

# DON'T BREAK YOUR CAREGIVER -campaign 2011



These posters bear the same message for both the patient and the carer:

1. Caring and violence are not compatible
2. Nevertheless one in every four carers encounters violence inflicted on them by the patients.

#### Say NO to violence

- I Everyone has the right to a non-violent working environment
- II No carer should accept violent behavior
- III Physical violence against a carer is a criminal act
- IV Violent incidents should be recorded and reported
- V The perpetrators of violent acts will be prosecuted
- VI The carer must respect the patient and the patient must respect the carer
- VII Caring will bring better results when there is no violence



The poster campaign was realized between March and the end of December 2011. The Impact assessment, which was carried out in the form of an online survey, took place between January and February 2012. Tehy's professional branches and staff representatives acted as respondents.

**ACCORDING** to the Occupational Safety and Health Act, any work and working conditions, which involve the obvious risk of violence, must be organized by the employer in such a manner, whereby, the risk of violence and violent situations are prevented in advance when possible. In work places where the risk of violence is obvious, the employer is liable for establishing rules of conduct.

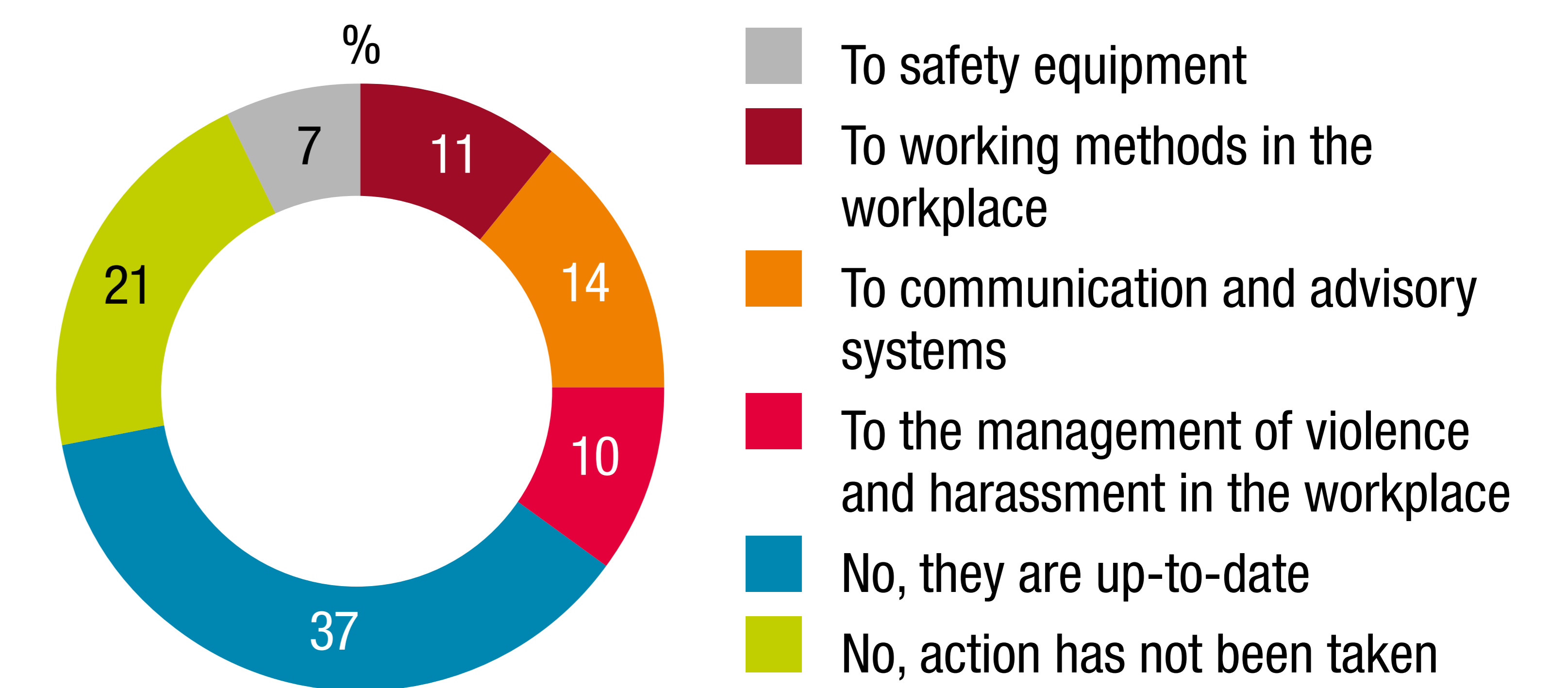
#### CAMPAIGN METHODS

- Two separate posters, 10.000 pieces each, were distributed in the workplaces of Tehy members, all around Finland.
- Advisory material was posted in professional branches (a series of 18 slides).
- Violence in the workplace was focused on in training sessions, including in student meetings (roughly 3000 participants from all around Finland).
- The campaign was well presented in local and national media (newspapers, radio, television).
- 5 articles on the topic were published in the association's own publication, Tehy magazine.
- In May 2011, the campaign saw the launch of its own Facebook page. During the first week, there were over 34 000 visitors to the page and 36 000 visitors altogether by September 10<sup>th</sup>.
- The campaign stirred conversation among specialists and created new initiatives, among others, in research institutions.

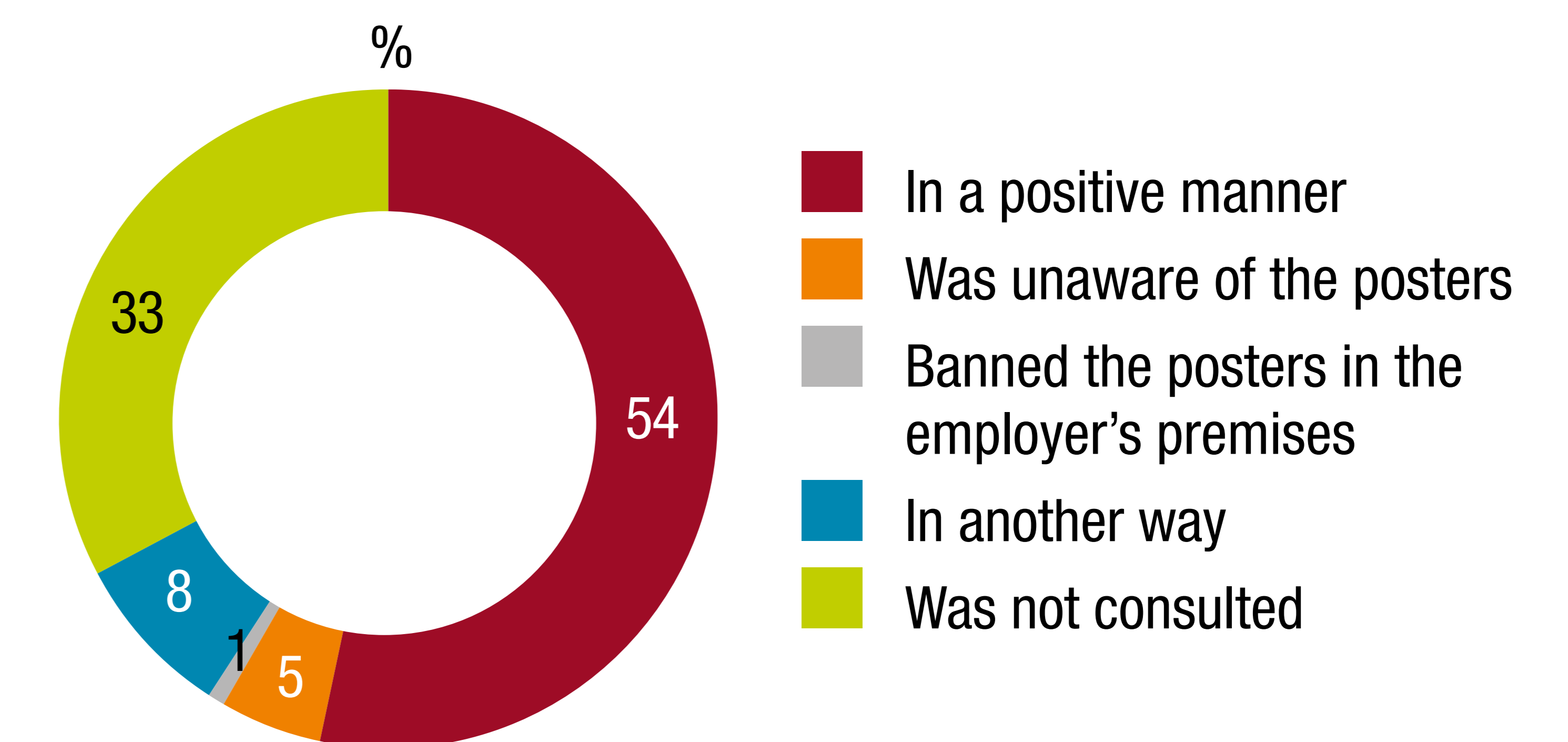
Tehy is Finland's largest trade union for professionals in the health and social care sector. There are 153 000 members altogether, 23 000 of whom are students and 93% of whom are women. Tehy's professionals include bioanalysts, paramedics, physiotherapists, geronomes, dental nurses, podiatrists, midwives, nannies, practical nurses, medical attendants/emergency medical technicians, mental health nurses, x-ray nurses, nurses, sosionoms, dental hygienists and public health nurses, among others.

## IMPACT

Have any changes or improvements been made to the strategic safety arrangements and guidance in your workplace on account of Tehy's poster campaign? n=74



How did the employer/representative of the employer react to the posters? n=276



45% of respondents from professional branches (n=278) were of the opinion, that the poster campaign improved awareness on workplace violence and harassment.

31% of respondents from professional branches (n=282) were of the opinion, that the campaign strengthened documentation and reporting on workplace violence and harassment.

Staff representatives (n=73) deemed the poster campaign to be very useful (6%), as a nice added bonus to the work on work safety (32%) and had been waiting for a campaign of this kind (16%).