

Engaging men in household chores

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Project Overview

- Phase one study (January 2021 – September 2021):
 - Part of *Her Time* project (co-funded by World Vision and Care), with main objective to validate a high frequency phone-based measure of time use
 - Intervention: encourage men to participate in household chores by calling them 6 times over 12 months (1:1 calls to reinforce gender training)
 - Outcome: chores participation by all household members (reported by women)
 - Study ended early due to conflict affecting Amhara
- Phase two study (October 2022 – October 2023):
 - Sampled from SPIR II evaluation *kebeles* (but not SPIR II evaluation households)
 - Intervention: same as before, we make 7 calls over 14 weeks
 - Outcome: chores participation by all household members, high frequency time use, mental health, etc.
 - We collect same outcomes from male and female respondents pre and post intervention (can analyze concordance)

Phase one study - Introduction

- Many livelihood and gender trainings aim to change behavior
- Many programs in developing countries target women, but male behaviors are very important and less addressed
- Socially constructed behavioral constraints, like gender norms, are not easy to change and require multifaceted interventions
- Many gender norm interventions are delivered through a single gender training event (E. Bulte et al., 2016; E. H. Bulte et al., 2018; McKenzie et al., 2017)
- We designed and evaluate a behavioral intervention to reinforce an in-person training, which we delivered over a series of phone calls targeting men
 - Key intervention features: **reinforcement, repetition, customization**

Phase one study – Experimental Design

- Following VESA level livelihoods and gender training provided to both women and their male partners, we conduct a randomized control trial (RCT)
- We randomly assign 231 men (household head or if female headed an adult male member) to one of two groups:
 - **Treated:** receive phone-based reinforcement of training messages designed to encourage them to participate in household chores and childcare
 - **Control:** receive similar phone calls addressing an unrelated placebo topic (the man's food consumption in the last 24 hours)
- Treatment spanned 12 weeks: six calls spaced two weeks apart
 - We had 90 % response rate for the first calls but increased to 94 % with call backs
- During each call, a well-trained enumerator administered a carefully designed 5 minutes script* in which she discussed gender norms with the male respondent
- Two weeks following the final phone call, information on the outcome variables were collected by phone from the primary female respondent

*Scripts designed in collaboration with gender experts at World Vision and CARE Ethiopia.

Phase one study – Estimation

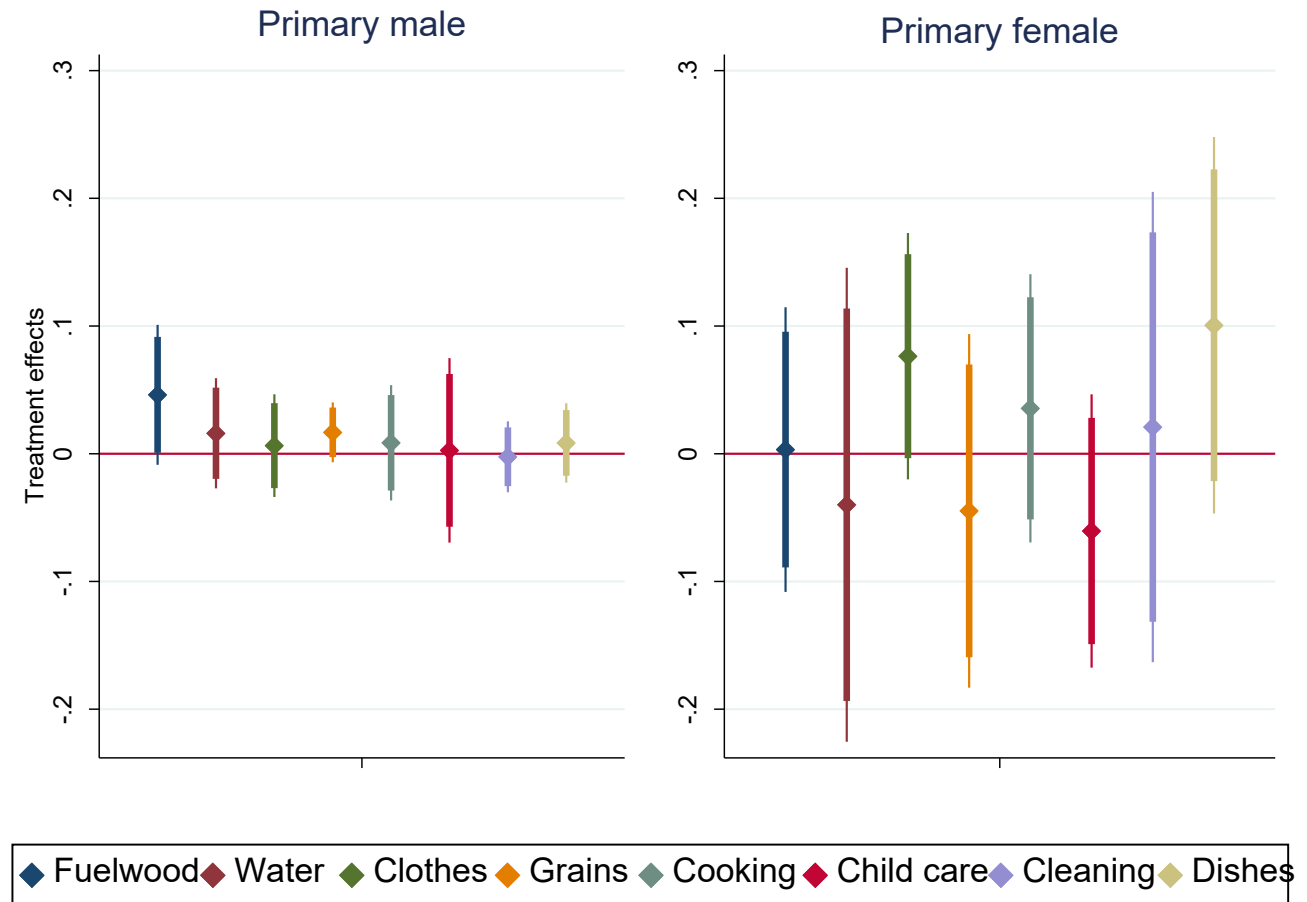
Treatment effect estimated using Analysis of Covariance (ANCOVA)

- $$Y_{iv,t=1} = \alpha + \beta T_{iv} + \gamma Y_{iv,t=0} + \delta_v + \varepsilon_{iv}$$

- $Y_{iv,t=1}$ is an outcome variable Y for individual i from VESA v measured at endline ($Y_{iv,t=0}$ is the same measure at baseline)
 - whether the male participated in collecting fuelwood, fetching water, cooking, childcare, washing clothes, processing grains, house cleaning or dish washing
- T_{iv} is the treatment indicator (equals one if individual i in VESA v is assigned to treatment)
- β is the coefficient of interest, showing the intent-to-treat effect
- δ_v represents VESA fixed effects
- ε_{iv} is *iid* across individuals

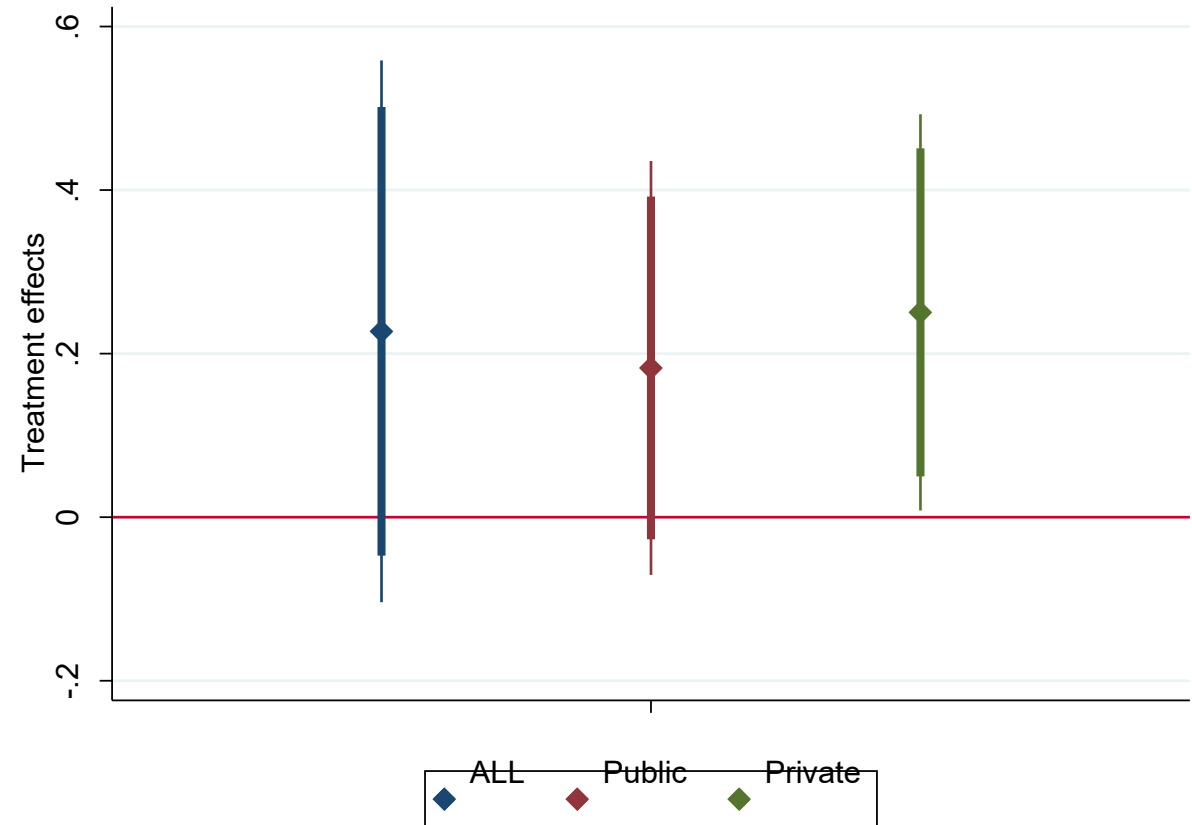
Phase one study – Results

- Intervention increases the probability of primary male's participation in fuelwood collection
- Intervention didn't lead to a decrease in primary female's participation in HH chores



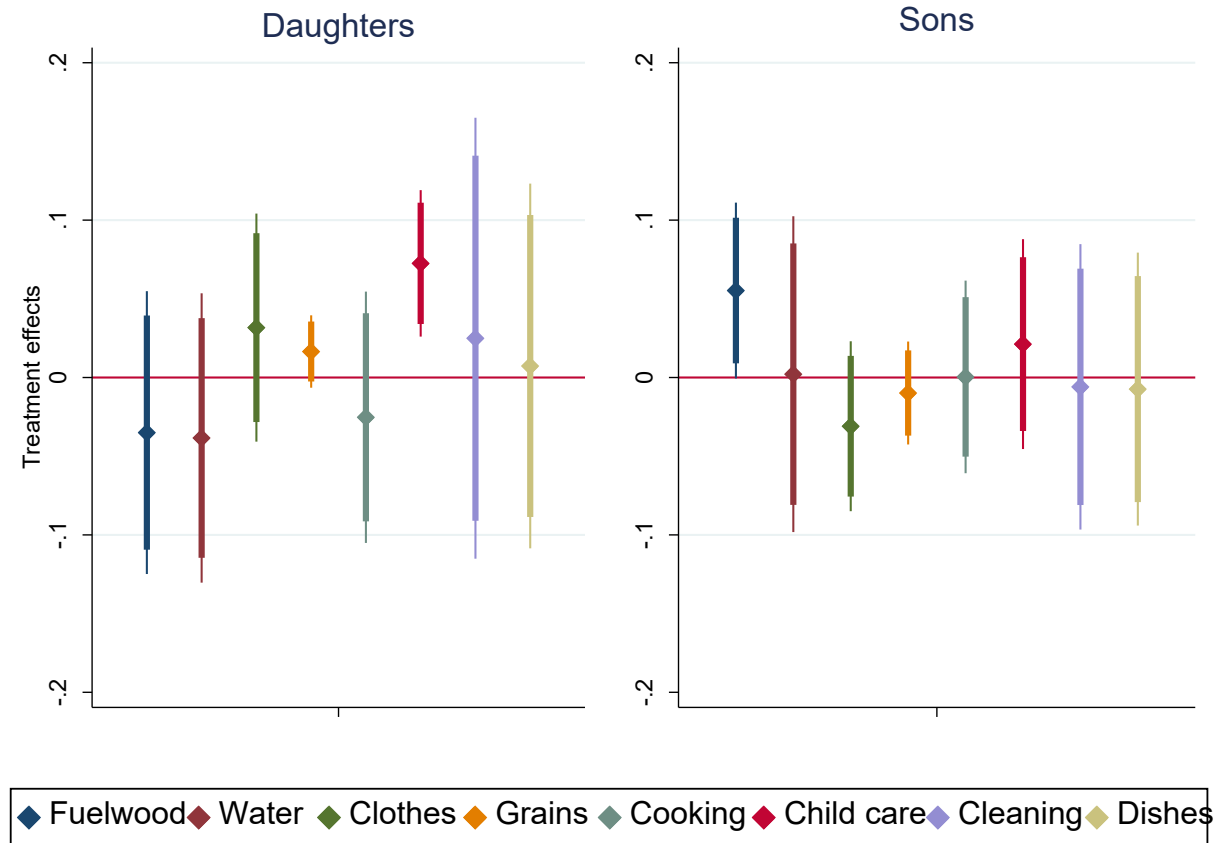
Phase one study – Results

- Intervention increases primary female's level of satisfaction in primary male's contribution towards HH chores



Phase one study – Results

- Intervention increases the probability of children's participation in HH chores
- Daughters increase their participation in childcare
- Sons increase their participation in fuelwood collection



Phase one study – Conclusion

- Men's participation in publicly observable chores (collecting fuelwood) increased, with no decrease in women's participation
 - Labor shortage and/or sustained increased men's participation needed
- The intervention raised women's satisfaction significantly
 - Fuelwood and cooking especially, perhaps because her expectations were low for these chores
- Although the treatment targeted men, it led to increased participation in chores by other household members (daughters and sons)
 - This unintended effect on children's participation highlights possible complications arising from gender norms interventions

Current study – New Sampling Criteria

- Sample selection:
 - Household contains at least one child aged 24 to 60 months
 - Household contains a primary male and primary female respondent (if female-headed HH could be an adult son or other male)
 - SPIR II *kebeles*, but not SPIR II evaluation households (i.e., we excluded households with any infant under 24 months or woman known to be pregnant at baseline)
- Sample size: 192 households
 - 4 *gotts* per *kebele*, 16 *kebeles*
 - All households receive a new, inexpensive phone (to eliminate selection bias)
- Intervention is similar to phase one study (7 personalized reinforcement calls targeting primary male over 14 weeks)
- Treatment assignments are randomized
 - *Gotts* assigned to waves, stratified on average time to fetch water (reported at baseline) to ensure seasonal representativeness
 - Households assigned to receive BCC calls or placebo content, stratified on *gott* and male respondent's age

Current study – New Research Questions

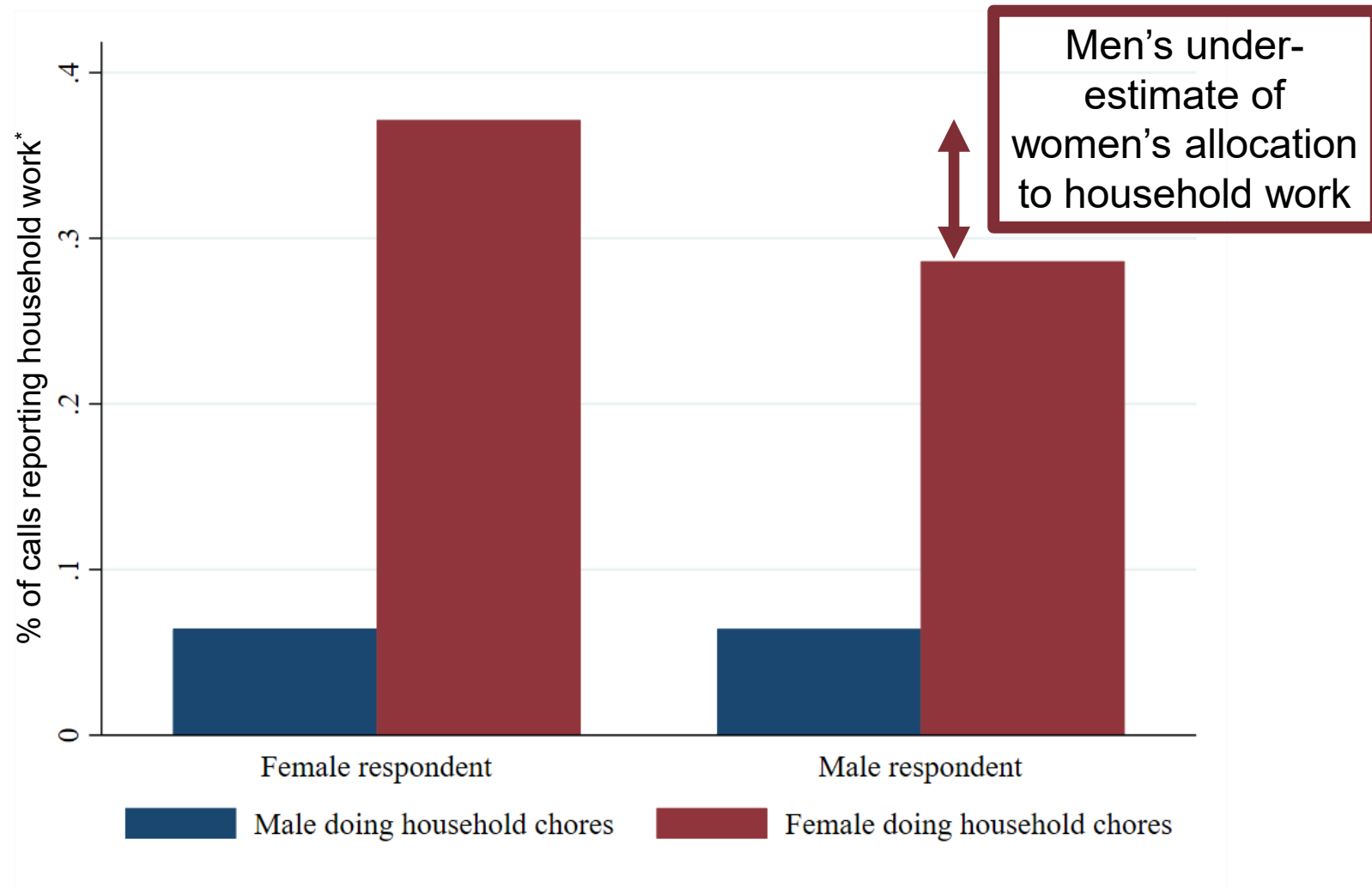
- What is the effect of BCC intervention on:
 - Participation by men (and other household members) in household chores?
 - Time use of primary male and primary female (as measured through high frequency survey)?
 - Other outcomes, such as satisfaction with other members' participation in chores and mental health measures?
- To what extent do men's and women's reports of each others' time use and chores participation agree?
 - Insights about misperceptions can inform future research
- How does time use reporting differ across seasons
 - Compare high-frequency time use data to 7-day labor recall across different seasons

Current study – New Outcomes

- We collect the same information from *both* male and female respondents
 - To measure not only imbalance in workload but also misperceptions
- Chores participation, as in background study:
 - “Did anyone perform [task]? If so, who performed it?”
 - Minimizes concerns that respondent misreports due to social desirability
- High-frequency time use data collected by phone, from primary male and primary female before and after the intervention
 - Leveraging design from a successful previous study
 - Activity at the time of the call, 5x per day at random times
 - Previous results show that time allocation is measured with error even about the previous 24 hours
 - Short calls allow for collection of activity of the respondent *and* their spouse
 - Also: locations, supervision of the index child, activities of other children

Results from Baseline: Men Likely Underestimate Women's Household Chores

- Using high-frequency calls data, we calculated how often **household work** is reported as the primary activity:
 - by female vs. male respondent
 - about themselves or their spouse
- Shows that:
 - Women have good knowledge about their husband's time spent on household chores
 - Men likely underestimate their wives' burden of household work



*Household work includes, e.g., cooking, cleaning, processing grains, home maintenance. Denominator includes farm work, care of livestock, childcare, time spent socializing (e.g., eating with family, church), and less frequently reported activities like travel and leisure. Covers 7am to 6pm only.

Current study – Timeline

- Survey design: May thru December 2022
- In-person baseline: September/October 2022
- Phone intervention & data collection launch: January 2023
- Phased completion of this in waves:
 - Intervention calls started February for Wave 1 households
 - Pre-intervention calls for outcomes completed for all households May 6
 - Intervention calls continue through the coming months
 - Endline data collection starts May 30 for Wave 1 households
- Pre-Analysis Plan: post in June before endline data are analyzed
- Thank you to IFPRI for their generous support!

Thank you!

Questions and comments:

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Appendix: Most men underestimate their wives' household work

