

CHAT!

PRESENTED BY CARE CAMBODIA



Worldwide, young people are leaving their families and migrating to urban areas to seek work. While these workers are particularly vulnerable to abuse and exploitation, traditional NGO programs are ill-equipped to reach them. Chat! harnesses the reality of young urban factory workers in Cambodia, integrating both entertainment and technology to provide cost-effective and high-impact health education through a unique combination of hands-on training, relatable video dramas, and mobile games.

THE PROBLEM

Cambodian Adolescents and the Unmet Need for Family Planning

Cambodia has the largest youth and adolescent population in Southeast Asia, with two-thirds under the age of 29. Its growing economy has resulted in increased numbers of young people leaving home and migrating to urban areas in search of work, particularly in factories of the burgeoning garment industry. Of the approximate 700,000 garment factory workers in Cambodia, 85% are women, many vulnerable to abuse and exploitation due to low levels of education and a lack of access to and utilization of sexual and reproductive health services. With half of female workers reporting being sexually active, this can lead to unplanned pregnancies and related health complications.

BY THE NUMBERS



Globally Every 3 of 4 Garment Workers Are Women



Every dollar spent on improved access to sexual and reproductive health for women yields a \$120 return.

Reaching the Urban Worker

While this garment worker population is concentrated, that does not mean it is easy to reach. Traditional health messaging techniques have proved less than effective. The demographics of this population means that new methods must be used to capture a new urban generation.

THE INNOVATION

With a “Three-Pronged Innovative Approach to Inform, Engage, and Challenge,” Chat! could potentially revolutionize the delivery of cost-effective and high-impact health education to factory workers around the world. Chat! uses a gamified mobile app that combines entertainment and technology alongside hands-on training and relatable video dramas to improve the health of female and male garment factory workers. The behavior change communications package is designed to fit into these women’s life within the factory and beyond. The workers are encouraged to take their learning home with them through a voice-based mobile phone quiz game that challenges them to test and improve their reproductive health understanding in a fun and informative way. By providing access to reproductive health information and services, young people are empowered to make informed, healthy, sexual choices and prevent unplanned pregnancy.

The Chat! Effect:

OUR CURRENT IMPACT:

The Chat! Effect:

Implemented in 35 factories
Reaching over 27,000 workers and
changing behaviors

POTENTIAL IMPACT:

Cambodia: 700,000 garment
factory workers

THE SCALE X FACTOR:

Easy-to-use app compatible
with multiple devices
Standard features

Increases knowledge
Encourages discussion
Leads to seeking care
Changes behaviors
Empowers action

*Meets the demands of young urban workers that still
experience poverty, while living in a digital world!*

THE IMPACT

2020 VISION

Harnessing the broad appeal of mobile games has the potential to revolutionize how NGOs reach young people in urban areas. By diversifying the content to other types of health messaging and adapting the app to languages throughout Asia — the region dominating the garment factory industry — Chat! has the capacity to reach hundreds of thousands more workers. CARE Cambodia seeks to train partners to implement Chat! and its health information package.

THE CHALLENGE TO SCALE

Since 2016 Chat! has scaled from 11 to 35 factories; in the last six months alone Chat! has reached an additional 5,000 factory workers for a total of over 27,000 factory workers. However, the road to further scale up is challenging. As Cambodia transitions to becoming a “middle-income” country, funding for traditional philanthropic programs will decrease, compelling initiatives like Chat! to become more self-sufficient. Chat! has decided that its path to both sustainability and scale will be to evolve into a social enterprise. Thanks to its participation in the inaugural cohort of Scale X Design, the Chat! team has simplified, costed out and created variations of the package (to offer customers more choices) and identified new brands to approach. The Chat! team has also gained confidence and experience in pitching the package to new brands and is setting up an advisory board that will help Chat! navigate the uncharted territory inherent in evolving to a new model.

The team still needs support from mentors and advisors (particularly in the garment industry) to develop and test their business model. In addition, they could use pro bono assistance to develop the mobile app and marketing expertise. Finally, they seek funding and partnerships to support the expansion of the program to new languages and health topics so they can reach new factories and demographics.

Join us in accelerating change for good!