

ASSA 2018 RECOGNITION AWARD		
CATEGORY	:	Strategic Communication Award
ORGANIZATION	:	Employees' Compensation Commission (ECC)
CONTACT PERSON	:	Stella Zipagan-Banawis Executive Director
NAME OF PROJECT	:	The Employees' Compensation Commission's Information Dissemination Program (ECConnects)
OBJECTIVE AND NATURE OF THE PROJECT	:	In the attainment of the ECC's mission to ensure at all times that workers are informed of their rights, benefits and privileges under the Employees' Compensation Program (ECP), the ECC has strengthened its conduct of information dissemination program nationwide thru the implementation of Project ECConnects which aims to: 1. Increase recognition, enhance organization's image and intensify EC Program awareness to all Filipino workers 2. Make the EC Program a household name 3. Make ECC's presence in multimedia widespread across multiple platforms The ECC understands the need to design strategic and innovative programs to realize its mission, thus, project ECConnects was introduced . Activities under the project include the creation of 14 Regional Extension Units, extensive ECP orientation, launching of ECC's Facebook Page, TV and radio ad campaign, and pervasive merchandising across the country.
WHY SHOULD IT BE RECOGNIZED	:	To address the low level of awareness on the ECP, the ECC explores all possible means to make the EC Program a household name. Thus, the ECC introduced the fusion of traditional and modern technology in reaching to its stakeholders. One of the initiatives ECC carried out to attain these goals is the establishment of Regional Extension Units (REUs) in all fourteen regions of the country to make sure that demands for ECP orientation are timely served. The ECC also organizes Advocacy Seminars, In-house seminars and on-site lectures across the country to further boost its awareness campaign. Taking advantage of the modern technology, the ECC launched its Facebook page in 2015 with the aim of strengthening its online presence.

	Records show that in 2016, the ECC FB page has only 1,758 likes and followers, but with the online activities the ECC executes, ECC's page now has almost 213,000 likes and followers with a 100% response rate. In addition, the ECC in partnership with the Philippine Information Agency recently launched a TV ad commercial to increase the public's engagement and awareness about the ECP. ECC also executed billboard and bus wrap advertisement and partnered with the Manila Light Rail Transit management in dressing up one of its trains with an ECC wrap to capture their 579,000 transient passengers daily. In 2017, the ECC recorded a significant increase of EC benefit claims by government workers from 5,603 in 2012 to 40,988 in 2017. ECC believes that the increase was brought about by the intensive information campaign of the ECP and the multimedia strategy it implements.
SUMMARY OF THE PROJECT	: With all the developments and new ways to communicate, the ECC have step up its program implementation and awareness campaign to reach and assist more Filipino workers thru instituting a rock solid multimedia strategy. For the 1st quarter of 2018, the ECC have already conducted 156 ECP orientation seminars reaching a total of 9,903 participants from 4,152 companies. In 2017, the ECC have recorded 829 ECP orientation seminars, reaching 44,042 participants from 18,654 companies nationwide. In the recently conducted stakeholder satisfaction rating study, ECC posted an overall net satisfaction rating of 99.5% for its 2017 performance. The high satisfaction rating can be attributed to the intensive information dissemination program and the new policies being implemented by the ECC. Under the project ECCconnects, ECC will continue to implement strategic programs and marketing platforms to ensure that all Filipino workers are aware of their rights and benefits under the EC Program.

INFORMATION DISSEMINATION PROGRAM (ECCConnects)



ECC TV AD COMMERCIAL: “Junwil Carmelo, security guard and armored truck driver, suffered from a work-related accident, both legs got amputated but recovering now because of ECC”



MANILA LIGHT RAIL TRANSIT 2 TRAIN WRAP



BUS & CAR WRAP IN NATIONAL CAPITAL REGION



LED & Billboard Projects