

Kamako Chhnoeum Fifth Report Findings from July 1st to Sep 30th, 2014

The release of this report marks the completion of the first year of Better Factories Cambodia's (BFC) *Kamako Chhnoeum* (Outstanding Worker) program. This report covers the quarter from July 1, 2014 to September 30, 2014. After this report, BFC intends to convert to a twice-yearly reporting format.

The *Kamako Chhnoeum* project uses an Interactive Voice Response (IVR) system to educate factory workers on issues of importance to them. The format is a phone-in quiz where workers answer questions related to 3 topics: salary and allowances, occupational health and safety, or personal health. The caller chooses one topic on which they would like to be quizzed and is then asked a series of three questions. Caller numbers are randomly selected to win lucky draw prizes.



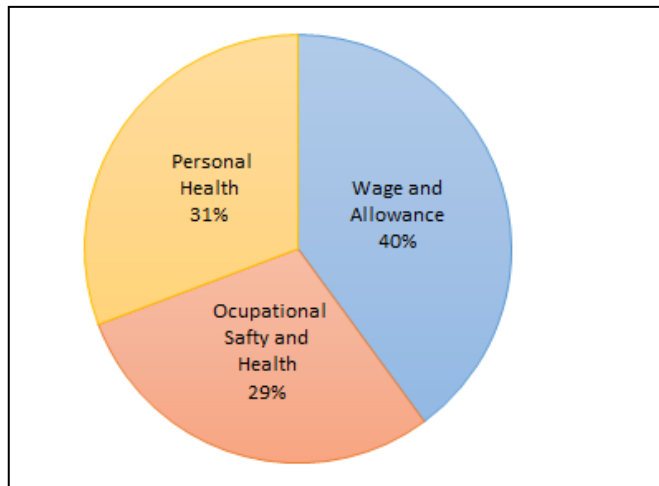
Figure 1: The five most recent winners of Kamako Chhnoeum lucky draw prizes are (from left to right): Kimny, Sinat, Phoeung, Sreyneath, and Pheary.

Call Volume & Driving Awareness:

Kamako Chhnoeum received 17,542 valid calls out of 21,588 calls in total during the reporting period. A valid call means that the caller stayed on the line to answer at least one question.

The number of calls was significantly higher than during the previous quarter, primarily due to radio spots promoting the program that were aired for three weeks in August. Also,

all questions in the first part of the program were replaced with new questions, and the second part of the program (free comments from workers) was modified and replaced with a set of rating questions. In this new rating section, workers are asked to rate the performance of their factories on such measures as the ability to take paid sick leave.



Insights from the quiz questions section

- Of the three topics, Salaries and Allowances continues to be the most popular topic for workers to select. Workers selected questions on Salaries and Allowances 40% of the time, while questions on Occupational Health and Safety were selected by 29% of callers, and Personal Health was selected by 31% of callers.
- 77% of the callers understand correctly that they are entitled to take special leave for 7 days per year and up to 87% are aware that they are entitled to their daily wage and full attendance bonus when they take special leave which is deducted from their annual leave.
- Callers do not understand well about emergency exit doors. 39% wrongly believe that emergency exit doors can be locked during working time.
- 75% of callers understand correctly that they must get trained on how to use chemicals safely.
- 71% of callers understand that it is possible to get pregnant again 1 week after having an abortion, and 72% understand that hormonal contraceptives do not lead to permanent infertility.
- With such high rates of correct caller answers, all questions will be changed again during the coming reporting period.

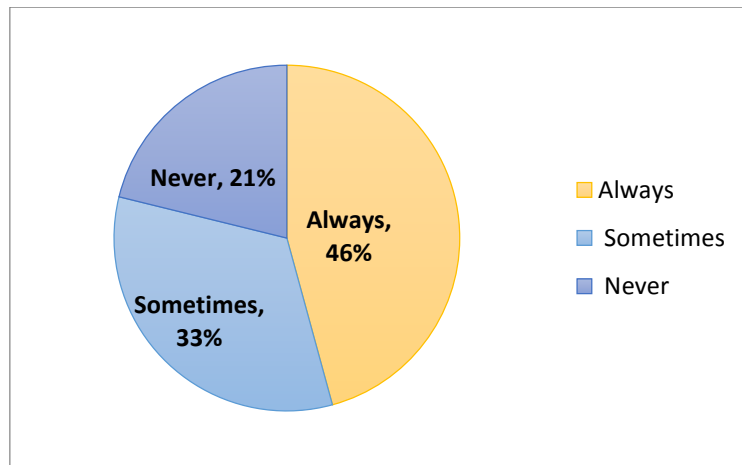
At the end of this report, each question is listed by category, choices presented to the caller, the correct answer, and the overall accuracy of the caller group. In each instance, the caller was asked the question, and given two options for a response (press "1" or "2"). The caller could also press "3" to repeat the question.

Rating Questions

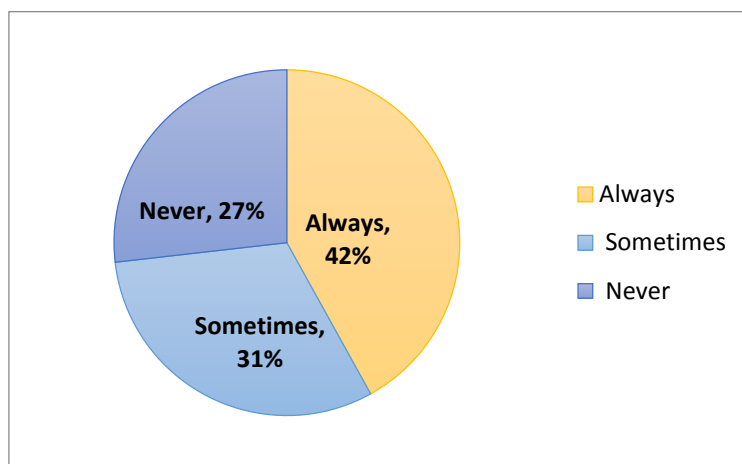
In an effort to provide greater value to workers, BFC changed the second part of the call-in program by asking workers to rate their factories on measures relating to the three topic areas. Instead of recording free comments from workers, callers are now asked to name their factory and rate its performance on such measures as the ability to take paid sick leave. The caller can provide a rating of "1" a good rating (always), "2" an average rating (sometimes), or "3" a negative rating (never). BFC then intended to highlight the factories with the best ratings, sending that information back to workers through the IVR program.

Cumulative (not factory-specific) ratings by workers

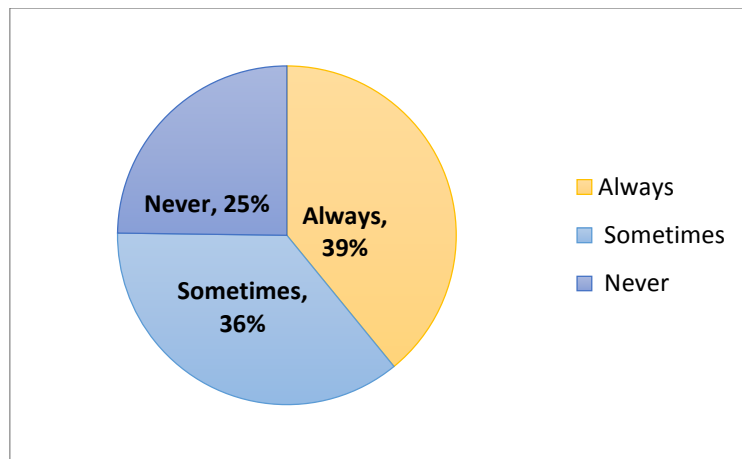
Rating question 1: In your factory, you can take paid special leave



Rating question 2: In your factory, the pathways are free of obstacles



Rating question 3: In your factory, you can take paid sick leave



Insights from the ratings questions section

The intention of the ratings section was to collect worker evaluations of conditions in their factories and to send this information back to workers to assist workers in making decisions regarding their workplaces. Specifically, BFC had intended to disseminate information about the highest rated factories back through the system.

BFC encountered two challenges in this new section:

1) Many workers do not know the name of their factory

Because the majority of factory names are in English or Chinese, workers either do not know the name of their factory or are unable to pronounce the name. Often workers will describe the location of their factory, but not provide the name.

2) Worker ratings varied widely

At times, worker ratings on the three questions varied widely, with workers from the same factory providing an equal number of good, average and negative ratings.

BFC is in the process of addressing these challenges and expects to make changes that will result in more useful data collection in this section. Given the initial challenges, BFC has not yet distributed rating information about individual factories.

GLOSSARY:

- Caller: Individual who calls in to 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 and answering a quiz question.
- Valid: Caller gets to the point in the IVR program where they begin the quiz.

This project is supported by:



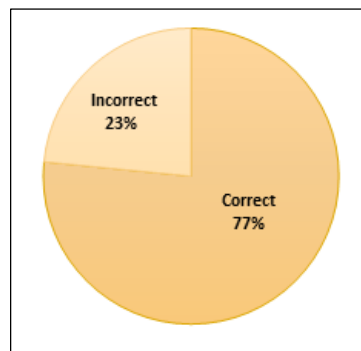
TOPIC:

WAGE AND ALLOWANCES

Question 1: For how many days can workers take special leave?

Press 1: 7 days per year (Correct)¹
Press 2: 10 days per year

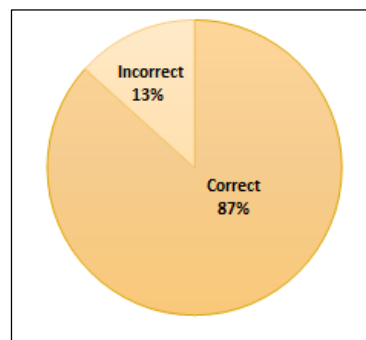
N= 6685 (exclude hang-ups)



Question 2: Workers are provided with daily wage and the full attendance bonus when they take special leave while deducting those days from their annual leave.

Press 1: True (Correct)²
Press 2: False

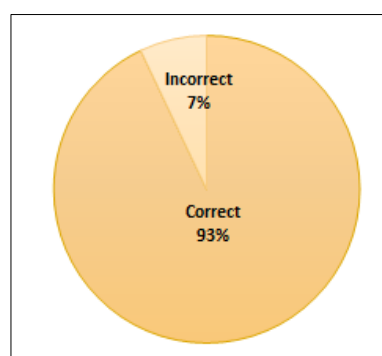
N= 6129 (exclude hang-ups)



Question 3: During sick leave, you are entitled to receive your wages.

Press 1: True (Correct)³
Press 2: False

N= 5791 (exclude hang-ups)



¹ Article #171, Prakas 267/01 states that workers can have special leave with salary when the duration does not exceed 7 days per year.

² Article #171 states management provides daily wages and full attendance bonus to workers when they take special leave while deducting from their annual leave.

³ According to the LABOUR LAW ART 71 & AC AWARD 26/03, you are entitled to receive paid sick leave when you provide a medical certificate from an authorized and legally recognized doctor.

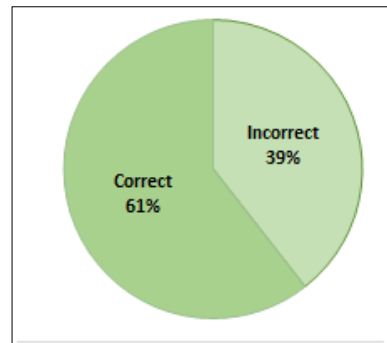
TOPIC:

OCCUPATIONAL SAFETY AND HEALTH

Question 1: The emergency exit doors can be locked during working hours and overtimes for any reasons.

Press 1: True
Press 2: False (Correct)⁴

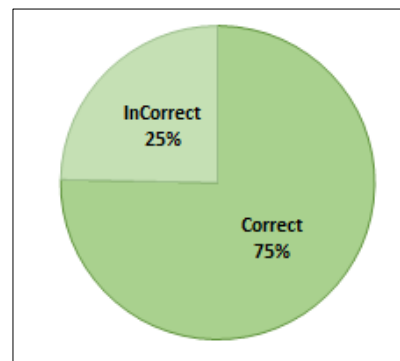
N= 4916(exclude hang-ups)



Question 2: Workers who work with chemical substances must get trained on how to use them safely.

Press 1: True (Correct)⁵
Press 2: False

N= 4374(exclude hang-ups)

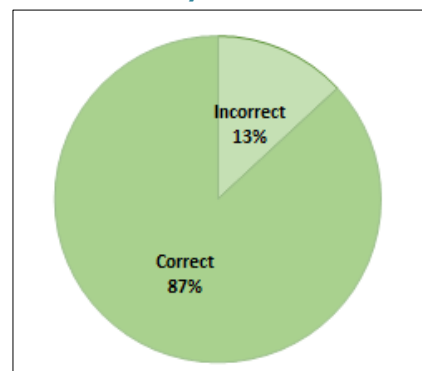


Question 3: What will you do if your colleagues faint on the factory floor?

Press 1: Run to the nearest exits door and escape for your own safety

Press 2: Stay calm and don't panic. Tell your line supervisors that your colleagues have fainted and are in need in help (Correct)⁶

N=4090(exclude hang-ups)



⁴ According to LABOUR LAW ART 230, emergency exit doors must be unlocked during working hours and overtime to prevent accidents in case of emergency.

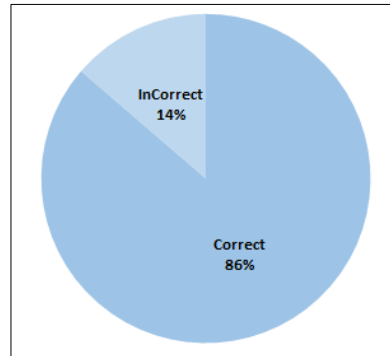
⁵ According to LABOUR LAW ART 229 and 230, factories must provide training to workers who work with chemical substance to avoid accidents and prevent exposure.

⁶ If your colleagues faint on the factory floor, you should stay calm and do not panic. You should tell your line supervisors that your colleagues have fainted and are in need of help.

Question 1: New and old workers who have children below 12 months of age are entitled to one hour of paid time off for breast feeding.

Press 1: True (Correct)⁷
 Press 2: False

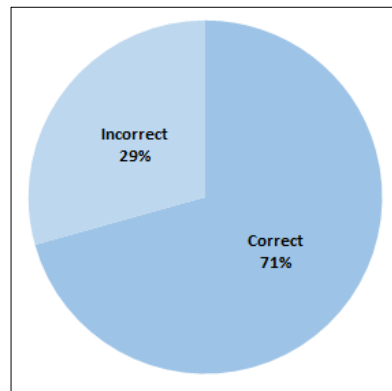
N= 5166 (exclude hang-ups)



Question 2: It is possible to get pregnant again 1 week after having an abortion.

Press 1: True (Correct)⁸
 Press 2: False

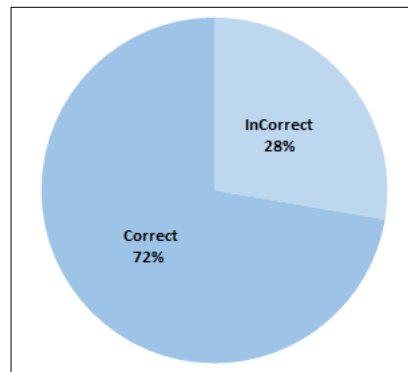
N= 4924 (exclude hang-ups)



Question 3: Use of hormonal contraceptives can lead to permanent infertility.

Press 1: True
 Press 2: False (Correct)⁹

N= 4560 (exclude hang-ups)



⁷ Labour Law Arts 184 states that both new and old workers are entitled to one hour of paid time off for breast feeding for a period of 12 months after their child is born.

⁸ It is possible to get pregnant again 1 week after having an abortion. If you do not want to get pregnant again please use a form of contraception such as condoms, pills, injection, implant or IUD.

⁹ This method of contraception will not lead to permanent infertility. Some methods may lead to a slight delay to return to fertility but not permanent. The only methods which will lead to permanent infertility are permanent methods such as tubal ligation for women and vasectomy for men.