

*Faculty of social work*

*Social work fildes*

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*Techniques of social marketing for social welfare services  
for female headed house hold in NGOs.*

*As required for master theses in social work- fields dep*

*The preparation of the study*

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## Summary

### **The study problem**

Development issue was considered the corner stone in our recent world and the most important concern through the developing world, because it was one of the approaches that countries must apply to avoid underdevelopment and to increase life conditions for their citizens.

Women face a lot of challenges in globalization world at regional. National and international ones. With seriously & necessary procedures to support women.

So female headed household faces many social and economic problems to find way to out from poverty gap for herself and her family “so it was necessary to apply modern and effective mechanisms to alleviate poverty and to increase their participation in community development.

Due to each state cannot challenge poverty and its problems alone , so it was important to participate civil society and non-governmental organizations " N G O s " where they were the most related to community people and more concern to their problems ,

In Egypt" N G O s " has long history to assist & help poor and needed people , so that was to introduce diversified reform perspective and to adopt new concepts to assist and to support that sector to face problems & obstacles that prevent them to participate in development process effectively . The social marketing issue is the most important one,

### **Study goals:**

The current study seeks to achieve the main goal as" to determine the mechanisms of social marketing to in the field of social welfare services for females – headed house hold.

So there were sub- goals as:

- Social services
- Economic services

- Health services
  - Educational services
1. To determine the importance and definition of social work marketing, to introduce services to females headed house hold.
  2. To specify the obstacles & challenges that prevent to activate social marketing mechanisms to introduce services to females headed house hold.
  3. To reach for suggested perspective to activate social marketing mechanisms to introduce services to females headed house hold .through " N G O s "

**Study questions:**

The current study begins with the principal questions “what are the social marketing mechanisms for social welfare services offered to female – house hold?”

To find answer through sub – questions:

- 1- What are the social marketing mechanisms for social welfare services offered to female – house hold?
  - Social services
  - Economic services
  - Health services
  - Educational services
- 2- What are the obstacles that prevent to offer services to female headed house hold through N G O s?
- 3- What are the suggestions to activate social marketing mechanisms to female headed house hold through N G O s?

**Study concepts:**

Mechanisms

Social marketing services

Female headed house hold

N G O s

### **Methodology:**

The current study belongs to descriptive ones, that search to describe characteristics of determined and situation phenomenon and social problems, in other word it seeks to specify the social and economic characteristics in one society, and that is the current search seeks to.

Through specifying the mechanisms of social marketing to social welfare services introduced to female headed house hold by N G O s >

### **Study method:**

The current study based on the scientific approach by applying:

- 1- Social survey comprehensively on chef board members and employee in N G O s
- 2- Social survey by random sample· applied on female headed house hold m benefited from welfare services.
- 3- Social survey by expert sample, concerning in social marketing field.

### **Study tools:**

*The current study depended on many tools as :*

- Questionnaire applied on social marketing and welfare services introduced to female headed house hold " chef board members in N G O s "
- Questionnaire was applied on social marketing and welfare services introduced to female headed house hold " beneficiaries "
- Interview guide with experts concern with social marketing.

**Study fields:**

- Place field L the current study was applied on N G O s in Beni Suief as 5 organizations as following L
- 1- Resalal
- Orman
- Misr el Khier
- Osraty " my family " for environment & human development
- Mrs. Hourria foundation

Human field: the current study was applied on sample of 53 of chef board members in N G O s. In addition to 300 of female headed house hold. Benefited from social welfare through N G O s "it was as 20% of the total of beneficiaries.

So total of sample of beneficiaries was 405.

**Time field:**

The current study was applied during the period from 1/1/2010 to 31/3/2010, to prepare the theoretical part

**The results:**

The current study has confirmed the following results:

- To confirm that there are mechanisms of social marketing in social welfare services introduced to female headed house hold in N G O s.
- It indicated that there are obstacles and challenges to face or to prevent to activate mechanisms of social marketing in social welfare services introduced to female headed house hold in N G O s.
- It indicated that there are many necessary suggestions to activate mechanisms of social marketing in social welfare services introduced to female headed house hold in N G O s.