

ASSA 2023 RECOGNITION AWARDS	
CATEGORY	: Customer Service Recognition Award
ORGANIZATION	: Employees' Compensation Commission (ECC)
CONTACT PERSON	: Atty. KAIMA VIA B. VELASQUEZ Acting Executive Director
NAME OF PROJECT	: <p><i>"PAGBANGON"</i> (The Rise)</p> <p><i>Pagbangon</i> is a series of testimonials highlighting the true-to-life experiences of Filipino workers whose lives have drastically changed after meeting work-related contingencies while performing their duties at work.</p> <p>It chronicles the lives of some Filipino workers before and after the unfortunate incidents to which they were involved. Said events resulted in them sustaining permanent disabilities, hence, they are referred as persons with work-related disabilities (PWRDs). It highlights the physical, mental, and/or emotional challenges that they faced as a result of work-related sickness or accident.</p> <p>The project was entitled "<i>Pagbangon</i>"—a Tagalog word which, in this context, means rise from the challenges or simply recovering from a tough situation.</p>
OBJECTIVE AND NATURE OF PROJECT	: <p>This project "<i>Pagbangon</i>" primarily aims to inform the public of the Employees' Compensation Program (ECP) through production of dramatic testimonials with the ECC beneficiaries.</p> <p>These testimonials highlight the interventions made by the ECC such as assisting the PWRDs in filing their Employees' Compensation (EC) claims, providing them</p>

	<p>with rehabilitation services including counselling sessions—if needed, enrolling them to livelihood programs, and thereafter, granting them with business starter kits.</p> <p>With <i>Pagbangon</i> and the benefits and services provided under the EC Program (ECP), ECC hopes to inspire our PWRDs to rise from the challenges and continue moving forward in life. Ultimately, its goal is to help them bounce back on their feet.</p> <p>The series is composed of internally produced testimonials including those co-produced with independent contractors.</p> <p>Presently, it is accessible to the public via ECC’s social media accounts on Facebook, Youtube, Viber, Messenger, LinkedIn and official website.</p>
<p>WHY IT SHOULD BE RECOGNIZED :</p>	<p>For nearly five decades, ECC has been proactively championing the welfare of the Filipino workers through effective information dissemination campaigns on the ECP.</p> <p>The production of non-linear contents of ECC such as <i>Pagbangon</i>, made the information drive on the ECP more effective and efficient. With its format designed to be consumed online, information also becomes faster, and as a result, it captures a much wider and bigger audiences over a short period of time.</p> <p>In fact, the series has already obtained nearly half a million organic views from all walks of life.</p> <p>With this project, the general public is informed of benefits and services available to them. Moreover, the workers’ education on their rights under the Employees’ Compensation Law continuous to grow with contents that may reach as far as the remotest of areas in the Philippines with the aid of the Internet.</p>

SUMMARY OF THE PROJECT	: <p>To respond to the need for faster and more effective ways of information dissemination on the ECP, ECC produces <i>Pagbangon</i> series featuring real-life experiences of the Filipino workers caught in the middle of work-related accidents.</p> <p>Here, the viewers are given a close-range view of the specific benefits and services that our workers can avail in the event that work-related contingencies arise through on-camera testimonials and dramatization of the actual events leading to the unfortunate event.</p> <p><i>Pagbangon</i> serves as a platform for ECC to capture real-life stories that bring inspiration to the PWRDs.</p>
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