



## EMPLOYEES' COMPENSATION COMMISSION

CATEGORY	STRATEGIC COMMUNICATION AWARD
ORGANIZATION	EMPLOYEES' COMPENSATION COMMISSION
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NAME OF PROJECT	<b>ECC OCSS and ROSS: ECP Seminars Revamped</b>
OBJECTIVE AND NATURE OF THE PROJECT	<p>The Employees' Compensation Commission (ECC), in its commitment to ensuring all workers are informed of their rights and benefits under the Employees' Compensation Program (ECP), has significantly enhanced and revitalized its communication and information dissemination efforts. This initiative, which began in 2013 with nationwide advocacy seminars, has evolved into a comprehensive, multi-platform approach that combines traditional outreach with modern digital technology to reach a wider audience, including those in geographically isolated and disadvantaged areas (GIDAs) and the informal sector.</p> <p>The ECC has revamped its information dissemination campaigns through its <b>ECC Organized and Cost-Shared Seminars (ECC OCSS)</b> and <b>Requested On-Site Seminars (ROSS)</b>. These seminars utilize new presentations specifically adapted to the physical setup of different areas and a revised ECP program flow. The revamped program now includes presentations on anti-violence against women and their children, incorporating videos from the Philippine Commission on Women (PCW) to promote <b>Republic Act No. 9262, also known as the Anti-Violence Against Women and Their Children Act of 2004</b>.</p> <p>The primary objective of this program is to address the low level of awareness of the ECP by using a fusion of traditional and modern technology to reach all stakeholders. The ECC has concluded, based on client testimonies and feedback from information campaigns, that awareness of the program has a life-changing effect on the lives of Persons with Work-Related Disabilities (PWRDs) and their families (ECP beneficiaries).</p>



WHY IT SHOULD BE RECOGNISED	<p>This program is deserving of recognition for its innovative and adaptive approach to communication, ensuring the ECP becomes a household name. By fusing traditional outreach with modern digital tools, the ECC has demonstrated a commitment to reaching every Filipino worker, especially those in the informal sector and remote communities.</p> <p><b>Wider Reach and Accessibility:</b> The combination of in-person advocacy seminars in GIDAs, coupled with a strong online presence and teleradio broadcasts, allows the ECC to reach a vast and diverse audience that may not be accessible through a single communication channel.</p> <p><b>Cost-Efficiency and Sustainability:</b> The use of social media and online platforms has reduced costs associated with traditional communication methods, such as printing and shipping informational materials. The ECC also provides digital resources like IEC materials on the website to empower the participants, making information sharing easier and more sustainable.</p> <p><b>Personalized and Interactive Service:</b> Seminars, whether in-person or online, including one-on-one zoom sessions, enable stakeholders to ask questions and receive immediate, expert feedback, which is an invaluable service not easily replicated through other channels.</p>
SUMMARY OF THE PROJECT	<p>The ECC employs a multifaceted strategy for information dissemination, leveraging a combination of in-person seminars, online platforms, and a robust media presence.</p> <p><b>A. ECP Seminars and Trainings</b></p> <p>These seminars are the cornerstone of the ECC's outreach efforts, providing interactive, personalized service and on-site accessibility for various stakeholders. The ECC conducts different types of seminars to cater to diverse audiences.</p> <p><b>1. ECC Organized and Cost-Shared Seminar (ECC OCSS):</b></p> <p>These are seminars initiated and organized by the Information and Public Assistance Division (IPAD), sometimes in partnership with other agencies. This can be conducted face-to-face or</p>



	<p>through online platforms like Zoom. Before the program begins, as participants complete their registration, a series of curated videos recommended by the <b>Philippine Women's Commission</b> is shown. These videos, which play for an hour, focus on raising awareness about women's rights and highlight the critical issue of violence against women and children. The screening serves not only as an informative introduction but also as a compelling reminder of the importance of safeguarding and empowering vulnerable members of society. Through this initiative, the program seeks to instill a deeper understanding and commitment to advocating for gender equality and safety from the outset. The ECC OCSS also includes:</p> <ol style="list-style-type: none"><li>a. <b>ECP Advocacy Seminar and Consultation</b>, specifically designed to reach grassroots communities and workers in the informal sector, including those in Geographically Isolated and Disadvantaged Areas (GIDAs). These seminars are often led by senior ECC officials, including the IPAD Chief, Deputy Executive Director, and Commissioners representing employers and employees. The seminars aim to empower participants, such as human resource officers, company owners, and union representatives, to cascade information about the ECP to their colleagues, supervisors, subordinates, and families.</li><li>b. <b>Barangay Advocacy Seminars with</b>, wherein in order to promote inclusivity and broaden its outreach to include not only regular employees but also those in the informal sector, the ECC has initiated a strategic effort to engage with communities at the grassroots level, specifically through barangays. This initiative involves reaching out to a diverse group of participants, including barangay officials, small business owners, drivers, vendors, individuals in work-from-home arrangements, and the family members of workers. These efforts are made possible through close collaboration with local communities and their leaders.</li></ol> <p>The program flow includes a segment where a representative from the Appeals Division, typically a lawyers, will discuss the salient features of Republic Act No. 9262, also known as the Anti-Violence Against Women and Their Children Act of 2004.</p>
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## **2. ECC Requested On-Site Seminars (ROSS):**

These seminars are conducted upon the request of private companies or public agencies. They can be held either face-to-face or virtually via Zoom. The ECC is prepared to serve all sectors, whether public or private.

## **3. Online Public Assistance Program (EC OPA):**

Utilizing online platforms like Zoom, the EC OPA provides a dedicated avenue for clients to have their ECP-related queries answered promptly by an information officer from the IPAD. An information officer readily answers the queries of clients who enter the zoom link which is posted on facebook and on the website.

## **B. Digital and Media Communication**

Recognizing the cost-efficiency and wider reach of modern technology, the ECC has significantly enhanced its digital footprint to engage with a broader audience.

### **1. Improved Social Media Presence:**

The ECC has a growing presence across various social media platforms, with over 600,000 followers on Facebook, 2.25k subscribers on YouTube, 1.3k followers on Instagram, and nearly 150 followers on LinkedIn. The ECC is most active on Facebook, where it studies current trends to remain relevant in the evolving social media landscape. The Facebook page's messaging feature is also utilized to respond to client inquiries, ensuring a faster and more efficient means of communication.

### **2. Enhanced Teleradio Reach:**

In addition to the long-running #ECCWorkRelated program, which now discusses ECP and other related agency programs, the ECC has secured 20 slots for radio commercials on various radio channels, ensuring that key information is aired throughout the day.

### **3. EC Podcast:**

The ECC produces and posts the "EC Podcast" on its Facebook and YouTube channels. These podcasts serve as another accessible medium to provide information about the ECP.



	<p><b>4. ECC Website Chatbot:</b></p> <p>The ECC website now features a chatbot that provides instant answers to clients' questions, improving the accessibility of information.</p> <p>The ECC's strategic communication plan, institutionalized since 2013, has created a robust and responsive system for informing the public about the Employees' Compensation Program. The ECC's continuous efforts to reach the grassroots level, specifically barangays, and a focus on the informal sector, demonstrate its dedication to serving all Filipino workers. The program serves as a venue for the ECC to gather valuable input from various stakeholders, enabling continuous improvement of ECP benefits and services.</p> <p>As of September 2025, the ECC successfully conducted <b>403 seminars</b>, reaching approximately <b>17,513 participants</b> from <b>9,438 companies and organizations</b> nationwide.</p> <p>The ECC's social media engagement has also seen a remarkable increase since it began boosting its Facebook fan page. The use of social networking has significantly increased public engagement with the ECP and the Commission.</p>
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## PHOTO DOCUMENTATION



Barangay ECP Advocacy Seminar in Brgy. Alabang, Muntinlupa on August 28, 2025



Barangay ECP Advocacy Seminar in Brgy. 386, Quiapo on August 30, 2025



ECP Advocacy Seminar and Consultation in Balud, Masbate (left) and Bontoc, Mountain Province (right)