLECTION