

ITALY. NON-INSPECTION ACTIVITIES

Title of the non-inspection activity: **The #SafetyRoad, the communication campaign on the risks deriving from road traffic related to haulage of goods.**

Duration of the non-inspection activity: **1 month (November 2022)**

Aim of the non-inspection activity: **the communication campaign, created by Inail and the Ministry of Infrastructures and Sustainable Mobility, intends to convey messages that highlight the risks deriving from road traffic, and, at the same time, promote correct behaviours that makes the driving experience safer, both for drivers of goods transport vehicles and for other road users.**

Scope of the non-inspection activity (description): **the communication initiative emphasizes the importance of prevention as a reference value for the adoption of correct driving behaviour, in full compliance with the Highway Code. Highlights are observance of speed limits and driving and rest times, compliance with the rules on the use of mobile phones and actions aimed at maintaining unaltered one's psychophysical state and guaranteeing the functionality of the vehicle.**

Sector covered by the non-inspection activity: **goods road haulage**

The number of establishments covered by the non-inspection activity:

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

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

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): ...

Background of the non-inspection activity: **prevention aimed at reducing the risk of accidents at work**

Budget of the non-inspection activity: **700.000 euros (Inail budget)**

Short summary of the outcome of the non-inspection activity: **media planning was made to achieve strong penetration towards the target audience, contributing to reach campaign objectives. An adequate media mix has been identified in terms of impact (memorability, effectiveness), quality (medium/target affinity), effectiveness (coverage and penetration) and efficiency (cost/contact), to achieve widespread communication also throughout the territory.**

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?	NO	
b)	From the private sector?	NO	
2.	Does your national legislation specify the rules of cooperation with stakeholders in non-inspection activity?		
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?		
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?	NO	50% by INAIL 50% by Ministry of Infrastructures and Sustainable Mobility
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"/> proposals of partner institutions Inail and the Ministry of Infrastructure in implementation of the memorandum of understanding signed between the two bodies.
6.	How was the project (of non-inspection activity) prepared?		
a)	By an organisational unit of the labour inspectorate	NO	
b)	By a group/team established ad hoc to implement the project	NO	

c)	By an external entity (e.g. another public authority or a private enterprise)	YES	<p>What was that entity?</p> <p>Communication agency responsible for the design and implementation of Inail communication campaigns.</p> <p>Who verified consistency of the implemented project with the approved plans?</p> <p>INAIL Communication Central Directorate.</p>
7.	Was the project (of non-inspection activity) related to an inspection task?	NO	
8.	During which phase was the inspection task launched?		
9.	What components were included in the plan of actions (of non-inspection activity)?		The campaign was divided into information spaces on national and local television and radio channels and in visual and informative contents in print media and on web platforms. An audio spot and a 30'' video were created.
10.	How was the target group of the non-inspection activity specified?		
a)	In the plan of the non-inspection activity.	YES	
b)	In a different way.	NO	
11.	What criteria were used while selecting the target group?		Identification of all subjects operating in the road transport sector (hauliers, transport managers, employers, workers, workers' representatives for safety, and company prevention operators)
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?		<input checked="" type="checkbox"/> information in the press <input checked="" type="checkbox"/> information (campaign) on the radio <input checked="" type="checkbox"/> information (campaign) on TV <input checked="" type="checkbox"/> information on websites of stakeholders <input checked="" type="checkbox"/> paid campaign on the Internet <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	NO	5 newspapers/periodicals
	– national press	YES	4 national radio stations
	– regional TV	YES	32 local radio stations
	– national TV,	YES	6 national TV stations
	– local radio station,	YES	20 local TV stations
	– national radio station,	YES	How frequently did the message appear in each of the used mass media? In what period did the message appear?
	– e-bulletins for subscribers	NO	
	– information websites	YES	Press 1 ad for each newspaper.
	– specialist websites	YES	National radio stations spot aired 4/6 times per day for 15 days.
	– websites addressed to the target group of the LI's activities	NO	Local radio stations spot aired 7/8 times per day for a 15 days.
	– advertising with the use of an Internet search engine, e.g. Google	NO	National TV stations spot aired 77 times in 2 weeks.
	– advertising with the use of an Internet advertising network, e.g. Google Ads	NO	Local TV stations spot aired 1.708 times in 28 days
	– others (please, specify)	YES	Others: Ledwall within the service areas of the motorway network, in 14 regions covered by the circuit. In the other 6 regions, which

			do not allow presence in the service areas, posters have been put up
b)	Other ways of informing the public about the non-inspection activity.	YES	What were they? (please specify) Information on the campaign, including information material (advert and poster) was also published on the Inail portal
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:		
a)	stakeholders in the sector covered by the non-inspection activity ?	NO	
b)	the general public?	YES	What information did the communication plan contain? Information regarding the objectives, the communication strategy, the target, the media plan, the diffusion period and some data on this accident phenomenon have been published on the Inail website.
18.	Did you assess the effectiveness of communication of the project contents to stakeholders in the sector covered by the non-inspection activity or to the general public?	NO	
a)	If so, who did it and in what way?		
b)	If so, please specify the three most effective ways to communicate information about the project to		

	stakeholders in the sector covered by the non-inspection activity.		
c)	If so, please specify the three most effective ways to communicate information about the project to the general public.		
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? Different indicators were used: n. readers for each periodical newspaper; n. impressions, clicks and views for Internet content; GRP indices for both national and local radio and TV; public turnout in the service areas for content via LED walls and posters; n. reach, impressions and clicks for social media
20.	How were the project results evaluated?		
a)	Was any final summary evaluation of the non-inspection activity made?	NO	
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?	YES	The entities which conducted external evaluation: External communication agency
21.	Were the effects of the non-inspection activity evaluated?	NO	
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	NO	

	covered by the promotional campaign.		
b)	Checklists filled out by establishments covered by the promotional campaign.	NO	
c)	Questionnaires (surveys) addressed to establishments covered by the campaign.	NO	
d)	Other tools and methods applied during evaluation of the promotional campaign.	NO	
23.	Were IT tools used to assess the effectiveness of the non-inspection campaign?	NO	