How To Better Reach Rural Women

Findings from a communication strategy in Mexico informed by behavioral science

1. **MEET THEM WHERE THEY ARE**
   - Engage inactive women and reduce hassle factors by reaching out to them in local settings where they frequent.

2. **HARNESS THE POWER OF BEHAVIORAL SCIENCE**
   - Invoke social norms and identity to expand aspirations and use call to action and loss aversion framing to create urgency.

3. **USE THE RIGHT MESSENGER**
   - Provide trustworthy, local, and qualified personal support to increase trust and self-confidence.

4. **USE TEXT MESSAGING FOR REMINDERS AND FEEDBACK LOOPS**
   - Almost everyone has filled their application. How are you doing?

5. **REDUCE COMPLEXITY**
   - Simplify forms and procedures without losing essential instructions.

6. **MAKE THEM TRUST THEIR CAPABILITIES**
   - Increase their self-efficacy in handling this process.

An experiment using behavioral sciences significantly increased the number of applications to a natural resource management program from women in harder to reach localities, showing that rural women in Mexico are interested in this topic.

**Glossary**

- **Hassle factor**: inefficient or unnecessary steps that might delay or prevent people from performing an intended behavior.
- **Social norms**: informal rules of behavior that are considered acceptable in a group, community, or society.
- **Social identity**: the portion of an individual’s self-concept derived from perceived membership in a relevant social group.
- **Loss aversion**: the tendency for decisions and behavior to be influenced by the desire to avoid a loss, rather than be rewarded with an equivalent gain.
- **Aspiration**: hopes, feelings, and thoughts associated with achieving our goals and ideals in life.
- **Self-efficacy**: a person’s belief about their ability to succeed or perform certain tasks.