



# NOV PHALLA

## Outreach Project Manager, Cambodia

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### Overview

Nov Phalla is an outreach project manager with Mith Samlanh in Phnom Penh. Mith Samlanh started as a program with Friends International in 1994 and later localized as a Cambodian nongovernmental organization in 2002. Phalla entered social work because she had a real desire to help the many youth she saw in the city who lacked opportunity and who had difficult or risky lives as a result of their circumstances.

### Typical tasks and responsibilities

In her management role, Phalla is in charge of a 60-person outreach team that provides services to marginalized children, young people, and their communities across the city both day and night. Phalla's day begins with preparing the workplan for upcoming activities. Later in the day, she heads out onto the streets of Phnom Penh with her team, which provides highly mobile motorbike-based outreach. Team approaches and activities include first aid, counseling, life skills education, health education, and nonformal education.

### Training and skills

Phalla believes a strong skills base lies at the core of being a good social service worker. These skills should include social skills such as communication, because talking to beneficiaries makes up a large part of what her team does. Other important skills include counseling, teaching, case management, and problem-solving.

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## Why she loves her job

Phalla is a strong believer in the “save lives, build futures” ethos that lies at the heart of her organization’s approaches and activities. She implements this ethos in her daily tasks. She states simply, “I like to protect them [children] and help them have a good future.”

*The Global Social Service Workforce Alliance would like to thank Mith Samlanh and Friends International for contributing this profile to the “I am a Social Service Worker” series.*



## “Improving the workforce, Improving lives.”

### Who is the social service workforce?

While capturing any one definition of the social service workforce is challenging, it can be broadly defined to describe a variety of workers – paid and unpaid, governmental and nongovernmental – who staff the social service system and contribute to the care of vulnerable populations. The social service system is comprised of a set of interventions, programs and benefits that are provided by governmental, civil society and community actors to ensure the welfare and protection of socially or economically disadvantaged individuals and families.

### What is Social Service Workforce Week?

During this week, advocates will bring attention to and build support for the social service workforce as well as raise awareness about promising workforce strengthening efforts supported by stakeholders around the world. Organized around daily themes focused on areas of practice, the week will allow Alliance members and the public to engage in a dynamic platform of information exchange and advocacy through various forms of social media.

### What is Mith Samlanh?

Mith Samlanh was established in August 1994 and is a non-religious, non-political organization working with marginalized children/youth, their families and their communities in Phnom Penh and Kampong Cham. Working with marginalized children/youth, their families and their communities, Mith Samlanh’s projects are designed to assist the children’s social reintegration (reintegration into their families, the public school system, employment, and their culture). Mith Samlanh was the first project established by Friends-International and became a local Cambodian NGO in 1999.

### Learn More

Learn more about Phalla and other social service workers! Join the conversation on Twitter using the hashtag #SSWWeek and online at [www.socialservice-workforce.org/SSWWeek](http://www.socialservice-workforce.org/SSWWeek).