

ILO – WoF Project

Public education campaign on social protection benefits in Cambodia

November 2017 – April 2018

Note for the WoF Foundation Executive Committee
25 Juin 2018

SUPPORTING NSSF IN ITS COMMUNICATION ACTION TO HELP THE ROLLING OUT OF THE HEALTH INSURANCE AND CONTRIBUTE TO THE EMERGENCE OF A CULTURE OF SOCIAL PROTECTION

Developing a communication and education **strategy** on social protection
Supporting the first communication efforts

Enhance NSSF capacities to **administer** **communicate on** social protection programmes

Raising employers' and workers' **awareness** on social protection

Better acceptance and **increased enrolment** in the mandatory health insurance scheme (improved compliance)

Emergence of a **culture** of social protection in Cambodia
Further extension of social protection in the country
Commitment of the government

OBJECTIVE

To allow more people to effectively access social health protection and to contribute to the development of a culture of social protection in **Cambodia**



The project contributed to raise awareness of workers and employers on the right to social protection while developing the NSSF capacities to communicate efficiently on its schemes.

PROJECT IMPLEMENTATION AND PRODUCTS DELIVERED

Project activities took place from Nov. 2017 to Apr. 2018 and were organized in three phases: (i) **Identifying and engaging the communication specialists** (Nov); (ii) **designing the communication strategy** (Dec–Mar); (iii) **producing and disseminating five radio spots** (Feb–May).

The **communication strategy** is the result of a collaborative process which involved the NSSF, the ILO and the beneficiaries. It is structured in two axes:

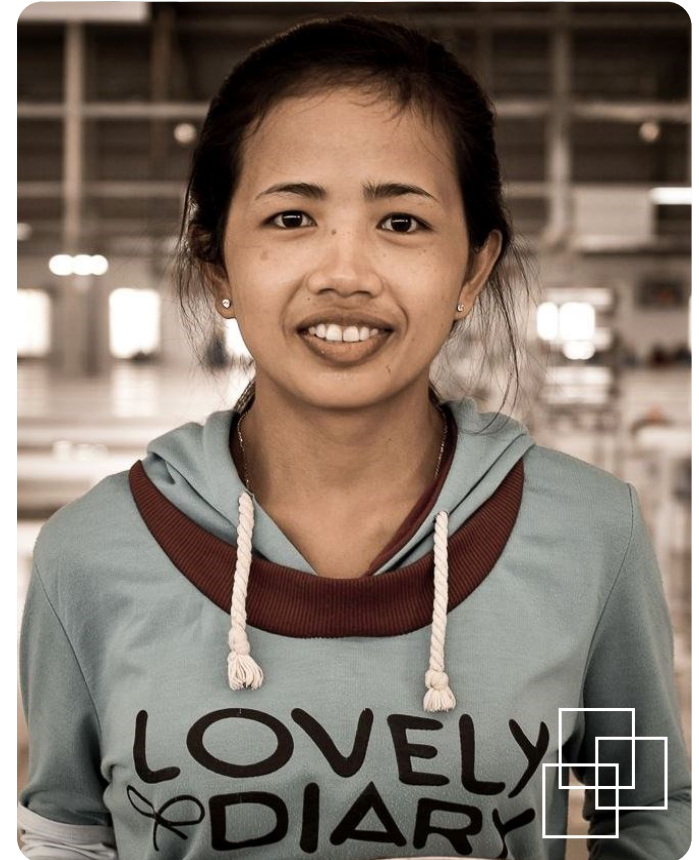
1. AWARENESS RAISING & EDUCATION (2018)
2. EDUCATION & BUILDING CONFIDENCE (2019-2020)

The implementation of the strategy and the production of the communication tools are the responsibility of the NSSF with the support of the ILO.

The **five radio spots** cover maternity benefits, health insurance, employment accident insurance, commuting accidents and the obligation of the employer to register the workers to the NSSF. It were disseminated during April and May in 8 radio stations all over the country a total of 1,584 times.

NSSF staff was involved in all the activities of the project and the products were validated by the relevant authorities. This was an important **learning process for the NSSF** who realized the importance of raising awareness, communicating and creating a culture of social protection. As a result, **NSSF** decided to allocate specific human and financial resources to continue the activities of the project **in the** longer term.

A sound communication strategy, five radio adds disseminated all over the country over a two-month period and the NSSF convinced ~~on the important on-~~ **by the importance of** creating culture of social protection.



RESULTS AND INDICATORS OF SUCCESS

- The project enabled the **development of the competences of NSSF** and its engagement to integrate awareness raising, communication and education in its strategy to extend social protection to all the population.
- The NSSF is investing an amount of 150 us\$ to implement Phases 1 and 2 of the communication strategy designed under the project.
- The number of registered members to NSSF increased from 1,1 millions to 1.4 millions between July 2017 to May 2018 (health insurance and employment injury insurance). One can consider that the project contributed to this extension.
- ILO knowledge base **in** the field of awareness raising and communication on social protection **was** increased and the experience developed by the project will be capitalized in a good practice guide to be published in 2019.
- WoF and ILO are identifying opportunities to share the knowledge and experience developed in other countries of the region.

RECENT DEVELOPMENTS

- The ILO is working on the production of motion videos based on the voice recorded for the radio ads. These videos will be shared in the social media networks of NSSF and other relevant actors. This work is financed by the ILO EU-SPS project. The Facebook profile of NSSF has 90.838 followers **es**.
- The implementation of the Phase 1 of the communication strategy has started. The NSSF is financing this work up to an amount of 138,158.40 us\$. The contract is already signed and the NSSF established a communication team of 6 people to work on this project.
- Once the info pack is produced, two video briefs will be developed on employment injury insurance and health insurance.

The project was successful in its key objectives of producing an evidence-based campaign to raise awareness amongst targeted populations, but had an additional benefit of building capacity within the NSSF to understand the significance of communicating with beneficiaries, as well as to manage contracts with communication agencies. This is reflected in the institution's financial commitment and establishment of a communication's team within the Policy Division.

LESSONS LEARNT - 1

- **The methodology is replicable in other contexts, but the project modality is not.** The Cambodian project benefited from two unique factors which were essential to its success:
 - (i) *The ILO Knew exactly where the knowledge gaps were and how these were affecting the performance of the social security system.* A parallel ILO project funded by Korea had already produced a nationwide survey on workers' and employers' awareness (or lack thereof) with existing social protection benefits. This was the foundation for the evidence-based proposal submitted to WoF and the subcontractor's subsequent work.
 - (ii) *Without the Government's contribution, the project could not have produced any product beyond the strategy.* The Government financed almost 80% of the project's activities. The donor's contribution acted as a seed to mobilize resources but this exceptional arrangement was only possible because of the strong relationship of trust between the NSSF and the ILO in Cambodia.
 - lil without ILO involvement (estimated cost of 120,000 USD in staff time) impossible to run this project
- **Raising awareness on social protection is an expensive—affair—business? Activity?.** If the project aims to raise awareness on statutory benefits the scope of the activities must be national, which means high dissemination costs. In Cambodia, the minimum dissemination cost for a national campaign was \$25,000 in radio and \$100,000 for TV.
- **Specialized agencies should be employed for strategic work, but not necessarily for product development.** The complex nature of the topic means that specialized social communications agencies can add real value to ensure the message is effective yet understandable for the general population. In Cambodia, the innovative and participatory methodology employed by 17 Triggers was essential in engaging the NSSF and building their capacity. However, once the strategy is developed, regular advertisement agencies have enough capacity to handle the production of materials at a significantly lower cost. It is recommended that the strategic and product development activities are managed as separate procurement processes in future projects. **However important to keep the ILO involved to ensure that the messages are technical sound**
- **Communications activities are time-intensive.** Communication agencies function in a strict private-sector fashion including fast-paced schedules and the need for quick feedback and approvals. Any delays result in additional charges. They are used to dealing with the communications divisions of their clients, who devote their full time to these contracts. In Cambodia this meant that the ILO staff had to devote a considerable amount of time to the project (50% of the national officer and 30% of the international professional during peak months). The same was true for NSSF staff which often resulted in significant delays in approvals, particularly given their highly centralized decision-making structure.

LESSONS LEARNT - 2

- **The importance of the Government's commitment to communications activities should not be underestimated.** The top management of the NSSF was clear on the relevance of creating a culture of social protection. However, the project suffered costly delays because of a perception amongst technical staff that this work had low priority within their busy schedules. Political dynamics should also be acknowledged.
- **Communications is essential to building a culture of social protection, and a key issue for the ILO.** This is an interesting and important area of work for the ILO to expand on, linking the normative role to operational performance. However, a proper project with sufficient funding for staff, activities and evaluation would be necessary to see real impact and build evidence to support further investments in this area.

