

Active search strategy (Brazil)

Summary:

Brasilia Sem Miséria (BSM) program was launched in 2011 by the Government of Brazil to address the multidimensional nature of poverty that could manifest due to a lack of food and nutrition, a shortage of access to education, healthcare, water, electricity, and housing, and a lack of professional training and work opportunities¹. The main source of information for the program to identify and select beneficiaries is Cadastro Único. However, this program includes Busca Ativa or Active Search, which aims to help the poor population isolated due to geographically remote areas or lack of information. It aims to register such families under BSM.

Objectives:

- To ensure inclusion and participation of the most remote and vulnerable population in Bolsa Familia and Brasilia Sem Miséria. The active search program's motive is that families in poor and remote areas find it difficult to register themselves.

Key Stakeholders:

- Ministry of Social Development
- National Commitment for Social Development (CNDs)
- The World Bank
- State Governments and Municipalities
- Reference Center for Social Assistance
- Remote and vulnerable population

Implementation strategy:

Social workers, community health agents and local BFP managers, among others, are responsible for home visits, door-to-door canvassing, mobile units and other strategies ensuring the participation of the most remote and vulnerable population in the country. In some cases, the head of the family cannot make time or cannot physically travel to government premises. In other cases, the families cannot afford the travel from remote locations or are not aware of their eligibility status.

Resource Utilisation:

The data collection for registration with Cadastro Único is a dynamic process that involves a combination of methods and resources such as (Barca, 2017):

- Fixed service stations for ongoing on-demand registration. There are around 9,413 service centres which include 5,123 Centros de Referência de Assistência Social (Social Assistance Reference Centres)
- Mobile service stations, including registration task forces and occasional census surveys
- Home Visits

Impact/ Outcomes:

After its launch in 2011, 1.1 million extremely poor families were registered in the single registry and added to the PBF due to the active search strategy implemented under BSM. The active search program led to the inclusion of 1.7 million families in Cadastro Unico from 2011 to 2017.

Challenges/ Lessons Learnt:

- The precision-targeting action is one of the main legacies acquired within the management and implementation of social policies through this tool.

Replicability & Sustainability:

- Busca Ativa or Active Search is used as a research and monitoring tool along with Single Registry and aims to generate an all-inclusive targeting process. However, despite these monitoring mechanisms in place, there may be a need to establish a more in-depth follow-up approach for these measures to sustain.

¹ Brasilia Sem Miséria (Brazil) is presented in further detailed in [Case Study: 4](#)

Fact Sheet:

Thematic area	Active Search for Registry in Social Programs
First-year of the program	2011
Responsible institution	Ministry of Social Development and Fight against Hunger (MDS) and Reference Center for Social Assistance
Target audience	Remote and vulnerable population
Coverage	Brazil - National