

LATVIA. NON-INSPECTION ACTIVITIES

Title of the non-inspection activity: **Communication campaign “Esi drošs, ka darbs ir drošs!” (“Be sure work is safe!”)**

Duration of the non-inspection activity: **21.11.2023.-18.12.2023.**

Aim of the non-inspection activity: **Promote understanding about working environment factors and risks caused by them, understanding the importance, need and effectiveness of the labour protection system and measures, as well as influence the behaviour of the target audience, promoting the rise of the preventive culture in the working environment.**

Scope of the non-inspection activity (description): **In this communication campaign were developed information materials like caricature, video clip and song. There were opening event in which participated members from Latvian Chamber of Commerce and Industry and Free Trade Union Confederation of Latvia, also person who suffered accident at work to share his experience, and messengers of this campaign – 2 hockey player`s. Also 4 Good Practise companies participated in this event and shared their experience in reducing number of accidents at work. There were 153 participants in this opening event. More about this campaign here, but only in Latvian <https://www.vdi.gov.lv/lv/kampana-2023-esi-dross-ka-darbs-ir-dross>**

Sector covered by the non-inspection activity: **All industries where was high number of the accidents at work**

The number of establishments covered by the non-inspection activity: **There were information events in 12 companies in which also participated SLI inspectors, messengers of this campaign.**

The number of labour inspectors involved in implementing the non-inspection activity: **0**

The number of specialised staff (but not labour inspectors) involved in implementing the non-inspection activity: **1**

The number of persons involved in supervising the implementation of the non-inspection activity (including the preparation of communication and promotional materials and summing up its results): **1**

Background of the non-inspection activity: **In Latvia there is still high rate of accidents at work. This is why such communication campaign was organized to rise avareness of employers, employees to follow safety rules, in particular industries with high number of fatal and severe accidents at work.**

Budget of the non-inspection activity: **181 200 euro (plus added value tax 21 %)**

Short summary of the outcome of the non-inspection activity: **During the information campaign, public attention was drawn to labour protection issues, especially the provision and use of**

personal protective equipment. 2 hockey players were involved, because the Latvian hockey team won the bronze medal at the 2023 World Hockey Championship. Public survey data show that the campaign organized by SLI was noticed both on television and radio, as well as on Internet portals and social networks. Respondents indicated that the campaign was noticeable and memorable. Of particular interest was the regional events in Good Practice companies, which were reported by the local media and attracted the attention of the public.

In addition this communication campaign organized by company “Mediju Tilts” won third place in the event Mi:t&Links in Baltics contest Best Communication campaign “Story Telling” category. More information here: <https://www.vdi.gov.lv/lv/jaunums/kampana-esi-dross-ka-darbs-ir-dross-izcina-3-vietu>

No.	question	yes/no	comment
Non-inspection activity			
A. Stakeholders cooperating with the labour inspectorate in non-inspection activity			
1.	Were external stakeholders involved in the implementation of the non-inspection activity:		
a)	From the public sector?		Latvian Chamber of Commerce and Industry, Free Trade Union Confederation of Latvia What was the scope of such cooperation? Spread information to the members
b)	From the private sector?		Good Practise companies What was the scope of such cooperation? Participated in the opening seminar, organized campaigns events at their workplaces, spread information about safety to their employees.
2.	Does your national legislation specify the rules of cooperation with stakeholders in non-inspection activity?	NO	
3.	While selecting stakeholders for cooperation during the non-inspection activity, was any account taken of the results of the inspectorate's cooperation with such stakeholders during previous initiatives?	NO	
B. Sources of project financing in the labour inspectorate's activity			
4.	Was the project (of non-inspection activity) financed solely by the labour inspectorate?		European Social Fund
C. Preparation of the project (of non-inspection activity)			
5.	What sources were used to specify the described non-inspection activity?		<input checked="" type="checkbox"/> inspectorate's own database of workplace accidents
6.	How was the project (of non-inspection activity) prepared?		

a)	By an organisational unit of the labour inspectorate		<p>What is the range of the duties of the unit responsible for the preparation of the project?</p> <p>Unit was responsible for implementation of the entire project</p> <p>How many members of staff are employed in the unit responsible for the preparation of the project? (number of staff employed in the unit: ... and number of staff preparing the project: ...)</p> <p>Unit consisted of 13 persons</p>
7.	Was the project (of non-inspection activity) related to an inspection task?	NO	
9.	What components were included in the plan of actions (of non-inspection activity)?		<p>Information of the general public, preparation of informative materials, developing of the video clip, composing of a song, organization of field events in Good Practice companies</p>
10.	How was the target group of the non-inspection activity specified?		
b)	In a different way.		<p>To the general public because it could affect anyone</p>
12.	Were IT tools used to identify the priority area in the described non-inspection project?	NO	
13.	Were IT tools used to identify the target group of activities carried out within the described non-inspection project?	NO	
D. Types of tasks undertaken during implementation of the non-inspection activity			
14.	What activities were carried out so as to implement the project of the non-inspection activity?		<p><input checked="" type="checkbox"/> visits to enterprises</p> <p><input checked="" type="checkbox"/> distribution of publications, audio-visual materials;</p> <p><input checked="" type="checkbox"/> sharing experience and information during seminars and conferences</p> <p><input checked="" type="checkbox"/> information (campaign) on the radio</p> <p><input checked="" type="checkbox"/> information (campaign) on TV</p>

			<input checked="" type="checkbox"/> information on the Inspectorate's own websites <input checked="" type="checkbox"/> information in the social media (FB, Instagram, X)
15.	How were the contents of the project (of non-inspection activity) disseminated?		
a)	The mass media used to disseminate the message (tick the appropriate answer)		How many (regional/national) newspapers/periodicals, (regional/national) TV and radio stations did you cooperate with?
	– regional press		TV – 2, radio – 2,
	– national press		How frequently did the message appear in each of the used mass media? In what period did the message appear?
	– regional TV	x	During entire information campaign from 21 November till 18 December 2023
	– national TV,	x	What percentage of the target group was reached by the message via each of the mass media involved in the non-inspection activity?
	– local radio station,	x	The audience reached: in national and regional TV 32 %; advertisements on Internet 62 %; regional and national radio 43%; outdoor advertisement 75 %
	– national radio station,	x	
	– e-bulletins for subscribers		
	– information websites	X	
	– specialist websites		
	– websites addressed to the target group of the LI's activities	X	
	– advertising with the use of an Internet search engine, e.g. Google		
	– advertising with the use of an Internet advertising network, e.g. Google Ads	X	
	– others (please, specify)		
b)	Other ways of informing the general public about the non-inspection activity.	NO	
16.	Was effectiveness proven during previous projects taken into account while selecting activities for the described project of non-inspection activity?	NO	
E. Methods of disseminating information about the project of the non-inspection activity			

17.	Did you develop any plan to communicate the information about the project to:	NO	
18.	Did you <u>assess the effectiveness</u> of communication of the project contents to stakeholders in the sector covered by the non-inspection activity or to the general public?	NO	
F. Evaluation of the non-inspection activity. Methods and tools used to evaluate non-inspection initiatives.			
19.	Were the project results evaluated?	YES	What indicators were used for evaluation? An online survey was conducted about the visibility of the campaign
20.	How were the project results evaluated?		
a)	Was any final summary evaluation of the non-inspection activity made?	YES	What was the scope of such evaluation? Final report about all activities and an online survey was conducted about the visibility of the campaign
b)	Were partial assessments made during the non-inspection activity?	NO	
c)	Did you prepare a formal document with evaluation of the promotional campaign after its completion?	NO	
21.	Were the effects of the non-inspection activity evaluated?	YES	What indicators were used for the evaluation? An online survey was conducted about the visibility of the campaign
22.	What tools and methods were used to evaluate the effects of the non-inspection activity?		
a)	Evaluation by labour inspectors during inspection of establishments covered by the promotional campaign.	NO	
b)	Checklists filled out by establishments covered by the promotional campaign.	NO	

c)	Questionnaires (surveys) addressed to establishments covered by the campaign.	NO	
23.	Were IT tools used to assess the effectiveness of the non-inspection campaign?	NO	