

NSSF Radio Scripts

Results from Testing | December 2017

What's this presentation for?

Purpose: Share radio script testing results and updated scripts

Outcome: Clear understanding of user feedback and approved scripts

WINFU: Consider user feedback when approving final scripts

WHAT WE HAVE DONE SO FAR



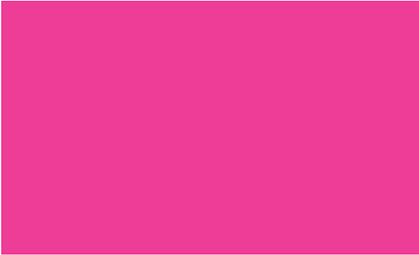
PROJECT SETUP

Briefing session
Radio briefs



CREATIVE DEVELOPMENT

Script writing
Media planning and buying



TESTING

Testing Plan
Test scripts
Update final scripts based on feedback
Present testing results



PRODUCTION

Final scripts approval
Record scripts
Final delivery of files
On-air



Testing Overview

Five scripts were tested

Tested with employees:

Script 1: Maternity

Script 2: Commuting Accidents

Script 3: Employment Injury Insurance (EII)

Script 4: Social Health Insurance (SHI)

Tested with employers:

Script 5: Employer

(we also tested worker scripts 1-4 with some employers)



Who we tested with

22

People in total

10

Individual Interviews

2

Focus Groups

10 | 12

Women vs. Men

6

Employers
(SME/NGO)

4

Employees
(SMEs/NGO)

12

Garment workers

Key Questions

For each script, participants were asked the following questions:

1. What do you remember from this audio?
2. What do you understand from this audio?
3. What do you not understand from this audio?
4. What is the call to action (next step you should take after listening to audio)?
5. Do have suggestions to make it easier for employees to understand?

The recordings were only played once, except in some cases, for question number 5.



Key Findings for each script
(focus groups counted as one respondent)

Script 1: Maternity

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What worked well

- 100% understood that there is free medical treatment and benefits for pregnant women
- 9/11 could recall benefit as 70% of salary
- 5/11 understood you had to be registered for 9 months already
- 4/11 could recall 'free delivery'
- 3/11 could recall 90 days

Call to action

100% understood that the spot wanted them to register for NSSF



Script 1: Maternity

What didn't work well (or questions)

- Only 3/11 understood that they have to go to the nearest NSSF office to register
- Not sure what 90 days is for
- What are the relevant documents to bring?
- What does 'service' mean, is it more than financial benefit?
- What if I stop working at 7 months?



Will NSSF arrange the baby delivery for us? The meaning of 'service' means they will organize everything for us. If we have to look for the doctor, venue, and pay by ourselves then that does not really mean a service."

- NGO worker



Script 1: Maternity

Suggestions for Improvement

- Clarify location of NSSF (don't use the word 'khan' for branch)
- Clarify that 90 days is time off work
- Add basic documents to bring (ID, proof of employment)
- Make sure it is clear that NSSF will PAY for medical treatment, not provide \$\$\$



Script 2: Commuting Accidents

Script 2: Commuting Accidents

What worked well

- 9/11 understood that public hospital treatment is free for accidents while travelling,
...and for private, you pay first and claim later

Call to action

100% understood that you should bring your NSSF card with you at all times



Script 2: Commuting Accidents

What didn't work well (or questions)

- Mix up between hotline 1286 and 023 number: not sure which one to call for emergency and which one to call for info
- Think that NSSF will always pay back for non-partner/private hospital treatment if accident (any accident, not emergency only)
- Not clear what happens if call 1286



What will happen if we call NSSF?
Will they send an ambulance? Will they cover the car damage?"

- Garment worker



Script 2: Commuting Accidents

Suggestions for Improvement

- Only use hotline number 1286
- Clarify that NSSF only covers for emergency/serious injuries if you go to a private or non-partner hospital
- If possible, include that NSSF will call ambulance for you



Script 3: Employment Injury Insurance

Script 3: Employment Injury Insurance

What worked well

- 100% clear that can receive free medical treatment
- 3/9 could recall that you can get disability and survivor (death) benefits
- 3/9 could recall that you get supporting money when sick (paid leave)
- 2/9 could recall you get medical equipment/tools support

Call to action

8/9 understood that you should ask your employer if you are registered, and if not, to request



Script 3: Employment Injury Insurance

What did not work well (or questions)

- Mix up between hotline 1286 and 023...
- Not clear if only applies to garment workers or other industries (word 'gamego' in Khmer)
- Mostly did not like chanting of "I receive...I receive", and not sure about meaning
- What are the exact benefits for disability/death and how do you get them?



The words "I am a worker..." should come from people in different sectors like garment worker, cleaner, old people so that it sounds like different workplaces, different ages, positions, not only youth

- NGO worker



Script 3: Employment Injury Insurance

Suggestions for Improvement

- Only use 023 number for more information
- Use different voices and maybe multiple terms for employee, both 'gamego' and 'bokaleuk' (staff)
- "I receive, I receive" can be said one by one
- People have good recall with numbers and % (like 70% salary), may be worth adding to paid leave



Script 4: Social Health Insurance

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What worked well

- 9/10 could recall that you get 70% of daily wage if you are sick and take time off work

Call to action

8/10 understood that you should ask your employer if you are registered, and if not, to request
(but they had already heard script 3)



Script 4: Social Health Insurance

What didn't work well

- What's difference between script 3 and 4?
- Assumption is that NSSF only covers for work-related illness or accident



Script 3 is for workers, Script 4 is for....general? Please also mention more clearly about the 70%.”

- Garment worker



Script 4: Social Health Insurance

Suggestions for Improvement

- Need to make more clear that NSSF will also cover non-work related illnesses and accidents, e.g. the person could say “when I am driving in my free time”
- Same points as Script 3



Script 5: Employer

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What worked well

- 4/6 could recall that NSSF is in 24 provinces and Ministry of Labour
- 100% understood free medical treatment
- 4/6 could recall 70% salary for maternity benefit

Call to action

100% understood that they can register their staff with NSSF, even if only one employee



Script 5: Employer

What didn't work well (or questions)

- Only 2/6 understood that it was an obligation (word in Khmer is invite: “on-jeun”)
- Only 2/6 understood where to register (word “khan” for branch makes people think they have to go to commune/district)
- 100% asked what the price was
- Want to hear benefit (exact amount)
- Most thought the spot was too long



If the government puts pressure on employers to register then they might consider it, but if there is no action or fines they will not register because they would already have proper insurance for their staff.

- Finance manager



Script 4: Social Health Insurance

Suggestions for Improvement

- Obligation to register needs to be more strong (fines DO apply)
- If can include price, it is 3.4% of each worker's salary
- Make link to Ministry of Labour more strong



Feedback that applies to all scripts

Voice Preferences

- Mild preference for male announcer (6/22), but in general no preference
- Majority wanted a strong, clear voice (not “m’niek” ម៉ែត្ត)
- 100% preferred dialogue for worker scripts
- Monologue was ok for employer script (no preference)
- Make sure all numbers are pronounced clearly, e.g. number 4 vs. number 9



Technical words

- Overall, be aware of technical words/written language rather than spoken, e.g. husband and wife dialogue is too formal

Confusing words

- “Khan” for branches is confusing with district office
- “Gamego” for worker excludes other employees
- Add “nei” to give authority to “NSSF of the Ministry of Labour
- “M’jas achevagam” means business owners only, might need to add a term for organizations/non-profit as well (no catch all term)
- “Pheak tien” is the correct word for fixed monthly contribution



Phone number and address

- 100% understood you could call the number for more info, but...nobody remembered the number
- Having two numbers is confusing (1286 or 023...)
- Repeat number two times and use double digits
- Where is the NSSF headquarters? (better to just say go to Ministry of Labour)
- 2/6 employers heard website, but not web address
- Note that you CANNOT register online (only get business ID code)



I would just Google “Bososo”
and go from there.

- Mart owner





Final Scripts

Please review script print-outs

WHAT'S NEXT?



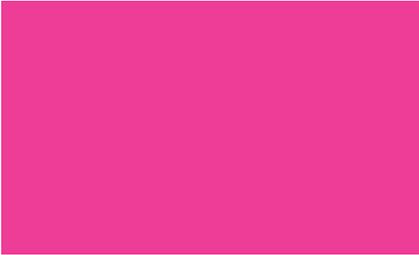
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Key Dates

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- Final delivery of files:
- On-air:





THANK YOU