

SWEDEN. NON-INSPECTION ACTIVITIES

Title of the non-inspection activity: **Undramatic stories**

Duration of the non-inspection activity: **The Swedish Work Environment Agency's (SWEA) vision is: 'no work should lead to sickness, injury or death'. To get there, we work to issue regulations, analyse and produce statistics, inspect and communicate. Here we describe the communication activity called 'Undramatic stories' which is part of the communication of our vision which started in 2021 and is still ongoing.**

Aim of the non-inspection activity: **The purpose is to**

- **wake up the employers who do not yet work with the work environment and strengthen those who do so**
- **turn low interest into high interest and increase knowledge**
- **get more workers to pay attention to the issue and dare/want to make demands**
- **bring about a lasting change in employers, mainly small business owners.**
- **in the long run, less people should get sick, injured or die in working life.**

Scope of the non-inspection activity (description): **The communication of our vision movement started in autumn 2021 with the external communication effort "Undramatic stories". With Undramatic stories, we generally want to show that a good work environment does not create any drama. As an employer, you don't get any unpleasant surprises, either in the form of human tragedies that affect colleagues or unexpected costs if you have good and systematic work environment (Occupational Safety and Health - OSH) management in the workplace. We want to pin point that the lack of drama can be the finest thing there is. Because it means that no one gets sick, injured or dies from the job.**

Since then, we have basically carried out a major external communication effort every spring and autumn, for about 4 weeks each time. Continuously throughout the year, we target employers via social media with messages reminding them of the importance of good work environment management. All our efforts refer to our website (av.se/arbetsgivare) where you can find support, help and undramatic stories to get inspired by in order to create a work environment where nothing unexpected happens.

Before each external communication effort, we have communicated on our internal website that, when, how and why the effort will take place. We also point out that it is thanks to everyone's good work that we can tell more non-dramatic stories. All regional offices have received a roll-up with the text "Thank you for joining in and creating more undramatic stories" to put up in their office. Before the first communication effort, we used a short internal film to talk more thoroughly about the zero-vision communication and why we run it. We have also drawn

attention with articles on our internal website to fine external awards that our efforts received. Our response service and press service are also informed and have access to "Questions & Answers" before each operation for any external questions. As a side effect, you can say that the external communication efforts have strengthened our vision internally: *No one should get sick, injured or die from work.*

Sector covered by the non-inspection activity: **All workplaces in Sweden with a focus on small and medium-sized enterprises that are specifically mentioned in the authority's instructions and which are the most difficult to reach.**

The number of establishments covered by the non-inspection activity: **According to the SCB (Statistics Sweden) business register for 2023, there are approximately 280,000 employers with 1-9 employees and approximately 45,250 employers with 10-49 employees in Sweden.**

The number of labour inspectors involved in implementing the non-inspection activity: **Approximately 4-5 inspectors have been involved to provide input with facts about how and which accidents or sickness absence occur at our workplaces.**

The number of specialised staff (but not labour inspectors) involved in implementing the non-inspection activity: **All statements and facts in a subject area have been agreed with an expert before it has been communicated, which has led to many experts in different subject areas being involved.**

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): **From the very beginning (2020), we involved and anchored the ideas of a larger communication effort with several departments at the authority. From the communications department, there has been a team of 3-5 people who have devoted a lot of time to the work (in various phases) as well as a number of experts who have participated with their expertise when needed. In addition, people from our procured external communications agency have supported.**

Background of the non-inspection activity: **According to our government's instructions, we must reach out to small and medium-sized enterprises. Small companies have in common that they often lack to work systematically with their OSH-management. They don't always know why they should do it and how to go about it. Therefore, we have chosen to create a multi-year movement (the communication of our vision) where communication will create commitment, increase knowledge and get employers to act when it comes to OSH-management. We want to strengthen those who are already working with their work environment and get more people to start. Ultimately, the goal is that no job should lead to sickness, injury or death!**

Budget of the non-inspection activity: **Costs divided per year so far:**

Year 2021	7.6 million Swedish Crowns (SEK),
Year 2022	18.7 million SEK,

Year 2023 15 million SEK,
Spring 2024 6.5 million SEK.

The main expenses have been the purchase of media space.

Short summary of the outcome of the non-inspection activity: **Each effort has been evaluated via telephone interviews or via web surveys with the target group of employers and employees in small and medium enterprises. The evaluations are based on interviews with between 300-500 employers and the same number of employees. The purpose of the evaluations has been to find out in case the target group has been reached and understands the message, as well as to get input for future efforts.**

- The measurements for the efforts show that the observation is high and that the message gets across and is understood by the target group.
- Employees do not need an alternative design, but both employers and employees are reached by the message.
- Both target groups feel that the communication is comprehensible, relevant and engaging (the employer experiences the communication more joyfully than the employee).
- The effort is worth repeating and/or developing.
- The fact that it is the employer who has the main responsibility for the working environment has not yet come across very clearly, that is why it is emphasized in the effort in 2023.
- The target group also appreciates that the authority makes this type of effort.
- The movies are generally perceived as clearer than advertisements
- There are no significant differences in observation regarding age or gender of the target group.

The results from the latest measurements indicate that with the effort in the spring of 2023 we reached 200,000 employers and 830,000 employees in small businesses.



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	
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?	Yes	
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 <input checked="" type="checkbox"/> inspectorate's own database of occupational diseases Above all, we have used SWEAs own analyses, reports and statistics such as the Work-related injury-report, Work-related deaths in Sweden and work injury statistics. We have also obtained facts from other organizations such as Statistics Sweden (Statistics Central Bureau), Swedish Business, Prevent etc. and conducted interviews with companies, experts and inspectors. We have conducted workshops with colleagues from different departments at the authority to get input and to anchor the idea. Further we have carried out a zero measurement (2022) with employers and employees in four different industries (trade, office, craft and restaurant) in order to get to know how far they have come and how they work with their OSH management. The industries were selected

			to get a good spread in terms of gender and age within small and medium sized enterprises.
6.	How was the project (of non-inspection activity) prepared?		
a)	By an organisational unit of the labour inspectorate	Yes	<p>The SWEA communications department together with an externally procured communications agency.</p> <p>The range of the duties of the unit responsible for the preparation of the project.</p> <p>The Communications Department, our unit called Communications Partners.</p> <p>Number of staff employed in the unit responsible for the preparation of the project: number of staff employed in the unit: 34 number of staff preparing the project: 3-5</p>
c)	By an external entity (e.g. another public authority or a private enterprise)	Yes	<p>What was that entity? (What were those entities?)</p> <p>Outsourced communications agency</p> <p>Who verified consistency of the implemented project with the approved plans?</p> <p>The unit manager for communication partners</p> <p>To what extent consistency of the implemented project with the approved plans was verified?</p> <p>All external communication efforts for <i>Undramatic stories</i> have been evaluated in order to get to know whether the target group has been reached and understood the message, as well as to get input for further investments for <i>Undramatic stories</i>.</p>
7.	Was the project (of non-inspection activity) related to an inspection task?		With <i>Undramatic stories</i>, we generally want to show that a good work environment does not create any drama. As an employer,

		<p>you don't get any unpleasant surprises, either in the form of human tragedies that affect colleagues or unexpected costs if you have good and systematic OSH-management at the workplace. We want to pin point, that the lack of drama can be the finest thing there is. Because it means that no one gets sick, injured or dies from the job.</p> <p>If inspection efforts within an area take place at the same time as the external effort, examples from that inspection area can be lifted, for example vibrations of hand-held machinery.</p>
9.	<p>What components were included in the plan of actions (of non-inspection activity)?</p>	<p>Most of the efforts have consisted of movies (as shown on TV, cinema, YouTube and in social media), radio, print and digital advertising in newspapers, outdoor advertising and targeted posts in social media.</p> <p>Before each external communication effort, we have also communicated on our internal website with an article that, when, how and why the effort will take place. We also point out that it is thanks to everyone's work that we can tell more non-dramatic stories. All regional offices have received a roll-up with the text "Thank you for joining in and creating more undramatic stories" to put up in their office. Before the first communication effort, we used a short internal film to talk more thoroughly about the zero vision movement and why we run it. We have also drawn attention with articles on our internal website to the fine</p>

		<p>external awards that our efforts have received. Our response service and press service are also informed and have access to "Questions & Answers" before each operation for any external questions. As a side effect, you can say that the external communication efforts have strengthened our vision internally: <i>No work should lead to sickness, injury or death!</i></p>
10.	<p>How was the target group of the non-inspection activity specified?</p>	<p>In the government's instructions to the SWEA, it is stated that we must reach out to small and medium-sized companies that often do not work systematically with OSH management. We have chosen to create a multi-year movement (the Vision movement) to get closer to our vision that "No work should lead to sickness, injury or death" which includes the communication effort "Undramatic stories". With the investment, we want to wake up the employers who today do not work with the OSH management and strengthen those who do, but also get more employees to pay attention to the issue and dare/willing to make demands - in the long run, get fewer sick, injured and dead in working life. Before and during the investment, we have interviewed companies, experts and inspectors and made a zero measurement (2022) with employers and employees in four different industries to know how far they have come and how they work with their systematic OSH-management.</p>
11.	<p>What criteria were used while selecting the target group?</p>	<p>The employers are the main target group, but also employees in small and medium sized enterprises are addressed. Common to small companies is that they often do not work systematically with OSH-management. They don't always know why they should do it and how to go about it. Small and medium enterprises were selected according to criteria from Statistics Sweden (SCB).</p>

13.	Were IT tools used to identify the target group of activities carried out within the described non-inspection project?	<p>The type of data that was analyzed to determine the target group of non-inspection activities:</p> <p>Companies were selected according to criteria from Statistics Sweden. The evaluations are usually based on interviews with 300-500 employers and the same number of employees.</p> <p>The four different industries (offices, trade, crafts and restaurants) that we focused on for the zero measurement in 2022 were mainly chosen because there are many small and medium sized enterprises within those industries, but also to get an even distribution in terms of gender and age in the target group.</p>
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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?	<ul style="list-style-type: none"> <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"/> paid campaign on the Internet <input checked="" type="checkbox"/> information in the social media (FB, Instagram, X) <input checked="" type="checkbox"/> e-mailing / newsletter <p>Our media strategy has been:</p> <ul style="list-style-type: none"> • Reach - reach many. • Activation - engage! • Always on - remind and be there over time. SWEA needed to be seen and heard more in order to give power to the communication of our vision. Therefore, channels that reach out are an important parameter. In addition to outreach efforts, an always-on strategy has been important
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			to keep the movement lively and engaging for the target group over time.
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	Yes	Print ads have taken place in approximately 7 newspapers with approximately 2 advertisements/newspaper and with digital advertisements in approximately 140 newspapers with approximately 4-5 advertisements/newspaper which were shown on average 4-5 times/day. The movies have been shown on around 11 different TV channels and the radio features have been heard on 7-10 different radio stations on average 4-5 times/day. In addition, in some efforts we have advertised outdoors on facades and outdoor advertising spaces in several cities. How frequently did the message appear in each of the used mass media? In what period did the message appear? In principle, we have had an intervention in the spring and an intervention in the autumn of 4 weeks/intention. In between, we have continuously targeted employers in social media with messages about systematic OSH-management. Observation of the efforts has gone from very high to high depending on the media budget. The budget also determines the frequency of displaying the message, see below graph for observation in the
	– national press	Yes	
	– regional TV	Yes	
	– national TV,	Yes	
	– local radio station,	Yes	
	– national radio station,	Yes	
	– e-bulletins for subscribers	Yes	
	– information websites	Yes	
	– advertising with the use of an Internet search engine, e.g. Google	Yes	
	– advertising with the use of an Internet advertising network, e.g. Google Ads	Yes	
	– others (please, specify) Example movies https://www.youtube.com/playlist?list=PLEIRHWOU5qeqa6S4s4IBPcPz9VqVbKR26	Yes	

			<p>measurement group in relation to budget.</p> <p>Print ads have taken place in approximately 7 newspapers with approximately 2 advertisements/newspaper and with digital advertisements in approximately 140 newspapers with approximately 4-5 advertisements/newspaper which were shown on average 4-5 times/day. The films have been shown on around 11 different TV channels and the radio features have been heard on 7-10 different radio stations on average 4-5 times/day.</p> <p>What percentage of the target group was reached by the message via each of the mass media involved in the non-inspection activity?</p> <p>The message is clear, and two out of three respondents understand it clearly. The majority of both groups feel that the communication is comprehensible, thoughtful and relevant. A new trend in the comments is that 6-10% now (in 2023) emphasize that it feels like the employer's individual responsibility.</p>
16.	Was effectiveness proven during previous projects taken into account while selecting activities for the described project of non-inspection activity?		<p>All external communication efforts for <i>Undramatic stories</i> have been evaluated in order to get to know whether the target group has been reached and understands the message, as well as to get input for future initiatives.</p>
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	Social partners have been informed at each external investment that the activity will be launched. In 2025, the plan is to involve employer organisations and stakeholders more.
b)	the general public?	Yes	By investment in attention and reach out via TV, radio and advertising, we have reached employees and thus also the public.
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?	Yes	
a)	If so, who did it and in what way?		<p>By investment in attention and reach out via TV, radio and advertising, we have reached employees and thus also the public.</p> <p>Entities that conducted such assessment: External evaluators</p> <p>The methods of assessment: Each effort has been evaluated either via telephone interviews or via web surveys to the target group of employers and employees within small and medium sized enterprises. The evaluations are usually based on interviews with 300-500 employers and the same number of employees.</p>
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.		<p>1. Film (TV and SoMe)</p> <p>2. Radio</p> <p>3. Advertisements</p> <p>The evaluations show that a combination of several different channels gives more</p>

			attention to the effort than communicating in just one channel.
c)	If so, please specify the three most effective ways to communicate information about the project to the general public.		1. Film (TV and SoMe) 2. Radio 3. Advertisements The evaluations show that a combination of several different channels gives more attention to the effort than communicating in just one channel. Strongest individual channel is film on TV.
F. Evaluation of the non-inspection activity. Methods and tools used to evaluate non-inspection initiatives.			
19.	Were the project results evaluated?	Yes	Indicators that were used for evaluation: Observation - how many people have seen the campaign and in which media have they seen it Message understanding - has our intended message come across and what is associated with the communication? Liking - how do they rate the campaign compared to other campaigns? What was good/bad about it? Perception - how did the campaign perform on a number of attributes, how was it perceived? Sender of the message - do they recognize the authority behind the campaign?
20.	How were the project results evaluated?		
a)	Was any final summary evaluation of the non-inspection activity made?	Yes	The scope of such evaluation: How - each effort has been evaluated either via telephone interviews or via web surveys to the target group of employers and

			<p>employees within small and smaller companies. The evaluations are usually based on interviews with 300-500 employers and the same number of employees. The purpose of the evaluations has been to find out if the target group is being reached and understands the message, as well as to get input for future efforts.</p>
c)	<p>Did you prepare a formal document with evaluation of the promotional campaign after its completion?</p>	Yes	<p>Each evaluation has been presented in the form of a ppt presentation to the authority's management team and to the communications department. The zero-measurement made in the spring of 2022 was presented to interested employees throughout the organisation.</p> <p>The formal document on evaluation was prepared by:</p> <p><input checked="" type="checkbox"/> an external evaluator</p> <p>The entities that conducted such external evaluation.</p> <p>Gullers AB our external communications agency (purchased by the authority).</p> <p>Aspects of the evaluation that were included in the report:</p> <p>Partly quantitatively how many and who have seen and pressed on to the units, but also qualitatively whether the message has reached and is understood by the target group.</p> <p>Way of dissemination of the report conclusions:</p> <p>Reported to the management team at the authority and to all employees in the communications department.</p>

21.	Were the effects of the non-inspection activity evaluated?	Yes	Indicators that were used for the evaluation: Observation and cost: - Spontaneous association - Sender - Message - Likeable - Communication effect - Behaviour We will continue to evaluate each effort and we will also follow up the zero measurement from 2022.
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	
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	