

Evaluation of communication and consultation activities, Lithuania

Title of the policy or measure (in English)	Evaluation of communication and consultation activities by the State Labour Inspectorate (SLI)
• Country	Lithuania
• Sectors	All
• What groups are targeted by the measure	- General population of the country (directly targeted) - Recipients of the SLI consultation and communication activities (directly targeted) - Employers receiving the SLI services (directly targeted)
• Purpose of measure	Changing attitudes: awareness raising
• Short sentence summarising the measure	To evaluate its communication efforts to the general public and employers specifically, SLI monitors both the effects of their consulting activities and the impact of their communication actions through a number of evaluation activities.
Background	
• Background context driving the implementation of the measure	SLI implements a range of consultation and communication activities towards the general public, employees and employers. It has developed a call centre and utilises seminars and electronic consulting services as information tools. It also uses more generalized forms of communication such as press releases, events, press conferences, information on its website, partnership with social partners, and social networks (Facebook, YouTube). To evaluate the impact of these communication efforts, the Inspectorate has been implementing a number of activities.
• When was the measure implemented? (including start date and end date/ongoing)	The three main evaluation activities are ongoing and have been introduced as follows: -the first survey of public opinion was undertaken in 2015 and has been repeated in 2016 and 2017. It is planned to repeat the survey on an annual basis in the future; -the existing activity quality assessment questionnaire was revised in July 2017 and since then the Inspectorate began attaching it to every consultation activity it provides to its clients online; -the one-off employer survey was implemented in 2018 to assess the impact of a concrete measure and hence there are no plans to repeat it in the near future.
• Names(s) of authorities/bodies/organisations involved	The State Labour Inspectorate of the Republic of Lithuania Sprinter Research (public opinion survey company)
• Scope of the measure (a pilot project, nationwide, regional wide)	Nationwide
• Type of (policy) measure	Tool
• Key objectives of the measure	General objectives: - To evaluate the impact of Labour Inspectorate's consultation and communication activities

Specific objectives:

- To evaluate the impact of Labour Inspectorate's communication activities amongst the general population
- To evaluate the impact of Inspectorate's consultation activities on the direct recipients of Inspectorate's online consultation activities
- To evaluate the impact of Inspectorate's communication activity on employers

Specific measure

- Description of how the measure operates in practice

The three main evaluation activities operate as follows:

1) Annual survey (according to the questionnaire prepared jointly with Labour Inspectorate) on public opinion – is implemented annually by a professional public opinion survey firm. Over the course of one month, a representative sample of country's population is asked a series of standard questions of how they perceive the Labour Inspectorate and its work. In 2017, 1005 survey respondents aged 18-65 were surveyed. The questions are repeated each year so that a trend comparison is feasible to understand how the perceptions of the Labour Inspectorate change. The results of the annual survey are available online.¹

2) Activity quality assessment questionnaire on paper and online - since July 2017 the Labour Inspectorate revised the existing questionnaire and decided to attach the questionnaire to its every online consultation provided to the Inspectorate's target groups. The questionnaire asks a series of standard questions about the perceptions of the Inspectorate and its work.² The results of the questionnaire are reported in the annual activity report of the Inspectorate.³

3) Survey of employers – the Inspectorate sent out letters to the employers to inform them about various possible accidents at work related issues. The Inspectorate developed and implemented the survey itself among 33 500 companies, receiving 3 560 answers to the five survey questions. The survey asked whether the Inspectorate's letters were relevant and informative and what other information the employers would like to receive from the Inspectorate.

- What resources and other relevant organisational aspects are involved?

The costs of the three main evaluation activities as follows:

-the survey of public opinion is commissioned annually from a public opinion survey company and costs around EUR 3000 (the representative sample size is around 1000 respondents).

-the activity quality assessment questionnaire is undertaken internally by the Inspectorate staff on a continuous basis very year. The review of questions and analysis of responses received is estimated to take approximately 5-7 days of the staff time on an annual basis.

-one-off the employer survey was undertaken internally by the Inspectorate staff and was estimated to take around 5 days of the staff time (FTE, with 3 people involved in the development of the questions, the distribution and analysis of replies).

- What are the source(s) of

The budget of the Labour Inspectorate.

¹ https://www.vdi.lt/PdfUploads/Ataskaita_VDI_201712.pdf

² See <https://apklausa.lt/f/valstybines-darbo-inspekcijos-vdi-paslaugu-kokybes-vertinimo-anketa-1fpnfx2/answers/new.fullpage>

³ <https://www.vdi.lt/PdfUploads/VeiklosSritys2017veiklosAtaskaita.pdf>

funding?	
Evaluation and outcome	
<ul style="list-style-type: none"> Has the measure achieved its objectives? 	<p>The measure is achieving its objectives to evaluate the impact of the Inspectorate’s communication and consultation activities amongst its different audiences and target groups. The Inspectorate has introduced a number of succinct and frequent surveys to measure the quality of the services provided. Moreover, the results of the evaluation are used in that the feedback received is reviewed and the Inspectorate’s services are revised to ensure the communication and consultation activities meet their purpose. As a concrete example, as a result of the feedback received from the employer survey, the Inspectorate is planning to change its approach and to prepare an employer newsletter once a quarter, consisting of news/ general information about the SLI competencies, focussing on labour law and OSH issues. The newsletter would be sent out via email to companies, social partners and published in SLI owned channels.</p> <p>The evaluation activities help the Inspectorate to ensure that, in addition to their control function, they also deliver a good-quality consulting/advisory service to its different target audiences. This helps to ensure that the target audiences also come to the Inspectorate to ask for assistance and help in addressing the range of issues faced in the workplaces.</p>
<ul style="list-style-type: none"> Assessment method (including indicators used to measure its impact), and the outputs and outcomes achieved 	<p>The evaluation activities themselves are not evaluated as this would not serve their intended purpose. The specific outputs achieved are as follows:</p> <ul style="list-style-type: none"> Three annual public opinion surveys produced in 2015, 2016 and 2017 Activity quality assessment questionnaires are distributed with every consultation activity of the Inspectorate since July 2017. One-off employer survey was completed in 2018. <p>The main outcome of the practice is the better knowledge within the Inspectorate about the impact of its consultation and communication activities amongst its target audiences.</p>
<ul style="list-style-type: none"> What are lessons learnt and the key conditions for success? 	<ul style="list-style-type: none"> It was important to develop specific evaluation activities targeting the different target audiences to ensure they reach appropriately the target groups. Existing communication channels were used to undertake some evaluation activities to avoid the duplication of effort. For example, the Inspectorate attaches the activity quality assessment questionnaire to its every consultation provided to the Inspectorate’s target groups. Due to the costs of external research, the survey of employers was undertaken internally by Inspectorate’s staff to save resources. The results of the evaluation activities are reviewed regularly to assess how the Inspectorate’s services can be improved. Technical issues such as the formulation of questions are important to ensure good quality responses. In addition, the analysis of open ended questions is also important to understand the full range of respondents’ views.
<ul style="list-style-type: none"> Level of transferability (e.g. other countries/groups/sectors) 	<p>The level of transferability is high. The overall approach to the evaluation of Inspectorate’s communication activities can be easily transferred to other countries where the labour inspectorates also undertake direct communication activities to their target audiences. The specific methodological approaches, such as succinct and targeted employer survey or the annual public opinion surveys, are also easily transferable to other contexts. The quality assessment questionnaire is also transferable to other Inspectorates interested in the evaluation of quality of its consulting services.</p>

	The lesson to utilise the existing communication channels also for the evaluation is especially valuable and can be applied in other countries.
Additional information	
• Contacts	Marija Čereškevičiūtė, Head of the Communication Division, SLI Email address: marija.cereskeviciute@vdi.lt Telephone: + 370 (5) 213 9761, + 370 8 698 73025
• Useful sources and resources	The 2017 public opinion survey: https://www.vdi.lt/PdfUploads/Ataskaita_VDI_201712.pdf The online quality assessment questionnaire: https://apklausa.lt/f/valstybines-darbo-inspekcijos-vdi-paslaugu-kokybes-vertinimo-anketa-1fpnfx2/answers/new.fullpage The 2017 Annual Activity Report of the SLI, available at https://www.vdi.lt/PdfUploads/VeiklosSritys2017veiklosAtaskaita.pdf
• Metadata and key words for online search	Lithuania; communication; evaluation; public opinion; quality assessment; employer survey