



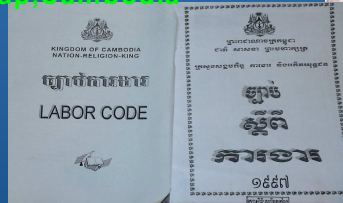
Transforming Women's Lives in Cambodia: Local Research-driven health promotion interventions, Advocacy, Activism , and Globalizing Policy Change

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With active collaboration of many students and colleagues



Beer sellers in Siem Reap, Cambodia



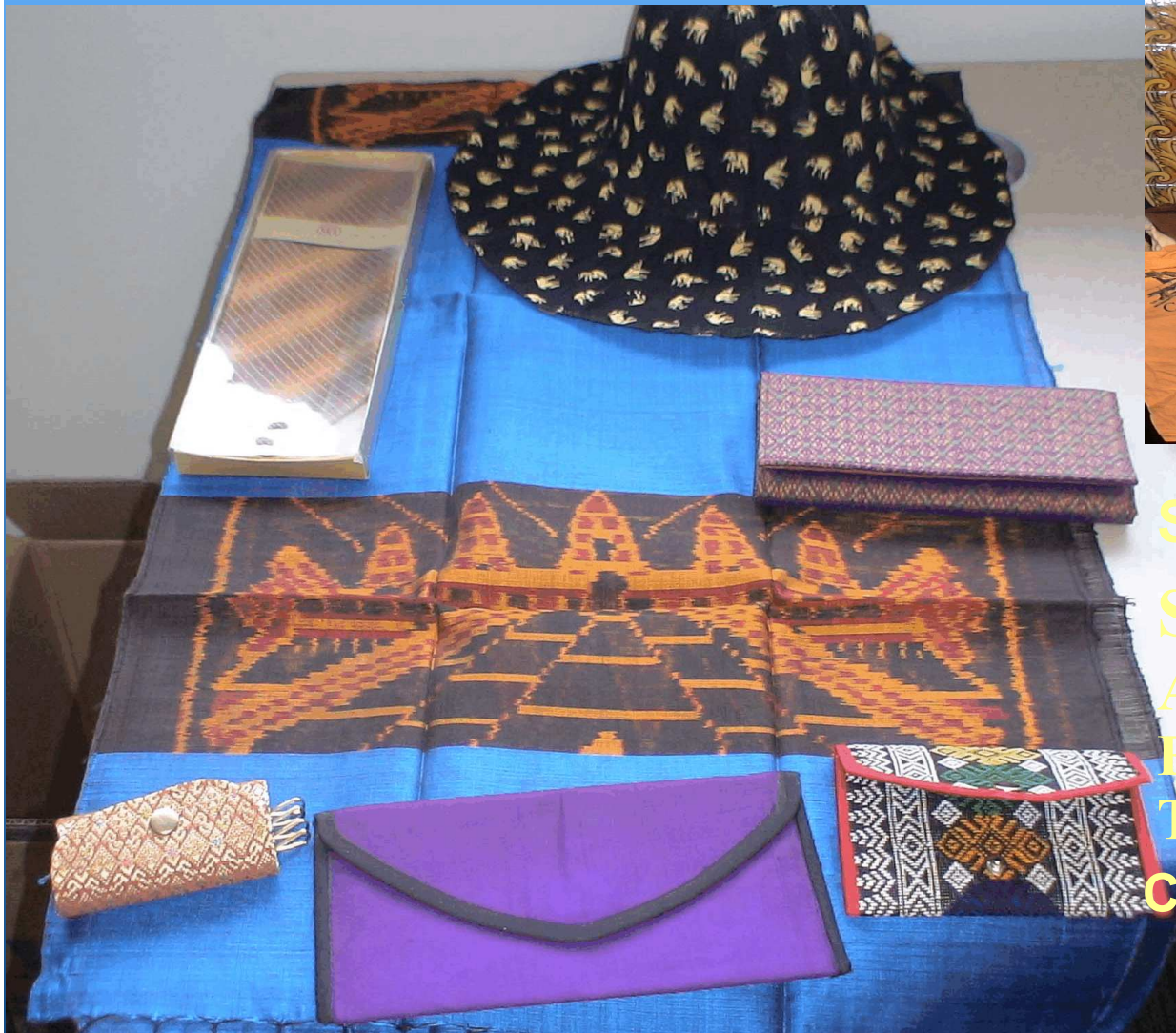
Cambodian Labour Code: 1997



Health Promotion by the local grass-roots NGO, SiRCHESI (Siem Reap Citizens for Health, Educational and Social Issues) shown at Angkor Wat . They offer HIV/AIDS Prevention workshops to groups at risk

Talk presented to the Conference: CHALLENGES OF COMMUNITARIAN HEALTH MANAGEMENT: ETHICS, TECHNOLOGY, AND THE ORGANIZATION OF EFFECTIVE INTERVENTIONS, Universitat Autoñoma de Barcelona, Belle Terra, March 6, 2009.

k Tie € 17 /\$20 Fold-up hat: €12/\$15



**Silk Key Case: €10/\$12 Silk Wallets (n/a)
Silk shoulder bag: € 20/\$25
Cotton carry-all purse: € 20/\$25**



**T-shirts
€17/\$20**

**Silk Clutch bag: € 17/\$20
Silk Scarves made at
Angkor Wat: € 20/\$25
Extra large Rajana Fair
Trade scarves: € 30/ \$40
Change purse: €7/ \$10**

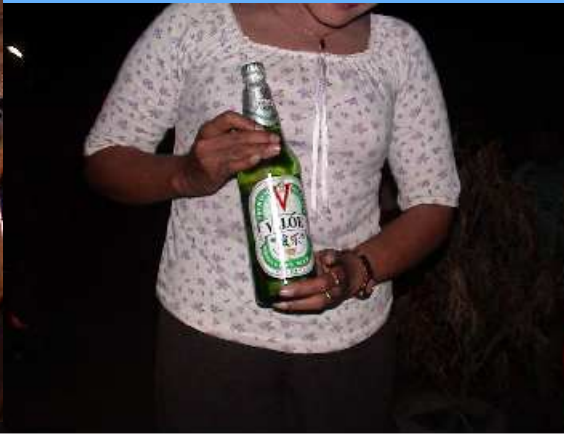


**Bracelets: €1.50, 5 for €6.00,
\$2.00 each, \$ 6 for \$10.00**

A memorial list of “beer promotion women” and entertainment industry colleagues in Siem Reap, was prepared by Tra Tim, Pan Sophear and Srei Neang . Presented at www.beergirls.org with “life-stories”, obituaries, and case histories

■ Srei Phear	30 yr.	Cass Beer (Inbev)
■ A. Thear	20 yr.	Heineken
■ Srei Touch	28 yr.	Heineken (2003) (b. Kampontong)
■ Srei Sruit	23 yr.	Heineken (Oct., 2003)
■ Srei Tir	19 yr.	Heineken (Jan., 2004)(b. Kamponcha Kral)
■ Srei Ni	32 yr.	Singha
■ Srei Neamb	30 yr.	Anchor, Angkor, Spy (July, 2002)
■ Neang Pha	25 yr.	Red wine
■ A. Ny	-	San Miguel
■ A. Vuth	-	Angkor
■ A. Vy	20 yr	Fosters (July, 2003)
■ A. Srei	34 yr.	Night Club
■ A. Ran	31 yr.	Bar
■ Sophal	33 yr.	Bar
■ A. Ry	--	Bar
■ A. Line	—	Bar
■ A. Pha	--	Karaoke

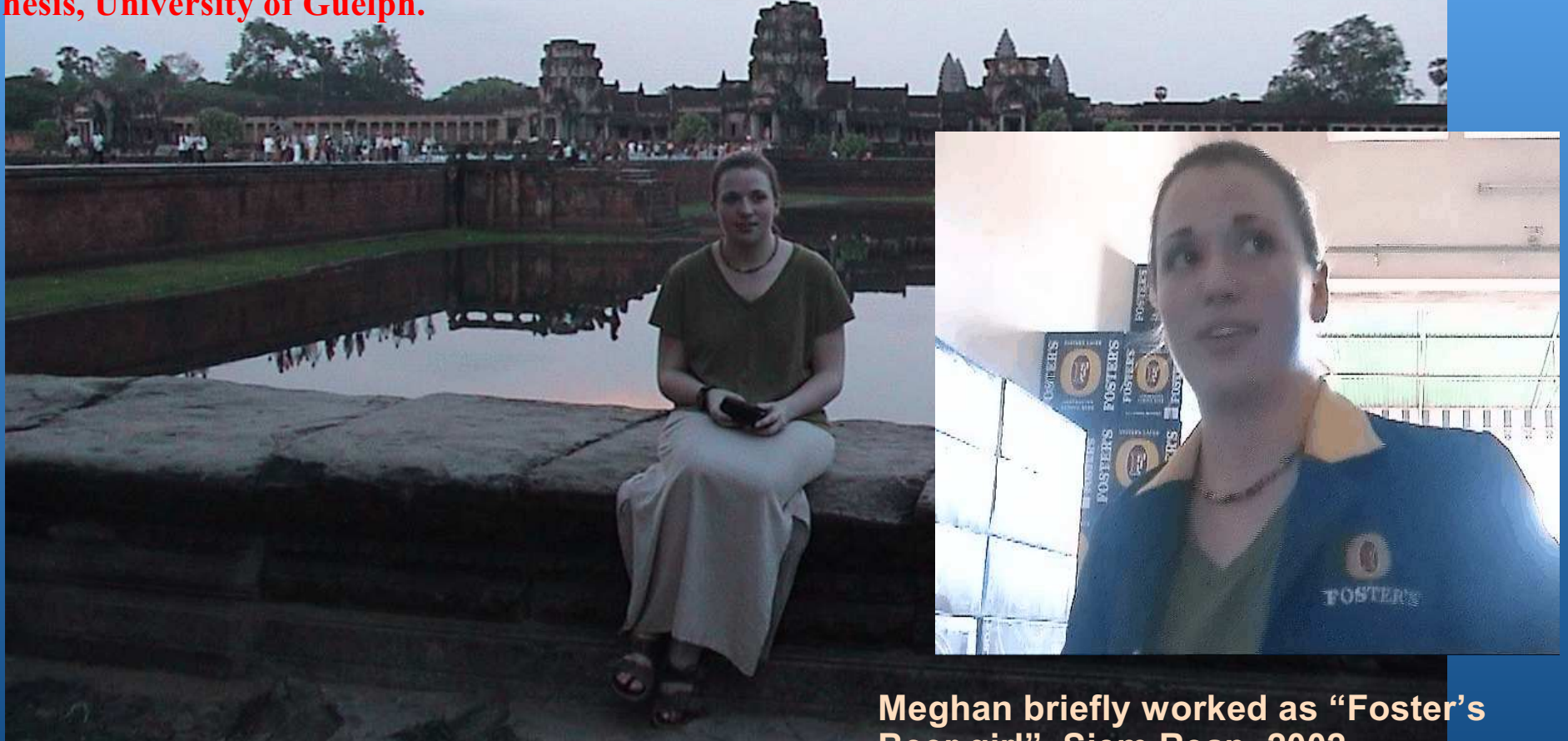
23/10/2004



Meghan McCourt had first systematically examined the role of beer promotion women for HIV/AIDS.

Can research data or evidence be eventually used as part of the political process to change policy and government practice?

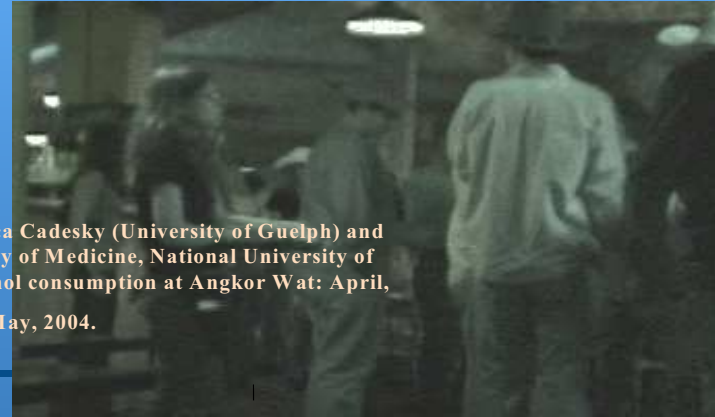
Meghan McCourt (2002). A Social Psychological, Grassroots Empowerment Pilot Project for "Beer Girls" (Female Indirect Sex Workers) in Cambodia. Unpublished Honours B.A. Thesis, University of Guelph.



Meghan briefly worked as "Foster's Beer girl", Siem Reap, 2002.



Student contributions: Jessica Cadesky (University of Guelph) and
Lakshmi Ganapathi (Faculty of Medicine, National University of
Singapore) first studied alcohol consumption at Angkor Wat: April,
May, 2004.



**Jillian Schuster (2006) compared
Canadian beer servers**



**to Cambodian beer servers in terms of
workplace health and safety differences.**

Why are beer promotion women at risk?

- Meghan McCourt (Hon. BA Thesis, University of Guelph, 2002) found:
 - 33% were single mothers,
 - 92% supported families,
 - mean age=25

Chronic underpayment (2002):

Average monthly income from beer company=\$55;

Average monthly income needed = \$110.

- In 2004-5, Lakshmi Ganapathi (NUS) , Jessica Cadesky, Jillian Schuster and Burgandy Dunn (U of G) with SiRCHEI researchers interviewed 143 Beer Promotion women
 - Mean age=25.1 yrs;
 - Mean No. dependents = 3.9

Chronic underpayment (2004-5):

Monthly income needed to feed family: \$108.85

Earned from selling beer last month: \$54.13

Total days worked last month: 27.1

Duration as beer girl: 18.8 months

CDAG/Mondol Moy Health Centre Voluntary Walkin(VCCT) and HSS

Random Serology Tests(1995-2003):**20% Beer promoters are HIV+**

Trisha Pagnutti and Brett Dickson (2006) recruited beer servers and men customers in Siem Reap restaurants for Blood-Alcohol Level tests using a portable Breathalyzer, donated by Australia's Alcolizer Testing Co.



Demonstration



Debrief and invite to a Workshop on AIDS and alcohol

- Forty-two percent of the beer-serving women are divorced; 31% are single women
- The women support, on average, 4.29 dependents other than themselves.
- On average, these women are selling 9.7 litres of beer, but drank 1.38 litres (5.52 standard drinks); this is 14% of sales
- The W.H.O. stipulates a maximum of 10 drinks per week for women, with a maximum of two drinks per day and a minimum of two alcohol free days per week.
- Siem Reap beer sellers work and drink 27 days per month
- In Siem Reap in May 2006, 29 beer promoters drank that night 1.45 liters of beer or 5.8 standard drinks (most measurements were taking between 9pm and 10pm, near the end of their shifts).
- They reached Blood Alcohol Content Levels of .049, and weigh 51.7 kilos on average



Price of Beer
MARTINI BEER GARDEN

Nº	Name	Price
1	Stella Beer (Bottle)	\$ 2.20
2	Angkor Beer (Bottle)	\$ 1.80
3	Angkor Beer (Stout)	\$ 2.00
4	Tiger Beer (Can)	\$ 1.50
5	ABC Beer (Can)	\$ 1.80
6	Heineken (Bottle Big)	\$ 2.60
7	Heineken (Small)	\$ 1.60
8	Sanmignuel (Bottle)	\$ 2.50
9	Jade Beer (Bottle)	\$ 2.50
10	Horses Beer (Bottle)	\$ 2.50
11	Asahi Beer (Bottle)	\$ 10.00
12	Red Wine (Bottle)	\$ 33.00
13	Otard vsop 70cl (Bottle)	\$ 20.00
14	Otard vsop 35cl (Bottle)	\$ 33.00
15	Otard Gade 35cl (Bottle)	\$ 10.00
16	Deward's 37.5cl (Bottle)	

Price of Drink



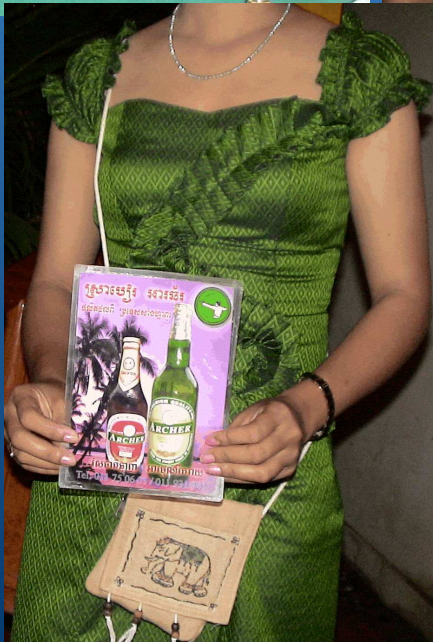
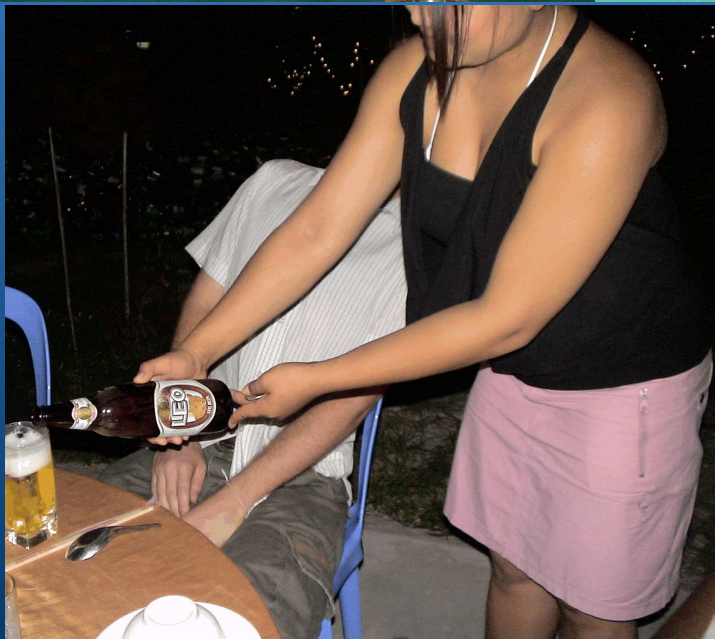
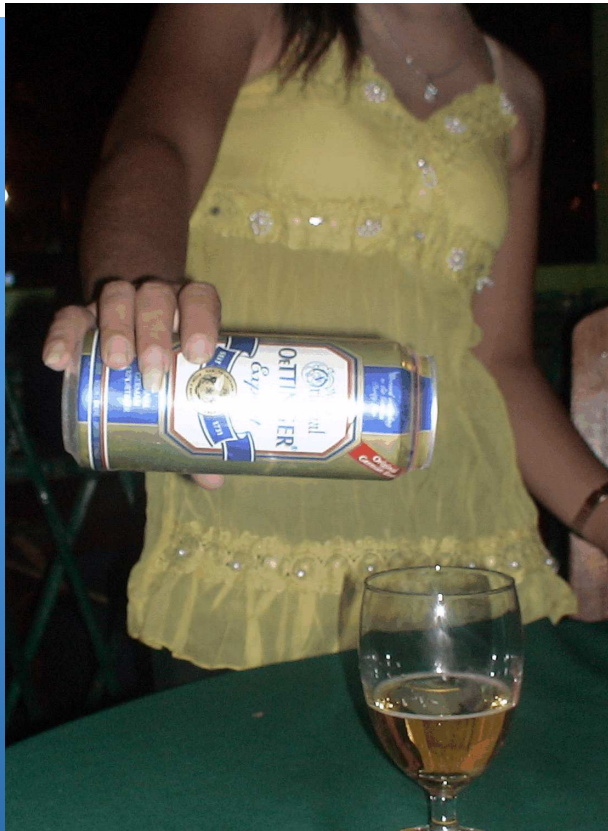
How can health promotion programs be made self-sustaining in a community with few resources?

We first looked at the two major globalized industries which were making money from Siem Reap's tourism boom

Beer industry: Characterized by slow steps, conflict and recalcitrance , non-unionized, professional association (BSIC) since Nov., 2006

Hotel industry: Positive cooperation , formed community Partnerships, partially unionized, professional association (CAHO)

Problem: How can we prod each industry to become community “vanguards” in providing safe and healthy careers and workplaces for women, at a “living wage” of \$110 monthly?



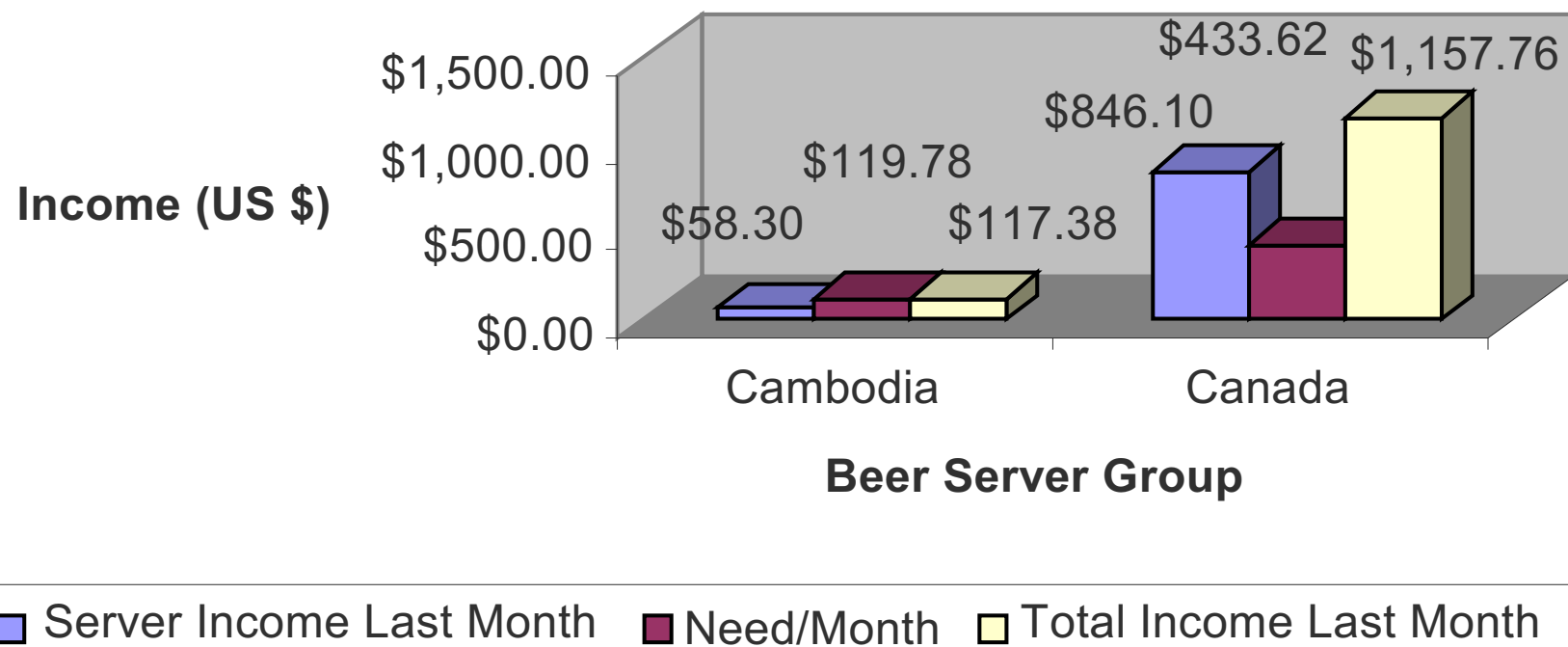
In Cambodia, beer promotion women are paid, on average, US \$55 monthly, either on a salaried contract basis with or without bonus for sales beyond quota; or a “per case” commission. They work an average of 27-28 days per month (Lubek et al, 2004; McCourt, 2002).

In contrast, Canadian beer promotion women are hired, many part-time or on short-term contracts, and paid an average of CA \$15 dollars an hour.

Canadian beerservers, selling multiple brands, make approximately \$63 per shift in wages and up to \$200 in tips

Singapore beer promoters report receiving about \$50 (Singapore) for a 4 hour shift.

Jillian Schuster (2006) found that Cambodian beer servers were underpaid by half; Canadian servers earned twice their needs.



71% of Cambodian servers sold sex to make up their deficit; 0% of the Canadian servers did this.

**Monitoring HIV/AIDS and community health
(2001- 2008) in Siem Reap Cambodia**



SiRCHESI midwife Savun Touch with Dr. Mee Lian Wong at Mondol Moi STI clinic where annually 560 behavioural questionnaires are gathered in interviews conducted by Savun. The questionnaires were then taken to Singapore for entry and analysis, but now local staff enter the data in Siem Reap into Excel and SPSS.