

Kamako Chhnoeum Program Findings from September 1st to October 28th, 2013

The International Labour Organisation’s Better Factories Cambodia program (BFC) launched Kamako Chhnoeum (Outstanding Worker) on September 1, 2013. The system is available for free to workers calling on two networks: Smart and Cellcard. Metfone will join the program soon.

The project uses an Interactive Voice Response (IVR) system to educate garment and footwear workers on issues of importance to them. The format is a phone-in quiz where workers answer questions related to **salary and allowances**, **occupational health and safety**, and **personal health**. The caller chooses one topic on which they would like to be quizzed and is then asked a series of three questions.



Call Volume & Driving Awareness: Kamako Chhnoeum received 3,897 calls in total during the reporting period. 3,245 of the calls were considered valid, meaning that the caller stayed on the line to answer questions. Notably, marketing during this period consisted solely of flyer distribution, advertising the program and encouraging workers to participate by offering a random drawing for a rice cooker or cell phone based on participation. Marketing efforts will be upscaled in the next quarter and thus, greater volumes of calls are anticipated.

Key Insights from the Report

- Of the three topics, the greatest number of callers chose to answer questions on Salaries and Allowances (35%), followed by Occupational Health and Safety and Personal Health (both at 24%).
- 32% of the callers incorrectly believe that workers on strike are entitled to receive wages.
- The majority of respondents (76%) correctly answered that maternity leave entitles a worker to 50% of total wages and other benefits for the preceding 12-month period.
- 53% correctly answered that workers who have worked for less than one year are not entitled to paid maternity leave.
- Some questions were answered correctly by more than 70% of respondents. These questions are deemed to be too easy and will be replaced.

The following pages list: each question by topical category, choices presented to the caller, the correct answer, and the overall accuracy of the caller group. In each instance, the caller was asked the question, given two options for a response (press “1” or “2”). The caller could also press “3” to repeat the question. While the number of instances callers chose “3” or repeat was low during this first reporting period, BFC will watch the instances callers use the repeat option for indication of which questions are confusing and need to be made clearer.

WORKER COMMENTS

“My factory treats the workers with respect.”

“The toilets are dirty.”

“There is not enough clean drinking water.”

“There is no clean place for me to eat lunch.”

At the end of the quiz, the caller is invited to record a message of any topic they’d like. These are a sampling of some of the messages left by the workers.

GLOSSARY:

- Caller:** Individual who calls into the Kamako Chhnoeum program. BFC is advertising the program to garment and footwear factory workers.
- Hang-Up:** The moment when the call ends. This could be attributed to a caller losing interest, the signal being dropped, etc.
- Invalid:** Caller hangs up prior to choosing a topic for the quiz.
- Valid:** Caller gets to the point in the IVR program where they begin the quiz

This project is supported by:



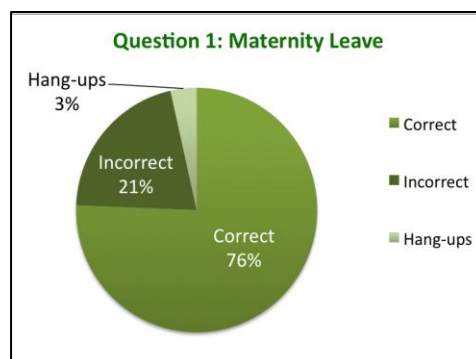
For information on terms used in this report, please see the Glossary on Page 2.

TOPIC: SALARIES AND ALLOWANCES

Question 1: When you take maternity leave you are entitled to:

- 1: 50% of your total wages and other benefits. (CORRECT)¹
 2: 50% of your wages only

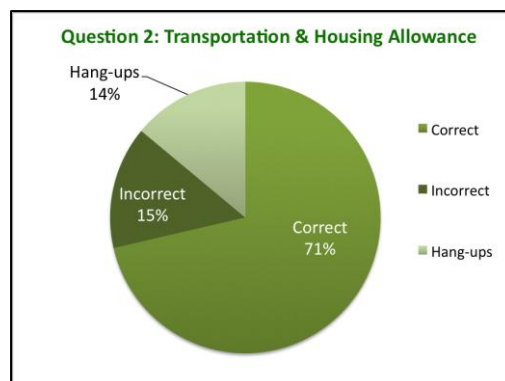
N= 1374 Callers



Question 2: What is the current attendance bonus required by law?

- 1: at least \$7 per month
 2: at least \$10 per month (CORRECT)²

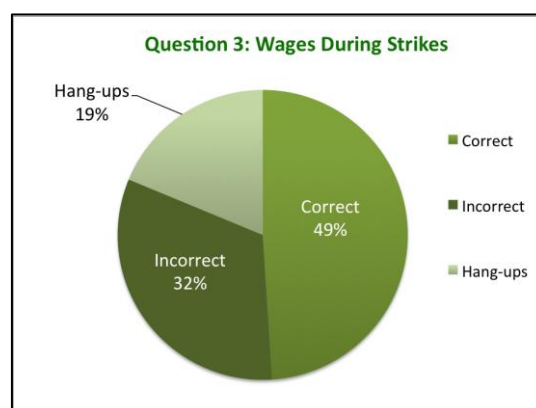
N= 1373 Callers



Question 3: During a strike, you are entitled to receive your wages.

- 1: True
 2: False (Correct)³

N = 1122 Callers



¹ Maternity leave payment must be equal to 50% of average total wages plus benefits over the last 12 months. A worker is only entitled to receive maternity leave after working at the factory for one year minimum. (LABOUR LAW ARTS 182, 183)

² Currently, all employees who work every regular work day of the month will get an attendance bonus at least \$10. This applies for all workers including regular, casual, probationary, and piece-rate employees. (NOTICE 230/12)

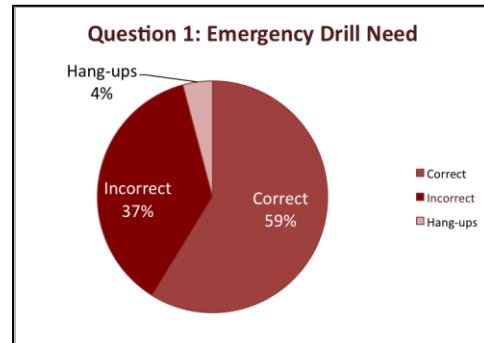
³ The law does not require wages to be paid to workers who are on strike. (LABOUR LAW ART 332)

TOPIC: OCCUPATIONAL HEALTH AND SAFETY

Question 1: Having two emergency drills per year is a waste of time for both workers and for the factory.

- 1: True
- 2: False (Correct)⁴

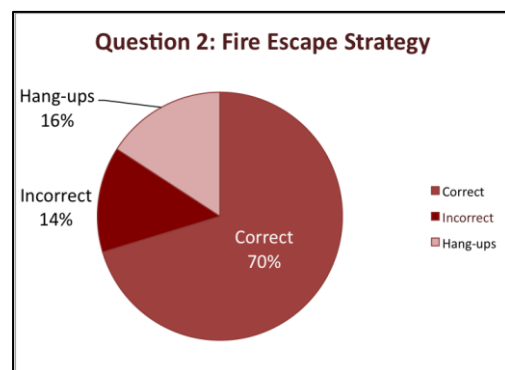
N = 937 callers



Question 2: What will help you and your co-workers safely escape the building when a fire alarm rings?

- 1: Go to the nearest exit. (Correct)⁵
- 2: Wait to see first if it is a real fire or just a drill. If it is a real fire, then leave the building.

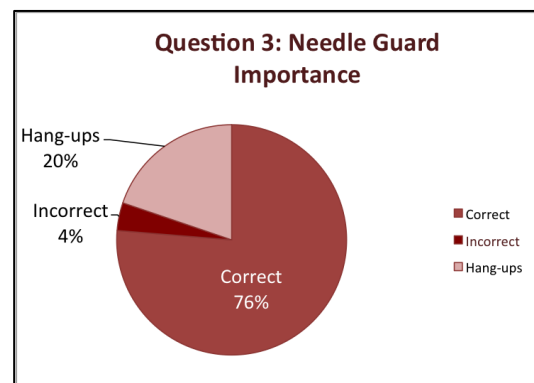
N = 944 callers



Question 3: What is the importance of needle guards on sewing machines?

- 1: They prevent piercing of hands and others injuries through broken needles. (Correct)⁶
- 2: To make you sew slowly so that you don't make mistakes.

N = 945 callers



⁴ It's important to hold two emergency drills per year so that workers and management are prepared to respond quickly in case of fire, flooding or other emergency situations.

⁵ When the alarm rings workers need to go to nearest exit doors. All emergency exit doors should be unlocked and unobstructed during working hours.

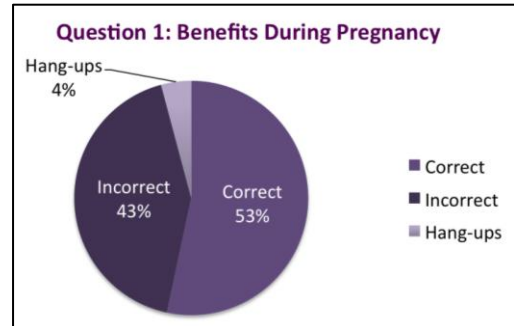
⁶ Needle guards are important because they help to prevent needle piercing through hands and needles getting stuck in workers' eyes. (PRAKAS 307/07)

TOPIC: PERSONAL HEALTH

Question 1: If you are pregnant and you have worked at the factory for less than a year, what are the benefits that you are entitled to?

- 1: 90 days maternity leave without pay (Correct)⁷
- 2: 90 days maternity leave with pay

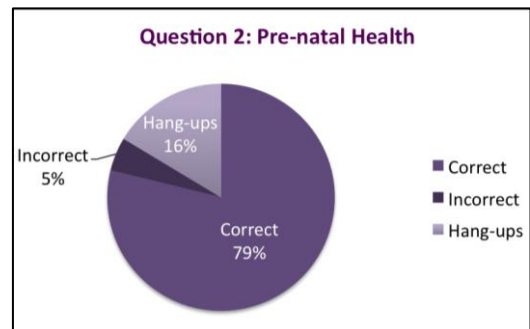
N= 913 callers



Question 2: What should pregnant women do to protect both the mother and the infant?

- 1: Try to save all your money for maternity leave
- 2: Get regular medical exams and eat well (Correct)⁸

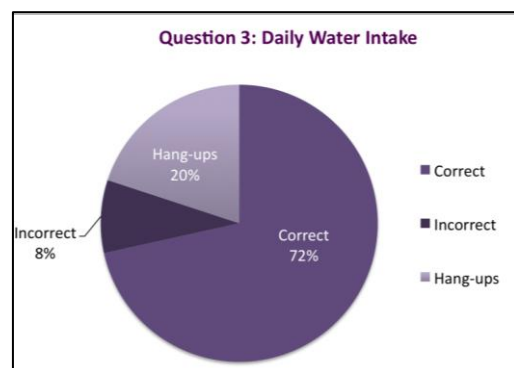
N= 916 callers



Question 3: What happens to your health when you drink a lot of water every day?

- 1: You might go to the toilet more often
- 2: You will be healthier (Correct)⁹

N = 917 callers



⁷ If the worker has worked at the factory for less than a year, she is not entitled to receive paid maternity leave, but are entitled to take 90 days off without losing her jobs. (LABOUR LAW ARTS 182, 183)

⁸ Pregnant women should eat well and get regular medical exams at least once per month.

⁹ Drinking two or three liters of clean water everyday will help individuals feel stronger and less tired at work.