

National Awareness Raising Campaign – Before you undertake work, Poland

Title of the policy or measure (in English)	National Awareness Raising Campaign – ‘Before you undertake work’ (Kampania Informacyjna – ‘Zanim podejmiesz pracę’)
• Country	Poland
• Sectors	All
	<ul style="list-style-type: none"> - University students, general and vocational secondary level education pupils, as well as juvenile workers (pracownik młodociany) employed for vocational trainingⁱ (directly targeted); - Mothers returning to work after maternity and parental leave (directly targeted); - Employees (directly targeted); - Employers (indirectly targeted).
• Purpose of measure	Changing attitudes: awareness raising
• Short sentence summarising the measure	The National Awareness Raising Campaign, <i>Before you undertake work</i> , was carried out during 2013-15 using several methods of communication with selected target groups, including radio advertisements, publications, meetings seminars etc. It aimed to provide information on employment-related labour law provisions, with a particular focus on civil-law contracts, to people entering the labour market.
Background	
• Background context driving the implementation of the measure	<p>Through their work the Polish National Labour Inspectorate found that current legal regulations contribute to high levels of illegal employment. Of particular concern is working without written confirmation of working conditions (in the form of an employment contract) and employers failing to register their employees with the Social Security Institution; these remain two of the most significant problems of the Polish labour market (alongside outstanding remuneration and accidents at work).</p> <p>During recent years a phenomenon called “first working day syndrome” has been observed; at inspections, where employees are found to be working without an employment contract in place, employers often claim the excuse that the employee has just begun work in the last day or two.</p> <p>It was thus considered necessary to undertake further actions aimed at raising awareness among employees concerning employment law and among employers regarding their obligations concerning the same.ⁱⁱ</p>
• When was the measure implemented? (including start date and end date/ongoing)	2013-2015
• Names(s) of authorities/bodies/organisations involved	Polish National Labour Inspectorate (<i>Państwowa Inspekcja Pracy</i>) in cooperation with Polish Social Security Institution (<i>Zakład Ubezpieczeń Społecznych</i>).

<ul style="list-style-type: none"> • Scope of the measure (a pilot project, nationwide, regional wide) 	<p>Nationwide. The National Awareness Raising Campaign, <i>Before you undertake work</i>, was also implemented by local branches of the National Labour Inspectorate.</p>
<ul style="list-style-type: none"> • Type of (policy) measure 	<p>Awareness raising campaign</p>
<ul style="list-style-type: none"> • Key objectives of the measure 	<p>General objective:</p> <ul style="list-style-type: none"> - Dissemination among employees and employers of information concerning labour law provisions. <p>Specific objectives:</p> <ul style="list-style-type: none"> - Reaching out to people preparing to start work or re-entering the labour market; - Providing information on the specificity of labour-law and civil-law employment regarding rights, obligations and social security conditions; - Raising the level of knowledge concerning labour law among employers and entrepreneurs.
<p>Specific measure</p>	
<ul style="list-style-type: none"> • Description of how the measure operates in practice 	<p>Diverse channels of reaching target groups were used including:</p> <ul style="list-style-type: none"> • Radio advertisements on nationwide radio stationsⁱⁱⁱ: One of the key tools in the National Awareness Raising Campaign, <i>Before you undertake work</i> was the transmission of national radio broadcasts or “spots” concerning issues like employment contracts, working time, health and safety at work before allowing an employee to begin work, registering employees for social security, undertaking legal employment, health check-ups. In 2013, the National Awareness Raising Campaign ‘Before you undertake work’ (from 3 to 30 June) included 248 radio broadcasts, and 312 similar broadcasts in 2014 (funded by the National Labour Inspectorate). The campaign relaunched in December 2014 when 283 spots were broadcast, funded by the Social Security Institution, Fund for Accident Prevention. A similar media campaign was also carried out in 2015 when 264 spots were broadcast. Additionally, within the framework of cooperation with the Social Security Institution, 341 radio spots went out on various radio stations funded from the Fund for Accident Prevention. • Mass media promotion: Additionally, the project was promoted in the mass media on the initiative of District Labour Inspectorates. Information on the campaign and activities carried out by the Labour Inspectorate in years 2013-15 appeared in the local media (radio and TV stations, the press, web portals) almost 1 900 times. • “Pay Per Impression” internet campaign: Campaign banners posted on websites related to job search were used to link users to the dedicated campaign website, www.prawawpracy.pl. Moreover, the campaign was used to target users of certain internet services.^{iv} Information and banners were also uploaded to 11 internet sites^v used by students/ focusing on student issues. Information was also available via the Google internet search engine – during searches for themes pertaining to labour law, the link would appear leading users to the Labour Inspectorate’s campaign website. Moreover, three infographics concerning the campaign – entitled “Ready for work”, “Ready to

return” and “Ready for action” – were printed three times in the “Gazeta prawna” national newspaper^{vi}. A press campaign was supported by banners on the newspaper’s website and by e-mailing 26 870 account users of the newspaper’s website.

- **Legal support/on-call time:** On-call sessions with legal experts from the Labour Inspectorate were organised in press offices, regional radio stations and televisions, and internet portals as part of the campaign i.e. live legal support responding to questions from media and internet website readers, listeners and viewers. New forms of contact were introduced to target young people: online on-call time via a dedicated Facebook page, live recordings of calls were also later uploaded to the video-sharing website, YouTube, or the dedicated campaign website. In 2014 and 2015, 310 on-call sessions took place during the campaign throughout the country.
- **Enquiry points:** during the campaign District Labour Inspectorates organised enquiry points in public places e.g. shopping centres, city centres, job fairs, career days. During three years of the campaign 826 stands and enquiry points offered information on the campaign, legal advice or free publications from the National Labour Inspectorate.
- **Information meetings and training:** Information on the legal protection provided by labour law was targeted at university students during meetings, work fairs and career days organised by universities in cooperation with the National Labour Inspectorate. In 2013 meetings with labour inspectors and other Inspectorate employees were organised at 18 universities. In 2014, 36 universities in Poland were involved. In 2014, inspired by the Inspectorate, five Warsaw students’ clubs held an awareness raising event among students promoting issues related to legal protection of labour. 150 posters entitled “Think before you start working” were displayed and 3 000 flyers and leaflets handed out. Moreover, between 2013 and 2015 District Labour Inspectorates organised a total of 871 training sessions as well as 73 seminars and conferences concerning issues covered by the campaign (legality of employment, employment rights etc.).
- **Publications disseminated free of charge:** A number of publications were developed on, for example, the forms of employment, obligations of employers to a new employee, temporary employment, etc. Some publications targeted young people like a handbook entitled “Labour law – first steps”, and flyers entitled “Holiday work”, “Voluntary work”, “Young employee”. In 2013-15 over 332 000 publications were given out free of charge within the framework of the campaign.

- **What resources and other relevant organisational aspects are involved?**

Financial resources:

In 2013-15 around EUR 570 000 (PLN 2.42 million) was spent on the National Awareness Raising Campaign, *Before you undertake work*, including around EUR 295 000 (PLN 1.25 million) from the Social Security Institution for the additional promotion of the campaign in the media.

Human resources:

	<p>Within the National Labour Inspectorate, the project was carried out by the Department of Prevention and Promotion at the Chief Labour Inspectorate – four staff members were involved in the coordination of the project and development of campaign publications (while carrying out duties on other unrelated projects). One staff member from the Spokesperson’s Office of the Chief Labour Inspectorate was also engaged on the project (as well as other duties). At the level of district inspectorates 16 field coordinators carried out information activities, promotion and training on the campaign along with other preventive and promotional activities. At a local level the project was supported by spokespersons from the District Labour Inspectorates regarding promotion in the local media and by labour inspectors regarding training carried out within the framework of the project.</p> <p>Technical resources:</p> <p>Most actions related to the campaign – for example, developing the media strategy, creation and production of radio spots etc. – were carried out directly through companies chosen via public procurement.</p>
<ul style="list-style-type: none"> • What are the source(s) of funding? 	<p>Funded by the National Labour Inspectorate and by the Social Security Institution, from the Fund for Accident Prevention.</p>
<p>Evaluation and outcome</p>	
<ul style="list-style-type: none"> • Has the measure achieved its objectives? 	<p>The aim of the National Awareness Raising Campaign, <i>Before you undertake work</i>, was to reach a diversified audience concerning issues of legal employment. In this respect, the campaign is regarded as being successful. In 2014, the Labour Inspectorate commissioned a public opinion survey (sample of 1 065 employees aged 18-65) and found that 59 % of respondents assessed their knowledge of labour law as rather low or very low, which points to the need for continuing education and awareness raising exercises on these issues. As many as 89 % of respondents said that young people should be informed about their rights and duties as part of their schooling.</p>
<ul style="list-style-type: none"> • Assessment method (including indicators used to measure its impact), and the outputs and outcomes achieved 	<p>A quantitative evaluation of the National Awareness Raising Campaign, <i>Before you undertake work</i>, was carried out. In 2013-15, outputs included the following:</p> <ul style="list-style-type: none"> • Number of individuals reached by direct actions related to the campaign – 77 200 • Number of training sessions carried out - 871 • Number of seminars/conferences related to the campaign issues - 73 • Number of stalls and enquiry points – 826 • Number of publications associated with the campaign handed out – 332 000. <p>The percentage of the target group reached by the radio campaign was monitored with the use of Millward Brown Radio Track^{vii} research (concerning people who had heard at least three campaign advertisements on the radio). The results were as follows:</p> <ul style="list-style-type: none"> • 2013: 52.6 % • 2014: 41.7 % • 2015: 45.5 %

<ul style="list-style-type: none"> • What are lessons learnt and the key conditions for success? 	<p>A key factor for the success of the National Awareness Raising Campaign, <i>Before you undertake work</i>, lies in the type of awareness raising tools chosen to target particular groups. A properly planned assessment of the most appropriate tools to use leads to better coverage of the chosen target groups. An analysis of “media consumption” by employers and employees should be undertaken to find out what types of tools are appropriate to reach particular target groups, as well as building a message focused specifically on the intended target groups. For example, different tools should be considered in the case of young persons entering the labour market aged 18-25 (e.g. Facebook, social media, internet etc.), and other tools may be considered for those who prefer more traditional channels of communication.</p>
<ul style="list-style-type: none"> • Level of transferability (e.g. other countries/groups/sectors) 	<p>Implementation of a similar National Awareness Raising Campaign in other countries is possible provided that detailed analysis of the relevant target groups is undertaken, appropriate media tools for communication of the campaign message are chosen and maximisation of audience coverage via radio advertisements reflects the available budget.</p>
<p>Additional information</p>	
<ul style="list-style-type: none"> • Contacts 	<p>National Labour Inspectorate Email address: kancelaria@gip.pip.gov.pl Telephone: 00 48 22 391 83 19</p>
<ul style="list-style-type: none"> • Useful sources and resources 	<p>For information on the National Labour Inspectorate’s current activities and campaigns please visit: http://www.prawawpracy.pl</p>
<ul style="list-style-type: none"> • Metadata and key words for online search 	<p>Poland; National awareness raising campaign; Kampania Informacyjna; Zanim podejmiesz pracę; legal employment; radio broadcasts; target groups; campaign message; media tools; online tool; working conditions; labour law; employment rights; legality of employment; first working day syndrome; labour code; labour market entry; employment contracts; working time; health and safety at work; temporary employment; agency employment</p>

ⁱ In the Polish labour law system there is a category of a "juvenile worker" (pracownik młodociany) who are between the ages of 16 to 18, covered by some additional security regulations; for example, the employer is required to put an "employment contract for the vocational training" in place for these workers.

ⁱⁱ On 1 September 2016 a change to the Labour Code came into force, making it mandatory for the employer to confirm in writing the type of employment contract to be established and the associated working conditions *before* allowing the employee to begin work.

ⁱⁱⁱ In 2013 the main station was RMF FM nationwide station. Also, stations with more targeted audiences were covered like RMF MAXXX and RMF Classic. In 2014 the campaign was run on Radio ZET nationwide station. Some spots were also broadcasted on Radio ESKA, WAWA, VOX and ESKA ROCK stations. In 2015 the campaign was run both in RMF FM and RADIO ZET national stations, as well as the Polskie Radio PROGRAM I nationwide station was involved.

^{iv} For example, users of gazetapraca.pl, jobs.pl, dorywca.pl, inlic.pl, workexpress.pl, bhp.abc.com.pl.

^v Examples of those websites include dlastudenta.pl, studiowac.pl, semestr.pl, polibuda.info.

^{vi} National newspaper specialising in law and business issues.

^{vii} RadioTrack auditorium survey is a comprehensive radio market research in Poland, covering almost all licensed Polish radio stations broadcasting in the country. The survey is carried out on a nationwide sample of population aged 15-75 amounting to 84 000 people a year.