

CANADA FUND PROJECT BRIEF

1. Project Title and Site : Assisting Client-Centered Communities to Enjoy Social Service Benefits (ACCESS)
2. Location : Nationwide
3. Project Sector : Social/welfare services
4. Budget : Php 1,000,000.00
5. Implementing Organization : Center for Community Transformation (CCT)
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6. Duration : August 21, 2006 - September 30, 2007
7. Project Description :

The project scheme revolves around education of the target group, the training of agents and collectors and modelling/replication. Project components are:

i. Education and Social Marketing

An Education Program will be developed to promote the programs and services of SSS and PhilHealth to the target beneficiaries. Frequently Asked Questions (FAQs) on the benefits and obligations of the members will be printed in booklet or comics form.

Social Marketing materials on investing in their future will also be developed in the form of flyers, posters and through other forms of media to which the target groups can relate easily.

ii. Training of Agents/Collectors

Speakers' bureaus composed of community leaders, especially those who have benefited from the service, will be formed in partnership with the marketing departments of SSS and PhilHealth as one scheme to train collectors and agents. The collectors and agents will also be trained in proper cashiering and record-keeping to sustain regular payment of members of their contributions.

Value formation activities will likewise be conducted to cultivate a passion for community service among them, retreats and seminars will be scheduled to heighten their vital role in helping their peers and in the success of the project.

iii. Modelling

Identified pilot areas (Taguig, Malibay, Pasay, Tondo, Commonwealth, Novaliches, Las Piñas, Iloilo, Davao and General Santos) will be established to serve as model for replication in others. Processes, systems, procedures, and lessons will be documented for easy reference in the expansion phase.

8. Beneficiaries : 3,000 women members

9. Expected Results :

- Membership of 100,000 women micro-entrepreneurs in SSS/PhilHealth
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- Sustained membership of the 100,000 women micro-entrepreneurs
- 2240 collectors/ agents trained and performing
- Operations Manual Developed
- Process Documentation Report Prepared
- Final Project Report Prepared
- Research Utilization Workshop Conducted for Other MF Institutions Conducted