
Plan Overview

A Data Management Plan created using DMPTuuli

Title: Measuring Effectiveness in The Inclusive Social Security Experiment

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Template: Viestintä- ja hyödyntämissuunnitelma / Tiedonhallintasuunnitelma

Project abstract:

In this research, the effectiveness of the Experiment of Inclusive Social Security is evaluated in five Finnish municipalities. In the research, effectiveness is evaluated using the KEY-measure, nationwide register data and targeted interviews. The KEY is an online measure for determining the effectiveness of social work intervention with adults. The measure will be filled twice with each client of the experiment. The design and development of the KEY measure utilises realistic evaluation approach with single case-design. In the experiment, the KEY is integrated to the client data management systems. Effectiveness is also evaluated by analyzing the register data of social assistance. The register data is gathered from statistical databases of The Social Insurance Institution of Finland (Kela). Targeted interviews are conducted to the social workers, social councillors and managers.

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Measuring Effectiveness in The Inclusive Social Security Experiment

Viestintä- ja hyödyntämissuunnitelma

1 Hankkeen nimi

Measuring Effectiveness in the Inclusive Social Security Experiment

2 Tavoite

Communication and media plan objectives are : disseminate information on Inclusive Social Work Experiment, effective models and methods in social work, information on how social work should be developed according to the research results.

Audiences	What they need to know	Key communications messages
Professionals	-Social workers and social councillors need measures to evaluate social work effectiveness -They should understand future needs in social and health care	-Research information is useful and supports development of social work -In future, effectiveness evaluation is essential part for developing social work -Social workers' and social councillors' contextual factors and situation is understood in the research agenda
Clients and service users	- Information on better and effective services - Information on how to access to the services	-The research provides useful, practical information on better and effective services - We put services users first and value their opinions
Local management and councillors	- What has changed in policy terms - How services can be improved -How to use evidence and research information to improve services	- We have a strong evidence base and our results are grounded in robust research -Social work is an important profession in the field of social and health care. It needs own management and enough resources - We understand the national political environment and it's contradictory expectations towards social work - THL is a well-respected, authoritative organisation in the field of social and health care research
Central Government	-Social work should be based on information of evidence, not political aims or expectations -Change in social work is not possible without support of Central Government	-Social work needs complete reform -Our research produces robust information and knowledge base for social work development
Other (social and health care NGO's, societies, and associations)	-"Third sector's" knowledge, networks and ability to reach clients are important to public sector -New solutions are needed when developing social work	-Different mixed models (public social work+NGO's etc) for inclusive social security have been developed in the experiment. Researchers in THL suggest to continue implementing these models and methods.

A SWOT Analysis of the communication and media plan in terms of communications priorities:

Strengths: A qualified and meritorious research team; good financial resources; a stable organization (THL) enables the research; tested measures; national registers; THL has direct and easy access to municipalities.

Weaknesses: Only limited amount of municipalities are participating the research. Social workers are not used to record quantitative information. Some of them do not value research.

Threats: Frequent changes in municipalities' personnel (specially social workers); information is not recorded to the KEY-measure (AVAIN-mittari); interviews are not conducted

Opportunities: THL supports municipalities when they recruit new social workers (e.g. by disseminating the information in social media); THL supports social workers and social councillors to use the KEY-measure (in seminars, work-shops, "check-points", Lync/Skype-meetings, face-to-face meetings); in case of quitting the experiment in some communes, new communes are tried to recruit or the

experiment is expanded in those municipalities who are participating in the experiment.

3 Kohderyhmät ja tiedon hyödyntäjät

Target audiences and stakeholders: Municipalities (management, professionals and social work clients), Ministry of Social Affairs and Health, The Social Insurance Institution of Finland, Association of Finnish Local and Regional Authorities, Ministry of Economic Affairs and Employment in Finland, Ministry of Education and Culture, Third Sector (NGO's and non-governmental organisations)

4 Viestinnän ja vuorovaikutuksen keinot, vastuut ja toteutus

Communication means: THL's newsletter, experiment's newsletter, Internet / web-pages (blogs, podcasts, videos, experiment's own web-page), social media (Facebook, Twitter, LinkedIn), professional and scientific articles and reviews.

Responsibilities: PM project manager: to ensure that the research is well planned and conducted; coordinate the communication and media plan; researchers: plan, conduct and analyse research findings, formulate media messages in cooperation with PM and PR; head of unit: enables the research, publication and communication; PR manager: helps others bring central findings into focus of communication and dissemination of research results.

Tiedonhallintasuunnitelma

1 Aineisto

Research material: Quantitative and qualitative material compiled using the KEY-measure; national social assistance registers from The Social Insurance Institution of Finland; qualitative material from interviews.

2 Omistus-, hallinta- ja tekijänoikeudet

Ownership of data from KEY-measure: municipals and THL

Management: according to the THL's research management policies

Copyrights: researchers.

3 Aineiston tietosuoja

AVAIN-data has been defined as a security class 3.

Research material: The quantitative and qualitative material of the KEY-measure is saved in the client management system of each municipality (Tampere, Kangasala, Kuopio, Raisio) or in a cloud system (Kemijärvi). The information is transferred to THL's cloud system in an anonymised form.

The register-based data on social assistance recipients provided by The Social Insurance Institution of Finland is pseudonymised and it is only used by those who have been granted a permission for its use. The qualitative material from interviews is collected and recorded by the project team. Names of the interviewees are not linked with the interview material.

4 Aineiston säilytys ja saatavuus

Data is saved according to the THL data policy. Later use of the data according to the project agreement